



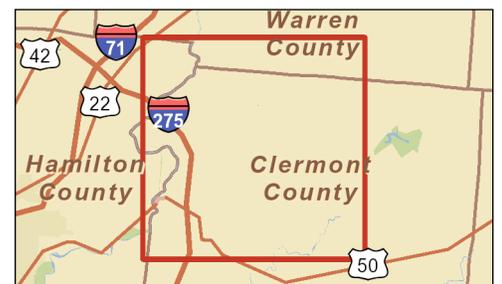
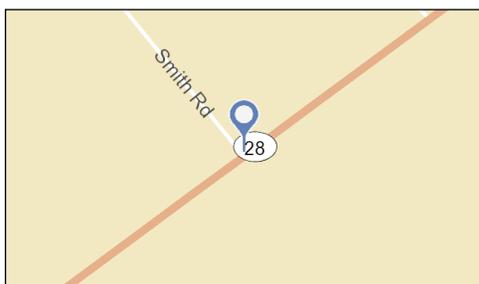
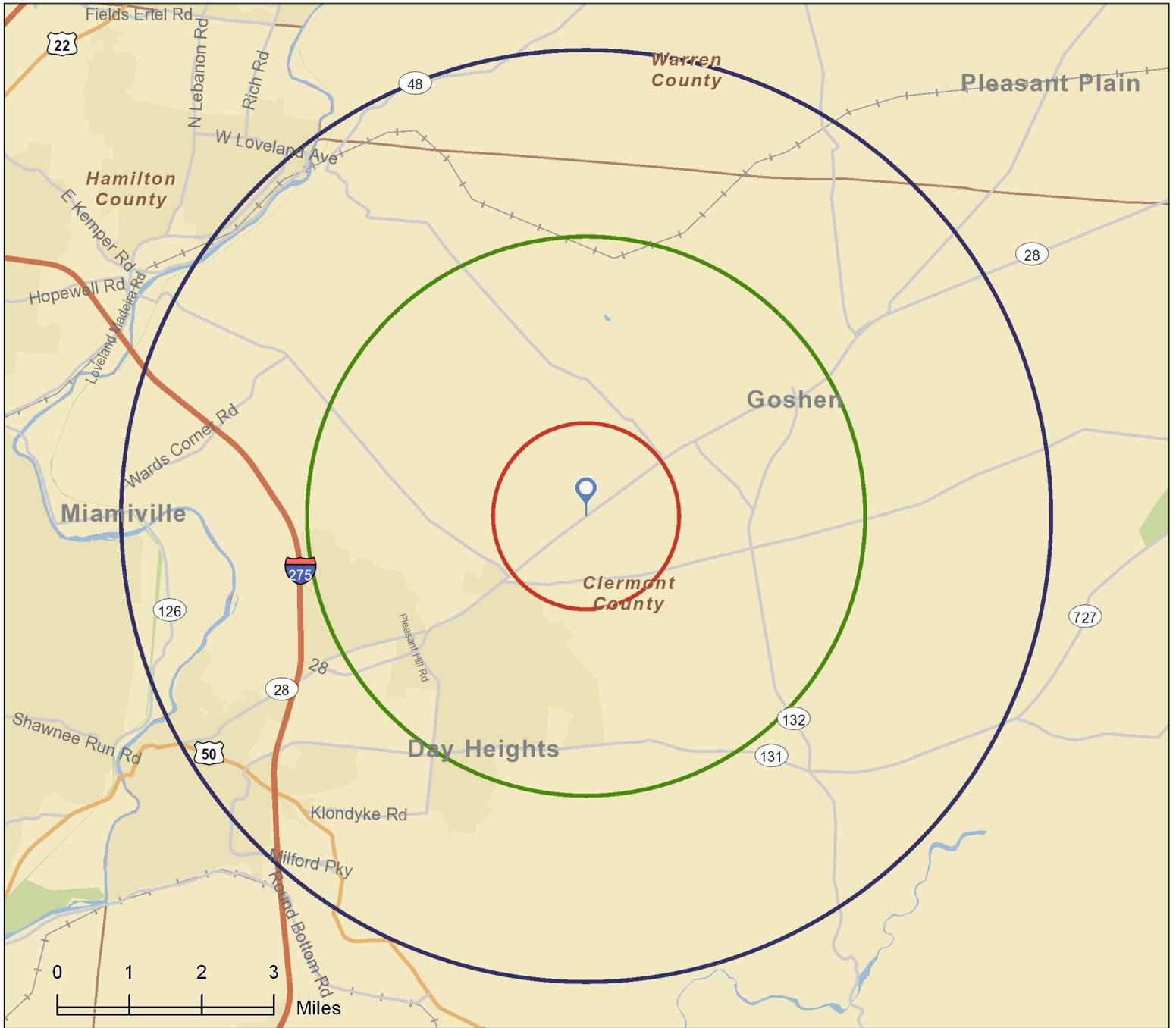
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Site Map

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1, 3, 5 Miles

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

Latitude: 39.21227  
Longitude: -84.20551



March 27, 2012

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ECONOMIC DEVELOPMENT

## Market Profile

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	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	3,836	29,257	56,673
2000 Group Quarters	0	313	407
2010 Total Population	5,944	34,977	64,741
2015 Total Population	6,505	37,205	68,086
2010-2015 Annual Rate	1.82%	1.24%	1.01%
<b>Household Summary</b>			
2000 Households	1,364	10,340	20,396
2000 Average Household Size	2.81	2.80	2.76
2010 Households	2,110	12,588	23,621
2010 Average Household Size	2.82	2.75	2.72
2015 Households	2,319	13,456	24,932
2015 Average Household Size	2.81	2.74	2.71
2010-2015 Annual Rate	1.91%	1.34%	1.09%
2000 Families	1,084	8,221	15,876
2000 Average Family Size	3.12	3.15	3.15
2010 Families	1,687	9,888	18,161
2010 Average Family Size	3.12	3.11	3.12
2015 Families	1,844	10,515	19,075
2015 Average Family Size	3.11	3.10	3.11
2010-2015 Annual Rate	1.80%	1.24%	0.99%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,433	10,692	21,093
Owner Occupied Housing Units	88.6%	84.3%	80.1%
Renter Occupied Housing Units	6.6%	12.4%	16.5%
Vacant Housing Units	4.7%	3.3%	3.4%
2010 Housing Units	2,268	13,287	24,962
Owner Occupied Housing Units	85.6%	81.6%	77.7%
Renter Occupied Housing Units	7.5%	13.1%	17.0%
Vacant Housing Units	7.0%	5.3%	5.4%
2015 Housing Units	2,529	14,367	26,666
Owner Occupied Housing Units	84.3%	80.8%	77.0%
Renter Occupied Housing Units	7.4%	12.8%	16.5%
Vacant Housing Units	8.3%	6.3%	6.5%
<b>Median Household Income</b>			
2000	\$47,861	\$55,038	\$56,187
2010	\$60,908	\$69,823	\$71,238
2015	\$67,005	\$77,986	\$79,785
<b>Median Home Value</b>			
2000	\$56,250	\$115,354	\$127,939
2010	\$60,208	\$144,743	\$159,411
2015	\$65,750	\$161,099	\$176,722
<b>Per Capita Income</b>			
2000	\$21,036	\$24,196	\$25,402
2010	\$28,260	\$30,631	\$32,021
2015	\$30,891	\$33,855	\$35,403
<b>Median Age</b>			
2000	31.9	34.9	35.8
2010	33.7	37.1	38.0
2015	33.7	37.2	38.0

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

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

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<b>2000 Households by Income</b>			
Household Income Base	1,337	10,355	20,422
<\$15,000	8.8%	7.5%	8.0%
\$15,000 - \$24,999	9.8%	8.5%	8.3%
\$25,000 - \$34,999	14.1%	11.3%	11.5%
\$35,000 - \$49,999	19.6%	16.4%	15.6%
\$50,000 - \$74,999	21.4%	24.2%	22.5%
\$75,000 - \$99,999	12.3%	15.7%	15.1%
\$100,000 - \$149,999	8.4%	10.7%	12.0%
\$150,000 - \$199,999	2.5%	3.0%	3.8%
\$200,000+	3.1%	2.8%	3.3%
Average Household Income	\$62,884	\$67,591	\$69,802
<b>2010 Households by Income</b>			
Household Income Base	2,111	12,586	23,623
<\$15,000	6.4%	5.0%	5.5%
\$15,000 - \$24,999	7.2%	4.9%	5.0%
\$25,000 - \$34,999	9.7%	7.0%	7.0%
\$35,000 - \$49,999	16.6%	14.1%	13.8%
\$50,000 - \$74,999	21.3%	23.0%	21.4%
\$75,000 - \$99,999	13.3%	19.0%	18.4%
\$100,000 - \$149,999	14.5%	17.4%	18.1%
\$150,000 - \$199,999	6.2%	5.3%	5.8%
\$200,000+	4.8%	4.3%	5.0%
Average Household Income	\$82,077	\$85,170	\$87,304
<b>2015 Households by Income</b>			
Household Income Base	2,320	13,456	24,935
<\$15,000	5.9%	4.2%	4.6%
\$15,000 - \$24,999	5.9%	3.7%	3.8%
\$25,000 - \$34,999	7.5%	5.0%	5.0%
\$35,000 - \$49,999	12.5%	10.1%	9.8%
\$50,000 - \$74,999	23.7%	23.8%	22.1%
\$75,000 - \$99,999	14.2%	19.3%	18.8%
\$100,000 - \$149,999	17.6%	22.4%	23.2%
\$150,000 - \$199,999	7.1%	6.4%	7.0%
\$200,000+	5.5%	5.0%	5.7%
Average Household Income	\$89,308	\$93,685	\$96,177
<b>2000 Owner Occupied Housing Units by Value</b>			
Total	1,249	8,977	16,906
<\$50,000	49.4%	15.5%	11.0%
\$50,000 - \$99,999	13.7%	25.5%	23.7%
\$100,000 - \$149,999	11.9%	25.4%	26.0%
\$150,000 - \$199,999	9.0%	16.4%	19.1%
\$200,000 - \$299,999	10.7%	11.4%	12.2%
\$300,000 - \$499,999	4.2%	4.8%	7.2%
\$500,000 - \$999,999	0.8%	0.6%	0.6%
\$1,000,000 +	0.2%	0.3%	0.2%
Average Home Value	\$100,005	\$136,626	\$149,908
<b>2000 Specified Renter Occupied Housing Units by Contract Rent</b>			
Total	95	1,265	3,396
With Cash Rent	95.8%	96.2%	94.5%
No Cash Rent	4.2%	3.8%	5.5%
Median Rent	\$467	\$496	\$489
Average Rent	\$487	\$490	\$494

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

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

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<b>2000 Population by Age</b>			
Total	3,839	29,257	56,673
0 - 4	8.9%	8.0%	7.7%
5 - 9	9.4%	8.3%	8.1%
10 - 14	8.6%	8.2%	8.2%
15 - 24	13.4%	12.3%	12.0%
25 - 34	14.4%	13.3%	12.6%
35 - 44	18.9%	18.2%	18.4%
45 - 54	13.2%	14.8%	15.0%
55 - 64	7.0%	8.3%	8.7%
65 - 74	4.0%	4.8%	5.3%
75 - 84	1.9%	2.8%	2.9%
85 +	0.3%	0.9%	0.9%
18 +	67.9%	70.6%	71.2%
<b>2010 Population by Age</b>			
Total	5,945	34,980	64,742
0 - 4	9.0%	7.8%	7.5%
5 - 9	8.6%	7.9%	7.6%
10 - 14	8.0%	7.8%	7.7%
15 - 24	12.8%	11.5%	11.6%
25 - 34	13.2%	12.0%	11.6%
35 - 44	15.4%	14.9%	14.5%
45 - 54	16.8%	16.6%	16.8%
55 - 64	9.6%	11.5%	12.0%
65 - 74	4.1%	5.7%	6.2%
75 - 84	1.8%	2.9%	3.2%
85 +	0.5%	1.2%	1.3%
18 +	69.4%	71.9%	72.8%
<b>2015 Population by Age</b>			
Total	6,505	37,204	68,088
0 - 4	9.0%	7.7%	7.3%
5 - 9	8.6%	7.9%	7.5%
10 - 14	8.2%	8.1%	7.9%
15 - 24	12.3%	11.6%	11.6%
25 - 34	13.8%	11.7%	11.5%
35 - 44	14.5%	14.0%	13.7%
45 - 54	15.1%	15.5%	15.4%
55 - 64	11.0%	12.2%	12.9%
65 - 74	5.1%	7.2%	7.6%
75 - 84	1.8%	3.0%	3.3%
85 +	0.5%	1.2%	1.4%
18 +	69.8%	71.9%	72.9%
<b>2000 Population by Sex</b>			
Males	50.1%	49.1%	49.1%
Females	49.9%	50.9%	50.9%
<b>2010 Population by Sex</b>			
Males	50.6%	49.0%	49.1%
Females	49.4%	51.0%	50.9%
<b>2015 Population by Sex</b>			
Males	50.7%	49.1%	49.1%
Females	49.3%	50.9%	50.9%

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

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<b>2000 Population by Race/Ethnicity</b>			
Total	3,836	29,257	56,674
White Alone	97.8%	97.2%	96.8%
Black Alone	0.4%	0.8%	1.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	0.4%	0.6%	0.6%
Some Other Race Alone	0.1%	0.3%	0.3%
Two or More Races	1.1%	0.9%	0.8%
Hispanic Origin	0.8%	0.9%	0.9%
Diversity Index	5.9	7.3	7.9
<b>2010 Population by Race/Ethnicity</b>			
Total	5,945	34,977	64,742
White Alone	96.8%	96.1%	95.6%
Black Alone	0.6%	1.2%	1.9%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	0.8%	0.9%	0.9%
Some Other Race Alone	0.2%	0.3%	0.4%
Two or More Races	1.4%	1.2%	1.1%
Hispanic Origin	1.3%	1.5%	1.5%
Diversity Index	8.7	10.3	11.2
<b>2015 Population by Race/Ethnicity</b>			
Total	6,506	37,204	68,087
White Alone	96.3%	95.6%	95.0%
Black Alone	0.7%	1.4%	2.1%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	0.9%	1.1%	1.1%
Some Other Race Alone	0.2%	0.4%	0.4%
Two or More Races	1.6%	1.3%	1.2%
Hispanic Origin	1.6%	1.8%	1.8%
Diversity Index	10.2	11.9	12.8
<b>2000 Population 3+ by School Enrollment</b>			
Total	3,681	27,825	54,101
Enrolled in Nursery/Preschool	2.6%	2.0%	2.1%
Enrolled in Kindergarten	2.6%	1.7%	1.7%
Enrolled in Grade 1-8	15.6%	14.3%	13.9%
Enrolled in Grade 9-12	7.9%	6.6%	6.5%
Enrolled in College	2.7%	3.8%	3.5%
Enrolled in Grad/Prof School	0.2%	0.5%	0.6%
Not Enrolled in School	68.5%	71.1%	71.7%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	3,656	22,708	42,501
Less Than 9th Grade	3.6%	2.8%	2.9%
9th to 12th Grade, No Diploma	9.8%	7.7%	7.2%
High School Graduate	32.8%	30.2%	28.5%
Some College, No Degree	19.5%	19.6%	19.4%
Associate Degree	6.4%	8.8%	8.5%
Bachelor's Degree	17.0%	20.0%	21.0%
Graduate/Professional Degree	10.9%	10.8%	12.5%

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

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

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<b>2010 Population 15+ by Marital Status</b>			
Total	4,419	26,732	50,023
Never Married	24.9%	21.9%	22.8%
Married	61.1%	62.9%	62.6%
Widowed	3.9%	5.1%	4.8%
Divorced	10.0%	10.1%	9.8%
<b>2000 Population 16+ by Employment Status</b>			
Total	2,709	21,508	42,034
In Labor Force	71.3%	70.3%	70.5%
Civilian Employed	68.4%	68.4%	68.4%
Civilian Unemployed	3.0%	1.9%	2.1%
In Armed Forces	0.0%	0.0%	0.0%
Not In Labor Force	28.7%	29.7%	29.5%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	89.5%	90.3%	89.9%
Civilian Unemployed	10.5%	9.7%	10.1%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	91.3%	92.1%	91.7%
Civilian Unemployed	8.7%	7.9%	8.3%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	1,379	11,177	21,691
Own Children < 6 Only	8.6%	9.7%	9.5%
Employed/in Armed Forces	5.1%	5.9%	5.7%
Unemployed	0.0%	0.2%	0.4%
Not in Labor Force	3.4%	3.6%	3.4%
Own Children <6 and 6-17 Only	9.3%	7.4%	7.3%
Employed/in Armed Forces	5.3%	4.4%	4.1%
Unemployed	0.0%	0.1%	0.2%
Not in Labor Force	4.0%	2.9%	3.0%
Own Children 6-17 Only	25.1%	21.0%	21.2%
Employed/in Armed Forces	18.9%	15.8%	15.7%
Unemployed	0.5%	0.2%	0.3%
Not in Labor Force	5.7%	5.0%	5.1%
No Own Children < 18	57.1%	61.9%	62.1%
Employed/in Armed Forces	32.3%	34.0%	34.5%
Unemployed	0.8%	1.4%	1.2%
Not in Labor Force	24.0%	26.5%	26.4%
<b>2010 Employed Population 16+ by Industry</b>			
Total	2,675	16,371	30,711
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	5.9%	5.4%	5.6%
Manufacturing	13.8%	15.0%	14.9%
Wholesale Trade	4.2%	4.3%	4.5%
Retail Trade	15.4%	13.0%	12.4%
Transportation/Utilities	4.9%	4.2%	3.9%
Information	1.8%	2.0%	1.7%
Finance/Insurance/Real Estate	7.3%	9.0%	8.1%
Services	46.2%	45.7%	46.9%
Public Administration	0.6%	1.4%	1.8%

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

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<b>2010 Employed Population 16+ by Occupation</b>			
Total	2,675	16,373	30,712
White Collar	61.3%	65.8%	67.2%
Management/Business/Financial	16.9%	16.8%	17.2%
Professional	16.4%	21.7%	22.9%
Sales	14.2%	13.4%	13.2%
Administrative Support	13.8%	13.9%	13.8%
Services	15.8%	14.0%	13.9%
Blue Collar	22.9%	20.2%	18.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	4.6%	3.8%	4.0%
Installation/Maintenance/Repair	4.9%	5.0%	4.4%
Production	6.2%	5.9%	5.4%
Transportation/Material Moving	7.2%	5.5%	5.1%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
Total	1,836	14,513	28,329
Drove Alone - Car, Truck, or Van	83.3%	86.3%	86.1%
Carpooled - Car, Truck, or Van	11.1%	8.1%	8.1%
Public Transportation	0.6%	0.8%	0.7%
Walked	0.9%	0.5%	0.6%
Other Means	0.6%	0.6%	0.8%
Worked at Home	3.5%	3.7%	3.7%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	1,836	14,514	28,329
Did not Work at Home	96.5%	96.3%	96.3%
Less than 5 minutes	1.0%	1.5%	1.8%
5 to 9 minutes	5.1%	6.3%	6.5%
10 to 19 minutes	25.7%	20.1%	21.9%
20 to 24 minutes	13.5%	15.2%	16.1%
25 to 34 minutes	26.8%	30.2%	28.3%
35 to 44 minutes	10.0%	9.8%	9.5%
45 to 59 minutes	7.9%	9.6%	8.9%
60 to 89 minutes	2.8%	2.1%	1.9%
90 or more minutes	3.6%	1.5%	1.5%
Worked at Home	3.5%	3.7%	3.7%
Average Travel Time to Work (in min)	29.6	27.2	26.5
<b>2000 Households by Vehicles Available</b>			
Total	1,346	10,285	20,387
None	2.3%	2.8%	3.5%
1	22.1%	22.7%	22.8%
2	51.2%	48.5%	46.6%
3	17.5%	18.7%	19.9%
4	5.9%	5.5%	5.1%
5+	0.9%	1.9%	2.1%
Average Number of Vehicles Available	2.1	2.1	2.1

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

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<b>2000 Households by Type</b>			
Total	1,364	10,339	20,395
Family Households	79.5%	79.5%	77.8%
Married-couple Family	61.3%	66.1%	65.3%
With Related Children	35.6%	35.0%	34.0%
Other Family (No Spouse)	18.2%	13.4%	12.5%
With Related Children	12.9%	9.3%	8.5%
Nonfamily Households	20.5%	20.5%	22.2%
Householder Living Alone	16.1%	16.8%	18.4%
Householder Not Living Alone	4.5%	3.7%	3.8%
Households with Related Children	48.5%	44.2%	42.4%
Households with Persons 65+	13.7%	16.3%	17.7%
<b>2000 Households by Size</b>			
Total	1,364	10,340	20,396
1 Person Household	16.1%	16.8%	18.4%
2 Person Household	29.9%	32.6%	33.0%
3 Person Household	23.1%	20.2%	19.0%
4 Person Household	17.5%	18.7%	18.3%
5 Person Household	9.5%	8.5%	8.3%
6 Person Household	2.8%	2.4%	2.2%
7 + Person Household	1.1%	0.8%	0.8%
<b>2000 Households by Year Householder Moved In</b>			
Total	1,346	10,284	20,387
Moved in 1999 to March 2000	15.7%	16.6%	16.8%
Moved in 1995 to 1998	37.5%	33.0%	31.0%
Moved in 1990 to 1994	15.5%	17.0%	17.5%
Moved in 1980 to 1989	23.2%	17.5%	17.0%
Moved in 1970 to 1979	4.6%	9.8%	10.4%
Moved in 1969 or Earlier	3.6%	6.1%	7.3%
Median Year Householder Moved In	1995	1995	1994
<b>2000 Housing Units by Units in Structure</b>			
Total	1,430	10,642	21,074
1, Detached	48.3%	71.6%	73.5%
1, Attached	0.2%	3.3%	2.8%
2	0.4%	0.7%	0.9%
3 or 4	0.1%	1.0%	1.1%
5 to 9	0.2%	2.1%	2.1%
10 to 19	2.0%	5.1%	8.1%
20 +	0.1%	1.0%	1.4%
Mobile Home	48.7%	15.3%	9.9%
Other	0.0%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	1,430	10,642	21,071
1999 to March 2000	3.4%	4.4%	3.2%
1995 to 1998	16.9%	14.9%	12.8%
1990 to 1994	15.7%	11.2%	11.5%
1980 to 1989	32.6%	22.0%	18.4%
1970 to 1979	14.2%	20.7%	21.2%
1969 or Earlier	17.3%	26.9%	32.9%
Median Year Structure Built	1986	1981	1978

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Market Profile

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Crossroads	Crossroads	Boomburbs
2.	Boomburbs	Boomburbs	Crossroads
3.	Southern Satellites	Milk and Cookies	Sophisticated Squires
<b>2010 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,154,840	\$25,485,552	\$49,205,495
Average Spent	\$1,969.10	\$2,024.60	\$2,083.14
Spending Potential Index	82	85	87
Computers & Accessories: Total \$	\$552,195	\$3,391,834	\$6,533,276
Average Spent	\$261.70	\$269.45	\$276.59
Spending Potential Index	119	122	126
Education: Total \$	\$2,982,367	\$19,137,888	\$37,522,310
Average Spent	\$1,413.43	\$1,520.33	\$1,588.53
Spending Potential Index	116	125	130
Entertainment/Recreation: Total \$	\$8,259,331	\$51,086,643	\$98,165,232
Average Spent	\$3,914.33	\$4,058.37	\$4,155.88
Spending Potential Index	121	126	129
Food at Home: Total \$	\$10,832,626	\$66,411,772	\$127,785,691
Average Spent	\$5,133.89	\$5,275.82	\$5,409.88
Spending Potential Index	115	118	121
Food Away from Home: Total \$	\$8,021,729	\$49,173,181	\$94,490,044
Average Spent	\$3,801.72	\$3,906.37	\$4,000.29
Spending Potential Index	118	121	124
Health Care: Total \$	\$8,978,935	\$56,069,973	\$107,577,981
Average Spent	\$4,255.37	\$4,454.25	\$4,554.38
Spending Potential Index	114	120	122
HH Furnishings & Equipment: Total \$	\$4,606,912	\$28,451,748	\$54,628,625
Average Spent	\$2,183.35	\$2,260.24	\$2,312.74
Spending Potential Index	106	110	112
Investments: Total \$	\$3,845,181	\$25,582,032	\$50,472,860
Average Spent	\$1,822.34	\$2,032.26	\$2,136.80
Spending Potential Index	105	117	123
Retail Goods: Total \$	\$60,181,092	\$368,454,071	\$705,466,357
Average Spent	\$28,521.52	\$29,270.35	\$29,866.34
Spending Potential Index	115	118	120
Shelter: Total \$	\$38,797,818	\$242,440,691	\$469,009,568
Average Spent	\$18,387.38	\$19,259.72	\$19,855.80
Spending Potential Index	116	122	126
TV/Video/Audio: Total \$	\$3,073,532	\$18,702,250	\$35,892,992
Average Spent	\$1,456.63	\$1,485.73	\$1,519.55
Spending Potential Index	117	120	122
Travel: Total \$	\$4,666,349	\$29,919,436	\$57,941,587
Average Spent	\$2,211.51	\$2,376.83	\$2,452.99
Spending Potential Index	117	126	130
Vehicle Maintenance & Repairs: Total \$	\$2,342,267	\$14,452,939	\$27,706,229
Average Spent	\$1,110.07	\$1,148.16	\$1,172.96
Spending Potential Index	118	122	124

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

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

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

March 27, 2012

Made with Esri Business Analyst





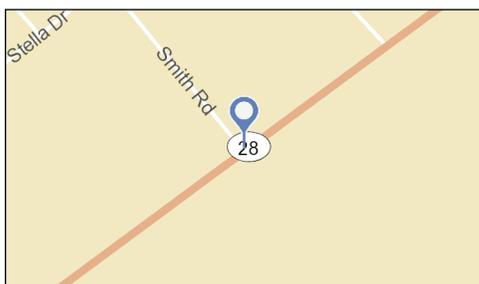
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Traffic Count Map - Close Up

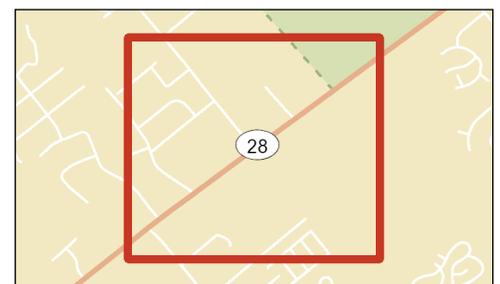
SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1, 3, 5 Miles

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

Latitude: 39.21227  
Longitude: -84.20551



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



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

March 27, 2012



# Business Summary

SR 28/Smith Rd.  
 1420 STHY 28, Loveland, OH, 45140  
 Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz  
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Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	121	806	1,938
Total Employees:	702	5,826	19,655
Total Residential Population:	5,944	34,977	64,741
Employee/Residential Population Ratio:	0.12	0.17	0.30

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	5	4.3%	25	3.6%	32	4.0%	170	2.9%	67	3.5%	323	1.6%
Construction	23	19.2%	142	20.2%	133	16.5%	486	8.3%	259	13.4%	1,064	5.4%
Manufacturing	5	4.2%	16	2.3%	25	3.1%	145	2.5%	81	4.2%	2,202	11.2%
Transportation	6	4.8%	13	1.9%	23	2.8%	80	1.4%	46	2.4%	208	1.1%
Communication	1	0.9%	15	2.1%	4	0.5%	31	0.5%	7	0.4%	45	0.2%
Utility	0	0.3%	8	1.1%	2	0.2%	24	0.4%	5	0.2%	33	0.2%
Wholesale Trade	7	6.1%	33	4.8%	36	4.4%	131	2.3%	102	5.3%	1,101	5.6%
<b>Retail Trade Summary</b>	<b>23</b>	<b>19.0%</b>	<b>115</b>	<b>16.4%</b>	<b>171</b>	<b>21.3%</b>	<b>1,465</b>	<b>25.1%</b>	<b>407</b>	<b>21.0%</b>	<b>5,798</b>	<b>29.5%</b>
Home Improvement	3	2.6%	26	3.7%	22	2.7%	256	4.4%	46	2.4%	540	2.7%
General Merchandise Stores	0	0.0%	0	0.0%	2	0.3%	8	0.1%	11	0.5%	276	1.4%
Food Stores	3	2.4%	20	2.8%	17	2.1%	240	4.1%	48	2.5%	1,400	7.1%
Auto Dealers, Gas Stations, Auto Aftermarket	3	2.3%	5	0.7%	26	3.3%	226	3.9%	53	2.7%	365	1.9%
Apparel & Accessory Stores	2	1.4%	6	0.9%	9	1.1%	28	0.5%	14	0.7%	42	0.2%
Furniture & Home Furnishings	1	1.0%	6	0.8%	18	2.2%	62	1.1%	48	2.5%	1,251	6.4%
Eating & Drinking Places	4	3.1%	28	4.0%	36	4.5%	508	8.7%	94	4.8%	1,399	7.1%
Miscellaneous Retail	7	6.2%	25	3.5%	41	5.1%	137	2.4%	94	4.9%	523	2.7%
<b>Finance, Insurance, Real Estate Summary</b>	<b>6</b>	<b>5.1%</b>	<b>13</b>	<b>1.8%</b>	<b>69</b>	<b>8.6%</b>	<b>365</b>	<b>6.3%</b>	<b>197</b>	<b>10.2%</b>	<b>1,935</b>	<b>9.8%</b>
Banks, Savings & Lending Institutions	2	1.4%	5	0.7%	14	1.7%	69	1.2%	50	2.6%	334	1.7%
Securities Brokers	0	0.0%	0	0.0%	2	0.2%	2	0.0%	16	0.8%	81	0.4%
Insurance Carriers & Agents	1	0.7%	2	0.2%	19	2.3%	62	1.1%	53	2.7%	1,086	5.5%
Real Estate, Holding, Other Investment Offices	4	3.0%	6	0.9%	35	4.3%	232	4.0%	78	4.0%	433	2.2%
<b>Services Summary</b>	<b>40</b>	<b>33.3%</b>	<b>320</b>	<b>45.6%</b>	<b>282</b>	<b>35.0%</b>	<b>2,625</b>	<b>45.1%</b>	<b>692</b>	<b>35.7%</b>	<b>6,519</b>	<b>33.2%</b>
Hotels & Lodging	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7	0.4%	53	0.3%
Automotive Services	6	5.2%	17	2.4%	42	5.2%	195	3.4%	81	4.2%	381	1.9%
Motion Pictures & Amusements	3	2.5%	44	6.3%	21	2.6%	202	3.5%	50	2.6%	445	2.3%
Health Services	3	2.8%	29	4.2%	27	3.3%	535	9.2%	67	3.4%	1,086	5.5%
Legal Services	0	0.2%	1	0.2%	2	0.2%	6	0.1%	12	0.6%	24	0.1%
Education Institutions & Libraries	3	2.1%	103	14.7%	23	2.9%	1,037	17.8%	40	2.0%	1,487	7.6%
Other Services	25	20.4%	125	17.8%	167	20.8%	651	11.2%	436	22.5%	3,042	15.5%
<b>Government</b>	<b>1</b>	<b>0.5%</b>	<b>1</b>	<b>0.1%</b>	<b>13</b>	<b>1.6%</b>	<b>301</b>	<b>5.2%</b>	<b>33</b>	<b>1.7%</b>	<b>414</b>	<b>2.1%</b>
<b>Other</b>	<b>3</b>	<b>2.3%</b>	<b>1</b>	<b>0.1%</b>	<b>16</b>	<b>2.0%</b>	<b>2</b>	<b>0.0%</b>	<b>41</b>	<b>2.1%</b>	<b>12</b>	<b>0.1%</b>
<b>Totals</b>	<b>121</b>	<b>100%</b>	<b>702</b>	<b>100%</b>	<b>806</b>	<b>100%</b>	<b>5,826</b>	<b>100%</b>	<b>1,938</b>	<b>100%</b>	<b>19,655</b>	<b>100%</b>

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

March 27, 2012



# Business Summary

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz  
Latitude: 39.21227  
Longitude: -84.20551

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.5%	2	0.3%	3	0.3%	13	0.2%	6	0.3%	21	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	7	0.0%
Utilities	0	0.3%	8	1.1%	2	0.2%	24	0.4%	4	0.2%	32	0.2%
Construction	24	19.5%	143	20.3%	138	17.1%	501	8.6%	272	14.0%	1,141	5.8%
Manufacturing	5	4.1%	16	2.3%	30	3.7%	181	3.1%	86	4.5%	1,993	10.1%
Wholesale Trade	7	5.9%	33	4.7%	35	4.3%	129	2.2%	98	5.1%	1,073	5.5%
Retail Trade	18	15.0%	82	11.6%	129	16.1%	929	15.9%	293	15.1%	4,211	21.4%
Motor Vehicle & Parts Dealers	2	2.1%	3	0.4%	21	2.6%	192	3.3%	39	2.0%	293	1.5%
Furniture & Home Furnishings Stores	1	0.7%	4	0.6%	8	1.0%	20	0.3%	14	0.7%	102	0.5%
Electronics & Appliance Stores	1	0.7%	2	0.3%	8	1.0%	27	0.5%	25	1.3%	1,010	5.1%
Bldg Material & Garden Equipment & Supplies Dealers	3	2.1%	24	3.5%	19	2.4%	201	3.4%	42	2.2%	485	2.5%
Food & Beverage Stores	2	1.9%	15	2.1%	18	2.2%	237	4.1%	41	2.1%	1,362	6.9%
Health & Personal Care Stores	1	0.6%	7	1.0%	9	1.1%	52	0.9%	24	1.3%	283	1.4%
Gasoline Stations	0	0.3%	2	0.3%	5	0.7%	34	0.6%	14	0.7%	72	0.4%
Clothing & Clothing Accessories Stores	2	1.4%	6	0.9%	10	1.3%	29	0.5%	18	0.9%	63	0.3%
Sport Goods, Hobby, Book, & Music Stores	1	0.6%	6	0.9%	7	0.9%	30	0.5%	16	0.8%	76	0.4%
General Merchandise Stores	0	0.0%	0	0.0%	2	0.3%	8	0.1%	11	0.5%	276	1.4%
Miscellaneous Store Retailers	5	4.1%	3	0.4%	18	2.2%	75	1.3%	45	2.3%	159	0.8%
Nonstore Retailers	1	0.8%	9	1.2%	3	0.4%	25	0.4%	5	0.3%	30	0.2%
Transportation & Warehousing	4	3.6%	18	2.5%	19	2.4%	79	1.4%	47	2.4%	222	1.1%
Information	2	1.6%	16	2.3%	9	1.1%	57	1.0%	31	1.6%	517	2.6%
Finance & Insurance	3	2.1%	6	0.9%	34	4.2%	133	2.3%	120	6.2%	1,504	7.7%
Central Bank/Credit Intermediation & Related Activities	2	1.4%	5	0.7%	13	1.6%	69	1.2%	49	2.5%	334	1.7%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	3	0.3%	2	0.0%	17	0.9%	81	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	1	0.7%	2	0.2%	19	2.3%	62	1.1%	54	2.8%	1,088	5.5%
Real Estate, Rental & Leasing	5	3.9%	9	1.3%	45	5.6%	288	5.0%	98	5.1%	510	2.6%
Professional, Scientific & Tech Services	8	6.5%	43	6.1%	48	6.0%	164	2.8%	164	8.5%	1,302	6.6%
Legal Services	0	0.2%	1	0.2%	2	0.2%	6	0.1%	15	0.8%	52	0.3%
Management of Companies & Enterprises	0	0.3%	0	0.0%	1	0.1%	1	0.0%	2	0.1%	17	0.1%
Administrative & Support & Waste Management & Remediation	9	7.1%	29	4.1%	42	5.3%	147	2.5%	104	5.4%	530	2.7%
Educational Services	3	2.1%	103	14.7%	25	3.1%	1,043	17.9%	45	2.3%	1,484	7.6%
Health Care & Social Assistance	4	3.4%	36	5.1%	37	4.6%	603	10.3%	88	4.6%	1,228	6.2%
Arts, Entertainment & Recreation	3	2.5%	44	6.3%	17	2.1%	163	2.8%	39	2.0%	635	3.2%
Accommodation & Food Services	5	4.0%	33	4.7%	37	4.6%	513	8.8%	105	5.4%	1,478	7.5%
Accommodation	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7	0.4%	53	0.3%
Food Services & Drinking Places	5	4.0%	33	4.7%	37	4.6%	513	8.8%	98	5.0%	1,424	7.2%
Other Services (except Public Administration)	18	14.8%	79	11.3%	125	15.6%	554	9.5%	258	13.3%	1,325	6.7%
Automotive Repair & Maintenance	4	3.6%	7	1.0%	33	4.1%	148	2.5%	59	3.1%	296	1.5%
Public Administration	1	0.5%	1	0.1%	13	1.6%	301	5.2%	33	1.7%	414	2.1%
Unclassified Establishments	3	2.3%	1	0.1%	16	2.0%	2	0.0%	41	2.1%	12	0.1%
<b>Total</b>	<b>121</b>	<b>100%</b>	<b>702</b>	<b>100%</b>	<b>806</b>	<b>100%</b>	<b>5,826</b>	<b>100%</b>	<b>1,938</b>	<b>100%</b>	<b>19,655</b>	<b>100%</b>

