



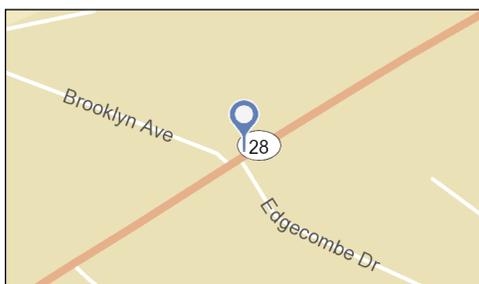
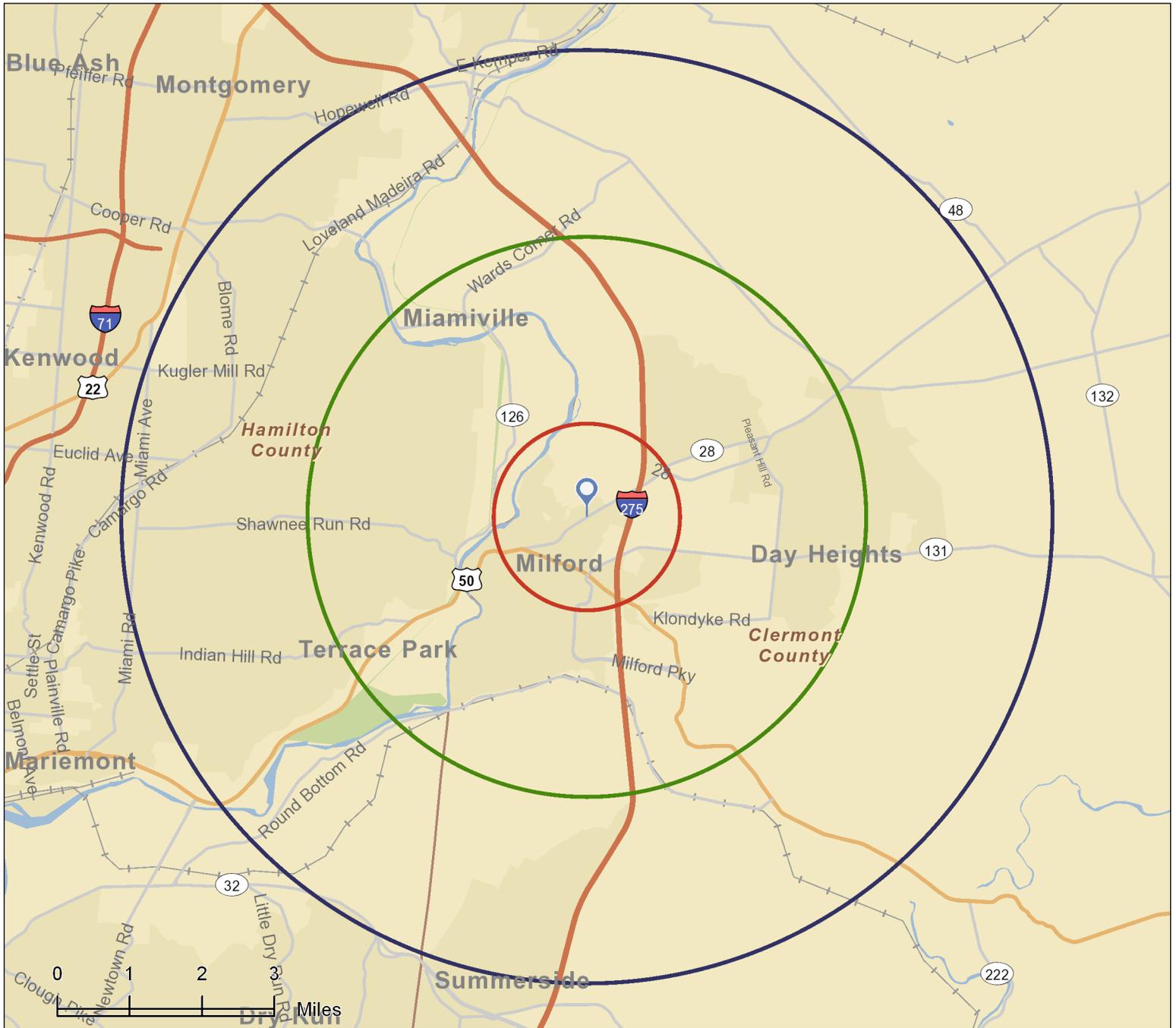
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Site Map

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 1, 3, 5 Miles

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

Latitude: 39.18186  
Longitude: -84.27402



March 27, 2012

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## Market Profile

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	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	7,000	27,747	73,652
2000 Group Quarters	32	446	635
2010 Total Population	7,380	30,692	81,206
2015 Total Population	7,553	31,781	84,593
2010-2015 Annual Rate	0.46%	0.70%	0.82%
<b>Household Summary</b>			
2000 Households	3,084	10,815	26,957
2000 Average Household Size	2.26	2.52	2.71
2010 Households	3,318	12,102	30,012
2010 Average Household Size	2.21	2.50	2.68
2015 Households	3,412	12,577	31,340
2015 Average Household Size	2.20	2.49	2.68
2010-2015 Annual Rate	0.56%	0.77%	0.87%
2000 Families	1,892	7,703	20,476
2000 Average Family Size	2.90	3.04	3.15
2010 Families	1,988	8,520	22,510
2010 Average Family Size	2.86	3.02	3.13
2015 Families	2,026	8,803	23,390
2015 Average Family Size	2.85	3.01	3.13
2010-2015 Annual Rate	0.38%	0.66%	0.77%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,207	11,231	27,926
Owner Occupied Housing Units	55.3%	73.3%	78.6%
Renter Occupied Housing Units	40.7%	23.1%	18.0%
Vacant Housing Units	4.0%	3.5%	3.4%
2010 Housing Units	3,540	12,883	31,869
Owner Occupied Housing Units	53.3%	70.9%	75.6%
Renter Occupied Housing Units	40.4%	23.1%	18.6%
Vacant Housing Units	6.3%	6.1%	5.8%
2015 Housing Units	3,701	13,557	33,629
Owner Occupied Housing Units	52.8%	70.3%	75.0%
Renter Occupied Housing Units	39.4%	22.4%	18.2%
Vacant Housing Units	7.8%	7.2%	6.8%
<b>Median Household Income</b>			
2000	\$37,460	\$53,603	\$59,628
2010	\$50,338	\$70,450	\$76,184
2015	\$60,490	\$79,983	\$84,527
<b>Median Home Value</b>			
2000	\$116,115	\$137,840	\$142,946
2010	\$144,712	\$169,431	\$171,573
2015	\$159,865	\$186,600	\$189,152
<b>Per Capita Income</b>			
2000	\$23,072	\$28,099	\$31,112
2010	\$29,220	\$33,761	\$36,418
2015	\$33,191	\$37,627	\$40,068
<b>Median Age</b>			
2000	36.7	38.1	36.6
2010	38.9	40.9	38.8
2015	39.0	40.8	38.7

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

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

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<b>2000 Households by Income</b>			
Household Income Base	3,157	10,824	26,952
<\$15,000	15.8%	11.0%	8.0%
\$15,000 - \$24,999	14.8%	9.7%	8.3%
\$25,000 - \$34,999	16.4%	12.3%	10.2%
\$35,000 - \$49,999	14.7%	13.6%	14.7%
\$50,000 - \$74,999	17.6%	19.7%	20.5%
\$75,000 - \$99,999	9.6%	14.2%	14.5%
\$100,000 - \$149,999	7.8%	12.0%	13.2%
\$150,000 - \$199,999	1.2%	3.5%	4.7%
\$200,000+	2.0%	4.0%	6.0%
Average Household Income	\$52,563	\$72,019	\$84,552
<b>2010 Households by Income</b>			
Household Income Base	3,318	12,101	30,009
<\$15,000	11.9%	7.7%	5.6%
\$15,000 - \$24,999	9.5%	6.4%	5.0%
\$25,000 - \$34,999	11.3%	7.8%	6.4%
\$35,000 - \$49,999	17.1%	13.2%	13.0%
\$50,000 - \$74,999	16.5%	17.7%	18.7%
\$75,000 - \$99,999	16.3%	19.2%	18.3%
\$100,000 - \$149,999	12.2%	18.0%	18.7%
\$150,000 - \$199,999	2.6%	4.9%	6.7%
\$200,000+	2.6%	5.1%	7.6%
Average Household Income	\$66,188	\$85,662	\$98,177
<b>2015 Households by Income</b>			
Household Income Base	3,415	12,577	31,338
<\$15,000	10.7%	6.6%	4.7%
\$15,000 - \$24,999	7.7%	4.9%	3.8%
\$25,000 - \$34,999	8.6%	5.5%	4.5%
\$35,000 - \$49,999	13.2%	9.5%	9.2%
\$50,000 - \$74,999	18.5%	18.3%	19.4%
\$75,000 - \$99,999	17.7%	19.6%	18.5%
\$100,000 - \$149,999	16.8%	23.7%	23.7%
\$150,000 - \$199,999	3.5%	6.0%	7.9%
\$200,000+	3.2%	5.8%	8.5%
Average Household Income	\$74,734	\$95,107	\$107,752
<b>2000 Owner Occupied Housing Units by Value</b>			
Total	1,784	8,193	21,926
<\$50,000	13.9%	7.0%	6.8%
\$50,000 - \$99,999	25.7%	21.6%	20.3%
\$100,000 - \$149,999	28.9%	27.5%	26.3%
\$150,000 - \$199,999	20.6%	22.3%	17.5%
\$200,000 - \$299,999	8.0%	11.8%	13.8%
\$300,000 - \$499,999	2.4%	6.6%	9.1%
\$500,000 - \$999,999	0.5%	2.1%	3.8%
\$1,000,000 +	0.0%	1.2%	2.3%
Average Home Value	\$126,791	\$175,182	\$205,542
<b>2000 Specified Renter Occupied Housing Units by Contract Rent</b>			
Total	1,331	2,620	4,970
With Cash Rent	94.5%	94.3%	95.6%
No Cash Rent	5.5%	5.7%	4.4%
Median Rent	\$433	\$467	\$501
Average Rent	\$437	\$485	\$522

**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	6,999	27,746	73,654
0 - 4	7.1%	6.7%	7.2%
5 - 9	6.7%	7.3%	8.2%
10 - 14	7.0%	7.9%	8.5%
15 - 24	12.7%	11.5%	11.6%
25 - 34	13.8%	11.4%	11.6%
35 - 44	16.5%	16.8%	18.1%
45 - 54	13.2%	15.3%	15.7%
55 - 64	8.4%	9.0%	8.5%
65 - 74	7.3%	6.9%	5.7%
75 - 84	5.2%	4.8%	3.6%
85 +	2.0%	2.2%	1.3%
18 +	75.2%	73.5%	71.1%
<b>2010 Population by Age</b>			
Total	7,379	30,691	81,205
0 - 4	6.8%	6.5%	7.1%
5 - 9	6.6%	6.8%	7.4%
10 - 14	6.3%	7.1%	7.7%
15 - 24	12.6%	11.5%	11.9%
25 - 34	13.0%	11.0%	11.2%
35 - 44	12.6%	12.7%	13.8%
45 - 54	15.0%	16.1%	16.9%
55 - 64	12.1%	13.0%	12.5%
65 - 74	7.1%	7.4%	6.3%
75 - 84	5.0%	5.1%	3.7%
85 +	2.9%	2.8%	1.8%
18 +	76.7%	75.4%	73.3%
<b>2015 Population by Age</b>			
Total	7,555	31,778	84,593
0 - 4	6.6%	6.3%	7.0%
5 - 9	6.5%	6.7%	7.4%
10 - 14	6.4%	7.2%	7.8%
15 - 24	12.1%	11.4%	11.6%
25 - 34	13.5%	11.5%	11.5%
35 - 44	12.0%	11.8%	13.1%
45 - 54	13.1%	14.4%	15.1%
55 - 64	13.3%	13.5%	13.2%
65 - 74	8.8%	9.3%	8.0%
75 - 84	4.8%	5.0%	3.7%
85 +	2.9%	2.8%	1.8%
18 +	76.9%	75.6%	73.5%
<b>2000 Population by Sex</b>			
Males	47.3%	47.7%	48.7%
Females	52.7%	52.3%	51.3%
<b>2010 Population by Sex</b>			
Males	47.9%	47.7%	48.7%
Females	52.1%	52.3%	51.3%
<b>2015 Population by Sex</b>			
Males	48.1%	47.8%	48.7%
Females	51.9%	52.2%	51.3%

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	7,000	27,747	73,652
White Alone	94.9%	96.1%	96.2%
Black Alone	3.4%	1.9%	1.3%
American Indian Alone	0.1%	0.2%	0.1%
Asian or Pacific Islander Alone	0.6%	0.7%	1.2%
Some Other Race Alone	0.2%	0.3%	0.3%
Two or More Races	0.8%	0.7%	0.8%
Hispanic Origin	0.9%	0.8%	0.9%
Diversity Index	11.5	9.2	9.1
<b>2010 Population by Race/Ethnicity</b>			
Total	7,380	30,691	81,206
White Alone	92.5%	94.6%	94.9%
Black Alone	5.2%	2.8%	1.9%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	0.8%	1.0%	1.6%
Some Other Race Alone	0.3%	0.4%	0.4%
Two or More Races	1.0%	0.9%	1.1%
Hispanic Origin	1.4%	1.3%	1.5%
Diversity Index	16.5	12.7	12.5
<b>2015 Population by Race/Ethnicity</b>			
Total	7,553	31,780	84,592
White Alone	91.5%	93.9%	94.2%
Black Alone	5.9%	3.2%	2.2%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	0.9%	1.2%	1.8%
Some Other Race Alone	0.4%	0.5%	0.4%
Two or More Races	1.1%	1.1%	1.2%
Hispanic Origin	1.7%	1.6%	1.8%
Diversity Index	18.7	14.5	14.3
<b>2000 Population 3+ by School Enrollment</b>			
Total	6,765	26,734	70,649
Enrolled in Nursery/Preschool	1.6%	2.0%	2.2%
Enrolled in Kindergarten	1.5%	1.6%	1.7%
Enrolled in Grade 1-8	11.1%	12.8%	14.2%
Enrolled in Grade 9-12	5.2%	6.7%	7.0%
Enrolled in College	2.8%	3.4%	3.3%
Enrolled in Grad/Prof School	0.5%	0.7%	0.7%
Not Enrolled in School	77.2%	72.9%	71.0%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	4,999	20,878	53,609
Less Than 9th Grade	4.4%	2.6%	2.0%
9th to 12th Grade, No Diploma	10.8%	6.5%	6.1%
High School Graduate	28.3%	24.8%	25.0%
Some College, No Degree	18.5%	18.8%	18.1%
Associate Degree	8.7%	9.1%	8.4%
Bachelor's Degree	19.1%	24.3%	25.1%
Graduate/Professional Degree	10.3%	14.1%	15.4%

**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	5,927	24,422	63,238
Never Married	25.0%	21.9%	22.8%
Married	53.3%	60.7%	62.7%
Widowed	7.5%	7.5%	5.4%
Divorced	14.1%	9.9%	9.2%
<b>2000 Population 16+ by Employment Status</b>			
Total	5,565	21,327	54,842
In Labor Force	68.1%	67.6%	68.9%
Civilian Employed	65.3%	65.8%	67.0%
Civilian Unemployed	2.8%	1.8%	2.0%
In Armed Forces	0.0%	0.0%	0.0%
Not In Labor Force	31.9%	32.4%	31.1%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	88.2%	90.6%	90.4%
Civilian Unemployed	11.8%	9.4%	9.6%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	90.4%	92.3%	92.2%
Civilian Unemployed	9.6%	7.7%	7.8%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	2,998	11,437	28,574
Own Children < 6 Only	8.3%	7.8%	8.5%
Employed/in Armed Forces	6.0%	5.2%	5.2%
Unemployed	0.3%	0.3%	0.2%
Not in Labor Force	2.0%	2.3%	3.1%
Own Children <6 and 6-17 Only	5.7%	6.0%	7.1%
Employed/in Armed Forces	3.2%	3.5%	3.7%
Unemployed	0.1%	0.1%	0.1%
Not in Labor Force	2.5%	2.4%	3.3%
Own Children 6-17 Only	14.4%	18.7%	21.8%
Employed/in Armed Forces	10.5%	14.6%	16.0%
Unemployed	0.5%	0.3%	0.4%
Not in Labor Force	3.4%	3.8%	5.5%
No Own Children < 18	71.5%	67.5%	62.5%
Employed/in Armed Forces	38.6%	33.9%	32.8%
Unemployed	1.6%	1.1%	1.1%
Not in Labor Force	31.4%	32.5%	28.7%
<b>2010 Employed Population 16+ by Industry</b>			
Total	3,479	14,641	38,523
Agriculture/Mining	0.1%	0.2%	0.1%
Construction	6.7%	5.4%	5.3%
Manufacturing	10.7%	11.2%	12.8%
Wholesale Trade	4.0%	4.9%	4.5%
Retail Trade	10.4%	11.4%	11.8%
Transportation/Utilities	3.1%	3.0%	3.4%
Information	1.3%	1.9%	2.0%
Finance/Insurance/Real Estate	7.5%	8.9%	8.6%
Services	53.1%	50.7%	49.5%
Public Administration	3.0%	2.4%	1.9%

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

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<b>2010 Employed Population 16+ by Occupation</b>			
Total	3,478	14,638	38,526
White Collar	59.8%	70.7%	71.6%
Management/Business/Financial	13.8%	18.4%	19.9%
Professional	21.8%	25.3%	25.1%
Sales	9.6%	13.0%	13.5%
Administrative Support	14.6%	14.0%	13.2%
Services	20.9%	14.8%	12.8%
Blue Collar	19.2%	14.4%	15.6%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	6.0%	3.7%	3.7%
Installation/Maintenance/Repair	3.0%	3.5%	3.5%
Production	5.1%	3.5%	4.2%
Transportation/Material Moving	5.2%	3.7%	4.2%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
Total	3,544	13,796	36,198
Drove Alone - Car, Truck, or Van	82.9%	86.5%	86.1%
Carpooled - Car, Truck, or Van	9.5%	6.8%	7.2%
Public Transportation	1.1%	1.1%	0.9%
Walked	2.2%	1.1%	0.8%
Other Means	0.8%	0.6%	0.8%
Worked at Home	3.5%	4.0%	4.2%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	3,543	13,797	36,197
Did not Work at Home	96.5%	96.0%	95.8%
Less than 5 minutes	4.9%	3.2%	2.2%
5 to 9 minutes	9.0%	8.6%	7.0%
10 to 19 minutes	25.0%	22.0%	23.9%
20 to 24 minutes	16.7%	16.3%	17.0%
25 to 34 minutes	25.9%	27.9%	27.8%
35 to 44 minutes	6.7%	7.7%	8.3%
45 to 59 minutes	5.6%	7.5%	6.4%
60 to 89 minutes	1.2%	1.5%	1.8%
90 or more minutes	1.5%	1.3%	1.4%
Worked at Home	3.5%	4.0%	4.2%
Average Travel Time to Work (in min)	23.4	24.7	25.1
<b>2000 Households by Vehicles Available</b>			
Total	3,122	10,833	26,942
None	9.4%	6.2%	4.0%
1	37.5%	28.3%	23.4%
2	37.5%	43.2%	47.0%
3	11.8%	16.6%	18.2%
4	2.4%	3.7%	5.1%
5+	1.3%	1.9%	2.3%
Average Number of Vehicles Available	1.7	1.9	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	3,083	10,814	26,956
Family Households	61.4%	71.2%	76.0%
Married-couple Family	46.9%	59.5%	64.6%
With Related Children	21.4%	29.0%	34.0%
Other Family (No Spouse)	14.4%	11.8%	11.4%
With Related Children	10.0%	7.7%	7.6%
Nonfamily Households	38.7%	28.8%	24.0%
Householder Living Alone	33.6%	25.0%	20.5%
Householder Not Living Alone	5.1%	3.8%	3.6%
Households with Related Children	31.5%	36.7%	41.6%
Households with Persons 65+	25.1%	24.3%	20.0%
<b>2000 Households by Size</b>			
Total	3,084	10,815	26,957
1 Person Household	33.5%	25.0%	20.5%
2 Person Household	31.9%	33.2%	32.5%
3 Person Household	15.7%	16.9%	17.9%
4 Person Household	11.7%	15.8%	18.1%
5 Person Household	5.3%	6.7%	8.1%
6 Person Household	1.4%	1.8%	2.2%
7 + Person Household	0.5%	0.6%	0.7%
<b>2000 Households by Year Householder Moved In</b>			
Total	3,122	10,834	26,943
Moved in 1999 to March 2000	21.7%	16.4%	15.9%
Moved in 1995 to 1998	28.8%	29.3%	30.9%
Moved in 1990 to 1994	17.2%	17.2%	17.5%
Moved in 1980 to 1989	16.3%	17.3%	17.3%
Moved in 1970 to 1979	9.0%	10.4%	9.7%
Moved in 1969 or Earlier	7.0%	9.5%	8.6%
Median Year Householder Moved In	1995	1994	1994
<b>2000 Housing Units by Units in Structure</b>			
Total	3,251	11,252	27,938
1, Detached	48.8%	68.1%	75.5%
1, Attached	3.5%	4.6%	3.4%
2	2.1%	1.1%	0.8%
3 or 4	1.7%	1.7%	1.5%
5 to 9	4.4%	2.9%	2.8%
10 to 19	26.6%	11.5%	7.1%
20 +	4.2%	4.6%	3.1%
Mobile Home	8.6%	5.4%	5.8%
Other	0.0%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	3,251	11,249	27,939
1999 to March 2000	0.6%	2.1%	2.6%
1995 to 1998	6.0%	9.6%	10.0%
1990 to 1994	5.3%	7.7%	10.0%
1980 to 1989	12.7%	15.3%	17.1%
1970 to 1979	25.2%	20.6%	20.5%
1969 or Earlier	50.3%	44.6%	39.7%
Median Year Structure Built	1970	1973	1975

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Market Profile

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Main Street, USA	Sophisticated Squires	Sophisticated Squires
2.	Simple Living	Exurbanites	Boomburbs
3.	Crossroads	Cozy and Comfortable	Cozy and Comfortable
<b>2010 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,359,596	\$24,805,500	\$70,619,521
Average Spent	\$1,615.45	\$2,049.70	\$2,353.02
Spending Potential Index	67	86	98
Computers & Accessories: Total \$	\$706,364	\$3,259,775	\$9,316,377
Average Spent	\$212.91	\$269.36	\$310.42
Spending Potential Index	97	122	141
Education: Total \$	\$4,040,236	\$19,141,456	\$54,237,767
Average Spent	\$1,217.78	\$1,581.68	\$1,807.18
Spending Potential Index	100	130	148
Entertainment/Recreation: Total \$	\$10,312,884	\$49,019,993	\$139,750,388
Average Spent	\$3,108.44	\$4,050.57	\$4,656.43
Spending Potential Index	96	126	144
Food at Home: Total \$	\$14,225,025	\$64,380,627	\$180,664,156
Average Spent	\$4,287.61	\$5,319.83	\$6,019.66
Spending Potential Index	96	119	135
Food Away from Home: Total \$	\$10,273,664	\$47,395,659	\$134,413,616
Average Spent	\$3,096.62	\$3,916.35	\$4,478.61
Spending Potential Index	96	122	139
Health Care: Total \$	\$11,758,131	\$54,508,754	\$150,475,986
Average Spent	\$3,544.06	\$4,504.11	\$5,013.81
Spending Potential Index	95	121	135
HH Furnishings & Equipment: Total \$	\$5,693,791	\$27,313,632	\$78,255,731
Average Spent	\$1,716.19	\$2,256.95	\$2,607.45
Spending Potential Index	83	110	127
Investments: Total \$	\$5,244,361	\$26,074,362	\$73,129,654
Average Spent	\$1,580.72	\$2,154.55	\$2,436.65
Spending Potential Index	91	124	140
Retail Goods: Total \$	\$74,890,775	\$350,631,843	\$997,111,582
Average Spent	\$22,573.08	\$28,973.03	\$33,223.39
Spending Potential Index	91	117	134
Shelter: Total \$	\$50,856,003	\$240,325,696	\$682,912,111
Average Spent	\$15,328.68	\$19,858.33	\$22,754.38
Spending Potential Index	97	126	144
TV/Video/Audio: Total \$	\$3,949,061	\$17,984,839	\$50,775,580
Average Spent	\$1,190.30	\$1,486.10	\$1,691.82
Spending Potential Index	96	120	136
Travel: Total \$	\$5,978,424	\$29,704,990	\$84,491,097
Average Spent	\$1,801.98	\$2,454.55	\$2,815.21
Spending Potential Index	95	130	149
Vehicle Maintenance & Repairs: Total \$	\$2,979,120	\$13,889,377	\$39,303,775
Average Spent	\$897.95	\$1,147.69	\$1,309.59
Spending Potential Index	95	122	139

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

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

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

March 27, 2012

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# Business Summary

Milford - SR 28 at I-275  
 1 Edgecombe Dr, Milford, OH, 45150  
 Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz  
 Latitude: 39.18186  
 Longitude: -84.27402

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	417	1,385	2,510
Total Employees:	4,681	16,327	26,425
Total Residential Population:	7,380	30,692	81,206
Employee/Residential Population Ratio:	0.63	0.53	0.33

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	9	2.2%	55	1.2%	37	2.6%	234	1.4%	78	3.1%	463	1.8%
Construction	21	5.1%	321	6.9%	141	10.2%	941	5.8%	285	11.4%	1,565	5.9%
Manufacturing	13	3.1%	317	6.8%	58	4.2%	1,728	10.6%	114	4.5%	3,319	12.6%
Transportation	9	2.2%	148	3.2%	27	1.9%	284	1.7%	54	2.1%	438	1.7%
Communication	2	0.5%	3	0.1%	6	0.5%	15	0.1%	10	0.4%	48	0.2%
Utility	0	0.1%	1	0.0%	3	0.2%	11	0.1%	6	0.3%	57	0.2%
Wholesale Trade	17	4.1%	205	4.4%	73	5.2%	981	6.0%	131	5.2%	1,313	5.0%
<b>Retail Trade Summary</b>	<b>116</b>	<b>27.8%</b>	<b>2,151</b>	<b>46.0%</b>	<b>307</b>	<b>22.1%</b>	<b>5,489</b>	<b>33.6%</b>	<b>542</b>	<b>21.6%</b>	<b>7,776</b>	<b>29.4%</b>
Home Improvement	9	2.1%	141	3.0%	30	2.2%	373	2.3%	50	2.0%	611	2.3%
General Merchandise Stores	4	1.1%	215	4.6%	11	0.8%	617	3.8%	13	0.5%	792	3.0%
Food Stores	12	2.8%	852	18.2%	30	2.2%	1,114	6.8%	57	2.3%	1,455	5.5%
Auto Dealers, Gas Stations, Auto Aftermarket	15	3.6%	89	1.9%	37	2.7%	353	2.2%	55	2.2%	464	1.8%
Apparel & Accessory Stores	1	0.3%	8	0.2%	7	0.5%	28	0.2%	29	1.1%	154	0.6%
Furniture & Home Furnishings	11	2.7%	197	4.2%	34	2.5%	1,022	6.3%	61	2.4%	1,288	4.9%
Eating & Drinking Places	31	7.4%	508	10.9%	77	5.5%	1,508	9.2%	121	4.8%	2,241	8.5%
Miscellaneous Retail	33	7.8%	141	3.0%	81	5.8%	475	2.9%	156	6.2%	772	2.9%
<b>Finance, Insurance, Real Estate Summary</b>	<b>61</b>	<b>14.7%</b>	<b>346</b>	<b>7.4%</b>	<b>170</b>	<b>12.3%</b>	<b>1,354</b>	<b>8.3%</b>	<b>278</b>	<b>11.1%</b>	<b>2,374</b>	<b>9.0%</b>
Banks, Savings & Lending Institutions	23	5.5%	152	3.2%	45	3.3%	309	1.9%	69	2.7%	389	1.5%
Securities Brokers	6	1.3%	12	0.2%	17	1.2%	83	0.5%	28	1.1%	112	0.4%
Insurance Carriers & Agents	16	3.9%	121	2.6%	51	3.7%	590	3.6%	73	2.9%	1,220	4.6%
Real Estate, Holding, Other Investment Offices	17	4.0%	62	1.3%	57	4.1%	372	2.3%	109	4.4%	653	2.5%
<b>Services Summary</b>	<b>148</b>	<b>35.6%</b>	<b>1,017</b>	<b>21.7%</b>	<b>496</b>	<b>35.8%</b>	<b>4,933</b>	<b>30.2%</b>	<b>908</b>	<b>36.2%</b>	<b>8,496</b>	<b>32.2%</b>
Hotels & Lodging	1	0.3%	14	0.3%	4	0.3%	47	0.3%	7	0.3%	93	0.4%
Automotive Services	25	5.9%	162	3.5%	51	3.7%	322	2.0%	79	3.2%	404	1.5%
Motion Pictures & Amusements	11	2.7%	89	1.9%	33	2.4%	262	1.6%	67	2.7%	624	2.4%
Health Services	22	5.3%	184	3.9%	57	4.1%	1,026	6.3%	98	3.9%	1,518	5.7%
Legal Services	5	1.1%	11	0.2%	14	1.0%	22	0.1%	22	0.9%	41	0.2%
Education Institutions & Libraries	3	0.8%	44	1.0%	23	1.7%	788	4.8%	56	2.2%	1,931	7.3%
Other Services	81	19.5%	512	10.9%	314	22.7%	2,467	15.1%	579	23.1%	3,887	14.7%
<b>Government</b>	<b>13</b>	<b>3.1%</b>	<b>116</b>	<b>2.5%</b>	<b>30</b>	<b>2.1%</b>	<b>332</b>	<b>2.0%</b>	<b>43</b>	<b>1.7%</b>	<b>550</b>	<b>2.1%</b>
<b>Other</b>	<b>6</b>	<b>1.4%</b>	<b>1</b>	<b>0.0%</b>	<b>39</b>	<b>2.8%</b>	<b>24</b>	<b>0.1%</b>	<b>61</b>	<b>2.4%</b>	<b>25</b>	<b>0.1%</b>
<b>Totals</b>	<b>417</b>	<b>100%</b>	<b>4,681</b>	<b>100%</b>	<b>1,385</b>	<b>100%</b>	<b>16,327</b>	<b>100%</b>	<b>2,510</b>	<b>100%</b>	<b>26,425</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



# Business Summary

Milford - SR 28 at I-275  
 1 Edgecombe Dr, Milford, OH, 45150  
 Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz  
 Latitude: 39.18186  
 Longitude: -84.27402

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	0.2%	1	0.0%	4	0.3%	6	0.0%	8	0.3%	19	0.1%
Mining	1	0.2%	7	0.1%	3	0.2%	13	0.1%	3	0.1%	15	0.1%
Utilities	0	0.1%	1	0.0%	2	0.1%	7	0.0%	4	0.2%	43	0.2%
Construction	22	5.2%	324	6.9%	147	10.6%	983	6.0%	300	12.0%	1,646	6.2%
Manufacturing	14	3.4%	294	6.3%	63	4.5%	1,586	9.7%	119	4.7%	3,052	11.6%
Wholesale Trade	15	3.7%	196	4.2%	69	5.0%	950	5.8%	126	5.0%	1,274	4.8%
Retail Trade	80	19.1%	1,618	34.6%	214	15.4%	3,932	24.1%	397	15.8%	5,381	20.4%
Motor Vehicle & Parts Dealers	10	2.5%	75	1.6%	26	1.8%	306	1.9%	38	1.5%	392	1.5%
Furniture & Home Furnishings Stores	4	0.9%	41	0.9%	9	0.7%	67	0.4%	17	0.7%	117	0.4%
Electronics & Appliance Stores	5	1.2%	151	3.2%	19	1.4%	941	5.8%	35	1.4%	1,070	4.0%
Bldg Material & Garden Equipment & Supplies Dealers	8	1.9%	141	3.0%	28	2.0%	337	2.1%	46	1.8%	556	2.1%
Food & Beverage Stores	6	1.5%	824	17.6%	20	1.4%	1,075	6.6%	48	1.9%	1,401	5.3%
Health & Personal Care Stores	10	2.5%	67	1.4%	20	1.5%	279	1.7%	31	1.2%	400	1.5%
Gasoline Stations	4	1.1%	15	0.3%	11	0.8%	47	0.3%	17	0.7%	72	0.3%
Clothing & Clothing Accessories Stores	4	0.8%	26	0.6%	11	0.8%	51	0.3%	37	1.5%	186	0.7%
Sport Goods, Hobby, Book, & Music Stores	3	0.8%	13	0.3%	17	1.2%	45	0.3%	37	1.5%	127	0.5%
General Merchandise Stores	4	1.1%	215	4.6%	11	0.8%	617	3.8%	13	0.5%	792	3.0%
Miscellaneous Store Retailers	19	4.5%	51	1.1%	39	2.8%	161	1.0%	70	2.8%	237	0.9%
Nonstore Retailers	1	0.2%	0	0.0%	3	0.2%	5	0.0%	7	0.3%	31	0.1%
Transportation & Warehousing	13	3.2%	168	3.6%	31	2.2%	304	1.9%	51	2.0%	423	1.6%
Information	5	1.2%	41	0.9%	28	2.0%	271	1.7%	46	1.8%	577	2.2%
Finance & Insurance	45	10.8%	284	6.1%	113	8.2%	983	6.0%	172	6.8%	1,725	6.5%
Central Bank/Credit Intermediation & Related Activities	23	5.5%	152	3.2%	44	3.2%	309	1.9%	68	2.7%	389	1.5%
Securities, Commodity Contracts & Other Financial	6	1.3%	12	0.2%	18	1.3%	83	0.5%	29	1.2%	113	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	16	3.9%	121	2.6%	51	3.7%	591	3.6%	75	3.0%	1,224	4.6%
Real Estate, Rental & Leasing	22	5.2%	92	2.0%	63	4.6%	382	2.3%	117	4.7%	672	2.5%
Professional, Scientific & Tech Services	37	8.8%	236	5.0%	146	10.6%	1,267	7.8%	250	10.0%	1,775	6.7%
Legal Services	6	1.4%	16	0.3%	18	1.3%	52	0.3%	27	1.1%	79	0.3%
Management of Companies & Enterprises	0	0.0%	1	0.0%	3	0.2%	49	0.3%	5	0.2%	57	0.2%
Administrative & Support & Waste Management & Remediation	12	2.9%	84	1.8%	56	4.0%	372	2.3%	126	5.0%	675	2.6%
Educational Services	4	1.1%	46	1.0%	26	1.9%	789	4.8%	63	2.5%	1,928	7.3%
Health Care & Social Assistance	26	6.2%	215	4.6%	73	5.3%	1,172	7.2%	124	5.0%	1,748	6.6%
Arts, Entertainment & Recreation	12	2.8%	106	2.3%	26	1.9%	309	1.9%	54	2.2%	847	3.2%
Accommodation & Food Services	33	8.0%	534	11.4%	83	6.0%	1,567	9.6%	133	5.3%	2,351	8.9%
Accommodation	1	0.3%	14	0.3%	4	0.3%	47	0.3%	7	0.3%	93	0.4%
Food Services & Drinking Places	32	7.6%	520	11.1%	79	5.7%	1,520	9.3%	125	5.0%	2,259	8.5%
Other Services (except Public Administration)	55	13.2%	310	6.6%	168	12.1%	1,023	6.3%	307	12.2%	1,631	6.2%
Automotive Repair & Maintenance	18	4.3%	132	2.8%	39	2.8%	265	1.6%	59	2.3%	317	1.2%
Public Administration	13	3.1%	116	2.5%	30	2.1%	332	2.0%	43	1.7%	550	2.1%
Unclassified Establishments	7	1.6%	4	0.1%	40	2.9%	30	0.2%	62	2.5%	36	0.1%
<b>Total</b>	<b>417</b>	<b>100%</b>	<b>4,681</b>	<b>100%</b>	<b>1,385</b>	<b>100%</b>	<b>16,327</b>	<b>100%</b>	<b>2,510</b>	<b>100%</b>	<b>26,425</b>	<b>100%</b>

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail MarketPlace Profile

Milford - SR 28 at I-275  
1 Edgcombe Dr, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

## Summary Demographics

2010 Population	7,380
2010 Households	3,318
2010 Median Disposable Income	\$40,913
2010 Per Capita Income	\$29,221

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	\$81,640,996	\$201,709,779	\$-120,068,784	-42.4	122
Total Retail Trade	44-45	\$69,660,138	\$173,838,173	\$-104,178,035	-42.8	86
Total Food & Drink	722	\$11,980,857	\$27,871,606	\$-15,890,749	-39.9	36

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$16,150,139	\$8,545,932	\$7,604,207	30.8	10
Automobile Dealers	4411	\$13,681,614	\$5,171,992	\$8,509,622	45.1	3
Other Motor Vehicle Dealers	4412	\$1,161,938	\$0	\$1,161,938	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,306,587	\$3,373,940	\$-2,067,353	-44.2	7
Furniture & Home Furnishings Stores	442	\$1,179,276	\$4,001,149	\$-2,821,873	-54.5	5
Furniture Stores	4421	\$605,658	\$860,109	\$-254,451	-17.4	2
Home Furnishings Stores	4422	\$573,619	\$3,141,041	\$-2,567,422	-69.1	3
Electronics & Appliance Stores	4431	\$2,878,740	\$12,096,574	\$-9,217,834	-61.6	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,653,772	\$8,159,401	\$-5,505,629	-50.9	8
Bldg Material & Supplies Dealers	4441	\$2,506,071	\$7,982,177	\$-5,476,106	-52.2	6
Lawn & Garden Equip & Supply Stores	4442	\$147,701	\$177,224	\$-29,522	-9.1	2
Food & Beverage Stores	445	\$12,458,119	\$92,358,319	\$-79,900,200	-76.2	6
Grocery Stores	4451	\$11,940,460	\$91,735,958	\$-79,795,498	-77.0	5
Specialty Food Stores	4452	\$178,034	\$622,361	\$-444,327	-55.5	1
Beer, Wine & Liquor Stores	4453	\$339,625	\$0	\$339,625	100.0	0
Health & Personal Care Stores	446,4461	\$1,423,756	\$7,502,862	\$-6,079,106	-68.1	11
Gasoline Stations	447,4471	\$11,590,526	\$9,731,319	\$1,859,207	8.7	4
Clothing & Clothing Accessories Stores	448	\$2,030,461	\$1,283,516	\$746,945	22.5	4
Clothing Stores	4481	\$1,474,776	\$510,558	\$964,218	48.6	2
Shoe Stores	4482	\$322,268	\$0	\$322,268	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$233,417	\$772,958	\$-539,540	-53.6	2
Sporting Goods, Hobby, Book & Music Stores	451	\$328,556	\$336,989	\$-8,433	-1.3	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$252,959	\$336,989	\$-84,029	-14.2	3
Book, Periodical & Music Stores	4512	\$75,596	\$0	\$75,596	100.0	0
General Merchandise Stores	452	\$11,484,674	\$27,275,799	\$-15,791,125	-40.7	4
Department Stores Excluding Leased Depts.	4521	\$4,907,665	\$5,753,029	\$-845,364	-7.9	2
Other General Merchandise Stores	4529	\$6,577,009	\$21,522,770	\$-14,945,760	-53.2	2
Miscellaneous Store Retailers	453	\$981,168	\$2,149,191	\$-1,168,023	-37.3	22
Florists	4531	\$54,930	\$312,744	\$-257,815	-70.1	5
Office Supplies, Stationery & Gift Stores	4532	\$336,220	\$772,945	\$-436,725	-39.4	4
Used Merchandise Stores	4533	\$22,651	\$149,354	\$-126,703	-73.7	3
Other Miscellaneous Store Retailers	4539	\$567,368	\$914,148	\$-346,780	-23.4	10
Nonstore Retailers	454	\$6,500,951	\$397,123	\$6,103,829	88.5	1
Electronic Shopping & Mail-Order Houses	4541	\$6,082,676	\$0	\$6,082,676	100.0	0
Vending Machine Operators	4542	\$9,529	\$0	\$9,529	100.0	0
Direct Selling Establishments	4543	\$408,746	\$397,123	\$11,624	1.4	1
Food Services & Drinking Places	722	\$11,980,857	\$27,871,606	\$-15,890,749	-39.9	36
Full-Service Restaurants	7221	\$4,272,244	\$6,685,553	\$-2,413,309	-22.0	15
Limited-Service Eating Places	7222	\$6,645,718	\$20,093,549	\$-13,447,831	-50.3	20
Special Food Services	7223	\$837,820	\$1,059,152	\$-221,331	-11.7	1
Drinking Places - Alcoholic Beverages	7224	\$225,075	\$33,353	\$191,722	74.2	0