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail MarketPlace Profile

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

## Summary Demographics

2010 Population	5,944
2010 Households	2,110
2010 Median Disposable Income	\$48,021
2010 Per Capita Income	\$28,258

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	\$64,398,561	\$9,329,225	\$55,069,336	74.7	25
Total Retail Trade	44-45	\$55,136,966	\$7,838,533	\$47,298,433	75.1	20
Total Food & Drink	722	\$9,261,595	\$1,490,691	\$7,770,903	72.3	5

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$13,511,041	\$961,299	\$12,549,741	86.7	4
Automobile Dealers	4411	\$11,477,109	\$826,411	\$10,650,698	86.6	3
Other Motor Vehicle Dealers	4412	\$1,035,817	\$112,844	\$922,973	80.4	0
Auto Parts, Accessories & Tire Stores	4413	\$998,115	\$22,045	\$976,070	95.7	0
Furniture & Home Furnishings Stores	442	\$961,187	\$353,290	\$607,897	46.2	1
Furniture Stores	4421	\$501,717	\$174,755	\$326,962	48.3	0
Home Furnishings Stores	4422	\$459,469	\$178,535	\$280,935	44.0	1
Electronics & Appliance Stores	4431	\$2,340,196	\$102,046	\$2,238,150	91.6	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,179,064	\$641,683	\$1,537,381	54.5	3
Bldg Material & Supplies Dealers	4441	\$2,056,790	\$641,683	\$1,415,107	52.4	3
Lawn & Garden Equip & Supply Stores	4442	\$122,274	\$0	\$122,274	100.0	0
Food & Beverage Stores	445	\$9,433,635	\$1,340,177	\$8,093,458	75.1	2
Grocery Stores	4451	\$9,045,417	\$1,272,038	\$7,773,379	75.3	1
Specialty Food Stores	4452	\$134,082	\$40,728	\$93,354	53.4	1
Beer, Wine & Liquor Stores	4453	\$254,135	\$27,411	\$226,725	80.5	0
Health & Personal Care Stores	446,4461	\$1,077,596	\$796,023	\$281,573	15.0	1
Gasoline Stations	447,4471	\$9,072,235	\$1,251,004	\$7,821,231	75.8	0
Clothing & Clothing Accessories Stores	448	\$1,594,269	\$328,832	\$1,265,437	65.8	2
Clothing Stores	4481	\$1,155,131	\$131,573	\$1,023,558	79.5	1
Shoe Stores	4482	\$251,964	\$183,791	\$68,172	15.6	0
Jewelry, Luggage & Leather Goods Stores	4483	\$187,174	\$13,467	\$173,707	86.6	0
Sporting Goods, Hobby, Book & Music Stores	451	\$261,747	\$359,915	\$-98,168	-15.8	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$203,205	\$21,561	\$181,645	80.8	0
Book, Periodical & Music Stores	4512	\$58,542	\$338,354	\$-279,813	-70.5	0
General Merchandise Stores	452	\$8,938,887	\$103,789	\$8,835,098	97.7	0
Department Stores Excluding Leased Depts.	4521	\$3,895,682	\$0	\$3,895,682	100.0	0
Other General Merchandise Stores	4529	\$5,043,205	\$103,789	\$4,939,416	96.0	0
Miscellaneous Store Retailers	453	\$769,315	\$345,695	\$423,619	38.0	5
Florists	4531	\$45,806	\$64,716	\$-18,910	-17.1	1
Office Supplies, Stationery & Gift Stores	4532	\$261,219	\$0	\$261,219	100.0	0
Used Merchandise Stores	4533	\$17,986	\$23,853	\$-5,867	-14.0	1
Other Miscellaneous Store Retailers	4539	\$444,304	\$257,127	\$187,177	26.7	3
Nonstore Retailers	454	\$4,997,795	\$1,254,780	\$3,743,015	59.9	1
Electronic Shopping & Mail-Order Houses	4541	\$4,744,349	\$0	\$4,744,349	100.0	0
Vending Machine Operators	4542	\$7,027	\$0	\$7,027	100.0	0
Direct Selling Establishments	4543	\$246,419	\$1,254,780	\$-1,008,361	-67.2	1
Food Services & Drinking Places	722	\$9,261,595	\$1,490,691	\$7,770,903	72.3	5
Full-Service Restaurants	7221	\$3,289,557	\$491,289	\$2,798,268	74.0	1
Limited-Service Eating Places	7222	\$5,169,092	\$946,037	\$4,223,056	69.1	3
Special Food Services	7223	\$645,831	\$0	\$645,831	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$157,114	\$53,365	\$103,749	49.3	1

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

Source: Esri and Infogroup

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

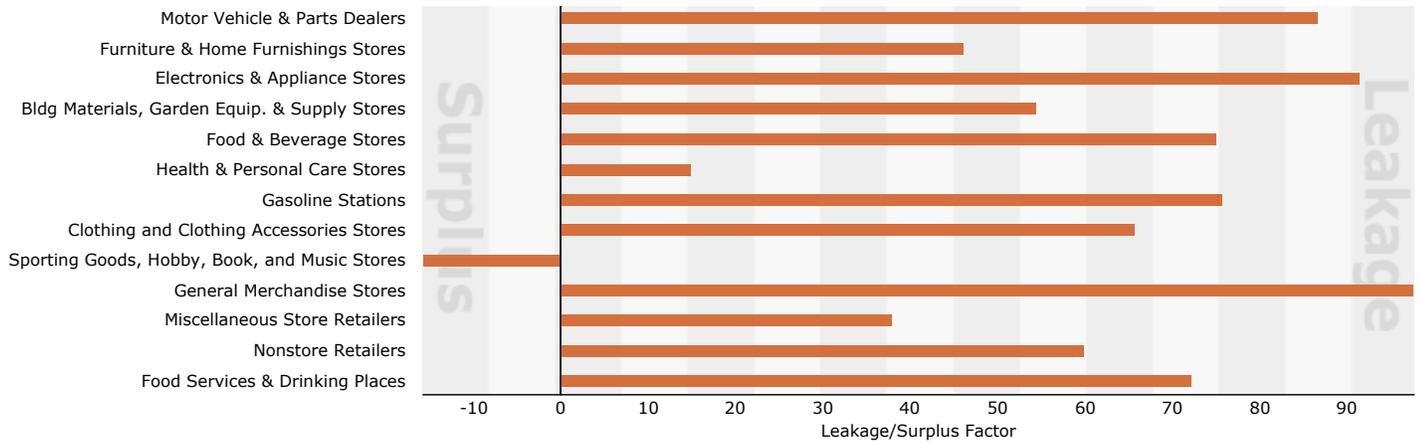
# Retail MarketPlace Profile

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail MarketPlace Profile

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

## Summary Demographics

2010 Population	34,977
2010 Households	12,588
2010 Median Disposable Income	\$53,657
2010 Per Capita Income	\$30,631

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	\$396,110,692	\$149,625,492	\$246,485,200	45.2	167
Total Retail Trade	44-45	\$338,698,534	\$127,081,246	\$211,617,287	45.4	129
Total Food & Drink	722	\$57,412,159	\$22,544,246	\$34,867,912	43.6	38

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$81,353,482	\$36,362,517	\$44,990,964	38.2	21
Automobile Dealers	4411	\$68,857,987	\$32,023,656	\$36,834,331	36.5	10
Other Motor Vehicle Dealers	4412	\$6,240,981	\$396,540	\$5,844,441	88.1	2
Auto Parts, Accessories & Tire Stores	4413	\$6,254,513	\$3,942,321	\$2,312,193	22.7	9
Furniture & Home Furnishings Stores	442	\$5,940,845	\$2,023,310	\$3,917,534	49.2	8
Furniture Stores	4421	\$3,061,103	\$669,587	\$2,391,516	64.1	2
Home Furnishings Stores	4422	\$2,879,741	\$1,353,723	\$1,526,018	36.0	6
Electronics & Appliance Stores	4431	\$14,271,258	\$1,811,664	\$12,459,595	77.5	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$13,606,418	\$28,460,072	\$-14,853,654	-35.3	18
Bldg Material & Supplies Dealers	4441	\$12,839,465	\$27,956,274	\$-15,116,809	-37.1	16
Lawn & Garden Equip & Supply Stores	4442	\$766,953	\$503,799	\$263,155	20.7	3
Food & Beverage Stores	445	\$58,579,388	\$19,762,781	\$38,816,606	49.5	17
Grocery Stores	4451	\$56,159,078	\$18,895,885	\$37,263,192	49.6	11
Specialty Food Stores	4452	\$833,456	\$240,247	\$593,209	55.2	3
Beer, Wine & Liquor Stores	4453	\$1,586,854	\$626,649	\$960,205	43.4	4
Health & Personal Care Stores	446,4461	\$6,775,165	\$5,711,649	\$1,063,517	8.5	11
Gasoline Stations	447,4471	\$55,695,012	\$17,605,273	\$38,089,739	52.0	4
Clothing & Clothing Accessories Stores	448	\$9,791,941	\$1,665,296	\$8,126,645	70.9	10
Clothing Stores	4481	\$7,113,510	\$1,065,865	\$6,047,645	73.9	8
Shoe Stores	4482	\$1,530,556	\$564,700	\$965,856	46.1	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,147,875	\$34,731	\$1,113,144	94.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,604,019	\$1,715,892	\$-111,872	-3.4	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,245,113	\$364,258	\$880,855	54.7	5
Book, Periodical & Music Stores	4512	\$358,906	\$1,351,634	\$-992,728	-58.0	2
General Merchandise Stores	452	\$55,217,581	\$4,532,014	\$50,685,567	84.8	2
Department Stores Excluding Leased Depts.	4521	\$23,936,855	\$0	\$23,936,855	100.0	0
Other General Merchandise Stores	4529	\$31,280,726	\$4,532,014	\$26,748,712	74.7	2
Miscellaneous Store Retailers	453	\$4,774,415	\$2,528,571	\$2,245,844	30.8	18
Florists	4531	\$287,377	\$166,098	\$121,279	26.7	4
Office Supplies, Stationery & Gift Stores	4532	\$1,630,105	\$263,778	\$1,366,327	72.1	4
Used Merchandise Stores	4533	\$109,850	\$72,052	\$37,799	20.8	4
Other Miscellaneous Store Retailers	4539	\$2,747,083	\$2,026,644	\$720,439	15.1	7
Nonstore Retailers	454	\$31,089,009	\$4,902,206	\$26,186,803	72.8	4
Electronic Shopping & Mail-Order Houses	4541	\$29,278,040	\$0	\$29,278,040	100.0	0
Vending Machine Operators	4542	\$43,574	\$0	\$43,574	100.0	0
Direct Selling Establishments	4543	\$1,767,395	\$4,902,206	\$-3,134,812	-47.0	4
Food Services & Drinking Places	722	\$57,412,159	\$22,544,246	\$34,867,912	43.6	38
Full-Service Restaurants	7221	\$20,466,654	\$9,175,696	\$11,290,958	38.1	16
Limited-Service Eating Places	7222	\$31,941,983	\$12,579,129	\$19,362,854	43.5	17
Special Food Services	7223	\$4,001,194	\$477,143	\$3,524,051	78.7	1
Drinking Places - Alcoholic Beverages	7224	\$1,002,327	\$312,279	\$690,049	52.5	4

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

Source: Esri and Infogroup

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

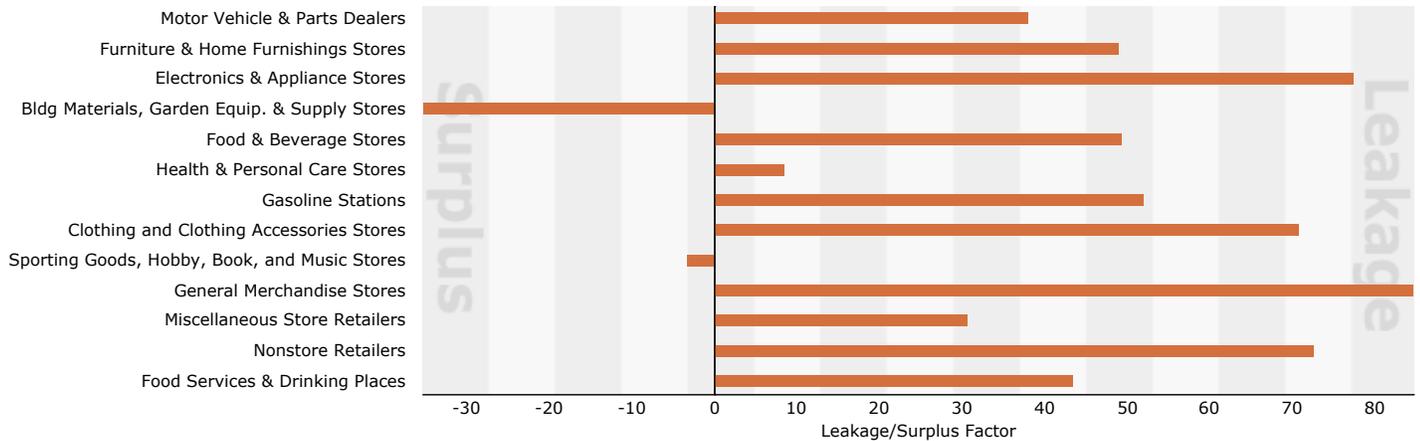
# Retail MarketPlace Profile

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail MarketPlace Profile

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

## Summary Demographics

2010 Population	64,741
2010 Households	23,621
2010 Median Disposable Income	\$54,372
2010 Per Capita Income	\$32,021

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	\$759,270,284	\$534,604,370	\$224,665,914	17.4	402
Total Retail Trade	44-45	\$648,660,824	\$464,407,933	\$184,252,892	16.6	298
Total Food & Drink	722	\$110,609,460	\$70,196,437	\$40,413,022	22.4	104

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$154,796,519	\$48,099,196	\$106,697,324	52.6	38
Automobile Dealers	4411	\$130,915,544	\$39,294,082	\$91,621,463	53.8	16
Other Motor Vehicle Dealers	4412	\$11,880,507	\$496,283	\$11,384,224	92.0	2
Auto Parts, Accessories & Tire Stores	4413	\$12,000,469	\$8,308,831	\$3,691,637	18.2	20
Furniture & Home Furnishings Stores	442	\$11,641,386	\$9,147,873	\$2,493,513	12.0	14
Furniture Stores	4421	\$6,066,566	\$2,269,975	\$3,796,591	45.5	4
Home Furnishings Stores	4422	\$5,574,820	\$6,877,897	\$-1,303,077	-10.5	10
Electronics & Appliance Stores	4431	\$27,331,628	\$84,264,533	\$-56,932,905	-51.0	26
Bldg Materials, Garden Equip. & Supply Stores	444	\$26,290,233	\$40,486,994	\$-14,196,761	-21.3	40
Bldg Material & Supplies Dealers	4441	\$24,742,179	\$39,060,560	\$-14,318,381	-22.4	31
Lawn & Garden Equip & Supply Stores	4442	\$1,548,054	\$1,426,434	\$121,620	4.1	9
Food & Beverage Stores	445	\$112,581,304	\$133,353,016	\$-20,771,712	-8.4	39
Grocery Stores	4451	\$107,857,342	\$130,524,200	\$-22,666,857	-9.5	22
Specialty Food Stores	4452	\$1,640,701	\$1,550,413	\$90,289	2.8	10
Beer, Wine & Liquor Stores	4453	\$3,083,260	\$1,278,404	\$1,804,856	41.4	6
Health & Personal Care Stores	446,4461	\$13,273,126	\$23,161,761	\$-9,888,635	-27.1	27
Gasoline Stations	447,4471	\$106,518,688	\$46,996,234	\$59,522,454	38.8	13
Clothing & Clothing Accessories Stores	448	\$18,974,736	\$5,717,560	\$13,257,176	53.7	20
Clothing Stores	4481	\$13,809,762	\$2,900,798	\$10,908,965	65.3	14
Shoe Stores	4482	\$2,922,371	\$1,966,487	\$955,884	19.6	2
Jewelry, Luggage & Leather Goods Stores	4483	\$2,242,603	\$850,276	\$1,392,327	45.0	4
Sporting Goods, Hobby, Book & Music Stores	451	\$3,218,874	\$3,075,324	\$143,549	2.3	16
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,463,775	\$1,723,691	\$740,085	17.7	14
Book, Periodical & Music Stores	4512	\$755,099	\$1,351,634	\$-596,535	-28.3	2
General Merchandise Stores	452	\$105,836,345	\$57,525,254	\$48,311,091	29.6	9
Department Stores Excluding Leased Depts.	4521	\$45,936,464	\$5,753,029	\$40,183,435	77.7	2
Other General Merchandise Stores	4529	\$59,899,881	\$51,772,225	\$8,127,656	7.3	7
Miscellaneous Store Retailers	453	\$9,273,890	\$5,657,623	\$3,616,268	24.2	49
Florists	4531	\$554,191	\$359,691	\$194,500	21.3	9
Office Supplies, Stationery & Gift Stores	4532	\$3,188,717	\$1,369,182	\$1,819,535	39.9	10
Used Merchandise Stores	4533	\$232,979	\$298,310	\$-65,331	-12.3	9
Other Miscellaneous Store Retailers	4539	\$5,298,003	\$3,630,441	\$1,667,563	18.7	21
Nonstore Retailers	454	\$58,924,094	\$6,922,563	\$52,001,531	79.0	7
Electronic Shopping & Mail-Order Houses	4541	\$55,211,372	\$0	\$55,211,372	100.0	0
Vending Machine Operators	4542	\$116,226	\$0	\$116,226	100.0	0
Direct Selling Establishments	4543	\$3,596,496	\$6,922,563	\$-3,326,068	-31.6	7
Food Services & Drinking Places	722	\$110,609,460	\$70,196,437	\$40,413,022	22.4	104
Full-Service Restaurants	7221	\$39,576,558	\$22,965,038	\$16,611,520	26.6	46
Limited-Service Eating Places	7222	\$61,404,169	\$34,010,906	\$27,393,263	28.7	46
Special Food Services	7223	\$7,655,676	\$10,979,157	\$-3,323,481	-17.8	4
Drinking Places - Alcoholic Beverages	7224	\$1,973,057	\$2,241,336	\$-268,279	-6.4	8

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

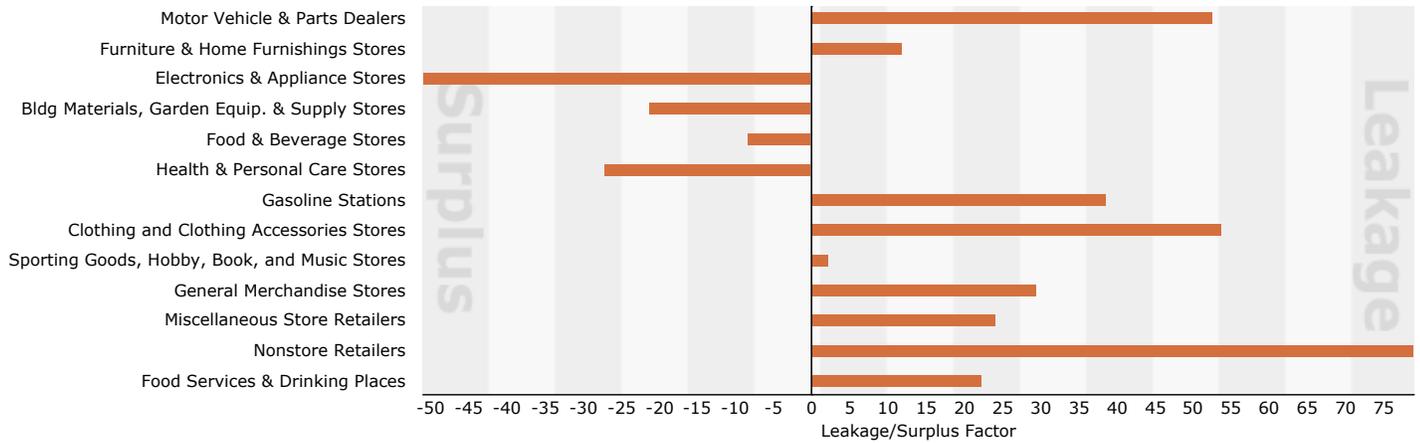
Source: Esri and Infogroup

March 27, 2012

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.21227  
Longitude: -84.20551

Demographic Summary		2010	2015
Population		5,944	6,505
Total Number of Adults		4,128	4,539
Households		2,110	2,319
Median Household Income		\$60,908	\$67,005

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	2,066	50.0%	100
Bought any women's apparel in last 12 months	2,025	49.1%	108
Bought apparel for child <13 in last 6 months	1,493	36.2%	127
Bought any shoes in last 12 months	2,296	55.6%	107
Bought costume jewelry in last 12 months	964	23.4%	112
Bought any fine jewelry in last 12 months	1,008	24.4%	111
Bought a watch in last 12 months	800	19.4%	100
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	1,940	91.9%	107
HH bought/leased new vehicle last 12 mo	205	9.7%	101
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	3,822	92.6%	106
Bought/changed motor oil in last 12 months	2,260	54.7%	105
Had tune-up in last 12 months	1,290	31.3%	100
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	2,471	59.9%	97
Drank regular cola in last 6 months	2,198	53.2%	104
Drank beer/ale in last 6 months	1,749	42.4%	100
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	583	14.1%	110
Bought film in last 12 months	802	19.4%	102
Bought digital camera in last 12 months	284	6.9%	101
Bought memory card for camera in last 12 months	299	7.2%	95
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	1,524	36.9%	104
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	824	20.0%	93
Avg monthly cell/mobile phone/PDA bill: \$50-99	1,371	33.2%	102
Avg monthly cell/mobile phone/PDA bill: \$100+	1,048	25.4%	120
<b>Computers (Households)</b>			
HH owns a personal computer	1,699	80.5%	109
Spent <\$500 on most recent home PC purchase	182	8.6%	100
Spent \$500-\$999 on most recent home PC purchase	430	20.4%	114
Spent \$1000-\$1499 on most recent home PC purchase	275	13.0%	100
Spent \$1500-\$1999 on most recent home PC purchase	141	6.7%	94
Spent \$2000+ on most recent home PC purchase	153	7.3%	117

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

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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	2,550	61.8%	103
Bought cigarettes at convenience store in last 30 days	725	17.6%	113
Bought gas at convenience store in last 30 days	1,553	37.6%	112
Spent at convenience store in last 30 days: <\$20	365	8.8%	92
Spent at convenience store in last 30 days: \$20-39	381	9.2%	91
Spent at convenience store in last 30 days: \$40+	1,623	39.3%	109
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	2,353	57.0%	97
Went to live theater in last 12 months	458	11.1%	84
Went to a bar/night club in last 12 months	874	21.2%	111
Dined out in last 12 months	2,105	51.0%	104
Gambled at a casino in last 12 months	576	14.0%	87
Visited a theme park in last 12 months	947	22.9%	107
DVDs rented in last 30 days: 1	126	3.1%	115
DVDs rented in last 30 days: 2	241	5.8%	126
DVDs rented in last 30 days: 3	132	3.2%	100
DVDs rented in last 30 days: 4	148	3.6%	93
DVDs rented in last 30 days: 5+	577	14.0%	106
DVDs purchased in last 30 days: 1	244	5.9%	119
DVDs purchased in last 30 days: 2	194	4.7%	99
DVDs purchased in last 30 days: 3-4	260	6.3%	136
DVDs purchased in last 30 days: 5+	188	4.6%	87
Spent on toys/games in last 12 months: <\$50	269	6.5%	107
Spent on toys/games in last 12 months: \$50-\$99	126	3.1%	111
Spent on toys/games in last 12 months: \$100-\$199	343	8.3%	115
Spent on toys/games in last 12 months: \$200-\$499	539	13.1%	121
Spent on toys/games in last 12 months: \$500+	304	7.4%	128
<b>Financial (Adults)</b>			
Have home mortgage (1st)	944	22.9%	119
Used ATM/cash machine in last 12 months	2,313	56.0%	110
Own any stock	353	8.6%	93
Own U.S. savings bond	245	5.9%	87
Own shares in mutual fund (stock)	384	9.3%	99
Own shares in mutual fund (bonds)	249	6.0%	102
Used full service brokerage firm in last 12 months	228	5.5%	89
Have savings account	1,545	37.4%	103
Have 401K retirement savings	867	21.0%	118
Did banking over the Internet in last 12 months	1,255	30.4%	111
Own any credit/debit card (in own name)	3,059	74.1%	100
Avg monthly credit card expenditures: <\$111	520	12.6%	91
Avg monthly credit card expenditures: \$111-225	273	6.6%	85
Avg monthly credit card expenditures: \$226-450	255	6.2%	83
Avg monthly credit card expenditures: \$451-700	254	6.2%	97
Avg monthly credit card expenditures: \$701+	614	14.9%	111

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

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

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	3,073	74.4%	105
Used bread in last 6 months	3,985	96.5%	100
Used chicken/turkey (fresh or frozen) in last 6 months	3,213	77.8%	100
Used fish/seafood (fresh or frozen) in last 6 months	2,072	50.2%	95
Used fresh fruit/vegetables in last 6 months	3,680	89.1%	102
Used fresh milk in last 6 months	3,837	93.0%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,291	31.3%	104
Exercise at club 2+ times per week	501	12.1%	99
Visited a doctor in last 12 months	3,264	79.1%	102
Used vitamin/dietary supplement in last 6 months	1,974	47.8%	99
<b>Home (Households)</b>			
Any home improvement in last 12 months	736	34.9%	110
Used housekeeper/maid/prof HH cleaning service in the last 12 months	366	17.3%	111
Purchased any HH furnishing in last 12 months	654	31.0%	103
Purchased bedding/bath goods in last 12 months	1,117	52.9%	97
Purchased cooking/serving product in last 12 months	628	29.8%	108
Bought any kitchen appliance in last 12 months	368	17.4%	100
<b>Insurance (Adults)</b>			
Currently carry any life insurance	2,010	48.7%	102
Have medical/hospital/accident insurance	2,909	70.5%	98
Carry homeowner insurance	2,275	55.1%	104
Carry renter insurance	206	5.0%	81
Have auto/other vehicle insurance	3,563	86.3%	104
<b>Pets (Households)</b>			
HH owns any pet	1,313	62.2%	120
HH owns any cat	532	25.2%	105
HH owns any dog	1,033	49.0%	129
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	2,225	53.9%	107
Read any daily newspaper	1,449	35.1%	85
Heavy magazine reader	884	21.4%	108
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	3,060	74.1%	103
Went to family restaurant/steak house last mo: <2 times	1,042	25.2%	98
Went to family restaurant/steak house last mo: 2-4 times	1,130	27.4%	101
Went to family restaurant/steak house last mo: 5+ times	888	21.5%	111
Went to fast food/drive-in restaurant in last 6 mo	3,714	90.0%	101
Went to fast food/drive-in restaurant <6 times/mo	1,288	31.2%	89
Went to fast food/drive-in restaurant 6-13 times/mo	1,199	29.0%	100
Went to fast food/drive-in restaurant 14+ times/mo	1,227	29.7%	119
Fast food/drive-in last 6 mo: eat in	1,564	37.9%	101
Fast food/drive-in last 6 mo: home delivery	476	11.5%	111
Fast food/drive-in last 6 mo: take-out/drive-thru	2,384	57.8%	110
Fast food/drive-in last 6 mo: take-out/walk-in	984	23.8%	97

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	1,424	67.5%	104
HH average monthly long distance phone bill: <\$16	564	26.7%	97
HH average monthly long distance phone bill: \$16-25	223	10.6%	92
HH average monthly long distance phone bill: \$26-59	194	9.2%	100
HH average monthly long distance phone bill: \$60+	133	6.3%	142
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	340	16.1%	82
HH owns 2 TVs	524	24.8%	95
HH owns 3 TVs	530	25.1%	112
HH owns 4+ TVs	521	24.7%	118
HH subscribes to cable TV	1,185	56.2%	97
HH Purchased audio equipment in last 12 months	200	9.5%	98
HH Purchased CD player in last 12 months	86	4.1%	105
HH Purchased DVD player in last 12 months	222	10.5%	108
HH Purchased MP3 player in last 12 months	425	10.3%	101
HH Purchased video game system in last 12 months	263	12.5%	116
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	2,086	50.5%	97
Took 3+ domestic trips in last 12 months	575	13.9%	94
Spent on domestic vacations last 12 mo: <\$1000	430	10.4%	83
Spent on domestic vacations last 12 mo: \$1000-\$1499	300	7.3%	108
Spent on domestic vacations last 12 mo: \$1500-\$1999	185	4.5%	110
Spent on domestic vacations last 12 mo: \$2000-\$2999	203	4.9%	119
Spent on domestic vacations last 12 mo: \$3000+	244	5.9%	117
Foreign travel in last 3 years	1,103	26.7%	104
Took 3+ foreign trips by plane in last 3 years	183	4.4%	93
Spent on foreign vacations last 12 mo: <\$1000	272	6.6%	110
Spent on foreign vacations last 12 mo: \$1000-\$2999	143	3.5%	85
Spent on foreign vacations last 12 mo: \$3000+	235	5.7%	116
Stayed 1+ nights at hotel/motel in last 12 months	1,776	43.0%	106

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Demographic Summary	2010	2015
Population	34,977	37,205
Total Number of Adults	25,158	26,756
Households	12,588	13,456
Median Household Income	\$69,823	\$77,986

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	13,457	53.5%	107
Bought any women's apparel in last 12 months	12,110	48.1%	106
Bought apparel for child <13 in last 6 months	8,103	32.2%	113
Bought any shoes in last 12 months	14,038	55.8%	107
Bought costume jewelry in last 12 months	5,725	22.8%	109
Bought any fine jewelry in last 12 months	5,785	23.0%	104
Bought a watch in last 12 months	4,911	19.5%	101
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	11,738	93.2%	108
HH bought/leased new vehicle last 12 mo	1,419	11.3%	118
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	23,504	93.4%	107
Bought/changed motor oil in last 12 months	14,067	55.9%	107
Had tune-up in last 12 months	8,191	32.6%	104
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	15,651	62.2%	101
Drank regular cola in last 6 months	12,825	51.0%	100
Drank beer/ale in last 6 months	11,126	44.2%	104
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	3,462	13.8%	107
Bought film in last 12 months	5,013	19.9%	104
Bought digital camera in last 12 months	1,912	7.6%	111
Bought memory card for camera in last 12 months	2,113	8.4%	110
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	9,277	36.9%	104
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	5,405	21.5%	100
Avg monthly cell/mobile phone/PDA bill: \$50-99	8,391	33.4%	103
Avg monthly cell/mobile phone/PDA bill: \$100+	6,285	25.0%	118
<b>Computers (Households)</b>			
HH owns a personal computer	10,412	82.7%	112
Spent <\$500 on most recent home PC purchase	1,099	8.7%	101
Spent \$500-\$999 on most recent home PC purchase	2,620	20.8%	117
Spent \$1000-\$1499 on most recent home PC purchase	1,861	14.8%	113
Spent \$1500-\$1999 on most recent home PC purchase	968	7.7%	108
Spent \$2000+ on most recent home PC purchase	902	7.2%	115

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	15,920	63.3%	105
Bought cigarettes at convenience store in last 30 days	3,820	15.2%	97
Bought gas at convenience store in last 30 days	9,500	37.8%	112
Spent at convenience store in last 30 days: <\$20	2,465	9.8%	102
Spent at convenience store in last 30 days: \$20-39	2,543	10.1%	99
Spent at convenience store in last 30 days: \$40+	9,663	38.4%	107
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	15,192	60.4%	103
Went to live theater in last 12 months	3,411	13.6%	103
Went to a bar/night club in last 12 months	5,285	21.0%	110
Dined out in last 12 months	13,770	54.7%	111
Gambled at a casino in last 12 months	4,150	16.5%	103
Visited a theme park in last 12 months	5,994	23.8%	111
DVDs rented in last 30 days: 1	748	3.0%	112
DVDs rented in last 30 days: 2	1,415	5.6%	121
DVDs rented in last 30 days: 3	861	3.4%	107
DVDs rented in last 30 days: 4	999	4.0%	103
DVDs rented in last 30 days: 5+	3,716	14.8%	112
DVDs purchased in last 30 days: 1	1,443	5.7%	115
DVDs purchased in last 30 days: 2	1,337	5.3%	112
DVDs purchased in last 30 days: 3-4	1,282	5.1%	110
DVDs purchased in last 30 days: 5+	1,162	4.6%	89
Spent on toys/games in last 12 months: <\$50	1,696	6.7%	111
Spent on toys/games in last 12 months: \$50-\$99	734	2.9%	106
Spent on toys/games in last 12 months: \$100-\$199	1,906	7.6%	105
Spent on toys/games in last 12 months: \$200-\$499	3,079	12.2%	113
Spent on toys/games in last 12 months: \$500+	1,763	7.0%	122
<b>Financial (Adults)</b>			
Have home mortgage (1st)	6,464	25.7%	134
Used ATM/cash machine in last 12 months	14,499	57.6%	113
Own any stock	2,641	10.5%	114
Own U.S. savings bond	1,905	7.6%	111
Own shares in mutual fund (stock)	2,916	11.6%	123
Own shares in mutual fund (bonds)	1,819	7.2%	122
Used full service brokerage firm in last 12 months	1,765	7.0%	113
Have savings account	10,489	41.7%	115
Have 401K retirement savings	5,826	23.2%	131
Did banking over the Internet in last 12 months	8,385	33.3%	122
Own any credit/debit card (in own name)	19,982	79.4%	107
Avg monthly credit card expenditures: <\$111	3,645	14.5%	105
Avg monthly credit card expenditures: \$111-225	1,954	7.8%	100
Avg monthly credit card expenditures: \$226-450	1,995	7.9%	106
Avg monthly credit card expenditures: \$451-700	1,766	7.0%	110
Avg monthly credit card expenditures: \$701+	4,024	16.0%	120

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227

Longitude: -84.20551

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	18,827	74.8%	105
Used bread in last 6 months	24,494	97.4%	101
Used chicken/turkey (fresh or frozen) in last 6 months	19,983	79.4%	103
Used fish/seafood (fresh or frozen) in last 6 months	13,688	54.4%	103
Used fresh fruit/vegetables in last 6 months	22,584	89.8%	103
Used fresh milk in last 6 months	23,475	93.3%	103
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	8,250	32.8%	109
Exercise at club 2+ times per week	3,353	13.3%	109
Visited a doctor in last 12 months	20,206	80.3%	103
Used vitamin/dietary supplement in last 6 months	12,778	50.8%	105
<b>Home (Households)</b>			
Any home improvement in last 12 months	4,800	38.1%	120
Used housekeeper/maid/prof HH cleaning service in the last 12 months	2,136	17.0%	109
Purchased any HH furnishing in last 12 months	4,082	32.4%	108
Purchased bedding/bath goods in last 12 months	6,926	55.0%	101
Purchased cooking/serving product in last 12 months	3,648	29.0%	106
Bought any kitchen appliance in last 12 months	2,349	18.7%	107
<b>Insurance (Adults)</b>			
Currently carry any life insurance	13,725	54.6%	114
Have medical/hospital/accident insurance	19,144	76.1%	106
Carry homeowner insurance	15,792	62.8%	119
Carry renter insurance	1,301	5.2%	84
Have auto/other vehicle insurance	22,540	89.6%	108
<b>Pets (Households)</b>			
HH owns any pet	7,868	62.5%	121
HH owns any cat	3,528	28.0%	116
HH owns any dog	6,064	48.2%	127
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	13,788	54.8%	109
Read any daily newspaper	10,292	40.9%	99
Heavy magazine reader	5,035	20.0%	101
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	19,449	77.3%	107
Went to family restaurant/steak house last mo: <2 times	6,505	25.9%	101
Went to family restaurant/steak house last mo: 2-4 times	7,334	29.2%	108
Went to family restaurant/steak house last mo: 5+ times	5,609	22.3%	115
Went to fast food/drive-in restaurant in last 6 mo	22,956	91.2%	103
Went to fast food/drive-in restaurant <6 times/mo	8,356	33.2%	95
Went to fast food/drive-in restaurant 6-13 times/mo	7,588	30.2%	104
Went to fast food/drive-in restaurant 14+ times/mo	7,011	27.9%	112
Fast food/drive-in last 6 mo: eat in	10,071	40.0%	106
Fast food/drive-in last 6 mo: home delivery	2,814	11.2%	107
Fast food/drive-in last 6 mo: take-out/drive-thru	14,716	58.5%	112
Fast food/drive-in last 6 mo: take-out/walk-in	6,252	24.9%	101