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

Source: Esri and Infogroup

March 27, 2012

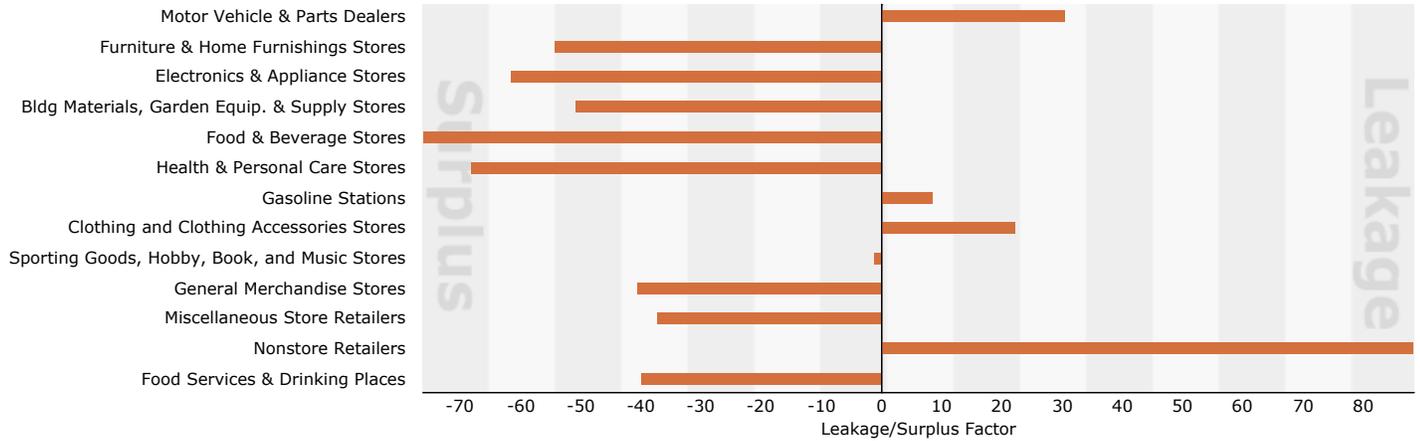
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# Retail MarketPlace Profile

Milford - SR 28 at I-275  
1 Edgcombe Dr, Milford, OH, 45150  
Ring: 1 mile radius

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail MarketPlace Profile

Milford - SR 28 at I-275  
1 Edgcombe Dr, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

## Summary Demographics

2010 Population	30,692
2010 Households	12,102
2010 Median Disposable Income	\$53,299
2010 Per Capita Income	\$33,762

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	\$378,014,040	\$505,953,558	\$-127,939,518	-14.5	300
Total Retail Trade	44-45	\$322,227,612	\$433,333,010	\$-111,105,398	-14.7	217
Total Food & Drink	722	\$55,786,429	\$72,620,549	\$-16,834,120	-13.1	83

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$75,634,234	\$66,557,181	\$9,077,053	6.4	23
Automobile Dealers	4411	\$63,880,227	\$60,059,163	\$3,821,063	3.1	9
Other Motor Vehicle Dealers	4412	\$5,699,674	\$23,473	\$5,676,201	99.2	0
Auto Parts, Accessories & Tire Stores	4413	\$6,054,333	\$6,474,545	\$-420,212	-3.4	14
Furniture & Home Furnishings Stores	442	\$6,435,612	\$6,639,262	\$-203,650	-1.6	10
Furniture Stores	4421	\$3,460,467	\$2,143,590	\$1,316,877	23.5	5
Home Furnishings Stores	4422	\$2,975,145	\$4,495,671	\$-1,520,527	-20.4	5
Electronics & Appliance Stores	4431	\$13,494,867	\$72,256,677	\$-58,761,810	-68.5	18
Bldg Materials, Garden Equip. & Supply Stores	444	\$13,331,584	\$33,980,159	\$-20,648,575	-43.6	27
Bldg Material & Supplies Dealers	4441	\$12,580,640	\$32,493,656	\$-19,913,016	-44.2	18
Lawn & Garden Equip & Supply Stores	4442	\$750,945	\$1,486,503	\$-735,559	-32.9	9
Food & Beverage Stores	445	\$56,582,267	\$108,395,587	\$-51,813,320	-31.4	20
Grocery Stores	4451	\$53,883,305	\$105,534,004	\$-51,650,699	-32.4	14
Specialty Food Stores	4452	\$978,175	\$2,552,163	\$-1,573,988	-44.6	4
Beer, Wine & Liquor Stores	4453	\$1,720,787	\$309,420	\$1,411,367	69.5	1
Health & Personal Care Stores	446,4461	\$7,319,317	\$21,505,130	\$-14,185,813	-49.2	22
Gasoline Stations	447,4471	\$51,954,985	\$26,204,469	\$25,750,517	32.9	9
Clothing & Clothing Accessories Stores	448	\$10,439,472	\$4,167,075	\$6,272,396	42.9	12
Clothing Stores	4481	\$7,655,278	\$2,005,366	\$5,649,912	58.5	8
Shoe Stores	4482	\$1,507,252	\$1,203,055	\$304,198	11.2	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,276,941	\$958,654	\$318,287	14.2	3
Sporting Goods, Hobby, Book & Music Stores	451	\$1,969,232	\$1,448,665	\$520,566	15.2	18
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,413,354	\$1,252,056	\$161,298	6.1	17
Book, Periodical & Music Stores	4512	\$555,878	\$196,609	\$359,268	47.7	1
General Merchandise Stores	452	\$52,366,752	\$84,868,481	\$-32,501,729	-23.7	10
Department Stores Excluding Leased Depts.	4521	\$22,100,419	\$35,556,033	\$-13,455,614	-23.3	4
Other General Merchandise Stores	4529	\$30,266,333	\$49,312,448	\$-19,046,115	-23.9	7
Miscellaneous Store Retailers	453	\$5,037,914	\$6,112,531	\$-1,074,617	-9.6	44
Florists	4531	\$342,010	\$542,090	\$-200,080	-22.6	9
Office Supplies, Stationery & Gift Stores	4532	\$1,824,331	\$1,989,197	\$-164,866	-4.3	12
Used Merchandise Stores	4533	\$163,557	\$381,101	\$-217,544	-39.9	7
Other Miscellaneous Store Retailers	4539	\$2,708,016	\$3,200,143	\$-492,128	-8.3	16
Nonstore Retailers	454	\$27,661,375	\$1,197,791	\$26,463,584	91.7	3
Electronic Shopping & Mail-Order Houses	4541	\$24,473,421	\$0	\$24,473,421	100.0	0
Vending Machine Operators	4542	\$278,472	\$0	\$278,472	100.0	0
Direct Selling Establishments	4543	\$2,909,482	\$1,197,791	\$1,711,691	41.7	3
Food Services & Drinking Places	722	\$55,786,429	\$72,620,549	\$-16,834,120	-13.1	83
Full-Service Restaurants	7221	\$20,796,911	\$28,048,574	\$-7,251,663	-14.8	42
Limited-Service Eating Places	7222	\$29,969,321	\$39,783,626	\$-9,814,305	-14.1	38
Special Food Services	7223	\$3,914,289	\$4,473,572	\$-559,283	-6.7	2
Drinking Places - Alcoholic Beverages	7224	\$1,105,908	\$314,778	\$791,130	55.7	2

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

Source: Esri and Infogroup

March 27, 2012

Made with Esri Business Analyst

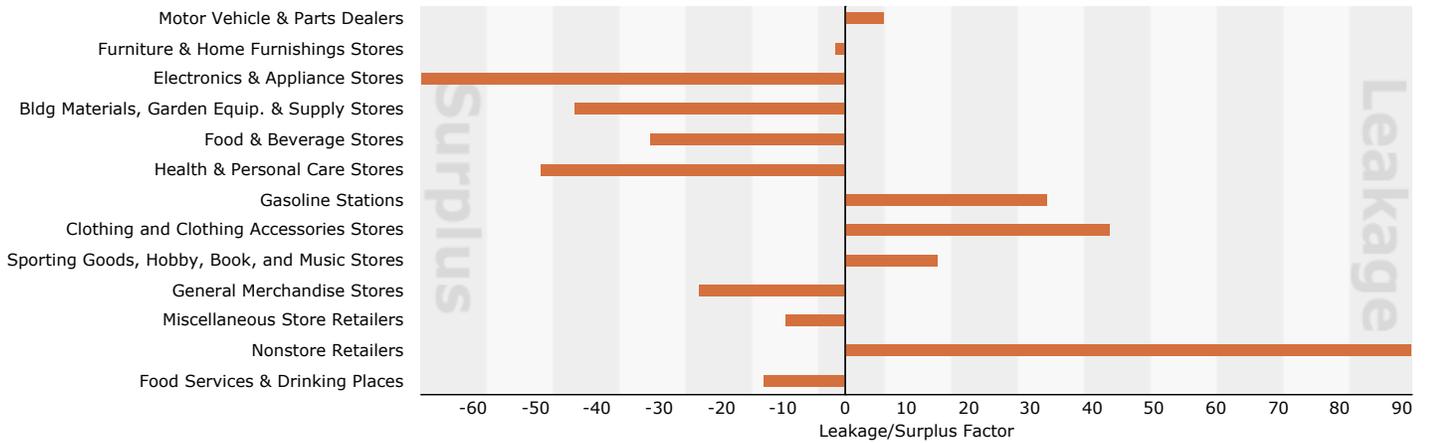


# Retail MarketPlace Profile

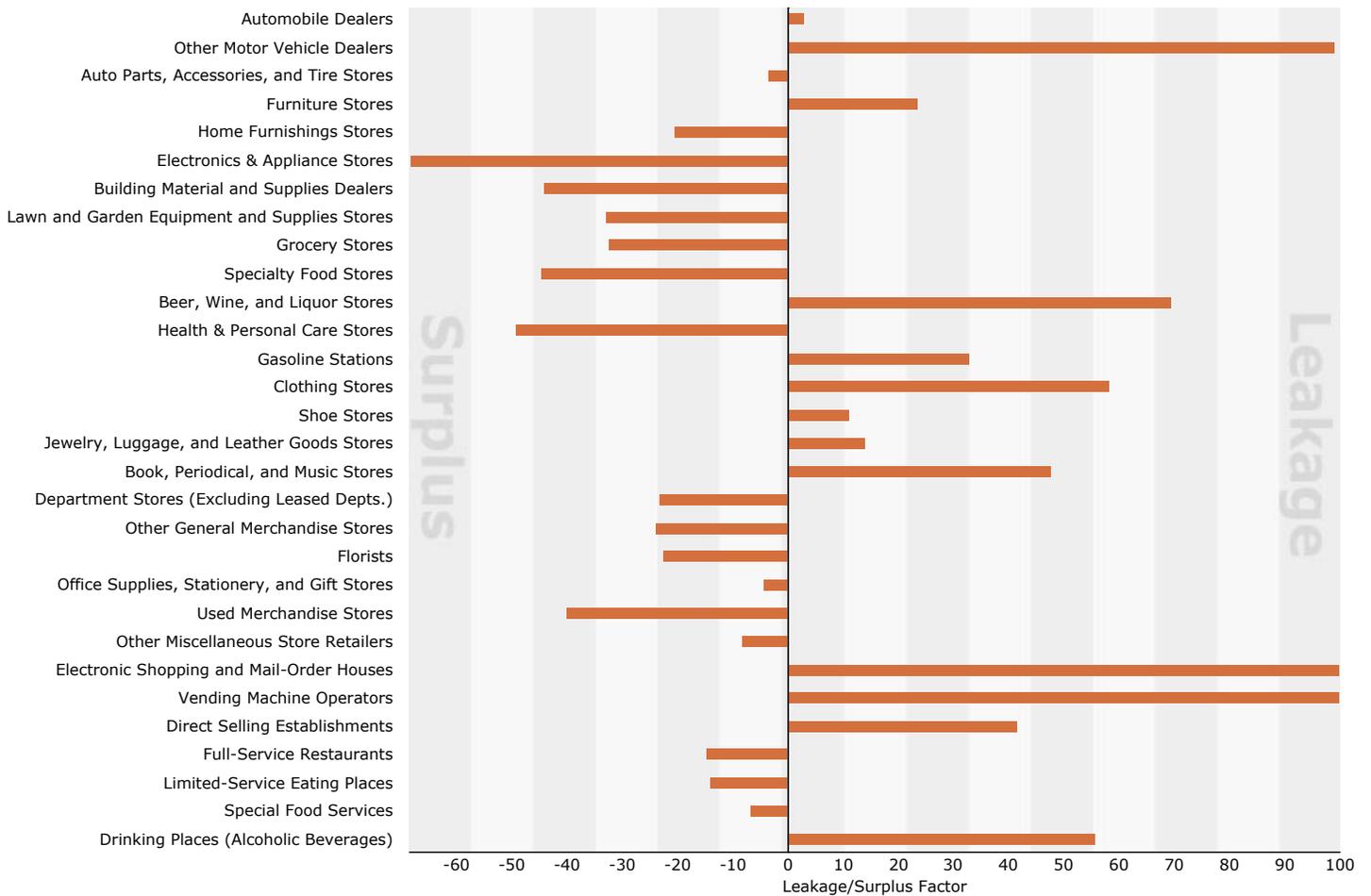
Milford - SR 28 at I-275  
 1 Edgcombe Dr, Milford, OH, 45150  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.18186  
 Longitude: -84.27402

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail MarketPlace Profile

Milford - SR 28 at I-275  
1 Edgcombe Dr, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

## Summary Demographics

2010 Population	81,206
2010 Households	30,012
2010 Median Disposable Income	\$56,953
2010 Per Capita Income	\$36,418

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,070,109,619	\$688,620,716	\$381,488,903	21.7	533
Total Retail Trade	44-45	\$912,065,183	\$582,766,650	\$329,298,533	22.0	402
Total Food & Drink	722	\$158,044,436	\$105,854,066	\$52,190,370	19.8	131

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$217,162,524	\$84,847,430	\$132,315,094	43.8	36
Automobile Dealers	4411	\$183,690,268	\$76,428,128	\$107,262,140	41.2	16
Other Motor Vehicle Dealers	4412	\$16,542,492	\$448,819	\$16,093,673	94.7	1
Auto Parts, Accessories & Tire Stores	4413	\$16,929,764	\$7,970,483	\$8,959,281	36.0	19
Furniture & Home Furnishings Stores	442	\$19,733,049	\$10,678,380	\$9,054,668	29.8	18
Furniture Stores	4421	\$10,954,071	\$3,610,995	\$7,343,076	50.4	7
Home Furnishings Stores	4422	\$8,778,977	\$7,067,385	\$1,711,592	10.8	11
Electronics & Appliance Stores	4431	\$38,555,877	\$88,792,948	\$-50,237,071	-39.4	34
Bldg Materials, Garden Equip. & Supply Stores	444	\$38,275,261	\$42,349,889	\$-4,074,629	-5.1	44
Bldg Material & Supplies Dealers	4441	\$36,098,671	\$39,210,883	\$-3,112,212	-4.1	30
Lawn & Garden Equip & Supply Stores	4442	\$2,176,590	\$3,139,006	\$-962,417	-18.1	14
Food & Beverage Stores	445	\$158,497,938	\$141,900,056	\$16,597,882	5.5	47
Grocery Stores	4451	\$150,251,230	\$135,101,458	\$15,149,772	5.3	26
Specialty Food Stores	4452	\$3,084,245	\$4,462,260	\$-1,378,015	-18.3	14
Beer, Wine & Liquor Stores	4453	\$5,162,463	\$2,336,338	\$2,826,125	37.7	8
Health & Personal Care Stores	446,4461	\$21,851,404	\$33,261,739	\$-11,410,335	-20.7	34
Gasoline Stations	447,4471	\$145,123,197	\$47,433,350	\$97,689,847	50.7	16
Clothing & Clothing Accessories Stores	448	\$31,655,166	\$13,404,408	\$18,250,757	40.5	40
Clothing Stores	4481	\$23,295,526	\$9,645,962	\$13,649,564	41.4	29
Shoe Stores	4482	\$4,373,346	\$2,165,510	\$2,207,837	33.8	3
Jewelry, Luggage & Leather Goods Stores	4483	\$3,986,293	\$1,592,937	\$2,393,356	42.9	9
Sporting Goods, Hobby, Book & Music Stores	451	\$6,475,475	\$5,183,555	\$1,291,920	11.1	36
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,481,406	\$2,680,443	\$1,800,963	25.1	31
Book, Periodical & Music Stores	4512	\$1,994,069	\$2,503,112	\$-509,043	-11.3	5
General Merchandise Stores	452	\$146,546,732	\$99,666,713	\$46,880,019	19.0	12
Department Stores Excluding Leased Depts.	4521	\$61,227,609	\$47,915,350	\$13,312,259	12.2	4
Other General Merchandise Stores	4529	\$85,319,123	\$51,751,363	\$33,567,760	24.5	8
Miscellaneous Store Retailers	453	\$15,128,504	\$9,223,876	\$5,904,629	24.2	77
Florists	4531	\$1,102,742	\$800,971	\$301,771	15.9	14
Office Supplies, Stationery & Gift Stores	4532	\$5,617,649	\$3,264,714	\$2,352,935	26.5	22
Used Merchandise Stores	4533	\$579,902	\$537,353	\$42,550	3.8	14
Other Miscellaneous Store Retailers	4539	\$7,828,211	\$4,620,838	\$3,207,373	25.8	26
Nonstore Retailers	454	\$73,060,056	\$6,024,305	\$67,035,751	84.8	8
Electronic Shopping & Mail-Order Houses	4541	\$61,887,313	\$725,314	\$61,161,999	97.7	0
Vending Machine Operators	4542	\$1,256,681	\$40,997	\$1,215,684	93.7	0
Direct Selling Establishments	4543	\$9,916,062	\$5,257,994	\$4,658,068	30.7	7
Food Services & Drinking Places	722	\$158,044,436	\$105,854,066	\$52,190,370	19.8	131
Full-Service Restaurants	7221	\$60,467,810	\$39,784,168	\$20,683,642	20.6	60
Limited-Service Eating Places	7222	\$83,159,128	\$51,905,458	\$31,253,670	23.1	57
Special Food Services	7223	\$11,143,099	\$11,985,871	\$-842,771	-3.6	5
Drinking Places - Alcoholic Beverages	7224	\$3,274,398	\$2,178,570	\$1,095,829	20.1	9

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

Source: Esri and Infogroup

March 27, 2012

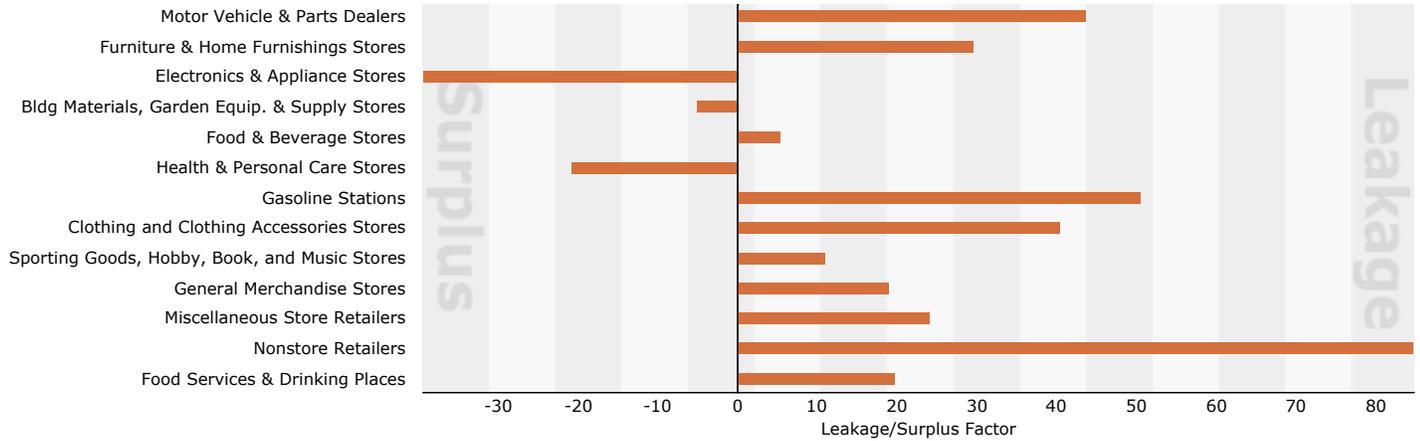
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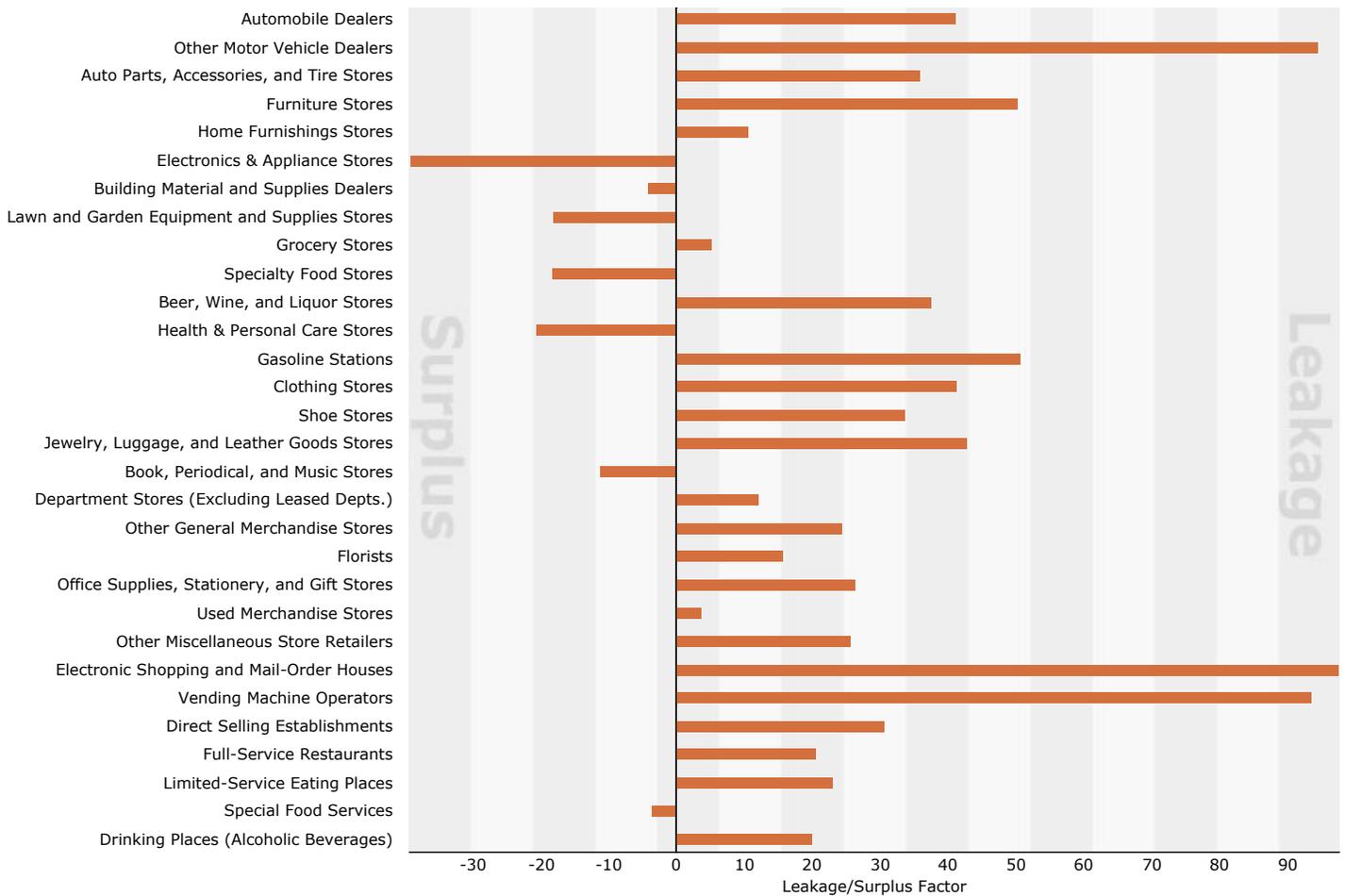
# Retail MarketPlace Profile

Milford - SR 28 at I-275  
1 Edgcombe Dr, Milford, OH, 45150  
Ring: 5 miles radius

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail Market Potential

Milford - SR 28 at I-275  
 1 Edgecombe Dr, Milford, OH, 45150  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz  
 Latitude: 39.18186  
 Longitude: -84.27402

Demographic Summary	2010	2015
Population	7,380	7,553
Total Number of Adults	5,663	5,805
Households	3,318	3,412
Median Household Income	\$50,338	\$60,490

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	2,823	49.9%	100
Bought any women's apparel in last 12 months	2,681	47.3%	104
Bought apparel for child <13 in last 6 months	1,603	28.3%	99
Bought any shoes in last 12 months	2,979	52.6%	101
Bought costume jewelry in last 12 months	1,210	21.4%	102
Bought any fine jewelry in last 12 months	1,282	22.6%	103
Bought a watch in last 12 months	1,024	18.1%	93
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,896	87.3%	101
HH bought/leased new vehicle last 12 mo	296	8.9%	93
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	5,049	89.2%	102
Bought/changed motor oil in last 12 months	2,994	52.9%	101
Had tune-up in last 12 months	1,846	32.6%	105
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	3,460	61.1%	99
Drank regular cola in last 6 months	2,849	50.3%	98
Drank beer/ale in last 6 months	2,504	44.2%	104
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	734	13.0%	101
Bought film in last 12 months	1,121	19.8%	103
Bought digital camera in last 12 months	416	7.3%	107
Bought memory card for camera in last 12 months	444	7.8%	102
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	1,999	35.3%	100
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	1,227	21.7%	101
Avg monthly cell/mobile phone/PDA bill: \$50-99	1,906	33.7%	104
Avg monthly cell/mobile phone/PDA bill: \$100+	1,172	20.7%	98
<b>Computers (Households)</b>			
HH owns a personal computer	2,494	75.2%	102
Spent <\$500 on most recent home PC purchase	303	9.1%	105
Spent \$500-\$999 on most recent home PC purchase	622	18.7%	105
Spent \$1000-\$1499 on most recent home PC purchase	431	13.0%	100
Spent \$1500-\$1999 on most recent home PC purchase	227	6.8%	96
Spent \$2000+ on most recent home PC purchase	202	6.1%	98

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

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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.18186

Longitude: -84.27402

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	3,546	62.6%	104
Bought cigarettes at convenience store in last 30 days	954	16.8%	108
Bought gas at convenience store in last 30 days	1,989	35.1%	105
Spent at convenience store in last 30 days: <\$20	572	10.1%	105
Spent at convenience store in last 30 days: \$20-39	619	10.9%	107
Spent at convenience store in last 30 days: \$40+	2,118	37.4%	104
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	3,339	59.0%	100
Went to live theater in last 12 months	774	13.7%	104
Went to a bar/night club in last 12 months	1,180	20.8%	109
Dined out in last 12 months	2,913	51.4%	104
Gambled at a casino in last 12 months	960	17.0%	106
Visited a theme park in last 12 months	1,200	21.2%	99
DVDs rented in last 30 days: 1	177	3.1%	118
DVDs rented in last 30 days: 2	309	5.5%	118
DVDs rented in last 30 days: 3	187	3.3%	103
DVDs rented in last 30 days: 4	239	4.2%	109
DVDs rented in last 30 days: 5+	822	14.5%	110
DVDs purchased in last 30 days: 1	278	4.9%	99
DVDs purchased in last 30 days: 2	298	5.3%	111
DVDs purchased in last 30 days: 3-4	259	4.6%	99
DVDs purchased in last 30 days: 5+	255	4.5%	86
Spent on toys/games in last 12 months: <\$50	356	6.3%	103
Spent on toys/games in last 12 months: \$50-\$99	164	2.9%	105
Spent on toys/games in last 12 months: \$100-\$199	431	7.6%	106
Spent on toys/games in last 12 months: \$200-\$499	697	12.3%	114
Spent on toys/games in last 12 months: \$500+	345	6.1%	106
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,152	20.3%	106
Used ATM/cash machine in last 12 months	3,094	54.6%	108
Own any stock	561	9.9%	108
Own U.S. savings bond	376	6.6%	97
Own shares in mutual fund (stock)	554	9.8%	104
Own shares in mutual fund (bonds)	364	6.4%	108
Used full service brokerage firm in last 12 months	367	6.5%	105
Have savings account	2,242	39.6%	109
Have 401K retirement savings	1,062	18.8%	106
Did banking over the Internet in last 12 months	1,694	29.9%	110
Own any credit/debit card (in own name)	4,363	77.0%	104
Avg monthly credit card expenditures: <\$111	834	14.7%	106
Avg monthly credit card expenditures: \$111-225	436	7.7%	99
Avg monthly credit card expenditures: \$226-450	440	7.8%	104
Avg monthly credit card expenditures: \$451-700	368	6.5%	102
Avg monthly credit card expenditures: \$701+	764	13.5%	101

**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

Milford - SR 28 at I-275  
 1 Edgcombe Dr, Milford, OH, 45150  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz  
 Latitude: 39.18186  
 Longitude: -84.27402

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	4,210	74.3%	105
Used bread in last 6 months	5,502	97.2%	101
Used chicken/turkey (fresh or frozen) in last 6 months	4,466	78.9%	102
Used fish/seafood (fresh or frozen) in last 6 months	3,070	54.2%	102
Used fresh fruit/vegetables in last 6 months	5,012	88.5%	101
Used fresh milk in last 6 months	5,186	91.6%	101
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,770	31.3%	104
Exercise at club 2+ times per week	703	12.4%	101
Visited a doctor in last 12 months	4,510	79.6%	103
Used vitamin/dietary supplement in last 6 months	2,813	49.7%	102
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,061	32.0%	101
Used housekeeper/maid/prof HH cleaning service in the last 12 months	504	15.2%	97
Purchased any HH furnishing in last 12 months	1,058	31.9%	106
Purchased bedding/bath goods in last 12 months	1,844	55.6%	102
Purchased cooking/serving product in last 12 months	966	29.1%	106
Bought any kitchen appliance in last 12 months	593	17.9%	102
<b>Insurance (Adults)</b>			
Currently carry any life insurance	2,791	49.3%	103
Have medical/hospital/accident insurance	4,187	73.9%	103
Carry homeowner insurance	2,901	51.2%	97
Carry renter insurance	407	7.2%	117
Have auto/other vehicle insurance	4,831	85.3%	103
<b>Pets (Households)</b>			
HH owns any pet	1,707	51.4%	100
HH owns any cat	851	25.6%	106
HH owns any dog	1,176	35.4%	94
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	3,008	53.1%	106
Read any daily newspaper	2,484	43.9%	106
Heavy magazine reader	1,128	19.9%	100
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	4,251	75.1%	104
Went to family restaurant/steak house last mo: <2 times	1,446	25.5%	99
Went to family restaurant/steak house last mo: 2-4 times	1,600	28.3%	105
Went to family restaurant/steak house last mo: 5+ times	1,205	21.3%	109
Went to fast food/drive-in restaurant in last 6 mo	5,067	89.5%	101
Went to fast food/drive-in restaurant <6 times/mo	1,983	35.0%	100
Went to fast food/drive-in restaurant 6-13 times/mo	1,630	28.8%	99
Went to fast food/drive-in restaurant 14+ times/mo	1,454	25.7%	103
Fast food/drive-in last 6 mo: eat in	2,058	36.3%	96
Fast food/drive-in last 6 mo: home delivery	575	10.2%	97
Fast food/drive-in last 6 mo: take-out/drive-thru	3,102	54.8%	104
Fast food/drive-in last 6 mo: take-out/walk-in	1,354	23.9%	97

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

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.18186

Longitude: -84.27402

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	2,180	65.7%	102
HH average monthly long distance phone bill: <\$16	940	28.3%	102
HH average monthly long distance phone bill: \$16-25	384	11.6%	101
HH average monthly long distance phone bill: \$26-59	280	8.4%	92
HH average monthly long distance phone bill: \$60+	137	4.1%	93
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	617	18.6%	95
HH owns 2 TVs	924	27.8%	106
HH owns 3 TVs	774	23.3%	104
HH owns 4+ TVs	665	20.0%	95
HH subscribes to cable TV	2,142	64.6%	111
HH Purchased audio equipment in last 12 months	324	9.8%	101
HH Purchased CD player in last 12 months	141	4.3%	110
HH Purchased DVD player in last 12 months	357	10.8%	111
HH Purchased MP3 player in last 12 months	593	10.5%	103
HH Purchased video game system in last 12 months	333	10.0%	93
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	3,022	53.4%	102
Took 3+ domestic trips in last 12 months	859	15.2%	102
Spent on domestic vacations last 12 mo: <\$1000	730	12.9%	102
Spent on domestic vacations last 12 mo: \$1000-\$1499	382	6.7%	100
Spent on domestic vacations last 12 mo: \$1500-\$1999	262	4.6%	113
Spent on domestic vacations last 12 mo: \$2000-\$2999	222	3.9%	95
Spent on domestic vacations last 12 mo: \$3000+	301	5.3%	105
Foreign travel in last 3 years	1,448	25.6%	99
Took 3+ foreign trips by plane in last 3 years	241	4.3%	90
Spent on foreign vacations last 12 mo: <\$1000	341	6.0%	101
Spent on foreign vacations last 12 mo: \$1000-\$2999	219	3.9%	95
Spent on foreign vacations last 12 mo: \$3000+	256	4.5%	92
Stayed 1+ nights at hotel/motel in last 12 months	2,322	41.0%	101

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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



# Retail Market Potential

Milford - SR 28 at I-275  
 1 Edgecombe Dr, Milford, OH, 45150  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.18186  
 Longitude: -84.27402

Demographic Summary	2010	2015
Population	30,692	31,781
Total Number of Adults	23,148	24,033
Households	12,102	12,577
Median Household Income	\$70,450	\$79,983

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	12,285	53.1%	106
Bought any women's apparel in last 12 months	11,182	48.3%	106
Bought apparel for child <13 in last 6 months	6,824	29.5%	104
Bought any shoes in last 12 months	12,748	55.1%	106
Bought costume jewelry in last 12 months	5,319	23.0%	110
Bought any fine jewelry in last 12 months	5,477	23.7%	107
Bought a watch in last 12 months	4,312	18.6%	96
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	11,014	91.0%	106
HH bought/leased new vehicle last 12 mo	1,398	11.6%	121
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	21,302	92.0%	106
Bought/changed motor oil in last 12 months	12,144	52.5%	101
Had tune-up in last 12 months	7,726	33.4%	107
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	14,823	64.0%	104
Drank regular cola in last 6 months	11,150	48.2%	94
Drank beer/ale in last 6 months	10,599	45.8%	108
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	3,105	13.4%	104
Bought film in last 12 months	4,661	20.1%	105
Bought digital camera in last 12 months	1,804	7.8%	114
Bought memory card for camera in last 12 months	2,044	8.8%	115
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	8,476	36.6%	103
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	5,082	22.0%	102
Avg monthly cell/mobile phone/PDA bill: \$50-99	7,844	33.9%	105
Avg monthly cell/mobile phone/PDA bill: \$100+	5,572	24.1%	114
<b>Computers (Households)</b>			
HH owns a personal computer	9,969	82.4%	111
Spent <\$500 on most recent home PC purchase	1,073	8.9%	102
Spent \$500-\$999 on most recent home PC purchase	2,468	20.4%	114
Spent \$1000-\$1499 on most recent home PC purchase	1,849	15.3%	117
Spent \$1500-\$1999 on most recent home PC purchase	953	7.9%	111
Spent \$2000+ on most recent home PC purchase	908	7.5%	121

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186

Longitude: -84.27402

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	14,512	62.7%	104
Bought cigarettes at convenience store in last 30 days	3,282	14.2%	91
Bought gas at convenience store in last 30 days	8,033	34.7%	103
Spent at convenience store in last 30 days: <\$20	2,452	10.6%	110
Spent at convenience store in last 30 days: \$20-39	2,518	10.9%	107
Spent at convenience store in last 30 days: \$40+	8,395	36.3%	101
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	14,505	62.7%	106
Went to live theater in last 12 months	3,710	16.0%	122
Went to a bar/night club in last 12 months	5,020	21.7%	114
Dined out in last 12 months	13,068	56.5%	115
Gambled at a casino in last 12 months	4,260	18.4%	115
Visited a theme park in last 12 months	5,549	24.0%	112
DVDs rented in last 30 days: 1	692	3.0%	113
DVDs rented in last 30 days: 2	1,287	5.6%	120
DVDs rented in last 30 days: 3	865	3.7%	117
DVDs rented in last 30 days: 4	998	4.3%	111
DVDs rented in last 30 days: 5+	3,482	15.0%	114
DVDs purchased in last 30 days: 1	1,284	5.5%	111
DVDs purchased in last 30 days: 2	1,195	5.2%	109
DVDs purchased in last 30 days: 3-4	1,074	4.6%	100
DVDs purchased in last 30 days: 5+	1,025	4.4%	85
Spent on toys/games in last 12 months: <\$50	1,420	6.1%	101
Spent on toys/games in last 12 months: \$50-\$99	663	2.9%	104
Spent on toys/games in last 12 months: \$100-\$199	1,726	7.5%	104
Spent on toys/games in last 12 months: \$200-\$499	2,846	12.3%	113
Spent on toys/games in last 12 months: \$500+	1,640	7.1%	123
<b>Financial (Adults)</b>			
Have home mortgage (1st)	5,918	25.6%	133
Used ATM/cash machine in last 12 months	13,550	58.5%	115
Own any stock	2,872	12.4%	135
Own U.S. savings bond	1,927	8.3%	122
Own shares in mutual fund (stock)	2,973	12.8%	137
Own shares in mutual fund (bonds)	1,903	8.2%	139
Used full service brokerage firm in last 12 months	1,896	8.2%	132
Have savings account	10,035	43.4%	119
Have 401K retirement savings	5,358	23.1%	131
Did banking over the Internet in last 12 months	7,959	34.4%	126
Own any credit/debit card (in own name)	19,002	82.1%	111
Avg monthly credit card expenditures: <\$111	3,311	14.3%	103
Avg monthly credit card expenditures: \$111-225	1,948	8.4%	108
Avg monthly credit card expenditures: \$226-450	1,952	8.4%	113
Avg monthly credit card expenditures: \$451-700	1,745	7.5%	118
Avg monthly credit card expenditures: \$701+	4,138	17.9%	134