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227

Longitude: -84.20551

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	8,952	71.1%	110
HH average monthly long distance phone bill: <\$16	3,714	29.5%	107
HH average monthly long distance phone bill: \$16-25	1,482	11.8%	103
HH average monthly long distance phone bill: \$26-59	1,212	9.6%	105
HH average monthly long distance phone bill: \$60+	634	5.0%	113
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	1,831	14.5%	74
HH owns 2 TVs	3,146	25.0%	95
HH owns 3 TVs	3,116	24.8%	110
HH owns 4+ TVs	3,370	26.8%	127
HH subscribes to cable TV	7,226	57.4%	99
HH Purchased audio equipment in last 12 months	1,221	9.7%	100
HH Purchased CD player in last 12 months	514	4.1%	106
HH Purchased DVD player in last 12 months	1,306	10.4%	107
HH Purchased MP3 player in last 12 months	2,781	11.1%	109
HH Purchased video game system in last 12 months	1,609	12.8%	119
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	14,591	58.0%	111
Took 3+ domestic trips in last 12 months	4,259	16.9%	114
Spent on domestic vacations last 12 mo: <\$1000	3,177	12.6%	100
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,053	8.2%	121
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,262	5.0%	123
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,274	5.1%	122
Spent on domestic vacations last 12 mo: \$3000+	1,547	6.1%	122
Foreign travel in last 3 years	7,088	28.2%	109
Took 3+ foreign trips by plane in last 3 years	1,218	4.8%	102
Spent on foreign vacations last 12 mo: <\$1000	1,682	6.7%	112
Spent on foreign vacations last 12 mo: \$1000-\$2999	989	3.9%	96
Spent on foreign vacations last 12 mo: \$3000+	1,290	5.1%	105
Stayed 1+ nights at hotel/motel in last 12 months	11,861	47.1%	116

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Demographic Summary	2010	2015
Population	64,741	68,086
Total Number of Adults	47,122	49,635
Households	23,621	24,932
Median Household Income	\$71,238	\$79,785

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	25,244	53.6%	107
Bought any women's apparel in last 12 months	22,644	48.1%	105
Bought apparel for child <13 in last 6 months	14,721	31.2%	110
Bought any shoes in last 12 months	26,251	55.7%	107
Bought costume jewelry in last 12 months	10,705	22.7%	109
Bought any fine jewelry in last 12 months	10,698	22.7%	103
Bought a watch in last 12 months	9,030	19.2%	99
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	21,869	92.6%	108
HH bought/leased new vehicle last 12 mo	2,744	11.6%	121
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	43,881	93.1%	107
Bought/changed motor oil in last 12 months	25,899	55.0%	105
Had tune-up in last 12 months	15,490	32.9%	105
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	29,651	62.9%	102
Drank regular cola in last 6 months	23,530	49.9%	98
Drank beer/ale in last 6 months	21,085	44.7%	105
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	6,501	13.8%	107
Bought film in last 12 months	9,442	20.0%	105
Bought digital camera in last 12 months	3,687	7.8%	114
Bought memory card for camera in last 12 months	4,040	8.6%	112
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	17,302	36.7%	104
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	10,164	21.6%	101
Avg monthly cell/mobile phone/PDA bill: \$50-99	15,794	33.5%	103
Avg monthly cell/mobile phone/PDA bill: \$100+	11,675	24.8%	117
<b>Computers (Households)</b>			
HH owns a personal computer	19,515	82.6%	112
Spent <\$500 on most recent home PC purchase	2,047	8.7%	100
Spent \$500-\$999 on most recent home PC purchase	4,874	20.6%	116
Spent \$1000-\$1499 on most recent home PC purchase	3,604	15.3%	117
Spent \$1500-\$1999 on most recent home PC purchase	1,861	7.9%	111
Spent \$2000+ on most recent home PC purchase	1,745	7.4%	119

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	29,595	62.8%	104
Bought cigarettes at convenience store in last 30 days	6,859	14.6%	93
Bought gas at convenience store in last 30 days	17,351	36.8%	110
Spent at convenience store in last 30 days: <\$20	4,699	10.0%	104
Spent at convenience store in last 30 days: \$20-39	4,835	10.3%	101
Spent at convenience store in last 30 days: \$40+	17,731	37.6%	105
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	28,847	61.2%	104
Went to live theater in last 12 months	6,821	14.5%	110
Went to a bar/night club in last 12 months	9,993	21.2%	111
Dined out in last 12 months	26,120	55.4%	113
Gambled at a casino in last 12 months	7,967	16.9%	105
Visited a theme park in last 12 months	11,397	24.2%	113
DVDs rented in last 30 days: 1	1,388	2.9%	111
DVDs rented in last 30 days: 2	2,612	5.5%	120
DVDs rented in last 30 days: 3	1,645	3.5%	109
DVDs rented in last 30 days: 4	1,932	4.1%	106
DVDs rented in last 30 days: 5+	7,166	15.2%	115
DVDs purchased in last 30 days: 1	2,729	5.8%	116
DVDs purchased in last 30 days: 2	2,481	5.3%	111
DVDs purchased in last 30 days: 3-4	2,279	4.8%	104
DVDs purchased in last 30 days: 5+	2,176	4.6%	89
Spent on toys/games in last 12 months: <\$50	3,144	6.7%	110
Spent on toys/games in last 12 months: \$50-\$99	1,380	2.9%	106
Spent on toys/games in last 12 months: \$100-\$199	3,568	7.6%	105
Spent on toys/games in last 12 months: \$200-\$499	5,715	12.1%	112
Spent on toys/games in last 12 months: \$500+	3,342	7.1%	123
<b>Financial (Adults)</b>			
Have home mortgage (1st)	12,291	26.1%	136
Used ATM/cash machine in last 12 months	27,344	58.0%	114
Own any stock	5,339	11.3%	123
Own U.S. savings bond	3,784	8.0%	117
Own shares in mutual fund (stock)	5,732	12.2%	129
Own shares in mutual fund (bonds)	3,532	7.5%	126
Used full service brokerage firm in last 12 months	3,486	7.4%	119
Have savings account	20,056	42.6%	117
Have 401K retirement savings	11,105	23.6%	133
Did banking over the Internet in last 12 months	15,943	33.8%	124
Own any credit/debit card (in own name)	37,902	80.4%	109
Avg monthly credit card expenditures: <\$111	6,892	14.6%	106
Avg monthly credit card expenditures: \$111-225	3,780	8.0%	103
Avg monthly credit card expenditures: \$226-450	3,818	8.1%	108
Avg monthly credit card expenditures: \$451-700	3,384	7.2%	113
Avg monthly credit card expenditures: \$701+	7,890	16.7%	125

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

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



# Retail Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	35,059	74.4%	105
Used bread in last 6 months	45,862	97.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	37,531	79.6%	103
Used fish/seafood (fresh or frozen) in last 6 months	25,972	55.1%	104
Used fresh fruit/vegetables in last 6 months	42,358	89.9%	103
Used fresh milk in last 6 months	43,884	93.1%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	15,587	33.1%	110
Exercise at club 2+ times per week	6,681	14.2%	115
Visited a doctor in last 12 months	38,168	81.0%	104
Used vitamin/dietary supplement in last 6 months	24,147	51.2%	106
<b>Home (Households)</b>			
Any home improvement in last 12 months	8,983	38.0%	120
Used housekeeper/maid/prof HH cleaning service in the last 12 months	4,156	17.6%	113
Purchased any HH furnishing in last 12 months	7,757	32.8%	109
Purchased bedding/bath goods in last 12 months	13,087	55.4%	101
Purchased cooking/serving product in last 12 months	6,876	29.1%	106
Bought any kitchen appliance in last 12 months	4,490	19.0%	109
<b>Insurance (Adults)</b>			
Currently carry any life insurance	26,051	55.3%	116
Have medical/hospital/accident insurance	36,273	77.0%	107
Carry homeowner insurance	29,794	63.2%	120
Carry renter insurance	2,500	5.3%	86
Have auto/other vehicle insurance	42,227	89.6%	108
<b>Pets (Households)</b>			
HH owns any pet	14,326	60.6%	117
HH owns any cat	6,541	27.7%	115
HH owns any dog	10,841	45.9%	121
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	26,122	55.4%	110
Read any daily newspaper	20,117	42.7%	103
Heavy magazine reader	9,487	20.1%	101
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	36,694	77.9%	108
Went to family restaurant/steak house last mo: <2 times	12,351	26.2%	102
Went to family restaurant/steak house last mo: 2-4 times	13,876	29.4%	109
Went to family restaurant/steak house last mo: 5+ times	10,465	22.2%	114
Went to fast food/drive-in restaurant in last 6 mo	43,003	91.3%	103
Went to fast food/drive-in restaurant <6 times/mo	16,033	34.0%	97
Went to fast food/drive-in restaurant 6-13 times/mo	14,381	30.5%	105
Went to fast food/drive-in restaurant 14+ times/mo	12,588	26.7%	107
Fast food/drive-in last 6 mo: eat in	18,886	40.1%	106
Fast food/drive-in last 6 mo: home delivery	5,089	10.8%	104
Fast food/drive-in last 6 mo: take-out/drive-thru	27,415	58.2%	111
Fast food/drive-in last 6 mo: take-out/walk-in	11,829	25.1%	102

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	16,871	71.4%	111
HH average monthly long distance phone bill: <\$16	7,043	29.8%	108
HH average monthly long distance phone bill: \$16-25	2,863	12.1%	106
HH average monthly long distance phone bill: \$26-59	2,300	9.7%	106
HH average monthly long distance phone bill: \$60+	1,142	4.8%	109
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	3,404	14.4%	73
HH owns 2 TVs	5,962	25.2%	96
HH owns 3 TVs	5,839	24.7%	110
HH owns 4+ TVs	6,275	26.6%	126
HH subscribes to cable TV	13,964	59.1%	102
HH Purchased audio equipment in last 12 months	2,324	9.8%	101
HH Purchased CD player in last 12 months	941	4.0%	103
HH Purchased DVD player in last 12 months	2,447	10.4%	107
HH Purchased MP3 player in last 12 months	5,380	11.4%	112
HH Purchased video game system in last 12 months	2,997	12.7%	118
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	28,049	59.5%	114
Took 3+ domestic trips in last 12 months	8,263	17.5%	118
Spent on domestic vacations last 12 mo: <\$1000	6,088	12.9%	103
Spent on domestic vacations last 12 mo: \$1000-\$1499	3,920	8.3%	124
Spent on domestic vacations last 12 mo: \$1500-\$1999	2,397	5.1%	125
Spent on domestic vacations last 12 mo: \$2000-\$2999	2,444	5.2%	125
Spent on domestic vacations last 12 mo: \$3000+	3,065	6.5%	129
Foreign travel in last 3 years	13,688	29.0%	113
Took 3+ foreign trips by plane in last 3 years	2,415	5.1%	108
Spent on foreign vacations last 12 mo: <\$1000	3,147	6.7%	112
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,941	4.1%	101
Spent on foreign vacations last 12 mo: \$3000+	2,575	5.5%	112
Stayed 1+ nights at hotel/motel in last 12 months	22,680	48.1%	119

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		5,944	6,505	
Population 18+		4,128	4,539	
Households		2,110	2,319	
Median Household Income		\$60,908	\$67,005	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer		1,699	80.5%	109
Purchased home PC in last 12 months		351	16.6%	106
Purchased home PC 1-2 years ago		550	26.1%	116
Purchased home PC 3-4 years ago		441	20.9%	107
Purchased home PC 5+ years ago		173	8.2%	88
Spent <\$500 on home PC (most recent purchase)		182	8.6%	100
Spent \$500-999 on home PC (most recent purchase)		430	20.4%	114
Spent \$1000-1499 on home PC (most recent purchase)		275	13.0%	100
Spent \$1500-1999 on home PC (most recent purchase)		141	6.7%	94
Spent \$2000+ on home PC (most recent purchase)		153	7.3%	117
Purchased home PC at computer superstore		306	14.5%	114
Purchased home PC at department store		91	4.3%	87
Purchased home PC direct from manufacturer		288	13.7%	98
Purchased home PC at electronics store		241	11.4%	104
Purchased home PC on Internet		197	9.3%	109
Purchased home PC at warehouse discount outlet		52	2.5%	112
HH owns desktop PC		1,328	62.9%	109
HH owns laptop/notebook/tablet PC		711	33.7%	108
HH owns any Apple/Apple Mac clone brand PC		133	6.3%	101
HH owns any IBM/IBM compatible brand PC		1,577	74.7%	111
Brand of PC that HH owns: Compaq		183	8.7%	102
Brand of PC that HH owns: Dell		721	34.2%	111
Brand of PC that HH owns: Gateway		159	7.5%	113
Brand of PC that HH owns: Hewlett Packard		389	18.4%	118
Brand of PC that HH owns: Sony Vaio		59	2.8%	96
Child (under 18) uses home PC		549	26.0%	123
HH owns CD burner		872	41.3%	112
HH owns CD ROM drive		905	42.9%	110
HH owns DVD drive		582	27.6%	111
HH owns DVD-RW (DVD burner)		502	23.8%	116
HH owns external hard drive		323	15.3%	108
HH owns flash drive		502	23.8%	116
HH owns LAN/network interface card		256	12.1%	110
HH owns inkjet printer		946	44.8%	105
HH owns laser printer		292	13.9%	101
HH owns modem/fax modem		476	22.6%	108
HH owns removable cartridge storage device		90	4.3%	74
HH owns scanner		733	34.7%	122
HH owns PC speakers		971	46.0%	110
HH owns tape backup		62	2.9%	110
HH owns webcam		244	11.6%	102
HH owns software: accounting		210	9.9%	112
HH owns software: communications/fax		170	8.1%	99
HH owns software: database/filing		148	7.0%	86
HH owns software: desktop publishing		279	13.2%	109

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	218	10.3%	103
HH owns software: entertainment/games	667	31.6%	109
HH owns software: online meeting/conference	71	3.4%	118
HH owns software: personal finance/tax prep	326	15.5%	109
HH owns software: presentation graphics	178	8.5%	106
HH owns software: multimedia	312	14.8%	97
HH owns software: networking	233	11.0%	99
HH owns software: security/anti-virus	582	27.6%	98
HH owns software: spreadsheet	506	24.0%	104
HH owns software: utility	135	6.4%	90
HH owns software: web authoring	76	3.6%	104
HH owns software: word processing	731	34.6%	103
Spent \$500+ on software for home PC in last 12 mo	54	2.6%	107
Purchased computer book in last 12 months	88	4.1%	97
HH owns fax machine	127	6.0%	100
Purchased audio equipment in last 12 months	200	9.5%	98
Purchased headphones in last 12 months	88	4.2%	105
HH owns camcorder	536	25.4%	130
Purchased camcorder in last 12 months	42	2.0%	94
HH owns CD player	1,015	48.1%	105
Purchased CD player in last 12 months	86	4.1%	105
HH owns DVD player	1,427	67.7%	102
Purchased DVD player in last 12 months	222	10.5%	108
HH owns 1 TV	340	16.1%	82
HH owns 2 TVs	524	24.8%	95
HH owns 3 TVs	530	25.1%	112
HH owns 4+ TVs	521	24.7%	118
HH owns miniature screen TV (<13 in)	185	8.8%	111
Most recent TV purchase: miniature screen (<13 in)	49	2.3%	84
HH owns regular screen TV (13-26 in)	922	43.7%	101
Most recent TV purchase: regular screen (13-26 in)	451	21.4%	92
HH owns large screen TV (27-35 in)	1,052	49.9%	107
Most recent TV purchase: large screen (27-35 in)	646	30.6%	97
HH owns big screen TV (36-42 in)	458	21.7%	115
Most recent TV purchase: big screen (36-42 in)	342	16.2%	115
HH owns giant screen TV (over 42 in)	390	18.5%	130
Most recent TV purchase: giant screen (over 42 in)	311	14.7%	132
HH owns LCD TV	469	22.2%	116
HH owns plasma TV	213	10.1%	122
HH owns projection TV	135	6.4%	118
HH owns video game system	844	40.0%	120
Purchased video game system in last 12 months	263	12.5%	116
HH owns video game system: handheld	382	18.1%	118
HH owns video game system: attached to TV/computer	779	36.9%	125
HH owns video game system: Game Boy	163	7.7%	112
HH owns video game system: Game Boy Advance/SP	148	7.0%	106
HH owns video game system: Nintendo DS	214	10.1%	134

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	104	4.9%	98
HH owns video game system: Nintendo Wii	199	9.4%	140
HH owns video game system: PlayStation 2	428	20.3%	123
HH owns video game system: PlayStation 3	101	4.8%	132
HH owns video game system: Sony PlayStation/PS One	110	5.2%	129
HH owns video game system: Sony PSP	79	3.7%	128
HH owns video game system: Xbox	156	7.4%	124
HH owns video game system: Xbox 360	146	6.9%	107
HH purchased 5+ video games in last 12 months	155	7.3%	113
HH spent \$101+ on video games in last 12 months	199	9.4%	117
Owns MP3 player	1,173	28.4%	106
Purchased MP3 player in last 12 months	425	10.3%	101
Owns Apple iPod	437	10.6%	95
Purchased Apple iPod in last 12 months	117	2.8%	84
Have any access to the Internet	3,665	88.8%	105
Have access to Internet: at home	3,150	76.3%	108
Have access to Internet: at work	1,567	38.0%	102
Have access to Internet: at school/library	1,051	25.5%	101
Have access to Internet: not hm/work/school/library	893	21.6%	112
Use Internet less than once a week	139	3.4%	84
Use Internet 1-2 times per week	236	5.7%	104
Use Internet 3-6 times per week	390	9.4%	118
Use Internet once a day	505	12.2%	111
Use Internet 2-4 times per day	754	18.3%	104
Use Internet 5 or more times per day	1,148	27.8%	111
Any Internet or online usage in last 30 days	3,172	76.8%	109
Used Internet in last 30 days: at home	2,848	69.0%	111
Used Internet in last 30 days: at work	1,409	34.1%	107
Used Internet in last 30 days: at school/library	292	7.1%	92
Used Internet/30 days: not home/work/school/library	372	9.0%	98
Internet last 30 days: used email	2,822	68.4%	110
Internet last 30 days: used Instant Messenger	1,141	27.6%	109
Internet last 30 days: paid bills online	1,606	38.9%	118
Internet last 30 days: visited online blog	416	10.1%	105
Internet last 30 days: wrote online blog	136	3.3%	89
Internet last 30 days: visited chat room	156	3.8%	81
Internet last 30 days: looked for employment	614	14.9%	113
Internet last 30 days: played games online	1,028	24.9%	119
Internet last 30 days: traded/tracked investments	505	12.2%	110
Internet last 30 days: downloaded music	879	21.3%	116
Internet last 30 days: made phone call	178	4.3%	117
Internet last 30 days: made personal purchase	1,374	33.3%	108
Internet last 30 days: made business purchase	429	10.4%	109
Internet last 30 days: made travel plans	739	17.9%	104
Internet last 30 days: watched online video	881	21.4%	111
Internet last 30 days: obtained new/used car info	392	9.5%	107
Internet last 30 days: obtained financial info	1,049	25.4%	106
Internet last 30 days: obtained medical info	730	17.7%	106
Internet last 30 days: obtained latest news	1,703	41.3%	107
Internet last 30 days: obtained real estate info	424	10.3%	95

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	1,051	25.5%	110
Ordered anything on Internet in last 12 months	1,523	36.9%	107
Ordered on Internet/12 mo: airline ticket	827	20.0%	120
Ordered on Internet/12 mo: CD/tape	236	5.7%	131
Ordered on Internet/12 mo: clothing	642	15.6%	107
Ordered on Internet/12 mo: computer	149	3.6%	105
Ordered on Internet/12 mo: computer peripheral	193	4.7%	108
Ordered on Internet/12 mo: DVD	257	6.2%	95
Ordered on Internet/12 mo: flowers	257	6.2%	134
Ordered on Internet/12 mo: software	242	5.9%	103
Ordered on Internet/12 mo: tickets (concerts etc.)	501	12.1%	126
Ordered on Internet/12 mo: toy	216	5.2%	105
Purchased item from amazon.com in last 12 months	645	15.6%	111
Purchased item from barnes&noble.com in last 12 mo	137	3.3%	104
Purchased item from bestbuy.com in last 12 months	97	2.3%	93
Purchased item from ebay.com in last 12 months	426	10.3%	111
Purchased item from walmart.com in last 12 months	168	4.1%	99
Spent on Internet orders last 12 months: <\$100	200	4.9%	89
Spent on Internet orders last 12 months: \$100-199	196	4.8%	88
Spent on Internet orders last 12 months: \$200-499	353	8.6%	102
Spent on Internet orders last 12 months: \$500+	674	16.3%	112
Connection to Internet from home: dial-up modem	339	8.2%	99
Connection to Internet from home: cable modem	1,228	29.8%	111
Connection to Internet from home: DSL	1,169	28.3%	115
Connection to Internet from home: wireless	624	15.1%	110
Connection to Internet from home: any broadband	2,696	65.3%	111
DVDs rented in last 30 days: 1	126	3.0%	115
DVDs rented in last 30 days: 2	241	5.8%	126
DVDs rented in last 30 days: 3	132	3.2%	100
DVDs rented in last 30 days: 4	148	3.6%	93
DVDs rented in last 30 days: 5+	577	14.0%	106
Rented video tape/DVD last month: action/adventure	924	22.4%	111
Rented video tape/DVD last month: classic	174	4.2%	81
Rented video tape/DVD last month: comedy	905	21.9%	106
Rented video tape/DVD last month: drama	567	13.7%	101
Rented video tape/DVD last month: family/children	458	11.1%	125
Rented video tape/DVD last month: foreign	65	1.6%	80
Rented video tape/DVD last month: horror	320	7.8%	105
Rented video tape/DVD last month: romance	270	6.5%	87
Rented video tape/DVD last month: science fiction	233	5.7%	106
Rented video tape/DVD last mo at Blockbuster Video	587	14.2%	118
Rented video tape/DVD last mo at Hollywood Video	146	3.5%	86
Bought video tape/DVD last month: action/adventure	348	8.4%	101
Bought video tape/DVD last month: classic	86	2.1%	77
Bought video tape/DVD last month: comedy	354	8.6%	107
Bought video tape/DVD last month: drama	166	4.0%	93
Bought video tape/DVD last month: family/children	360	8.7%	148
Bought video tape/DVD last month: horror	81	2.0%	62
Bought video tape/DVD last month: romance	89	2.2%	85

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	93	2.3%	91
Bought blank video tape in last 6 months	434	10.5%	93
Bought 7+ blank video tapes in last 6 months	107	2.6%	99
DVDs purchased in last 30 days: 1	244	5.9%	119
DVDs purchased in last 30 days: 2	194	4.7%	99
DVDs purchased in last 30 days: 3-4	260	6.3%	136
DVDs purchased in last 30 days: 5+	188	4.6%	87
Bought any camera in last 12 months	583	14.1%	110
Spent on cameras in last 12 months: <\$100	225	5.4%	123
Spent on cameras in last 12 months: \$100-199	130	3.1%	104
Spent on cameras in last 12 months: \$200+	194	4.7%	118
Own APS (point & shoot or SLR) camera	116	2.8%	102
Own digital camera	1,516	36.7%	111
Bought digital camera in last 12 months	284	6.9%	101
Own digital point & shoot camera	1,176	28.5%	115
Bought digital point & shoot camera in last 12 mo	238	5.8%	117
Own digital SLR camera	394	9.6%	103
Bought digital SLR camera in last 12 months	99	2.4%	107
Own 35mm auto focus point & shoot camera	166	4.0%	86
Own 35mm auto focus single lens reflex camera	96	2.3%	98
Own 35mm auto focus zoom camera	272	6.6%	117
Own 35mm single lens reflex camera	139	3.4%	112
Own Canon camera	698	16.9%	108
Bought Canon camera in last 12 months	100	2.4%	114
Own Fuji camera	169	4.1%	101
Own Kodak camera	649	15.7%	133
Bought Kodak camera in last 12 months	147	3.6%	120
Own Nikon camera	260	6.3%	116
Own Olympus camera	203	4.9%	108
Own Polaroid camera	129	3.1%	127
Bought any camera accessory in last 12 months	1,945	47.1%	110
Bought film in last 12 months	802	19.4%	102
Bought film in last 12 months: <3 rolls	388	9.4%	106
Bought film in last 12 months: 3-6 rolls	246	6.0%	95
Bought film in last 12 months: 7+ rolls	169	4.1%	97
Bought film in last 12 mo: APS (color prints)	113	2.7%	103
Bought film in last 12 mo: instant developing	96	2.3%	116
Bought film in last 12 mo: 35mm (black & white)	23	0.6%	59
Bought film in last 12 mo: 35mm (color prints)	408	9.9%	87
Bought Fuji film in last 12 months	186	4.5%	89
Bought Kodak film in last 12 months	517	12.5%	106
Bought store-brand film in last 12 months	84	2.0%	95
Purchased film in last 12 mo: department store	150	3.6%	98
Purchased film in last 12 mo: discount store	202	4.9%	103

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

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

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	148	3.6%	76
Purchased film in last 12 mo: grocery store	73	1.8%	82
Purchased film in last 12 mo: 1 hour service store	101	2.5%	96
Had film processed at discount store	117	2.8%	86
Had film processed at drug store	147	3.6%	83
Had film processed at 1 hour service store	133	3.2%	111
Bought memory card for camera in last 12 months	299	7.2%	95
Own memory card for camera	1,182	28.6%	116

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

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

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		34,977	37,205	
Population 18+		25,158	26,756	
Households		12,588	13,456	
Median Household Income		\$69,823	\$77,986	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer		10,412	82.7%	112
Purchased home PC in last 12 months		2,162	17.2%	109
Purchased home PC 1-2 years ago		3,278	26.0%	116
Purchased home PC 3-4 years ago		2,899	23.0%	118
Purchased home PC 5+ years ago		1,239	9.8%	106
Spent <\$500 on home PC (most recent purchase)		1,099	8.7%	101
Spent \$500-999 on home PC (most recent purchase)		2,620	20.8%	117
Spent \$1000-1499 on home PC (most recent purchase)		1,861	14.8%	113
Spent \$1500-1999 on home PC (most recent purchase)		968	7.7%	108
Spent \$2000+ on home PC (most recent purchase)		902	7.2%	115
Purchased home PC at computer superstore		1,903	15.1%	119
Purchased home PC at department store		578	4.6%	93
Purchased home PC direct from manufacturer		1,983	15.8%	113
Purchased home PC at electronics store		1,572	12.5%	113
Purchased home PC on Internet		1,193	9.5%	110
Purchased home PC at warehouse discount outlet		311	2.5%	113
HH owns desktop PC		8,325	66.1%	115
HH owns laptop/notebook/tablet PC		4,396	34.9%	112
HH owns any Apple/Apple Mac clone brand PC		769	6.1%	98
HH owns any IBM/IBM compatible brand PC		9,639	76.6%	114
Brand of PC that HH owns: Compaq		1,197	9.5%	112
Brand of PC that HH owns: Dell		4,443	35.3%	114
Brand of PC that HH owns: Gateway		936	7.4%	112
Brand of PC that HH owns: Hewlett Packard		2,379	18.9%	121
Brand of PC that HH owns: Sony Vaio		367	2.9%	100
Child (under 18) uses home PC		3,422	27.2%	129
HH owns CD burner		5,399	42.9%	116
HH owns CD ROM drive		5,631	44.7%	114
HH owns DVD drive		3,591	28.5%	114
HH owns DVD-RW (DVD burner)		3,010	23.9%	116
HH owns external hard drive		2,054	16.3%	115
HH owns flash drive		3,131	24.9%	121
HH owns LAN/network interface card		1,680	13.3%	120
HH owns inkjet printer		6,176	49.1%	115
HH owns laser printer		1,994	15.8%	115
HH owns modem/fax modem		3,027	24.1%	116
HH owns removable cartridge storage device		726	5.8%	99
HH owns scanner		4,422	35.1%	123
HH owns PC speakers		6,098	48.4%	116
HH owns tape backup		369	2.9%	110
HH owns webcam		1,516	12.0%	106
HH owns software: accounting		1,377	10.9%	123
HH owns software: communications/fax		1,182	9.4%	115
HH owns software: database/filing		1,089	8.6%	106
HH owns software: desktop publishing		1,823	14.5%	119

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	1,399	11.1%	111
HH owns software: entertainment/games	4,190	33.3%	115
HH owns software: online meeting/conference	392	3.1%	109
HH owns software: personal finance/tax prep	2,278	18.1%	128
HH owns software: presentation graphics	1,161	9.2%	115
HH owns software: multimedia	2,124	16.9%	110
HH owns software: networking	1,549	12.3%	110
HH owns software: security/anti-virus	4,001	31.8%	113
HH owns software: spreadsheet	3,453	27.4%	119
HH owns software: utility	954	7.6%	107
HH owns software: web authoring	446	3.5%	102
HH owns software: word processing	4,880	38.8%	115
Spent \$500+ on software for home PC in last 12 mo	307	2.4%	102
Purchased computer book in last 12 months	559	4.4%	103
HH owns fax machine	881	7.0%	116
Purchased audio equipment in last 12 months	1,221	9.7%	100
Purchased headphones in last 12 months	487	3.9%	97
HH owns camcorder	3,190	25.3%	130
Purchased camcorder in last 12 months	269	2.1%	101
HH owns CD player	6,418	51.0%	111
Purchased CD player in last 12 months	514	4.1%	106
HH owns DVD player	8,922	70.9%	107
Purchased DVD player in last 12 months	1,306	10.4%	107
HH owns 1 TV	1,831	14.5%	74
HH owns 2 TVs	3,146	25.0%	95
HH owns 3 TVs	3,116	24.8%	110
HH owns 4+ TVs	3,370	26.8%	127
HH owns miniature screen TV (<13 in)	1,154	9.2%	116
Most recent TV purchase: miniature screen (<13 in)	323	2.6%	93
HH owns regular screen TV (13-26 in)	5,702	45.3%	104
Most recent TV purchase: regular screen (13-26 in)	2,703	21.5%	92
HH owns large screen TV (27-35 in)	6,327	50.3%	108
Most recent TV purchase: large screen (27-35 in)	3,901	31.0%	98
HH owns big screen TV (36-42 in)	2,811	22.3%	118
Most recent TV purchase: big screen (36-42 in)	2,056	16.3%	116
HH owns giant screen TV (over 42 in)	2,339	18.6%	131
Most recent TV purchase: giant screen (over 42 in)	1,833	14.6%	130
HH owns LCD TV	2,831	22.5%	117
HH owns plasma TV	1,215	9.7%	117
HH owns projection TV	865	6.9%	127
HH owns video game system	4,912	39.0%	117
Purchased video game system in last 12 months	1,609	12.8%	119
HH owns video game system: handheld	2,314	18.4%	120
HH owns video game system: attached to TV/computer	4,415	35.1%	119
HH owns video game system: Game Boy	1,031	8.2%	119
HH owns video game system: Game Boy Advance/SP	997	7.9%	120
HH owns video game system: Nintendo DS	1,219	9.7%	128

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	691	5.5%	109
HH owns video game system: Nintendo Wii	1,120	8.9%	132
HH owns video game system: PlayStation 2	2,428	19.3%	117
HH owns video game system: PlayStation 3	534	4.2%	117
HH owns video game system: Sony PlayStation/PS One	604	4.8%	119
HH owns video game system: Sony PSP	410	3.3%	111
HH owns video game system: Xbox	867	6.9%	116
HH owns video game system: Xbox 360	919	7.3%	113
HH purchased 5+ video games in last 12 months	899	7.1%	110
HH spent \$101+ on video games in last 12 months	1,176	9.3%	116
Owns MP3 player	7,368	29.3%	109
Purchased MP3 player in last 12 months	2,781	11.1%	109
Owns Apple iPod	2,902	11.5%	104
Purchased Apple iPod in last 12 months	866	3.4%	102
Have any access to the Internet	22,719	90.3%	107
Have access to Internet: at home	20,159	80.1%	114
Have access to Internet: at work	10,896	43.3%	116
Have access to Internet: at school/library	6,459	25.7%	102
Have access to Internet: not hm/work/school/library	5,245	20.8%	108
Use Internet less than once a week	903	3.6%	90
Use Internet 1-2 times per week	1,347	5.4%	97
Use Internet 3-6 times per week	2,213	8.8%	109
Use Internet once a day	3,115	12.4%	112
Use Internet 2-4 times per day	4,966	19.7%	112
Use Internet 5 or more times per day	7,299	29.0%	116
Any Internet or online usage in last 30 days	19,846	78.9%	112
Used Internet in last 30 days: at home	18,094	71.9%	116
Used Internet in last 30 days: at work	9,622	38.2%	120
Used Internet in last 30 days: at school/library	1,634	6.5%	84
Used Internet/30 days: not home/work/school/library	2,295	9.1%	99
Internet last 30 days: used email	17,865	71.0%	114
Internet last 30 days: used Instant Messenger	6,732	26.8%	106
Internet last 30 days: paid bills online	9,897	39.3%	120
Internet last 30 days: visited online blog	2,512	10.0%	104
Internet last 30 days: wrote online blog	837	3.3%	90
Internet last 30 days: visited chat room	1,021	4.1%	87
Internet last 30 days: looked for employment	3,529	14.0%	107
Internet last 30 days: played games online	5,731	22.8%	109
Internet last 30 days: traded/tracked investments	3,436	13.7%	122
Internet last 30 days: downloaded music	5,016	19.9%	108
Internet last 30 days: made phone call	1,013	4.0%	109
Internet last 30 days: made personal purchase	9,003	35.8%	116
Internet last 30 days: made business purchase	2,885	11.5%	120
Internet last 30 days: made travel plans	5,023	20.0%	116
Internet last 30 days: watched online video	5,252	20.9%	109
Internet last 30 days: obtained new/used car info	2,549	10.1%	115
Internet last 30 days: obtained financial info	7,073	28.1%	117
Internet last 30 days: obtained medical info	4,645	18.5%	111
Internet last 30 days: obtained latest news	11,234	44.7%	116
Internet last 30 days: obtained real estate info	3,025	12.0%	112

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	6,842	27.2%	117
Ordered anything on Internet in last 12 months	10,435	41.5%	120
Ordered on Internet/12 mo: airline ticket	5,231	20.8%	124
Ordered on Internet/12 mo: CD/tape	1,338	5.3%	121
Ordered on Internet/12 mo: clothing	4,288	17.0%	117
Ordered on Internet/12 mo: computer	956	3.8%	111
Ordered on Internet/12 mo: computer peripheral	1,272	5.1%	116
Ordered on Internet/12 mo: DVD	1,767	7.0%	107
Ordered on Internet/12 mo: flowers	1,480	5.9%	127
Ordered on Internet/12 mo: software	1,696	6.7%	118
Ordered on Internet/12 mo: tickets (concerts etc.)	3,050	12.1%	126
Ordered on Internet/12 mo: toy	1,460	5.8%	117
Purchased item from amazon.com in last 12 months	4,137	16.4%	117
Purchased item from barnes&noble.com in last 12 mo	964	3.8%	120
Purchased item from bestbuy.com in last 12 months	681	2.7%	107
Purchased item from ebay.com in last 12 months	2,852	11.3%	122
Purchased item from walmart.com in last 12 months	1,160	4.6%	113
Spent on Internet orders last 12 months: <\$100	1,501	6.0%	109
Spent on Internet orders last 12 months: \$100-199	1,434	5.7%	105
Spent on Internet orders last 12 months: \$200-499	2,459	9.8%	117
Spent on Internet orders last 12 months: \$500+	4,492	17.9%	123
Connection to Internet from home: dial-up modem	2,215	8.8%	106
Connection to Internet from home: cable modem	7,775	30.9%	115
Connection to Internet from home: DSL	7,337	29.2%	119
Connection to Internet from home: wireless	4,008	15.9%	116
Connection to Internet from home: any broadband	17,151	68.2%	115
DVDs rented in last 30 days: 1	748	3.0%	112
DVDs rented in last 30 days: 2	1,415	5.6%	121
DVDs rented in last 30 days: 3	861	3.4%	107
DVDs rented in last 30 days: 4	999	4.0%	103
DVDs rented in last 30 days: 5+	3,716	14.8%	112
Rented video tape/DVD last month: action/adventure	5,795	23.0%	114
Rented video tape/DVD last month: classic	1,229	4.9%	94
Rented video tape/DVD last month: comedy	5,846	23.2%	112
Rented video tape/DVD last month: drama	3,710	14.7%	108
Rented video tape/DVD last month: family/children	2,704	10.8%	121
Rented video tape/DVD last month: foreign	439	1.7%	88
Rented video tape/DVD last month: horror	1,808	7.2%	97
Rented video tape/DVD last month: romance	1,925	7.7%	102
Rented video tape/DVD last month: science fiction	1,414	5.6%	106
Rented video tape/DVD last mo at Blockbuster Video	3,631	14.4%	119
Rented video tape/DVD last mo at Hollywood Video	1,020	4.1%	98
Bought video tape/DVD last month: action/adventure	2,077	8.3%	99
Bought video tape/DVD last month: classic	579	2.3%	85
Bought video tape/DVD last month: comedy	2,118	8.4%	105
Bought video tape/DVD last month: drama	1,088	4.3%	100
Bought video tape/DVD last month: family/children	1,788	7.1%	120
Bought video tape/DVD last month: horror	520	2.1%	66
Bought video tape/DVD last month: romance	616	2.4%	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.