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# Retail Market Potential

Milford - SR 28 at I-275  
 1 Edgcombe Dr, Milford, OH, 45150  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.18186  
 Longitude: -84.27402

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	17,134	74.0%	104
Used bread in last 6 months	22,530	97.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	18,543	80.1%	103
Used fish/seafood (fresh or frozen) in last 6 months	13,028	56.3%	106
Used fresh fruit/vegetables in last 6 months	20,877	90.2%	103
Used fresh milk in last 6 months	21,462	92.7%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	7,869	34.0%	113
Exercise at club 2+ times per week	3,425	14.8%	120
Visited a doctor in last 12 months	19,053	82.3%	106
Used vitamin/dietary supplement in last 6 months	12,282	53.1%	109
<b>Home (Households)</b>			
Any home improvement in last 12 months	4,550	37.6%	119
Used housekeeper/maid/prof HH cleaning service in the last 12 months	2,276	18.8%	121
Purchased any HH furnishing in last 12 months	4,048	33.4%	111
Purchased bedding/bath goods in last 12 months	6,832	56.5%	103
Purchased cooking/serving product in last 12 months	3,552	29.4%	107
Bought any kitchen appliance in last 12 months	2,280	18.8%	108
<b>Insurance (Adults)</b>			
Currently carry any life insurance	12,715	54.9%	115
Have medical/hospital/accident insurance	18,112	78.2%	109
Carry homeowner insurance	14,345	62.0%	117
Carry renter insurance	1,327	5.7%	93
Have auto/other vehicle insurance	20,610	89.0%	107
<b>Pets (Households)</b>			
HH owns any pet	6,877	56.8%	110
HH owns any cat	3,196	26.4%	110
HH owns any dog	5,021	41.5%	110
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	13,220	57.1%	114
Read any daily newspaper	10,519	45.4%	110
Heavy magazine reader	4,843	20.9%	105
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	18,219	78.7%	109
Went to family restaurant/steak house last mo: <2 times	6,058	26.2%	102
Went to family restaurant/steak house last mo: 2-4 times	6,965	30.1%	111
Went to family restaurant/steak house last mo: 5+ times	5,196	22.4%	115
Went to fast food/drive-in restaurant in last 6 mo	20,952	90.5%	102
Went to fast food/drive-in restaurant <6 times/mo	8,152	35.2%	100
Went to fast food/drive-in restaurant 6-13 times/mo	6,854	29.6%	102
Went to fast food/drive-in restaurant 14+ times/mo	5,945	25.7%	103
Fast food/drive-in last 6 mo: eat in	8,870	38.3%	102
Fast food/drive-in last 6 mo: home delivery	2,407	10.4%	100
Fast food/drive-in last 6 mo: take-out/drive-thru	13,022	56.3%	107
Fast food/drive-in last 6 mo: take-out/walk-in	6,000	25.9%	105

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186

Longitude: -84.27402

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	8,601	71.1%	110
HH average monthly long distance phone bill: <\$16	3,623	29.9%	108
HH average monthly long distance phone bill: \$16-25	1,495	12.4%	108
HH average monthly long distance phone bill: \$26-59	1,187	9.8%	107
HH average monthly long distance phone bill: \$60+	568	4.7%	106
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	1,840	15.2%	77
HH owns 2 TVs	3,137	25.9%	99
HH owns 3 TVs	2,929	24.2%	108
HH owns 4+ TVs	3,131	25.9%	123
HH subscribes to cable TV	7,998	66.1%	114
HH Purchased audio equipment in last 12 months	1,188	9.8%	101
HH Purchased CD player in last 12 months	481	4.0%	103
HH Purchased DVD player in last 12 months	1,281	10.6%	109
HH Purchased MP3 player in last 12 months	2,742	11.8%	116
HH Purchased video game system in last 12 months	1,412	11.7%	108
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	14,253	61.6%	118
Took 3+ domestic trips in last 12 months	4,200	18.1%	122
Spent on domestic vacations last 12 mo: <\$1000	3,160	13.7%	108
Spent on domestic vacations last 12 mo: \$1000-\$1499	1,911	8.3%	123
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,258	5.4%	133
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,182	5.1%	123
Spent on domestic vacations last 12 mo: \$3000+	1,627	7.0%	139
Foreign travel in last 3 years	7,268	31.4%	122
Took 3+ foreign trips by plane in last 3 years	1,350	5.8%	123
Spent on foreign vacations last 12 mo: <\$1000	1,649	7.1%	119
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,090	4.7%	115
Spent on foreign vacations last 12 mo: \$3000+	1,363	5.9%	120
Stayed 1+ nights at hotel/motel in last 12 months	11,314	48.9%	121

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# Retail Market Potential

Milford - SR 28 at I-275  
 1 Edgecombe Dr, Milford, OH, 45150  
 Ring: 5 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.18186  
 Longitude: -84.27402

Demographic Summary	2010	2015
Population	81,206	84,593
Total Number of Adults	59,497	62,202
Households	30,012	31,340
Median Household Income	\$76,184	\$84,527

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	31,632	53.2%	106
Bought any women's apparel in last 12 months	28,765	48.3%	106
Bought apparel for child <13 in last 6 months	18,451	31.0%	109
Bought any shoes in last 12 months	33,223	55.8%	107
Bought costume jewelry in last 12 months	14,020	23.6%	113
Bought any fine jewelry in last 12 months	13,961	23.5%	107
Bought a watch in last 12 months	11,428	19.2%	99
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	27,662	92.2%	107
HH bought/leased new vehicle last 12 mo	3,696	12.3%	129
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	55,129	92.7%	107
Bought/changed motor oil in last 12 months	31,033	52.2%	100
Had tune-up in last 12 months	19,977	33.6%	108
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	38,749	65.1%	105
Drank regular cola in last 6 months	28,657	48.2%	94
Drank beer/ale in last 6 months	27,311	45.9%	108
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	8,219	13.8%	108
Bought film in last 12 months	11,520	19.4%	101
Bought digital camera in last 12 months	4,849	8.2%	119
Bought memory card for camera in last 12 months	5,364	9.0%	118
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	22,020	37.0%	105
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	12,744	21.4%	100
Avg monthly cell/mobile phone/PDA bill: \$50-99	20,010	33.6%	104
Avg monthly cell/mobile phone/PDA bill: \$100+	15,170	25.5%	120
<b>Computers (Households)</b>			
HH owns a personal computer	25,301	84.3%	114
Spent <\$500 on most recent home PC purchase	2,576	8.6%	99
Spent \$500-\$999 on most recent home PC purchase	6,107	20.3%	114
Spent \$1000-\$1499 on most recent home PC purchase	4,744	15.8%	121
Spent \$1500-\$1999 on most recent home PC purchase	2,534	8.4%	119
Spent \$2000+ on most recent home PC purchase	2,377	7.9%	128

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

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	36,929	62.1%	103
Bought cigarettes at convenience store in last 30 days	8,010	13.5%	86
Bought gas at convenience store in last 30 days	20,497	34.5%	103
Spent at convenience store in last 30 days: <\$20	6,131	10.3%	107
Spent at convenience store in last 30 days: \$20-39	6,315	10.6%	104
Spent at convenience store in last 30 days: \$40+	21,292	35.8%	99
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	37,969	63.8%	108
Went to live theater in last 12 months	9,925	16.7%	127
Went to a bar/night club in last 12 months	12,711	21.4%	112
Dined out in last 12 months	33,742	56.7%	115
Gambled at a casino in last 12 months	10,681	18.0%	112
Visited a theme park in last 12 months	15,029	25.3%	118
DVDs rented in last 30 days: 1	1,761	3.0%	112
DVDs rented in last 30 days: 2	3,283	5.5%	119
DVDs rented in last 30 days: 3	2,202	3.7%	116
DVDs rented in last 30 days: 4	2,545	4.3%	111
DVDs rented in last 30 days: 5+	9,191	15.4%	117
DVDs purchased in last 30 days: 1	3,459	5.8%	117
DVDs purchased in last 30 days: 2	3,138	5.3%	111
DVDs purchased in last 30 days: 3-4	2,822	4.7%	102
DVDs purchased in last 30 days: 5+	2,612	4.4%	84
Spent on toys/games in last 12 months: <\$50	3,809	6.4%	105
Spent on toys/games in last 12 months: \$50-\$99	1,630	2.7%	99
Spent on toys/games in last 12 months: \$100-\$199	4,403	7.4%	103
Spent on toys/games in last 12 months: \$200-\$499	7,215	12.1%	112
Spent on toys/games in last 12 months: \$500+	4,413	7.4%	129
<b>Financial (Adults)</b>			
Have home mortgage (1st)	16,010	26.9%	140
Used ATM/cash machine in last 12 months	35,690	60.0%	118
Own any stock	7,492	12.6%	137
Own U.S. savings bond	4,867	8.2%	119
Own shares in mutual fund (stock)	7,807	13.1%	140
Own shares in mutual fund (bonds)	4,875	8.2%	138
Used full service brokerage firm in last 12 months	4,942	8.3%	134
Have savings account	25,675	43.2%	119
Have 401K retirement savings	14,389	24.2%	136
Did banking over the Internet in last 12 months	20,933	35.2%	129
Own any credit/debit card (in own name)	48,974	82.3%	111
Avg monthly credit card expenditures: <\$111	8,108	13.6%	98
Avg monthly credit card expenditures: \$111-225	4,824	8.1%	104
Avg monthly credit card expenditures: \$226-450	5,008	8.4%	113
Avg monthly credit card expenditures: \$451-700	4,545	7.6%	120
Avg monthly credit card expenditures: \$701+	11,565	19.4%	146

**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

Milford - SR 28 at I-275  
 1 Edgcombe Dr, Milford, OH, 45150  
 Ring: 5 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.18186  
 Longitude: -84.27402

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	44,190	74.3%	105
Used bread in last 6 months	57,848	97.2%	101
Used chicken/turkey (fresh or frozen) in last 6 months	47,643	80.1%	103
Used fish/seafood (fresh or frozen) in last 6 months	33,390	56.1%	106
Used fresh fruit/vegetables in last 6 months	53,678	90.2%	103
Used fresh milk in last 6 months	55,170	92.7%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	20,009	33.6%	112
Exercise at club 2+ times per week	9,567	16.1%	131
Visited a doctor in last 12 months	48,525	81.6%	105
Used vitamin/dietary supplement in last 6 months	31,552	53.0%	109
<b>Home (Households)</b>			
Any home improvement in last 12 months	11,529	38.4%	121
Used housekeeper/maid/prof HH cleaning service in the last 12 months	5,941	19.8%	127
Purchased any HH furnishing in last 12 months	10,017	33.4%	111
Purchased bedding/bath goods in last 12 months	16,842	56.1%	103
Purchased cooking/serving product in last 12 months	8,801	29.3%	107
Bought any kitchen appliance in last 12 months	5,693	19.0%	109
<b>Insurance (Adults)</b>			
Currently carry any life insurance	33,043	55.5%	116
Have medical/hospital/accident insurance	46,606	78.3%	109
Carry homeowner insurance	37,839	63.6%	120
Carry renter insurance	3,288	5.5%	90
Have auto/other vehicle insurance	53,333	89.6%	108
<b>Pets (Households)</b>			
HH owns any pet	17,419	58.0%	112
HH owns any cat	7,746	25.8%	107
HH owns any dog	12,940	43.1%	114
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	34,245	57.6%	115
Read any daily newspaper	26,309	44.2%	107
Heavy magazine reader	12,786	21.5%	108
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	46,842	78.7%	109
Went to family restaurant/steak house last mo: <2 times	15,825	26.6%	104
Went to family restaurant/steak house last mo: 2-4 times	17,876	30.0%	111
Went to family restaurant/steak house last mo: 5+ times	13,141	22.1%	114
Went to fast food/drive-in restaurant in last 6 mo	53,951	90.7%	102
Went to fast food/drive-in restaurant <6 times/mo	20,589	34.6%	99
Went to fast food/drive-in restaurant 6-13 times/mo	17,810	29.9%	103
Went to fast food/drive-in restaurant 14+ times/mo	15,550	26.1%	105
Fast food/drive-in last 6 mo: eat in	23,280	39.1%	104
Fast food/drive-in last 6 mo: home delivery	6,510	10.9%	105
Fast food/drive-in last 6 mo: take-out/drive-thru	33,618	56.5%	108
Fast food/drive-in last 6 mo: take-out/walk-in	15,527	26.1%	106

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186

Longitude: -84.27402

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	21,565	71.9%	111
HH average monthly long distance phone bill: <\$16	8,967	29.9%	108
HH average monthly long distance phone bill: \$16-25	3,680	12.3%	107
HH average monthly long distance phone bill: \$26-59	3,127	10.4%	114
HH average monthly long distance phone bill: \$60+	1,500	5.0%	112
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	4,271	14.2%	72
HH owns 2 TVs	7,525	25.1%	95
HH owns 3 TVs	7,330	24.4%	109
HH owns 4+ TVs	8,183	27.3%	130
HH subscribes to cable TV	19,456	64.8%	112
HH Purchased audio equipment in last 12 months	2,992	10.0%	103
HH Purchased CD player in last 12 months	1,211	4.0%	104
HH Purchased DVD player in last 12 months	3,116	10.4%	107
HH Purchased MP3 player in last 12 months	7,160	12.0%	118
HH Purchased video game system in last 12 months	3,870	12.9%	120
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	36,908	62.0%	119
Took 3+ domestic trips in last 12 months	11,173	18.8%	127
Spent on domestic vacations last 12 mo: <\$1000	7,876	13.2%	105
Spent on domestic vacations last 12 mo: \$1000-\$1499	4,910	8.3%	123
Spent on domestic vacations last 12 mo: \$1500-\$1999	3,266	5.5%	135
Spent on domestic vacations last 12 mo: \$2000-\$2999	3,296	5.5%	134
Spent on domestic vacations last 12 mo: \$3000+	4,344	7.3%	144
Foreign travel in last 3 years	19,506	32.8%	127
Took 3+ foreign trips by plane in last 3 years	3,837	6.4%	136
Spent on foreign vacations last 12 mo: <\$1000	4,408	7.4%	124
Spent on foreign vacations last 12 mo: \$1000-\$2999	2,777	4.7%	114
Spent on foreign vacations last 12 mo: \$3000+	4,098	6.9%	141
Stayed 1+ nights at hotel/motel in last 12 months	29,615	49.8%	123

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Milford - SR 28 at I-275  
1 Edgcombe Dr, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		7,380	7,553	
Population 18+		5,663	5,805	
Households		3,318	3,412	
Median Household Income		\$50,338	\$60,490	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer		2,494	75.2%	102
Purchased home PC in last 12 months		528	15.9%	101
Purchased home PC 1-2 years ago		759	22.9%	102
Purchased home PC 3-4 years ago		670	20.2%	104
Purchased home PC 5+ years ago		315	9.5%	102
Spent <\$500 on home PC (most recent purchase)		303	9.1%	105
Spent \$500-999 on home PC (most recent purchase)		622	18.7%	105
Spent \$1000-1499 on home PC (most recent purchase)		431	13.0%	100
Spent \$1500-1999 on home PC (most recent purchase)		227	6.8%	96
Spent \$2000+ on home PC (most recent purchase)		202	6.1%	98
Purchased home PC at computer superstore		426	12.9%	101
Purchased home PC at department store		161	4.9%	98
Purchased home PC direct from manufacturer		443	13.4%	96
Purchased home PC at electronics store		372	11.2%	102
Purchased home PC on Internet		274	8.3%	96
Purchased home PC at warehouse discount outlet		72	2.2%	99
HH owns desktop PC		1,938	58.4%	102
HH owns laptop/notebook/tablet PC		1,057	31.9%	102
HH owns any Apple/Apple Mac clone brand PC		189	5.7%	91
HH owns any IBM/IBM compatible brand PC		2,300	69.3%	103
Brand of PC that HH owns: Compaq		299	9.0%	106
Brand of PC that HH owns: Dell		1,031	31.1%	101
Brand of PC that HH owns: Gateway		213	6.4%	96
Brand of PC that HH owns: Hewlett Packard		530	16.0%	103
Brand of PC that HH owns: Sony Vaio		87	2.6%	90
Child (under 18) uses home PC		681	20.5%	97
HH owns CD burner		1,263	38.1%	103
HH owns CD ROM drive		1,325	39.9%	102
HH owns DVD drive		842	25.4%	102
HH owns DVD-RW (DVD burner)		672	20.3%	99
HH owns external hard drive		461	13.9%	98
HH owns flash drive		672	20.2%	99
HH owns LAN/network interface card		378	11.4%	103
HH owns inkjet printer		1,423	42.9%	101
HH owns laser printer		456	13.7%	100
HH owns modem/fax modem		710	21.4%	103
HH owns removable cartridge storage device		183	5.5%	95
HH owns scanner		971	29.3%	103
HH owns PC speakers		1,425	42.9%	103
HH owns tape backup		87	2.6%	98
HH owns webcam		376	11.3%	100
HH owns software: accounting		274	8.3%	93
HH owns software: communications/fax		266	8.0%	98
HH owns software: database/filing		263	7.9%	97
HH owns software: desktop publishing		420	12.6%	104

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

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Ring: 1 mile radius

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Latitude: 39.18186  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	328	9.9%	99
HH owns software: entertainment/games	991	29.9%	103
HH owns software: online meeting/conference	93	2.8%	98
HH owns software: personal finance/tax prep	476	14.4%	101
HH owns software: presentation graphics	244	7.4%	92
HH owns software: multimedia	510	15.4%	100
HH owns software: networking	384	11.6%	103
HH owns software: security/anti-virus	932	28.1%	100
HH owns software: spreadsheet	766	23.1%	100
HH owns software: utility	233	7.0%	99
HH owns software: web authoring	117	3.5%	102
HH owns software: word processing	1,148	34.6%	103
Spent \$500+ on software for home PC in last 12 mo	83	2.5%	105
Purchased computer book in last 12 months	143	4.3%	100
HH owns fax machine	198	6.0%	99
Purchased audio equipment in last 12 months	324	9.8%	101
Purchased headphones in last 12 months	136	4.1%	103
HH owns camcorder	622	18.7%	96
Purchased camcorder in last 12 months	65	2.0%	92
HH owns CD player	1,626	49.0%	107
Purchased CD player in last 12 months	141	4.2%	110
HH owns DVD player	2,247	67.7%	102
Purchased DVD player in last 12 months	357	10.7%	111
HH owns 1 TV	617	18.6%	95
HH owns 2 TVs	924	27.9%	106
HH owns 3 TVs	774	23.3%	104
HH owns 4+ TVs	665	20.1%	95
HH owns miniature screen TV (<13 in)	288	8.7%	110
Most recent TV purchase: miniature screen (<13 in)	95	2.9%	103
HH owns regular screen TV (13-26 in)	1,484	44.7%	103
Most recent TV purchase: regular screen (13-26 in)	786	23.7%	102
HH owns large screen TV (27-35 in)	1,567	47.2%	101
Most recent TV purchase: large screen (27-35 in)	1,054	31.8%	101
HH owns big screen TV (36-42 in)	613	18.5%	98
Most recent TV purchase: big screen (36-42 in)	470	14.2%	100
HH owns giant screen TV (over 42 in)	450	13.6%	95
Most recent TV purchase: giant screen (over 42 in)	367	11.1%	99
HH owns LCD TV	654	19.7%	103
HH owns plasma TV	247	7.4%	90
HH owns projection TV	164	4.9%	91
HH owns video game system	1,105	33.3%	100
Purchased video game system in last 12 months	333	10.0%	93
HH owns video game system: handheld	502	15.1%	98
HH owns video game system: attached to TV/computer	972	29.3%	99
HH owns video game system: Game Boy	229	6.9%	100
HH owns video game system: Game Boy Advance/SP	219	6.6%	100
HH owns video game system: Nintendo DS	226	6.8%	90

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ECONOMIC DEVELOPMENT

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	161	4.8%	97
HH owns video game system: Nintendo Wii	228	6.9%	102
HH owns video game system: PlayStation 2	549	16.5%	100
HH owns video game system: PlayStation 3	118	3.6%	98
HH owns video game system: Sony PlayStation/PS One	136	4.1%	101
HH owns video game system: Sony PSP	101	3.1%	104
HH owns video game system: Xbox	204	6.1%	103
HH owns video game system: Xbox 360	208	6.3%	97
HH purchased 5+ video games in last 12 months	204	6.1%	95
HH spent \$101+ on video games in last 12 months	246	7.4%	92
Owns MP3 player	1,555	27.5%	102
Purchased MP3 player in last 12 months	593	10.5%	103
Owns Apple iPod	617	10.9%	98
Purchased Apple iPod in last 12 months	177	3.1%	92
Have any access to the Internet	4,950	87.4%	103
Have access to Internet: at home	4,156	73.4%	104
Have access to Internet: at work	2,142	37.8%	101
Have access to Internet: at school/library	1,504	26.6%	105
Have access to Internet: not hm/work/school/library	1,102	19.5%	100
Use Internet less than once a week	214	3.8%	95
Use Internet 1-2 times per week	295	5.2%	94
Use Internet 3-6 times per week	507	8.9%	111
Use Internet once a day	660	11.7%	105
Use Internet 2-4 times per day	1,058	18.7%	106
Use Internet 5 or more times per day	1,480	26.1%	104
Any Internet or online usage in last 30 days	4,214	74.4%	105
Used Internet in last 30 days: at home	3,743	66.1%	106
Used Internet in last 30 days: at work	1,855	32.8%	103
Used Internet in last 30 days: at school/library	439	7.8%	101
Used Internet/30 days: not home/work/school/library	506	8.9%	97
Internet last 30 days: used email	3,749	66.2%	106
Internet last 30 days: used Instant Messenger	1,549	27.4%	108
Internet last 30 days: paid bills online	2,058	36.3%	111
Internet last 30 days: visited online blog	568	10.0%	105
Internet last 30 days: wrote online blog	216	3.8%	103
Internet last 30 days: visited chat room	238	4.2%	90
Internet last 30 days: looked for employment	792	14.0%	107
Internet last 30 days: played games online	1,345	23.8%	113
Internet last 30 days: traded/tracked investments	605	10.7%	96
Internet last 30 days: downloaded music	1,107	19.5%	106
Internet last 30 days: made phone call	217	3.8%	104
Internet last 30 days: made personal purchase	1,810	32.0%	104
Internet last 30 days: made business purchase	549	9.7%	102
Internet last 30 days: made travel plans	981	17.3%	100
Internet last 30 days: watched online video	1,164	20.6%	107
Internet last 30 days: obtained new/used car info	552	9.7%	110
Internet last 30 days: obtained financial info	1,435	25.3%	106
Internet last 30 days: obtained medical info	980	17.3%	104
Internet last 30 days: obtained latest news	2,269	40.1%	104
Internet last 30 days: obtained real estate info	635	11.2%	104

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# Electronics and Internet Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	1,340	23.7%	102
Ordered anything on Internet in last 12 months	2,057	36.3%	105
Ordered on Internet/12 mo: airline ticket	975	17.2%	103
Ordered on Internet/12 mo: CD/tape	286	5.0%	115
Ordered on Internet/12 mo: clothing	843	14.9%	103
Ordered on Internet/12 mo: computer	210	3.7%	108
Ordered on Internet/12 mo: computer peripheral	261	4.6%	106
Ordered on Internet/12 mo: DVD	395	7.0%	106
Ordered on Internet/12 mo: flowers	282	5.0%	107
Ordered on Internet/12 mo: software	318	5.6%	99
Ordered on Internet/12 mo: tickets (concerts etc.)	560	9.9%	103
Ordered on Internet/12 mo: toy	273	4.8%	97
Purchased item from amazon.com in last 12 months	790	13.9%	99
Purchased item from barnes&noble.com in last 12 mo	193	3.4%	106
Purchased item from bestbuy.com in last 12 months	158	2.8%	111
Purchased item from ebay.com in last 12 months	536	9.5%	102
Purchased item from walmart.com in last 12 months	236	4.2%	102
Spent on Internet orders last 12 months: <\$100	324	5.7%	105
Spent on Internet orders last 12 months: \$100-199	317	5.6%	104
Spent on Internet orders last 12 months: \$200-499	468	8.3%	99
Spent on Internet orders last 12 months: \$500+	835	14.7%	101
Connection to Internet from home: dial-up modem	419	7.4%	89
Connection to Internet from home: cable modem	1,695	29.9%	111
Connection to Internet from home: DSL	1,417	25.0%	102
Connection to Internet from home: wireless	798	14.1%	102
Connection to Internet from home: any broadband	3,572	63.1%	107
DVDs rented in last 30 days: 1	177	3.1%	118
DVDs rented in last 30 days: 2	309	5.5%	118
DVDs rented in last 30 days: 3	187	3.3%	103
DVDs rented in last 30 days: 4	239	4.2%	109
DVDs rented in last 30 days: 5+	822	14.5%	110
Rented video tape/DVD last month: action/adventure	1,244	22.0%	109
Rented video tape/DVD last month: classic	300	5.3%	102
Rented video tape/DVD last month: comedy	1,293	22.8%	110
Rented video tape/DVD last month: drama	835	14.7%	108
Rented video tape/DVD last month: family/children	537	9.5%	107
Rented video tape/DVD last month: foreign	111	2.0%	99
Rented video tape/DVD last month: horror	466	8.2%	111
Rented video tape/DVD last month: romance	447	7.9%	105
Rented video tape/DVD last month: science fiction	324	5.7%	108
Rented video tape/DVD last mo at Blockbuster Video	748	13.2%	109
Rented video tape/DVD last mo at Hollywood Video	279	4.9%	119
Bought video tape/DVD last month: action/adventure	444	7.8%	94
Bought video tape/DVD last month: classic	130	2.3%	84
Bought video tape/DVD last month: comedy	449	7.9%	99
Bought video tape/DVD last month: drama	224	3.9%	92
Bought video tape/DVD last month: family/children	322	5.7%	96
Bought video tape/DVD last month: horror	138	2.4%	78
Bought video tape/DVD last month: romance	138	2.4%	96

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

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1 Edgcombe Dr, Milford, OH, 45150  
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Latitude: 39.18186  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	141	2.5%	100
Bought blank video tape in last 6 months	596	10.5%	93
Bought 7+ blank video tapes in last 6 months	131	2.3%	89
DVDs purchased in last 30 days: 1	278	4.9%	99
DVDs purchased in last 30 days: 2	298	5.3%	111
DVDs purchased in last 30 days: 3-4	259	4.6%	99
DVDs purchased in last 30 days: 5+	255	4.5%	86
Bought any camera in last 12 months	734	13.0%	101
Spent on cameras in last 12 months: <\$100	248	4.4%	99
Spent on cameras in last 12 months: \$100-199	181	3.2%	106
Spent on cameras in last 12 months: \$200+	224	4.0%	100
Own APS (point & shoot or SLR) camera	159	2.8%	102
Own digital camera	1,966	34.7%	105
Bought digital camera in last 12 months	416	7.4%	107
Own digital point & shoot camera	1,476	26.1%	105
Bought digital point & shoot camera in last 12 mo	296	5.2%	106
Own digital SLR camera	548	9.7%	104
Bought digital SLR camera in last 12 months	140	2.5%	110
Own 35mm auto focus point & shoot camera	295	5.2%	111
Own 35mm auto focus single lens reflex camera	155	2.7%	115
Own 35mm auto focus zoom camera	341	6.0%	107
Own 35mm single lens reflex camera	200	3.5%	118
Own Canon camera	903	15.9%	101
Bought Canon camera in last 12 months	118	2.1%	98
Own Fuji camera	203	3.6%	89
Own Kodak camera	731	12.9%	109
Bought Kodak camera in last 12 months	175	3.1%	104
Own Nikon camera	330	5.8%	108
Own Olympus camera	305	5.4%	119
Own Polaroid camera	128	2.3%	92
Bought any camera accessory in last 12 months	2,536	44.8%	105
Bought film in last 12 months	1,121	19.8%	103
Bought film in last 12 months: <3 rolls	518	9.2%	103
Bought film in last 12 months: 3-6 rolls	362	6.4%	102
Bought film in last 12 months: 7+ rolls	241	4.3%	101
Bought film in last 12 mo: APS (color prints)	151	2.7%	100
Bought film in last 12 mo: instant developing	109	1.9%	96
Bought film in last 12 mo: 35mm (black & white)	67	1.2%	124
Bought film in last 12 mo: 35mm (color prints)	663	11.7%	103
Bought Fuji film in last 12 months	286	5.1%	100
Bought Kodak film in last 12 months	709	12.5%	106
Bought store-brand film in last 12 months	107	1.9%	89
Purchased film in last 12 mo: department store	175	3.1%	83
Purchased film in last 12 mo: discount store	273	4.8%	101

**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

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 1 mile radius

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

Latitude: 39.18186  
Longitude: -84.27402

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	287	5.1%	108
Purchased film in last 12 mo: grocery store	125	2.2%	103
Purchased film in last 12 mo: 1 hour service store	145	2.6%	101
Had film processed at discount store	201	3.5%	107
Had film processed at drug store	251	4.4%	104
Had film processed at 1 hour service store	174	3.1%	106
Bought memory card for camera in last 12 months	444	7.8%	102
Own memory card for camera	1,474	26.0%	105

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

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

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		30,692	31,781	
Population 18+		23,148	24,033	
Households		12,102	12,577	
Median Household Income		\$70,450	\$79,983	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer		9,969	82.4%	111
Purchased home PC in last 12 months		2,121	17.5%	112
Purchased home PC 1-2 years ago		3,170	26.2%	116
Purchased home PC 3-4 years ago		2,834	23.4%	120
Purchased home PC 5+ years ago		1,235	10.2%	109
Spent <\$500 on home PC (most recent purchase)		1,073	8.9%	102
Spent \$500-999 on home PC (most recent purchase)		2,468	20.4%	114
Spent \$1000-1499 on home PC (most recent purchase)		1,849	15.3%	117
Spent \$1500-1999 on home PC (most recent purchase)		953	7.9%	111
Spent \$2000+ on home PC (most recent purchase)		908	7.5%	121
Purchased home PC at computer superstore		1,853	15.3%	120
Purchased home PC at department store		555	4.6%	93
Purchased home PC direct from manufacturer		2,020	16.7%	120
Purchased home PC at electronics store		1,525	12.6%	114
Purchased home PC on Internet		1,196	9.9%	115
Purchased home PC at warehouse discount outlet		297	2.5%	112
HH owns desktop PC		7,922	65.5%	114
HH owns laptop/notebook/tablet PC		4,401	36.4%	117
HH owns any Apple/Apple Mac clone brand PC		817	6.8%	108
HH owns any IBM/IBM compatible brand PC		9,183	75.9%	113
Brand of PC that HH owns: Compaq		1,156	9.6%	113
Brand of PC that HH owns: Dell		4,283	35.4%	115
Brand of PC that HH owns: Gateway		879	7.3%	109
Brand of PC that HH owns: Hewlett Packard		2,213	18.3%	118
Brand of PC that HH owns: Sony Vaio		375	3.1%	107
Child (under 18) uses home PC		3,048	25.2%	119
HH owns CD burner		5,151	42.6%	115
HH owns CD ROM drive		5,351	44.2%	113
HH owns DVD drive		3,492	28.9%	116
HH owns DVD-RW (DVD burner)		2,836	23.4%	114
HH owns external hard drive		2,014	16.6%	117
HH owns flash drive		2,969	24.5%	120
HH owns LAN/network interface card		1,659	13.7%	124
HH owns inkjet printer		5,949	49.2%	115
HH owns laser printer		1,956	16.2%	118
HH owns modem/fax modem		2,915	24.1%	116
HH owns removable cartridge storage device		734	6.1%	105
HH owns scanner		4,072	33.6%	118
HH owns PC speakers		5,824	48.1%	116
HH owns tape backup		367	3.0%	114
HH owns webcam		1,505	12.4%	110
HH owns software: accounting		1,312	10.8%	122
HH owns software: communications/fax		1,194	9.9%	121
HH owns software: database/filing		1,141	9.4%	116
HH owns software: desktop publishing		1,781	14.7%	121

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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

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns software: education/training	1,357	11.2%	112
HH owns software: entertainment/games	3,968	32.8%	113
HH owns software: online meeting/conference	377	3.1%	109
HH owns software: personal finance/tax prep	2,258	18.7%	132
HH owns software: presentation graphics	1,146	9.5%	118
HH owns software: multimedia	2,076	17.2%	112
HH owns software: networking	1,561	12.9%	115
HH owns software: security/anti-virus	3,950	32.6%	116
HH owns software: spreadsheet	3,417	28.2%	122
HH owns software: utility	1,018	8.4%	119
HH owns software: web authoring	467	3.9%	111
HH owns software: word processing	4,884	40.4%	120
Spent \$500+ on software for home PC in last 12 mo	320	2.6%	111
Purchased computer book in last 12 months	589	4.9%	113
HH owns fax machine	888	7.3%	122
Purchased audio equipment in last 12 months	1,188	9.8%	101
Purchased headphones in last 12 months	489	4.0%	101
HH owns camcorder	2,816	23.3%	119
Purchased camcorder in last 12 months	258	2.1%	100
HH owns CD player	6,286	51.9%	113
Purchased CD player in last 12 months	481	4.0%	103
HH owns DVD player	8,576	70.9%	107
Purchased DVD player in last 12 months	1,281	10.6%	109
HH owns 1 TV	1,840	15.2%	77
HH owns 2 TVs	3,137	25.9%	99
HH owns 3 TVs	2,929	24.2%	108
HH owns 4+ TVs	3,131	25.9%	123
HH owns miniature screen TV (<13 in)	1,065	8.8%	111
Most recent TV purchase: miniature screen (<13 in)	330	2.7%	98
HH owns regular screen TV (13-26 in)	5,510	45.5%	105
Most recent TV purchase: regular screen (13-26 in)	2,665	22.0%	94
HH owns large screen TV (27-35 in)	6,004	49.6%	107
Most recent TV purchase: large screen (27-35 in)	3,783	31.3%	99
HH owns big screen TV (36-42 in)	2,645	21.9%	116
Most recent TV purchase: big screen (36-42 in)	1,916	15.8%	112
HH owns giant screen TV (over 42 in)	2,137	17.7%	124
Most recent TV purchase: giant screen (over 42 in)	1,697	14.0%	126
HH owns LCD TV	2,811	23.2%	121
HH owns plasma TV	1,131	9.3%	113
HH owns projection TV	772	6.4%	118
HH owns video game system	4,354	36.0%	108
Purchased video game system in last 12 months	1,412	11.7%	108
HH owns video game system: handheld	2,082	17.2%	112
HH owns video game system: attached to TV/computer	3,857	31.9%	108
HH owns video game system: Game Boy	920	7.6%	110
HH owns video game system: Game Boy Advance/SP	921	7.6%	115
HH owns video game system: Nintendo DS	1,022	8.4%	111

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Milford - SR 28 at I-275  
1 Edgcombe Dr, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	619	5.1%	102
HH owns video game system: Nintendo Wii	991	8.2%	121
HH owns video game system: PlayStation 2	2,078	17.2%	104
HH owns video game system: PlayStation 3	482	4.0%	110
HH owns video game system: Sony PlayStation/PS One	525	4.3%	107
HH owns video game system: Sony PSP	373	3.1%	105
HH owns video game system: Xbox	775	6.4%	108
HH owns video game system: Xbox 360	861	7.1%	110
HH purchased 5+ video games in last 12 months	840	6.9%	107
HH spent \$101+ on video games in last 12 months	1,069	8.8%	110
Owns MP3 player	7,099	30.7%	114
Purchased MP3 player in last 12 months	2,742	11.8%	116
Owns Apple iPod	2,960	12.8%	115
Purchased Apple iPod in last 12 months	905	3.9%	116
Have any access to the Internet	21,194	91.6%	108
Have access to Internet: at home	18,857	81.5%	116
Have access to Internet: at work	10,211	44.1%	118
Have access to Internet: at school/library	6,315	27.3%	108
Have access to Internet: not hm/work/school/library	4,938	21.3%	110
Use Internet less than once a week	763	3.3%	83
Use Internet 1-2 times per week	1,140	4.9%	89
Use Internet 3-6 times per week	2,006	8.7%	108
Use Internet once a day	2,754	11.9%	108
Use Internet 2-4 times per day	4,862	21.0%	119
Use Internet 5 or more times per day	7,030	30.4%	121
Any Internet or online usage in last 30 days	18,555	80.2%	114
Used Internet in last 30 days: at home	17,025	73.5%	118
Used Internet in last 30 days: at work	8,984	38.8%	122
Used Internet in last 30 days: at school/library	1,648	7.1%	92
Used Internet/30 days: not home/work/school/library	2,218	9.6%	104
Internet last 30 days: used email	16,965	73.3%	118
Internet last 30 days: used Instant Messenger	6,343	27.4%	108
Internet last 30 days: paid bills online	9,324	40.3%	122
Internet last 30 days: visited online blog	2,470	10.7%	112
Internet last 30 days: wrote online blog	857	3.7%	100
Internet last 30 days: visited chat room	915	4.0%	85
Internet last 30 days: looked for employment	3,168	13.7%	104
Internet last 30 days: played games online	5,106	22.1%	105
Internet last 30 days: traded/tracked investments	3,417	14.8%	132
Internet last 30 days: downloaded music	4,623	20.0%	108
Internet last 30 days: made phone call	1,006	4.3%	118
Internet last 30 days: made personal purchase	8,874	38.3%	124
Internet last 30 days: made business purchase	2,698	11.7%	122
Internet last 30 days: made travel plans	5,063	21.9%	127
Internet last 30 days: watched online video	5,080	21.9%	114
Internet last 30 days: obtained new/used car info	2,483	10.7%	121
Internet last 30 days: obtained financial info	6,897	29.8%	124
Internet last 30 days: obtained medical info	4,601	19.9%	119
Internet last 30 days: obtained latest news	10,799	46.7%	121
Internet last 30 days: obtained real estate info	3,074	13.3%	123

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	6,344	27.4%	118
Ordered anything on Internet in last 12 months	10,177	44.0%	127
Ordered on Internet/12 mo: airline ticket	5,255	22.7%	136
Ordered on Internet/12 mo: CD/tape	1,269	5.5%	125
Ordered on Internet/12 mo: clothing	4,224	18.2%	126
Ordered on Internet/12 mo: computer	943	4.1%	119
Ordered on Internet/12 mo: computer peripheral	1,256	5.4%	125
Ordered on Internet/12 mo: DVD	1,792	7.7%	118
Ordered on Internet/12 mo: flowers	1,455	6.3%	136
Ordered on Internet/12 mo: software	1,682	7.3%	128
Ordered on Internet/12 mo: tickets (concerts etc.)	2,938	12.7%	132
Ordered on Internet/12 mo: toy	1,389	6.0%	121
Purchased item from amazon.com in last 12 months	4,061	17.5%	125
Purchased item from barnes&noble.com in last 12 mo	981	4.2%	132
Purchased item from bestbuy.com in last 12 months	756	3.3%	130
Purchased item from ebay.com in last 12 months	2,569	11.1%	119
Purchased item from walmart.com in last 12 months	1,041	4.5%	110
Spent on Internet orders last 12 months: <\$100	1,450	6.3%	115
Spent on Internet orders last 12 months: \$100-199	1,362	5.9%	109
Spent on Internet orders last 12 months: \$200-499	2,347	10.1%	121
Spent on Internet orders last 12 months: \$500+	4,450	19.2%	132
Connection to Internet from home: dial-up modem	1,707	7.4%	89
Connection to Internet from home: cable modem	7,921	34.2%	127
Connection to Internet from home: DSL	6,420	27.7%	113
Connection to Internet from home: wireless	3,911	16.9%	123
Connection to Internet from home: any broadband	16,429	71.0%	120
DVDs rented in last 30 days: 1	692	3.0%	113
DVDs rented in last 30 days: 2	1,287	5.6%	120
DVDs rented in last 30 days: 3	865	3.7%	117
DVDs rented in last 30 days: 4	998	4.3%	111
DVDs rented in last 30 days: 5+	3,482	15.0%	114
Rented video tape/DVD last month: action/adventure	5,285	22.8%	113
Rented video tape/DVD last month: classic	1,310	5.7%	109
Rented video tape/DVD last month: comedy	5,453	23.6%	114
Rented video tape/DVD last month: drama	3,650	15.8%	116
Rented video tape/DVD last month: family/children	2,308	10.0%	112
Rented video tape/DVD last month: foreign	461	2.0%	101
Rented video tape/DVD last month: horror	1,617	7.0%	94
Rented video tape/DVD last month: romance	1,854	8.0%	107
Rented video tape/DVD last month: science fiction	1,308	5.6%	106
Rented video tape/DVD last mo at Blockbuster Video	3,499	15.1%	125
Rented video tape/DVD last mo at Hollywood Video	1,105	4.8%	116
Bought video tape/DVD last month: action/adventure	1,906	8.2%	98
Bought video tape/DVD last month: classic	554	2.4%	88
Bought video tape/DVD last month: comedy	1,892	8.2%	102
Bought video tape/DVD last month: drama	990	4.3%	99
Bought video tape/DVD last month: family/children	1,367	5.9%	100
Bought video tape/DVD last month: horror	475	2.1%	65
Bought video tape/DVD last month: romance	563	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

Milford - SR 28 at I-275  
1 Edgcombe Dr, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	579	2.5%	100
Bought blank video tape in last 6 months	2,549	11.0%	97
Bought 7+ blank video tapes in last 6 months	559	2.4%	93
DVDs purchased in last 30 days: 1	1,284	5.5%	111
DVDs purchased in last 30 days: 2	1,195	5.2%	109
DVDs purchased in last 30 days: 3-4	1,074	4.6%	100
DVDs purchased in last 30 days: 5+	1,025	4.4%	85
Bought any camera in last 12 months	3,105	13.4%	104
Spent on cameras in last 12 months: <\$100	931	4.0%	91
Spent on cameras in last 12 months: \$100-199	738	3.2%	106
Spent on cameras in last 12 months: \$200+	1,045	4.5%	114
Own APS (point & shoot or SLR) camera	785	3.4%	123
Own digital camera	9,260	40.0%	121
Bought digital camera in last 12 months	1,804	7.8%	114
Own digital point & shoot camera	7,023	30.3%	122
Bought digital point & shoot camera in last 12 mo	1,300	5.6%	114
Own digital SLR camera	2,546	11.0%	119
Bought digital SLR camera in last 12 months	568	2.5%	109
Own 35mm auto focus point & shoot camera	1,222	5.3%	113
Own 35mm auto focus single lens reflex camera	671	2.9%	122
Own 35mm auto focus zoom camera	1,382	6.0%	106
Own 35mm single lens reflex camera	863	3.7%	124
Own Canon camera	4,390	19.0%	121
Bought Canon camera in last 12 months	531	2.3%	108
Own Fuji camera	889	3.8%	95
Own Kodak camera	2,930	12.7%	107
Bought Kodak camera in last 12 months	633	2.7%	92
Own Nikon camera	1,548	6.7%	124
Own Olympus camera	1,393	6.0%	132
Own Polaroid camera	449	1.9%	79
Bought any camera accessory in last 12 months	11,560	49.9%	117
Bought film in last 12 months	4,661	20.1%	105
Bought film in last 12 months: <3 rolls	2,173	9.4%	106
Bought film in last 12 months: 3-6 rolls	1,443	6.2%	99
Bought film in last 12 months: 7+ rolls	1,045	4.5%	107
Bought film in last 12 mo: APS (color prints)	675	2.9%	109
Bought film in last 12 mo: instant developing	407	1.8%	88
Bought film in last 12 mo: 35mm (black & white)	228	1.0%	103
Bought film in last 12 mo: 35mm (color prints)	2,776	12.0%	105
Bought Fuji film in last 12 months	1,170	5.1%	100
Bought Kodak film in last 12 months	2,925	12.6%	107
Bought store-brand film in last 12 months	504	2.2%	102
Purchased film in last 12 mo: department store	677	2.9%	79
Purchased film in last 12 mo: discount store	1,145	4.9%	104

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

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 3 miles radius

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

Latitude: 39.18186  
Longitude: -84.27402

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	1,189	5.1%	109
Purchased film in last 12 mo: grocery store	513	2.2%	103
Purchased film in last 12 mo: 1 hour service store	520	2.2%	88
Had film processed at discount store	776	3.4%	101
Had film processed at drug store	1,089	4.7%	110
Had film processed at 1 hour service store	679	2.9%	101
Bought memory card for camera in last 12 months	2,044	8.8%	115
Own memory card for camera	6,999	30.2%	122

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

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		81,206	84,593	
Population 18+		59,497	62,202	
Households		30,012	31,340	
Median Household Income		\$76,184	\$84,527	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer		25,301	84.3%	114
Purchased home PC in last 12 months		5,460	18.2%	116
Purchased home PC 1-2 years ago		8,059	26.9%	119
Purchased home PC 3-4 years ago		6,996	23.3%	120
Purchased home PC 5+ years ago		3,077	10.3%	110
Spent <\$500 on home PC (most recent purchase)		2,576	8.6%	99
Spent \$500-999 on home PC (most recent purchase)		6,107	20.3%	114
Spent \$1000-1499 on home PC (most recent purchase)		4,744	15.8%	121
Spent \$1500-1999 on home PC (most recent purchase)		2,534	8.4%	119
Spent \$2000+ on home PC (most recent purchase)		2,377	7.9%	128
Purchased home PC at computer superstore		4,706	15.7%	123
Purchased home PC at department store		1,344	4.5%	91
Purchased home PC direct from manufacturer		5,183	17.3%	124
Purchased home PC at electronics store		3,833	12.8%	116
Purchased home PC on Internet		3,099	10.3%	120
Purchased home PC at warehouse discount outlet		729	2.4%	111
HH owns desktop PC		20,139	67.1%	117
HH owns laptop/notebook/tablet PC		11,384	37.9%	122
HH owns any Apple/Apple Mac clone brand PC		2,150	7.2%	115
HH owns any IBM/IBM compatible brand PC		23,256	77.5%	115
Brand of PC that HH owns: Compaq		2,803	9.3%	110
Brand of PC that HH owns: Dell		11,062	36.9%	119
Brand of PC that HH owns: Gateway		2,202	7.3%	110
Brand of PC that HH owns: Hewlett Packard		5,598	18.7%	120
Brand of PC that HH owns: Sony Vaio		960	3.2%	110
Child (under 18) uses home PC		8,165	27.2%	129
HH owns CD burner		13,067	43.5%	118
HH owns CD ROM drive		13,658	45.5%	116
HH owns DVD drive		8,880	29.6%	119
HH owns DVD-RW (DVD burner)		7,337	24.4%	119
HH owns external hard drive		5,233	17.4%	123
HH owns flash drive		7,764	25.9%	126
HH owns LAN/network interface card		4,294	14.3%	129
HH owns inkjet printer		15,043	50.1%	117
HH owns laser printer		5,220	17.4%	127
HH owns modem/fax modem		7,398	24.7%	119
HH owns removable cartridge storage device		1,913	6.4%	110
HH owns scanner		10,451	34.8%	122
HH owns PC speakers		14,670	48.9%	117
HH owns tape backup		940	3.1%	118
HH owns webcam		3,956	13.2%	116
HH owns software: accounting		3,430	11.4%	129
HH owns software: communications/fax		3,101	10.3%	127
HH owns software: database/filing		2,868	9.6%	117
HH owns software: desktop publishing		4,544	15.1%	125

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	3,484	11.6%	116
HH owns software: entertainment/games	10,000	33.3%	115
HH owns software: online meeting/conference	989	3.3%	115
HH owns software: personal finance/tax prep	5,819	19.4%	137
HH owns software: presentation graphics	2,999	10.0%	125
HH owns software: multimedia	5,363	17.9%	117
HH owns software: networking	4,046	13.5%	120
HH owns software: security/anti-virus	10,169	33.9%	121
HH owns software: spreadsheet	8,877	29.6%	128
HH owns software: utility	2,557	8.5%	120
HH owns software: web authoring	1,213	4.0%	117
HH owns software: word processing	12,498	41.6%	124
Spent \$500+ on software for home PC in last 12 mo	838	2.8%	117
Purchased computer book in last 12 months	1,512	5.0%	117
HH owns fax machine	2,296	7.7%	127
Purchased audio equipment in last 12 months	2,992	10.0%	103
Purchased headphones in last 12 months	1,200	4.0%	100
HH owns camcorder	7,619	25.4%	130
Purchased camcorder in last 12 months	688	2.3%	108
HH owns CD player	15,662	52.2%	113
Purchased CD player in last 12 months	1,211	4.0%	104
HH owns DVD player	21,549	71.8%	108
Purchased DVD player in last 12 months	3,116	10.4%	107
HH owns 1 TV	4,271	14.2%	72
HH owns 2 TVs	7,525	25.1%	95
HH owns 3 TVs	7,330	24.4%	109
HH owns 4+ TVs	8,183	27.3%	130
HH owns miniature screen TV (<13 in)	2,685	8.9%	113
Most recent TV purchase: miniature screen (<13 in)	771	2.6%	93
HH owns regular screen TV (13-26 in)	13,448	44.8%	103
Most recent TV purchase: regular screen (13-26 in)	6,328	21.1%	90
HH owns large screen TV (27-35 in)	14,944	49.8%	107
Most recent TV purchase: large screen (27-35 in)	9,192	30.6%	97
HH owns big screen TV (36-42 in)	6,982	23.3%	123
Most recent TV purchase: big screen (36-42 in)	5,001	16.7%	118
HH owns giant screen TV (over 42 in)	5,700	19.0%	134
Most recent TV purchase: giant screen (over 42 in)	4,439	14.8%	132
HH owns LCD TV	7,177	23.9%	125
HH owns plasma TV	3,041	10.1%	122
HH owns projection TV	2,088	7.0%	129
HH owns video game system	11,485	38.3%	114
Purchased video game system in last 12 months	3,870	12.9%	120
HH owns video game system: handheld	5,577	18.6%	121
HH owns video game system: attached to TV/computer	10,211	34.0%	115
HH owns video game system: Game Boy	2,479	8.3%	120
HH owns video game system: Game Boy Advance/SP	2,465	8.2%	125
HH owns video game system: Nintendo DS	2,907	9.7%	128

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	1,728	5.8%	115
HH owns video game system: Nintendo Wii	2,735	9.1%	135
HH owns video game system: PlayStation 2	5,485	18.3%	111
HH owns video game system: PlayStation 3	1,241	4.1%	114
HH owns video game system: Sony PlayStation/PS One	1,371	4.6%	113
HH owns video game system: Sony PSP	975	3.3%	111
HH owns video game system: Xbox	1,991	6.6%	111
HH owns video game system: Xbox 360	2,344	7.8%	121
HH purchased 5+ video games in last 12 months	2,248	7.5%	115
HH spent \$101+ on video games in last 12 months	2,858	9.5%	118
Owns MP3 player	18,776	31.6%	118
Purchased MP3 player in last 12 months	7,160	12.0%	118
Owns Apple iPod	8,009	13.5%	121
Purchased Apple iPod in last 12 months	2,402	4.0%	119
Have any access to the Internet	54,743	92.0%	109
Have access to Internet: at home	49,549	83.3%	118
Have access to Internet: at work	27,396	46.0%	123
Have access to Internet: at school/library	15,716	26.4%	105
Have access to Internet: not hm/work/school/library	12,622	21.2%	109
Use Internet less than once a week	1,762	3.0%	74
Use Internet 1-2 times per week	2,865	4.8%	87
Use Internet 3-6 times per week	4,870	8.2%	102
Use Internet once a day	7,367	12.4%	112
Use Internet 2-4 times per day	12,662	21.3%	121
Use Internet 5 or more times per day	19,040	32.0%	128
Any Internet or online usage in last 30 days	48,565	81.6%	116
Used Internet in last 30 days: at home	44,948	75.5%	122
Used Internet in last 30 days: at work	24,290	40.8%	128
Used Internet in last 30 days: at school/library	4,221	7.1%	92
Used Internet/30 days: not home/work/school/library	5,875	9.9%	107
Internet last 30 days: used email	44,544	74.9%	120
Internet last 30 days: used Instant Messenger	16,707	28.1%	111
Internet last 30 days: paid bills online	24,497	41.2%	125
Internet last 30 days: visited online blog	6,603	11.1%	116
Internet last 30 days: wrote online blog	2,322	3.9%	106
Internet last 30 days: visited chat room	2,449	4.1%	88
Internet last 30 days: looked for employment	8,134	13.7%	104
Internet last 30 days: played games online	12,917	21.7%	103
Internet last 30 days: traded/tracked investments	9,606	16.1%	145
Internet last 30 days: downloaded music	12,280	20.6%	112
Internet last 30 days: made phone call	2,661	4.5%	121
Internet last 30 days: made personal purchase	23,751	39.9%	129
Internet last 30 days: made business purchase	7,473	12.6%	132
Internet last 30 days: made travel plans	13,984	23.5%	136
Internet last 30 days: watched online video	13,248	22.3%	116
Internet last 30 days: obtained new/used car info	6,489	10.9%	123
Internet last 30 days: obtained financial info	18,555	31.2%	130
Internet last 30 days: obtained medical info	12,094	20.3%	122
Internet last 30 days: obtained latest news	28,701	48.2%	125
Internet last 30 days: obtained real estate info	8,467	14.2%	132

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	17,543	29.5%	127
Ordered anything on Internet in last 12 months	26,910	45.2%	131
Ordered on Internet/12 mo: airline ticket	14,320	24.1%	144
Ordered on Internet/12 mo: CD/tape	3,402	5.7%	131
Ordered on Internet/12 mo: clothing	11,324	19.0%	131
Ordered on Internet/12 mo: computer	2,623	4.4%	129
Ordered on Internet/12 mo: computer peripheral	3,402	5.7%	132
Ordered on Internet/12 mo: DVD	4,697	7.9%	120
Ordered on Internet/12 mo: flowers	4,101	6.9%	149
Ordered on Internet/12 mo: software	4,527	7.6%	134
Ordered on Internet/12 mo: tickets (concerts etc.)	7,964	13.4%	139
Ordered on Internet/12 mo: toy	3,915	6.6%	132
Purchased item from amazon.com in last 12 months	11,167	18.8%	134
Purchased item from barnes&noble.com in last 12 mo	2,665	4.5%	140
Purchased item from bestbuy.com in last 12 months	1,887	3.2%	126
Purchased item from ebay.com in last 12 months	6,665	11.2%	120
Purchased item from walmart.com in last 12 months	2,677	4.5%	110
Spent on Internet orders last 12 months: <\$100	3,583	6.0%	111
Spent on Internet orders last 12 months: \$100-199	3,562	6.0%	111
Spent on Internet orders last 12 months: \$200-499	6,008	10.1%	121
Spent on Internet orders last 12 months: \$500+	12,322	20.7%	142
Connection to Internet from home: dial-up modem	4,099	6.9%	83
Connection to Internet from home: cable modem	20,511	34.5%	128
Connection to Internet from home: DSL	17,693	29.7%	121
Connection to Internet from home: wireless	10,787	18.1%	132
Connection to Internet from home: any broadband	43,609	73.3%	124
DVDs rented in last 30 days: 1	1,761	3.0%	112
DVDs rented in last 30 days: 2	3,283	5.5%	119
DVDs rented in last 30 days: 3	2,202	3.7%	116
DVDs rented in last 30 days: 4	2,545	4.3%	111
DVDs rented in last 30 days: 5+	9,191	15.4%	117
Rented video tape/DVD last month: action/adventure	13,821	23.2%	115
Rented video tape/DVD last month: classic	3,368	5.7%	109
Rented video tape/DVD last month: comedy	14,098	23.7%	115
Rented video tape/DVD last month: drama	9,366	15.7%	116
Rented video tape/DVD last month: family/children	6,279	10.6%	119
Rented video tape/DVD last month: foreign	1,250	2.1%	106
Rented video tape/DVD last month: horror	4,040	6.8%	92
Rented video tape/DVD last month: romance	4,848	8.1%	108
Rented video tape/DVD last month: science fiction	3,336	5.6%	106
Rented video tape/DVD last mo at Blockbuster Video	9,263	15.6%	129
Rented video tape/DVD last mo at Hollywood Video	2,752	4.6%	112
Bought video tape/DVD last month: action/adventure	4,980	8.4%	100
Bought video tape/DVD last month: classic	1,361	2.3%	84
Bought video tape/DVD last month: comedy	4,821	8.1%	101
Bought video tape/DVD last month: drama	2,558	4.3%	99
Bought video tape/DVD last month: family/children	3,889	6.5%	111
Bought video tape/DVD last month: horror	1,226	2.1%	66
Bought video tape/DVD last month: romance	1,414	2.4%	93

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

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www.ClermontCountyOhio.biz

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	1,470	2.5%	99
Bought blank video tape in last 6 months	6,748	11.3%	100
Bought 7+ blank video tapes in last 6 months	1,463	2.5%	94
DVDs purchased in last 30 days: 1	3,459	5.8%	117
DVDs purchased in last 30 days: 2	3,138	5.3%	111
DVDs purchased in last 30 days: 3-4	2,822	4.7%	102
DVDs purchased in last 30 days: 5+	2,612	4.4%	84
Bought any camera in last 12 months	8,219	13.8%	108
Spent on cameras in last 12 months: <\$100	2,277	3.8%	86
Spent on cameras in last 12 months: \$100-199	2,050	3.4%	114
Spent on cameras in last 12 months: \$200+	2,890	4.9%	122
Own APS (point & shoot or SLR) camera	2,071	3.5%	126
Own digital camera	24,417	41.0%	124
Bought digital camera in last 12 months	4,849	8.2%	119
Own digital point & shoot camera	18,609	31.3%	126
Bought digital point & shoot camera in last 12 mo	3,523	5.9%	120
Own digital SLR camera	6,661	11.2%	121
Bought digital SLR camera in last 12 months	1,475	2.5%	110
Own 35mm auto focus point & shoot camera	3,030	5.1%	109
Own 35mm auto focus single lens reflex camera	1,729	2.9%	122
Own 35mm auto focus zoom camera	3,654	6.1%	109
Own 35mm single lens reflex camera	2,231	3.8%	125
Own Canon camera	11,777	19.8%	126
Bought Canon camera in last 12 months	1,513	2.5%	119
Own Fuji camera	2,365	4.0%	98
Own Kodak camera	7,239	12.2%	103
Bought Kodak camera in last 12 months	1,527	2.6%	86
Own Nikon camera	4,119	6.9%	128
Own Olympus camera	3,545	6.0%	131
Own Polaroid camera	1,152	1.9%	79
Bought any camera accessory in last 12 months	29,804	50.1%	117
Bought film in last 12 months	11,520	19.4%	101
Bought film in last 12 months: <3 rolls	5,340	9.0%	101
Bought film in last 12 months: 3-6 rolls	3,637	6.1%	98
Bought film in last 12 months: 7+ rolls	2,539	4.3%	101
Bought film in last 12 mo: APS (color prints)	1,636	2.7%	103
Bought film in last 12 mo: instant developing	1,049	1.8%	88
Bought film in last 12 mo: 35mm (black & white)	514	0.9%	91
Bought film in last 12 mo: 35mm (color prints)	6,857	11.5%	101
Bought Fuji film in last 12 months	2,833	4.8%	95
Bought Kodak film in last 12 months	7,260	12.2%	103
Bought store-brand film in last 12 months	1,301	2.2%	103
Purchased film in last 12 mo: department store	1,555	2.6%	70
Purchased film in last 12 mo: discount store	2,802	4.7%	99

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ECONOMIC DEVELOPMENT

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Latitude: 39.18186  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	2,902	4.9%	104
Purchased film in last 12 mo: grocery store	1,235	2.1%	97
Purchased film in last 12 mo: 1 hour service store	1,277	2.1%	84
Had film processed at discount store	1,912	3.2%	97
Had film processed at drug store	2,672	4.5%	105
Had film processed at 1 hour service store	1,627	2.7%	94
Bought memory card for camera in last 12 months	5,364	9.0%	118
Own memory card for camera	18,502	31.1%	126

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Investments Market Potential

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Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
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<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		7,380	7,553	
Population 18+		5,663	5,805	
Households		3,318	3,412	
Median Household Income		\$50,338	\$60,490	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Bank/financial institution: use full service bank		2,914	51.5%	104
Bank/financial institution: use savings & loan		587	10.4%	99
Bank/financial institution: use credit union		1,414	25.0%	110
Bank/financial institution: use fed savings bank		138	2.4%	106
Bank/financial institution: use mutual funds co		207	3.7%	112
Bank/financial institution: use Internet Bank		235	4.2%	96
Used ATM/cash machine in last 12 months		3,094	54.6%	108
Banked in person in last 12 months		2,999	53.0%	102
Banked by mail in last 12 months		334	5.9%	110
Banked by phone in last 12 months		926	16.4%	109
Did banking over the Internet in last 12 months		1,694	29.9%	110
Used direct deposit of paycheck in last 12 months		2,393	42.3%	110
Have interest checking account		1,906	33.7%	104
Have non-interest checking account		1,583	28.0%	105
Have money market account		747	13.2%	107
Have savings account		2,242	39.6%	109
Have 401K retirement savings		1,062	18.8%	106
Have IRA retirement savings		877	15.5%	103
Have auto loan for new car		692	12.2%	106
Have personal loan for education only		246	4.3%	107
Have personal loan-not for education		130	2.3%	91
Have home mortgage (1st)		1,152	20.3%	106
Have 2nd mortgage (equity loan)		384	6.8%	108
Have home equity line of credit		353	6.2%	104
Have personal line of credit		268	4.7%	105
Have overdraft protection		819	14.5%	109
Own any securities investment		1,487	26.3%	105
Own annuities		181	3.2%	105
Own certificate of deposit (6 months or less)		217	3.8%	109
Own certificate of deposit (more than 6 months)		303	5.4%	96
Own common/preferred stock in company you work for		191	3.4%	112
Own common stock in company you don't work for		400	7.1%	112
Own insured money market account (bank)		141	2.5%	121
Own shares in money market fund		403	7.1%	107
Own shares in mutual fund (bonds)		364	6.4%	108
Own shares in mutual fund (stock)		554	9.8%	104
Own any stock		561	9.9%	108
Own stock with market value <\$10000		193	3.4%	110
Own stock with market value \$10000-49999		168	3.0%	118
Own stock with market value \$50000+		149	2.6%	105

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	376	6.6%	97
Used financial planning counsel in last 12 months	434	7.7%	98
Used full service brokerage firm in last 12 months	367	6.5%	105
Own any credit/debit card (in own name)	4,363	77.0%	104
Own American Express card (in own name)	651	11.5%	92
Own Discover card (in own name)	617	10.9%	97
Own MasterCard (in own name)	2,040	36.0%	105
Own Visa (in own name)	2,973	52.5%	107
Own any department store credit card (in own name)	1,815	32.1%	103
Avg monthly credit card expenditures: <\$111	834	14.7%	106
Avg monthly credit card expenditures: \$111-225	436	7.7%	99
Avg monthly credit card expenditures: \$226-450	440	7.8%	104
Avg monthly credit card expenditures: \$451-700	368	6.5%	102
Avg monthly credit card expenditures: \$701+	764	13.5%	101

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# Financial Investments Market Potential

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Demographic Summary		2010	2015
Population		30,692	31,781
Population 18+		23,148	24,033
Households		12,102	12,577
Median Household Income		\$70,450	\$79,983

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Bank/financial institution: use full service bank	12,743	55.1%	111
Bank/financial institution: use savings & loan	2,589	11.2%	107
Bank/financial institution: use credit union	6,418	27.7%	122
Bank/financial institution: use fed savings bank	583	2.5%	109
Bank/financial institution: use mutual funds co	961	4.2%	127
Bank/financial institution: use Internet Bank	1,069	4.6%	107
Used ATM/cash machine in last 12 months	13,550	58.5%	115
Banked in person in last 12 months	13,380	57.8%	111
Banked by mail in last 12 months	1,493	6.5%	121
Banked by phone in last 12 months	3,876	16.7%	112
Did banking over the Internet in last 12 months	7,959	34.4%	126
Used direct deposit of paycheck in last 12 months	10,446	45.1%	117
Have interest checking account	8,972	38.8%	120
Have non-interest checking account	6,685	28.9%	109
Have money market account	3,865	16.7%	136
Have savings account	10,035	43.4%	119
Have 401K retirement savings	5,358	23.1%	131
Have IRA retirement savings	4,535	19.6%	130
Have auto loan for new car	3,168	13.7%	119
Have personal loan for education only	1,051	4.5%	112
Have personal loan-not for education	556	2.4%	95
Have home mortgage (1st)	5,918	25.6%	133
Have 2nd mortgage (equity loan)	2,105	9.1%	145
Have home equity line of credit	1,942	8.4%	140
Have personal line of credit	1,291	5.6%	123
Have overdraft protection	3,890	16.8%	126
Own any securities investment	7,318	31.6%	127
Own annuities	847	3.7%	121
Own certificate of deposit (6 months or less)	1,037	4.5%	127
Own certificate of deposit (more than 6 months)	1,555	6.7%	121
Own common/preferred stock in company you work for	950	4.1%	136
Own common stock in company you don't work for	2,007	8.7%	137
Own insured money market account (bank)	680	2.9%	142
Own shares in money market fund	2,102	9.1%	137
Own shares in mutual fund (bonds)	1,903	8.2%	139
Own shares in mutual fund (stock)	2,973	12.8%	137
Own any stock	2,872	12.4%	135
Own stock with market value <\$10000	899	3.9%	125
Own stock with market value \$10000-49999	757	3.3%	131
Own stock with market value \$50000+	800	3.5%	138

**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

## Financial Investments Market Potential

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186

Longitude: -84.27402

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	1,927	8.3%	122
Used financial planning counsel in last 12 months	2,355	10.2%	130
Used full service brokerage firm in last 12 months	1,896	8.2%	132
Own any credit/debit card (in own name)	19,002	82.1%	111
Own American Express card (in own name)	3,682	15.9%	128
Own Discover card (in own name)	3,049	13.2%	118
Own MasterCard (in own name)	9,409	40.6%	119
Own Visa (in own name)	13,199	57.0%	116
Own any department store credit card (in own name)	8,526	36.8%	119
Avg monthly credit card expenditures: <\$111	3,311	14.3%	103
Avg monthly credit card expenditures: \$111-225	1,948	8.4%	108
Avg monthly credit card expenditures: \$226-450	1,952	8.4%	113
Avg monthly credit card expenditures: \$451-700	1,745	7.5%	118
Avg monthly credit card expenditures: \$701+	4,138	17.9%	134

**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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# Financial Investments Market Potential

Milford - SR 28 at I-275  
 1 Edgcombe Dr, Milford, OH, 45150  
 Ring: 5 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.18186  
 Longitude: -84.27402

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		81,206	84,593
Population 18+		59,497	62,202
Households		30,012	31,340
Median Household Income		\$76,184	\$84,527

<b>Product/Consumer Behavior</b>	<b>Expected Number of</b>		<b>MPI</b>
	<b>Adults</b>	<b>Percent</b>	
Bank/financial institution: use full service bank	33,006	55.5%	112
Bank/financial institution: use savings & loan	6,680	11.2%	107
Bank/financial institution: use credit union	15,983	26.9%	119
Bank/financial institution: use fed savings bank	1,448	2.4%	106
Bank/financial institution: use mutual funds co	2,512	4.2%	129
Bank/financial institution: use Internet Bank	3,020	5.1%	118
Used ATM/cash machine in last 12 months	35,690	60.0%	118
Banked in person in last 12 months	34,285	57.6%	111
Banked by mail in last 12 months	3,805	6.4%	120
Banked by phone in last 12 months	10,045	16.9%	112
Did banking over the Internet in last 12 months	20,933	35.2%	129
Used direct deposit of paycheck in last 12 months	26,953	45.3%	117
Have interest checking account	23,433	39.4%	122
Have non-interest checking account	17,223	28.9%	109
Have money market account	10,280	17.3%	140
Have savings account	25,675	43.2%	119
Have 401K retirement savings	14,389	24.2%	136
Have IRA retirement savings	11,961	20.1%	133
Have auto loan for new car	8,326	14.0%	121
Have personal loan for education only	2,781	4.7%	115
Have personal loan-not for education	1,451	2.4%	97
Have home mortgage (1st)	16,010	26.9%	140
Have 2nd mortgage (equity loan)	5,584	9.4%	149
Have home equity line of credit	5,103	8.6%	143
Have personal line of credit	3,262	5.5%	121
Have overdraft protection	10,116	17.0%	128
Own any securities investment	18,690	31.4%	126
Own annuities	2,204	3.7%	122
Own certificate of deposit (6 months or less)	2,510	4.2%	120
Own certificate of deposit (more than 6 months)	3,858	6.5%	116
Own common/preferred stock in company you work for	2,537	4.3%	141
Own common stock in company you don't work for	5,269	8.9%	140
Own insured money market account (bank)	1,676	2.8%	137
Own shares in money market fund	5,543	9.3%	140
Own shares in mutual fund (bonds)	4,875	8.2%	138
Own shares in mutual fund (stock)	7,807	13.1%	140
Own any stock	7,492	12.6%	137
Own stock with market value <\$10000	2,183	3.7%	118
Own stock with market value \$10000-49999	2,031	3.4%	136
Own stock with market value \$50000+	2,159	3.6%	145

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 5 miles radius

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Latitude: 39.18186

Longitude: -84.27402

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	4,867	8.2%	119
Used financial planning counsel in last 12 months	6,210	10.4%	133
Used full service brokerage firm in last 12 months	4,942	8.3%	134
Own any credit/debit card (in own name)	48,974	82.3%	111
Own American Express card (in own name)	10,313	17.3%	139
Own Discover card (in own name)	7,909	13.3%	119
Own MasterCard (in own name)	24,225	40.7%	119
Own Visa (in own name)	33,940	57.0%	116
Own any department store credit card (in own name)	21,794	36.6%	118
Avg monthly credit card expenditures: <\$111	8,108	13.6%	98
Avg monthly credit card expenditures: \$111-225	4,824	8.1%	104
Avg monthly credit card expenditures: \$226-450	5,008	8.4%	113
Avg monthly credit card expenditures: \$451-700	4,545	7.6%	120
Avg monthly credit card expenditures: \$701+	11,565	19.4%	146

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Pets and Products Market Potential

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

Demographic Summary		2010	2015	
Population		7,380	7,553	
Population 18+		5,663	5,805	
Households		3,318	3,412	
Median Household Income		\$50,338	\$60,490	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		1,707	51.4%	100
HH owns any bird		88	2.7%	91
HH owns any cat		851	25.6%	106
HH owns any dog		1,176	35.4%	94
HH owns 1 cat		457	13.8%	108
HH owns 2+ cats		394	11.9%	103
HH owns 1 dog		766	23.1%	98
HH owns 2+ dogs		410	12.4%	84
HH used canned cat food in last 6 months		424	12.8%	110
HH used <4 cans of cat food in last 7 days		146	4.4%	101
HH used 8+ cans of cat food in last 7 days		137	4.1%	115
HH used packaged dry cat food in last 6 months		812	24.5%	105
HH used <5 pounds of packaged dry cat food last mo		304	9.2%	112
HH used 11+ pounds of packaged dry cat food last mo		222	6.7%	93
HH used cat treats in last 6 months		367	11.1%	108
HH used cat litter in last 6 months		755	22.8%	111
HH used canned dog food in last 6 months		415	12.5%	94
HH used packaged dry dog food in last 6 months		1,136	34.2%	94
HH used <10 pounds of pkgd dry dog food last month		514	15.5%	93
HH used 25+ pounds of pkgd dry dog food last month		344	10.4%	94
HH used dog biscuits/treats in last 6 months		932	28.1%	95
HH used <2 packages of dog biscuits/treats last mo		451	13.6%	92
HH used 4+ packages of dog biscuits/treats last mo		172	5.2%	94
HH used flea/tick care prod for cat/dog last 12 mo		1,069	32.2%	95
HH member took pet to vet in last 12 mo: 1 time		427	12.9%	101
HH member took pet to vet in last 12 mo: 2 times		380	11.5%	104
HH member took pet to vet in last 12 mo: 3 times		177	5.3%	95
HH member took pet to vet in last 12 mo: 4 times		125	3.8%	91
HH member took pet to vet in last 12 mo: 5+ times		179	5.4%	97
Bought pet food from vet in last 12 months		174	5.2%	103
Bought flea control product from vet in last 12 mo		449	13.5%	101

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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.