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	561	2.2%	90
Bought blank video tape in last 6 months	2,804	11.1%	98
Bought 7+ blank video tapes in last 6 months	645	2.6%	98
DVDs purchased in last 30 days: 1	1,443	5.7%	115
DVDs purchased in last 30 days: 2	1,337	5.3%	112
DVDs purchased in last 30 days: 3-4	1,282	5.1%	110
DVDs purchased in last 30 days: 5+	1,162	4.6%	89
Bought any camera in last 12 months	3,462	13.8%	107
Spent on cameras in last 12 months: <\$100	1,096	4.4%	98
Spent on cameras in last 12 months: \$100-199	828	3.3%	109
Spent on cameras in last 12 months: \$200+	1,167	4.6%	117
Own APS (point & shoot or SLR) camera	783	3.1%	113
Own digital camera	10,022	39.8%	121
Bought digital camera in last 12 months	1,912	7.6%	111
Own digital point & shoot camera	7,703	30.6%	123
Bought digital point & shoot camera in last 12 mo	1,451	5.8%	117
Own digital SLR camera	2,649	10.5%	114
Bought digital SLR camera in last 12 months	584	2.3%	103
Own 35mm auto focus point & shoot camera	1,321	5.3%	112
Own 35mm auto focus single lens reflex camera	642	2.6%	107
Own 35mm auto focus zoom camera	1,634	6.5%	116
Own 35mm single lens reflex camera	897	3.6%	119
Own Canon camera	4,609	18.3%	117
Bought Canon camera in last 12 months	631	2.5%	118
Own Fuji camera	1,040	4.1%	102
Own Kodak camera	3,495	13.9%	118
Bought Kodak camera in last 12 months	741	2.9%	99
Own Nikon camera	1,660	6.6%	122
Own Olympus camera	1,420	5.6%	124
Own Polaroid camera	603	2.4%	97
Bought any camera accessory in last 12 months	12,510	49.7%	116
Bought film in last 12 months	5,013	19.9%	104
Bought film in last 12 months: <3 rolls	2,318	9.2%	104
Bought film in last 12 months: 3-6 rolls	1,589	6.3%	101
Bought film in last 12 months: 7+ rolls	1,105	4.4%	104
Bought film in last 12 mo: APS (color prints)	678	2.7%	101
Bought film in last 12 mo: instant developing	485	1.9%	96
Bought film in last 12 mo: 35mm (black & white)	181	0.7%	76
Bought film in last 12 mo: 35mm (color prints)	2,911	11.6%	101
Bought Fuji film in last 12 months	1,252	5.0%	99
Bought Kodak film in last 12 months	3,176	12.6%	107
Bought store-brand film in last 12 months	524	2.1%	98
Purchased film in last 12 mo: department store	827	3.3%	88
Purchased film in last 12 mo: discount store	1,348	5.4%	112

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

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

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

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	1,068	4.2%	90
Purchased film in last 12 mo: grocery store	523	2.1%	97
Purchased film in last 12 mo: 1 hour service store	576	2.3%	90
Had film processed at discount store	860	3.4%	103
Had film processed at drug store	1,048	4.2%	98
Had film processed at 1 hour service store	774	3.1%	106
Bought memory card for camera in last 12 months	2,113	8.4%	110
Own memory card for camera	7,674	30.5%	123

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		64,741	68,086	
Population 18+		47,122	49,635	
Households		23,621	24,932	
Median Household Income		\$71,238	\$79,785	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer		19,515	82.6%	112
Purchased home PC in last 12 months		4,132	17.5%	111
Purchased home PC 1-2 years ago		6,121	25.9%	115
Purchased home PC 3-4 years ago		5,447	23.1%	118
Purchased home PC 5+ years ago		2,427	10.3%	110
Spent <\$500 on home PC (most recent purchase)		2,047	8.7%	100
Spent \$500-999 on home PC (most recent purchase)		4,874	20.6%	116
Spent \$1000-1499 on home PC (most recent purchase)		3,604	15.3%	117
Spent \$1500-1999 on home PC (most recent purchase)		1,861	7.9%	111
Spent \$2000+ on home PC (most recent purchase)		1,745	7.4%	119
Purchased home PC at computer superstore		3,568	15.1%	118
Purchased home PC at department store		1,104	4.7%	95
Purchased home PC direct from manufacturer		3,881	16.4%	118
Purchased home PC at electronics store		3,004	12.7%	115
Purchased home PC on Internet		2,295	9.7%	113
Purchased home PC at warehouse discount outlet		568	2.4%	110
HH owns desktop PC		15,597	66.0%	115
HH owns laptop/notebook/tablet PC		8,413	35.6%	114
HH owns any Apple/Apple Mac clone brand PC		1,449	6.1%	98
HH owns any IBM/IBM compatible brand PC		18,068	76.5%	113
Brand of PC that HH owns: Compaq		2,267	9.6%	113
Brand of PC that HH owns: Dell		8,427	35.7%	116
Brand of PC that HH owns: Gateway		1,732	7.3%	110
Brand of PC that HH owns: Hewlett Packard		4,403	18.6%	120
Brand of PC that HH owns: Sony Vaio		700	3.0%	102
Child (under 18) uses home PC		6,335	26.8%	127
HH owns CD burner		10,177	43.1%	117
HH owns CD ROM drive		10,614	44.9%	115
HH owns DVD drive		6,845	29.0%	116
HH owns DVD-RW (DVD burner)		5,670	24.0%	117
HH owns external hard drive		3,933	16.7%	117
HH owns flash drive		5,884	24.9%	121
HH owns LAN/network interface card		3,203	13.6%	122
HH owns inkjet printer		11,641	49.3%	116
HH owns laser printer		3,850	16.3%	119
HH owns modem/fax modem		5,769	24.4%	117
HH owns removable cartridge storage device		1,415	6.0%	103
HH owns scanner		8,249	34.9%	123
HH owns PC speakers		11,443	48.4%	116
HH owns tape backup		710	3.0%	113
HH owns webcam		2,970	12.6%	111
HH owns software: accounting		2,605	11.0%	124
HH owns software: communications/fax		2,307	9.8%	120
HH owns software: database/filing		2,165	9.2%	112
HH owns software: desktop publishing		3,490	14.8%	122

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns software: education/training	2,623	11.1%	111
HH owns software: entertainment/games	7,886	33.4%	115
HH owns software: online meeting/conference	735	3.1%	109
HH owns software: personal finance/tax prep	4,362	18.5%	130
HH owns software: presentation graphics	2,225	9.4%	118
HH owns software: multimedia	4,091	17.3%	113
HH owns software: networking	2,969	12.6%	112
HH owns software: security/anti-virus	7,756	32.8%	117
HH owns software: spreadsheet	6,650	28.2%	122
HH owns software: utility	1,870	7.9%	112
HH owns software: web authoring	877	3.7%	107
HH owns software: word processing	9,375	39.7%	118
Spent \$500+ on software for home PC in last 12 mo	590	2.5%	104
Purchased computer book in last 12 months	1,050	4.4%	103
HH owns fax machine	1,678	7.1%	118
Purchased audio equipment in last 12 months	2,324	9.8%	101
Purchased headphones in last 12 months	921	3.9%	98
HH owns camcorder	5,985	25.3%	130
Purchased camcorder in last 12 months	524	2.2%	104
HH owns CD player	12,160	51.5%	112
Purchased CD player in last 12 months	941	4.0%	103
HH owns DVD player	16,836	71.3%	108
Purchased DVD player in last 12 months	2,447	10.4%	107
HH owns 1 TV	3,404	14.4%	73
HH owns 2 TVs	5,962	25.2%	96
HH owns 3 TVs	5,839	24.7%	110
HH owns 4+ TVs	6,275	26.6%	126
HH owns miniature screen TV (<13 in)	2,151	9.1%	115
Most recent TV purchase: miniature screen (<13 in)	613	2.6%	94
HH owns regular screen TV (13-26 in)	10,716	45.4%	104
Most recent TV purchase: regular screen (13-26 in)	5,044	21.4%	92
HH owns large screen TV (27-35 in)	11,822	50.1%	108
Most recent TV purchase: large screen (27-35 in)	7,305	30.9%	98
HH owns big screen TV (36-42 in)	5,275	22.3%	118
Most recent TV purchase: big screen (36-42 in)	3,870	16.4%	116
HH owns giant screen TV (over 42 in)	4,364	18.5%	130
Most recent TV purchase: giant screen (over 42 in)	3,413	14.4%	129
HH owns LCD TV	5,361	22.7%	118
HH owns plasma TV	2,292	9.7%	117
HH owns projection TV	1,610	6.8%	126
HH owns video game system	9,064	38.4%	115
Purchased video game system in last 12 months	2,997	12.7%	118
HH owns video game system: handheld	4,308	18.2%	119
HH owns video game system: attached to TV/computer	8,109	34.3%	116
HH owns video game system: Game Boy	1,940	8.2%	119
HH owns video game system: Game Boy Advance/SP	1,895	8.0%	122
HH owns video game system: Nintendo DS	2,228	9.4%	124

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	1,284	5.4%	108
HH owns video game system: Nintendo Wii	2,083	8.8%	131
HH owns video game system: PlayStation 2	4,397	18.6%	113
HH owns video game system: PlayStation 3	978	4.1%	114
HH owns video game system: Sony PlayStation/PS One	1,103	4.7%	116
HH owns video game system: Sony PSP	739	3.1%	107
HH owns video game system: Xbox	1,600	6.8%	114
HH owns video game system: Xbox 360	1,744	7.4%	114
HH purchased 5+ video games in last 12 months	1,696	7.2%	111
HH spent \$101+ on video games in last 12 months	2,184	9.2%	115
Owns MP3 player	14,210	30.2%	112
Purchased MP3 player in last 12 months	5,380	11.4%	112
Owns Apple iPod	5,746	12.2%	110
Purchased Apple iPod in last 12 months	1,683	3.6%	106
Have any access to the Internet	42,676	90.6%	107
Have access to Internet: at home	37,946	80.5%	114
Have access to Internet: at work	20,734	44.0%	118
Have access to Internet: at school/library	12,300	26.1%	104
Have access to Internet: not hm/work/school/library	9,837	20.9%	108
Use Internet less than once a week	1,633	3.5%	87
Use Internet 1-2 times per week	2,464	5.2%	95
Use Internet 3-6 times per week	4,035	8.6%	107
Use Internet once a day	5,737	12.2%	110
Use Internet 2-4 times per day	9,446	20.0%	114
Use Internet 5 or more times per day	14,081	29.9%	119
Any Internet or online usage in last 30 days	37,396	79.4%	112
Used Internet in last 30 days: at home	34,165	72.5%	117
Used Internet in last 30 days: at work	18,280	38.8%	122
Used Internet in last 30 days: at school/library	3,204	6.8%	88
Used Internet/30 days: not home/work/school/library	4,388	9.3%	101
Internet last 30 days: used email	33,890	71.9%	116
Internet last 30 days: used Instant Messenger	12,715	27.0%	107
Internet last 30 days: paid bills online	18,606	39.5%	120
Internet last 30 days: visited online blog	4,845	10.3%	107
Internet last 30 days: wrote online blog	1,652	3.5%	95
Internet last 30 days: visited chat room	1,925	4.1%	88
Internet last 30 days: looked for employment	6,482	13.8%	105
Internet last 30 days: played games online	10,448	22.2%	106
Internet last 30 days: traded/tracked investments	6,745	14.3%	128
Internet last 30 days: downloaded music	9,274	19.7%	107
Internet last 30 days: made phone call	1,895	4.0%	109
Internet last 30 days: made personal purchase	17,390	36.9%	120
Internet last 30 days: made business purchase	5,468	11.6%	122
Internet last 30 days: made travel plans	9,916	21.0%	122
Internet last 30 days: watched online video	9,980	21.2%	110
Internet last 30 days: obtained new/used car info	4,932	10.5%	118
Internet last 30 days: obtained financial info	13,612	28.9%	121
Internet last 30 days: obtained medical info	8,976	19.0%	114
Internet last 30 days: obtained latest news	21,455	45.5%	118
Internet last 30 days: obtained real estate info	5,969	12.7%	118

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ECONOMIC DEVELOPMENT

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	13,055	27.7%	120
Ordered anything on Internet in last 12 months	20,140	42.7%	124
Ordered on Internet/12 mo: airline ticket	10,083	21.4%	128
Ordered on Internet/12 mo: CD/tape	2,505	5.3%	121
Ordered on Internet/12 mo: clothing	8,345	17.7%	122
Ordered on Internet/12 mo: computer	1,845	3.9%	114
Ordered on Internet/12 mo: computer peripheral	2,462	5.2%	120
Ordered on Internet/12 mo: DVD	3,498	7.4%	113
Ordered on Internet/12 mo: flowers	2,808	6.0%	129
Ordered on Internet/12 mo: software	3,267	6.9%	122
Ordered on Internet/12 mo: tickets (concerts etc.)	5,781	12.3%	127
Ordered on Internet/12 mo: toy	2,852	6.1%	122
Purchased item from amazon.com in last 12 months	7,964	16.9%	120
Purchased item from barnes&noble.com in last 12 mo	1,835	3.9%	122
Purchased item from bestbuy.com in last 12 months	1,372	2.9%	116
Purchased item from ebay.com in last 12 months	5,323	11.3%	121
Purchased item from walmart.com in last 12 months	2,166	4.6%	112
Spent on Internet orders last 12 months: <\$100	2,944	6.2%	115
Spent on Internet orders last 12 months: \$100-199	2,739	5.8%	108
Spent on Internet orders last 12 months: \$200-499	4,734	10.0%	120
Spent on Internet orders last 12 months: \$500+	8,682	18.4%	127
Connection to Internet from home: dial-up modem	4,028	8.5%	103
Connection to Internet from home: cable modem	14,915	31.7%	118
Connection to Internet from home: DSL	13,605	28.9%	117
Connection to Internet from home: wireless	7,689	16.3%	119
Connection to Internet from home: any broadband	32,461	68.9%	117
DVDs rented in last 30 days: 1	1,388	2.9%	111
DVDs rented in last 30 days: 2	2,612	5.5%	120
DVDs rented in last 30 days: 3	1,645	3.5%	109
DVDs rented in last 30 days: 4	1,932	4.1%	106
DVDs rented in last 30 days: 5+	7,166	15.2%	115
Rented video tape/DVD last month: action/adventure	10,909	23.2%	115
Rented video tape/DVD last month: classic	2,475	5.3%	101
Rented video tape/DVD last month: comedy	11,107	23.6%	114
Rented video tape/DVD last month: drama	7,162	15.2%	112
Rented video tape/DVD last month: family/children	5,059	10.7%	121
Rented video tape/DVD last month: foreign	872	1.9%	94
Rented video tape/DVD last month: horror	3,373	7.2%	97
Rented video tape/DVD last month: romance	3,728	7.9%	105
Rented video tape/DVD last month: science fiction	2,667	5.7%	107
Rented video tape/DVD last mo at Blockbuster Video	6,955	14.8%	122
Rented video tape/DVD last mo at Hollywood Video	2,030	4.3%	104
Bought video tape/DVD last month: action/adventure	3,908	8.3%	99
Bought video tape/DVD last month: classic	1,119	2.4%	87
Bought video tape/DVD last month: comedy	3,943	8.4%	104
Bought video tape/DVD last month: drama	2,011	4.3%	99
Bought video tape/DVD last month: family/children	3,213	6.8%	116
Bought video tape/DVD last month: horror	1,023	2.2%	69
Bought video tape/DVD last month: romance	1,158	2.5%	96

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

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Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	1,124	2.4%	96
Bought blank video tape in last 6 months	5,319	11.3%	99
Bought 7+ blank video tapes in last 6 months	1,200	2.5%	98
DVDs purchased in last 30 days: 1	2,729	5.8%	116
DVDs purchased in last 30 days: 2	2,481	5.3%	111
DVDs purchased in last 30 days: 3-4	2,279	4.8%	104
DVDs purchased in last 30 days: 5+	2,176	4.6%	89
Bought any camera in last 12 months	6,501	13.8%	107
Spent on cameras in last 12 months: <\$100	1,985	4.2%	95
Spent on cameras in last 12 months: \$100-199	1,541	3.3%	108
Spent on cameras in last 12 months: \$200+	2,238	4.8%	119
Own APS (point & shoot or SLR) camera	1,465	3.1%	113
Own digital camera	19,019	40.4%	122
Bought digital camera in last 12 months	3,687	7.8%	114
Own digital point & shoot camera	14,545	30.9%	124
Bought digital point & shoot camera in last 12 mo	2,707	5.7%	116
Own digital SLR camera	5,103	10.8%	117
Bought digital SLR camera in last 12 months	1,143	2.4%	108
Own 35mm auto focus point & shoot camera	2,536	5.4%	115
Own 35mm auto focus single lens reflex camera	1,274	2.7%	113
Own 35mm auto focus zoom camera	3,085	6.5%	116
Own 35mm single lens reflex camera	1,665	3.5%	118
Own Canon camera	8,940	19.0%	121
Bought Canon camera in last 12 months	1,192	2.5%	119
Own Fuji camera	1,900	4.0%	100
Own Kodak camera	6,322	13.4%	113
Bought Kodak camera in last 12 months	1,313	2.8%	94
Own Nikon camera	3,128	6.6%	123
Own Olympus camera	2,669	5.7%	125
Own Polaroid camera	1,069	2.3%	92
Bought any camera accessory in last 12 months	23,581	50.0%	117
Bought film in last 12 months	9,442	20.0%	105
Bought film in last 12 months: <3 rolls	4,362	9.3%	104
Bought film in last 12 months: 3-6 rolls	2,994	6.4%	101
Bought film in last 12 months: 7+ rolls	2,085	4.4%	105
Bought film in last 12 mo: APS (color prints)	1,291	2.7%	103
Bought film in last 12 mo: instant developing	909	1.9%	96
Bought film in last 12 mo: 35mm (black & white)	355	0.8%	79
Bought film in last 12 mo: 35mm (color prints)	5,623	11.9%	105
Bought Fuji film in last 12 months	2,350	5.0%	99
Bought Kodak film in last 12 months	5,977	12.7%	107
Bought store-brand film in last 12 months	1,013	2.2%	101
Purchased film in last 12 mo: department store	1,490	3.2%	85
Purchased film in last 12 mo: discount store	2,504	5.3%	111

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ECONOMIC DEVELOPMENT

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Latitude: 39.21227  
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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	2,118	4.5%	96
Purchased film in last 12 mo: grocery store	1,012	2.1%	100
Purchased film in last 12 mo: 1 hour service store	1,087	2.3%	91
Had film processed at discount store	1,646	3.5%	106
Had film processed at drug store	2,010	4.3%	100
Had film processed at 1 hour service store	1,395	3.0%	102
Bought memory card for camera in last 12 months	4,040	8.6%	112
Own memory card for camera	14,543	30.9%	125

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March 27, 2012



# Financial Investments Market Potential

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1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
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<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		5,944	6,505	
Population 18+		4,128	4,539	
Households		2,110	2,319	
Median Household Income		\$60,908	\$67,005	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Bank/financial institution: use full service bank		2,029	49.2%	99
Bank/financial institution: use savings & loan		436	10.6%	101
Bank/financial institution: use credit union		948	23.0%	101
Bank/financial institution: use fed savings bank		89	2.2%	94
Bank/financial institution: use mutual funds co		130	3.1%	97
Bank/financial institution: use Internet Bank		222	5.4%	125
Used ATM/cash machine in last 12 months		2,313	56.0%	110
Banked in person in last 12 months		2,154	52.2%	101
Banked by mail in last 12 months		226	5.5%	102
Banked by phone in last 12 months		674	16.3%	109
Did banking over the Internet in last 12 months		1,255	30.4%	111
Used direct deposit of paycheck in last 12 months		1,759	42.6%	110
Have interest checking account		1,398	33.9%	105
Have non-interest checking account		1,058	25.6%	96
Have money market account		537	13.0%	106
Have savings account		1,545	37.4%	103
Have 401K retirement savings		867	21.0%	118
Have IRA retirement savings		628	15.2%	101
Have auto loan for new car		523	12.7%	110
Have personal loan for education only		201	4.9%	120
Have personal loan-not for education		140	3.4%	135
Have home mortgage (1st)		944	22.9%	119
Have 2nd mortgage (equity loan)		286	6.9%	110
Have home equity line of credit		269	6.5%	108
Have personal line of credit		177	4.3%	95
Have overdraft protection		644	15.6%	117
Own any securities investment		930	22.5%	90
Own annuities		128	3.1%	102
Own certificate of deposit (6 months or less)		139	3.4%	96
Own certificate of deposit (more than 6 months)		208	5.0%	90
Own common/preferred stock in company you work for		148	3.6%	119
Own common stock in company you don't work for		261	6.3%	100
Own insured money market account (bank)		84	2.0%	99
Own shares in money market fund		290	7.0%	106
Own shares in mutual fund (bonds)		249	6.0%	102
Own shares in mutual fund (stock)		384	9.3%	99
Own any stock		353	8.6%	93
Own stock with market value <\$10000		115	2.8%	90
Own stock with market value \$10000-49999		101	2.4%	98
Own stock with market value \$50000+		125	3.0%	121

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	245	5.9%	87
Used financial planning counsel in last 12 months	297	7.2%	92
Used full service brokerage firm in last 12 months	228	5.5%	89
Own any credit/debit card (in own name)	3,059	74.1%	100
Own American Express card (in own name)	545	13.2%	106
Own Discover card (in own name)	422	10.2%	91
Own MasterCard (in own name)	1,462	35.4%	103
Own Visa (in own name)	2,058	49.9%	102
Own any department store credit card (in own name)	1,240	30.0%	97
Avg monthly credit card expenditures: <\$111	520	12.6%	91
Avg monthly credit card expenditures: \$111-225	273	6.6%	85
Avg monthly credit card expenditures: \$226-450	255	6.2%	83
Avg monthly credit card expenditures: \$451-700	254	6.2%	97
Avg monthly credit card expenditures: \$701+	614	14.9%	111

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

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

March 27, 2012

Made with Esri Business Analyst



# Financial Investments Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		34,977	37,205	
Population 18+		25,158	26,756	
Households		12,588	13,456	
Median Household Income		\$69,823	\$77,986	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Bank/financial institution: use full service bank		13,457	53.5%	108
Bank/financial institution: use savings & loan		2,721	10.8%	103
Bank/financial institution: use credit union		6,828	27.1%	120
Bank/financial institution: use fed savings bank		573	2.3%	99
Bank/financial institution: use mutual funds co		924	3.7%	113
Bank/financial institution: use Internet Bank		1,184	4.7%	109
Used ATM/cash machine in last 12 months		14,499	57.6%	113
Banked in person in last 12 months		14,140	56.2%	108
Banked by mail in last 12 months		1,479	5.9%	110
Banked by phone in last 12 months		4,231	16.8%	112
Did banking over the Internet in last 12 months		8,385	33.3%	122
Used direct deposit of paycheck in last 12 months		11,277	44.8%	116
Have interest checking account		9,381	37.3%	116
Have non-interest checking account		7,170	28.5%	107
Have money market account		3,667	14.6%	118
Have savings account		10,489	41.7%	115
Have 401K retirement savings		5,826	23.2%	131
Have IRA retirement savings		4,544	18.1%	120
Have auto loan for new car		3,543	14.1%	122
Have personal loan for education only		1,209	4.8%	118
Have personal loan-not for education		766	3.0%	121
Have home mortgage (1st)		6,464	25.7%	134
Have 2nd mortgage (equity loan)		2,192	8.7%	139
Have home equity line of credit		1,940	7.7%	128
Have personal line of credit		1,302	5.2%	114
Have overdraft protection		4,198	16.7%	125
Own any securities investment		7,091	28.2%	113
Own annuities		839	3.3%	110
Own certificate of deposit (6 months or less)		928	3.7%	105
Own certificate of deposit (more than 6 months)		1,493	5.9%	107
Own common/preferred stock in company you work for		969	3.9%	128
Own common stock in company you don't work for		1,858	7.4%	117
Own insured money market account (bank)		593	2.4%	114
Own shares in money market fund		2,058	8.2%	123
Own shares in mutual fund (bonds)		1,819	7.2%	122
Own shares in mutual fund (stock)		2,916	11.6%	123
Own any stock		2,641	10.5%	114
Own stock with market value <\$10000		835	3.3%	107
Own stock with market value \$10000-49999		733	2.9%	116
Own stock with market value \$50000+		751	3.0%	120

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

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

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	1,905	7.6%	111
Used financial planning counsel in last 12 months	2,310	9.2%	117
Used full service brokerage firm in last 12 months	1,765	7.0%	113
Own any credit/debit card (in own name)	19,982	79.4%	107
Own American Express card (in own name)	3,523	14.0%	113
Own Discover card (in own name)	3,216	12.8%	114
Own MasterCard (in own name)	9,776	38.9%	113
Own Visa (in own name)	13,765	54.7%	112
Own any department store credit card (in own name)	8,593	34.2%	110
Avg monthly credit card expenditures: <\$111	3,645	14.5%	105
Avg monthly credit card expenditures: \$111-225	1,954	7.8%	100
Avg monthly credit card expenditures: \$226-450	1,995	7.9%	106
Avg monthly credit card expenditures: \$451-700	1,766	7.0%	110
Avg monthly credit card expenditures: \$701+	4,024	16.0%	120

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

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March 27, 2012

Made with Esri Business Analyst



# Financial Investments Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Demographic Summary		2010	2015	
Population		64,741	68,086	
Population 18+		47,122	49,635	
Households		23,621	24,932	
Median Household Income		\$71,238	\$79,785	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		25,739	54.6%	111
Bank/financial institution: use savings & loan		5,186	11.0%	105
Bank/financial institution: use credit union		12,739	27.0%	119
Bank/financial institution: use fed savings bank		1,111	2.4%	102
Bank/financial institution: use mutual funds co		1,841	3.9%	120
Bank/financial institution: use Internet Bank		2,262	4.8%	111
Used ATM/cash machine in last 12 months		27,344	58.0%	114
Banked in person in last 12 months		26,889	57.1%	110
Banked by mail in last 12 months		2,928	6.2%	116
Banked by phone in last 12 months		7,949	16.9%	112
Did banking over the Internet in last 12 months		15,943	33.8%	124
Used direct deposit of paycheck in last 12 months		21,267	45.1%	117
Have interest checking account		17,923	38.0%	118
Have non-interest checking account		13,714	29.1%	109
Have money market account		7,253	15.4%	125
Have savings account		20,056	42.6%	117
Have 401K retirement savings		11,105	23.6%	133
Have IRA retirement savings		8,832	18.7%	124
Have auto loan for new car		6,680	14.2%	123
Have personal loan for education only		2,268	4.8%	119
Have personal loan-not for education		1,402	3.0%	118
Have home mortgage (1st)		12,291	26.1%	136
Have 2nd mortgage (equity loan)		4,205	8.9%	142
Have home equity line of credit		3,771	8.0%	133
Have personal line of credit		2,478	5.3%	116
Have overdraft protection		7,833	16.6%	125
Own any securities investment		14,026	29.8%	119
Own annuities		1,599	3.4%	112
Own certificate of deposit (6 months or less)		1,833	3.9%	111
Own certificate of deposit (more than 6 months)		2,915	6.2%	111
Own common/preferred stock in company you work for		1,889	4.0%	133
Own common stock in company you don't work for		3,711	7.9%	125
Own insured money market account (bank)		1,186	2.5%	122
Own shares in money market fund		4,033	8.6%	129
Own shares in mutual fund (bonds)		3,532	7.5%	126
Own shares in mutual fund (stock)		5,732	12.2%	129
Own any stock		5,339	11.3%	123
Own stock with market value <\$10000		1,670	3.5%	114
Own stock with market value \$10000-49999		1,467	3.1%	124
Own stock with market value \$50000+		1,489	3.2%	127

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227

Longitude: -84.20551

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	3,784	8.0%	117
Used financial planning counsel in last 12 months	4,489	9.5%	121
Used full service brokerage firm in last 12 months	3,486	7.4%	119
Own any credit/debit card (in own name)	37,902	80.4%	109
Own American Express card (in own name)	6,890	14.6%	118
Own Discover card (in own name)	6,189	13.1%	117
Own MasterCard (in own name)	18,494	39.2%	115
Own Visa (in own name)	26,127	55.4%	113
Own any department store credit card (in own name)	16,530	35.1%	113
Avg monthly credit card expenditures: <\$111	6,892	14.6%	106
Avg monthly credit card expenditures: \$111-225	3,780	8.0%	103
Avg monthly credit card expenditures: \$226-450	3,818	8.1%	108
Avg monthly credit card expenditures: \$451-700	3,384	7.2%	113
Avg monthly credit card expenditures: \$701+	7,890	16.7%	125

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Pets and Products Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Demographic Summary		2010	2015
Population		5,944	6,505
Population 18+		4,128	4,539
Households		2,110	2,319
Median Household Income		\$60,908	\$67,005
Product/Consumer Behavior		Expected Number of Households	MPI
HH owns any pet		1,313	120
HH owns any bird		59	96
HH owns any cat		532	105
HH owns any dog		1,033	129
HH owns 1 cat		269	100
HH owns 2+ cats		263	108
HH owns 1 dog		613	124
HH owns 2+ dogs		420	136
HH used canned cat food in last 6 months		234	95
HH used <4 cans of cat food in last 7 days		91	99
HH used 8+ cans of cat food in last 7 days		67	88
HH used packaged dry cat food in last 6 months		528	108
HH used <5 pounds of packaged dry cat food last mo		211	122
HH used 11+ pounds of packaged dry cat food last mo		152	100
HH used cat treats in last 6 months		205	95
HH used cat litter in last 6 months		461	107
HH used canned dog food in last 6 months		316	113
HH used packaged dry dog food in last 6 months		1,016	132
HH used <10 pounds of pkgd dry dog food last month		457	130
HH used 25+ pounds of pkgd dry dog food last month		347	150
HH used dog biscuits/treats in last 6 months		809	129
HH used <2 packages of dog biscuits/treats last mo		430	138
HH used 4+ packages of dog biscuits/treats last mo		128	110
HH used flea/tick care prod for cat/dog last 12 mo		880	123
HH member took pet to vet in last 12 mo: 1 time		358	134
HH member took pet to vet in last 12 mo: 2 times		285	122
HH member took pet to vet in last 12 mo: 3 times		106	89
HH member took pet to vet in last 12 mo: 4 times		82	94
HH member took pet to vet in last 12 mo: 5+ times		154	131
Bought pet food from vet in last 12 months		132	122
Bought flea control product from vet in last 12 mo		337	120

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Pets and Products Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		34,977	37,205	
Population 18+		25,158	26,756	
Households		12,588	13,456	
Median Household Income		\$69,823	\$77,986	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Households</b>	<b>Percent</b>	<b>MPI</b>
HH owns any pet		7,868	62.5%	121
HH owns any bird		382	3.0%	104
HH owns any cat		3,528	28.0%	116
HH owns any dog		6,064	48.2%	127
HH owns 1 cat		1,791	14.2%	111
HH owns 2+ cats		1,735	13.8%	119
HH owns 1 dog		3,655	29.0%	124
HH owns 2+ dogs		2,409	19.1%	130
HH used canned cat food in last 6 months		1,598	12.7%	109
HH used <4 cans of cat food in last 7 days		592	4.7%	108
HH used 8+ cans of cat food in last 7 days		452	3.6%	100
HH used packaged dry cat food in last 6 months		3,437	27.3%	118
HH used <5 pounds of packaged dry cat food last mo		1,202	9.5%	117
HH used 11+ pounds of packaged dry cat food last mo		1,039	8.3%	115
HH used cat treats in last 6 months		1,425	11.3%	110
HH used cat litter in last 6 months		3,028	24.1%	118
HH used canned dog food in last 6 months		1,897	15.1%	114
HH used packaged dry dog food in last 6 months		5,876	46.7%	128
HH used <10 pounds of pkgd dry dog food last month		2,531	20.1%	121
HH used 25+ pounds of pkgd dry dog food last month		1,932	15.3%	140
HH used dog biscuits/treats in last 6 months		4,774	37.9%	128
HH used <2 packages of dog biscuits/treats last mo		2,479	19.7%	133
HH used 4+ packages of dog biscuits/treats last mo		804	6.4%	115
HH used flea/tick care prod for cat/dog last 12 mo		5,200	41.3%	122
HH member took pet to vet in last 12 mo: 1 time		2,027	16.1%	127
HH member took pet to vet in last 12 mo: 2 times		1,668	13.3%	120
HH member took pet to vet in last 12 mo: 3 times		829	6.6%	117
HH member took pet to vet in last 12 mo: 4 times		612	4.9%	117
HH member took pet to vet in last 12 mo: 5+ times		918	7.3%	131
Bought pet food from vet in last 12 months		768	6.1%	119
Bought flea control product from vet in last 12 mo		2,142	17.0%	128

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Pets and Products Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		64,741	68,086	
Population 18+		47,122	49,635	
Households		23,621	24,932	
Median Household Income		\$71,238	\$79,785	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Households</b>	<b>Percent</b>	<b>MPI</b>
HH owns any pet		14,326	60.6%	117
HH owns any bird		714	3.0%	104
HH owns any cat		6,541	27.7%	115
HH owns any dog		10,841	45.9%	121
HH owns 1 cat		3,361	14.2%	111
HH owns 2+ cats		3,177	13.5%	116
HH owns 1 dog		6,632	28.1%	120
HH owns 2+ dogs		4,209	17.8%	121
HH used canned cat food in last 6 months		2,994	12.7%	109
HH used <4 cans of cat food in last 7 days		1,092	4.6%	106
HH used 8+ cans of cat food in last 7 days		862	3.6%	101
HH used packaged dry cat food in last 6 months		6,340	26.8%	116
HH used <5 pounds of packaged dry cat food last mo		2,223	9.4%	115
HH used 11+ pounds of packaged dry cat food last mo		1,872	7.9%	110
HH used cat treats in last 6 months		2,697	11.4%	111
HH used cat litter in last 6 months		5,658	24.0%	117
HH used canned dog food in last 6 months		3,454	14.6%	110
HH used packaged dry dog food in last 6 months		10,490	44.4%	122
HH used <10 pounds of pkgd dry dog food last month		4,497	19.0%	114
HH used 25+ pounds of pkgd dry dog food last month		3,351	14.2%	129
HH used dog biscuits/treats in last 6 months		8,594	36.4%	123
HH used <2 packages of dog biscuits/treats last mo		4,415	18.7%	126
HH used 4+ packages of dog biscuits/treats last mo		1,498	6.3%	114
HH used flea/tick care prod for cat/dog last 12 mo		9,394	39.8%	117
HH member took pet to vet in last 12 mo: 1 time		3,670	15.5%	122
HH member took pet to vet in last 12 mo: 2 times		3,062	13.0%	117
HH member took pet to vet in last 12 mo: 3 times		1,544	6.5%	116
HH member took pet to vet in last 12 mo: 4 times		1,155	4.9%	118
HH member took pet to vet in last 12 mo: 5+ times		1,646	7.0%	125
Bought pet food from vet in last 12 months		1,391	5.9%	115
Bought flea control product from vet in last 12 mo		3,966	16.8%	126

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March 27, 2012

Made with Esri Business Analyst



# Health and Beauty Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		5,944	6,505	
Population 18+		4,128	4,539	
Households		2,110	2,319	
Median Household Income		\$60,908	\$67,005	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Exercise at home 2+ times per week		1,291	31.3%	104
Exercise at club 2+ times per week		501	12.1%	99
Exercise at other facility (not club) 2+ times/wk		346	8.4%	104
Own stationary bicycle		226	5.5%	97
Own treadmill		424	10.3%	105
Own weight lifting equipment		569	13.8%	106
Presently controlling diet		1,641	39.8%	96
Diet control for blood sugar level		289	7.0%	95
Diet control for cholesterol level		338	8.2%	81
Diet control to maintain weight		386	9.4%	83
Diet control for physical fitness		376	9.1%	91
Diet control for salt restriction		105	2.5%	76
Diet control for weight loss		614	14.9%	105
Used doctor's care/diet for diet method		117	2.8%	94
Used exercise program for diet method		339	8.2%	97
Used Weight Watchers as diet method		129	3.1%	103
Buy foods specifically labeled as fat-free		664	16.1%	92
Buy foods specifically labeled as high fiber		430	10.4%	91
Buy foods specifically labeled as high protein		189	4.6%	84
Buy foods specifically labeled as lactose-free		74	1.8%	97
Buy foods specifically labeled as low-calorie		435	10.5%	97
Buy foods specifically labeled as low-carb		287	7.0%	90
Buy foods specifically labeled as low-cholesterol		291	7.0%	85
Buy foods specifically labeled as low-fat		524	12.7%	95
Buy foods specifically labeled as low-sodium		324	7.8%	87
Buy foods specifically labeled as natural/organic		326	7.9%	94
Buy foods specifically labeled as sugar-free		576	14.0%	105
Used butter alternatives in last 6 months		173	4.2%	100
Used egg alternatives in last 6 months		592	14.3%	101
Used salt alternatives in last 6 months		1,169	28.3%	102
Drank meal/dietary supplement in last 6 months		252	6.1%	83
Used nutrition/energy bar in last 6 months		585	14.2%	100
Drank sports drink/thirst quencher in last 6 mo		1,351	32.7%	103
Used vitamin/dietary supplement in last 6 months		1,974	47.8%	99
Vitamin/dietary suppl used/6 mo: antioxidant		102	2.5%	85
Vitamin/dietary suppl used/6 mo: B complex		210	5.1%	105
Vitamin/dietary suppl used/6 mo: B complex+C		70	1.7%	87
Vitamin/dietary suppl used/6 mo: B-6		78	1.9%	93
Vitamin/dietary suppl used/6 mo: B-12		222	5.4%	95
Vitamin/dietary suppl used/6 mo: C		297	7.2%	86
Vitamin/dietary suppl used/6 mo: calcium		389	9.4%	88