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Pets and Products Market Potential

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 3 miles radius

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Latitude: 39.18186  
Longitude: -84.27402

Demographic Summary		2010	2015
Population		30,692	31,781
Population 18+		23,148	24,033
Households		12,102	12,577
Median Household Income		\$70,450	\$79,983
Product/Consumer Behavior		Expected Number of Households	MPI
		Percent	
HH owns any pet		6,877	110
HH owns any bird		339	96
HH owns any cat		3,196	110
HH owns any dog		5,021	110
HH owns 1 cat		1,721	111
HH owns 2+ cats		1,475	105
HH owns 1 dog		3,236	114
HH owns 2+ dogs		1,786	101
HH used canned cat food in last 6 months		1,568	111
HH used <4 cans of cat food in last 7 days		551	105
HH used 8+ cans of cat food in last 7 days		481	110
HH used packaged dry cat food in last 6 months		3,094	110
HH used <5 pounds of packaged dry cat food last mo		1,127	114
HH used 11+ pounds of packaged dry cat food last mo		839	96
HH used cat treats in last 6 months		1,383	111
HH used cat litter in last 6 months		2,820	114
HH used canned dog food in last 6 months		1,689	105
HH used packaged dry dog food in last 6 months		4,824	110
HH used <10 pounds of pkgd dry dog food last month		2,136	106
HH used 25+ pounds of pkgd dry dog food last month		1,452	109
HH used dog biscuits/treats in last 6 months		4,013	112
HH used <2 packages of dog biscuits/treats last mo		2,050	114
HH used 4+ packages of dog biscuits/treats last mo		669	100
HH used flea/tick care prod for cat/dog last 12 mo		4,409	107
HH member took pet to vet in last 12 mo: 1 time		1,753	114
HH member took pet to vet in last 12 mo: 2 times		1,502	112
HH member took pet to vet in last 12 mo: 3 times		734	108
HH member took pet to vet in last 12 mo: 4 times		554	110
HH member took pet to vet in last 12 mo: 5+ times		781	116
Bought pet food from vet in last 12 months		698	113
Bought flea control product from vet in last 12 mo		1,903	118

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Pets and Products Market Potential

Milford - SR 28 at I-275  
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Ring: 5 miles radius

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Latitude: 39.18186  
Longitude: -84.27402

Demographic Summary		2010	2015	
Population		81,206	84,593	
Population 18+		59,497	62,202	
Households		30,012	31,340	
Median Household Income		\$76,184	\$84,527	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		17,419	58.0%	112
HH owns any bird		844	2.8%	97
HH owns any cat		7,746	25.8%	107
HH owns any dog		12,940	43.1%	114
HH owns 1 cat		4,143	13.8%	108
HH owns 2+ cats		3,601	12.0%	104
HH owns 1 dog		8,215	27.4%	117
HH owns 2+ dogs		4,724	15.7%	107
HH used canned cat food in last 6 months		3,704	12.3%	106
HH used <4 cans of cat food in last 7 days		1,361	4.5%	104
HH used 8+ cans of cat food in last 7 days		1,080	3.6%	100
HH used packaged dry cat food in last 6 months		7,473	24.9%	107
HH used <5 pounds of packaged dry cat food last mo		2,701	9.0%	110
HH used 11+ pounds of packaged dry cat food last mo		2,016	6.7%	93
HH used cat treats in last 6 months		3,213	10.7%	104
HH used cat litter in last 6 months		6,714	22.4%	109
HH used canned dog food in last 6 months		4,247	14.2%	107
HH used packaged dry dog food in last 6 months		12,441	41.5%	114
HH used <10 pounds of pkgd dry dog food last month		5,510	18.4%	110
HH used 25+ pounds of pkgd dry dog food last month		3,707	12.4%	112
HH used dog biscuits/treats in last 6 months		10,314	34.4%	116
HH used <2 packages of dog biscuits/treats last mo		5,357	17.9%	121
HH used 4+ packages of dog biscuits/treats last mo		1,696	5.7%	102
HH used flea/tick care prod for cat/dog last 12 mo		11,092	37.0%	109
HH member took pet to vet in last 12 mo: 1 time		4,411	14.7%	116
HH member took pet to vet in last 12 mo: 2 times		3,760	12.5%	113
HH member took pet to vet in last 12 mo: 3 times		1,876	6.3%	111
HH member took pet to vet in last 12 mo: 4 times		1,404	4.7%	113
HH member took pet to vet in last 12 mo: 5+ times		2,002	6.7%	119
Bought pet food from vet in last 12 months		1,721	5.7%	112
Bought flea control product from vet in last 12 mo		4,691	15.6%	117

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# Health and Beauty Market Potential

Milford - SR 28 at I-275  
 1 Edgcombe Dr, Milford, OH, 45150  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz  
 Latitude: 39.18186  
 Longitude: -84.27402

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		7,380	7,553	
Population 18+		5,663	5,805	
Households		3,318	3,412	
Median Household Income		\$50,338	\$60,490	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Exercise at home 2+ times per week		1,770	31.3%	104
Exercise at club 2+ times per week		703	12.4%	101
Exercise at other facility (not club) 2+ times/wk		481	8.5%	105
Own stationary bicycle		312	5.5%	98
Own treadmill		529	9.3%	95
Own weight lifting equipment		710	12.5%	97
Presently controlling diet		2,397	42.3%	103
Diet control for blood sugar level		391	6.9%	94
Diet control for cholesterol level		614	10.8%	107
Diet control to maintain weight		662	11.7%	104
Diet control for physical fitness		565	10.0%	100
Diet control for salt restriction		192	3.4%	102
Diet control for weight loss		897	15.8%	112
Used doctor's care/diet for diet method		178	3.1%	104
Used exercise program for diet method		529	9.3%	110
Used Weight Watchers as diet method		183	3.2%	106
Buy foods specifically labeled as fat-free		1,025	18.1%	103
Buy foods specifically labeled as high fiber		674	11.9%	104
Buy foods specifically labeled as high protein		309	5.5%	100
Buy foods specifically labeled as lactose-free		106	1.9%	101
Buy foods specifically labeled as low-calorie		597	10.5%	97
Buy foods specifically labeled as low-carb		468	8.3%	107
Buy foods specifically labeled as low-cholesterol		467	8.2%	100
Buy foods specifically labeled as low-fat		816	14.4%	108
Buy foods specifically labeled as low-sodium		524	9.3%	103
Buy foods specifically labeled as natural/organic		520	9.2%	109
Buy foods specifically labeled as sugar-free		761	13.4%	101
Used butter alternatives in last 6 months		228	4.0%	96
Used egg alternatives in last 6 months		790	14.0%	98
Used salt alternatives in last 6 months		1,540	27.2%	98
Drank meal/dietary supplement in last 6 months		424	7.5%	102
Used nutrition/energy bar in last 6 months		808	14.3%	101
Drank sports drink/thirst quencher in last 6 mo		1,790	31.6%	99
Used vitamin/dietary supplement in last 6 months		2,813	49.7%	102
Vitamin/dietary suppl used/6 mo: antioxidant		136	2.4%	82
Vitamin/dietary suppl used/6 mo: B complex		274	4.8%	99
Vitamin/dietary suppl used/6 mo: B complex+C		90	1.6%	82
Vitamin/dietary suppl used/6 mo: B-6		107	1.9%	93
Vitamin/dietary suppl used/6 mo: B-12		294	5.2%	92
Vitamin/dietary suppl used/6 mo: C		489	8.6%	103
Vitamin/dietary suppl used/6 mo: calcium		620	10.9%	102

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# Health and Beauty Market Potential

Milford - SR 28 at I-275  
 1 Edgcombe Dr, Milford, OH, 45150  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz  
 Latitude: 39.18186  
 Longitude: -84.27402

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	293	5.2%	105
Vitamin/dietary suppl used/6 mo: E	304	5.4%	108
Vitamin/dietary suppl used/6 mo: garlic	97	1.7%	100
Vitamin/dietary suppl used/6 mo: glucosamine	291	5.1%	111
Vitamin/dietary suppl used/6 mo: multiple formula	701	12.4%	106
Vitamin/dietary suppl used/6 mo: multiple w/iron	258	4.6%	105
Vitamin/dietary suppl used/6 mo: mult w/minerals	373	6.6%	111
Vitamin/dietary suppl used/6 mo: zinc	119	2.1%	91
Vitamin/dietary suppl/6 mo: Caltrate 600	162	2.9%	108
Vitamin/dietary suppl/6 mo: Centrum	330	5.8%	100
Vitamin/dietary suppl/6 mo: Nature Made	361	6.4%	108
Visited doctor in last 12 months	4,510	79.6%	103
Visited doctor in last 12 months: 1-3 times	1,932	34.1%	101
Visited doctor in last 12 months: 4-7 times	1,293	22.8%	103
Visited doctor in last 12 months: 8+ times	1,285	22.7%	105
Visited doctor in last 12 mo: allergist	133	2.3%	98
Visited doctor in last 12 mo: cardiologist	423	7.5%	106
Visited doctor in last 12 mo: chiropractor	406	7.2%	96
Visited doctor in last 12 mo: dentist	2,176	38.4%	102
Visited doctor in last 12 mo: dermatologist	424	7.5%	105
Visited doctor in last 12 mo: ear/nose/throat	245	4.3%	94
Visited doctor in last 12 mo: eye	1,214	21.4%	104
Visited doctor in last 12 mo: general/family	2,537	44.8%	105
Visited doctor in last 12 mo: internist	439	7.8%	106
Visited doctor in last 12 mo: physical therapist	261	4.6%	102
Visited doctor in last 12 mo: podiatrist	229	4.0%	119
Visited doctor in last 12 mo: urologist	217	3.8%	99
Visited nurse practitioner in last 12 months	218	3.9%	92
Wear regular/sun/tinted prescription eyeglasses	2,066	36.5%	106
Wear bi-focals	945	16.7%	106
Wear disposable contact lenses	375	6.6%	102
Wear soft contact lenses	523	9.2%	105
Spent on contact lenses in last 12 mo: <\$100	171	3.0%	108
Spent on contact lenses in last 12 mo: \$100-199	220	3.9%	104
Spent on contact lenses in last 12 mo: \$200+	156	2.8%	91
Bought prescription eyewear: discount optical ctr	477	8.4%	106
Bought prescription eyewear: from eye doctor	1,507	26.6%	104
Bought prescription eyewear: retail optical chain	651	11.5%	104
Used prescription drug for allergy/hay fever	442	7.8%	111
Used prescription drug for anxiety/panic	236	4.2%	102
Used prescription drug for arthritis/rheumatism	163	2.9%	109
Used prescription drug for asthma	266	4.7%	115
Used prescription drug for backache/back pain	468	8.3%	112
Used prescription drug for depression	353	6.2%	106
Used prescr drug for diabetes (insulin dependent)	108	1.9%	96
Used prescr drug for diabetes (non-insulin)	192	3.4%	91
Used prescription drug for eczema/skin itch/rash	151	2.7%	128

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

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



# Health and Beauty Market Potential

Milford - SR 28 at I-275  
 1 Edgcombe Dr, Milford, OH, 45150  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz  
 Latitude: 39.18186  
 Longitude: -84.27402

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	417	7.4%	111
Used prescription drug for high blood pressure	689	12.2%	98
Used prescription drug for high cholesterol	588	10.4%	119
Used prescription drug for migraine headache	235	4.2%	112
Used prescription drug for sinus congest./headache	268	4.7%	97
Used prescription drug for urinary tract infection	187	3.3%	106
Used last 6 mo: adhesive bandages	3,261	57.6%	104
Used last 6 mo: athlete's foot/foot care product	752	13.3%	95
Used last 6 mo: cold/sinus/allergy med (nonprescr)	2,752	48.6%	102
Used last 6 mo: children's cold tablets/liquids	835	14.7%	98
Used last 6 mo: contact lens cleaning solution	730	12.9%	106
Used last 6 mo: cotton swabs	2,700	47.7%	99
Used last 6 mo: cough/sore throat drops (nonprescr)	2,669	47.1%	99
Used last 6 mo: cough syrup/suppressant (nonprescr)	1,897	33.5%	98
Used last 6 mo: children's cough syrup	746	13.2%	92
Used last 6 mo: diarrhea remedy	888	15.7%	96
Used last 6 mo: eye wash and drops	1,682	29.7%	97
Used last 6 mo: headache/pain reliever (nonprescr)	4,846	85.6%	102
Used last 6 mo: hemorrhoid remedy	511	9.0%	101
Used last 6 mo: indigestion/upset stomach remedy	2,616	46.2%	103
Used last 6 mo: lactose intolerance product	197	3.5%	99
Used last 6 mo: laxative/fiber supplement	774	13.7%	98
Used last 6 mo: medicated skin ointment	1,865	32.9%	105
Used last 6 mo: medicated throat remedy	616	10.9%	95
Used last 6 mo: nasal spray	901	15.9%	100
Used last 6 mo: pain reliever/fever reducer (kids)	1,266	22.4%	101
Used last 6 mo: pain relieving rub/liquid/patch	1,354	23.9%	95
Used last 6 mo: sleeping tablets (nonprescription)	365	6.4%	119
Used last 12 mo: sunburn remedy	890	15.7%	102
Used last 12 mo: suntan/sunscreen product	2,309	40.8%	106
Used last 12 mo: SPF 15+ suntan/sunscreen product	1,794	31.7%	105
Used last 6 mo: toothache/gum/canker sore remedy	901	15.9%	95
Used last 6 mo: vitamins for children	859	15.2%	103
Used body powder in last 6 months	1,580	27.9%	100
Used body powder <3 times in last 7 days	693	12.2%	104
Used body powder 8+ times in last 7 days	95	1.7%	77
Used body wash/shower gel in last 6 months	3,012	53.2%	103
Used breath freshener in last 6 months	2,575	45.5%	98
Used complexion care product in last 6 months	2,714	47.9%	101
Used complexion care product <7 times last week	780	13.8%	101
Used complexion care product 11+ times last week	976	17.2%	103
Used complexion care prod: dry facial skin type	395	7.0%	96
Used complexion care prod: normal facial skin type	879	15.5%	102
Used complexion care prod: oily facial skin type	360	6.4%	105
Used dental floss in last 6 months	3,568	63.0%	101

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# Health and Beauty Market Potential

Milford - SR 28 at I-275  
 1 Edgcombe Dr, Milford, OH, 45150  
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 Latitude: 39.18186  
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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	1,094	19.3%	96
Used denture adhesive/fixative in last 6 months	320	5.7%	90
Used denture cleaner in last 6 months	620	10.9%	99
Used deodorant/antiperspirant in last 6 months	5,319	93.9%	101
Used deodorant/antiperspirant <8 times last week	3,838	67.8%	99
Used deodorant/antiperspirant 15+ times last week	366	6.5%	107
Used disposable razor in last 6 months	3,022	53.4%	102
Used electric shaver in last 6 months	1,073	18.9%	101
Used hair coloring product (at home) last 6 months	1,177	20.8%	104
Used hair conditioner (at home) in last 6 months	3,597	63.5%	102
Used hair conditioning treatment (at home)/6 mo	1,314	23.2%	99
Used hair growth product in last 6 months	117	2.1%	90
Used hair mousse in last 6 months	988	17.4%	100
Used hair spray (at home) in last 6 months	2,134	37.7%	104
Used hair styling gel/lotion in last 6 months	1,493	26.4%	98
Used hand & body cream/lotion/oil in last 6 months	4,149	73.3%	101
Used hand & body cream/lotion/oil <5 times last wk	1,255	22.2%	103
Used hand & body cream/lotion/oil 9+ times last wk	1,366	24.1%	97
Used hand & body cream in last 6 months	949	16.8%	95
Used hand & body lotion in last 6 months	2,812	49.7%	101
Used hand & body oil in last 6 months	277	4.9%	94
Used lip care in last 6 months	3,421	60.4%	101
Used liquid soap/hand sanitizer in last 6 months	4,436	78.3%	102
Used mouthwash in last 6 months	3,695	65.2%	99
Used mouthwash <4 times in last 7 days	1,155	20.4%	95
Used mouthwash 8+ times in last 7 days	855	15.1%	95
Used shampoo (at home) in last 6 months	5,267	93.0%	101
Used shampoo plus conditioner prod (at home)/6 mo	1,036	18.3%	95
Used shaving cream/gel in last 6 months	2,982	52.7%	101
Used personal care soap (bar) in last 6 months	4,639	81.9%	98
Used personal care soap for antibacterial purpose	1,068	18.9%	98
Used personal care soap for complexion	383	6.8%	99
Used personal care soap for deodorant	942	16.6%	103
Use personal care soap for moisturizing	1,280	22.6%	104
Bought toothbrush in last 6 months	4,868	86.0%	101
Bought electric toothbrush in last 6 months	401	7.1%	106
Used toothpaste in last 6 months	5,404	95.4%	100
Used toothpaste <8 times in last 7 days	1,770	31.3%	97
Used toothpaste 15+ times in last 7 days	929	16.4%	101
Used toothpaste with baking soda in last 6 months	554	9.8%	85
Used toothpaste (gel) in last 6 months	1,669	29.5%	106
Used toothpaste (paste) in last 6 months	2,792	49.3%	102
Used whitening toothpaste in last 6 months	2,073	36.6%	105
Used tooth whitener (not toothpaste) last 6 months	576	10.2%	96
Had professional manicure/pedicure last 6 months	921	16.3%	95
Had professional facial/massage last 6 months	557	9.8%	105
Spent \$100+ at barber shops in last 6 months	287	5.1%	94
Spent \$100+ at beauty parlors in last 6 months	977	17.3%	109

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# Health and Beauty Market Potential

Milford - SR 28 at I-275  
 1 Edgcombe Dr, Milford, OH, 45150  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.18186  
 Longitude: -84.27402

Demographic Summary		2010	2015
Population		30,692	31,781
Population 18+		23,148	24,033
Households		12,102	12,577
Median Household Income		\$70,450	\$79,983

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Exercise at home 2+ times per week	7,869	34.0%	113
Exercise at club 2+ times per week	3,425	14.8%	120
Exercise at other facility (not club) 2+ times/wk	2,124	9.2%	114
Own stationary bicycle	1,500	6.5%	115
Own treadmill	2,871	12.4%	127
Own weight lifting equipment	3,653	15.8%	122
Presently controlling diet	10,338	44.7%	108
Diet control for blood sugar level	1,526	6.6%	90
Diet control for cholesterol level	2,523	10.9%	108
Diet control to maintain weight	3,021	13.1%	117
Diet control for physical fitness	2,770	12.0%	120
Diet control for salt restriction	671	2.9%	87
Diet control for weight loss	3,789	16.4%	115
Used doctor's care/diet for diet method	600	2.6%	86
Used exercise program for diet method	2,391	10.3%	122
Used Weight Watchers as diet method	849	3.7%	120
Buy foods specifically labeled as fat-free	4,457	19.3%	110
Buy foods specifically labeled as high fiber	3,142	13.6%	118
Buy foods specifically labeled as high protein	1,421	6.1%	112
Buy foods specifically labeled as lactose-free	430	1.9%	101
Buy foods specifically labeled as low-calorie	2,856	12.3%	114
Buy foods specifically labeled as low-carb	2,021	8.7%	113
Buy foods specifically labeled as low-cholesterol	2,023	8.7%	106
Buy foods specifically labeled as low-fat	3,672	15.9%	119
Buy foods specifically labeled as low-sodium	2,326	10.0%	112
Buy foods specifically labeled as natural/organic	2,427	10.5%	125
Buy foods specifically labeled as sugar-free	3,334	14.4%	108
Used butter alternatives in last 6 months	871	3.8%	90
Used egg alternatives in last 6 months	3,302	14.3%	100
Used salt alternatives in last 6 months	6,134	26.5%	95
Drank meal/dietary supplement in last 6 months	1,730	7.5%	102
Used nutrition/energy bar in last 6 months	3,795	16.4%	116
Drank sports drink/thirst quencher in last 6 mo	7,250	31.3%	98
Used vitamin/dietary supplement in last 6 months	12,282	53.1%	109
Vitamin/dietary suppl used/6 mo: antioxidant	642	2.8%	95
Vitamin/dietary suppl used/6 mo: B complex	1,243	5.4%	110
Vitamin/dietary suppl used/6 mo: B complex+C	369	1.6%	82
Vitamin/dietary suppl used/6 mo: B-6	447	1.9%	95
Vitamin/dietary suppl used/6 mo: B-12	1,249	5.4%	96
Vitamin/dietary suppl used/6 mo: C	2,117	9.1%	109
Vitamin/dietary suppl used/6 mo: calcium	2,752	11.9%	110

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# Health and Beauty Market Potential

Milford - SR 28 at I-275  
 1 Edgcombe Dr, Milford, OH, 45150  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	1,215	5.2%	107
Vitamin/dietary suppl used/6 mo: E	1,265	5.5%	110
Vitamin/dietary suppl used/6 mo: garlic	375	1.6%	95
Vitamin/dietary suppl used/6 mo: glucosamine	1,275	5.5%	119
Vitamin/dietary suppl used/6 mo: multiple formula	3,239	14.0%	119
Vitamin/dietary suppl used/6 mo: multiple w/iron	1,110	4.8%	111
Vitamin/dietary suppl used/6 mo: mult w/minerals	1,650	7.1%	120
Vitamin/dietary suppl used/6 mo: zinc	507	2.2%	95
Vitamin/dietary suppl/6 mo: Caltrate 600	684	3.0%	111
Vitamin/dietary suppl/6 mo: Centrum	1,427	6.2%	106
Vitamin/dietary suppl/6 mo: Nature Made	1,562	6.7%	115
Visited doctor in last 12 months	19,053	82.3%	106
Visited doctor in last 12 months: 1-3 times	7,841	33.9%	100
Visited doctor in last 12 months: 4-7 times	5,619	24.3%	109
Visited doctor in last 12 months: 8+ times	5,592	24.2%	112
Visited doctor in last 12 mo: allergist	567	2.4%	102
Visited doctor in last 12 mo: cardiologist	1,752	7.6%	107
Visited doctor in last 12 mo: chiropractor	1,878	8.1%	109
Visited doctor in last 12 mo: dentist	9,986	43.1%	114
Visited doctor in last 12 mo: dermatologist	2,115	9.1%	128
Visited doctor in last 12 mo: ear/nose/throat	1,039	4.5%	98
Visited doctor in last 12 mo: eye	5,354	23.1%	112
Visited doctor in last 12 mo: general/family	10,639	46.0%	108
Visited doctor in last 12 mo: internist	2,082	9.0%	123
Visited doctor in last 12 mo: physical therapist	1,118	4.8%	107
Visited doctor in last 12 mo: podiatrist	887	3.8%	113
Visited doctor in last 12 mo: urologist	965	4.2%	108
Visited nurse practitioner in last 12 months	910	3.9%	94
Wear regular/sun/tinted prescription eyeglasses	8,660	37.4%	109
Wear bi-focals	3,828	16.5%	105
Wear disposable contact lenses	1,796	7.8%	120
Wear soft contact lenses	2,355	10.2%	116
Spent on contact lenses in last 12 mo: <\$100	697	3.0%	108
Spent on contact lenses in last 12 mo: \$100-199	1,003	4.3%	116
Spent on contact lenses in last 12 mo: \$200+	838	3.6%	120
Bought prescription eyewear: discount optical ctr	1,952	8.4%	106
Bought prescription eyewear: from eye doctor	6,319	27.3%	106
Bought prescription eyewear: retail optical chain	3,009	13.0%	117
Used prescription drug for allergy/hay fever	1,822	7.9%	112
Used prescription drug for anxiety/panic	915	4.0%	97
Used prescription drug for arthritis/rheumatism	504	2.2%	83
Used prescription drug for asthma	928	4.0%	98
Used prescription drug for backache/back pain	1,668	7.2%	98
Used prescription drug for depression	1,341	5.8%	98
Used prescr drug for diabetes (insulin dependent)	376	1.6%	82
Used prescr drug for diabetes (non-insulin)	698	3.0%	81
Used prescription drug for eczema/skin itch/rash	543	2.3%	113

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# Health and Beauty Market Potential

Milford - SR 28 at I-275  
 1 Edgcombe Dr, Milford, OH, 45150  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.18186  
 Longitude: -84.27402

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	1,558	6.7%	102
Used prescription drug for high blood pressure	2,923	12.6%	101
Used prescription drug for high cholesterol	2,228	9.6%	111
Used prescription drug for migraine headache	861	3.7%	100
Used prescription drug for sinus congest./headache	1,131	4.9%	100
Used prescription drug for urinary tract infection	726	3.1%	100
Used last 6 mo: adhesive bandages	13,608	58.8%	106
Used last 6 mo: athlete's foot/foot care product	2,869	12.4%	89
Used last 6 mo: cold/sinus/allergy med (nonprescr)	11,323	48.9%	103
Used last 6 mo: children's cold tablets/liquids	3,464	15.0%	99
Used last 6 mo: contact lens cleaning solution	3,361	14.5%	119
Used last 6 mo: cotton swabs	11,696	50.5%	105
Used last 6 mo: cough/sore throat drops (nonprescr)	10,782	46.6%	98
Used last 6 mo: cough syrup/suppressant (nonprescr)	7,555	32.6%	95
Used last 6 mo: children's cough syrup	3,141	13.6%	95
Used last 6 mo: diarrhea remedy	3,416	14.8%	90
Used last 6 mo: eye wash and drops	7,079	30.6%	100
Used last 6 mo: headache/pain reliever (nonprescr)	20,015	86.5%	103
Used last 6 mo: hemorrhoid remedy	2,129	9.2%	103
Used last 6 mo: indigestion/upset stomach remedy	10,545	45.6%	101
Used last 6 mo: lactose intolerance product	792	3.4%	97
Used last 6 mo: laxative/fiber supplement	3,151	13.6%	98
Used last 6 mo: medicated skin ointment	7,835	33.8%	108
Used last 6 mo: medicated throat remedy	2,345	10.1%	88
Used last 6 mo: nasal spray	3,858	16.7%	105
Used last 6 mo: pain reliever/fever reducer (kids)	5,277	22.8%	103
Used last 6 mo: pain relieving rub/liquid/patch	5,459	23.6%	94
Used last 6 mo: sleeping tablets (nonprescription)	1,334	5.8%	107
Used last 12 mo: sunburn remedy	3,769	16.3%	105
Used last 12 mo: suntan/sunscreen product	10,599	45.8%	119
Used last 12 mo: SPF 15+ suntan/sunscreen product	8,568	37.0%	123
Used last 6 mo: toothache/gum/canker sore remedy	3,559	15.4%	91
Used last 6 mo: vitamins for children	3,693	16.0%	108
Used body powder in last 6 months	5,997	25.9%	93
Used body powder <3 times in last 7 days	2,657	11.5%	97
Used body powder 8+ times in last 7 days	354	1.5%	70
Used body wash/shower gel in last 6 months	11,754	50.8%	98
Used breath freshener in last 6 months	10,511	45.4%	98
Used complexion care product in last 6 months	11,364	49.1%	104
Used complexion care product <7 times last week	3,025	13.1%	95
Used complexion care product 11+ times last week	4,157	18.0%	108
Used complexion care prod: dry facial skin type	1,698	7.3%	100
Used complexion care prod: normal facial skin type	3,818	16.5%	108
Used complexion care prod: oily facial skin type	1,352	5.8%	97
Used dental floss in last 6 months	15,716	67.9%	109

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# Health and Beauty Market Potential

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 1 Edgcombe Dr, Milford, OH, 45150  
 Ring: 3 miles radius

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 Longitude: -84.27402

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	4,301	18.6%	92
Used denture adhesive/fixative in last 6 months	1,032	4.5%	71
Used denture cleaner in last 6 months	2,000	8.6%	78
Used deodorant/antiperspirant in last 6 months	21,703	93.8%	101
Used deodorant/antiperspirant <8 times last week	16,081	69.5%	101
Used deodorant/antiperspirant 15+ times last week	1,233	5.3%	88
Used disposable razor in last 6 months	11,841	51.2%	98
Used electric shaver in last 6 months	4,351	18.8%	100
Used hair coloring product (at home) last 6 months	4,447	19.2%	96
Used hair conditioner (at home) in last 6 months	14,432	62.3%	100
Used hair conditioning treatment (at home)/6 mo	5,041	21.8%	93
Used hair growth product in last 6 months	489	2.1%	92
Used hair mousse in last 6 months	4,098	17.7%	102
Used hair spray (at home) in last 6 months	8,757	37.8%	105
Used hair styling gel/lotion in last 6 months	6,524	28.2%	105
Used hand & body cream/lotion/oil in last 6 months	16,862	72.8%	100
Used hand & body cream/lotion/oil <5 times last wk	4,835	20.9%	97
Used hand & body cream/lotion/oil 9+ times last wk	5,708	24.7%	99
Used hand & body cream in last 6 months	4,179	18.1%	103
Used hand & body lotion in last 6 months	11,485	49.6%	101
Used hand & body oil in last 6 months	1,129	4.9%	94
Used lip care in last 6 months	14,181	61.3%	103
Used liquid soap/hand sanitizer in last 6 months	18,481	79.8%	104
Used mouthwash in last 6 months	15,003	64.8%	98
Used mouthwash <4 times in last 7 days	4,961	21.4%	100
Used mouthwash 8+ times in last 7 days	3,306	14.3%	90
Used shampoo (at home) in last 6 months	21,573	93.2%	101
Used shampoo plus conditioner prod (at home)/6 mo	3,891	16.8%	87
Used shaving cream/gel in last 6 months	12,246	52.9%	101
Used personal care soap (bar) in last 6 months	19,033	82.2%	98
Used personal care soap for antibacterial purpose	4,316	18.6%	97
Used personal care soap for complexion	1,604	6.9%	101
Used personal care soap for deodorant	3,916	16.9%	105
Use personal care soap for moisturizing	5,139	22.2%	103
Bought toothbrush in last 6 months	19,776	85.4%	100
Bought electric toothbrush in last 6 months	1,893	8.2%	123
Used toothpaste in last 6 months	22,243	96.1%	100
Used toothpaste <8 times in last 7 days	6,941	30.0%	93
Used toothpaste 15+ times in last 7 days	3,755	16.2%	100
Used toothpaste with baking soda in last 6 months	2,295	9.9%	87
Used toothpaste (gel) in last 6 months	7,109	30.7%	110
Used toothpaste (paste) in last 6 months	11,692	50.5%	104
Used whitening toothpaste in last 6 months	8,729	37.7%	108
Used tooth whitener (not toothpaste) last 6 months	2,433	10.5%	99
Had professional manicure/pedicure last 6 months	4,433	19.2%	112
Had professional facial/massage last 6 months	2,634	11.4%	121
Spent \$100+ at barber shops in last 6 months	1,410	6.1%	114
Spent \$100+ at beauty parlors in last 6 months	4,773	20.6%	130

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# Health and Beauty Market Potential

Milford - SR 28 at I-275  
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 Ring: 5 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.18186  
 Longitude: -84.27402

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		81,206	84,593	
Population 18+		59,497	62,202	
Households		30,012	31,340	
Median Household Income		\$76,184	\$84,527	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Exercise at home 2+ times per week		20,009	33.6%	112
Exercise at club 2+ times per week		9,567	16.1%	131
Exercise at other facility (not club) 2+ times/wk		5,629	9.5%	117
Own stationary bicycle		3,935	6.6%	117
Own treadmill		7,516	12.6%	129
Own weight lifting equipment		9,943	16.7%	129
Presently controlling diet		26,572	44.7%	108
Diet control for blood sugar level		3,958	6.7%	91
Diet control for cholesterol level		6,231	10.5%	103
Diet control to maintain weight		7,607	12.8%	114
Diet control for physical fitness		7,196	12.1%	121
Diet control for salt restriction		1,651	2.8%	83
Diet control for weight loss		9,909	16.7%	117
Used doctor's care/diet for diet method		1,457	2.4%	81
Used exercise program for diet method		6,233	10.5%	123
Used Weight Watchers as diet method		2,236	3.8%	123
Buy foods specifically labeled as fat-free		11,505	19.3%	110
Buy foods specifically labeled as high fiber		8,390	14.1%	123
Buy foods specifically labeled as high protein		3,805	6.4%	117
Buy foods specifically labeled as lactose-free		1,048	1.8%	95
Buy foods specifically labeled as low-calorie		7,566	12.7%	117
Buy foods specifically labeled as low-carb		5,113	8.6%	111
Buy foods specifically labeled as low-cholesterol		5,120	8.6%	104
Buy foods specifically labeled as low-fat		9,431	15.9%	119
Buy foods specifically labeled as low-sodium		5,820	9.8%	109
Buy foods specifically labeled as natural/organic		6,225	10.5%	124
Buy foods specifically labeled as sugar-free		8,597	14.4%	109
Used butter alternatives in last 6 months		2,193	3.7%	88
Used egg alternatives in last 6 months		8,554	14.4%	101
Used salt alternatives in last 6 months		15,692	26.4%	95
Drank meal/dietary supplement in last 6 months		4,394	7.4%	101
Used nutrition/energy bar in last 6 months		10,229	17.2%	122
Drank sports drink/thirst quencher in last 6 mo		18,991	31.9%	100
Used vitamin/dietary supplement in last 6 months		31,552	53.0%	109
Vitamin/dietary suppl used/6 mo: antioxidant		1,774	3.0%	102
Vitamin/dietary suppl used/6 mo: B complex		3,320	5.6%	115
Vitamin/dietary suppl used/6 mo: B complex+C		992	1.7%	86
Vitamin/dietary suppl used/6 mo: B-6		1,192	2.0%	99
Vitamin/dietary suppl used/6 mo: B-12		3,204	5.4%	95
Vitamin/dietary suppl used/6 mo: C		5,603	9.4%	112
Vitamin/dietary suppl used/6 mo: calcium		7,031	11.8%	110

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

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



# Health and Beauty Market Potential

Milford - SR 28 at I-275  
 1 Edgcombe Dr, Milford, OH, 45150  
 Ring: 5 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.18186  
 Longitude: -84.27402

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	3,043	5.1%	104
Vitamin/dietary suppl used/6 mo: E	3,283	5.5%	111
Vitamin/dietary suppl used/6 mo: garlic	973	1.6%	96
Vitamin/dietary suppl used/6 mo: glucosamine	3,228	5.4%	117
Vitamin/dietary suppl used/6 mo: multiple formula	8,431	14.2%	121
Vitamin/dietary suppl used/6 mo: multiple w/iron	2,829	4.8%	110
Vitamin/dietary suppl used/6 mo: mult w/minerals	4,093	6.9%	116
Vitamin/dietary suppl used/6 mo: zinc	1,345	2.3%	98
Vitamin/dietary suppl/6 mo: Caltrate 600	1,560	2.6%	99
Vitamin/dietary suppl/6 mo: Centrum	3,630	6.1%	104
Vitamin/dietary suppl/6 mo: Nature Made	3,972	6.7%	114
Visited doctor in last 12 months	48,525	81.6%	105
Visited doctor in last 12 months: 1-3 times	20,001	33.6%	99
Visited doctor in last 12 months: 4-7 times	14,544	24.4%	110
Visited doctor in last 12 months: 8+ times	13,979	23.5%	109
Visited doctor in last 12 mo: allergist	1,571	2.6%	110
Visited doctor in last 12 mo: cardiologist	4,282	7.2%	102
Visited doctor in last 12 mo: chiropractor	4,667	7.8%	105
Visited doctor in last 12 mo: dentist	25,896	43.5%	115
Visited doctor in last 12 mo: dermatologist	5,365	9.0%	126
Visited doctor in last 12 mo: ear/nose/throat	2,696	4.5%	98
Visited doctor in last 12 mo: eye	13,284	22.3%	108
Visited doctor in last 12 mo: general/family	26,835	45.1%	106
Visited doctor in last 12 mo: internist	5,266	8.9%	121
Visited doctor in last 12 mo: physical therapist	2,885	4.8%	107
Visited doctor in last 12 mo: podiatrist	2,058	3.5%	102
Visited doctor in last 12 mo: urologist	2,422	4.1%	105
Visited nurse practitioner in last 12 months	2,312	3.9%	93
Wear regular/sun/tinted prescription eyeglasses	21,974	36.9%	107
Wear bi-focals	9,219	15.5%	98
Wear disposable contact lenses	4,779	8.0%	124
Wear soft contact lenses	6,121	10.3%	117
Spent on contact lenses in last 12 mo: <\$100	1,808	3.0%	109
Spent on contact lenses in last 12 mo: \$100-199	2,555	4.3%	115
Spent on contact lenses in last 12 mo: \$200+	2,215	3.7%	123
Bought prescription eyewear: discount optical ctr	4,914	8.3%	104
Bought prescription eyewear: from eye doctor	15,740	26.5%	103
Bought prescription eyewear: retail optical chain	7,976	13.4%	121
Used prescription drug for allergy/hay fever	4,716	7.9%	113
Used prescription drug for anxiety/panic	2,328	3.9%	96
Used prescription drug for arthritis/rheumatism	1,259	2.1%	80
Used prescription drug for asthma	2,270	3.8%	93
Used prescription drug for backache/back pain	4,127	6.9%	94
Used prescription drug for depression	3,289	5.5%	94
Used prescr drug for diabetes (insulin dependent)	932	1.6%	79
Used prescr drug for diabetes (non-insulin)	1,836	3.1%	83
Used prescription drug for eczema/skin itch/rash	1,359	2.3%	110

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# Health and Beauty Market Potential

Milford - SR 28 at I-275  
 1 Edgcombe Dr, Milford, OH, 45150  
 Ring: 5 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.18186  
 Longitude: -84.27402

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	3,586	6.0%	91
Used prescription drug for high blood pressure	7,175	12.1%	97
Used prescription drug for high cholesterol	5,447	9.2%	105
Used prescription drug for migraine headache	2,219	3.7%	101
Used prescription drug for sinus congest./headache	2,905	4.9%	100
Used prescription drug for urinary tract infection	1,774	3.0%	95
Used last 6 mo: adhesive bandages	34,559	58.1%	105
Used last 6 mo: athlete's foot/foot care product	7,532	12.7%	91
Used last 6 mo: cold/sinus/allergy med (nonprescr)	29,147	49.0%	103
Used last 6 mo: children's cold tablets/liquids	9,538	16.0%	106
Used last 6 mo: contact lens cleaning solution	8,892	14.9%	123
Used last 6 mo: cotton swabs	30,445	51.2%	107
Used last 6 mo: cough/sore throat drops (nonprescr)	27,708	46.6%	98
Used last 6 mo: cough syrup/suppressant (nonprescr)	19,597	32.9%	96
Used last 6 mo: children's cough syrup	8,732	14.7%	103
Used last 6 mo: diarrhea remedy	8,804	14.8%	90
Used last 6 mo: eye wash and drops	18,221	30.6%	100
Used last 6 mo: headache/pain reliever (nonprescr)	51,322	86.3%	103
Used last 6 mo: hemorrhoid remedy	5,342	9.0%	101
Used last 6 mo: indigestion/upset stomach remedy	27,004	45.4%	101
Used last 6 mo: lactose intolerance product	1,992	3.3%	95
Used last 6 mo: laxative/fiber supplement	7,878	13.2%	95
Used last 6 mo: medicated skin ointment	19,717	33.1%	105
Used last 6 mo: medicated throat remedy	6,042	10.2%	89
Used last 6 mo: nasal spray	10,100	17.0%	107
Used last 6 mo: pain reliever/fever reducer (kids)	14,341	24.1%	109
Used last 6 mo: pain relieving rub/liquid/patch	13,899	23.4%	93
Used last 6 mo: sleeping tablets (nonprescription)	3,252	5.5%	101
Used last 12 mo: sunburn remedy	9,814	16.5%	107
Used last 12 mo: suntan/sunscreen product	27,727	46.6%	121
Used last 12 mo: SPF 15+ suntan/sunscreen product	22,589	38.0%	126
Used last 6 mo: toothache/gum/canker sore remedy	9,242	15.5%	92
Used last 6 mo: vitamins for children	10,194	17.1%	116
Used body powder in last 6 months	14,844	24.9%	90
Used body powder <3 times in last 7 days	6,420	10.8%	91
Used body powder 8+ times in last 7 days	906	1.5%	70
Used body wash/shower gel in last 6 months	30,154	50.7%	98
Used breath freshener in last 6 months	27,327	45.9%	99
Used complexion care product in last 6 months	29,717	49.9%	106
Used complexion care product <7 times last week	7,865	13.2%	97
Used complexion care product 11+ times last week	11,049	18.6%	112
Used complexion care prod: dry facial skin type	4,374	7.4%	101
Used complexion care prod: normal facial skin type	9,974	16.8%	110
Used complexion care prod: oily facial skin type	3,445	5.8%	96
Used dental floss in last 6 months	41,112	69.1%	111

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# Health and Beauty Market Potential

Milford - SR 28 at I-275  
 1 Edgcombe Dr, Milford, OH, 45150  
 Ring: 5 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.18186  
 Longitude: -84.27402

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used dental rinse in last 6 months	11,419	19.2%	95
Used denture adhesive/fixative in last 6 months	2,514	4.2%	67
Used denture cleaner in last 6 months	4,679	7.9%	71
Used deodorant/antiperspirant in last 6 months	55,726	93.7%	101
Used deodorant/antiperspirant <8 times last week	41,602	69.9%	102
Used deodorant/antiperspirant 15+ times last week	3,100	5.2%	86
Used disposable razor in last 6 months	30,525	51.3%	98
Used electric shaver in last 6 months	11,123	18.7%	99
Used hair coloring product (at home) last 6 months	11,412	19.2%	96
Used hair conditioner (at home) in last 6 months	37,136	62.4%	100
Used hair conditioning treatment (at home)/6 mo	13,165	22.1%	94
Used hair growth product in last 6 months	1,264	2.1%	93
Used hair mousse in last 6 months	10,641	17.9%	103
Used hair spray (at home) in last 6 months	22,196	37.3%	103
Used hair styling gel/lotion in last 6 months	17,147	28.8%	107
Used hand & body cream/lotion/oil in last 6 months	43,705	73.5%	101
Used hand & body cream/lotion/oil <5 times last wk	12,600	21.2%	99
Used hand & body cream/lotion/oil 9+ times last wk	14,610	24.6%	99
Used hand & body cream in last 6 months	10,818	18.2%	104
Used hand & body lotion in last 6 months	29,796	50.1%	102
Used hand & body oil in last 6 months	2,908	4.9%	94
Used lip care in last 6 months	36,611	61.5%	103
Used liquid soap/hand sanitizer in last 6 months	47,706	80.2%	104
Used mouthwash in last 6 months	38,484	64.7%	98
Used mouthwash <4 times in last 7 days	12,880	21.6%	101
Used mouthwash 8+ times in last 7 days	8,614	14.5%	91
Used shampoo (at home) in last 6 months	55,479	93.2%	101
Used shampoo plus conditioner prod (at home)/6 mo	9,820	16.5%	86
Used shaving cream/gel in last 6 months	31,614	53.1%	102
Used personal care soap (bar) in last 6 months	49,075	82.5%	98
Used personal care soap for antibacterial purpose	11,139	18.7%	97
Used personal care soap for complexion	4,145	7.0%	102
Used personal care soap for deodorant	10,390	17.5%	108
Use personal care soap for moisturizing	12,792	21.5%	99
Bought toothbrush in last 6 months	50,762	85.3%	100
Bought electric toothbrush in last 6 months	4,957	8.3%	125
Used toothpaste in last 6 months	57,386	96.5%	101
Used toothpaste <8 times in last 7 days	17,535	29.5%	92
Used toothpaste 15+ times in last 7 days	9,842	16.5%	102
Used toothpaste with baking soda in last 6 months	6,154	10.3%	90
Used toothpaste (gel) in last 6 months	18,348	30.8%	111
Used toothpaste (paste) in last 6 months	29,593	49.7%	103
Used whitening toothpaste in last 6 months	22,428	37.7%	108
Used tooth whitener (not toothpaste) last 6 months	6,580	11.1%	104
Had professional manicure/pedicure last 6 months	12,123	20.4%	119
Had professional facial/massage last 6 months	7,334	12.3%	131
Spent \$100+ at barber shops in last 6 months	3,903	6.6%	122
Spent \$100+ at beauty parlors in last 6 months	12,565	21.1%	133

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Milford - SR 28 at I-275  
1 Edgcombe Dr, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

<b>Demographic Summary</b>	<b>2010</b>	<b>2015</b>
Population	7,380	7,553
Population 18+	5,663	5,805
Households	3,318	3,412
Median Household Income	\$50,338	\$60,490

<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	4,251	75.1%	104
Family restaurant/steak house last month: <2 times	1,446	25.5%	99
Family restaurant/steak house last month: 2-4 times	1,600	28.3%	105
Family restaurant/steak house last month: 5+ times	1,205	21.3%	109
Family restaurant/steak house last 6 months: breakfast	836	14.8%	112
Family restaurant/steak house last 6 months: lunch	1,429	25.2%	102
Family restaurant/steak house last 6 months: snack	149	2.6%	94
Family restaurant/steak house last 6 months: dinner	3,186	56.3%	106
Family restaurant/steak house last 6 months: weekday	2,436	43.0%	112
Family restaurant/steak house last 6 months: weekend	2,572	45.4%	102
Family restaurant/steak house last 6 months: Applebee's	1,481	26.2%	103
Family restaurant/steak house last 6 months: Bennigan's	139	2.5%	112
Family restaurant/steak house last 6 months: Bob Evans Farm	299	5.3%	115
Family restaurant/steak house last 6 months: Cheesecake Factory	350	6.2%	94
Family restaurant/steak house last 6 months: Chili's Grill & Bar	674	11.9%	103
Family restaurant/steak house last 6 months: Cracker Barrel	643	11.4%	102
Family restaurant/steak house last 6 months: Denny's	505	8.9%	99
Family restaurant/steak house last 6 months: Friendly's	270	4.8%	120
Family restaurant/steak house last 6 months: Golden Corral	398	7.0%	97
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	637	11.2%	97
Family restaurant/steak house last 6 months: Lone Star Steakhouse	159	2.8%	103
Family restaurant/steak house last 6 months: Old Country Buffet	177	3.1%	110
Family restaurant/steak house last 6 months: Olive Garden	1,101	19.4%	109
Family restaurant/steak house last 6 months: Outback Steakhouse	697	12.3%	107
Family restaurant/steak house last 6 months: Perkins	212	3.7%	103
Family restaurant/steak house last 6 months: Red Lobster	740	13.1%	97
Family restaurant/steak house last 6 months: Red Robin	355	6.3%	111
Family restaurant/steak house last 6 months: Ruby Tuesday	514	9.1%	109
Family restaurant/steak house last 6 months: Ryan's	158	2.8%	74
Family restaurant/steak house last 6 months: Sizzler	126	2.2%	74
Family restaurant/steak house last 6 months: T.G.I. Friday's	606	10.7%	104
Went to fast food/drive-in restaurant in last 6 months	5,067	89.5%	101
Went to fast food/drive-in restaurant <6 times/month	1,983	35.0%	100
Went to fast food/drive-in restaurant 6-13 times/month	1,630	28.8%	99
Went to fast food/drive-in restaurant 14+ times/month	1,454	25.7%	103
Fast food/drive-in last 6 months: breakfast	1,551	27.4%	100
Fast food/drive-in last 6 months: lunch	3,366	59.4%	101
Fast food/drive-in last 6 months: snack	993	17.5%	101
Fast food/drive-in last 6 months: dinner	2,830	50.0%	103

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Milford - SR 28 at I-275  
1 Edgcombe Dr, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	3,897	68.8%	104
Fast food/drive-in last 6 months: weekend	2,714	47.9%	99
Fast food/drive-in last 6 months: A & W	260	4.6%	101
Fast food/drive-in last 6 months: Arby's	1,276	22.5%	109
Fast food/drive-in last 6 months: Boston Market	297	5.2%	110
Fast food/drive-in last 6 months: Burger King	2,144	37.9%	104
Fast food/drive-in last 6 months: Captain D's	248	4.4%	85
Fast food/drive-in last 6 months: Carl's Jr.	280	4.9%	79
Fast food/drive-in last 6 months: Checkers	170	3.0%	94
Fast food/drive-in last 6 months: Chick-fil-A	759	13.4%	104
Fast food/drive-in last 6 months: Chipotle Mex. Grill	349	6.2%	101
Fast food/drive-in last 6 months: Chuck E. Cheese	255	4.5%	100
Fast food/drive-in last 6 months: Church's Fr. Chicken	203	3.6%	83
Fast food/drive-in last 6 months: Dairy Queen	973	17.2%	108
Fast food/drive-in last 6 months: Del Taco	150	2.6%	79
Fast food/drive-in last 6 months: Domino's Pizza	728	12.9%	96
Fast food/drive-in last 6 months: Dunkin' Donuts	767	13.5%	117
Fast food/drive-in last 6 months: Fuddruckers	156	2.8%	99
Fast food/drive-in last 6 months: Hardee's	307	5.4%	80
Fast food/drive-in last 6 months: Jack in the Box	503	8.9%	85
Fast food/drive-in last 6 months: KFC	1,511	26.7%	97
Fast food/drive-in last 6 months: Little Caesars	451	8.0%	109
Fast food/drive-in last 6 months: Long John Silver's	337	6.0%	94
Fast food/drive-in last 6 months: McDonald's	3,236	57.1%	102
Fast food/drive-in last 6 months: Panera Bread	612	10.8%	111
Fast food/drive-in last 6 months: Papa John's	481	8.5%	98
Fast food/drive-in last 6 months: Pizza Hut	1,175	20.7%	94
Fast food/drive-in last 6 months: Popeyes	350	6.2%	85
Fast food/drive-in last 6 months: Quiznos	492	8.7%	97
Fast food/drive-in last 6 months: Sonic Drive-In	625	11.0%	94
Fast food/drive-in last 6 months: Starbucks	809	14.3%	96
Fast food/drive-in last 6 months: Steak n Shake	290	5.1%	102
Fast food/drive-in last 6 months: Subway	1,806	31.9%	101
Fast food/drive-in last 6 months: Taco Bell	1,928	34.0%	106
Fast food/drive-in last 6 months: Wendy's	1,878	33.2%	106
Fast food/drive-in last 6 months: Whataburger	284	5.0%	104
Fast food/drive-in last 6 months: White Castle	226	4.0%	99
Fast food/drive-in last 6 months: eat in	2,058	36.3%	96
Fast food/drive-in last 6 months: home delivery	575	10.2%	97
Fast food/drive-in last 6 months: take-out/drive-thru	3,102	54.8%	104
Fast food/drive-in last 6 months: take-out/walk-in	1,354	23.9%	97

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Milford - SR 28 at I-275  
1 Edgcombe Dr, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

Demographic Summary		2010	2015	
Population		30,692	31,781	
Population 18+		23,148	24,033	
Households		12,102	12,577	
Median Household Income		\$70,450	\$79,983	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		18,219	78.7%	109
Family restaurant/steak house last month: <2 times		6,058	26.2%	102
Family restaurant/steak house last month: 2-4 times		6,965	30.1%	111
Family restaurant/steak house last month: 5+ times		5,196	22.4%	115
Family restaurant/steak house last 6 months: breakfast		3,426	14.8%	113
Family restaurant/steak house last 6 months: lunch		6,368	27.5%	111
Family restaurant/steak house last 6 months: snack		613	2.6%	95
Family restaurant/steak house last 6 months: dinner		14,156	61.2%	116
Family restaurant/steak house last 6 months: weekday		10,579	45.7%	119
Family restaurant/steak house last 6 months: weekend		11,336	49.0%	110
Family restaurant/steak house last 6 months: Applebee's		6,683	28.9%	114
Family restaurant/steak house last 6 months: Bennigan's		596	2.6%	117
Family restaurant/steak house last 6 months: Bob Evans Farm		1,179	5.1%	111
Family restaurant/steak house last 6 months: Cheesecake Factory		1,874	8.1%	123
Family restaurant/steak house last 6 months: Chili's Grill & Bar		3,349	14.5%	125
Family restaurant/steak house last 6 months: Cracker Barrel		2,818	12.2%	110
Family restaurant/steak house last 6 months: Denny's		2,044	8.8%	98
Family restaurant/steak house last 6 months: Friendly's		1,184	5.1%	128
Family restaurant/steak house last 6 months: Golden Corral		1,495	6.5%	89
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		2,899	12.5%	108
Family restaurant/steak house last 6 months: Lone Star Steakhouse		726	3.1%	115
Family restaurant/steak house last 6 months: Old Country Buffet		683	3.0%	104
Family restaurant/steak house last 6 months: Olive Garden		5,035	21.8%	122
Family restaurant/steak house last 6 months: Outback Steakhouse		3,276	14.2%	123
Family restaurant/steak house last 6 months: Perkins		849	3.7%	101
Family restaurant/steak house last 6 months: Red Lobster		3,325	14.4%	107
Family restaurant/steak house last 6 months: Red Robin		1,848	8.0%	141
Family restaurant/steak house last 6 months: Ruby Tuesday		2,335	10.1%	121
Family restaurant/steak house last 6 months: Ryan's		562	2.4%	64
Family restaurant/steak house last 6 months: Sizzler		454	2.0%	65
Family restaurant/steak house last 6 months: T.G.I. Friday's		2,976	12.9%	125
Went to fast food/drive-in restaurant in last 6 months		20,952	90.5%	102
Went to fast food/drive-in restaurant <6 times/month		8,152	35.2%	100
Went to fast food/drive-in restaurant 6-13 times/month		6,854	29.6%	102
Went to fast food/drive-in restaurant 14+ times/month		5,945	25.7%	103
Fast food/drive-in last 6 months: breakfast		6,668	28.8%	105
Fast food/drive-in last 6 months: lunch		14,563	62.9%	107
Fast food/drive-in last 6 months: snack		4,226	18.3%	105
Fast food/drive-in last 6 months: dinner		11,870	51.3%	106

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Milford - SR 28 at I-275  
1 Edgcombe Dr, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	16,604	71.7%	108
Fast food/drive-in last 6 months: weekend	11,320	48.9%	101
Fast food/drive-in last 6 months: A & W	1,134	4.9%	108
Fast food/drive-in last 6 months: Arby's	5,368	23.2%	112
Fast food/drive-in last 6 months: Boston Market	1,419	6.1%	129
Fast food/drive-in last 6 months: Burger King	8,609	37.2%	103
Fast food/drive-in last 6 months: Captain D's	940	4.1%	79
Fast food/drive-in last 6 months: Carl's Jr.	1,244	5.4%	86
Fast food/drive-in last 6 months: Checkers	673	2.9%	91
Fast food/drive-in last 6 months: Chick-fil-A	3,654	15.8%	123
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,796	7.8%	128
Fast food/drive-in last 6 months: Chuck E. Cheese	998	4.3%	96
Fast food/drive-in last 6 months: Church's Fr. Chicken	723	3.1%	73
Fast food/drive-in last 6 months: Dairy Queen	4,029	17.4%	109
Fast food/drive-in last 6 months: Del Taco	687	3.0%	89
Fast food/drive-in last 6 months: Domino's Pizza	2,863	12.4%	92
Fast food/drive-in last 6 months: Dunkin' Donuts	3,302	14.3%	124
Fast food/drive-in last 6 months: Fuddruckers	789	3.4%	122
Fast food/drive-in last 6 months: Hardee's	1,204	5.2%	76
Fast food/drive-in last 6 months: Jack in the Box	2,164	9.3%	90
Fast food/drive-in last 6 months: KFC	6,044	26.1%	95
Fast food/drive-in last 6 months: Little Caesars	1,669	7.2%	98
Fast food/drive-in last 6 months: Long John Silver's	1,261	5.4%	86
Fast food/drive-in last 6 months: McDonald's	13,263	57.3%	103
Fast food/drive-in last 6 months: Panera Bread	3,165	13.7%	140
Fast food/drive-in last 6 months: Papa John's	2,211	9.6%	110
Fast food/drive-in last 6 months: Pizza Hut	4,827	20.9%	94
Fast food/drive-in last 6 months: Popeyes	1,557	6.7%	92
Fast food/drive-in last 6 months: Quiznos	2,401	10.4%	115
Fast food/drive-in last 6 months: Sonic Drive-In	2,688	11.6%	99
Fast food/drive-in last 6 months: Starbucks	4,072	17.6%	118
Fast food/drive-in last 6 months: Steak n Shake	1,319	5.7%	113
Fast food/drive-in last 6 months: Subway	7,814	33.8%	106
Fast food/drive-in last 6 months: Taco Bell	7,891	34.1%	106
Fast food/drive-in last 6 months: Wendy's	7,905	34.2%	110
Fast food/drive-in last 6 months: Whataburger	1,054	4.6%	94
Fast food/drive-in last 6 months: White Castle	898	3.9%	96
Fast food/drive-in last 6 months: eat in	8,870	38.3%	102
Fast food/drive-in last 6 months: home delivery	2,407	10.4%	100
Fast food/drive-in last 6 months: take-out/drive-thru	13,022	56.3%	107
Fast food/drive-in last 6 months: take-out/walk-in	6,000	25.9%	105

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Milford - SR 28 at I-275  
1 Edgcombe Dr, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

<b>Demographic Summary</b>	<b>2010</b>	<b>2015</b>
Population	81,206	84,593
Population 18+	59,497	62,202
Households	30,012	31,340
Median Household Income	\$76,184	\$84,527

<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	46,842	78.7%	109
Family restaurant/steak house last month: <2 times	15,825	26.6%	104
Family restaurant/steak house last month: 2-4 times	17,876	30.0%	111
Family restaurant/steak house last month: 5+ times	13,141	22.1%	114
Family restaurant/steak house last 6 months: breakfast	8,691	14.6%	111
Family restaurant/steak house last 6 months: lunch	16,433	27.6%	111
Family restaurant/steak house last 6 months: snack	1,520	2.6%	91
Family restaurant/steak house last 6 months: dinner	36,411	61.2%	116
Family restaurant/steak house last 6 months: weekday	26,611	44.7%	116
Family restaurant/steak house last 6 months: weekend	29,767	50.0%	112
Family restaurant/steak house last 6 months: Applebee's	17,147	28.8%	114
Family restaurant/steak house last 6 months: Bennigan's	1,590	2.7%	122
Family restaurant/steak house last 6 months: Bob Evans Farm	2,803	4.7%	103
Family restaurant/steak house last 6 months: Cheesecake Factory	5,191	8.7%	133
Family restaurant/steak house last 6 months: Chili's Grill & Bar	9,016	15.2%	131
Family restaurant/steak house last 6 months: Cracker Barrel	7,033	11.8%	107
Family restaurant/steak house last 6 months: Denny's	5,262	8.8%	98
Family restaurant/steak house last 6 months: Friendly's	2,652	4.5%	112
Family restaurant/steak house last 6 months: Golden Corral	3,986	6.7%	93
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	7,805	13.1%	113
Family restaurant/steak house last 6 months: Lone Star Steakhouse	1,919	3.2%	118
Family restaurant/steak house last 6 months: Old Country Buffet	1,578	2.7%	93
Family restaurant/steak house last 6 months: Olive Garden	12,859	21.6%	122
Family restaurant/steak house last 6 months: Outback Steakhouse	8,353	14.0%	122
Family restaurant/steak house last 6 months: Perkins	2,037	3.4%	94
Family restaurant/steak house last 6 months: Red Lobster	8,577	14.4%	107
Family restaurant/steak house last 6 months: Red Robin	4,771	8.0%	142
Family restaurant/steak house last 6 months: Ruby Tuesday	5,820	9.8%	117
Family restaurant/steak house last 6 months: Ryan's	1,538	2.6%	69
Family restaurant/steak house last 6 months: Sizzler	1,263	2.1%	70
Family restaurant/steak house last 6 months: T.G.I. Friday's	7,727	13.0%	126
Went to fast food/drive-in restaurant in last 6 months	53,951	90.7%	102
Went to fast food/drive-in restaurant <6 times/month	20,589	34.6%	99
Went to fast food/drive-in restaurant 6-13 times/month	17,810	29.9%	103
Went to fast food/drive-in restaurant 14+ times/month	15,550	26.1%	105
Fast food/drive-in last 6 months: breakfast	17,414	29.3%	106
Fast food/drive-in last 6 months: lunch	37,737	63.4%	108
Fast food/drive-in last 6 months: snack	10,900	18.3%	105
Fast food/drive-in last 6 months: dinner	30,734	51.7%	107

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	42,534	71.5%	108
Fast food/drive-in last 6 months: weekend	29,953	50.3%	104
Fast food/drive-in last 6 months: A & W	2,868	4.8%	106
Fast food/drive-in last 6 months: Arby's	13,496	22.7%	110
Fast food/drive-in last 6 months: Boston Market	3,793	6.4%	134
Fast food/drive-in last 6 months: Burger King	21,790	36.6%	101
Fast food/drive-in last 6 months: Captain D's	2,520	4.2%	82
Fast food/drive-in last 6 months: Carl's Jr.	3,347	5.6%	90
Fast food/drive-in last 6 months: Checkers	1,720	2.9%	91
Fast food/drive-in last 6 months: Chick-fil-A	9,950	16.7%	130
Fast food/drive-in last 6 months: Chipotle Mex. Grill	5,104	8.6%	141
Fast food/drive-in last 6 months: Chuck E. Cheese	2,735	4.6%	103
Fast food/drive-in last 6 months: Church's Fr. Chicken	2,049	3.4%	80
Fast food/drive-in last 6 months: Dairy Queen	10,135	17.0%	107
Fast food/drive-in last 6 months: Del Taco	1,981	3.3%	99
Fast food/drive-in last 6 months: Domino's Pizza	7,826	13.2%	98
Fast food/drive-in last 6 months: Dunkin' Donuts	7,944	13.4%	116
Fast food/drive-in last 6 months: Fuddruckers	2,293	3.9%	138
Fast food/drive-in last 6 months: Hardee's	3,029	5.1%	75
Fast food/drive-in last 6 months: Jack in the Box	6,065	10.2%	98
Fast food/drive-in last 6 months: KFC	15,641	26.3%	95
Fast food/drive-in last 6 months: Little Caesars	4,297	7.2%	99
Fast food/drive-in last 6 months: Long John Silver's	3,257	5.5%	87
Fast food/drive-in last 6 months: McDonald's	34,443	57.9%	104
Fast food/drive-in last 6 months: Panera Bread	8,440	14.2%	145
Fast food/drive-in last 6 months: Papa John's	5,904	9.9%	114
Fast food/drive-in last 6 months: Pizza Hut	12,854	21.6%	98
Fast food/drive-in last 6 months: Popeyes	4,189	7.0%	96
Fast food/drive-in last 6 months: Quiznos	6,551	11.0%	122
Fast food/drive-in last 6 months: Sonic Drive-In	7,050	11.8%	101
Fast food/drive-in last 6 months: Starbucks	11,578	19.5%	131
Fast food/drive-in last 6 months: Steak n Shake	3,411	5.7%	114
Fast food/drive-in last 6 months: Subway	20,400	34.3%	108
Fast food/drive-in last 6 months: Taco Bell	20,512	34.5%	107
Fast food/drive-in last 6 months: Wendy's	19,972	33.6%	108
Fast food/drive-in last 6 months: Whataburger	3,066	5.2%	107
Fast food/drive-in last 6 months: White Castle	2,204	3.7%	92
Fast food/drive-in last 6 months: eat in	23,280	39.1%	104
Fast food/drive-in last 6 months: home delivery	6,510	10.9%	105
Fast food/drive-in last 6 months: take-out/drive-thru	33,618	56.5%	108
Fast food/drive-in last 6 months: take-out/walk-in	15,527	26.1%	106

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Milford - SR 28 at I-275  
1 Edgcombe Dr, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

Demographic Summary		2010	2015
Population		7,380	7,553
Population 18+		5,663	5,805
Households		3,318	3,412
Median Household Income		\$50,338	\$60,490
Product/Consumer Behavior		Expected Number of Adults	Percent MPI
Participated in aerobics		560	9.9%
Participated in archery		133	2.3%
Participated in backpacking/hiking		551	9.7%
Participated in baseball		296	5.2%
Participated in basketball		473	8.4%
Participated in bicycling (mountain)		242	4.3%
Participated in bicycling (road)		633	11.2%
Participated in boating (power)		355	6.3%
Participated in bowling		747	13.2%
Participated in canoeing/kayaking		295	5.2%
Participated in downhill skiing		163	2.9%
Participated in fishing (fresh water)		721	12.7%
Participated in fishing (salt water)		296	5.2%
Participated in football		352	6.2%
Participated in Frisbee		324	5.7%
Participated in golf		609	10.8%
Play golf < once a month		228	4.0%
Play golf 1+ times a month		322	5.7%
Participated in horseback riding		159	2.8%
Participated in hunting with rifle		226	4.0%
Participated in hunting with shotgun		205	3.6%
Participated in ice skating		168	3.0%
Participated in jogging/running		593	10.5%
Participated in martial arts		87	1.5%
Participated in motorcycling		203	3.6%
Participated in Pilates		190	3.4%
Participated in roller skating		133	2.3%
Participated in snowboarding		111	2.0%
Participated in soccer		246	4.3%
Participated in softball		205	3.6%
Participated in swimming		1,195	21.1%
Participated in target shooting		228	4.0%
Participated in tennis		226	4.0%
Participated in volleyball		194	3.4%
Participated in walking for exercise		1,852	32.7%
Participated in weight lifting		699	12.3%
Participated in yoga		332	5.9%
Spent on high end sports/recreation equipment/12 mo: <\$250		230	4.1%
Spent on high end sports/recreation equipment/12 mo: \$250+		222	3.9%
Attend sports event: auto racing (NASCAR)		417	7.4%
Attend sports event: auto racing (not NASCAR)		354	6.3%
Attend sports event: baseball game		888	15.7%

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Milford - SR 28 at I-275  
1 Edgcombe Dr, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	430	7.6%	95
Attend sports event: basketball game (pro)	478	8.4%	99
Attend sports event: football game (college)	588	10.4%	101
Attend sports event: football-Monday night game (pro)	340	6.0%	98
Attend sports event: football-weekend game (pro)	520	9.2%	101
Attend sports event: golf tournament	308	5.4%	98
Attend sports event: ice hockey game	385	6.8%	103
Attend sports event: soccer game	358	6.3%	102
Attend sports event: tennis match	266	4.7%	95
Attended adult education course in last 12 months	412	7.3%	110
Attended auto show in last 12 months	474	8.4%	101
Went to bar/night club in last 12 months	1,180	20.8%	109
Went to beach in last 12 months	1,465	25.9%	105
Attended dance performance in last 12 months	255	4.5%	101
Danced/went dancing in last 12 months	544	9.6%	101
Dined out in last 12 months	2,913	51.4%	104
Dine out < once a month	283	5.0%	106
Dine out once a month	379	6.7%	108
Dine out 2-3 times a month	665	11.7%	102
Dine out once a week	665	11.7%	102
Dine out 2+ times per week	562	9.9%	100
Gambled at casino in last 12 months	960	17.0%	106
Gambled at casino 6+ times in last 12 months	164	2.9%	107
Gambled in Atlantic City in last 12 months	141	2.5%	98
Gambled in Las Vegas in last 12 months	259	4.6%	96
Attended horse races in last 12 months	177	3.1%	105
Attended movies in last 6 months	3,339	59.0%	100
Attended movies in last 90 days: < once a month	1,816	32.1%	99
Attended movies in last 90 days: once a month	566	10.0%	98
Attended movies in last 90 days: 2-3 times a month	388	6.9%	102
Attended movies in last 90 days: once/week or more	157	2.8%	108
Prefer to see movie after second week of release	1,368	24.2%	102
Went to museum in last 12 months	740	13.1%	102
Attended music performance in last 12 months	1,448	25.6%	108
Attended country music performance in last 12 mo	272	4.8%	95
Attended rock music performance in last 12 months	711	12.6%	115
Attended classical music/opera performance/12 mo	267	4.7%	103
Went to live theater in last 12 months	774	13.7%	104
Visited a theme park in last 12 months	1,200	21.2%	99
Visited Disney World (FL)/12 mo: Magic Kingdom	210	3.7%	109
Visited any Sea World in last 12 months	168	3.0%	87
Visited any Six Flags in last 12 months	298	5.3%	91
Went to zoo in last 12 months	779	13.8%	108
Played backgammon in last 12 months	127	2.2%	112
Participated in book club in last 12 months	181	3.2%	101
Played billiards/pool in last 12 months	565	10.0%	104
Played bingo in last 12 months	261	4.6%	109
Did birdwatching in last 12 months	361	6.4%	102
Played board game in last 12 months	975	17.2%	106

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Milford - SR 28 at I-275  
1 Edgcombe Dr, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	1,234	21.8%	104
Played chess in last 12 months	214	3.8%	103
Cooked for fun in last 12 months	1,271	22.4%	108
Did crossword puzzle in last 12 months	892	15.8%	108
Participated in fantasy sports league last 12 mo	186	3.3%	101
Flew a kite in last 12 months	165	2.9%	103
Did furniture refinishing in last 12 months	188	3.3%	103
Did indoor gardening/plant care in last 12 months	644	11.4%	113
Participated in karaoke in last 12 months	247	4.4%	99
Bought lottery ticket in last 12 months	2,024	35.7%	103
Bought lottery ticket in last 12 mo: Daily Drawing	304	5.4%	111
Bought lottery ticket in last 12 mo: Instant Game	961	17.0%	107
Bought lottery ticket in last 12 mo: Lotto Drawing	1,189	21.0%	98
Played lottery: <3 times in last 30 days	870	15.4%	98
Played lottery: 3-7 times in last 30 days	552	9.7%	101
Played lottery: 8+ times in last 30 days	603	10.6%	114
Played musical instrument in last 12 months	523	9.2%	116
Did painting/drawing in last 12 months	385	6.8%	104
Did photography in last 12 months	761	13.4%	106
Read book in last 12 months	2,447	43.2%	106
Participated in trivia games in last 12 months	382	6.7%	112
Played video game in last 12 months	818	14.4%	109
Did woodworking in last 12 months	256	4.5%	96
Participated in word games in last 12 months	597	10.5%	111
Member of AARP	958	16.9%	110
Member of business club	151	2.7%	107
Member of charitable organization	360	6.4%	101
Member of church board	228	4.0%	94
Member of fraternal order	209	3.7%	105
Member of religious club	338	6.0%	93
Member of union	342	6.0%	115
Member of veterans club	197	3.5%	102
Bought any children`s toy/game in last 12 months	2,101	37.1%	107
Spent on toys/games in last 12 months: <\$50	356	6.3%	103
Spent on toys/games in last 12 months: \$50-99	164	2.9%	105
Spent on toys/games in last 12 months: \$100-199	431	7.6%	106
Spent on toys/games in last 12 months: \$200-499	697	12.3%	114
Spent on toys/games in last 12 months: \$500+	345	6.1%	106
Bought infant toy in last 12 months	479	8.5%	101
Bought pre-school toy in last 12 months	461	8.1%	101
Spent on toys/games (for child <6)/12 mo: <\$100	644	11.4%	102
Spent on toys/games (for child <6)/12 mo: \$100-199	402	7.1%	105
Spent on toys/games (for child <6)/12 mo: \$200+	520	9.2%	119
Bought for child in last 12 mo: boy action figure	469	8.3%	102
Bought for child in last 12 mo: girl action figure	162	2.9%	93
Bought for child in last 12 mo: bicycle	400	7.1%	103
Bought for child in last 12 mo: board game	718	12.7%	107

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

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

March 27, 2012

Made with Esri Business Analyst



# Sports and Leisure Market Potential

Milford - SR 28 at I-275  
 1 Edgecombe Dr, Milford, OH, 45150  
 Ring: 1 mile radius

www.ClermontCountyOhio.biz  
 Latitude: 39.18186  
 Longitude: -84.27402

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	192	3.4%	100
Bought for child in last 12 mo: car	541	9.6%	103
Bought for child in last 12 mo: construction toy	293	5.2%	105
Bought for child in last 12 mo: large/baby doll	400	7.1%	108
Bought for child in last 12 mo: fashion doll	297	5.2%	103
Bought for child in last 12 mo: plush doll/animal	534	9.4%	112
Bought for child in last 12 mo: doll accessories	252	4.5%	111
Bought for child in last 12 mo: doll clothing	246	4.3%	105
Bought for child in last 12 mo: educational toy	821	14.5%	106
Bought for child in last 12 mo: electronic game	558	9.9%	106
Bought for child in last 12 mo: mechanical toy	237	4.2%	105
Bought for child in last 12 mo: model kit/set	137	2.4%	94
Bought for child in last 12 mo: sound game	165	2.9%	104
Bought for child in last 12 mo: water toy	606	10.7%	112
Bought for child in last 12 mo: word game	220	3.9%	101
Bought book in last 12 months	3,008	53.1%	106
Bought 1-3 books in last 12 months	1,139	20.1%	102
Bought 4-9 books in last 12 months	943	16.7%	107
Bought 10+ books in last 12 months	926	16.4%	108
Bought paperback book in last 12 months	2,273	40.1%	106
Bought <3 paperback books in last 12 months	760	13.4%	103
Bought 3-6 paperback books in last 12 months	769	13.6%	103
Bought 7+ paperback books in last 12 months	745	13.2%	112
Bought hardcover book in last 12 months	1,666	29.4%	105
Bought <3 hardcover books in last 12 months	732	12.9%	105
Bought 3-5 hardcover books in last 12 months	477	8.4%	105
Bought 6+ hardcover books in last 12 months	458	8.1%	103
Bought book (fiction) in last 12 months	1,688	29.8%	106
Bought book (non-fiction) in last 12 months	1,494	26.4%	104
Bought biography in last 12 months	378	6.7%	92
Bought children`s book in last 12 months	750	13.2%	104
Bought cookbook in last 12 months	652	11.5%	105
Bought desk dictionary in last 12 months	101	1.8%	88
Bought history book in last 12 months	421	7.4%	98
Bought mystery book in last 12 months	713	12.6%	112
Bought personal/business self-help book last 12 mo	410	7.2%	101
Bought religious book (not bible) last 12 months	449	7.9%	105
Bought romance book in last 12 months	382	6.7%	103
Bought science fiction book in last 12 months	287	5.1%	111
Bought book through book club in last 12 months	248	4.4%	101
Bought book at book store in last 12 months	2,033	35.9%	107
Bought book at Barnes & Noble in last 12 months	1,225	21.6%	110
Bought book at Borders in last 12 months	678	12.0%	108
Bought book at convenience store in last 12 months	120	2.1%	95
Bought book at department store in last 12 months	459	8.1%	106
Bought book at drug store in last 12 months	135	2.4%	105
Bought book through Internet in last 12 mo	595	10.5%	103
Bought book through mail order in last 12 months	172	3.0%	89
Bought book at supermarket in last 12 months	323	5.7%	109
Bought book at warehouse store in last 12 months	345	6.1%	105

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		30,692	31,781
Population 18+		23,148	24,033
Households		12,102	12,577
Median Household Income		\$70,450	\$79,983
<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics	2,756	11.9%	121
Participated in archery	605	2.6%	98
Participated in backpacking/hiking	2,600	11.2%	119
Participated in baseball	1,297	5.6%	108
Participated in basketball	2,131	9.2%	99
Participated in bicycling (mountain)	1,088	4.7%	128
Participated in bicycling (road)	2,748	11.9%	123
Participated in boating (power)	1,711	7.4%	120
Participated in bowling	3,270	14.1%	121
Participated in canoeing/kayaking	1,361	5.9%	123
Participated in downhill skiing	850	3.7%	126
Participated in fishing (fresh water)	3,096	13.4%	102
Participated in fishing (salt water)	1,193	5.2%	113
Participated in football	1,450	6.3%	101
Participated in Frisbee	1,464	6.3%	116
Participated in golf	3,136	13.5%	131
Play golf < once a month	1,157	5.0%	126
Play golf 1+ times a month	1,657	7.2%	133
Participated in horseback riding	715	3.1%	102
Participated in hunting with rifle	1,026	4.4%	91
Participated in hunting with shotgun	905	3.9%	92
Participated in ice skating	793	3.4%	119
Participated in jogging/running	2,897	12.5%	119
Participated in martial arts	319	1.4%	98
Participated in motorcycling	931	4.0%	109
Participated in Pilates	960	4.1%	127
Participated in roller skating	478	2.1%	99
Participated in snowboarding	448	1.9%	101
Participated in soccer	1,059	4.6%	106
Participated in softball	919	4.0%	102
Participated in swimming	5,425	23.4%	120
Participated in target shooting	997	4.3%	112
Participated in tennis	1,166	5.0%	118
Participated in volleyball	914	3.9%	113
Participated in walking for exercise	8,239	35.6%	120
Participated in weight lifting	3,429	14.8%	126
Participated in yoga	1,578	6.8%	118
Spent on high end sports/recreation equipment/12 mo: <\$250	1,005	4.3%	98
Spent on high end sports/recreation equipment/12 mo: \$250+	1,050	4.5%	116
Attend sports event: auto racing (NASCAR)	1,781	7.7%	105
Attend sports event: auto racing (not NASCAR)	1,577	6.8%	107
Attend sports event: baseball game	4,150	17.9%	121

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	2,017	8.7%	110
Attend sports event: basketball game (pro)	2,253	9.7%	114
Attend sports event: football game (college)	2,741	11.8%	115
Attend sports event: football-Monday night game (pro)	1,486	6.4%	105
Attend sports event: football-weekend game (pro)	2,520	10.9%	120
Attend sports event: golf tournament	1,492	6.4%	116
Attend sports event: ice hockey game	1,884	8.1%	123
Attend sports event: soccer game	1,630	7.0%	114
Attend sports event: tennis match	1,216	5.3%	106
Attended adult education course in last 12 months	1,838	7.9%	120
Attended auto show in last 12 months	2,124	9.2%	111
Went to bar/night club in last 12 months	5,020	21.7%	114
Went to beach in last 12 months	6,856	29.6%	121
Attended dance performance in last 12 months	1,204	5.2%	117
Danced/went dancing in last 12 months	2,312	10.0%	105
Dined out in last 12 months	13,068	56.5%	115
Dine out < once a month	1,228	5.3%	113
Dine out once a month	1,596	6.9%	112
Dine out 2-3 times a month	3,047	13.2%	114
Dine out once a week	3,164	13.7%	118
Dine out 2+ times per week	2,537	11.0%	111
Gambled at casino in last 12 months	4,260	18.4%	115
Gambled at casino 6+ times in last 12 months	676	2.9%	107
Gambled in Atlantic City in last 12 months	614	2.7%	105
Gambled in Las Vegas in last 12 months	1,290	5.6%	117
Attended horse races in last 12 months	777	3.4%	113
Attended movies in last 6 months	14,505	62.7%	106
Attended movies in last 90 days: < once a month	8,116	35.1%	109
Attended movies in last 90 days: once a month	2,618	11.3%	110
Attended movies in last 90 days: 2-3 times a month	1,681	7.3%	108
Attended movies in last 90 days: once/week or more	548	2.4%	93
Prefer to see movie after second week of release	6,312	27.3%	115
Went to museum in last 12 months	3,536	15.3%	120
Attended music performance in last 12 months	6,636	28.7%	121
Attended country music performance in last 12 mo	1,203	5.2%	102
Attended rock music performance in last 12 months	3,104	13.4%	123
Attended classical music/opera performance/12 mo	1,343	5.8%	126
Went to live theater in last 12 months	3,710	16.0%	122
Visited a theme park in last 12 months	5,549	24.0%	112
Visited Disney World (FL)/12 mo: Magic Kingdom	961	4.2%	123
Visited any Sea World in last 12 months	808	3.5%	103
Visited any Six Flags in last 12 months	1,353	5.8%	101
Went to zoo in last 12 months	3,539	15.3%	120
Played backgammon in last 12 months	501	2.2%	108
Participated in book club in last 12 months	786	3.4%	107
Played billiards/pool in last 12 months	2,324	10.0%	104
Played bingo in last 12 months	979	4.2%	100
Did birdwatching in last 12 months	1,610	7.0%	112
Played board game in last 12 months	4,432	19.1%	117

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	5,420	23.4%	112
Played chess in last 12 months	892	3.9%	105
Cooked for fun in last 12 months	5,544	24.0%	115
Did crossword puzzle in last 12 months	3,837	16.6%	114
Participated in fantasy sports league last 12 mo	917	4.0%	122
Flew a kite in last 12 months	710	3.1%	108
Did furniture refinishing in last 12 months	812	3.5%	109
Did indoor gardening/plant care in last 12 months	2,642	11.4%	113
Participated in karaoke in last 12 months	999	4.3%	97
Bought lottery ticket in last 12 months	8,256	35.7%	103
Bought lottery ticket in last 12 mo: Daily Drawing	1,082	4.7%	96
Bought lottery ticket in last 12 mo: Instant Game	3,661	15.8%	100
Bought lottery ticket in last 12 mo: Lotto Drawing	5,359	23.2%	108
Played lottery: <3 times in last 30 days	3,722	16.1%	102
Played lottery: 3-7 times in last 30 days	2,291	9.9%	103
Played lottery: 8+ times in last 30 days	2,245	9.7%	104
Played musical instrument in last 12 months	2,027	8.8%	110
Did painting/drawing in last 12 months	1,548	6.7%	102
Did photography in last 12 months	3,447	14.9%	118
Read book in last 12 months	10,810	46.7%	115
Participated in trivia games in last 12 months	1,654	7.1%	118
Played video game in last 12 months	3,255	14.1%	106
Did woodworking in last 12 months	1,144	4.9%	105
Participated in word games in last 12 months	2,516	10.9%	114
Member of AARP	4,172	18.0%	117
Member of business club	727	3.1%	126
Member of charitable organization	1,782	7.7%	122
Member of church board	1,002	4.3%	101
Member of fraternal order	883	3.8%	108
Member of religious club	1,546	6.7%	104
Member of union	1,467	6.3%	120
Member of veterans club	819	3.5%	104
Bought any children`s toy/game in last 12 months	8,813	38.1%	110
Spent on toys/games in last 12 months: <\$50	1,420	6.1%	101
Spent on toys/games in last 12 months: \$50-99	663	2.9%	104
Spent on toys/games in last 12 months: \$100-199	1,726	7.5%	104
Spent on toys/games in last 12 months: \$200-499	2,846	12.3%	113
Spent on toys/games in last 12 months: \$500+	1,640	7.1%	123
Bought infant toy in last 12 months	2,045	8.8%	106
Bought pre-school toy in last 12 months	2,109	9.1%	113
Spent on toys/games (for child <6)/12 mo: <\$100	2,685	11.6%	104
Spent on toys/games (for child <6)/12 mo: \$100-199	1,656	7.2%	106
Spent on toys/games (for child <6)/12 mo: \$200+	2,083	9.0%	116
Bought for child in last 12 mo: boy action figure	1,980	8.6%	106
Bought for child in last 12 mo: girl action figure	661	2.9%	92
Bought for child in last 12 mo: bicycle	1,701	7.3%	107
Bought for child in last 12 mo: board game	3,293	14.2%	120