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# Health and Beauty Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	198	4.8%	97
Vitamin/dietary suppl used/6 mo: E	244	5.9%	119
Vitamin/dietary suppl used/6 mo: garlic	73	1.8%	104
Vitamin/dietary suppl used/6 mo: glucosamine	195	4.7%	102
Vitamin/dietary suppl used/6 mo: multiple formula	464	11.2%	96
Vitamin/dietary suppl used/6 mo: multiple w/iron	177	4.3%	99
Vitamin/dietary suppl used/6 mo: mult w/minerals	252	6.1%	103
Vitamin/dietary suppl used/6 mo: zinc	84	2.0%	88
Vitamin/dietary suppl/6 mo: Caltrate 600	68	1.6%	62
Vitamin/dietary suppl/6 mo: Centrum	207	5.0%	86
Vitamin/dietary suppl/6 mo: Nature Made	237	5.7%	98
Visited doctor in last 12 months	3,264	79.1%	102
Visited doctor in last 12 months: 1-3 times	1,521	36.8%	109
Visited doctor in last 12 months: 4-7 times	882	21.4%	96
Visited doctor in last 12 months: 8+ times	860	20.8%	96
Visited doctor in last 12 mo: allergist	88	2.1%	89
Visited doctor in last 12 mo: cardiologist	261	6.3%	90
Visited doctor in last 12 mo: chiropractor	276	6.7%	90
Visited doctor in last 12 mo: dentist	1,520	36.8%	97
Visited doctor in last 12 mo: dermatologist	296	7.2%	100
Visited doctor in last 12 mo: ear/nose/throat	165	4.0%	87
Visited doctor in last 12 mo: eye	728	17.6%	85
Visited doctor in last 12 mo: general/family	1,787	43.3%	102
Visited doctor in last 12 mo: internist	215	5.2%	71
Visited doctor in last 12 mo: physical therapist	164	4.0%	88
Visited doctor in last 12 mo: podiatrist	109	2.6%	78
Visited doctor in last 12 mo: urologist	152	3.7%	95
Visited nurse practitioner in last 12 months	158	3.8%	91
Wear regular/sun/tinted prescription eyeglasses	1,384	33.5%	97
Wear bi-focals	523	12.7%	80
Wear disposable contact lenses	313	7.6%	117
Wear soft contact lenses	463	11.2%	128
Spent on contact lenses in last 12 mo: <\$100	133	3.2%	116
Spent on contact lenses in last 12 mo: \$100-199	161	3.9%	105
Spent on contact lenses in last 12 mo: \$200+	144	3.5%	115
Bought prescription eyewear: discount optical ctr	377	9.1%	115
Bought prescription eyewear: from eye doctor	946	22.9%	89
Bought prescription eyewear: retail optical chain	480	11.6%	105
Used prescription drug for allergy/hay fever	336	8.1%	116
Used prescription drug for anxiety/panic	173	4.2%	103
Used prescription drug for arthritis/rheumatism	88	2.1%	81
Used prescription drug for asthma	137	3.3%	81
Used prescription drug for backache/back pain	303	7.3%	100
Used prescription drug for depression	267	6.5%	110
Used prescr drug for diabetes (insulin dependent)	91	2.2%	112
Used prescr drug for diabetes (non-insulin)	144	3.5%	94
Used prescription drug for eczema/skin itch/rash	97	2.4%	113

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# Health and Beauty Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	252	6.1%	92
Used prescription drug for high blood pressure	413	10.0%	80
Used prescription drug for high cholesterol	332	8.0%	92
Used prescription drug for migraine headache	185	4.5%	121
Used prescription drug for sinus congest./headache	224	5.4%	112
Used prescription drug for urinary tract infection	132	3.2%	102
Used last 6 mo: adhesive bandages	2,296	55.6%	100
Used last 6 mo: athlete's foot/foot care product	512	12.4%	89
Used last 6 mo: cold/sinus/allergy med (nonprescr)	2,104	51.0%	107
Used last 6 mo: children's cold tablets/liquids	834	20.2%	134
Used last 6 mo: contact lens cleaning solution	642	15.6%	128
Used last 6 mo: cotton swabs	2,050	49.7%	103
Used last 6 mo: cough/sore throat drops (nonprescr)	1,966	47.6%	100
Used last 6 mo: cough syrup/suppressant (nonprescr)	1,489	36.1%	105
Used last 6 mo: children's cough syrup	743	18.0%	126
Used last 6 mo: diarrhea remedy	639	15.5%	94
Used last 6 mo: eye wash and drops	1,316	31.9%	105
Used last 6 mo: headache/pain reliever (nonprescr)	3,610	87.5%	104
Used last 6 mo: hemorrhoid remedy	342	8.3%	93
Used last 6 mo: indigestion/upset stomach remedy	1,929	46.7%	104
Used last 6 mo: lactose intolerance product	125	3.0%	86
Used last 6 mo: laxative/fiber supplement	477	11.6%	83
Used last 6 mo: medicated skin ointment	1,321	32.0%	102
Used last 6 mo: medicated throat remedy	481	11.7%	102
Used last 6 mo: nasal spray	715	17.3%	109
Used last 6 mo: pain reliever/fever reducer (kids)	1,265	30.6%	138
Used last 6 mo: pain relieving rub/liquid/patch	976	23.6%	94
Used last 6 mo: sleeping tablets (nonprescription)	259	6.3%	116
Used last 12 mo: sunburn remedy	722	17.5%	113
Used last 12 mo: suntan/sunscreen product	1,757	42.6%	111
Used last 12 mo: SPF 15+ suntan/sunscreen product	1,368	33.1%	110
Used last 6 mo: toothache/gum/canker sore remedy	672	16.3%	97
Used last 6 mo: vitamins for children	791	19.2%	130
Used body powder in last 6 months	1,196	29.0%	104
Used body powder <3 times in last 7 days	498	12.1%	102
Used body powder 8+ times in last 7 days	79	1.9%	87
Used body wash/shower gel in last 6 months	2,300	55.7%	108
Used breath freshener in last 6 months	1,935	46.9%	101
Used complexion care product in last 6 months	2,088	50.6%	107
Used complexion care product <7 times last week	686	16.6%	121
Used complexion care product 11+ times last week	703	17.0%	102
Used complexion care prod: dry facial skin type	227	5.5%	75
Used complexion care prod: normal facial skin type	721	17.5%	115
Used complexion care prod: oily facial skin type	332	8.0%	133
Used dental floss in last 6 months	2,620	63.5%	102

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	843	20.4%	101
Used denture adhesive/fixative in last 6 months	186	4.5%	72
Used denture cleaner in last 6 months	306	7.4%	67
Used deodorant/antiperspirant in last 6 months	3,913	94.8%	102
Used deodorant/antiperspirant <8 times last week	2,747	66.5%	97
Used deodorant/antiperspirant 15+ times last week	291	7.0%	117
Used disposable razor in last 6 months	2,187	53.0%	101
Used electric shaver in last 6 months	701	17.0%	90
Used hair coloring product (at home) last 6 months	836	20.3%	101
Used hair conditioner (at home) in last 6 months	2,743	66.4%	107
Used hair conditioning treatment (at home)/6 mo	994	24.1%	102
Used hair growth product in last 6 months	72	1.7%	76
Used hair mousse in last 6 months	882	21.4%	123
Used hair spray (at home) in last 6 months	1,718	41.6%	115
Used hair styling gel/lotion in last 6 months	1,182	28.6%	107
Used hand & body cream/lotion/oil in last 6 months	3,138	76.0%	105
Used hand & body cream/lotion/oil <5 times last wk	1,057	25.6%	119
Used hand & body cream/lotion/oil 9+ times last wk	1,003	24.3%	98
Used hand & body cream in last 6 months	726	17.6%	100
Used hand & body lotion in last 6 months	2,132	51.6%	105
Used hand & body oil in last 6 months	213	5.2%	99
Used lip care in last 6 months	2,690	65.2%	109
Used liquid soap/hand sanitizer in last 6 months	3,297	79.9%	104
Used mouthwash in last 6 months	2,813	68.1%	103
Used mouthwash <4 times in last 7 days	990	24.0%	112
Used mouthwash 8+ times in last 7 days	647	15.7%	99
Used shampoo (at home) in last 6 months	3,886	94.1%	102
Used shampoo plus conditioner prod (at home)/6 mo	749	18.1%	94
Used shaving cream/gel in last 6 months	2,195	53.2%	102
Used personal care soap (bar) in last 6 months	3,400	82.4%	98
Used personal care soap for antibacterial purpose	841	20.4%	106
Used personal care soap for complexion	281	6.8%	99
Used personal care soap for deodorant	783	19.0%	117
Use personal care soap for moisturizing	1,034	25.0%	116
Bought toothbrush in last 6 months	3,595	87.1%	102
Bought electric toothbrush in last 6 months	318	7.7%	115
Used toothpaste in last 6 months	3,995	96.8%	101
Used toothpaste <8 times in last 7 days	1,353	32.8%	102
Used toothpaste 15+ times in last 7 days	739	17.9%	110
Used toothpaste with baking soda in last 6 months	472	11.4%	100
Used toothpaste (gel) in last 6 months	1,273	30.8%	111
Used toothpaste (paste) in last 6 months	1,984	48.1%	99
Used whitening toothpaste in last 6 months	1,660	40.2%	115
Used tooth whitener (not toothpaste) last 6 months	498	12.1%	114
Had professional manicure/pedicure last 6 months	736	17.8%	104
Had professional facial/massage last 6 months	427	10.3%	110
Spent \$100+ at barber shops in last 6 months	210	5.1%	95
Spent \$100+ at beauty parlors in last 6 months	675	16.4%	103

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# Health and Beauty Market Potential

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Demographic Summary		2010	2015
Population		34,977	37,205
Population 18+		25,158	26,756
Households		12,588	13,456
Median Household Income		\$69,823	\$77,986

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Exercise at home 2+ times per week	8,250	32.8%	109
Exercise at club 2+ times per week	3,353	13.3%	109
Exercise at other facility (not club) 2+ times/wk	2,187	8.7%	108
Own stationary bicycle	1,591	6.3%	112
Own treadmill	3,084	12.3%	125
Own weight lifting equipment	3,991	15.9%	122
Presently controlling diet	10,768	42.8%	104
Diet control for blood sugar level	1,751	7.0%	95
Diet control for cholesterol level	2,493	9.9%	98
Diet control to maintain weight	2,962	11.8%	105
Diet control for physical fitness	2,710	10.8%	108
Diet control for salt restriction	693	2.8%	82
Diet control for weight loss	4,013	16.0%	112
Used doctor's care/diet for diet method	667	2.7%	88
Used exercise program for diet method	2,349	9.3%	110
Used Weight Watchers as diet method	860	3.4%	112
Buy foods specifically labeled as fat-free	4,561	18.1%	103
Buy foods specifically labeled as high fiber	3,105	12.3%	108
Buy foods specifically labeled as high protein	1,380	5.5%	100
Buy foods specifically labeled as lactose-free	423	1.7%	91
Buy foods specifically labeled as low-calorie	2,950	11.7%	108
Buy foods specifically labeled as low-carb	1,999	7.9%	103
Buy foods specifically labeled as low-cholesterol	2,001	8.0%	96
Buy foods specifically labeled as low-fat	3,637	14.5%	109
Buy foods specifically labeled as low-sodium	2,297	9.1%	101
Buy foods specifically labeled as natural/organic	2,290	9.1%	108
Buy foods specifically labeled as sugar-free	3,613	14.4%	108
Used butter alternatives in last 6 months	939	3.7%	89
Used egg alternatives in last 6 months	3,454	13.7%	97
Used salt alternatives in last 6 months	6,921	27.5%	99
Drank meal/dietary supplement in last 6 months	1,760	7.0%	96
Used nutrition/energy bar in last 6 months	3,821	15.2%	108
Drank sports drink/thirst quencher in last 6 mo	8,117	32.3%	101
Used vitamin/dietary supplement in last 6 months	12,778	50.8%	105
Vitamin/dietary suppl used/6 mo: antioxidant	657	2.6%	90
Vitamin/dietary suppl used/6 mo: B complex	1,306	5.2%	107
Vitamin/dietary suppl used/6 mo: B complex+C	380	1.5%	78
Vitamin/dietary suppl used/6 mo: B-6	466	1.9%	91
Vitamin/dietary suppl used/6 mo: B-12	1,311	5.2%	92
Vitamin/dietary suppl used/6 mo: C	2,196	8.7%	104
Vitamin/dietary suppl used/6 mo: calcium	2,660	10.6%	98

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	1,174	4.7%	95
Vitamin/dietary suppl used/6 mo: E	1,393	5.5%	111
Vitamin/dietary suppl used/6 mo: garlic	395	1.6%	92
Vitamin/dietary suppl used/6 mo: glucosamine	1,270	5.0%	109
Vitamin/dietary suppl used/6 mo: multiple formula	3,361	13.4%	114
Vitamin/dietary suppl used/6 mo: multiple w/iron	1,173	4.7%	108
Vitamin/dietary suppl used/6 mo: mult w/minerals	1,674	6.7%	112
Vitamin/dietary suppl used/6 mo: zinc	529	2.1%	91
Vitamin/dietary suppl/6 mo: Caltrate 600	557	2.2%	84
Vitamin/dietary suppl/6 mo: Centrum	1,435	5.7%	98
Vitamin/dietary suppl/6 mo: Nature Made	1,538	6.1%	104
Visited doctor in last 12 months	20,206	80.3%	103
Visited doctor in last 12 months: 1-3 times	8,697	34.6%	102
Visited doctor in last 12 months: 4-7 times	5,860	23.3%	105
Visited doctor in last 12 months: 8+ times	5,649	22.5%	104
Visited doctor in last 12 mo: allergist	578	2.3%	96
Visited doctor in last 12 mo: cardiologist	1,697	6.7%	96
Visited doctor in last 12 mo: chiropractor	1,993	7.9%	106
Visited doctor in last 12 mo: dentist	10,256	40.8%	108
Visited doctor in last 12 mo: dermatologist	1,960	7.8%	109
Visited doctor in last 12 mo: ear/nose/throat	1,023	4.1%	88
Visited doctor in last 12 mo: eye	5,227	20.8%	100
Visited doctor in last 12 mo: general/family	11,340	45.1%	106
Visited doctor in last 12 mo: internist	1,736	6.9%	94
Visited doctor in last 12 mo: physical therapist	1,104	4.4%	97
Visited doctor in last 12 mo: podiatrist	732	2.9%	86
Visited doctor in last 12 mo: urologist	993	3.9%	102
Visited nurse practitioner in last 12 months	1,049	4.2%	99
Wear regular/sun/tinted prescription eyeglasses	9,064	36.0%	105
Wear bi-focals	3,897	15.5%	98
Wear disposable contact lenses	1,914	7.6%	117
Wear soft contact lenses	2,600	10.3%	118
Spent on contact lenses in last 12 mo: <\$100	794	3.2%	113
Spent on contact lenses in last 12 mo: \$100-199	1,013	4.0%	108
Spent on contact lenses in last 12 mo: \$200+	840	3.3%	110
Bought prescription eyewear: discount optical ctr	2,183	8.7%	109
Bought prescription eyewear: from eye doctor	6,441	25.6%	100
Bought prescription eyewear: retail optical chain	3,159	12.6%	113
Used prescription drug for allergy/hay fever	1,981	7.9%	112
Used prescription drug for anxiety/panic	1,017	4.0%	99
Used prescription drug for arthritis/rheumatism	568	2.3%	86
Used prescription drug for asthma	898	3.6%	87
Used prescription drug for backache/back pain	1,863	7.4%	100
Used prescription drug for depression	1,566	6.2%	106
Used prescr drug for diabetes (insulin dependent)	457	1.8%	92
Used prescr drug for diabetes (non-insulin)	828	3.3%	88
Used prescription drug for eczema/skin itch/rash	566	2.3%	108

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	1,644	6.5%	99
Used prescription drug for high blood pressure	3,062	12.2%	98
Used prescription drug for high cholesterol	2,222	8.8%	102
Used prescription drug for migraine headache	1,014	4.0%	109
Used prescription drug for sinus congest./headache	1,344	5.3%	110
Used prescription drug for urinary tract infection	744	3.0%	95
Used last 6 mo: adhesive bandages	14,552	57.8%	104
Used last 6 mo: athlete's foot/foot care product	3,153	12.5%	90
Used last 6 mo: cold/sinus/allergy med (nonprescr)	12,569	50.0%	105
Used last 6 mo: children's cold tablets/liquids	4,346	17.3%	114
Used last 6 mo: contact lens cleaning solution	3,666	14.6%	120
Used last 6 mo: cotton swabs	12,871	51.2%	107
Used last 6 mo: cough/sore throat drops (nonprescr)	11,824	47.0%	99
Used last 6 mo: cough syrup/suppressant (nonprescr)	8,599	34.2%	100
Used last 6 mo: children's cough syrup	3,929	15.6%	110
Used last 6 mo: diarrhea remedy	3,852	15.3%	93
Used last 6 mo: eye wash and drops	7,769	30.9%	101
Used last 6 mo: headache/pain reliever (nonprescr)	21,912	87.1%	104
Used last 6 mo: hemorrhoid remedy	2,238	8.9%	100
Used last 6 mo: indigestion/upset stomach remedy	11,647	46.3%	103
Used last 6 mo: lactose intolerance product	774	3.1%	87
Used last 6 mo: laxative/fiber supplement	3,258	13.0%	93
Used last 6 mo: medicated skin ointment	8,280	32.9%	105
Used last 6 mo: medicated throat remedy	2,650	10.5%	92
Used last 6 mo: nasal spray	4,237	16.8%	106
Used last 6 mo: pain reliever/fever reducer (kids)	6,417	25.5%	115
Used last 6 mo: pain relieving rub/liquid/patch	6,046	24.0%	95
Used last 6 mo: sleeping tablets (nonprescription)	1,388	5.5%	102
Used last 12 mo: sunburn remedy	4,398	17.5%	113
Used last 12 mo: suntan/sunscreen product	11,113	44.2%	115
Used last 12 mo: SPF 15+ suntan/sunscreen product	8,963	35.6%	119
Used last 6 mo: toothache/gum/canker sore remedy	4,065	16.2%	96
Used last 6 mo: vitamins for children	4,294	17.1%	116
Used body powder in last 6 months	6,564	26.1%	94
Used body powder <3 times in last 7 days	2,792	11.1%	94
Used body powder 8+ times in last 7 days	419	1.7%	76
Used body wash/shower gel in last 6 months	13,094	52.0%	100
Used breath freshener in last 6 months	11,621	46.2%	99
Used complexion care product in last 6 months	12,228	48.6%	103
Used complexion care product <7 times last week	3,453	13.7%	100
Used complexion care product 11+ times last week	4,365	17.4%	104
Used complexion care prod: dry facial skin type	1,565	6.2%	85
Used complexion care prod: normal facial skin type	4,149	16.5%	108
Used complexion care prod: oily facial skin type	1,604	6.4%	105
Used dental floss in last 6 months	16,739	66.5%	107

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	4,836	19.2%	95
Used denture adhesive/fixative in last 6 months	1,144	4.5%	72
Used denture cleaner in last 6 months	2,027	8.1%	73
Used deodorant/antiperspirant in last 6 months	23,762	94.5%	101
Used deodorant/antiperspirant <8 times last week	17,411	69.2%	101
Used deodorant/antiperspirant 15+ times last week	1,477	5.9%	97
Used disposable razor in last 6 months	13,193	52.4%	100
Used electric shaver in last 6 months	4,628	18.4%	98
Used hair coloring product (at home) last 6 months	4,847	19.3%	97
Used hair conditioner (at home) in last 6 months	15,832	62.9%	101
Used hair conditioning treatment (at home)/6 mo	5,467	21.7%	92
Used hair growth product in last 6 months	470	1.9%	82
Used hair mousse in last 6 months	4,733	18.8%	108
Used hair spray (at home) in last 6 months	9,840	39.1%	108
Used hair styling gel/lotion in last 6 months	7,174	28.5%	106
Used hand & body cream/lotion/oil in last 6 months	18,482	73.5%	101
Used hand & body cream/lotion/oil <5 times last wk	5,646	22.4%	105
Used hand & body cream/lotion/oil 9+ times last wk	6,066	24.1%	97
Used hand & body cream in last 6 months	4,345	17.3%	98
Used hand & body lotion in last 6 months	12,648	50.3%	103
Used hand & body oil in last 6 months	1,189	4.7%	91
Used lip care in last 6 months	15,662	62.3%	104
Used liquid soap/hand sanitizer in last 6 months	20,203	80.3%	105
Used mouthwash in last 6 months	16,394	65.2%	99
Used mouthwash <4 times in last 7 days	5,507	21.9%	102
Used mouthwash 8+ times in last 7 days	3,657	14.5%	92
Used shampoo (at home) in last 6 months	23,495	93.4%	101
Used shampoo plus conditioner prod (at home)/6 mo	4,215	16.8%	87
Used shaving cream/gel in last 6 months	13,622	54.1%	104
Used personal care soap (bar) in last 6 months	20,751	82.5%	98
Used personal care soap for antibacterial purpose	4,865	19.3%	101
Used personal care soap for complexion	1,701	6.8%	99
Used personal care soap for deodorant	4,499	17.9%	110
Use personal care soap for moisturizing	5,528	22.0%	101
Bought toothbrush in last 6 months	21,648	86.0%	101
Bought electric toothbrush in last 6 months	1,918	7.6%	114
Used toothpaste in last 6 months	24,247	96.4%	101
Used toothpaste <8 times in last 7 days	7,847	31.2%	97
Used toothpaste 15+ times in last 7 days	4,003	15.9%	98
Used toothpaste with baking soda in last 6 months	2,601	10.3%	90
Used toothpaste (gel) in last 6 months	7,751	30.8%	111
Used toothpaste (paste) in last 6 months	12,281	48.8%	101
Used whitening toothpaste in last 6 months	9,783	38.9%	112
Used tooth whitener (not toothpaste) last 6 months	2,715	10.8%	102
Had professional manicure/pedicure last 6 months	4,543	18.1%	105
Had professional facial/massage last 6 months	2,679	10.6%	113
Spent \$100+ at barber shops in last 6 months	1,411	5.6%	105
Spent \$100+ at beauty parlors in last 6 months	4,662	18.5%	117

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

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# Health and Beauty Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		64,741	68,086	
Population 18+		47,122	49,635	
Households		23,621	24,932	
Median Household Income		\$71,238	\$79,785	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Exercise at home 2+ times per week		15,587	33.1%	110
Exercise at club 2+ times per week		6,681	14.2%	115
Exercise at other facility (not club) 2+ times/wk		4,097	8.7%	108
Own stationary bicycle		3,124	6.6%	117
Own treadmill		6,044	12.8%	131
Own weight lifting equipment		7,650	16.2%	125
Presently controlling diet		20,359	43.2%	105
Diet control for blood sugar level		3,236	6.9%	94
Diet control for cholesterol level		4,742	10.1%	99
Diet control to maintain weight		5,645	12.0%	107
Diet control for physical fitness		5,268	11.2%	112
Diet control for salt restriction		1,299	2.8%	83
Diet control for weight loss		7,605	16.1%	114
Used doctor's care/diet for diet method		1,229	2.6%	87
Used exercise program for diet method		4,487	9.5%	112
Used Weight Watchers as diet method		1,608	3.4%	112
Buy foods specifically labeled as fat-free		8,757	18.6%	106
Buy foods specifically labeled as high fiber		5,994	12.7%	111
Buy foods specifically labeled as high protein		2,657	5.6%	103
Buy foods specifically labeled as lactose-free		761	1.6%	87
Buy foods specifically labeled as low-calorie		5,619	11.9%	110
Buy foods specifically labeled as low-carb		3,842	8.2%	106
Buy foods specifically labeled as low-cholesterol		3,820	8.1%	98
Buy foods specifically labeled as low-fat		7,007	14.9%	112
Buy foods specifically labeled as low-sodium		4,328	9.2%	102
Buy foods specifically labeled as natural/organic		4,434	9.4%	112
Buy foods specifically labeled as sugar-free		6,728	14.3%	107
Used butter alternatives in last 6 months		1,736	3.7%	88
Used egg alternatives in last 6 months		6,497	13.8%	97
Used salt alternatives in last 6 months		12,901	27.4%	98
Drank meal/dietary supplement in last 6 months		3,296	7.0%	96
Used nutrition/energy bar in last 6 months		7,322	15.5%	110
Drank sports drink/thirst quencher in last 6 mo		15,089	32.0%	100
Used vitamin/dietary supplement in last 6 months		24,147	51.2%	106
Vitamin/dietary suppl used/6 mo: antioxidant		1,278	2.7%	93
Vitamin/dietary suppl used/6 mo: B complex		2,491	5.3%	109
Vitamin/dietary suppl used/6 mo: B complex+C		723	1.5%	79
Vitamin/dietary suppl used/6 mo: B-6		875	1.9%	91
Vitamin/dietary suppl used/6 mo: B-12		2,406	5.1%	90
Vitamin/dietary suppl used/6 mo: C		4,178	8.9%	106
Vitamin/dietary suppl used/6 mo: calcium		5,157	10.9%	102

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	2,255	4.8%	97
Vitamin/dietary suppl used/6 mo: E	2,543	5.4%	109
Vitamin/dietary suppl used/6 mo: garlic	726	1.5%	90
Vitamin/dietary suppl used/6 mo: glucosamine	2,399	5.1%	110
Vitamin/dietary suppl used/6 mo: multiple formula	6,383	13.5%	116
Vitamin/dietary suppl used/6 mo: multiple w/iron	2,231	4.7%	110
Vitamin/dietary suppl used/6 mo: mult w/minerals	3,179	6.7%	114
Vitamin/dietary suppl used/6 mo: zinc	997	2.1%	92
Vitamin/dietary suppl/6 mo: Caltrate 600	1,107	2.3%	89
Vitamin/dietary suppl/6 mo: Centrum	2,727	5.8%	99
Vitamin/dietary suppl/6 mo: Nature Made	2,956	6.3%	107
Visited doctor in last 12 months	38,168	81.0%	104
Visited doctor in last 12 months: 1-3 times	16,235	34.5%	102
Visited doctor in last 12 months: 4-7 times	11,111	23.6%	106
Visited doctor in last 12 months: 8+ times	10,821	23.0%	106
Visited doctor in last 12 mo: allergist	1,146	2.4%	102
Visited doctor in last 12 mo: cardiologist	3,219	6.8%	97
Visited doctor in last 12 mo: chiropractor	3,875	8.2%	110
Visited doctor in last 12 mo: dentist	19,804	42.0%	111
Visited doctor in last 12 mo: dermatologist	3,785	8.0%	113
Visited doctor in last 12 mo: ear/nose/throat	2,044	4.3%	94
Visited doctor in last 12 mo: eye	10,098	21.4%	104
Visited doctor in last 12 mo: general/family	21,518	45.7%	107
Visited doctor in last 12 mo: internist	3,553	7.5%	103
Visited doctor in last 12 mo: physical therapist	2,130	4.5%	100
Visited doctor in last 12 mo: podiatrist	1,452	3.1%	91
Visited doctor in last 12 mo: urologist	1,831	3.9%	101
Visited nurse practitioner in last 12 months	1,946	4.1%	98
Wear regular/sun/tinted prescription eyeglasses	17,257	36.6%	106
Wear bi-focals	7,519	16.0%	101
Wear disposable contact lenses	3,668	7.8%	120
Wear soft contact lenses	4,846	10.3%	117
Spent on contact lenses in last 12 mo: <\$100	1,422	3.0%	108
Spent on contact lenses in last 12 mo: \$100-199	1,971	4.2%	112
Spent on contact lenses in last 12 mo: \$200+	1,654	3.5%	116
Bought prescription eyewear: discount optical ctr	3,954	8.4%	105
Bought prescription eyewear: from eye doctor	12,476	26.5%	103
Bought prescription eyewear: retail optical chain	6,054	12.8%	116
Used prescription drug for allergy/hay fever	3,668	7.8%	111
Used prescription drug for anxiety/panic	1,900	4.0%	99
Used prescription drug for arthritis/rheumatism	1,024	2.2%	83
Used prescription drug for asthma	1,810	3.8%	94
Used prescription drug for backache/back pain	3,438	7.3%	99
Used prescription drug for depression	2,893	6.1%	104
Used prescr drug for diabetes (insulin dependent)	789	1.7%	85
Used prescr drug for diabetes (non-insulin)	1,536	3.3%	88
Used prescription drug for eczema/skin itch/rash	1,035	2.2%	105

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# Health and Beauty Market Potential

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Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	3,098	6.6%	99
Used prescription drug for high blood pressure	5,835	12.4%	99
Used prescription drug for high cholesterol	4,287	9.1%	105
Used prescription drug for migraine headache	1,843	3.9%	106
Used prescription drug for sinus congest./headache	2,410	5.1%	105
Used prescription drug for urinary tract infection	1,377	2.9%	94
Used last 6 mo: adhesive bandages	27,445	58.2%	105
Used last 6 mo: athlete's foot/foot care product	5,899	12.5%	90
Used last 6 mo: cold/sinus/allergy med (nonprescr)	23,310	49.5%	104
Used last 6 mo: children's cold tablets/liquids	7,772	16.5%	109
Used last 6 mo: contact lens cleaning solution	6,943	14.7%	121
Used last 6 mo: cotton swabs	24,022	51.0%	106
Used last 6 mo: cough/sore throat drops (nonprescr)	21,997	46.7%	98
Used last 6 mo: cough syrup/suppressant (nonprescr)	15,804	33.5%	98
Used last 6 mo: children's cough syrup	6,994	14.8%	104
Used last 6 mo: diarrhea remedy	7,054	15.0%	91
Used last 6 mo: eye wash and drops	14,370	30.5%	100
Used last 6 mo: headache/pain reliever (nonprescr)	40,816	86.6%	103
Used last 6 mo: hemorrhoid remedy	4,264	9.0%	101
Used last 6 mo: indigestion/upset stomach remedy	21,585	45.8%	102
Used last 6 mo: lactose intolerance product	1,457	3.1%	88
Used last 6 mo: laxative/fiber supplement	6,112	13.0%	93
Used last 6 mo: medicated skin ointment	15,659	33.2%	106
Used last 6 mo: medicated throat remedy	4,828	10.2%	89
Used last 6 mo: nasal spray	7,851	16.7%	105
Used last 6 mo: pain reliever/fever reducer (kids)	11,550	24.5%	111
Used last 6 mo: pain relieving rub/liquid/patch	11,295	24.0%	95
Used last 6 mo: sleeping tablets (nonprescription)	2,536	5.4%	100
Used last 12 mo: sunburn remedy	8,036	17.1%	110
Used last 12 mo: suntan/sunscreen product	21,090	44.8%	117
Used last 12 mo: SPF 15+ suntan/sunscreen product	17,060	36.2%	120
Used last 6 mo: toothache/gum/canker sore remedy	7,413	15.7%	94
Used last 6 mo: vitamins for children	7,988	17.0%	115
Used body powder in last 6 months	12,066	25.6%	92
Used body powder <3 times in last 7 days	5,073	10.8%	91
Used body powder 8+ times in last 7 days	789	1.7%	77
Used body wash/shower gel in last 6 months	24,219	51.4%	99
Used breath freshener in last 6 months	21,637	45.9%	99
Used complexion care product in last 6 months	22,860	48.5%	103
Used complexion care product <7 times last week	6,166	13.1%	96
Used complexion care product 11+ times last week	8,339	17.7%	106
Used complexion care prod: dry facial skin type	3,068	6.5%	89
Used complexion care prod: normal facial skin type	7,716	16.4%	108
Used complexion care prod: oily facial skin type	2,819	6.0%	99
Used dental floss in last 6 months	31,836	67.6%	108

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# Health and Beauty Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	8,921	18.9%	94
Used denture adhesive/fixative in last 6 months	2,148	4.6%	73
Used denture cleaner in last 6 months	3,918	8.3%	75
Used deodorant/antiperspirant in last 6 months	44,383	94.2%	101
Used deodorant/antiperspirant <8 times last week	32,796	69.6%	101
Used deodorant/antiperspirant 15+ times last week	2,575	5.5%	90
Used disposable razor in last 6 months	24,501	52.0%	99
Used electric shaver in last 6 months	8,859	18.8%	100
Used hair coloring product (at home) last 6 months	9,011	19.1%	96
Used hair conditioner (at home) in last 6 months	29,435	62.5%	100
Used hair conditioning treatment (at home)/6 mo	10,094	21.4%	91
Used hair growth product in last 6 months	927	2.0%	86
Used hair mousse in last 6 months	8,659	18.4%	106
Used hair spray (at home) in last 6 months	18,244	38.7%	107
Used hair styling gel/lotion in last 6 months	13,458	28.6%	106
Used hand & body cream/lotion/oil in last 6 months	34,410	73.0%	101
Used hand & body cream/lotion/oil <5 times last wk	10,270	21.8%	102
Used hand & body cream/lotion/oil 9+ times last wk	11,373	24.1%	97
Used hand & body cream in last 6 months	8,192	17.4%	99
Used hand & body lotion in last 6 months	23,593	50.1%	102
Used hand & body oil in last 6 months	2,214	4.7%	91
Used lip care in last 6 months	29,154	61.9%	104
Used liquid soap/hand sanitizer in last 6 months	37,833	80.3%	104
Used mouthwash in last 6 months	30,560	64.9%	98
Used mouthwash <4 times in last 7 days	10,194	21.6%	101
Used mouthwash 8+ times in last 7 days	6,773	14.4%	91
Used shampoo (at home) in last 6 months	43,969	93.3%	101
Used shampoo plus conditioner prod (at home)/6 mo	7,750	16.4%	85
Used shaving cream/gel in last 6 months	25,528	54.2%	104
Used personal care soap (bar) in last 6 months	38,817	82.4%	98
Used personal care soap for antibacterial purpose	8,909	18.9%	98
Used personal care soap for complexion	3,148	6.7%	97
Used personal care soap for deodorant	8,358	17.7%	110
Use personal care soap for moisturizing	10,133	21.5%	99
Bought toothbrush in last 6 months	40,385	85.7%	101
Bought electric toothbrush in last 6 months	3,585	7.6%	114
Used toothpaste in last 6 months	45,407	96.4%	101
Used toothpaste <8 times in last 7 days	14,555	30.9%	96
Used toothpaste 15+ times in last 7 days	7,382	15.7%	96
Used toothpaste with baking soda in last 6 months	4,789	10.2%	89
Used toothpaste (gel) in last 6 months	14,500	30.8%	110
Used toothpaste (paste) in last 6 months	23,107	49.0%	101
Used whitening toothpaste in last 6 months	18,104	38.4%	110
Used tooth whitener (not toothpaste) last 6 months	5,074	10.8%	101
Had professional manicure/pedicure last 6 months	8,506	18.1%	105
Had professional facial/massage last 6 months	5,063	10.7%	114
Spent \$100+ at barber shops in last 6 months	2,703	5.7%	107
Spent \$100+ at beauty parlors in last 6 months	9,083	19.3%	121

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		5,944	6,505	
Population 18+		4,128	4,539	
Households		2,110	2,319	
Median Household Income		\$60,908	\$67,005	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Went to family restaurant/steak house in last 6 months		3,060	74.1%	103
Family restaurant/steak house last month: <2 times		1,042	25.2%	98
Family restaurant/steak house last month: 2-4 times		1,130	27.4%	101
Family restaurant/steak house last month: 5+ times		888	21.5%	111
Family restaurant/steak house last 6 months: breakfast		548	13.3%	101
Family restaurant/steak house last 6 months: lunch		1,072	26.0%	105
Family restaurant/steak house last 6 months: snack		81	2.0%	70
Family restaurant/steak house last 6 months: dinner		2,355	57.0%	108
Family restaurant/steak house last 6 months: weekday		1,693	41.0%	107
Family restaurant/steak house last 6 months: weekend		1,965	47.6%	107
Family restaurant/steak house last 6 months: Applebee's		1,080	26.2%	104
Family restaurant/steak house last 6 months: Bennigan's		81	2.0%	89
Family restaurant/steak house last 6 months: Bob Evans Farm		195	4.7%	103
Family restaurant/steak house last 6 months: Cheesecake Factory		305	7.4%	112
Family restaurant/steak house last 6 months: Chili's Grill & Bar		655	15.9%	137
Family restaurant/steak house last 6 months: Cracker Barrel		503	12.2%	110
Family restaurant/steak house last 6 months: Denny's		347	8.4%	93
Family restaurant/steak house last 6 months: Friendly's		88	2.1%	54
Family restaurant/steak house last 6 months: Golden Corral		358	8.7%	120
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		551	13.3%	115
Family restaurant/steak house last 6 months: Lone Star Steakhouse		122	3.0%	109
Family restaurant/steak house last 6 months: Old Country Buffet		72	1.7%	61
Family restaurant/steak house last 6 months: Olive Garden		760	18.4%	104
Family restaurant/steak house last 6 months: Outback Steakhouse		483	11.7%	102
Family restaurant/steak house last 6 months: Perkins		120	2.9%	80
Family restaurant/steak house last 6 months: Red Lobster		532	12.9%	96
Family restaurant/steak house last 6 months: Red Robin		322	7.8%	138
Family restaurant/steak house last 6 months: Ruby Tuesday		319	7.7%	93
Family restaurant/steak house last 6 months: Ryan's		197	4.8%	127
Family restaurant/steak house last 6 months: Sizzler		95	2.3%	76
Family restaurant/steak house last 6 months: T.G.I. Friday's		487	11.8%	115
Went to fast food/drive-in restaurant in last 6 months		3,714	90.0%	101
Went to fast food/drive-in restaurant <6 times/month		1,288	31.2%	89
Went to fast food/drive-in restaurant 6-13 times/month		1,199	29.0%	100
Went to fast food/drive-in restaurant 14+ times/month		1,227	29.7%	119
Fast food/drive-in last 6 months: breakfast		1,155	28.0%	102
Fast food/drive-in last 6 months: lunch		2,528	61.2%	104
Fast food/drive-in last 6 months: snack		630	15.3%	88
Fast food/drive-in last 6 months: dinner		2,240	54.3%	112