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March 27, 2012

Made with Esri Business Analyst



# Sports and Leisure Market Potential

Milford - SR 28 at I-275  
 1 Edgcombe Dr, Milford, OH, 45150  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.18186  
 Longitude: -84.27402

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	875	3.8%	112
Bought for child in last 12 mo: car	2,127	9.2%	100
Bought for child in last 12 mo: construction toy	1,226	5.3%	107
Bought for child in last 12 mo: large/baby doll	1,539	6.6%	102
Bought for child in last 12 mo: fashion doll	1,141	4.9%	97
Bought for child in last 12 mo: plush doll/animal	2,353	10.2%	121
Bought for child in last 12 mo: doll accessories	959	4.1%	103
Bought for child in last 12 mo: doll clothing	961	4.2%	101
Bought for child in last 12 mo: educational toy	3,567	15.4%	113
Bought for child in last 12 mo: electronic game	2,438	10.5%	113
Bought for child in last 12 mo: mechanical toy	969	4.2%	105
Bought for child in last 12 mo: model kit/set	654	2.8%	110
Bought for child in last 12 mo: sound game	587	2.5%	90
Bought for child in last 12 mo: water toy	2,593	11.2%	117
Bought for child in last 12 mo: word game	895	3.9%	100
Bought book in last 12 months	13,220	57.1%	114
Bought 1-3 books in last 12 months	4,943	21.4%	109
Bought 4-9 books in last 12 months	4,000	17.3%	111
Bought 10+ books in last 12 months	4,277	18.5%	122
Bought paperback book in last 12 months	10,315	44.6%	118
Bought <3 paperback books in last 12 months	3,403	14.7%	113
Bought 3-6 paperback books in last 12 months	3,537	15.3%	116
Bought 7+ paperback books in last 12 months	3,375	14.6%	124
Bought hardcover book in last 12 months	7,570	32.7%	117
Bought <3 hardcover books in last 12 months	3,233	14.0%	114
Bought 3-5 hardcover books in last 12 months	2,180	9.4%	118
Bought 6+ hardcover books in last 12 months	2,156	9.3%	119
Bought book (fiction) in last 12 months	7,766	33.5%	119
Bought book (non-fiction) in last 12 months	6,880	29.7%	117
Bought biography in last 12 months	1,893	8.2%	113
Bought children`s book in last 12 months	3,335	14.4%	113
Bought cookbook in last 12 months	2,814	12.2%	111
Bought desk dictionary in last 12 months	383	1.7%	81
Bought history book in last 12 months	2,011	8.7%	115
Bought mystery book in last 12 months	3,210	13.9%	123
Bought personal/business self-help book last 12 mo	2,115	9.1%	127
Bought religious book (not bible) last 12 months	1,963	8.5%	112
Bought romance book in last 12 months	1,607	6.9%	106
Bought science fiction book in last 12 months	1,132	4.9%	107
Bought book through book club in last 12 months	992	4.3%	99
Bought book at book store in last 12 months	9,353	40.4%	120
Bought book at Barnes & Noble in last 12 months	5,868	25.4%	129
Bought book at Borders in last 12 months	3,397	14.7%	132
Bought book at convenience store in last 12 months	444	1.9%	86
Bought book at department store in last 12 months	1,726	7.5%	98
Bought book at drug store in last 12 months	547	2.4%	104
Bought book through Internet in last 12 mo	2,879	12.4%	122
Bought book through mail order in last 12 months	674	2.9%	86
Bought book at supermarket in last 12 months	1,406	6.1%	116
Bought book at warehouse store in last 12 months	1,763	7.6%	131

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		81,206	84,593	
Population 18+		59,497	62,202	
Households		30,012	31,340	
Median Household Income		\$76,184	\$84,527	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics		7,392	12.4%	126
Participated in archery		1,521	2.6%	96
Participated in backpacking/hiking		6,815	11.5%	121
Participated in baseball		3,302	5.6%	107
Participated in basketball		5,822	9.8%	105
Participated in bicycling (mountain)		2,715	4.6%	124
Participated in bicycling (road)		7,197	12.1%	125
Participated in boating (power)		4,319	7.3%	118
Participated in bowling		8,405	14.1%	121
Participated in canoeing/kayaking		3,360	5.6%	118
Participated in downhill skiing		2,416	4.1%	139
Participated in fishing (fresh water)		7,825	13.2%	100
Participated in fishing (salt water)		3,039	5.1%	112
Participated in football		3,728	6.3%	101
Participated in Frisbee		3,709	6.2%	114
Participated in golf		8,197	13.8%	133
Play golf < once a month		3,128	5.3%	133
Play golf 1+ times a month		4,266	7.2%	133
Participated in horseback riding		1,988	3.3%	110
Participated in hunting with rifle		2,582	4.3%	89
Participated in hunting with shotgun		2,222	3.7%	88
Participated in ice skating		2,170	3.6%	127
Participated in jogging/running		7,966	13.4%	127
Participated in martial arts		785	1.3%	94
Participated in motorcycling		2,322	3.9%	106
Participated in Pilates		2,600	4.4%	133
Participated in roller skating		1,164	2.0%	93
Participated in snowboarding		1,167	2.0%	102
Participated in soccer		2,791	4.7%	109
Participated in softball		2,417	4.1%	104
Participated in swimming		14,214	23.9%	123
Participated in target shooting		2,495	4.2%	109
Participated in tennis		3,179	5.3%	125
Participated in volleyball		2,309	3.9%	111
Participated in walking for exercise		20,953	35.2%	118
Participated in weight lifting		9,153	15.4%	131
Participated in yoga		4,152	7.0%	121
Spent on high end sports/recreation equipment/12 mo: <\$250		2,764	4.6%	105
Spent on high end sports/recreation equipment/12 mo: \$250+		2,826	4.8%	122
Attend sports event: auto racing (NASCAR)		4,658	7.8%	107
Attend sports event: auto racing (not NASCAR)		3,943	6.6%	105
Attend sports event: baseball game		10,953	18.4%	125

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March 27, 2012

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# Sports and Leisure Market Potential

Milford - SR 28 at I-275  
 1 Edgcombe Dr, Milford, OH, 45150  
 Ring: 5 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.18186  
 Longitude: -84.27402

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	5,286	8.9%	112
Attend sports event: basketball game (pro)	5,986	10.1%	118
Attend sports event: football game (college)	7,206	12.1%	117
Attend sports event: football-Monday night game (pro)	3,858	6.5%	106
Attend sports event: football-weekend game (pro)	6,405	10.8%	119
Attend sports event: golf tournament	3,888	6.5%	118
Attend sports event: ice hockey game	4,805	8.1%	122
Attend sports event: soccer game	4,146	7.0%	113
Attend sports event: tennis match	3,130	5.3%	107
Attended adult education course in last 12 months	4,576	7.7%	116
Attended auto show in last 12 months	5,374	9.0%	109
Went to bar/night club in last 12 months	12,711	21.4%	112
Went to beach in last 12 months	18,038	30.3%	123
Attended dance performance in last 12 months	3,063	5.1%	116
Danced/went dancing in last 12 months	5,869	9.9%	104
Dined out in last 12 months	33,742	56.7%	115
Dine out < once a month	3,089	5.2%	110
Dine out once a month	4,150	7.0%	113
Dine out 2-3 times a month	7,751	13.0%	113
Dine out once a week	8,409	14.1%	123
Dine out 2+ times per week	6,555	11.0%	111
Gambled at casino in last 12 months	10,681	18.0%	112
Gambled at casino 6+ times in last 12 months	1,570	2.6%	97
Gambled in Atlantic City in last 12 months	1,430	2.4%	95
Gambled in Las Vegas in last 12 months	3,430	5.8%	121
Attended horse races in last 12 months	1,941	3.3%	110
Attended movies in last 6 months	37,969	63.8%	108
Attended movies in last 90 days: < once a month	21,269	35.7%	111
Attended movies in last 90 days: once a month	6,984	11.7%	115
Attended movies in last 90 days: 2-3 times a month	4,437	7.5%	111
Attended movies in last 90 days: once/week or more	1,386	2.3%	91
Prefer to see movie after second week of release	16,424	27.6%	117
Went to museum in last 12 months	9,446	15.9%	124
Attended music performance in last 12 months	16,952	28.5%	120
Attended country music performance in last 12 mo	3,117	5.2%	103
Attended rock music performance in last 12 months	7,934	13.3%	122
Attended classical music/opera performance/12 mo	3,290	5.5%	120
Went to live theater in last 12 months	9,925	16.7%	127
Visited a theme park in last 12 months	15,029	25.3%	118
Visited Disney World (FL)/12 mo: Magic Kingdom	2,659	4.5%	132
Visited any Sea World in last 12 months	2,484	4.2%	123
Visited any Six Flags in last 12 months	3,783	6.4%	110
Went to zoo in last 12 months	9,553	16.1%	126
Played backgammon in last 12 months	1,303	2.2%	109
Participated in book club in last 12 months	2,078	3.5%	110
Played billiards/pool in last 12 months	6,090	10.2%	106
Played bingo in last 12 months	2,439	4.1%	97
Did birdwatching in last 12 months	3,925	6.6%	106
Played board game in last 12 months	11,688	19.6%	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.

**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

# Sports and Leisure Market Potential

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	13,771	23.1%	111
Played chess in last 12 months	2,303	3.9%	106
Cooked for fun in last 12 months	14,075	23.7%	114
Did crossword puzzle in last 12 months	9,509	16.0%	110
Participated in fantasy sports league last 12 mo	2,338	3.9%	121
Flew a kite in last 12 months	1,888	3.2%	112
Did furniture refinishing in last 12 months	2,080	3.5%	108
Did indoor gardening/plant care in last 12 months	6,579	11.1%	110
Participated in karaoke in last 12 months	2,598	4.4%	99
Bought lottery ticket in last 12 months	20,940	35.2%	102
Bought lottery ticket in last 12 mo: Daily Drawing	2,542	4.3%	88
Bought lottery ticket in last 12 mo: Instant Game	8,795	14.8%	93
Bought lottery ticket in last 12 mo: Lotto Drawing	13,862	23.3%	109
Played lottery: <3 times in last 30 days	9,850	16.6%	105
Played lottery: 3-7 times in last 30 days	5,772	9.7%	101
Played lottery: 8+ times in last 30 days	5,320	8.9%	96
Played musical instrument in last 12 months	5,075	8.5%	107
Did painting/drawing in last 12 months	3,927	6.6%	101
Did photography in last 12 months	8,893	14.9%	118
Read book in last 12 months	27,762	46.7%	114
Participated in trivia games in last 12 months	4,204	7.1%	117
Played video game in last 12 months	8,417	14.1%	106
Did woodworking in last 12 months	2,893	4.9%	103
Participated in word games in last 12 months	6,121	10.3%	108
Member of AARP	10,041	16.9%	109
Member of business club	2,056	3.5%	139
Member of charitable organization	4,595	7.7%	122
Member of church board	2,576	4.3%	101
Member of fraternal order	2,161	3.6%	103
Member of religious club	4,082	6.9%	107
Member of union	3,469	5.8%	111
Member of veterans club	1,890	3.2%	93
Bought any children`s toy/game in last 12 months	22,900	38.5%	111
Spent on toys/games in last 12 months: <\$50	3,809	6.4%	105
Spent on toys/games in last 12 months: \$50-99	1,630	2.7%	99
Spent on toys/games in last 12 months: \$100-199	4,403	7.4%	103
Spent on toys/games in last 12 months: \$200-499	7,215	12.1%	112
Spent on toys/games in last 12 months: \$500+	4,413	7.4%	129
Bought infant toy in last 12 months	5,360	9.0%	108
Bought pre-school toy in last 12 months	5,500	9.2%	114
Spent on toys/games (for child <6)/12 mo: <\$100	7,000	11.8%	106
Spent on toys/games (for child <6)/12 mo: \$100-199	4,316	7.3%	108
Spent on toys/games (for child <6)/12 mo: \$200+	5,420	9.1%	118
Bought for child in last 12 mo: boy action figure	5,171	8.7%	108
Bought for child in last 12 mo: girl action figure	1,769	3.0%	96
Bought for child in last 12 mo: bicycle	4,502	7.6%	110
Bought for child in last 12 mo: board game	8,610	14.5%	122

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	2,309	3.9%	115
Bought for child in last 12 mo: car	5,539	9.3%	101
Bought for child in last 12 mo: construction toy	3,265	5.5%	111
Bought for child in last 12 mo: large/baby doll	4,038	6.8%	104
Bought for child in last 12 mo: fashion doll	3,010	5.1%	99
Bought for child in last 12 mo: plush doll/animal	6,189	10.4%	124
Bought for child in last 12 mo: doll accessories	2,554	4.3%	107
Bought for child in last 12 mo: doll clothing	2,552	4.3%	104
Bought for child in last 12 mo: educational toy	9,433	15.9%	116
Bought for child in last 12 mo: electronic game	6,641	11.2%	120
Bought for child in last 12 mo: mechanical toy	2,677	4.5%	113
Bought for child in last 12 mo: model kit/set	1,712	2.9%	112
Bought for child in last 12 mo: sound game	1,497	2.5%	90
Bought for child in last 12 mo: water toy	6,838	11.5%	120
Bought for child in last 12 mo: word game	2,321	3.9%	101
Bought book in last 12 months	34,245	57.6%	115
Bought 1-3 books in last 12 months	12,581	21.1%	108
Bought 4-9 books in last 12 months	10,514	17.7%	114
Bought 10+ books in last 12 months	11,147	18.7%	124
Bought paperback book in last 12 months	26,760	45.0%	119
Bought <3 paperback books in last 12 months	8,636	14.5%	112
Bought 3-6 paperback books in last 12 months	9,356	15.7%	120
Bought 7+ paperback books in last 12 months	8,771	14.7%	125
Bought hardcover book in last 12 months	19,931	33.5%	120
Bought <3 hardcover books in last 12 months	8,576	14.4%	118
Bought 3-5 hardcover books in last 12 months	5,539	9.3%	116
Bought 6+ hardcover books in last 12 months	5,816	9.8%	124
Bought book (fiction) in last 12 months	20,292	34.1%	121
Bought book (non-fiction) in last 12 months	18,178	30.6%	120
Bought biography in last 12 months	4,975	8.4%	115
Bought children`s book in last 12 months	8,982	15.1%	119
Bought cookbook in last 12 months	7,392	12.4%	113
Bought desk dictionary in last 12 months	1,002	1.7%	83
Bought history book in last 12 months	5,378	9.0%	120
Bought mystery book in last 12 months	8,000	13.4%	120
Bought personal/business self-help book last 12 mo	5,750	9.7%	135
Bought religious book (not bible) last 12 months	5,057	8.5%	112
Bought romance book in last 12 months	4,076	6.9%	105
Bought science fiction book in last 12 months	3,026	5.1%	112
Bought book through book club in last 12 months	2,552	4.3%	99
Bought book at book store in last 12 months	24,455	41.1%	122
Bought book at Barnes & Noble in last 12 months	15,259	25.6%	130
Bought book at Borders in last 12 months	9,166	15.4%	139
Bought book at convenience store in last 12 months	1,100	1.8%	83
Bought book at department store in last 12 months	4,207	7.1%	92
Bought book at drug store in last 12 months	1,228	2.1%	91
Bought book through Internet in last 12 mo	7,855	13.2%	130
Bought book through mail order in last 12 months	1,734	2.9%	86
Bought book at supermarket in last 12 months	3,439	5.8%	111
Bought book at warehouse store in last 12 months	4,681	7.9%	135

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Main Street, USA	13.9%	Population	7,380	7,553
Simple Living	13.1%	Households	3,318	3,412
Crossroads	12.4%	Families	1,988	2,026
Old and Newcomers	12.4%	Median Age	38.9	39.0
Great Expectations	12.4%	Median Household Income	\$50,338	\$60,490
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		67	\$1,615.45	\$5,359,596
Men's		63	\$290.10	\$962,464
Women's		60	\$500.20	\$1,659,506
Children's		71	\$282.90	\$938,580
Footwear		47	\$196.90	\$653,258
Watches & Jewelry		96	\$186.84	\$619,893
Apparel Products and Services (1)		169	\$158.51	\$525,894
<b>Computer</b>				
Computers and Hardware for Home Use		97	\$185.44	\$615,248
Software and Accessories for Home Use		96	\$27.46	\$91,116
<b>Entertainment &amp; Recreation</b>		96	\$3,108.44	\$10,312,884
Fees and Admissions		97	\$598.58	\$1,985,910
Membership Fees for Clubs (2)		97	\$159.29	\$528,480
Fees for Participant Sports, excl. Trips		96	\$102.88	\$341,332
Admission to Movie/Theatre/Opera/Ballet		97	\$147.52	\$489,411
Admission to Sporting Events, excl. Trips		97	\$57.46	\$190,619
Fees for Recreational Lessons		96	\$130.67	\$433,508
Dating Services		100	\$0.77	\$2,559
TV/Video/Audio		96	\$1,190.30	\$3,949,061
Community Antenna or Cable TV		97	\$696.85	\$2,311,929
Televisions		96	\$185.16	\$614,312
VCRs, Video Cameras, and DVD Players		96	\$19.57	\$64,937
Video Cassettes and DVDs		97	\$51.03	\$169,305
Video and Computer Game Hardware and Software		99	\$55.05	\$182,645
Satellite Dishes		90	\$1.13	\$3,746
Rental of Video Cassettes and DVDs		97	\$40.06	\$132,905
Streaming/Downloaded Video		99	\$1.38	\$4,576
Audio (3)		90	\$132.86	\$440,803
Rental and Repair of TV/Radio/Sound Equipment		95	\$7.20	\$23,902
Pets		115	\$496.71	\$1,647,930
Toys and Games (4)		95	\$138.71	\$460,210
Recreational Vehicles and Fees (5)		85	\$275.41	\$913,711
Sports/Recreation/Exercise Equipment (6)		74	\$134.21	\$445,271
Photo Equipment and Supplies (7)		95	\$98.67	\$327,356
Reading (8)		98	\$151.13	\$501,401
Catered Affairs (9)		100	\$24.73	\$82,034
<b>Food</b>		96	\$7,384.23	\$24,498,689
Food at Home		96	\$4,287.61	\$14,225,025
Bakery and Cereal Products		96	\$572.07	\$1,897,949
Meats, Poultry, Fish, and Eggs		96	\$994.52	\$3,299,521
Dairy Products		95	\$474.32	\$1,573,651
Fruits and Vegetables		96	\$753.67	\$2,500,436
Snacks and Other Food at Home (10)		96	\$1,493.04	\$4,953,469
Food Away from Home		96	\$3,096.62	\$10,273,664
Alcoholic Beverages		99	\$567.31	\$1,882,163
Nonalcoholic Beverages at Home		96	\$419.54	\$1,391,910

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Milford - SR 28 at I-275  
1 Edgcombe Dr, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	91	\$1,580.72	\$5,244,361
Vehicle Loans	92	\$4,540.13	\$15,062,793
<b>Health</b>			
Nonprescription Drugs	92	\$95.26	\$316,040
Prescription Drugs	95	\$471.29	\$1,563,610
Eyeglasses and Contact Lenses	96	\$73.71	\$244,543
<b>Home</b>			
Mortgage Payment and Basics (11)	94	\$8,798.33	\$29,190,224
Maintenance and Remodeling Services	94	\$1,868.92	\$6,200,509
Maintenance and Remodeling Materials (12)	89	\$331.37	\$1,099,388
Utilities, Fuel, and Public Services	96	\$4,342.17	\$14,406,031
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	95	\$126.12	\$418,440
Furniture	95	\$570.15	\$1,891,590
Floor Coverings	98	\$73.42	\$243,596
Major Appliances (14)	93	\$280.72	\$931,332
Housewares (15)	84	\$72.73	\$241,302
Small Appliances	96	\$31.44	\$104,308
Luggage	95	\$8.82	\$29,253
Telephones and Accessories	65	\$27.81	\$92,278
<b>Household Operations</b>			
Child Care	94	\$435.44	\$1,444,646
Lawn and Garden (16)	92	\$386.04	\$1,280,753
Moving/Storage/Freight Express	93	\$56.74	\$188,254
Housekeeping Supplies (17)	95	\$666.34	\$2,210,711
<b>Insurance</b>			
Owners and Renters Insurance	93	\$429.52	\$1,425,021
Vehicle Insurance	96	\$1,115.06	\$3,699,445
Life/Other Insurance	94	\$391.95	\$1,300,366
Health Insurance	96	\$1,848.85	\$6,133,917
Personal Care Products (18)	96	\$380.83	\$1,263,479
School Books and Supplies (19)	102	\$108.19	\$358,954
Smoking Products	98	\$418.99	\$1,390,069
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	94	\$4,106.79	\$13,625,091
Gasoline and Motor Oil	94	\$2,702.36	\$8,965,611
Vehicle Maintenance and Repairs	95	\$897.95	\$2,979,120
<b>Travel</b>			
Airline Fares	97	\$443.42	\$1,471,151
Lodging on Trips	95	\$413.55	\$1,372,046
Auto/Truck/Van Rental on Trips	98	\$35.90	\$119,120
Food and Drink on Trips	95	\$411.54	\$1,365,376

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 1 mile radius

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

Latitude: 39.18186  
Longitude: -84.27402

- (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

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Sophisticated Squires	17.2%	Population	30,692	31,781
Exurbanites	14.9%	Households	12,102	12,577
Cozy and Comfortable	12.2%	Families	8,520	8,803
In Style	11.8%	Median Age	40.9	40.8
Crossroads	8.8%	Median Household Income	\$70,450	\$79,983
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		86	\$2,049.70	\$24,805,500
Men's		81	\$370.57	\$4,484,615
Women's		77	\$642.41	\$7,774,448
Children's		89	\$356.18	\$4,310,534
Footwear		59	\$244.96	\$2,964,450
Watches & Jewelry		126	\$245.05	\$2,965,543
Apparel Products and Services (1)		204	\$190.54	\$2,305,909
<b>Computer</b>				
Computers and Hardware for Home Use		122	\$234.19	\$2,834,158
Software and Accessories for Home Use		123	\$35.17	\$425,617
<b>Entertainment &amp; Recreation</b>		126	\$4,050.57	\$49,019,993
Fees and Admissions		133	\$822.92	\$9,959,023
Membership Fees for Clubs (2)		135	\$220.49	\$2,668,383
Fees for Participant Sports, excl. Trips		131	\$140.08	\$1,695,207
Admission to Movie/Theatre/Opera/Ballet		127	\$192.91	\$2,334,634
Admission to Sporting Events, excl. Trips		134	\$79.55	\$962,754
Fees for Recreational Lessons		138	\$189.00	\$2,287,214
Dating Services		116	\$0.90	\$10,831
TV/Video/Audio		120	\$1,486.10	\$17,984,839
Community Antenna or Cable TV		119	\$857.29	\$10,374,908
Televisions		126	\$243.18	\$2,942,949
VCRs, Video Cameras, and DVD Players		119	\$24.28	\$293,804
Video Cassettes and DVDs		117	\$61.59	\$745,335
Video and Computer Game Hardware and Software		125	\$69.62	\$842,574
Satellite Dishes		120	\$1.51	\$18,269
Rental of Video Cassettes and DVDs		119	\$48.86	\$591,320
Streaming/Downloaded Video		128	\$1.79	\$21,704
Audio (3)		115	\$168.77	\$2,042,430
Rental and Repair of TV/Radio/Sound Equipment		121	\$9.22	\$111,547
Pets		150	\$646.71	\$7,826,483
Toys and Games (4)		121	\$175.62	\$2,125,304
Recreational Vehicles and Fees (5)		119	\$383.88	\$4,645,720
Sports/Recreation/Exercise Equipment (6)		98	\$176.84	\$2,140,080
Photo Equipment and Supplies (7)		125	\$129.64	\$1,568,933
Reading (8)		127	\$196.14	\$2,373,628
Catered Affairs (9)		132	\$32.72	\$395,983
<b>Food</b>		120	\$9,236.18	\$111,776,285
Food at Home		119	\$5,319.83	\$64,380,627
Bakery and Cereal Products		119	\$711.85	\$8,614,755
Meats, Poultry, Fish, and Eggs		119	\$1,230.18	\$14,887,586
Dairy Products		118	\$588.50	\$7,121,994
Fruits and Vegetables		120	\$941.76	\$11,397,188
Snacks and Other Food at Home (10)		119	\$1,847.55	\$22,359,103
Food Away from Home		122	\$3,916.35	\$47,395,659
Alcoholic Beverages		124	\$707.65	\$8,563,937
Nonalcoholic Beverages at Home		118	\$516.60	\$6,251,848

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	124	\$2,154.55	\$26,074,362
Vehicle Loans	117	\$5,747.92	\$69,561,369
<b>Health</b>			
Nonprescription Drugs	116	\$119.07	\$1,441,017
Prescription Drugs	118	\$588.87	\$7,126,461
Eyeglasses and Contact Lenses	126	\$96.98	\$1,173,617
<b>Home</b>			
Mortgage Payment and Basics (11)	134	\$12,575.18	\$152,184,964
Maintenance and Remodeling Services	136	\$2,703.55	\$32,718,375
Maintenance and Remodeling Materials (12)	124	\$461.94	\$5,590,395
Utilities, Fuel, and Public Services	120	\$5,447.17	\$65,921,710
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	124	\$164.93	\$1,996,030
Furniture	126	\$755.52	\$9,143,333
Floor Coverings	134	\$100.80	\$1,219,874
Major Appliances (14)	122	\$371.57	\$4,496,734
Housewares (15)	107	\$92.54	\$1,119,960
Small Appliances	121	\$39.70	\$480,449
Luggage	130	\$12.00	\$145,277
Telephones and Accessories	80	\$34.26	\$414,587
<b>Household Operations</b>			
Child Care	125	\$579.17	\$7,009,128
Lawn and Garden (16)	128	\$533.85	\$6,460,693
Moving/Storage/Freight Express	117	\$70.82	\$857,062
Housekeeping Supplies (17)	120	\$844.44	\$10,219,453
<b>Insurance</b>			
Owners and Renters Insurance	127	\$587.41	\$7,108,818
Vehicle Insurance	121	\$1,414.21	\$17,114,757
Life/Other Insurance	128	\$533.43	\$6,455,556
Health Insurance	121	\$2,339.68	\$28,314,862
Personal Care Products (18)	121	\$482.13	\$5,834,756
School Books and Supplies (19)	118	\$125.94	\$1,524,171
Smoking Products	110	\$468.71	\$5,672,375
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	120	\$5,257.03	\$63,620,649
Gasoline and Motor Oil	117	\$3,360.14	\$40,664,434
Vehicle Maintenance and Repairs	122	\$1,147.69	\$13,889,377
<b>Travel</b>			
Airline Fares	132	\$607.45	\$7,351,303
Lodging on Trips	132	\$574.87	\$6,957,048
Auto/Truck/Van Rental on Trips	136	\$50.03	\$605,445
Food and Drink on Trips	128	\$556.68	\$6,736,937

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

March 27, 2012

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# Retail Goods and Services Expenditures

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.18186  
Longitude: -84.27402

- (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

Milford - SR 28 at I-275  
1 Edgcombe Dr, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Sophisticated Squires	12.8%	Population	81,206	84,593
Boomburbs	11.0%	Households	30,012	31,340
Cozy and Comfortable	9.1%	Families	22,510	23,390
Milk and Cookies	8.8%	Median Age	38.8	38.7
Suburban Splendor	7.9%	Median Household Income	\$76,184	\$84,527
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		98	\$2,353.02	\$70,619,521
Men's		93	\$425.40	\$12,767,347
Women's		88	\$730.43	\$21,921,904
Children's		104	\$417.42	\$12,527,655
Footwear		68	\$281.41	\$8,445,877
Watches & Jewelry		146	\$283.49	\$8,508,225
Apparel Products and Services (1)		230	\$214.86	\$6,448,513
<b>Computer</b>				
Computers and Hardware for Home Use		141	\$269.95	\$8,101,955
Software and Accessories for Home Use		142	\$40.46	\$1,214,422
<b>Entertainment &amp; Recreation</b>		144	\$4,656.43	\$139,750,388
Fees and Admissions		154	\$951.00	\$28,541,780
Membership Fees for Clubs (2)		154	\$251.60	\$7,550,984
Fees for Participant Sports, excl. Trips		151	\$161.39	\$4,843,628
Admission to Movie/Theatre/Opera/Ballet		146	\$221.40	\$6,644,826
Admission to Sporting Events, excl. Trips		157	\$93.37	\$2,802,359
Fees for Recreational Lessons		163	\$222.29	\$6,671,389
Dating Services		124	\$0.95	\$28,594
TV/Video/Audio		136	\$1,691.82	\$50,775,580
Community Antenna or Cable TV		133	\$962.42	\$28,884,373
Televisions		147	\$283.59	\$8,511,083
VCRs, Video Cameras, and DVD Players		138	\$28.09	\$843,094
Video Cassettes and DVDs		135	\$70.90	\$2,127,733
Video and Computer Game Hardware and Software		145	\$80.91	\$2,428,307
Satellite Dishes		145	\$1.83	\$54,966
Rental of Video Cassettes and DVDs		138	\$56.72	\$1,702,427
Streaming/Downloaded Video		145	\$2.03	\$60,967
Audio (3)		133	\$194.87	\$5,848,586
Rental and Repair of TV/Radio/Sound Equipment		138	\$10.46	\$314,044
Pets		173	\$743.07	\$22,301,118
Toys and Games (4)		140	\$203.35	\$6,102,992
Recreational Vehicles and Fees (5)		140	\$453.69	\$13,616,210
Sports/Recreation/Exercise Equipment (6)		115	\$207.62	\$6,231,052
Photo Equipment and Supplies (7)		145	\$150.18	\$4,507,127
Reading (8)		141	\$218.49	\$6,557,527
Catered Affairs (9)		151	\$37.22	\$1,117,002
<b>Food</b>		136	\$10,498.28	\$315,077,773
Food at Home		135	\$6,019.66	\$180,664,156
Bakery and Cereal Products		135	\$803.15	\$24,104,466
Meats, Poultry, Fish, and Eggs		134	\$1,390.64	\$41,736,485
Dairy Products		134	\$665.63	\$19,977,201
Fruits and Vegetables		135	\$1,062.66	\$31,892,990
Snacks and Other Food at Home (10)		135	\$2,097.57	\$62,953,014
Food Away from Home		139	\$4,478.61	\$134,413,616
Alcoholic Beverages		140	\$798.90	\$23,976,696
Nonalcoholic Beverages at Home		134	\$586.08	\$17,589,747

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	140	\$2,436.65	\$73,129,654
Vehicle Loans	137	\$6,739.83	\$202,278,133
<b>Health</b>			
Nonprescription Drugs	131	\$135.25	\$4,059,148
Prescription Drugs	130	\$647.32	\$19,427,601
Eyeglasses and Contact Lenses	142	\$109.34	\$3,281,670
<b>Home</b>			
Mortgage Payment and Basics (11)	157	\$14,743.34	\$442,481,951
Maintenance and Remodeling Services	158	\$3,126.42	\$93,831,163
Maintenance and Remodeling Materials (12)	145	\$539.24	\$16,183,860
Utilities, Fuel, and Public Services	136	\$6,149.18	\$184,551,139
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	142	\$189.54	\$5,688,417
Furniture	146	\$879.85	\$26,406,452
Floor Coverings	151	\$113.30	\$3,400,320
Major Appliances (14)	141	\$428.39	\$12,856,931
Housewares (15)	123	\$106.27	\$3,189,383
Small Appliances	136	\$44.70	\$1,341,678
Luggage	150	\$13.92	\$417,773
Telephones and Accessories	94	\$39.98	\$1,199,769
<b>Household Operations</b>			
Child Care	153	\$705.37	\$21,169,899
Lawn and Garden (16)	146	\$613.01	\$18,397,706
Moving/Storage/Freight Express	135	\$82.12	\$2,464,722
Housekeeping Supplies (17)	137	\$959.95	\$28,810,243
<b>Insurance</b>			
Owners and Renters Insurance	146	\$675.59	\$20,276,074
Vehicle Insurance	138	\$1,607.41	\$48,241,972
Life/Other Insurance	146	\$607.88	\$18,243,836
Health Insurance	134	\$2,591.00	\$77,761,933
Personal Care Products (18)	139	\$553.28	\$16,605,326
School Books and Supplies (19)	134	\$143.31	\$4,301,013
Smoking Products	121	\$516.36	\$15,497,220
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	139	\$6,119.46	\$183,659,148
Gasoline and Motor Oil	134	\$3,857.48	\$115,772,114
Vehicle Maintenance and Repairs	139	\$1,309.59	\$39,303,775
<b>Travel</b>			
Airline Fares	152	\$698.07	\$20,950,592
Lodging on Trips	151	\$659.50	\$19,793,258
Auto/Truck/Van Rental on Trips	157	\$57.93	\$1,738,739
Food and Drink on Trips	147	\$639.02	\$19,178,420

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March 27, 2012

Made with Esri Business Analyst



# Retail Goods and Services Expenditures

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.18186  
Longitude: -84.27402

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

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Automotive Aftermarket Expenditures

Milford - SR 28 at I-275  
1 Edgcombe Dr, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		7,380	7,553
Households		3,318	3,412
Families		1,988	2,026
Median Age		38.9	39.0
Median Household Income		\$50,338	\$60,490
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
<b>Products</b>			<b>Total</b>
Vehicle Coolant/Brake/Transmission Fluids	94	\$4.47	\$14,824
Gasoline	94	\$2,647.86	\$8,784,809
Motor Oil	91	\$10.75	\$35,652
Vehicle Parts/Equipment and Accessories	92	\$51.71	\$171,547
Tire Purchase/Replacement	92	\$133.69	\$443,553
Vehicle Audio/Video Equipment and Installation	94	\$6.69	\$22,187
Vehicle Cleaning Products and Services	95	\$7.77	\$25,781
<b>Services</b>			
Auto Repair Service Policy	96	\$15.88	\$52,676
Membership Fees for Automobile Service Clubs	97	\$21.30	\$70,658
Global Positioning Services	95	\$2.41	\$7,996
Vehicle Air Conditioning Repair	98	\$17.29	\$57,371
Vehicle Body Work and Painting	96	\$36.63	\$121,542
Vehicle Brake Work	98	\$77.44	\$256,934
Vehicle Clutch/Transmission Repair	92	\$42.23	\$140,107
Vehicle Cooling System Repair	97	\$28.11	\$93,267
Vehicle Drive Shaft and Rear-end Repair	95	\$8.23	\$27,301
Vehicle Electrical System Repair	98	\$33.87	\$112,374
Vehicle Exhaust System Repair	100	\$13.38	\$44,384
Vehicle Front End Alignment/Wheel Balance & Rotation	95	\$17.67	\$58,633
Lube/Oil Change and Oil Filters	95	\$85.20	\$282,655
Vehicle Motor Repair/Replacement	95	\$87.21	\$289,322
Vehicle Motor Tune-up	96	\$59.10	\$196,061
Vehicle Shock Absorber Replacement	98	\$6.56	\$21,750
Vehicle Steering/Front End Repair	98	\$27.14	\$90,053
Tire Repair and Other Repair Work	97	\$63.17	\$209,563

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Automotive Aftermarket Expenditures

Milford - SR 28 at I-275  
1 Edgcombe Dr, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		30,692	31,781
Households		12,102	12,577
Families		8,520	8,803
Median Age		40.9	40.8
Median Household Income		\$70,450	\$79,983
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
<b>Products</b>			<b>Total</b>
Vehicle Coolant/Brake/Transmission Fluids	109	\$5.20	\$62,971
Gasoline	117	\$3,290.82	\$39,825,547
Motor Oil	108	\$12.78	\$154,676
Vehicle Parts/Equipment and Accessories	113	\$63.40	\$767,288
Tire Purchase/Replacement	119	\$171.81	\$2,079,239
Vehicle Audio/Video Equipment and Installation	122	\$8.64	\$104,552
Vehicle Cleaning Products and Services	125	\$10.17	\$123,028
<b>Services</b>			
Auto Repair Service Policy	124	\$20.48	\$247,845
Membership Fees for Automobile Service Clubs	127	\$27.95	\$338,297
Global Positioning Services	129	\$3.26	\$39,399
Vehicle Air Conditioning Repair	128	\$22.46	\$271,766
Vehicle Body Work and Painting	124	\$47.21	\$571,351
Vehicle Brake Work	127	\$100.64	\$1,217,999
Vehicle Clutch/Transmission Repair	117	\$53.64	\$649,193
Vehicle Cooling System Repair	122	\$35.56	\$430,370
Vehicle Drive Shaft and Rear-end Repair	122	\$10.50	\$127,027
Vehicle Electrical System Repair	123	\$42.51	\$514,422
Vehicle Exhaust System Repair	127	\$17.00	\$205,678
Vehicle Front End Alignment/Wheel Balance & Rotation	122	\$22.70	\$274,667
Lube/Oil Change and Oil Filters	119	\$106.98	\$1,294,727
Vehicle Motor Repair/Replacement	122	\$112.10	\$1,356,587
Vehicle Motor Tune-up	126	\$78.01	\$944,126
Vehicle Shock Absorber Replacement	124	\$8.30	\$100,402
Vehicle Steering/Front End Repair	124	\$34.36	\$415,778
Tire Repair and Other Repair Work	125	\$81.44	\$985,639

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

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Automotive Aftermarket Expenditures

Milford - SR 28 at I-275  
1 Edgcombe Dr, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		81,206	84,593
Households		30,012	31,340
Families		22,510	23,390
Median Age		38.8	38.7
Median Household Income		\$76,184	\$84,527
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
<b>Products</b>			<b>Total</b>
Vehicle Coolant/Brake/Transmission Fluids	125	\$5.96	\$178,806
Gasoline	135	\$3,775.17	\$113,301,553
Motor Oil	124	\$14.76	\$443,027
Vehicle Parts/Equipment and Accessories	130	\$72.59	\$2,178,718
Tire Purchase/Replacement	138	\$198.87	\$5,968,531
Vehicle Audio/Video Equipment and Installation	144	\$10.18	\$305,415
Vehicle Cleaning Products and Services	143	\$11.67	\$350,361
<b>Services</b>			
Auto Repair Service Policy	144	\$23.78	\$713,567
Membership Fees for Automobile Service Clubs	140	\$30.72	\$921,983
Global Positioning Services	145	\$3.66	\$109,814
Vehicle Air Conditioning Repair	145	\$25.51	\$765,666
Vehicle Body Work and Painting	139	\$53.09	\$1,593,478
Vehicle Brake Work	142	\$112.75	\$3,383,847
Vehicle Clutch/Transmission Repair	136	\$62.64	\$1,880,111
Vehicle Cooling System Repair	140	\$40.57	\$1,217,636
Vehicle Drive Shaft and Rear-end Repair	141	\$12.17	\$365,168
Vehicle Electrical System Repair	138	\$47.79	\$1,434,389
Vehicle Exhaust System Repair	141	\$18.84	\$565,337
Vehicle Front End Alignment/Wheel Balance & Rotation	138	\$25.64	\$769,658
Lube/Oil Change and Oil Filters	136	\$121.78	\$3,654,926
Vehicle Motor Repair/Replacement	141	\$129.16	\$3,876,463
Vehicle Motor Tune-up	146	\$90.09	\$2,703,699
Vehicle Shock Absorber Replacement	140	\$9.35	\$280,488
Vehicle Steering/Front End Repair	138	\$38.27	\$1,148,677
Tire Repair and Other Repair Work	140	\$91.38	\$2,742,543

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

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Expenditures

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

Demographic Summary	2010	2015
Population	7,380	7,553
Households	3,318	3,412
Families	1,988	2,026
Median Age	38.9	39.0
Median Household Income	\$50,338	\$60,490

	Spending Potential Index	Average Amount Spent	Total
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	96	\$5,614.91	\$18,628,605
Savings Accounts	96	\$12,635.20	\$41,919,839
U.S. Savings Bonds	96	\$393.57	\$1,305,732
Stocks, Bonds & Mutual Funds	97	\$37,683.25	\$125,021,801
<b>Annual Changes</b>			
Checking Accounts	93	\$242.84	\$805,661
Savings Accounts	97	\$378.61	\$1,256,122
U.S. Savings Bonds	36	\$0.85	\$2,820
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	96	\$943.38	\$3,129,852
Interest from Savings Accounts or Bonds	96	\$881.27	\$2,923,794
Retirement Plan Contributions	94	\$1,298.94	\$4,309,508
<b>Liabilities</b>			
Original Mortgage Amount	94	\$20,266.41	\$67,237,908
Vehicle Loan Amount 1	92	\$2,508.95	\$8,323,936
<b>Amount Paid: Interest</b>			
Home Mortgage	93	\$4,344.92	\$14,415,163
Lump Sum Home Equity Loan	94	\$122.34	\$405,889
New Car/Truck/Van Loan	92	\$193.39	\$641,613
Used Car/Truck/Van Loan	93	\$150.80	\$500,312
<b>Amount Paid: Principal</b>			
Home Mortgage	93	\$1,842.32	\$6,112,278
Lump Sum Home Equity Loan	94	\$157.48	\$522,487
New Car/Truck/Van Loan	93	\$1,033.47	\$3,428,750
Used Car/Truck/Van Loan	93	\$702.30	\$2,330,025
Checking Account and Banking Service Charges	97	\$27.02	\$89,646
Finance Charges, excluding Mortgage/Vehicle	96	\$235.03	\$779,754

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

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

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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Expenditures

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		30,692	31,781
Households		12,102	12,577
Families		8,520	8,803
Median Age		40.9	40.8
Median Household Income		\$70,450	\$79,983
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
		<b>Total</b>	
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	130	\$7,588.42	\$91,835,081
Savings Accounts	130	\$17,162.24	\$207,697,602
U.S. Savings Bonds	133	\$547.14	\$6,621,483
Stocks, Bonds & Mutual Funds	140	\$54,556.91	\$660,248,094
<b>Annual Changes</b>			
Checking Accounts	138	\$360.36	\$4,361,109
Savings Accounts	128	\$499.24	\$6,041,792
U.S. Savings Bonds	212	\$5.07	\$61,347
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	134	\$1,315.76	\$15,923,320
Interest from Savings Accounts or Bonds	132	\$1,210.72	\$14,652,094
Retirement Plan Contributions	134	\$1,844.51	\$22,322,221
<b>Liabilities</b>			
Original Mortgage Amount	134	\$28,912.68	\$349,901,397
Vehicle Loan Amount 1	116	\$3,143.66	\$38,044,631
<b>Amount Paid: Interest</b>			
Home Mortgage	134	\$6,238.62	\$75,499,867
Lump Sum Home Equity Loan	135	\$175.64	\$2,125,653
New Car/Truck/Van Loan	122	\$255.43	\$3,091,225
Used Car/Truck/Van Loan	111	\$180.59	\$2,185,550
<b>Amount Paid: Principal</b>			
Home Mortgage	134	\$2,663.24	\$32,230,554
Lump Sum Home Equity Loan	134	\$224.18	\$2,713,060
New Car/Truck/Van Loan	124	\$1,374.96	\$16,639,770
Used Car/Truck/Van Loan	111	\$845.28	\$10,229,587
Checking Account and Banking Service Charges	115	\$32.05	\$387,913
Finance Charges, excluding Mortgage/Vehicle	122	\$297.75	\$3,603,409

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

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

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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Expenditures

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		81,206	84,593
Households		30,012	31,340
Families		22,510	23,390
Median Age		38.8	38.7
Median Household Income		\$76,184	\$84,527
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
			<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	145	\$8,568.78	\$257,169,218
Savings Accounts	145	\$19,073.99	\$572,454,890
U.S. Savings Bonds	148	\$607.21	\$18,223,685
Stocks, Bonds & Mutual Funds	157	\$61,046.68	\$1,832,153,412
<b>Annual Changes</b>			
Checking Accounts	174	\$452.92	\$13,593,263
Savings Accounts	140	\$546.72	\$16,408,197
U.S. Savings Bonds	211	\$5.04	\$151,247
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	149	\$1,462.10	\$43,880,998
Interest from Savings Accounts or Bonds	146	\$1,335.06	\$40,068,179
Retirement Plan Contributions	158	\$2,166.81	\$65,030,997
<b>Liabilities</b>			
Original Mortgage Amount	162	\$34,852.62	\$1,046,008,397
Vehicle Loan Amount 1	136	\$3,690.92	\$110,773,006
<b>Amount Paid: Interest</b>			
Home Mortgage	160	\$7,449.01	\$223,562,107
Lump Sum Home Equity Loan	155	\$201.98	\$6,061,770
New Car/Truck/Van Loan	143	\$300.05	\$9,005,323
Used Car/Truck/Van Loan	130	\$210.38	\$6,314,001
<b>Amount Paid: Principal</b>			
Home Mortgage	159	\$3,143.77	\$94,351,936
Lump Sum Home Equity Loan	152	\$254.70	\$7,644,211
New Car/Truck/Van Loan	145	\$1,611.06	\$48,351,757
Used Car/Truck/Van Loan	130	\$983.12	\$29,505,773
Checking Account and Banking Service Charges	132	\$36.78	\$1,103,786
Finance Charges, excluding Mortgage/Vehicle	139	\$340.99	\$10,233,951

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

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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Milford - SR 28 at I-275  
1 Edgcombe Dr, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

2010 Housing Summary		2010 Demographic Summary		
Housing Units	3,540	Population	7,380	
2010-2015 Percent Change	4.54%	Households	3,318	
Percent Occupied	93.7%	Families	1,988	
Percent Owner HHS	56.9%	Median Age	38.9	
Median Home Value	\$144,712	Median Household Income	\$50,338	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		94	\$11,079.73	\$36,759,258
Mortgage Interest		93	\$4,344.92	\$14,415,163
Mortgage Principal		93	\$1,842.32	\$6,112,278
Property Taxes		96	\$2,124.77	\$7,049,339
Homeowners Insurance		92	\$415.12	\$1,377,246
Ground Rent		93	\$67.86	\$225,146
Maintenance and Remodeling Services		94	\$1,868.92	\$6,200,509
Maintenance and Remodeling Materials		89	\$331.37	\$1,099,388
Property Management and Security		100	\$85.31	\$283,024
<b>Rented Dwellings</b>		108	\$3,718.33	\$12,336,300
Rent		109	\$3,540.91	\$11,747,687
Rent Received as Pay		104	\$95.40	\$316,504
Renters' Insurance		109	\$14.26	\$47,307
Maintenance and Repair Services		95	\$20.11	\$66,708
Maintenance and Repair Materials		90	\$47.65	\$158,093
<b>Owned Vacation Homes</b>		96	\$445.51	\$1,478,071
Mortgage Payment		95	\$194.02	\$643,703
Property Taxes		97	\$108.87	\$361,183
Homeowners Insurance		96	\$14.27	\$47,352
Maintenance and Remodeling		96	\$111.82	\$370,972
Property Management and Security		97	\$16.54	\$54,862
Housing While Attending School		98	\$80.10	\$265,743
<b>Household Operations</b>		93	\$1,460.77	\$4,846,414
Child Care		94	\$435.44	\$1,444,646
Care for Elderly or Handicapped		105	\$75.67	\$251,035
Appliance Rental and Repair		95	\$23.21	\$76,999
Computer Information Services		96	\$234.45	\$777,825
Home Security System Services		95	\$24.79	\$82,253
Non-Apparel Household Laundry/Dry Cleaning		15	\$5.83	\$19,335
Housekeeping Services		95	\$144.78	\$480,353
Lawn and Garden		92	\$386.04	\$1,280,753
Moving/Storage/Freight Express		93	\$56.74	\$188,254
PC Repair (Personal Use)		95	\$8.41	\$27,915
Reupholstering/Furniture Repair		95	\$7.50	\$24,884
Termite/Pest Control		90	\$21.87	\$72,572
Water Softening Services		90	\$5.02	\$16,665
Internet Services Away from Home		98	\$2.63	\$8,712
Voice Over IP Service		104	\$6.94	\$23,012
Other Home Services (1)		96	\$21.88	\$72,588

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Milford - SR 28 at I-275  
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Longitude: -84.27402

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	96	\$4,342.17	\$14,406,031
Bottled Gas	80	\$54.48	\$180,745
Electricity	95	\$1,608.07	\$5,335,099
Fuel Oil	98	\$110.17	\$365,526
Natural Gas	100	\$655.86	\$2,175,942
Telephone Services	96	\$1,385.60	\$4,597,000
Water and Other Public Services	95	\$520.22	\$1,725,929
Coal/Wood/Other Fuel	80	\$6.90	\$22,881
<b>Housekeeping Supplies</b>	95	\$666.34	\$2,210,711
Laundry and Cleaning Supplies	95	\$180.29	\$598,145
Postage and Stationery	95	\$193.38	\$641,581
Other HH Products (2)	95	\$292.47	\$970,336
<b>Household Textiles</b>	95	\$126.12	\$418,440
Bathroom Linens	97	\$17.15	\$56,884
Bedroom Linens	96	\$59.30	\$196,728
Kitchen and Dining Room Linens	95	\$2.95	\$9,785
Curtains and Draperies	93	\$26.70	\$88,582
Slipcovers, Decorative Pillows	98	\$4.18	\$13,857
Materials for Slipcovers/Curtains	92	\$14.11	\$46,811
Other Linens	97	\$1.71	\$5,658
<b>Furniture</b>	95	\$570.15	\$1,891,590
Mattresses and Box Springs	94	\$75.30	\$249,810
Other Bedroom Furniture	94	\$101.08	\$335,353
Sofas	97	\$146.33	\$485,469
Living Room Tables and Chairs	95	\$78.57	\$260,674
Kitchen, Dining Room Furniture	94	\$58.42	\$193,806
Infant Furniture	96	\$10.72	\$35,558
Outdoor Furniture	95	\$25.21	\$83,624
Wall Units, Cabinets, Other Furniture (3)	93	\$74.35	\$246,677
<b>Major Appliances</b>	93	\$280.72	\$931,332
Dishwashers and Disposals	92	\$25.25	\$83,778
Refrigerators and Freezers	91	\$75.06	\$249,022
Clothes Washers	93	\$46.34	\$153,753
Clothes Dryers	94	\$35.75	\$118,593
Cooking Stoves and Ovens	93	\$43.99	\$145,961
Microwave Ovens	97	\$12.35	\$40,971
Window Air Conditioners	94	\$6.63	\$22,003
Electric Floor Cleaning Equipment	90	\$20.25	\$67,170
Sewing Machines and Miscellaneous Appliances	93	\$15.00	\$49,781

**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.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	98	\$73.42	\$243,596
Housewares	84	\$72.73	\$241,302
Small Appliances	96	\$31.44	\$104,308
Window Coverings	92	\$35.92	\$119,171
Lamps and Other Lighting Fixtures	95	\$22.42	\$74,390
Infant Equipment	26	\$5.23	\$17,360
Rental of Furniture	104	\$4.84	\$16,049
Laundry and Cleaning Equipment	94	\$20.94	\$69,481
Closet and Storage Items	19	\$4.83	\$16,038
Luggage	95	\$8.82	\$29,253
Clocks and Other Household Decoratives	27	\$54.73	\$181,573
Telephones and Accessories	65	\$27.81	\$92,278
Telephone Answering Devices	95	\$0.80	\$2,645
Grills and Outdoor Equipment	24	\$12.57	\$41,693
Power Tools	86	\$27.50	\$91,246
Hand Tools	96	\$9.88	\$32,785
Office Furniture/Equipment for Home Use	95	\$15.55	\$51,598
Computers and Hardware for Home Use	97	\$185.44	\$615,248
Software and Accessories for Home Use	96	\$27.46	\$91,116
Other Household Items (4)	93	\$96.74	\$320,949

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

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

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

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

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March 27, 2012

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# House and Home Expenditures

Milford - SR 28 at I-275  
 1 Edgcombe Dr, Milford, OH, 45150  
 Ring: 3 miles radius

www.ClermontCountyOhio.biz  
 Latitude: 39.18186  
 Longitude: -84.27402

2010 Housing Summary		2010 Demographic Summary		
Housing Units	12,883	Population	30,692	
2010-2015 Percent Change	5.23%	Households	12,102	
Percent Occupied	93.9%	Families	8,520	
Percent Owner HHS	75.5%	Median Age	40.9	
Median Home Value	\$169,431	Median Household Income	\$70,450	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		134	\$15,856.25	\$191,892,488
Mortgage Interest		134	\$6,238.62	\$75,499,867
Mortgage Principal		134	\$2,663.24	\$32,230,554
Property Taxes		136	\$3,013.38	\$36,467,973
Homeowners Insurance		127	\$573.67	\$6,942,592
Ground Rent		116	\$84.18	\$1,018,762
Maintenance and Remodeling Services		136	\$2,703.55	\$32,718,375
Maintenance and Remodeling Materials		124	\$461.94	\$5,590,395
Property Management and Security		138	\$118.18	\$1,430,239
<b>Rented Dwellings</b>		94	\$3,230.93	\$39,100,689
Rent		94	\$3,064.19	\$37,082,893
Rent Received as Pay		85	\$78.27	\$947,179
Renters' Insurance		105	\$13.64	\$165,063
Maintenance and Repair Services		93	\$19.79	\$239,542
Maintenance and Repair Materials		104	\$55.03	\$666,012
<b>Owned Vacation Homes</b>		141	\$656.20	\$7,941,311
Mortgage Payment		142	\$289.02	\$3,497,737
Property Taxes		141	\$158.64	\$1,919,883
Homeowners Insurance		140	\$20.78	\$251,498
Maintenance and Remodeling		141	\$163.52	\$1,978,974
Property Management and Security		142	\$24.23	\$293,219
Housing While Attending School		137	\$111.70	\$1,351,805
<b>Household Operations</b>		124	\$1,959.78	\$23,717,276
Child Care		125	\$579.17	\$7,009,128
Care for Elderly or Handicapped		140	\$100.99	\$1,222,182
Appliance Rental and Repair		127	\$31.03	\$375,518
Computer Information Services		123	\$298.82	\$3,616,261
Home Security System Services		134	\$35.03	\$423,965
Non-Apparel Household Laundry/Dry Cleaning		16	\$5.97	\$72,209
Housekeeping Services		134	\$204.69	\$2,477,167
Lawn and Garden		128	\$533.85	\$6,460,693
Moving/Storage/Freight Express		117	\$70.82	\$857,062
PC Repair (Personal Use)		118	\$10.44	\$126,394
Reupholstering/Furniture Repair		135	\$10.67	\$129,150
Termite/Pest Control		125	\$30.42	\$368,144
Water Softening Services		104	\$5.86	\$70,888
Internet Services Away from Home		126	\$3.35	\$40,560
Voice Over IP Service		129	\$8.60	\$104,118
Other Home Services (1)		133	\$30.34	\$367,224

**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.



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	120	\$5,447.17	\$65,921,710
Bottled Gas	96	\$64.84	\$784,750
Electricity	118	\$2,000.00	\$24,204,018
Fuel Oil	129	\$144.01	\$1,742,837
Natural Gas	130	\$850.51	\$10,292,819
Telephone Services	117	\$1,697.38	\$20,541,650
Water and Other Public Services	125	\$682.00	\$8,253,537
Coal/Wood/Other Fuel	91	\$7.83	\$94,728
<b>Housekeeping Supplies</b>	120	\$844.44	\$10,219,453
Laundry and Cleaning Supplies	118	\$224.05	\$2,711,436
Postage and Stationery	122	\$249.20	\$3,015,874
Other HH Products (2)	121	\$371.05	\$4,490,481
<b>Household Textiles</b>	124	\$164.93	\$1,996,030
Bathroom Linens	122	\$21.59	\$261,243
Bedroom Linens	122	\$75.92	\$918,747
Kitchen and Dining Room Linens	126	\$3.88	\$47,001
Curtains and Draperies	128	\$37.04	\$448,316
Slipcovers, Decorative Pillows	125	\$5.35	\$64,705
Materials for Slipcovers/Curtains	124	\$18.90	\$228,692
Other Linens	127	\$2.23	\$27,000
<b>Furniture</b>	126	\$755.52	\$9,143,333
Mattresses and Box Springs	121	\$96.48	\$1,167,559
Other Bedroom Furniture	122	\$130.81	\$1,583,122
Sofas	126	\$191.08	\$2,312,450
Living Room Tables and Chairs	127	\$105.60	\$1,277,952
Kitchen, Dining Room Furniture	127	\$78.74	\$952,861
Infant Furniture	124	\$13.84	\$167,521
Outdoor Furniture	138	\$36.79	\$445,174
Wall Units, Cabinets, Other Furniture (3)	128	\$102.06	\$1,235,187
<b>Major Appliances</b>	122	\$371.57	\$4,496,734
Dishwashers and Disposals	127	\$34.80	\$421,188
Refrigerators and Freezers	121	\$99.56	\$1,204,861
Clothes Washers	122	\$60.98	\$737,920
Clothes Dryers	123	\$46.79	\$566,290
Cooking Stoves and Ovens	127	\$59.98	\$725,823
Microwave Ovens	122	\$15.63	\$189,101
Window Air Conditioners	105	\$7.40	\$89,504
Electric Floor Cleaning Equipment	116	\$26.08	\$315,572
Sewing Machines and Miscellaneous Appliances	126	\$20.31	\$245,741

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	134	\$100.80	\$1,219,874
Housewares	107	\$92.54	\$1,119,960
Small Appliances	121	\$39.70	\$480,449
Window Coverings	136	\$52.70	\$637,745
Lamps and Other Lighting Fixtures	130	\$30.61	\$370,441
Infant Equipment	31	\$6.36	\$76,990
Rental of Furniture	95	\$4.39	\$53,085
Laundry and Cleaning Equipment	118	\$26.44	\$320,007
Closet and Storage Items	25	\$6.30	\$76,224
Luggage	130	\$12.00	\$145,277
Clocks and Other Household Decoratives	37	\$75.23	\$910,392
Telephones and Accessories	80	\$34.26	\$414,587
Telephone Answering Devices	120	\$1.01	\$12,215
Grills and Outdoor Equipment	34	\$17.78	\$215,222
Power Tools	111	\$35.63	\$431,150
Hand Tools	117	\$12.12	\$146,675
Office Furniture/Equipment for Home Use	129	\$21.17	\$256,154
Computers and Hardware for Home Use	122	\$234.19	\$2,834,158
Software and Accessories for Home Use	123	\$35.17	\$425,617
Other Household Items (4)	122	\$126.47	\$1,530,486

**(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

Milford - SR 28 at I-275  
1 Edgcombe Dr, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

2010 Housing Summary		2010 Demographic Summary		
Housing Units	31,869	Population	81,206	
2010-2015 Percent Change	5.52%	Households	30,012	
Percent Occupied	94.2%	Families	22,510	
Percent Owner HHS	80.2%	Median Age	38.8	
Median Home Value	\$171,573	Median Household Income	\$76,184	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		157	\$18,536.40	\$556,320,790
Mortgage Interest		160	\$7,449.01	\$223,562,107
Mortgage Principal		159	\$3,143.77	\$94,351,936
Property Taxes		153	\$3,395.44	\$101,905,188
Homeowners Insurance		147	\$661.16	\$19,843,036
Ground Rent		128	\$93.00	\$2,791,272
Maintenance and Remodeling Services		158	\$3,126.42	\$93,831,163
Maintenance and Remodeling Materials		145	\$539.24	\$16,183,860
Property Management and Security		150	\$128.58	\$3,859,086
<b>Rented Dwellings</b>		97	\$3,342.17	\$100,306,265
Rent		97	\$3,159.53	\$94,824,805
Rent Received as Pay		86	\$79.19	\$2,376,717
Renters' Insurance		110	\$14.39	\$431,731
Maintenance and Repair Services		103	\$21.72	\$651,980
Maintenance and Repair Materials		127	\$67.34	\$2,021,031
<b>Owned Vacation Homes</b>		161	\$747.07	\$22,421,166
Mortgage Payment		164	\$335.10	\$10,057,248
Property Taxes		156	\$175.72	\$5,273,642
Homeowners Insurance		154	\$22.85	\$685,833
Maintenance and Remodeling		160	\$186.29	\$5,591,026
Property Management and Security		158	\$27.10	\$813,417
Housing While Attending School		156	\$127.18	\$3,817,021
<b>Household Operations</b>		145	\$2,282.38	\$68,499,647
Child Care		153	\$705.37	\$21,169,899
Care for Elderly or Handicapped		146	\$105.71	\$3,172,577
Appliance Rental and Repair		144	\$35.16	\$1,055,334
Computer Information Services		140	\$341.75	\$10,256,636
Home Security System Services		156	\$40.93	\$1,228,489
Non-Apparel Household Laundry/Dry Cleaning		17	\$6.31	\$189,240
Housekeeping Services		156	\$238.34	\$7,152,993
Lawn and Garden		146	\$613.00	\$18,397,706
Moving/Storage/Freight Express		135	\$82.12	\$2,464,722
PC Repair (Personal Use)		135	\$11.90	\$357,245
Reupholstering/Furniture Repair		155	\$12.31	\$369,411
Termite/Pest Control		148	\$36.05	\$1,081,930
Water Softening Services		117	\$6.55	\$196,469
Internet Services Away from Home		144	\$3.85	\$115,467
Voice Over IP Service		139	\$9.26	\$277,839
Other Home Services (1)		148	\$33.91	\$1,017,681

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	136	\$6,149.18	\$184,551,139
Bottled Gas	107	\$72.26	\$2,168,584
Electricity	134	\$2,278.56	\$68,384,923
Fuel Oil	128	\$143.27	\$4,299,874
Natural Gas	143	\$934.16	\$28,036,285
Telephone Services	133	\$1,926.32	\$57,813,265
Water and Other Public Services	144	\$785.66	\$23,579,584
Coal/Wood/Other Fuel	100	\$8.67	\$260,124
<b>Housekeeping Supplies</b>	137	\$959.95	\$28,810,243
Laundry and Cleaning Supplies	135	\$256.77	\$7,706,400
Postage and Stationery	138	\$281.50	\$8,448,417
Other HH Products (2)	138	\$421.61	\$12,653,467
<b>Household Textiles</b>	142	\$189.54	\$5,688,417
Bathroom Linens	139	\$24.70	\$741,281
Bedroom Linens	141	\$87.56	\$2,627,892
Kitchen and Dining Room Linens	144	\$4.45	\$133,651
Curtains and Draperies	149	\$42.85	\$1,286,165
Slipcovers, Decorative Pillows	143	\$6.14	\$184,273
Materials for Slipcovers/Curtains	139	\$21.29	\$638,915
Other Linens	144	\$2.53	\$75,860
<b>Furniture</b>	146	\$879.85	\$26,406,452
Mattresses and Box Springs	140	\$111.79	\$3,355,179
Other Bedroom Furniture	145	\$155.58	\$4,669,199
Sofas	145	\$219.02	\$6,573,336
Living Room Tables and Chairs	146	\$121.03	\$3,632,527
Kitchen, Dining Room Furniture	149	\$92.52	\$2,776,799
Infant Furniture	146	\$16.25	\$487,709
Outdoor Furniture	159	\$42.52	\$1,276,248
Wall Units, Cabinets, Other Furniture (3)	152	\$121.07	\$3,633,656
<b>Major Appliances</b>	141	\$428.39	\$12,856,931
Dishwashers and Disposals	146	\$40.03	\$1,201,480
Refrigerators and Freezers	142	\$116.39	\$3,493,243
Clothes Washers	142	\$71.13	\$2,134,923
Clothes Dryers	142	\$54.28	\$1,629,088
Cooking Stoves and Ovens	146	\$68.75	\$2,063,419
Microwave Ovens	137	\$17.53	\$526,182
Window Air Conditioners	114	\$7.99	\$239,727
Electric Floor Cleaning Equipment	133	\$29.90	\$897,437
Sewing Machines and Miscellaneous Appliances	138	\$22.34	\$670,598

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	151	\$113.30	\$3,400,320
Housewares	123	\$106.27	\$3,189,383
Small Appliances	136	\$44.70	\$1,341,678
Window Coverings	163	\$63.45	\$1,904,376
Lamps and Other Lighting Fixtures	150	\$35.38	\$1,061,752
Infant Equipment	37	\$7.54	\$226,272
Rental of Furniture	102	\$4.72	\$141,718
Laundry and Cleaning Equipment	136	\$30.27	\$908,520
Closet and Storage Items	28	\$7.18	\$215,356
Luggage	150	\$13.92	\$417,773
Clocks and Other Household Decoratives	42	\$86.43	\$2,593,902
Telephones and Accessories	94	\$39.98	\$1,199,769
Telephone Answering Devices	135	\$1.14	\$34,117
Grills and Outdoor Equipment	39	\$20.83	\$625,264
Power Tools	128	\$40.99	\$1,230,210
Hand Tools	134	\$13.81	\$414,450
Office Furniture/Equipment for Home Use	152	\$24.87	\$746,333
Computers and Hardware for Home Use	141	\$269.95	\$8,101,955
Software and Accessories for Home Use	142	\$40.46	\$1,214,422
Other Household Items (4)	139	\$144.45	\$4,335,397

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Medical Expenditures

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		7,380	7,553
Households		3,318	3,412
Families		1,988	2,026
Median Household Income		\$50,338	\$60,490
Males per 100 Females		91.8	92.7
<b>Population By Age</b>			
Population <5 Years		6.8%	6.6%
Population 5-17 Years		16.4%	16.5%
Population 65+ Years		15.0%	16.5%
Median Age		38.9	39.0
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	95	\$3,544.06	\$11,758,131
<b>Medical Care</b>	95	\$1,694.70	\$5,622,524
Physician Services	93	\$211.75	\$702,540
Dental Services	95	\$309.79	\$1,027,790
Eyecare Services	94	\$47.12	\$156,344
Lab Tests, X-Rays	92	\$50.68	\$168,149
Hospital Room and Hospital Services	94	\$128.28	\$425,583
Convalescent or Nursing Home Care	104	\$24.00	\$79,627
Other Medical services (1)	93	\$104.29	\$346,010
Nonprescription Drugs	92	\$95.26	\$316,040
Prescription Drugs	95	\$471.29	\$1,563,610
Nonprescription Vitamins	95	\$54.07	\$179,387
Medicare Prescription Drug Premium	98	\$48.79	\$161,879
Eyeglasses and Contact Lenses	96	\$73.71	\$244,543
Hearing Aids	91	\$19.79	\$65,650
Medical Equipment for General Use	96	\$6.05	\$20,070
Other Medical Supplies (2)	98	\$50.01	\$165,906
<b>Health Insurance</b>	96	\$1,848.84	\$6,133,917
Blue Cross/Blue Shield	94	\$528.17	\$1,752,296
Commercial Health Insurance	95	\$356.86	\$1,183,942
Health Maintenance Organization	96	\$319.35	\$1,059,504
Medicare Payments	98	\$404.10	\$1,340,694
Long Term Care Insurance	96	\$79.94	\$265,231
Other Health Insurance (3)	95	\$159.88	\$530,423

**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



# Medical Expenditures

Milford - SR 28 at I-275  
1 Edgcombe Dr, Milford, OH, 45150  
Ring: 3 miles radius

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		30,692	31,781
Households		12,102	12,577
Families		8,520	8,803
Median Household Income		\$70,450	\$79,983
Males per 100 Females		91.3	91.7
<b>Population By Age</b>			
Population <5 Years		6.5%	6.3%
Population 5-17 Years		18.1%	18.1%
Population 65+ Years		15.2%	17.1%
Median Age		40.9	40.8
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	121	\$4,504.11	\$54,508,754
<b>Medical Care</b>	121	\$2,164.08	\$26,189,659
Physician Services	121	\$273.23	\$3,306,639
Dental Services	126	\$409.82	\$4,959,701
Eyecare Services	121	\$60.62	\$733,659
Lab Tests, X-Rays	118	\$64.96	\$786,184
Hospital Room and Hospital Services	118	\$161.67	\$1,956,571
Convalescent or Nursing Home Care	129	\$29.79	\$360,462
Other Medical services (1)	124	\$138.45	\$1,675,536
Nonprescription Drugs	116	\$119.07	\$1,441,017
Prescription Drugs	118	\$588.87	\$7,126,461
Nonprescription Vitamins	121	\$68.65	\$830,820
Medicare Prescription Drug Premium	113	\$56.02	\$677,906
Eyeglasses and Contact Lenses	126	\$96.98	\$1,173,617
Hearing Aids	116	\$25.20	\$304,973
Medical Equipment for General Use	123	\$7.77	\$94,049
Other Medical Supplies (2)	123	\$63.10	\$763,629
<b>Health Insurance</b>	121	\$2,339.68	\$28,314,862
Blue Cross/Blue Shield	123	\$688.70	\$8,334,680
Commercial Health Insurance	125	\$468.60	\$5,670,944
Health Maintenance Organization	124	\$411.68	\$4,982,133
Medicare Payments	115	\$474.56	\$5,743,102
Long Term Care Insurance	127	\$105.89	\$1,281,467
Other Health Insurance (3)	113	\$189.88	\$2,297,969

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

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

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

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

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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Medical Expenditures

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		81,206	84,593
Households		30,012	31,340
Families		22,510	23,390
Median Household Income		\$76,184	\$84,527
Males per 100 Females		94.8	94.9
<b>Population By Age</b>			
Population <5 Years		7.1%	7.0%
Population 5-17 Years		19.7%	19.5%
Population 65+ Years		11.7%	13.5%
Median Age		38.8	38.7
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	135	\$5,013.80	\$150,475,986
<b>Medical Care</b>	135	\$2,422.65	\$72,709,322
Physician Services	138	\$313.92	\$9,421,522
Dental Services	141	\$459.84	\$13,801,003
Eyecare Services	139	\$69.30	\$2,079,917
Lab Tests, X-Rays	135	\$74.59	\$2,238,569
Hospital Room and Hospital Services	136	\$186.62	\$5,601,000
Convalescent or Nursing Home Care	130	\$30.01	\$900,670
Other Medical services (1)	141	\$157.89	\$4,738,507
Nonprescription Drugs	131	\$135.25	\$4,059,148
Prescription Drugs	130	\$647.32	\$19,427,601
Nonprescription Vitamins	135	\$76.37	\$2,292,099
Medicare Prescription Drug Premium	114	\$56.81	\$1,705,003
Eyeglasses and Contact Lenses	142	\$109.34	\$3,281,670
Hearing Aids	120	\$26.17	\$785,285
Medical Equipment for General Use	144	\$9.10	\$273,079
Other Medical Supplies (2)	137	\$70.17	\$2,105,989
<b>Health Insurance</b>	134	\$2,591.00	\$77,761,933
Blue Cross/Blue Shield	139	\$780.68	\$23,430,018
Commercial Health Insurance	144	\$539.10	\$16,179,692
Health Maintenance Organization	140	\$467.08	\$14,018,118
Medicare Payments	118	\$486.04	\$14,587,150
Long Term Care Insurance	137	\$114.61	\$3,439,673
Other Health Insurance (3)	121	\$203.33	\$6,102,273

**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

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Recreation Expenditures

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		7,380	7,553
Households		3,318	3,412
Families		1,988	2,026
Median Age		38.9	39.0
Median Household Income		\$50,338	\$60,490
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	97	\$598.58	\$1,985,910
Admission to Movies, Theater, Opera, Ballet	97	\$147.52	\$489,411
Admission to Sporting Events, excl.Trips	97	\$57.46	\$190,619
Fees for Participant Sports, excl.Trips	96	\$102.88	\$341,332
Fees for Recreational Lessons	96	\$130.67	\$433,508
Membership Fees for Social/Recreation/Civic Clubs	97	\$159.29	\$528,480
Dating Services	100	\$0.77	\$2,559
Rental of Video Cassettes and DVDs	97	\$40.06	\$132,905
<b>Toys &amp; Games</b>	95	\$138.71	\$460,210
Toys and Playground Equipment	95	\$134.44	\$446,039
Play Arcade Pinball/Video Games	103	\$1.95	\$6,460
Online Entertainment and Games	98	\$2.28	\$7,575
<b>Recreational Vehicles and Fees</b>	85	\$275.40	\$913,711
Docking and Landing Fees for Boats and Planes	98	\$6.94	\$23,030
Camp Fees	94	\$27.08	\$89,851
Purchase of RVs or Boats	84	\$233.32	\$774,097
Rental of RVs or Boats	93	\$7.96	\$26,413
<b>Sports, Recreation and Exercise Equipment</b>	74	\$134.21	\$445,271
Exercise Equipment and Gear, Game Tables	78	\$64.17	\$212,899
Bicycles	98	\$19.37	\$64,272
Camping Equipment	38	\$5.53	\$18,358
Hunting and Fishing Equipment	55	\$20.94	\$69,479
Winter Sports Equipment	87	\$5.64	\$18,703
Water Sports Equipment	87	\$5.82	\$19,315
Other Sports Equipment	96	\$9.05	\$30,021
Rental/Repair of Sports/Recreation/Exercise Equipment	91	\$3.64	\$12,082
<b>Photographic Equipment and Supplies</b>	95	\$98.67	\$327,356
Film	93	\$6.85	\$22,733
Film Processing	94	\$21.11	\$70,039
Photographic Equipment	96	\$41.27	\$136,907
Photographer Fees/Other Supplies & Equip Rental/Repair	95	\$29.42	\$97,593
<b>Reading</b>	98	\$151.13	\$501,401
Magazine/Newspaper Subscriptions	98	\$61.99	\$205,675
Magazine/Newspaper Single Copies	98	\$18.86	\$62,576
Books	97	\$70.22	\$232,982

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Recreation Expenditures

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		30,692	31,781
Households		12,102	12,577
Families		8,520	8,803
Median Age		40.9	40.8
Median Household Income		\$70,450	\$79,983
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	133	\$822.92	\$9,959,023
Admission to Movies, Theater, Opera, Ballet	127	\$192.91	\$2,334,634
Admission to Sporting Events, excl.Trips	134	\$79.55	\$962,754
Fees for Participant Sports, excl.Trips	131	\$140.08	\$1,695,207
Fees for Recreational Lessons	138	\$188.99	\$2,287,214
Membership Fees for Social/Recreation/Civic Clubs	135	\$220.49	\$2,668,383
Dating Services	116	\$0.89	\$10,831
Rental of Video Cassettes and DVDs	119	\$48.86	\$591,320
<b>Toys &amp; Games</b>	121	\$175.62	\$2,125,304
Toys and Playground Equipment	121	\$170.54	\$2,063,911
Play Arcade Pinball/Video Games	123	\$2.33	\$28,145
Online Entertainment and Games	117	\$2.72	\$32,895
<b>Recreational Vehicles and Fees</b>	119	\$383.88	\$4,645,720
Docking and Landing Fees for Boats and Planes	141	\$9.98	\$120,766
Camp Fees	140	\$40.32	\$487,983
Purchase of RVs or Boats	116	\$322.50	\$3,902,888
Rental of RVs or Boats	129	\$11.02	\$133,335
<b>Sports, Recreation and Exercise Equipment</b>	98	\$176.84	\$2,140,080
Exercise Equipment and Gear, Game Tables	104	\$85.36	\$1,033,066
Bicycles	127	\$25.21	\$305,040
Camping Equipment	49	\$7.11	\$86,053
Hunting and Fishing Equipment	70	\$26.89	\$325,406
Winter Sports Equipment	117	\$7.56	\$91,465
Water Sports Equipment	119	\$7.96	\$96,328
Other Sports Equipment	124	\$11.76	\$142,270
Rental/Repair of Sports/Recreation/Exercise Equipment	124	\$4.97	\$60,100
<b>Photographic Equipment and Supplies</b>	125	\$129.64	\$1,568,933
Film	117	\$8.62	\$104,326
Film Processing	122	\$27.46	\$332,365
Photographic Equipment	126	\$53.76	\$650,654
Photographer Fees/Other Supplies & Equip Rental/Repair	129	\$39.78	\$481,383
<b>Reading</b>	127	\$196.14	\$2,373,628
Magazine/Newspaper Subscriptions	129	\$81.85	\$990,557
Magazine/Newspaper Single Copies	119	\$22.85	\$276,500
Books	126	\$91.41	\$1,106,184

**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

Milford - SR 28 at I-275  
1 Edgecombe Dr, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.18186  
Longitude: -84.27402

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		81,206	84,593
Households		30,012	31,340
Families		22,510	23,390
Median Age		38.8	38.7
Median Household Income		\$76,184	\$84,527
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
			<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>		154	\$28,541,780
Admission to Movies, Theater, Opera, Ballet		146	\$6,644,826
Admission to Sporting Events, excl.Trips		157	\$2,802,359
Fees for Participant Sports, excl.Trips		151	\$4,843,628
Fees for Recreational Lessons		163	\$6,671,389
Membership Fees for Social/Recreation/Civic Clubs		154	\$7,550,984
Dating Services		124	\$28,594
Rental of Video Cassettes and DVDs		138	\$1,702,427
<b>Toys &amp; Games</b>		140	\$6,102,992
Toys and Playground Equipment		140	\$5,932,467
Play Arcade Pinball/Video Games		134	\$75,889
Online Entertainment and Games		135	\$94,218
<b>Recreational Vehicles and Fees</b>		140	\$13,616,210
Docking and Landing Fees for Boats and Planes		158	\$336,235
Camp Fees		164	\$1,415,311
Purchase of RVs or Boats		137	\$11,473,456
Rental of RVs or Boats		152	\$390,353
<b>Sports, Recreation and Exercise Equipment</b>		115	\$6,231,052
Exercise Equipment and Gear, Game Tables		123	\$3,020,598
Bicycles		148	\$877,807
Camping Equipment		58	\$253,545
Hunting and Fishing Equipment		82	\$945,472
Winter Sports Equipment		141	\$274,115
Water Sports Equipment		137	\$274,372
Other Sports Equipment		144	\$408,250
Rental/Repair of Sports/Recreation/Exercise Equipment		147	\$176,480
<b>Photographic Equipment and Supplies</b>		145	\$4,507,127
Film		132	\$292,631
Film Processing		140	\$942,877
Photographic Equipment		146	\$1,871,323
Photographer Fees/Other Supplies & Equip Rental/Repair		151	\$1,400,059
<b>Reading</b>		141	\$6,557,527
Magazine/Newspaper Subscriptions		142	\$2,692,022
Magazine/Newspaper Single Copies		131	\$750,891
Books		143	\$3,114,194

**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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