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

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Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	2,892	70.1%	105
Fast food/drive-in last 6 months: weekend	2,085	50.5%	105
Fast food/drive-in last 6 months: A & W	200	4.8%	107
Fast food/drive-in last 6 months: Arby's	1,017	24.6%	119
Fast food/drive-in last 6 months: Boston Market	183	4.4%	93
Fast food/drive-in last 6 months: Burger King	1,603	38.8%	107
Fast food/drive-in last 6 months: Captain D's	275	6.7%	130
Fast food/drive-in last 6 months: Carl's Jr.	219	5.3%	85
Fast food/drive-in last 6 months: Checkers	121	2.9%	92
Fast food/drive-in last 6 months: Chick-fil-A	700	17.0%	132
Fast food/drive-in last 6 months: Chipotle Mex. Grill	313	7.6%	125
Fast food/drive-in last 6 months: Chuck E. Cheese	216	5.2%	117
Fast food/drive-in last 6 months: Church's Fr. Chicken	171	4.1%	96
Fast food/drive-in last 6 months: Dairy Queen	765	18.5%	116
Fast food/drive-in last 6 months: Del Taco	143	3.5%	103
Fast food/drive-in last 6 months: Domino's Pizza	531	12.9%	96
Fast food/drive-in last 6 months: Dunkin' Donuts	343	8.3%	72
Fast food/drive-in last 6 months: Fuddruckers	147	3.6%	128
Fast food/drive-in last 6 months: Hardee's	261	6.3%	93
Fast food/drive-in last 6 months: Jack in the Box	473	11.5%	110
Fast food/drive-in last 6 months: KFC	1,114	27.0%	98
Fast food/drive-in last 6 months: Little Caesars	345	8.4%	114
Fast food/drive-in last 6 months: Long John Silver's	322	7.8%	123
Fast food/drive-in last 6 months: McDonald's	2,462	59.6%	107
Fast food/drive-in last 6 months: Panera Bread	459	11.1%	114
Fast food/drive-in last 6 months: Papa John's	411	10.0%	114
Fast food/drive-in last 6 months: Pizza Hut	1,056	25.6%	116
Fast food/drive-in last 6 months: Popeyes	276	6.7%	91
Fast food/drive-in last 6 months: Quiznos	392	9.5%	106
Fast food/drive-in last 6 months: Sonic Drive-In	650	15.7%	134
Fast food/drive-in last 6 months: Starbucks	712	17.2%	116
Fast food/drive-in last 6 months: Steak n Shake	236	5.7%	114
Fast food/drive-in last 6 months: Subway	1,500	36.3%	115
Fast food/drive-in last 6 months: Taco Bell	1,568	38.0%	118
Fast food/drive-in last 6 months: Wendy's	1,437	34.8%	112
Fast food/drive-in last 6 months: Whataburger	335	8.1%	168
Fast food/drive-in last 6 months: White Castle	111	2.7%	67
Fast food/drive-in last 6 months: eat in	1,564	37.9%	101
Fast food/drive-in last 6 months: home delivery	476	11.5%	111
Fast food/drive-in last 6 months: take-out/drive-thru	2,384	57.8%	110
Fast food/drive-in last 6 months: take-out/walk-in	984	23.8%	97

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# Restaurant Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Demographic Summary	2010	2015
Population	34,977	37,205
Population 18+	25,158	26,756
Households	12,588	13,456
Median Household Income	\$69,823	\$77,986

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	19,449	77.3%	107
Family restaurant/steak house last month: <2 times	6,505	25.9%	101
Family restaurant/steak house last month: 2-4 times	7,334	29.2%	108
Family restaurant/steak house last month: 5+ times	5,609	22.3%	115
Family restaurant/steak house last 6 months: breakfast	3,650	14.5%	110
Family restaurant/steak house last 6 months: lunch	6,846	27.2%	110
Family restaurant/steak house last 6 months: snack	519	2.1%	74
Family restaurant/steak house last 6 months: dinner	15,191	60.4%	114
Family restaurant/steak house last 6 months: weekday	10,976	43.6%	113
Family restaurant/steak house last 6 months: weekend	12,591	50.0%	113
Family restaurant/steak house last 6 months: Applebee's	7,283	28.9%	115
Family restaurant/steak house last 6 months: Bennigan's	599	2.4%	108
Family restaurant/steak house last 6 months: Bob Evans Farm	1,302	5.2%	113
Family restaurant/steak house last 6 months: Cheesecake Factory	1,833	7.3%	111
Family restaurant/steak house last 6 months: Chili's Grill & Bar	3,790	15.1%	130
Family restaurant/steak house last 6 months: Cracker Barrel	3,365	13.4%	121
Family restaurant/steak house last 6 months: Denny's	2,210	8.8%	97
Family restaurant/steak house last 6 months: Friendly's	888	3.5%	89
Family restaurant/steak house last 6 months: Golden Corral	2,047	8.1%	113
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	3,231	12.8%	111
Family restaurant/steak house last 6 months: Lone Star Steakhouse	839	3.3%	122
Family restaurant/steak house last 6 months: Old Country Buffet	594	2.4%	83
Family restaurant/steak house last 6 months: Olive Garden	5,329	21.2%	119
Family restaurant/steak house last 6 months: Outback Steakhouse	3,341	13.3%	116
Family restaurant/steak house last 6 months: Perkins	909	3.6%	99
Family restaurant/steak house last 6 months: Red Lobster	3,698	14.7%	109
Family restaurant/steak house last 6 months: Red Robin	1,961	7.8%	138
Family restaurant/steak house last 6 months: Ruby Tuesday	2,345	9.3%	112
Family restaurant/steak house last 6 months: Ryan's	872	3.5%	92
Family restaurant/steak house last 6 months: Sizzler	515	2.0%	68
Family restaurant/steak house last 6 months: T.G.I. Friday's	3,101	12.3%	120
Went to fast food/drive-in restaurant in last 6 months	22,956	91.2%	103
Went to fast food/drive-in restaurant <6 times/month	8,356	33.2%	95
Went to fast food/drive-in restaurant 6-13 times/month	7,588	30.2%	104
Went to fast food/drive-in restaurant 14+ times/month	7,011	27.9%	112
Fast food/drive-in last 6 months: breakfast	7,396	29.4%	107
Fast food/drive-in last 6 months: lunch	16,099	64.0%	109
Fast food/drive-in last 6 months: snack	4,262	16.9%	97
Fast food/drive-in last 6 months: dinner	13,626	54.2%	112

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	18,215	72.4%	109
Fast food/drive-in last 6 months: weekend	12,888	51.2%	106
Fast food/drive-in last 6 months: A & W	1,314	5.2%	115
Fast food/drive-in last 6 months: Arby's	6,432	25.6%	124
Fast food/drive-in last 6 months: Boston Market	1,256	5.0%	105
Fast food/drive-in last 6 months: Burger King	9,798	38.9%	107
Fast food/drive-in last 6 months: Captain D's	1,355	5.4%	105
Fast food/drive-in last 6 months: Carl's Jr.	1,277	5.1%	81
Fast food/drive-in last 6 months: Checkers	742	2.9%	93
Fast food/drive-in last 6 months: Chick-fil-A	4,400	17.5%	136
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,885	7.5%	123
Fast food/drive-in last 6 months: Chuck E. Cheese	1,197	4.8%	106
Fast food/drive-in last 6 months: Church's Fr. Chicken	936	3.7%	87
Fast food/drive-in last 6 months: Dairy Queen	4,817	19.1%	120
Fast food/drive-in last 6 months: Del Taco	788	3.1%	94
Fast food/drive-in last 6 months: Domino's Pizza	3,308	13.1%	98
Fast food/drive-in last 6 months: Dunkin' Donuts	2,670	10.6%	92
Fast food/drive-in last 6 months: Fuddruckers	906	3.6%	129
Fast food/drive-in last 6 months: Hardee's	1,613	6.4%	94
Fast food/drive-in last 6 months: Jack in the Box	2,618	10.4%	100
Fast food/drive-in last 6 months: KFC	7,056	28.0%	102
Fast food/drive-in last 6 months: Little Caesars	1,977	7.9%	107
Fast food/drive-in last 6 months: Long John Silver's	1,694	6.7%	107
Fast food/drive-in last 6 months: McDonald's	14,980	59.5%	107
Fast food/drive-in last 6 months: Panera Bread	3,130	12.4%	128
Fast food/drive-in last 6 months: Papa John's	2,544	10.1%	116
Fast food/drive-in last 6 months: Pizza Hut	6,097	24.2%	110
Fast food/drive-in last 6 months: Popeyes	1,677	6.7%	91
Fast food/drive-in last 6 months: Quiznos	2,594	10.3%	115
Fast food/drive-in last 6 months: Sonic Drive-In	3,546	14.1%	120
Fast food/drive-in last 6 months: Starbucks	4,401	17.5%	118
Fast food/drive-in last 6 months: Steak n Shake	1,536	6.1%	121
Fast food/drive-in last 6 months: Subway	9,019	35.8%	113
Fast food/drive-in last 6 months: Taco Bell	9,126	36.3%	113
Fast food/drive-in last 6 months: Wendy's	8,843	35.2%	113
Fast food/drive-in last 6 months: Whataburger	1,457	5.8%	120
Fast food/drive-in last 6 months: White Castle	820	3.3%	81
Fast food/drive-in last 6 months: eat in	10,071	40.0%	106
Fast food/drive-in last 6 months: home delivery	2,814	11.2%	107
Fast food/drive-in last 6 months: take-out/drive-thru	14,716	58.5%	112
Fast food/drive-in last 6 months: take-out/walk-in	6,252	24.9%	101

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		64,741	68,086
Population 18+		47,122	49,635
Households		23,621	24,932
Median Household Income		\$71,238	\$79,785
<b>Product/Consumer Behavior</b>		<b>Expected Number of</b>	
	<b>Adults</b>	<b>Percent</b>	<b>MPI</b>
Went to family restaurant/steak house in last 6 months	36,694	77.9%	108
Family restaurant/steak house last month: <2 times	12,351	26.2%	102
Family restaurant/steak house last month: 2-4 times	13,876	29.4%	109
Family restaurant/steak house last month: 5+ times	10,465	22.2%	114
Family restaurant/steak house last 6 months: breakfast	6,887	14.6%	111
Family restaurant/steak house last 6 months: lunch	12,941	27.5%	111
Family restaurant/steak house last 6 months: snack	1,048	2.2%	80
Family restaurant/steak house last 6 months: dinner	28,658	60.8%	115
Family restaurant/steak house last 6 months: weekday	20,795	44.1%	115
Family restaurant/steak house last 6 months: weekend	23,679	50.3%	113
Family restaurant/steak house last 6 months: Applebee's	13,703	29.1%	115
Family restaurant/steak house last 6 months: Bennigan's	1,138	2.4%	110
Family restaurant/steak house last 6 months: Bob Evans Farm	2,552	5.4%	118
Family restaurant/steak house last 6 months: Cheesecake Factory	3,535	7.5%	114
Family restaurant/steak house last 6 months: Chili's Grill & Bar	6,989	14.8%	128
Family restaurant/steak house last 6 months: Cracker Barrel	6,173	13.1%	118
Family restaurant/steak house last 6 months: Denny's	4,108	8.7%	97
Family restaurant/steak house last 6 months: Friendly's	1,897	4.0%	101
Family restaurant/steak house last 6 months: Golden Corral	3,445	7.3%	101
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	5,972	12.7%	109
Family restaurant/steak house last 6 months: Lone Star Steakhouse	1,544	3.3%	120
Family restaurant/steak house last 6 months: Old Country Buffet	1,232	2.6%	92
Family restaurant/steak house last 6 months: Olive Garden	10,133	21.5%	121
Family restaurant/steak house last 6 months: Outback Steakhouse	6,409	13.6%	119
Family restaurant/steak house last 6 months: Perkins	1,763	3.7%	103
Family restaurant/steak house last 6 months: Red Lobster	6,928	14.7%	109
Family restaurant/steak house last 6 months: Red Robin	3,740	7.9%	141
Family restaurant/steak house last 6 months: Ruby Tuesday	4,550	9.7%	116
Family restaurant/steak house last 6 months: Ryan's	1,435	3.0%	81
Family restaurant/steak house last 6 months: Sizzler	927	2.0%	65
Family restaurant/steak house last 6 months: T.G.I. Friday's	5,875	12.5%	121
Went to fast food/drive-in restaurant in last 6 months	43,003	91.3%	103
Went to fast food/drive-in restaurant <6 times/month	16,033	34.0%	97
Went to fast food/drive-in restaurant 6-13 times/month	14,381	30.5%	105
Went to fast food/drive-in restaurant 14+ times/month	12,588	26.7%	107
Fast food/drive-in last 6 months: breakfast	13,899	29.5%	107
Fast food/drive-in last 6 months: lunch	30,167	64.0%	109
Fast food/drive-in last 6 months: snack	8,231	17.5%	100
Fast food/drive-in last 6 months: dinner	25,162	53.4%	110

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

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Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	34,129	72.4%	109
Fast food/drive-in last 6 months: weekend	23,958	50.8%	105
Fast food/drive-in last 6 months: A & W	2,408	5.1%	113
Fast food/drive-in last 6 months: Arby's	11,828	25.1%	122
Fast food/drive-in last 6 months: Boston Market	2,499	5.3%	111
Fast food/drive-in last 6 months: Burger King	17,948	38.1%	105
Fast food/drive-in last 6 months: Captain D's	2,227	4.7%	92
Fast food/drive-in last 6 months: Carl's Jr.	2,364	5.0%	81
Fast food/drive-in last 6 months: Checkers	1,306	2.8%	87
Fast food/drive-in last 6 months: Chick-fil-A	7,963	16.9%	131
Fast food/drive-in last 6 months: Chipotle Mex. Grill	3,724	7.9%	130
Fast food/drive-in last 6 months: Chuck E. Cheese	2,198	4.7%	104
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,543	3.3%	76
Fast food/drive-in last 6 months: Dairy Queen	8,845	18.8%	118
Fast food/drive-in last 6 months: Del Taco	1,448	3.1%	92
Fast food/drive-in last 6 months: Domino's Pizza	6,016	12.8%	95
Fast food/drive-in last 6 months: Dunkin' Donuts	5,489	11.6%	101
Fast food/drive-in last 6 months: Fuddruckers	1,713	3.6%	130
Fast food/drive-in last 6 months: Hardee's	2,887	6.1%	90
Fast food/drive-in last 6 months: Jack in the Box	4,605	9.8%	94
Fast food/drive-in last 6 months: KFC	13,002	27.6%	100
Fast food/drive-in last 6 months: Little Caesars	3,581	7.6%	104
Fast food/drive-in last 6 months: Long John Silver's	2,996	6.4%	101
Fast food/drive-in last 6 months: McDonald's	27,906	59.2%	106
Fast food/drive-in last 6 months: Panera Bread	6,162	13.1%	134
Fast food/drive-in last 6 months: Papa John's	4,586	9.7%	112
Fast food/drive-in last 6 months: Pizza Hut	11,046	23.4%	106
Fast food/drive-in last 6 months: Popeyes	3,052	6.5%	89
Fast food/drive-in last 6 months: Quiznos	4,893	10.4%	115
Fast food/drive-in last 6 months: Sonic Drive-In	6,125	13.0%	110
Fast food/drive-in last 6 months: Starbucks	8,361	17.7%	120
Fast food/drive-in last 6 months: Steak n Shake	2,873	6.1%	121
Fast food/drive-in last 6 months: Subway	16,646	35.3%	111
Fast food/drive-in last 6 months: Taco Bell	16,750	35.5%	110
Fast food/drive-in last 6 months: Wendy's	16,422	34.9%	112
Fast food/drive-in last 6 months: Whataburger	2,407	5.1%	106
Fast food/drive-in last 6 months: White Castle	1,683	3.6%	88
Fast food/drive-in last 6 months: eat in	18,886	40.1%	106
Fast food/drive-in last 6 months: home delivery	5,089	10.8%	104
Fast food/drive-in last 6 months: take-out/drive-thru	27,415	58.2%	111
Fast food/drive-in last 6 months: take-out/walk-in	11,829	25.1%	102

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		5,944	6,505	
Population 18+		4,128	4,539	
Households		2,110	2,319	
Median Household Income		\$60,908	\$67,005	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics		439	10.6%	108
Participated in archery		119	2.9%	109
Participated in backpacking/hiking		367	8.9%	94
Participated in baseball		257	6.2%	120
Participated in basketball		435	10.5%	113
Participated in bicycling (mountain)		158	3.8%	104
Participated in bicycling (road)		481	11.7%	121
Participated in boating (power)		276	6.7%	109
Participated in bowling		578	14.0%	120
Participated in canoeing/kayaking		204	4.9%	103
Participated in downhill skiing		150	3.6%	125
Participated in fishing (fresh water)		518	12.5%	96
Participated in fishing (salt water)		183	4.4%	97
Participated in football		283	6.9%	110
Participated in Frisbee		249	6.0%	110
Participated in golf		542	13.1%	127
Play golf < once a month		208	5.0%	127
Play golf 1+ times a month		273	6.6%	123
Participated in horseback riding		174	4.2%	139
Participated in hunting with rifle		208	5.0%	104
Participated in hunting with shotgun		164	4.0%	94
Participated in ice skating		148	3.6%	124
Participated in jogging/running		502	12.2%	115
Participated in martial arts		75	1.8%	129
Participated in motorcycling		162	3.9%	107
Participated in Pilates		187	4.5%	138
Participated in roller skating		131	3.2%	152
Participated in snowboarding		83	2.0%	105
Participated in soccer		202	4.9%	114
Participated in softball		193	4.7%	120
Participated in swimming		968	23.5%	121
Participated in target shooting		153	3.7%	96
Participated in tennis		200	4.8%	113
Participated in volleyball		192	4.7%	133
Participated in walking for exercise		1,235	29.9%	100
Participated in weight lifting		608	14.7%	125
Participated in yoga		195	4.7%	82
Spent on high end sports/recreation equipment/12 mo: <\$250		181	4.4%	99
Spent on high end sports/recreation equipment/12 mo: \$250+		186	4.5%	116
Attend sports event: auto racing (NASCAR)		337	8.2%	111
Attend sports event: auto racing (not NASCAR)		270	6.5%	103
Attend sports event: baseball game		734	17.8%	120

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Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	334	8.1%	102
Attend sports event: basketball game (pro)	371	9.0%	105
Attend sports event: football game (college)	507	12.3%	119
Attend sports event: football-Monday night game (pro)	257	6.2%	102
Attend sports event: football-weekend game (pro)	402	9.7%	107
Attend sports event: golf tournament	232	5.6%	101
Attend sports event: ice hockey game	292	7.1%	107
Attend sports event: soccer game	268	6.5%	105
Attend sports event: tennis match	214	5.2%	105
Attended adult education course in last 12 months	293	7.1%	107
Attended auto show in last 12 months	406	9.8%	119
Went to bar/night club in last 12 months	874	21.2%	111
Went to beach in last 12 months	1,056	25.6%	104
Attended dance performance in last 12 months	147	3.6%	80
Danced/went dancing in last 12 months	366	8.9%	93
Dined out in last 12 months	2,105	51.0%	104
Dine out < once a month	154	3.7%	79
Dine out once a month	284	6.9%	111
Dine out 2-3 times a month	433	10.5%	91
Dine out once a week	570	13.8%	120
Dine out 2+ times per week	380	9.2%	93
Gambled at casino in last 12 months	576	14.0%	87
Gambled at casino 6+ times in last 12 months	100	2.4%	89
Gambled in Atlantic City in last 12 months	40	1.0%	38
Gambled in Las Vegas in last 12 months	192	4.7%	97
Attended horse races in last 12 months	111	2.7%	91
Attended movies in last 6 months	2,353	57.0%	97
Attended movies in last 90 days: < once a month	1,265	30.6%	95
Attended movies in last 90 days: once a month	479	11.6%	113
Attended movies in last 90 days: 2-3 times a month	290	7.0%	104
Attended movies in last 90 days: once/week or more	77	1.9%	73
Prefer to see movie after second week of release	1,089	26.4%	111
Went to museum in last 12 months	486	11.8%	92
Attended music performance in last 12 months	1,012	24.5%	103
Attended country music performance in last 12 mo	229	5.5%	109
Attended rock music performance in last 12 months	530	12.8%	117
Attended classical music/opera performance/12 mo	174	4.2%	92
Went to live theater in last 12 months	458	11.1%	84
Visited a theme park in last 12 months	947	22.9%	107
Visited Disney World (FL)/12 mo: Magic Kingdom	147	3.6%	105
Visited any Sea World in last 12 months	185	4.5%	132
Visited any Six Flags in last 12 months	234	5.7%	98
Went to zoo in last 12 months	659	16.0%	125
Played backgammon in last 12 months	65	1.6%	78
Participated in book club in last 12 months	112	2.7%	86
Played billiards/pool in last 12 months	473	11.5%	119
Played bingo in last 12 months	145	3.5%	83
Did birdwatching in last 12 months	191	4.6%	74
Played board game in last 12 months	761	18.4%	113

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Ring: 1 mile radius

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Latitude: 39.21227  
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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	832	20.2%	96
Played chess in last 12 months	139	3.4%	92
Cooked for fun in last 12 months	831	20.1%	97
Did crossword puzzle in last 12 months	610	14.8%	102
Participated in fantasy sports league last 12 mo	124	3.0%	92
Flew a kite in last 12 months	131	3.2%	112
Did furniture refinishing in last 12 months	118	2.9%	89
Did indoor gardening/plant care in last 12 months	371	9.0%	89
Participated in karaoke in last 12 months	224	5.4%	123
Bought lottery ticket in last 12 months	1,350	32.7%	95
Bought lottery ticket in last 12 mo: Daily Drawing	131	3.2%	65
Bought lottery ticket in last 12 mo: Instant Game	657	15.9%	100
Bought lottery ticket in last 12 mo: Lotto Drawing	758	18.4%	86
Played lottery: <3 times in last 30 days	611	14.8%	94
Played lottery: 3-7 times in last 30 days	378	9.2%	95
Played lottery: 8+ times in last 30 days	361	8.7%	94
Played musical instrument in last 12 months	332	8.0%	101
Did painting/drawing in last 12 months	238	5.8%	88
Did photography in last 12 months	525	12.7%	101
Read book in last 12 months	1,674	40.6%	99
Participated in trivia games in last 12 months	294	7.1%	118
Played video game in last 12 months	683	16.5%	124
Did woodworking in last 12 months	180	4.4%	93
Participated in word games in last 12 months	335	8.1%	85
Member of AARP	491	11.9%	77
Member of business club	125	3.0%	121
Member of charitable organization	211	5.1%	81
Member of church board	165	4.0%	93
Member of fraternal order	117	2.8%	80
Member of religious club	215	5.2%	81
Member of union	162	3.9%	74
Member of veterans club	120	2.9%	85
Bought any children`s toy/game in last 12 months	1,669	40.4%	117
Spent on toys/games in last 12 months: <\$50	269	6.5%	107
Spent on toys/games in last 12 months: \$50-99	126	3.1%	111
Spent on toys/games in last 12 months: \$100-199	343	8.3%	115
Spent on toys/games in last 12 months: \$200-499	539	13.1%	121
Spent on toys/games in last 12 months: \$500+	304	7.4%	128
Bought infant toy in last 12 months	406	9.8%	118
Bought pre-school toy in last 12 months	387	9.4%	116
Spent on toys/games (for child <6)/12 mo: <\$100	475	11.5%	104
Spent on toys/games (for child <6)/12 mo: \$100-199	362	8.8%	130
Spent on toys/games (for child <6)/12 mo: \$200+	432	10.5%	135
Bought for child in last 12 mo: boy action figure	427	10.3%	128
Bought for child in last 12 mo: girl action figure	147	3.6%	115
Bought for child in last 12 mo: bicycle	348	8.4%	123
Bought for child in last 12 mo: board game	538	13.0%	110

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	166	4.0%	119
Bought for child in last 12 mo: car	429	10.4%	113
Bought for child in last 12 mo: construction toy	206	5.0%	101
Bought for child in last 12 mo: large/baby doll	421	10.2%	156
Bought for child in last 12 mo: fashion doll	232	5.6%	110
Bought for child in last 12 mo: plush doll/animal	469	11.4%	135
Bought for child in last 12 mo: doll accessories	215	5.2%	130
Bought for child in last 12 mo: doll clothing	217	5.3%	127
Bought for child in last 12 mo: educational toy	665	16.1%	118
Bought for child in last 12 mo: electronic game	500	12.1%	130
Bought for child in last 12 mo: mechanical toy	244	5.9%	148
Bought for child in last 12 mo: model kit/set	113	2.7%	106
Bought for child in last 12 mo: sound game	129	3.1%	111
Bought for child in last 12 mo: water toy	532	12.9%	135
Bought for child in last 12 mo: word game	154	3.7%	97
Bought book in last 12 months	2,225	53.9%	107
Bought 1-3 books in last 12 months	870	21.1%	107
Bought 4-9 books in last 12 months	719	17.4%	112
Bought 10+ books in last 12 months	636	15.4%	102
Bought paperback book in last 12 months	1,691	41.0%	108
Bought <3 paperback books in last 12 months	574	13.9%	107
Bought 3-6 paperback books in last 12 months	603	14.6%	111
Bought 7+ paperback books in last 12 months	513	12.4%	105
Bought hardcover book in last 12 months	1,249	30.3%	108
Bought <3 hardcover books in last 12 months	621	15.0%	123
Bought 3-5 hardcover books in last 12 months	316	7.7%	96
Bought 6+ hardcover books in last 12 months	312	7.6%	96
Bought book (fiction) in last 12 months	1,256	30.4%	108
Bought book (non-fiction) in last 12 months	1,116	27.0%	106
Bought biography in last 12 months	234	5.7%	78
Bought children`s book in last 12 months	636	15.4%	121
Bought cookbook in last 12 months	502	12.2%	111
Bought desk dictionary in last 12 months	62	1.5%	74
Bought history book in last 12 months	302	7.3%	97
Bought mystery book in last 12 months	504	12.2%	109
Bought personal/business self-help book last 12 mo	370	9.0%	125
Bought religious book (not bible) last 12 months	358	8.7%	114
Bought romance book in last 12 months	358	8.7%	133
Bought science fiction book in last 12 months	215	5.2%	114
Bought book through book club in last 12 months	164	4.0%	92
Bought book at book store in last 12 months	1,392	33.7%	100
Bought book at Barnes & Noble in last 12 months	855	20.7%	105
Bought book at Borders in last 12 months	483	11.7%	105
Bought book at convenience store in last 12 months	78	1.9%	85
Bought book at department store in last 12 months	444	10.8%	141
Bought book at drug store in last 12 months	79	1.9%	84
Bought book through Internet in last 12 mo	443	10.7%	105
Bought book through mail order in last 12 months	135	3.3%	96
Bought book at supermarket in last 12 months	339	8.2%	157
Bought book at warehouse store in last 12 months	281	6.8%	117

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		34,977	37,205	
Population 18+		25,158	26,756	
Households		12,588	13,456	
Median Household Income		\$69,823	\$77,986	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics		2,821	11.2%	114
Participated in archery		756	3.0%	113
Participated in backpacking/hiking		2,648	10.5%	112
Participated in baseball		1,435	5.7%	110
Participated in basketball		2,506	10.0%	107
Participated in bicycling (mountain)		1,086	4.3%	117
Participated in bicycling (road)		2,823	11.2%	116
Participated in boating (power)		1,904	7.6%	123
Participated in bowling		3,579	14.2%	122
Participated in canoeing/kayaking		1,414	5.6%	117
Participated in downhill skiing		881	3.5%	120
Participated in fishing (fresh water)		3,788	15.1%	115
Participated in fishing (salt water)		1,210	4.8%	105
Participated in football		1,656	6.6%	106
Participated in Frisbee		1,570	6.2%	114
Participated in golf		3,330	13.2%	128
Play golf < once a month		1,265	5.0%	127
Play golf 1+ times a month		1,712	6.8%	126
Participated in horseback riding		921	3.7%	121
Participated in hunting with rifle		1,408	5.6%	115
Participated in hunting with shotgun		1,183	4.7%	111
Participated in ice skating		833	3.3%	115
Participated in jogging/running		3,107	12.4%	117
Participated in martial arts		369	1.5%	104
Participated in motorcycling		1,067	4.2%	115
Participated in Pilates		991	3.9%	120
Participated in roller skating		568	2.3%	108
Participated in snowboarding		465	1.8%	96
Participated in soccer		1,113	4.4%	103
Participated in softball		1,127	4.5%	115
Participated in swimming		5,966	23.7%	122
Participated in target shooting		1,123	4.5%	116
Participated in tennis		1,168	4.6%	109
Participated in volleyball		1,059	4.2%	120
Participated in walking for exercise		8,267	32.9%	110
Participated in weight lifting		3,618	14.4%	122
Participated in yoga		1,371	5.5%	94
Spent on high end sports/recreation equipment/12 mo: <\$250		1,149	4.6%	103
Spent on high end sports/recreation equipment/12 mo: \$250+		1,167	4.6%	119
Attend sports event: auto racing (NASCAR)		2,024	8.0%	110
Attend sports event: auto racing (not NASCAR)		1,709	6.8%	107
Attend sports event: baseball game		4,404	17.5%	118

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	2,116	8.4%	106
Attend sports event: basketball game (pro)	2,366	9.4%	110
Attend sports event: football game (college)	3,026	12.0%	116
Attend sports event: football-Monday night game (pro)	1,574	6.3%	102
Attend sports event: football-weekend game (pro)	2,530	10.1%	111
Attend sports event: golf tournament	1,537	6.1%	110
Attend sports event: ice hockey game	1,909	7.6%	114
Attend sports event: soccer game	1,685	6.7%	108
Attend sports event: tennis match	1,258	5.0%	101
Attended adult education course in last 12 months	1,902	7.6%	114
Attended auto show in last 12 months	2,400	9.5%	115
Went to bar/night club in last 12 months	5,285	21.0%	110
Went to beach in last 12 months	6,914	27.5%	112
Attended dance performance in last 12 months	1,078	4.3%	96
Danced/went dancing in last 12 months	2,283	9.1%	96
Dined out in last 12 months	13,770	54.7%	111
Dine out < once a month	1,221	4.9%	103
Dine out once a month	1,772	7.0%	114
Dine out 2-3 times a month	3,115	12.4%	108
Dine out once a week	3,433	13.6%	118
Dine out 2+ times per week	2,596	10.3%	104
Gambled at casino in last 12 months	4,150	16.5%	103
Gambled at casino 6+ times in last 12 months	638	2.5%	93
Gambled in Atlantic City in last 12 months	417	1.7%	65
Gambled in Las Vegas in last 12 months	1,263	5.0%	105
Attended horse races in last 12 months	675	2.7%	90
Attended movies in last 6 months	15,192	60.4%	103
Attended movies in last 90 days: < once a month	8,525	33.9%	105
Attended movies in last 90 days: once a month	2,856	11.4%	111
Attended movies in last 90 days: 2-3 times a month	1,724	6.9%	102
Attended movies in last 90 days: once/week or more	452	1.8%	70
Prefer to see movie after second week of release	6,682	26.6%	112
Went to museum in last 12 months	3,347	13.3%	104
Attended music performance in last 12 months	6,698	26.6%	112
Attended country music performance in last 12 mo	1,439	5.7%	113
Attended rock music performance in last 12 months	3,127	12.4%	114
Attended classical music/opera performance/12 mo	1,159	4.6%	100
Went to live theater in last 12 months	3,411	13.6%	103
Visited a theme park in last 12 months	5,994	23.8%	111
Visited Disney World (FL)/12 mo: Magic Kingdom	1,000	4.0%	117
Visited any Sea World in last 12 months	1,025	4.1%	120
Visited any Six Flags in last 12 months	1,370	5.4%	94
Went to zoo in last 12 months	3,893	15.5%	121
Played backgammon in last 12 months	474	1.9%	94
Participated in book club in last 12 months	743	3.0%	93
Played billiards/pool in last 12 months	2,647	10.5%	109
Played bingo in last 12 months	1,005	4.0%	94
Did birdwatching in last 12 months	1,720	6.8%	110
Played board game in last 12 months	4,879	19.4%	119

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	5,723	22.7%	109
Played chess in last 12 months	903	3.6%	98
Cooked for fun in last 12 months	5,575	22.2%	107
Did crossword puzzle in last 12 months	3,955	15.7%	108
Participated in fantasy sports league last 12 mo	892	3.5%	109
Flew a kite in last 12 months	805	3.2%	113
Did furniture refinishing in last 12 months	853	3.4%	105
Did indoor gardening/plant care in last 12 months	2,644	10.5%	104
Participated in karaoke in last 12 months	1,151	4.6%	103
Bought lottery ticket in last 12 months	8,937	35.5%	103
Bought lottery ticket in last 12 mo: Daily Drawing	920	3.7%	75
Bought lottery ticket in last 12 mo: Instant Game	4,050	16.1%	101
Bought lottery ticket in last 12 mo: Lotto Drawing	5,639	22.4%	105
Played lottery: <3 times in last 30 days	4,117	16.4%	104
Played lottery: 3-7 times in last 30 days	2,521	10.0%	104
Played lottery: 8+ times in last 30 days	2,300	9.1%	98
Played musical instrument in last 12 months	2,049	8.1%	102
Did painting/drawing in last 12 months	1,545	6.1%	94
Did photography in last 12 months	3,616	14.4%	114
Read book in last 12 months	11,071	44.0%	108
Participated in trivia games in last 12 months	1,791	7.1%	118
Played video game in last 12 months	3,822	15.2%	114
Did woodworking in last 12 months	1,372	5.5%	116
Participated in word games in last 12 months	2,431	9.7%	101
Member of AARP	3,819	15.2%	98
Member of business club	762	3.0%	121
Member of charitable organization	1,656	6.6%	104
Member of church board	1,103	4.4%	102
Member of fraternal order	909	3.6%	102
Member of religious club	1,611	6.4%	100
Member of union	1,354	5.4%	102
Member of veterans club	842	3.3%	98
Bought any children`s toy/game in last 12 months	9,808	39.0%	113
Spent on toys/games in last 12 months: <\$50	1,696	6.7%	111
Spent on toys/games in last 12 months: \$50-99	734	2.9%	106
Spent on toys/games in last 12 months: \$100-199	1,906	7.6%	105
Spent on toys/games in last 12 months: \$200-499	3,079	12.2%	113
Spent on toys/games in last 12 months: \$500+	1,763	7.0%	122
Bought infant toy in last 12 months	2,295	9.1%	109
Bought pre-school toy in last 12 months	2,308	9.2%	113
Spent on toys/games (for child <6)/12 mo: <\$100	3,045	12.1%	109
Spent on toys/games (for child <6)/12 mo: \$100-199	1,864	7.4%	110
Spent on toys/games (for child <6)/12 mo: \$200+	2,240	8.9%	115
Bought for child in last 12 mo: boy action figure	2,289	9.1%	113
Bought for child in last 12 mo: girl action figure	779	3.1%	100
Bought for child in last 12 mo: bicycle	1,982	7.9%	115
Bought for child in last 12 mo: board game	3,525	14.0%	118

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	994	4.0%	117
Bought for child in last 12 mo: car	2,568	10.2%	111
Bought for child in last 12 mo: construction toy	1,345	5.3%	108
Bought for child in last 12 mo: large/baby doll	1,852	7.4%	113
Bought for child in last 12 mo: fashion doll	1,320	5.2%	103
Bought for child in last 12 mo: plush doll/animal	2,686	10.7%	127
Bought for child in last 12 mo: doll accessories	1,076	4.3%	106
Bought for child in last 12 mo: doll clothing	1,118	4.4%	108
Bought for child in last 12 mo: educational toy	3,983	15.8%	116
Bought for child in last 12 mo: electronic game	2,897	11.5%	123
Bought for child in last 12 mo: mechanical toy	1,231	4.9%	123
Bought for child in last 12 mo: model kit/set	730	2.9%	113
Bought for child in last 12 mo: sound game	664	2.6%	94
Bought for child in last 12 mo: water toy	2,957	11.8%	123
Bought for child in last 12 mo: word game	963	3.8%	99
Bought book in last 12 months	13,788	54.8%	109
Bought 1-3 books in last 12 months	5,290	21.0%	107
Bought 4-9 books in last 12 months	4,275	17.0%	109
Bought 10+ books in last 12 months	4,222	16.8%	111
Bought paperback book in last 12 months	10,733	42.7%	113
Bought <3 paperback books in last 12 months	3,607	14.3%	111
Bought 3-6 paperback books in last 12 months	3,773	15.0%	114
Bought 7+ paperback books in last 12 months	3,354	13.3%	113
Bought hardcover book in last 12 months	7,830	31.1%	111
Bought <3 hardcover books in last 12 months	3,601	14.3%	117
Bought 3-5 hardcover books in last 12 months	2,081	8.3%	103
Bought 6+ hardcover books in last 12 months	2,147	8.5%	109
Bought book (fiction) in last 12 months	8,034	31.9%	114
Bought book (non-fiction) in last 12 months	7,027	27.9%	110
Bought biography in last 12 months	1,731	6.9%	95
Bought children`s book in last 12 months	3,677	14.6%	115
Bought cookbook in last 12 months	2,995	11.9%	109
Bought desk dictionary in last 12 months	371	1.5%	73
Bought history book in last 12 months	1,965	7.8%	103
Bought mystery book in last 12 months	3,260	13.0%	115
Bought personal/business self-help book last 12 mo	2,221	8.8%	123
Bought religious book (not bible) last 12 months	2,195	8.7%	115
Bought romance book in last 12 months	1,849	7.4%	113
Bought science fiction book in last 12 months	1,275	5.1%	111
Bought book through book club in last 12 months	1,091	4.3%	100
Bought book at book store in last 12 months	9,338	37.1%	111
Bought book at Barnes & Noble in last 12 months	5,684	22.6%	115
Bought book at Borders in last 12 months	3,211	12.8%	115
Bought book at convenience store in last 12 months	448	1.8%	80
Bought book at department store in last 12 months	2,126	8.5%	111
Bought book at drug store in last 12 months	498	2.0%	87
Bought book through Internet in last 12 mo	2,900	11.5%	113
Bought book through mail order in last 12 months	804	3.2%	94
Bought book at supermarket in last 12 months	1,679	6.7%	128
Bought book at warehouse store in last 12 months	1,773	7.0%	121

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		64,741	68,086	
Population 18+		47,122	49,635	
Households		23,621	24,932	
Median Household Income		\$71,238	\$79,785	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics		5,422	11.5%	116
Participated in archery		1,407	3.0%	112
Participated in backpacking/hiking		5,124	10.9%	115
Participated in baseball		2,713	5.8%	111
Participated in basketball		4,619	9.8%	105
Participated in bicycling (mountain)		2,092	4.4%	121
Participated in bicycling (road)		5,476	11.6%	120
Participated in boating (power)		3,493	7.4%	120
Participated in bowling		6,617	14.0%	120
Participated in canoeing/kayaking		2,688	5.7%	119
Participated in downhill skiing		1,668	3.5%	121
Participated in fishing (fresh water)		7,010	14.9%	114
Participated in fishing (salt water)		2,282	4.8%	106
Participated in football		3,055	6.5%	104
Participated in Frisbee		2,954	6.3%	115
Participated in golf		6,371	13.5%	130
Play golf < once a month		2,411	5.1%	129
Play golf 1+ times a month		3,298	7.0%	130
Participated in horseback riding		1,662	3.5%	116
Participated in hunting with rifle		2,600	5.5%	114
Participated in hunting with shotgun		2,185	4.6%	109
Participated in ice skating		1,577	3.3%	116
Participated in jogging/running		5,813	12.3%	117
Participated in martial arts		628	1.3%	95
Participated in motorcycling		1,983	4.2%	114
Participated in Pilates		1,842	3.9%	119
Participated in roller skating		993	2.1%	101
Participated in snowboarding		877	1.9%	97
Participated in soccer		2,139	4.5%	106
Participated in softball		2,077	4.4%	113
Participated in swimming		11,100	23.6%	121
Participated in target shooting		2,104	4.5%	116
Participated in tennis		2,298	4.9%	114
Participated in volleyball		1,944	4.1%	118
Participated in walking for exercise		15,856	33.6%	113
Participated in weight lifting		6,836	14.5%	123
Participated in yoga		2,774	5.9%	102
Spent on high end sports/recreation equipment/12 mo: <\$250		2,140	4.5%	103
Spent on high end sports/recreation equipment/12 mo: \$250+		2,205	4.7%	120
Attend sports event: auto racing (NASCAR)		3,812	8.1%	110
Attend sports event: auto racing (not NASCAR)		3,226	6.8%	108
Attend sports event: baseball game		8,315	17.6%	119

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Attend sports event: basketball game (college)	4,039	8.6%	108
Attend sports event: basketball game (pro)	4,500	9.6%	112
Attend sports event: football game (college)	5,643	12.0%	116
Attend sports event: football-Monday night game (pro)	3,007	6.4%	104
Attend sports event: football-weekend game (pro)	4,882	10.4%	114
Attend sports event: golf tournament	2,988	6.3%	114
Attend sports event: ice hockey game	3,655	7.8%	117
Attend sports event: soccer game	3,205	6.8%	110
Attend sports event: tennis match	2,397	5.1%	103
Attended adult education course in last 12 months	3,594	7.6%	115
Attended auto show in last 12 months	4,427	9.4%	113
Went to bar/night club in last 12 months	9,993	21.2%	111
Went to beach in last 12 months	13,179	28.0%	114
Attended dance performance in last 12 months	2,099	4.5%	100
Danced/went dancing in last 12 months	4,331	9.2%	97
Dined out in last 12 months	26,120	55.4%	113
Dine out < once a month	2,316	4.9%	105
Dine out once a month	3,321	7.0%	114
Dine out 2-3 times a month	6,024	12.8%	111
Dine out once a week	6,527	13.9%	120
Dine out 2+ times per week	4,982	10.6%	107
Gambled at casino in last 12 months	7,967	16.9%	105
Gambled at casino 6+ times in last 12 months	1,204	2.6%	94
Gambled in Atlantic City in last 12 months	922	2.0%	77
Gambled in Las Vegas in last 12 months	2,422	5.1%	108
Attended horse races in last 12 months	1,338	2.8%	96
Attended movies in last 6 months	28,847	61.2%	104
Attended movies in last 90 days: < once a month	16,289	34.6%	107
Attended movies in last 90 days: once a month	5,298	11.2%	110
Attended movies in last 90 days: 2-3 times a month	3,261	6.9%	103
Attended movies in last 90 days: once/week or more	942	2.0%	78
Prefer to see movie after second week of release	12,474	26.5%	112
Went to museum in last 12 months	6,514	13.8%	108
Attended music performance in last 12 months	12,814	27.2%	114
Attended country music performance in last 12 mo	2,694	5.7%	113
Attended rock music performance in last 12 months	5,967	12.7%	116
Attended classical music/opera performance/12 mo	2,239	4.8%	103
Went to live theater in last 12 months	6,821	14.5%	110
Visited a theme park in last 12 months	11,397	24.2%	113
Visited Disney World (FL)/12 mo: Magic Kingdom	1,884	4.0%	118
Visited any Sea World in last 12 months	1,842	3.9%	115
Visited any Six Flags in last 12 months	2,682	5.7%	98
Went to zoo in last 12 months	7,408	15.7%	123
Played backgammon in last 12 months	942	2.0%	100
Participated in book club in last 12 months	1,472	3.1%	99
Played billiards/pool in last 12 months	4,888	10.4%	108
Played bingo in last 12 months	1,905	4.0%	95
Did birdwatching in last 12 months	3,299	7.0%	113
Played board game in last 12 months	9,242	19.6%	120

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	10,954	23.2%	111
Played chess in last 12 months	1,763	3.7%	102
Cooked for fun in last 12 months	10,649	22.6%	109
Did crossword puzzle in last 12 months	7,414	15.7%	108
Participated in fantasy sports league last 12 mo	1,733	3.7%	113
Flew a kite in last 12 months	1,494	3.2%	112
Did furniture refinishing in last 12 months	1,612	3.4%	106
Did indoor gardening/plant care in last 12 months	5,052	10.7%	106
Participated in karaoke in last 12 months	2,119	4.5%	102
Bought lottery ticket in last 12 months	16,750	35.5%	103
Bought lottery ticket in last 12 mo: Daily Drawing	1,839	3.9%	80
Bought lottery ticket in last 12 mo: Instant Game	7,628	16.2%	102
Bought lottery ticket in last 12 mo: Lotto Drawing	10,685	22.7%	106
Played lottery: <3 times in last 30 days	7,695	16.3%	104
Played lottery: 3-7 times in last 30 days	4,722	10.0%	104
Played lottery: 8+ times in last 30 days	4,335	9.2%	99
Played musical instrument in last 12 months	3,954	8.4%	105
Did painting/drawing in last 12 months	2,992	6.3%	97
Did photography in last 12 months	6,908	14.7%	116
Read book in last 12 months	21,185	45.0%	110
Participated in trivia games in last 12 months	3,353	7.1%	118
Played video game in last 12 months	6,949	14.7%	111
Did woodworking in last 12 months	2,532	5.4%	114
Participated in word games in last 12 months	4,748	10.1%	106
Member of AARP	7,416	15.7%	102
Member of business club	1,425	3.0%	121
Member of charitable organization	3,282	7.0%	110
Member of church board	2,105	4.5%	104
Member of fraternal order	1,743	3.7%	105
Member of religious club	3,131	6.6%	104
Member of union	2,716	5.8%	109
Member of veterans club	1,583	3.4%	99
Bought any children`s toy/game in last 12 months	18,290	38.8%	112
Spent on toys/games in last 12 months: <\$50	3,144	6.7%	110
Spent on toys/games in last 12 months: \$50-99	1,380	2.9%	106
Spent on toys/games in last 12 months: \$100-199	3,568	7.6%	105
Spent on toys/games in last 12 months: \$200-499	5,715	12.1%	112
Spent on toys/games in last 12 months: \$500+	3,342	7.1%	123
Bought infant toy in last 12 months	4,254	9.0%	108
Bought pre-school toy in last 12 months	4,344	9.2%	114
Spent on toys/games (for child <6)/12 mo: <\$100	5,765	12.2%	110
Spent on toys/games (for child <6)/12 mo: \$100-199	3,398	7.2%	107
Spent on toys/games (for child <6)/12 mo: \$200+	4,153	8.8%	114
Bought for child in last 12 mo: boy action figure	4,165	8.8%	109
Bought for child in last 12 mo: girl action figure	1,378	2.9%	95
Bought for child in last 12 mo: bicycle	3,580	7.6%	111
Bought for child in last 12 mo: board game	6,772	14.4%	121

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	1,850	3.9%	116
Bought for child in last 12 mo: car	4,660	9.9%	107
Bought for child in last 12 mo: construction toy	2,549	5.4%	110
Bought for child in last 12 mo: large/baby doll	3,299	7.0%	107
Bought for child in last 12 mo: fashion doll	2,472	5.2%	103
Bought for child in last 12 mo: plush doll/animal	4,917	10.4%	124
Bought for child in last 12 mo: doll accessories	2,047	4.3%	108
Bought for child in last 12 mo: doll clothing	2,053	4.4%	106
Bought for child in last 12 mo: educational toy	7,404	15.7%	115
Bought for child in last 12 mo: electronic game	5,353	11.4%	122
Bought for child in last 12 mo: mechanical toy	2,195	4.7%	117
Bought for child in last 12 mo: model kit/set	1,373	2.9%	113
Bought for child in last 12 mo: sound game	1,215	2.6%	92
Bought for child in last 12 mo: water toy	5,453	11.6%	121
Bought for child in last 12 mo: word game	1,843	3.9%	101
Bought book in last 12 months	26,122	55.4%	110
Bought 1-3 books in last 12 months	9,968	21.2%	108
Bought 4-9 books in last 12 months	8,058	17.1%	110
Bought 10+ books in last 12 months	8,096	17.2%	114
Bought paperback book in last 12 months	20,346	43.2%	114
Bought <3 paperback books in last 12 months	6,797	14.4%	111
Bought 3-6 paperback books in last 12 months	7,154	15.2%	115
Bought 7+ paperback books in last 12 months	6,395	13.6%	115
Bought hardcover book in last 12 months	14,870	31.6%	113
Bought <3 hardcover books in last 12 months	6,684	14.2%	116
Bought 3-5 hardcover books in last 12 months	4,070	8.6%	108
Bought 6+ hardcover books in last 12 months	4,115	8.7%	111
Bought book (fiction) in last 12 months	15,285	32.4%	115
Bought book (non-fiction) in last 12 months	13,409	28.5%	112
Bought biography in last 12 months	3,450	7.3%	101
Bought children`s book in last 12 months	6,789	14.4%	113
Bought cookbook in last 12 months	5,677	12.0%	110
Bought desk dictionary in last 12 months	710	1.5%	74
Bought history book in last 12 months	3,756	8.0%	106
Bought mystery book in last 12 months	6,114	13.0%	115
Bought personal/business self-help book last 12 mo	4,194	8.9%	124
Bought religious book (not bible) last 12 months	4,018	8.5%	112
Bought romance book in last 12 months	3,363	7.1%	109
Bought science fiction book in last 12 months	2,379	5.0%	111
Bought book through book club in last 12 months	2,052	4.4%	101
Bought book at book store in last 12 months	17,995	38.2%	114
Bought book at Barnes & Noble in last 12 months	10,932	23.2%	118
Bought book at Borders in last 12 months	6,426	13.6%	123
Bought book at convenience store in last 12 months	857	1.8%	82
Bought book at department store in last 12 months	3,813	8.1%	106
Bought book at drug store in last 12 months	943	2.0%	88
Bought book through Internet in last 12 mo	5,545	11.8%	116
Bought book through mail order in last 12 months	1,470	3.1%	92
Bought book at supermarket in last 12 months	2,958	6.3%	120
Bought book at warehouse store in last 12 months	3,352	7.1%	122

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Crossroads	50.0%	Population	5,944	6,505
Boomburbs	36.4%	Households	2,110	2,319
Southern Satellites	8.9%	Families	1,687	1,844
Salt of the Earth	2.8%	Median Age	33.7	33.7
Milk and Cookies	2.0%	Median Household Income	\$60,908	\$67,005
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		82	\$1,969.10	\$4,154,840
Men's		77	\$352.30	\$743,357
Women's		72	\$596.48	\$1,258,585
Children's		94	\$375.36	\$792,025
Footwear		58	\$243.37	\$513,509
Watches & Jewelry		118	\$229.25	\$483,725
Apparel Products and Services (1)		184	\$172.34	\$363,639
<b>Computer</b>				
Computers and Hardware for Home Use		119	\$227.96	\$481,010
Software and Accessories for Home Use		118	\$33.74	\$71,185
<b>Entertainment &amp; Recreation</b>		121	\$3,914.33	\$8,259,331
Fees and Admissions		119	\$738.35	\$1,557,945
Membership Fees for Clubs (2)		116	\$189.74	\$400,351
Fees for Participant Sports, excl. Trips		122	\$130.23	\$274,788
Admission to Movie/Theatre/Opera/Ballet		116	\$176.35	\$372,110
Admission to Sporting Events, excl. Trips		129	\$76.74	\$161,924
Fees for Recreational Lessons		121	\$164.68	\$347,480
Dating Services		80	\$0.61	\$1,292
TV/Video/Audio		117	\$1,456.63	\$3,073,532
Community Antenna or Cable TV		115	\$830.75	\$1,752,906
Televisions		126	\$242.96	\$512,658
VCRs, Video Cameras, and DVD Players		120	\$24.37	\$51,414
Video Cassettes and DVDs		120	\$63.08	\$133,104
Video and Computer Game Hardware and Software		124	\$69.37	\$146,370
Satellite Dishes		135	\$1.70	\$3,587
Rental of Video Cassettes and DVDs		122	\$50.11	\$105,739
Streaming/Downloaded Video		109	\$1.53	\$3,227
Audio (3)		112	\$164.03	\$346,107
Rental and Repair of TV/Radio/Sound Equipment		115	\$8.73	\$18,420
Pets		149	\$642.17	\$1,354,998
Toys and Games (4)		122	\$177.98	\$375,538
Recreational Vehicles and Fees (5)		121	\$392.29	\$827,743
Sports/Recreation/Exercise Equipment (6)		100	\$180.42	\$380,698
Photo Equipment and Supplies (7)		122	\$126.29	\$266,467
Reading (8)		110	\$170.61	\$359,999
Catered Affairs (9)		120	\$29.58	\$62,410
<b>Food</b>		116	\$8,935.61	\$18,854,355
Food at Home		115	\$5,133.89	\$10,832,626
Bakery and Cereal Products		114	\$681.49	\$1,437,956
Meats, Poultry, Fish, and Eggs		115	\$1,188.72	\$2,508,226
Dairy Products		114	\$568.84	\$1,200,273
Fruits and Vegetables		113	\$884.49	\$1,866,285
Snacks and Other Food at Home (10)		116	\$1,810.35	\$3,819,886
Food Away from Home		118	\$3,801.72	\$8,021,729
Alcoholic Beverages		113	\$644.23	\$1,359,349
Nonalcoholic Beverages at Home		116	\$507.41	\$1,070,649

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	105	\$1,822.34	\$3,845,181
Vehicle Loans	128	\$6,303.35	\$13,300,229
<b>Health</b>			
Nonprescription Drugs	118	\$121.90	\$257,221
Prescription Drugs	114	\$567.36	\$1,197,148
Eyeglasses and Contact Lenses	116	\$89.12	\$188,051
<b>Home</b>			
Mortgage Payment and Basics (11)	129	\$12,113.30	\$25,559,361
Maintenance and Remodeling Services	123	\$2,432.26	\$5,132,120
Maintenance and Remodeling Materials (12)	125	\$463.99	\$979,033
Utilities, Fuel, and Public Services	117	\$5,308.35	\$11,200,739
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	119	\$158.62	\$334,692
Furniture	123	\$736.28	\$1,553,562
Floor Coverings	113	\$84.99	\$179,320
Major Appliances (14)	122	\$369.45	\$779,552
Housewares (15)	104	\$89.49	\$188,823
Small Appliances	114	\$37.51	\$79,142
Luggage	121	\$11.25	\$23,736
Telephones and Accessories	84	\$35.65	\$75,225
<b>Household Operations</b>			
Child Care	136	\$629.05	\$1,327,315
Lawn and Garden (16)	121	\$506.18	\$1,068,055
Moving/Storage/Freight Express	112	\$68.18	\$143,854
Housekeeping Supplies (17)	119	\$832.62	\$1,756,842
<b>Insurance</b>			
Owners and Renters Insurance	128	\$592.85	\$1,250,922
Vehicle Insurance	118	\$1,370.70	\$2,892,205
Life/Other Insurance	120	\$501.34	\$1,057,848
Health Insurance	113	\$2,187.17	\$4,614,988
Personal Care Products (18)	120	\$479.56	\$1,011,891
School Books and Supplies (19)	116	\$124.35	\$262,382
Smoking Products	108	\$463.32	\$977,617
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	125	\$5,493.14	\$11,590,666
Gasoline and Motor Oil	122	\$3,498.95	\$7,382,863
Vehicle Maintenance and Repairs	118	\$1,110.07	\$2,342,267
<b>Travel</b>			
Airline Fares	116	\$531.50	\$1,121,469
Lodging on Trips	117	\$510.44	\$1,077,040
Auto/Truck/Van Rental on Trips	120	\$44.12	\$93,098
Food and Drink on Trips	117	\$510.93	\$1,078,069

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

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

Latitude: 39.21227  
Longitude: -84.20551

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

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Crossroads	18.8%	Population	34,977	37,205
Boomburbs	17.5%	Households	12,588	13,456
Milk and Cookies	10.8%	Families	9,888	10,515
Exurbanites	9.9%	Median Age	37.1	37.2
Green Acres	9.7%	Median Household Income	\$69,823	\$77,986
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		85	\$2,024.60	\$25,485,552
Men's		80	\$365.13	\$4,596,277
Women's		75	\$625.08	\$7,868,534
Children's		93	\$371.17	\$4,672,288
Footwear		59	\$245.77	\$3,093,715
Watches & Jewelry		123	\$239.80	\$3,018,637
Apparel Products and Services (1)		190	\$177.64	\$2,236,102
<b>Computer</b>				
Computers and Hardware for Home Use		122	\$234.47	\$2,951,541
Software and Accessories for Home Use		123	\$34.98	\$440,293
<b>Entertainment &amp; Recreation</b>		126	\$4,058.37	\$51,086,643
Fees and Admissions		128	\$794.43	\$10,000,280
Membership Fees for Clubs (2)		127	\$207.39	\$2,610,661
Fees for Participant Sports, excl. Trips		129	\$137.80	\$1,734,661
Admission to Movie/Theatre/Opera/Ballet		123	\$186.44	\$2,346,835
Admission to Sporting Events, excl. Trips		135	\$80.42	\$1,012,344
Fees for Recreational Lessons		133	\$181.66	\$2,286,663
Dating Services		94	\$0.72	\$9,117
TV/Video/Audio		120	\$1,485.73	\$18,702,250
Community Antenna or Cable TV		118	\$849.65	\$10,695,365
Televisions		128	\$246.69	\$3,105,377
VCRs, Video Cameras, and DVD Players		121	\$24.58	\$309,369
Video Cassettes and DVDs		119	\$62.67	\$788,846
Video and Computer Game Hardware and Software		127	\$70.96	\$893,177
Satellite Dishes		132	\$1.66	\$20,948
Rental of Video Cassettes and DVDs		122	\$50.30	\$633,111
Streaming/Downloaded Video		119	\$1.67	\$21,050
Audio (3)		115	\$168.68	\$2,123,362
Rental and Repair of TV/Radio/Sound Equipment		117	\$8.87	\$111,645
Pets		154	\$662.36	\$8,337,723
Toys and Games (4)		124	\$180.38	\$2,270,633
Recreational Vehicles and Fees (5)		125	\$402.88	\$5,071,485
Sports/Recreation/Exercise Equipment (6)		101	\$183.64	\$2,311,606
Photo Equipment and Supplies (7)		127	\$131.04	\$1,649,488
Reading (8)		120	\$185.87	\$2,339,661
Catered Affairs (9)		130	\$32.06	\$403,516
<b>Food</b>		119	\$9,182.18	\$115,584,953
Food at Home		118	\$5,275.82	\$66,411,772
Bakery and Cereal Products		118	\$704.57	\$8,869,126
Meats, Poultry, Fish, and Eggs		117	\$1,216.84	\$15,317,474
Dairy Products		118	\$586.01	\$7,376,624
Fruits and Vegetables		117	\$918.14	\$11,557,536
Snacks and Other Food at Home (10)		119	\$1,850.26	\$23,291,012
Food Away from Home		121	\$3,906.37	\$49,173,181
Alcoholic Beverages		119	\$678.29	\$8,538,225
Nonalcoholic Beverages at Home		118	\$516.74	\$6,504,638

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	117	\$2,032.26	\$25,582,032
Vehicle Loans	126	\$6,198.26	\$78,023,402
<b>Health</b>			
Nonprescription Drugs	119	\$122.78	\$1,545,565
Prescription Drugs	118	\$587.16	\$7,391,132
Eyeglasses and Contact Lenses	124	\$95.75	\$1,205,270
<b>Home</b>			
Mortgage Payment and Basics (11)	137	\$12,787.74	\$160,971,593
Maintenance and Remodeling Services	133	\$2,645.26	\$33,298,395
Maintenance and Remodeling Materials (12)	130	\$484.93	\$6,104,256
Utilities, Fuel, and Public Services	120	\$5,445.71	\$68,550,379
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	123	\$164.29	\$2,068,094
Furniture	126	\$755.52	\$9,510,473
Floor Coverings	127	\$94.93	\$1,194,945
Major Appliances (14)	126	\$381.65	\$4,804,239
Housewares (15)	107	\$92.06	\$1,158,882
Small Appliances	120	\$39.18	\$493,225
Luggage	129	\$11.94	\$150,249
Telephones and Accessories	83	\$35.29	\$444,182
<b>Household Operations</b>			
Child Care	134	\$617.85	\$7,777,529
Lawn and Garden (16)	128	\$534.89	\$6,733,163
Moving/Storage/Freight Express	113	\$68.53	\$862,660
Housekeeping Supplies (17)	122	\$852.55	\$10,731,839
<b>Insurance</b>			
Owners and Renters Insurance	132	\$611.10	\$7,692,504
Vehicle Insurance	121	\$1,411.53	\$17,768,259
Life/Other Insurance	128	\$535.59	\$6,742,026
Health Insurance	119	\$2,298.21	\$28,929,800
Personal Care Products (18)	122	\$487.70	\$6,139,143
School Books and Supplies (19)	117	\$125.36	\$1,578,068
Smoking Products	109	\$467.40	\$5,883,634
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	125	\$5,490.61	\$69,115,571
Gasoline and Motor Oil	122	\$3,497.60	\$44,027,684
Vehicle Maintenance and Repairs	122	\$1,148.16	\$14,452,939
<b>Travel</b>			
Airline Fares	126	\$575.83	\$7,248,570
Lodging on Trips	127	\$554.96	\$6,985,823
Auto/Truck/Van Rental on Trips	130	\$47.76	\$601,231
Food and Drink on Trips	125	\$545.03	\$6,860,856

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

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March 27, 2012

Made with Esri Business Analyst



# Retail Goods and Services Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.21227  
Longitude: -84.20551

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

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

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

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Latitude: 39.21227  
Longitude: -84.20551

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Boomburbs	15.1%	Population	64,741	68,086
Crossroads	11.9%	Households	23,621	24,932
Sophisticated Squires	10.0%	Families	18,161	19,075
Salt of the Earth	9.0%	Median Age	38.0	38.0
Exurbanites	8.6%	Median Household Income	\$71,238	\$79,785
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		87	\$2,083.14	\$49,205,495
Men's		82	\$376.44	\$8,891,900
Women's		78	\$644.48	\$15,223,224
Children's		94	\$376.93	\$8,903,403
Footwear		60	\$251.52	\$5,941,126
Watches & Jewelry		128	\$248.39	\$5,867,187
Apparel Products and Services (1)		198	\$185.37	\$4,378,655
<b>Computer</b>				
Computers and Hardware for Home Use		126	\$240.70	\$5,685,476
Software and Accessories for Home Use		126	\$35.89	\$847,800
<b>Entertainment &amp; Recreation</b>		129	\$4,155.88	\$98,165,232
Fees and Admissions		133	\$822.25	\$19,422,168
Membership Fees for Clubs (2)		132	\$215.85	\$5,098,547
Fees for Participant Sports, excl. Trips		132	\$140.96	\$3,329,497
Admission to Movie/Theatre/Opera/Ballet		127	\$192.82	\$4,554,588
Admission to Sporting Events, excl. Trips		138	\$82.34	\$1,945,032
Fees for Recreational Lessons		139	\$189.48	\$4,475,591
Dating Services		104	\$0.80	\$18,914
TV/Video/Audio		122	\$1,519.55	\$35,892,992
Community Antenna or Cable TV		121	\$869.62	\$20,541,134
Televisions		130	\$250.74	\$5,922,751
VCRs, Video Cameras, and DVD Players		124	\$25.20	\$595,184
Video Cassettes and DVDs		122	\$63.96	\$1,510,723
Video and Computer Game Hardware and Software		131	\$72.89	\$1,721,603
Satellite Dishes		131	\$1.66	\$39,127
Rental of Video Cassettes and DVDs		125	\$51.44	\$1,215,125
Streaming/Downloaded Video		125	\$1.75	\$41,214
Audio (3)		118	\$173.26	\$4,092,482
Rental and Repair of TV/Radio/Sound Equipment		119	\$9.05	\$213,650
Pets		156	\$673.18	\$15,901,012
Toys and Games (4)		127	\$184.27	\$4,352,636
Recreational Vehicles and Fees (5)		126	\$408.26	\$9,643,487
Sports/Recreation/Exercise Equipment (6)		103	\$187.22	\$4,422,202
Photo Equipment and Supplies (7)		130	\$134.37	\$3,173,821
Reading (8)		125	\$193.47	\$4,569,974
Catered Affairs (9)		135	\$33.32	\$786,938
<b>Food</b>		122	\$9,410.18	\$222,275,735
Food at Home		121	\$5,409.88	\$127,785,691
Bakery and Cereal Products		121	\$723.61	\$17,092,303
Meats, Poultry, Fish, and Eggs		120	\$1,246.42	\$29,441,463
Dairy Products		121	\$601.40	\$14,205,607
Fruits and Vegetables		120	\$944.53	\$22,310,439
Snacks and Other Food at Home (10)		121	\$1,893.92	\$44,735,879
Food Away from Home		124	\$4,000.29	\$94,490,044
Alcoholic Beverages		124	\$705.76	\$16,670,612
Nonalcoholic Beverages at Home		121	\$528.46	\$12,482,725

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	123	\$2,136.80	\$50,472,860
Vehicle Loans	126	\$6,219.71	\$146,914,426
<b>Health</b>			
Nonprescription Drugs	120	\$123.95	\$2,927,669
Prescription Drugs	120	\$596.93	\$14,100,020
Eyeglasses and Contact Lenses	128	\$98.43	\$2,324,866
<b>Home</b>			
Mortgage Payment and Basics (11)	139	\$12,973.57	\$306,445,830
Maintenance and Remodeling Services	137	\$2,712.78	\$64,077,984
Maintenance and Remodeling Materials (12)	132	\$491.11	\$11,600,480
Utilities, Fuel, and Public Services	123	\$5,562.09	\$131,380,852
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	126	\$168.01	\$3,968,627
Furniture	129	\$772.40	\$18,244,640
Floor Coverings	132	\$99.30	\$2,345,421
Major Appliances (14)	128	\$387.98	\$9,164,382
Housewares (15)	110	\$94.38	\$2,229,265
Small Appliances	123	\$40.31	\$952,107
Luggage	133	\$12.28	\$290,002
Telephones and Accessories	84	\$35.93	\$848,768
<b>Household Operations</b>			
Child Care	135	\$625.99	\$14,786,406
Lawn and Garden (16)	130	\$545.04	\$12,874,241
Moving/Storage/Freight Express	116	\$70.30	\$1,660,537
Housekeeping Supplies (17)	124	\$867.43	\$20,489,352
<b>Insurance</b>			
Owners and Renters Insurance	132	\$612.78	\$14,474,371
Vehicle Insurance	124	\$1,441.68	\$34,053,654
Life/Other Insurance	131	\$548.43	\$12,954,388
Health Insurance	122	\$2,354.60	\$55,617,532
Personal Care Products (18)	124	\$495.94	\$11,714,445
School Books and Supplies (19)	121	\$129.67	\$3,062,898
Smoking Products	113	\$483.81	\$11,428,060
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	126	\$5,549.17	\$131,075,826
Gasoline and Motor Oil	123	\$3,540.50	\$83,629,446
Vehicle Maintenance and Repairs	124	\$1,172.96	\$27,706,229
<b>Travel</b>			
Airline Fares	130	\$596.79	\$14,096,558
Lodging on Trips	132	\$573.58	\$13,548,511
Auto/Truck/Van Rental on Trips	133	\$49.37	\$1,166,096
Food and Drink on Trips	129	\$561.22	\$13,256,471

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March 27, 2012

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# Retail Goods and Services Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.21227  
Longitude: -84.20551

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

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

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Automotive Aftermarket Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		5,944	6,505
Households		2,110	2,319
Families		1,687	1,844
Median Age		33.7	33.7
Median Household Income		\$60,908	\$67,005
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
<b>Products</b>			<b>Total</b>
Vehicle Coolant/Brake/Transmission Fluids	121	\$5.78	\$12,195
Gasoline	122	\$3,416.86	\$7,209,655
Motor Oil	121	\$14.37	\$30,318
Vehicle Parts/Equipment and Accessories	115	\$64.44	\$135,974
Tire Purchase/Replacement	123	\$177.91	\$375,392
Vehicle Audio/Video Equipment and Installation	121	\$8.58	\$18,106
Vehicle Cleaning Products and Services	116	\$9.45	\$19,929
<b>Services</b>			
Auto Repair Service Policy	129	\$21.20	\$44,739
Membership Fees for Automobile Service Clubs	104	\$22.73	\$47,961
Global Positioning Services	111	\$2.80	\$5,899
Vehicle Air Conditioning Repair	123	\$21.62	\$45,611
Vehicle Body Work and Painting	113	\$43.14	\$91,017
Vehicle Brake Work	109	\$86.47	\$182,461
Vehicle Clutch/Transmission Repair	124	\$57.26	\$120,820
Vehicle Cooling System Repair	119	\$34.71	\$73,235
Vehicle Drive Shaft and Rear-end Repair	122	\$10.53	\$22,225
Vehicle Electrical System Repair	114	\$39.51	\$83,369
Vehicle Exhaust System Repair	109	\$14.63	\$30,875
Vehicle Front End Alignment/Wheel Balance & Rotation	114	\$21.06	\$44,430
Lube/Oil Change and Oil Filters	120	\$107.75	\$227,363
Vehicle Motor Repair/Replacement	121	\$110.74	\$233,665
Vehicle Motor Tune-up	119	\$73.27	\$154,603
Vehicle Shock Absorber Replacement	114	\$7.63	\$16,103
Vehicle Steering/Front End Repair	110	\$30.53	\$64,415
Tire Repair and Other Repair Work	112	\$73.02	\$154,080

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Automotive Aftermarket Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		34,977	37,205
Households		12,588	13,456
Families		9,888	10,515
Median Age		37.1	37.2
Median Household Income		\$69,823	\$77,986
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
<b>Products</b>			<b>Total</b>
Vehicle Coolant/Brake/Transmission Fluids	116	\$5.52	\$69,454
Gasoline	122	\$3,416.73	\$43,009,657
Motor Oil	117	\$13.92	\$175,215
Vehicle Parts/Equipment and Accessories	116	\$65.03	\$818,642
Tire Purchase/Replacement	124	\$179.56	\$2,260,249
Vehicle Audio/Video Equipment and Installation	122	\$8.65	\$108,858
Vehicle Cleaning Products and Services	122	\$9.89	\$124,526
<b>Services</b>			
Auto Repair Service Policy	129	\$21.24	\$267,419
Membership Fees for Automobile Service Clubs	116	\$25.57	\$321,904
Global Positioning Services	123	\$3.12	\$39,318
Vehicle Air Conditioning Repair	126	\$22.27	\$280,337
Vehicle Body Work and Painting	120	\$45.67	\$574,871
Vehicle Brake Work	120	\$94.96	\$1,195,324
Vehicle Clutch/Transmission Repair	123	\$56.44	\$710,462
Vehicle Cooling System Repair	122	\$35.46	\$446,389
Vehicle Drive Shaft and Rear-end Repair	124	\$10.71	\$134,800
Vehicle Electrical System Repair	120	\$41.30	\$519,903
Vehicle Exhaust System Repair	119	\$15.98	\$201,166
Vehicle Front End Alignment/Wheel Balance & Rotation	120	\$22.30	\$280,666
Lube/Oil Change and Oil Filters	123	\$109.98	\$1,384,408
Vehicle Motor Repair/Replacement	123	\$112.66	\$1,418,155
Vehicle Motor Tune-up	123	\$75.87	\$955,045
Vehicle Shock Absorber Replacement	122	\$8.15	\$102,537
Vehicle Steering/Front End Repair	119	\$33.05	\$416,003
Tire Repair and Other Repair Work	121	\$78.56	\$988,863

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

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Automotive Aftermarket Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		64,741	68,086
Households		23,621	24,932
Families		18,161	19,075
Median Age		38.0	38.0
Median Household Income		\$71,238	\$79,785
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
<b>Products</b>			<b>Total</b>
Vehicle Coolant/Brake/Transmission Fluids	116	\$5.53	\$130,717
Gasoline	123	\$3,461.84	\$81,771,304
Motor Oil	118	\$13.98	\$330,114
Vehicle Parts/Equipment and Accessories	119	\$66.36	\$1,567,483
Tire Purchase/Replacement	126	\$181.58	\$4,289,048
Vehicle Audio/Video Equipment and Installation	125	\$8.84	\$208,811
Vehicle Cleaning Products and Services	125	\$10.19	\$240,797
<b>Services</b>			
Auto Repair Service Policy	129	\$21.26	\$502,216
Membership Fees for Automobile Service Clubs	122	\$26.83	\$633,688
Global Positioning Services	129	\$3.26	\$77,063
Vehicle Air Conditioning Repair	128	\$22.54	\$532,430
Vehicle Body Work and Painting	124	\$47.17	\$1,114,301
Vehicle Brake Work	125	\$99.27	\$2,344,749
Vehicle Clutch/Transmission Repair	123	\$56.67	\$1,338,697
Vehicle Cooling System Repair	124	\$36.04	\$851,209
Vehicle Drive Shaft and Rear-end Repair	126	\$10.89	\$257,222
Vehicle Electrical System Repair	123	\$42.53	\$1,004,645
Vehicle Exhaust System Repair	125	\$16.70	\$394,516
Vehicle Front End Alignment/Wheel Balance & Rotation	124	\$23.00	\$543,228
Lube/Oil Change and Oil Filters	125	\$112.00	\$2,645,548
Vehicle Motor Repair/Replacement	124	\$114.29	\$2,699,660
Vehicle Motor Tune-up	125	\$77.56	\$1,832,022
Vehicle Shock Absorber Replacement	126	\$8.41	\$198,751
Vehicle Steering/Front End Repair	124	\$34.39	\$812,393
Tire Repair and Other Repair Work	125	\$81.42	\$1,923,154

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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

Demographic Summary	2010	2015	
Population	5,944	6,505	
Households	2,110	2,319	
Families	1,687	1,844	
Median Age	33.7	33.7	
Median Household Income	\$60,908	\$67,005	
	Spending Potential Index	Average Amount Spent	Total
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	110	\$6,766.41	\$14,277,293
Savings Accounts	110	\$14,467.78	\$30,527,353
U.S. Savings Bonds	113	\$466.75	\$984,844
Stocks, Bonds & Mutual Funds	115	\$44,653.11	\$94,219,139
<b>Annual Changes</b>			
Checking Accounts	154	\$402.00	\$848,224
Savings Accounts	72	\$281.02	\$592,957
U.S. Savings Bonds	-114	-\$2.73	-\$5,765
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	112	\$1,099.38	\$2,319,718
Interest from Savings Accounts or Bonds	110	\$1,007.30	\$2,125,435
Retirement Plan Contributions	127	\$1,743.81	\$3,679,485
<b>Liabilities</b>			
Original Mortgage Amount	139	\$30,001.02	\$63,302,872
Vehicle Loan Amount 1	128	\$3,481.58	\$7,346,215
<b>Amount Paid: Interest</b>			
Home Mortgage	136	\$6,321.96	\$13,339,498
Lump Sum Home Equity Loan	120	\$156.33	\$329,863
New Car/Truck/Van Loan	130	\$271.56	\$572,989
Used Car/Truck/Van Loan	126	\$205.21	\$432,988
<b>Amount Paid: Principal</b>			
Home Mortgage	131	\$2,603.81	\$5,494,107
Lump Sum Home Equity Loan	117	\$195.93	\$413,413
New Car/Truck/Van Loan	130	\$1,442.16	\$3,042,995
Used Car/Truck/Van Loan	126	\$954.84	\$2,014,740
Checking Account and Banking Service Charges	116	\$32.37	\$68,310
Finance Charges, excluding Mortgage/Vehicle	118	\$289.65	\$611,179

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		34,977	37,205
Households		12,588	13,456
Families		9,888	10,515
Median Age		37.1	37.2
Median Household Income		\$69,823	\$77,986
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
			<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	123	\$7,299.05	\$91,880,128
Savings Accounts	123	\$16,158.51	\$203,402,769
U.S. Savings Bonds	128	\$526.40	\$6,626,297
Stocks, Bonds & Mutual Funds	130	\$50,850.48	\$640,103,892
<b>Annual Changes</b>			
Checking Accounts	150	\$390.95	\$4,921,280
Savings Accounts	101	\$396.24	\$4,987,803
U.S. Savings Bonds	97	\$2.31	\$29,125
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	123	\$1,213.57	\$15,276,427
Interest from Savings Accounts or Bonds	122	\$1,112.74	\$14,007,148
Retirement Plan Contributions	136	\$1,868.20	\$23,516,823
<b>Liabilities</b>			
Original Mortgage Amount	141	\$30,299.45	\$381,408,337
Vehicle Loan Amount 1	125	\$3,393.92	\$42,722,585
<b>Amount Paid: Interest</b>			
Home Mortgage	140	\$6,504.24	\$81,875,082
Lump Sum Home Equity Loan	132	\$171.64	\$2,160,622
New Car/Truck/Van Loan	129	\$270.56	\$3,405,844
Used Car/Truck/Van Loan	121	\$196.95	\$2,479,145
<b>Amount Paid: Principal</b>			
Home Mortgage	139	\$2,744.37	\$34,546,067
Lump Sum Home Equity Loan	130	\$217.27	\$2,734,953
New Car/Truck/Van Loan	131	\$1,455.18	\$18,317,785
Used Car/Truck/Van Loan	122	\$924.46	\$11,637,124
Checking Account and Banking Service Charges	116	\$32.24	\$405,840
Finance Charges, excluding Mortgage/Vehicle	122	\$298.30	\$3,754,927

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

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

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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		64,741	68,086
Households		23,621	24,932
Families		18,161	19,075
Median Age		38.0	38.0
Median Household Income		\$71,238	\$79,785
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
			<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	128	\$7,546.46	\$178,253,241
Savings Accounts	128	\$16,801.91	\$396,874,201
U.S. Savings Bonds	133	\$546.95	\$12,919,504
Stocks, Bonds & Mutual Funds	136	\$52,818.41	\$1,247,612,010
<b>Annual Changes</b>			
Checking Accounts	149	\$387.27	\$9,147,622
Savings Accounts	117	\$458.61	\$10,832,632
U.S. Savings Bonds	173	\$4.13	\$97,667
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	128	\$1,258.87	\$29,735,468
Interest from Savings Accounts or Bonds	126	\$1,153.74	\$27,252,208
Retirement Plan Contributions	139	\$1,916.47	\$45,268,440
<b>Liabilities</b>			
Original Mortgage Amount	141	\$30,342.59	\$716,715,769
Vehicle Loan Amount 1	125	\$3,404.79	\$80,423,882
<b>Amount Paid: Interest</b>			
Home Mortgage	141	\$6,538.56	\$154,445,846
Lump Sum Home Equity Loan	136	\$176.70	\$4,173,696
New Car/Truck/Van Loan	130	\$271.17	\$6,405,243
Used Car/Truck/Van Loan	122	\$197.62	\$4,667,823
<b>Amount Paid: Principal</b>			
Home Mortgage	140	\$2,779.90	\$65,663,401
Lump Sum Home Equity Loan	134	\$224.49	\$5,302,745
New Car/Truck/Van Loan	131	\$1,462.73	\$34,550,926
Used Car/Truck/Van Loan	123	\$929.32	\$21,951,254
Checking Account and Banking Service Charges	119	\$33.05	\$780,663
Finance Charges, excluding Mortgage/Vehicle	124	\$305.04	\$7,205,307

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

2010 Housing Summary		2010 Demographic Summary		
Housing Units	2,268	Population	5,944	
2010-2015 Percent Change	11.54%	Households	2,110	
Percent Occupied	93.0%	Families	1,687	
Percent Owner HHS	92.0%	Median Age	33.7	
Median Home Value	\$60,208	Median Household Income	\$60,908	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		128	\$15,100.93	\$31,863,316
Mortgage Interest		136	\$6,321.96	\$13,339,498
Mortgage Principal		131	\$2,603.81	\$5,494,107
Property Taxes		114	\$2,525.28	\$5,328,400
Homeowners Insurance		129	\$581.32	\$1,226,604
Ground Rent		119	\$86.19	\$181,859
Maintenance and Remodeling Services		123	\$2,432.26	\$5,132,120
Maintenance and Remodeling Materials		125	\$463.99	\$979,033
Property Management and Security		99	\$84.81	\$178,946
<b>Rented Dwellings</b>		79	\$2,698.88	\$5,694,710
Rent		78	\$2,531.08	\$5,340,642
Rent Received as Pay		77	\$70.84	\$149,468
Renters' Insurance		91	\$11.83	\$24,952
Maintenance and Repair Services		94	\$19.82	\$41,816
Maintenance and Repair Materials		123	\$65.32	\$137,833
<b>Owned Vacation Homes</b>		107	\$499.46	\$1,053,874
Mortgage Payment		116	\$237.07	\$500,216
Property Taxes		99	\$111.42	\$235,101
Homeowners Insurance		97	\$14.38	\$30,348
Maintenance and Remodeling		102	\$118.48	\$249,992
Property Management and Security		106	\$18.11	\$38,216
Housing While Attending School		118	\$96.17	\$202,928
<b>Household Operations</b>		122	\$1,920.29	\$4,051,853
Child Care		136	\$629.05	\$1,327,315
Care for Elderly or Handicapped		104	\$75.11	\$158,492
Appliance Rental and Repair		121	\$29.46	\$62,171
Computer Information Services		118	\$287.90	\$607,472
Home Security System Services		132	\$34.67	\$73,155
Non-Apparel Household Laundry/Dry Cleaning		13	\$4.91	\$10,360
Housekeeping Services		123	\$188.98	\$398,759
Lawn and Garden		121	\$506.18	\$1,068,055
Moving/Storage/Freight Express		112	\$68.18	\$143,854
PC Repair (Personal Use)		116	\$10.27	\$21,670
Reupholstering/Furniture Repair		121	\$9.58	\$20,220
Termite/Pest Control		139	\$33.77	\$71,246
Water Softening Services		121	\$6.79	\$14,334
Internet Services Away from Home		122	\$3.25	\$6,855
Voice Over IP Service		91	\$6.10	\$12,871
Other Home Services (1)		111	\$25.30	\$53,389

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	117	\$5,308.35	\$11,200,739
Bottled Gas	110	\$74.52	\$157,229
Electricity	122	\$2,070.21	\$4,368,190
Fuel Oil	54	\$60.52	\$127,693
Natural Gas	108	\$705.07	\$1,487,719
Telephone Services	118	\$1,701.00	\$3,589,148
Water and Other Public Services	126	\$689.88	\$1,455,657
Coal/Wood/Other Fuel	104	\$9.01	\$19,013
<b>Housekeeping Supplies</b>	119	\$832.62	\$1,756,842
Laundry and Cleaning Supplies	122	\$231.93	\$489,382
Postage and Stationery	115	\$234.83	\$495,494
Other HH Products (2)	120	\$366.27	\$772,848
<b>Household Textiles</b>	119	\$158.62	\$334,692
Bathroom Linens	119	\$21.16	\$44,640
Bedroom Linens	120	\$74.63	\$157,471
Kitchen and Dining Room Linens	122	\$3.77	\$7,953
Curtains and Draperies	119	\$34.36	\$72,499
Slipcovers, Decorative Pillows	122	\$5.23	\$11,040
Materials for Slipcovers/Curtains	115	\$17.54	\$37,004
Other Linens	115	\$2.01	\$4,244
<b>Furniture</b>	123	\$736.28	\$1,553,562
Mattresses and Box Springs	120	\$95.97	\$202,505
Other Bedroom Furniture	131	\$140.50	\$296,466
Sofas	115	\$174.14	\$367,430
Living Room Tables and Chairs	118	\$98.20	\$207,193
Kitchen, Dining Room Furniture	126	\$78.17	\$164,939
Infant Furniture	129	\$14.38	\$30,336
Outdoor Furniture	119	\$31.85	\$67,207
Wall Units, Cabinets, Other Furniture (3)	130	\$103.41	\$218,204
<b>Major Appliances</b>	122	\$369.45	\$779,552
Dishwashers and Disposals	118	\$32.39	\$68,350
Refrigerators and Freezers	128	\$104.84	\$221,218
Clothes Washers	127	\$63.64	\$134,288
Clothes Dryers	127	\$48.51	\$102,365
Cooking Stoves and Ovens	119	\$56.33	\$118,864
Microwave Ovens	111	\$14.17	\$29,904
Window Air Conditioners	100	\$7.00	\$14,765
Electric Floor Cleaning Equipment	116	\$26.11	\$55,084
Sewing Machines and Miscellaneous Appliances	103	\$16.64	\$35,108

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	113	\$84.98	\$179,320
Housewares	104	\$89.49	\$188,823
Small Appliances	114	\$37.51	\$79,142
Window Coverings	133	\$51.69	\$109,059
Lamps and Other Lighting Fixtures	121	\$28.62	\$60,391
Infant Equipment	35	\$6.98	\$14,733
Rental of Furniture	101	\$4.68	\$9,869
Laundry and Cleaning Equipment	120	\$26.72	\$56,386
Closet and Storage Items	23	\$5.74	\$12,105
Luggage	121	\$11.25	\$23,736
Clocks and Other Household Decoratives	34	\$69.32	\$146,265
Telephones and Accessories	84	\$35.65	\$75,225
Telephone Answering Devices	112	\$0.94	\$1,983
Grills and Outdoor Equipment	30	\$16.04	\$33,854
Power Tools	109	\$34.84	\$73,518
Hand Tools	111	\$11.49	\$24,254
Office Furniture/Equipment for Home Use	129	\$21.15	\$44,619
Computers and Hardware for Home Use	119	\$227.96	\$481,010
Software and Accessories for Home Use	118	\$33.74	\$71,185
Other Household Items (4)	116	\$120.39	\$254,025

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

2010 Housing Summary		2010 Demographic Summary	
Housing Units	13,287	Population	34,977
2010-2015 Percent Change	8.13%	Households	12,588
Percent Occupied	94.7%	Families	9,888
Percent Owner HHS	86.1%	Median Age	37.1
Median Home Value	\$144,743	Median Household Income	\$69,823
		Spending Potential Index	Average Amount Spent
			Total
<b>Owned Dwellings</b>		136	\$201,571,109
Mortgage Interest		140	\$81,875,082
Mortgage Principal		139	\$34,546,067
Property Taxes		129	\$35,897,707
Homeowners Insurance		133	\$7,544,341
Ground Rent		117	\$1,069,764
Maintenance and Remodeling Services		133	\$33,298,395
Maintenance and Remodeling Materials		130	\$6,104,256
Property Management and Security		116	\$1,245,173
<b>Rented Dwellings</b>		74	\$32,142,960
Rent		74	\$30,220,635
Rent Received as Pay		69	\$794,707
Renters' Insurance		89	\$146,239
Maintenance and Repair Services		88	\$234,116
Maintenance and Repair Materials		112	\$747,264
<b>Owned Vacation Homes</b>		125	\$7,305,996
Mortgage Payment		131	\$3,366,062
Property Taxes		120	\$1,702,544
Homeowners Insurance		119	\$221,365
Maintenance and Remodeling		119	\$1,749,692
Property Management and Security		124	\$266,331
Housing While Attending School		133	\$1,362,104
<b>Household Operations</b>		125	\$24,892,846
Child Care		134	\$7,777,529
Care for Elderly or Handicapped		124	\$1,128,393
Appliance Rental and Repair		128	\$390,851
Computer Information Services		122	\$3,758,956
Home Security System Services		136	\$447,273
Non-Apparel Household Laundry/Dry Cleaning		13	\$63,381
Housekeeping Services		129	\$2,491,598
Lawn and Garden		128	\$6,733,163
Moving/Storage/Freight Express		113	\$862,660
PC Repair (Personal Use)		118	\$130,924
Reupholstering/Furniture Repair		129	\$128,943
Termite/Pest Control		135	\$414,801
Water Softening Services		117	\$82,900
Internet Services Away from Home		125	\$41,889
Voice Over IP Service		109	\$91,125
Other Home Services (1)		123	\$353,656

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	120	\$5,445.71	\$68,550,379
Bottled Gas	111	\$74.97	\$943,697
Electricity	121	\$2,057.38	\$25,898,191
Fuel Oil	90	\$101.20	\$1,273,886
Natural Gas	121	\$792.04	\$9,970,187
Telephone Services	119	\$1,712.98	\$21,562,938
Water and Other Public Services	127	\$697.21	\$8,776,464
Coal/Wood/Other Fuel	104	\$8.98	\$113,023
<b>Housekeeping Supplies</b>	122	\$852.55	\$10,731,839
Laundry and Cleaning Supplies	121	\$231.13	\$2,909,426
Postage and Stationery	120	\$246.03	\$3,097,068
Other HH Products (2)	122	\$375.17	\$4,722,653
<b>Household Textiles</b>	123	\$164.29	\$2,068,094
Bathroom Linens	121	\$21.52	\$270,855
Bedroom Linens	123	\$76.22	\$959,421
Kitchen and Dining Room Linens	125	\$3.87	\$48,696
Curtains and Draperies	125	\$36.18	\$455,478
Slipcovers, Decorative Pillows	125	\$5.34	\$67,200
Materials for Slipcovers/Curtains	124	\$19.01	\$239,244
Other Linens	121	\$2.12	\$26,692
<b>Furniture</b>	126	\$755.52	\$9,510,473
Mattresses and Box Springs	121	\$96.74	\$1,217,710
Other Bedroom Furniture	128	\$136.88	\$1,723,081
Sofas	121	\$183.37	\$2,308,302
Living Room Tables and Chairs	124	\$103.17	\$1,298,667
Kitchen, Dining Room Furniture	128	\$79.59	\$1,001,903
Infant Furniture	129	\$14.34	\$180,574
Outdoor Furniture	134	\$35.83	\$450,981
Wall Units, Cabinets, Other Furniture (3)	132	\$105.42	\$1,326,966
<b>Major Appliances</b>	126	\$381.65	\$4,804,239
Dishwashers and Disposals	127	\$34.88	\$439,095
Refrigerators and Freezers	128	\$104.73	\$1,318,366
Clothes Washers	129	\$64.45	\$811,272
Clothes Dryers	130	\$49.44	\$622,356
Cooking Stoves and Ovens	127	\$59.88	\$753,827
Microwave Ovens	117	\$14.92	\$187,843
Window Air Conditioners	101	\$7.07	\$88,964
Electric Floor Cleaning Equipment	119	\$26.92	\$338,868
Sewing Machines and Miscellaneous Appliances	119	\$19.26	\$242,438

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	127	\$94.93	\$1,194,945
Housewares	107	\$92.06	\$1,158,882
Small Appliances	120	\$39.18	\$493,225
Window Coverings	137	\$53.40	\$672,183
Lamps and Other Lighting Fixtures	128	\$30.27	\$380,986
Infant Equipment	33	\$6.76	\$85,105
Rental of Furniture	88	\$4.10	\$51,557
Laundry and Cleaning Equipment	121	\$27.07	\$340,808
Closet and Storage Items	24	\$6.09	\$76,614
Luggage	129	\$11.94	\$150,249
Clocks and Other Household Decoratives	36	\$74.33	\$935,645
Telephones and Accessories	83	\$35.29	\$444,182
Telephone Answering Devices	119	\$1.00	\$12,618
Grills and Outdoor Equipment	33	\$17.34	\$218,289
Power Tools	113	\$36.27	\$456,507
Hand Tools	116	\$11.95	\$150,464
Office Furniture/Equipment for Home Use	133	\$21.74	\$273,690
Computers and Hardware for Home Use	122	\$234.47	\$2,951,541
Software and Accessories for Home Use	123	\$34.98	\$440,293
Other Household Items (4)	121	\$125.51	\$1,579,884

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

2010 Housing Summary		2010 Demographic Summary	
Housing Units	24,962	Population	64,741
2010-2015 Percent Change	6.83%	Households	23,621
Percent Occupied	94.6%	Families	18,161
Percent Owner HHS	82.1%	Median Age	38.0
Median Home Value	\$159,411	Median Household Income	\$71,238
		Spending Potential Index	Average Amount Spent
			Total
<b>Owned Dwellings</b>		138	\$384,627,353
Mortgage Interest		141	\$154,445,846
Mortgage Principal		140	\$65,663,401
Property Taxes		134	\$70,179,660
Homeowners Insurance		133	\$14,179,578
Ground Rent		117	\$2,004,625
Maintenance and Remodeling Services		137	\$64,077,984
Maintenance and Remodeling Materials		132	\$11,600,480
Property Management and Security		122	\$2,469,188
<b>Rented Dwellings</b>		83	\$67,253,690
Rent		83	\$63,448,054
Rent Received as Pay		76	\$1,647,094
Renters' Insurance		96	\$296,010
Maintenance and Repair Services		92	\$460,032
Maintenance and Repair Materials		112	\$1,402,500
<b>Owned Vacation Homes</b>		132	\$14,510,594
Mortgage Payment		137	\$6,620,214
Property Taxes		129	\$3,430,652
Homeowners Insurance		127	\$445,666
Maintenance and Remodeling		127	\$3,485,871
Property Management and Security		131	\$528,192
Housing While Attending School		138	\$2,657,782
<b>Household Operations</b>		128	\$47,671,283
Child Care		135	\$14,786,406
Care for Elderly or Handicapped		132	\$2,256,981
Appliance Rental and Repair		130	\$745,563
Computer Information Services		125	\$7,224,028
Home Security System Services		136	\$840,694
Non-Apparel Household Laundry/Dry Cleaning		15	\$129,141
Housekeeping Services		132	\$4,778,659
Lawn and Garden		130	\$12,874,241
Moving/Storage/Freight Express		116	\$1,660,537
PC Repair (Personal Use)		120	\$251,245
Reupholstering/Furniture Repair		132	\$246,645
Termite/Pest Control		132	\$760,131
Water Softening Services		119	\$157,739
Internet Services Away from Home		127	\$80,089
Voice Over IP Service		118	\$186,263
Other Home Services (1)		128	\$689,437

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	123	\$5,562.09	\$131,380,852
Bottled Gas	113	\$76.70	\$1,811,819
Electricity	122	\$2,075.18	\$49,017,367
Fuel Oil	108	\$121.01	\$2,858,417
Natural Gas	128	\$834.12	\$19,702,589
Telephone Services	121	\$1,744.85	\$41,214,785
Water and Other Public Services	128	\$701.27	\$16,564,478
Coal/Wood/Other Fuel	107	\$9.26	\$218,633
<b>Housekeeping Supplies</b>	124	\$867.43	\$20,489,352
Laundry and Cleaning Supplies	123	\$233.46	\$5,514,470
Postage and Stationery	123	\$252.23	\$5,957,799
Other HH Products (2)	125	\$381.81	\$9,018,730
<b>Household Textiles</b>	126	\$168.01	\$3,968,627
Bathroom Linens	124	\$21.99	\$519,416
Bedroom Linens	126	\$77.95	\$1,841,319
Kitchen and Dining Room Linens	127	\$3.93	\$92,930
Curtains and Draperies	128	\$37.02	\$874,504
Slipcovers, Decorative Pillows	127	\$5.45	\$128,628
Materials for Slipcovers/Curtains	128	\$19.51	\$460,783
Other Linens	124	\$2.17	\$51,374
<b>Furniture</b>	129	\$772.40	\$18,244,640
Mattresses and Box Springs	124	\$98.61	\$2,329,135
Other Bedroom Furniture	128	\$137.46	\$3,247,011
Sofas	126	\$190.28	\$4,494,675
Living Room Tables and Chairs	128	\$106.11	\$2,506,502
Kitchen, Dining Room Furniture	131	\$81.22	\$1,918,508
Infant Furniture	131	\$14.64	\$345,787
Outdoor Furniture	140	\$37.32	\$881,512
Wall Units, Cabinets, Other Furniture (3)	134	\$106.81	\$2,523,040
<b>Major Appliances</b>	128	\$387.98	\$9,164,382
Dishwashers and Disposals	131	\$35.81	\$845,799
Refrigerators and Freezers	128	\$105.10	\$2,482,434
Clothes Washers	130	\$65.12	\$1,538,076
Clothes Dryers	131	\$50.10	\$1,183,307
Cooking Stoves and Ovens	130	\$61.37	\$1,449,710
Microwave Ovens	121	\$15.43	\$364,573
Window Air Conditioners	105	\$7.37	\$174,023
Electric Floor Cleaning Equipment	122	\$27.53	\$650,329
Sewing Machines and Miscellaneous Appliances	125	\$20.19	\$476,865

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	132	\$99.29	\$2,345,421
Housewares	110	\$94.38	\$2,229,265
Small Appliances	123	\$40.31	\$952,107
Window Coverings	139	\$54.21	\$1,280,401
Lamps and Other Lighting Fixtures	132	\$31.08	\$734,212
Infant Equipment	34	\$6.83	\$161,382
Rental of Furniture	92	\$4.28	\$101,141
Laundry and Cleaning Equipment	123	\$27.48	\$649,135
Closet and Storage Items	25	\$6.31	\$149,026
Luggage	133	\$12.28	\$290,002
Clocks and Other Household Decoratives	37	\$76.08	\$1,796,991
Telephones and Accessories	84	\$35.93	\$848,768
Telephone Answering Devices	123	\$1.03	\$24,369
Grills and Outdoor Equipment	34	\$17.93	\$423,451
Power Tools	116	\$37.20	\$878,707
Hand Tools	121	\$12.44	\$293,778
Office Furniture/Equipment for Home Use	135	\$22.05	\$520,922
Computers and Hardware for Home Use	126	\$240.70	\$5,685,476
Software and Accessories for Home Use	126	\$35.89	\$847,800
Other Household Items (4)	124	\$128.68	\$3,039,465

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Medical Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		5,944	6,505
Households		2,110	2,319
Families		1,687	1,844
Median Household Income		\$60,908	\$67,005
Males per 100 Females		102.5	103.0
<b>Population By Age</b>			
Population <5 Years		9.0%	9.0%
Population 5-17 Years		21.5%	21.3%
Population 65+ Years		6.5%	7.5%
Median Age		33.7	33.7
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	114	\$4,255.37	\$8,978,935
<b>Medical Care</b>	115	\$2,069.28	\$4,366,229
Physician Services	121	\$275.15	\$580,579
Dental Services	112	\$364.14	\$768,354
Eyecare Services	120	\$60.09	\$126,793
Lab Tests, X-Rays	124	\$68.33	\$144,185
Hospital Room and Hospital Services	126	\$172.49	\$363,948
Convalescent or Nursing Home Care	77	\$17.72	\$37,393
Other Medical services (1)	121	\$135.07	\$284,994
Nonprescription Drugs	118	\$121.90	\$257,221
Prescription Drugs	114	\$567.36	\$1,197,148
Nonprescription Vitamins	113	\$64.19	\$135,443
Medicare Prescription Drug Premium	94	\$46.90	\$98,967
Eyeglasses and Contact Lenses	116	\$89.12	\$188,051
Hearing Aids	90	\$19.66	\$41,483
Medical Equipment for General Use	131	\$8.31	\$17,534
Other Medical Supplies (2)	114	\$58.40	\$123,226
<b>Health Insurance</b>	113	\$2,187.17	\$4,614,988
Blue Cross/Blue Shield	119	\$668.55	\$1,410,661
Commercial Health Insurance	124	\$465.13	\$981,441
Health Maintenance Organization	115	\$382.60	\$807,302
Medicare Payments	98	\$402.88	\$850,084
Long Term Care Insurance	107	\$89.69	\$189,246
Other Health Insurance (3)	106	\$179.47	\$378,683

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Medical Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		34,977	37,205
Households		12,588	13,456
Families		9,888	10,515
Median Household Income		\$69,823	\$77,986
Males per 100 Females		96.1	96.3
<b>Population By Age</b>			
Population <5 Years		7.8%	7.7%
Population 5-17 Years		20.2%	20.4%
Population 65+ Years		9.9%	11.4%
Median Age		37.1	37.2
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	120	\$4,454.25	\$56,069,973
<b>Medical Care</b>	120	\$2,155.49	\$27,133,203
Physician Services	124	\$281.43	\$3,542,582
Dental Services	121	\$393.80	\$4,957,183
Eyecare Services	124	\$62.08	\$781,442
Lab Tests, X-Rays	126	\$69.17	\$870,698
Hospital Room and Hospital Services	126	\$172.30	\$2,168,886
Convalescent or Nursing Home Care	93	\$21.44	\$269,913
Other Medical services (1)	126	\$141.57	\$1,782,131
Nonprescription Drugs	119	\$122.78	\$1,545,565
Prescription Drugs	118	\$587.16	\$7,391,132
Nonprescription Vitamins	118	\$66.96	\$842,952
Medicare Prescription Drug Premium	100	\$49.55	\$623,755
Eyeglasses and Contact Lenses	124	\$95.75	\$1,205,270
Hearing Aids	101	\$21.91	\$275,758
Medical Equipment for General Use	131	\$8.27	\$104,121
Other Medical Supplies (2)	120	\$61.52	\$774,464
<b>Health Insurance</b>	119	\$2,298.21	\$28,929,800
Blue Cross/Blue Shield	125	\$697.96	\$8,785,948
Commercial Health Insurance	130	\$484.53	\$6,099,205
Health Maintenance Organization	121	\$404.51	\$5,091,993
Medicare Payments	103	\$425.65	\$5,358,036
Long Term Care Insurance	118	\$98.50	\$1,239,890
Other Health Insurance (3)	111	\$186.46	\$2,347,205

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Medical Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		64,741	68,086
Households		23,621	24,932
Families		18,161	19,075
Median Household Income		\$71,238	\$79,785
Males per 100 Females		96.3	96.4
<b>Population By Age</b>			
Population <5 Years		7.5%	7.3%
Population 5-17 Years		19.8%	19.8%
Population 65+ Years		10.7%	12.2%
Median Age		38.0	38.0
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	122	\$4,554.38	\$107,577,981
<b>Medical Care</b>	123	\$2,199.95	\$51,964,614
Physician Services	126	\$285.41	\$6,741,589
Dental Services	125	\$406.68	\$9,606,115
Eyecare Services	126	\$63.13	\$1,491,063
Lab Tests, X-Rays	126	\$69.58	\$1,643,524
Hospital Room and Hospital Services	126	\$172.87	\$4,083,293
Convalescent or Nursing Home Care	102	\$23.63	\$558,154
Other Medical services (1)	129	\$144.63	\$3,416,307
Nonprescription Drugs	120	\$123.94	\$2,927,669
Prescription Drugs	120	\$596.93	\$14,100,020
Nonprescription Vitamins	121	\$68.35	\$1,614,495
Medicare Prescription Drug Premium	104	\$51.73	\$1,221,966
Eyeglasses and Contact Lenses	128	\$98.42	\$2,324,866
Hearing Aids	105	\$22.94	\$541,922
Medical Equipment for General Use	132	\$8.32	\$196,448
Other Medical Supplies (2)	124	\$63.32	\$1,495,669
<b>Health Insurance</b>	122	\$2,354.60	\$55,617,532
Blue Cross/Blue Shield	127	\$711.59	\$16,808,400
Commercial Health Insurance	132	\$492.68	\$11,637,511
Health Maintenance Organization	125	\$416.08	\$9,828,102
Medicare Payments	107	\$441.21	\$10,421,739
Long Term Care Insurance	121	\$101.24	\$2,391,448
Other Health Insurance (3)	114	\$191.98	\$4,534,781

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Recreation Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		5,944	6,505
Households		2,110	2,319
Families		1,687	1,844
Median Age		33.7	33.7
Median Household Income		\$60,908	\$67,005
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	119	\$738.35	\$1,557,945
Admission to Movies, Theater, Opera, Ballet	116	\$176.35	\$372,110
Admission to Sporting Events, excl.Trips	129	\$76.74	\$161,924
Fees for Participant Sports, excl.Trips	122	\$130.23	\$274,788
Fees for Recreational Lessons	121	\$164.68	\$347,480
Membership Fees for Social/Recreation/Civic Clubs	116	\$189.74	\$400,351
Dating Services	80	\$0.61	\$1,292
Rental of Video Cassettes and DVDs	122	\$50.11	\$105,739
<b>Toys &amp; Games</b>	122	\$177.98	\$375,538
Toys and Playground Equipment	123	\$173.45	\$365,991
Play Arcade Pinball/Video Games	104	\$1.96	\$4,139
Online Entertainment and Games	114	\$2.65	\$5,594
<b>Recreational Vehicles and Fees</b>	121	\$392.29	\$827,743
Docking and Landing Fees for Boats and Planes	105	\$7.42	\$15,662
Camp Fees	114	\$32.84	\$69,284
Purchase of RVs or Boats	123	\$341.83	\$721,280
Rental of RVs or Boats	122	\$10.41	\$21,970
<b>Sports, Recreation and Exercise Equipment</b>	100	\$180.42	\$380,698
Exercise Equipment and Gear, Game Tables	108	\$88.40	\$186,523
Bicycles	118	\$23.28	\$49,124
Camping Equipment	52	\$7.45	\$15,723
Hunting and Fishing Equipment	77	\$29.48	\$62,207
Winter Sports Equipment	118	\$7.65	\$16,140
Water Sports Equipment	115	\$7.66	\$16,154
Other Sports Equipment	121	\$11.45	\$24,162
Rental/Repair of Sports/Recreation/Exercise Equipment	129	\$5.14	\$10,856
<b>Photographic Equipment and Supplies</b>	122	\$126.29	\$266,467
Film	115	\$8.48	\$17,893
Film Processing	118	\$26.52	\$55,965
Photographic Equipment	121	\$51.73	\$109,142
Photographer Fees/Other Supplies & Equip Rental/Repair	128	\$39.60	\$83,563
<b>Reading</b>	110	\$170.61	\$359,999
Magazine/Newspaper Subscriptions	109	\$68.91	\$145,393
Magazine/Newspaper Single Copies	103	\$19.80	\$41,773
Books	113	\$81.99	\$173,005

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Recreation Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		34,977	37,205
Households		12,588	13,456
Families		9,888	10,515
Median Age		37.1	37.2
Median Household Income		\$69,823	\$77,986
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	128	\$794.43	\$10,000,280
Admission to Movies, Theater, Opera, Ballet	123	\$186.43	\$2,346,835
Admission to Sporting Events, excl.Trips	135	\$80.42	\$1,012,344
Fees for Participant Sports, excl.Trips	129	\$137.80	\$1,734,661
Fees for Recreational Lessons	133	\$181.65	\$2,286,663
Membership Fees for Social/Recreation/Civic Clubs	127	\$207.39	\$2,610,661
Dating Services	94	\$0.72	\$9,117
Rental of Video Cassettes and DVDs	122	\$50.29	\$633,111
<b>Toys &amp; Games</b>	124	\$180.38	\$2,270,633
Toys and Playground Equipment	124	\$175.54	\$2,209,721
Play Arcade Pinball/Video Games	112	\$2.11	\$26,530
Online Entertainment and Games	116	\$2.69	\$33,818
<b>Recreational Vehicles and Fees</b>	125	\$402.88	\$5,071,485
Docking and Landing Fees for Boats and Planes	125	\$8.88	\$111,801
Camp Fees	132	\$38.14	\$480,116
Purchase of RVs or Boats	124	\$344.94	\$4,342,081
Rental of RVs or Boats	126	\$10.82	\$136,221
<b>Sports, Recreation and Exercise Equipment</b>	101	\$183.64	\$2,311,606
Exercise Equipment and Gear, Game Tables	109	\$89.09	\$1,121,455
Bicycles	123	\$24.40	\$307,168
Camping Equipment	52	\$7.52	\$94,608
Hunting and Fishing Equipment	77	\$29.45	\$370,711
Winter Sports Equipment	120	\$7.77	\$97,804
Water Sports Equipment	123	\$8.18	\$102,929
Other Sports Equipment	127	\$12.06	\$151,871
Rental/Repair of Sports/Recreation/Exercise Equipment	128	\$5.12	\$64,491
<b>Photographic Equipment and Supplies</b>	127	\$131.04	\$1,649,488
Film	119	\$8.76	\$110,286
Film Processing	124	\$27.91	\$351,279
Photographic Equipment	126	\$53.81	\$677,410
Photographer Fees/Other Supplies & Equip Rental/Repair	131	\$40.53	\$510,197
<b>Reading</b>	120	\$185.86	\$2,339,661
Magazine/Newspaper Subscriptions	121	\$76.63	\$964,558
Magazine/Newspaper Single Copies	112	\$21.45	\$269,968
Books	121	\$87.75	\$1,104,539

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

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

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Recreation Expenditures

SR 28/Smith Rd.  
1420 STHY 28, Loveland, OH, 45140  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.21227  
Longitude: -84.20551

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		64,741	68,086
Households		23,621	24,932
Families		18,161	19,075
Median Age		38.0	38.0
Median Household Income		\$71,238	\$79,785
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	133	\$822.25	\$19,422,168
Admission to Movies, Theater, Opera, Ballet	127	\$192.82	\$4,554,588
Admission to Sporting Events, excl.Trips	138	\$82.34	\$1,945,032
Fees for Participant Sports, excl.Trips	132	\$140.96	\$3,329,497
Fees for Recreational Lessons	139	\$189.48	\$4,475,591
Membership Fees for Social/Recreation/Civic Clubs	132	\$215.85	\$5,098,547
Dating Services	104	\$0.80	\$18,914
Rental of Video Cassettes and DVDs	125	\$51.44	\$1,215,125
<b>Toys &amp; Games</b>	127	\$184.27	\$4,352,636
Toys and Playground Equipment	127	\$179.27	\$4,234,399
Play Arcade Pinball/Video Games	119	\$2.24	\$52,977
Online Entertainment and Games	120	\$2.78	\$65,609
<b>Recreational Vehicles and Fees</b>	126	\$408.26	\$9,643,487
Docking and Landing Fees for Boats and Planes	133	\$9.45	\$223,248
Camp Fees	141	\$40.56	\$958,004
Purchase of RVs or Boats	125	\$347.19	\$8,200,866
Rental of RVs or Boats	130	\$11.10	\$262,110
<b>Sports, Recreation and Exercise Equipment</b>	103	\$187.22	\$4,422,202
Exercise Equipment and Gear, Game Tables	110	\$90.52	\$2,138,144
Bicycles	128	\$25.37	\$599,254
Camping Equipment	53	\$7.67	\$181,252
Hunting and Fishing Equipment	77	\$29.63	\$699,996
Winter Sports Equipment	124	\$8.03	\$189,692
Water Sports Equipment	126	\$8.43	\$199,188
Other Sports Equipment	131	\$12.43	\$293,622
Rental/Repair of Sports/Recreation/Exercise Equipment	128	\$5.14	\$121,407
<b>Photographic Equipment and Supplies</b>	130	\$134.37	\$3,173,821
Film	122	\$8.96	\$211,641
Film Processing	128	\$28.74	\$678,965
Photographic Equipment	129	\$55.39	\$1,308,449
Photographer Fees/Other Supplies & Equip Rental/Repair	134	\$41.28	\$974,974
<b>Reading</b>	125	\$193.47	\$4,569,974
Magazine/Newspaper Subscriptions	126	\$79.76	\$1,884,091
Magazine/Newspaper Single Copies	118	\$22.63	\$534,435
Books	126	\$91.10	\$2,151,829

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