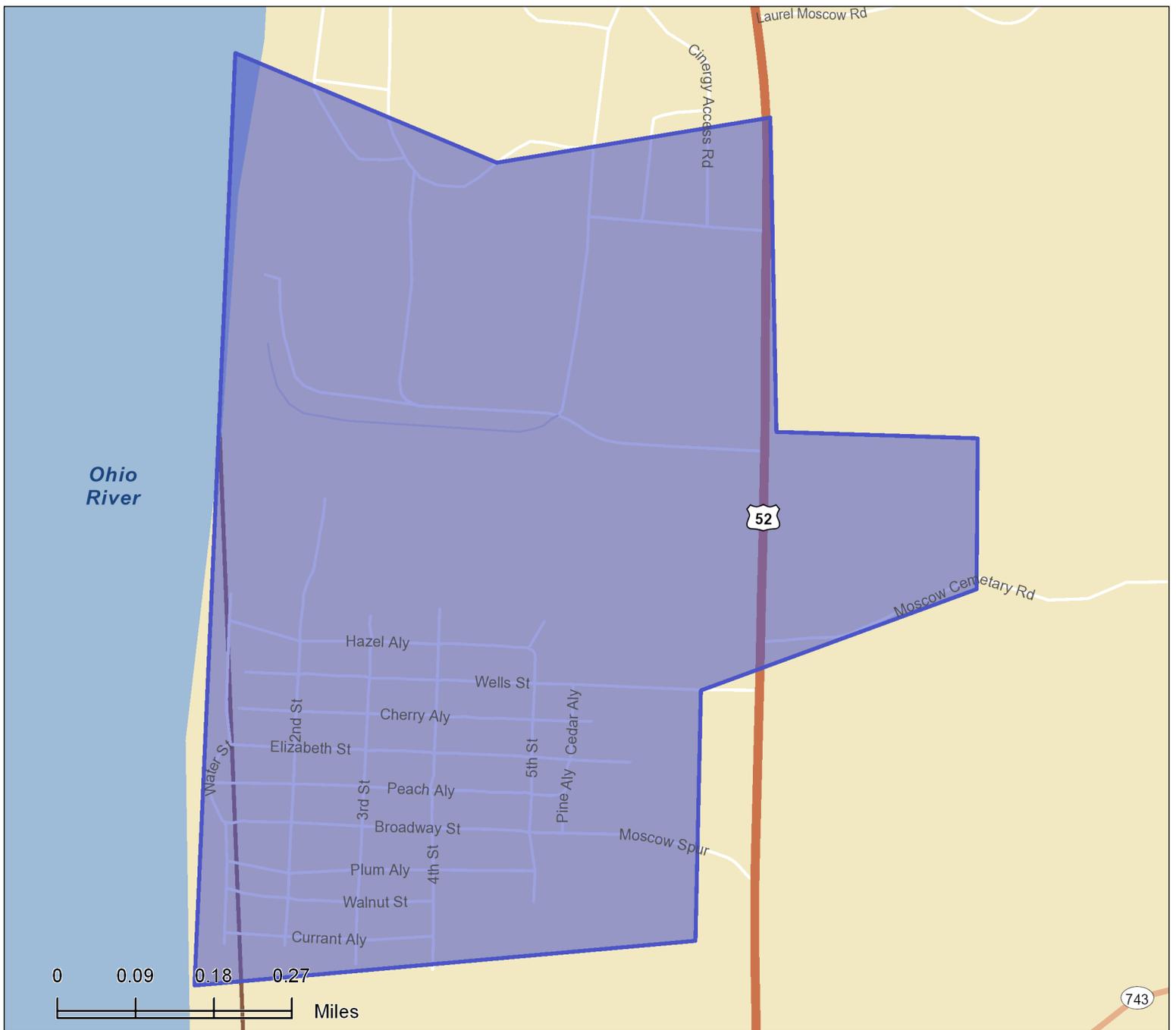




Site Map





Market Profile

Moscow Village, OH
Moscow village, OH (3952416)
Geography: Place

Moscow village, OH (39524...

Population Summary

2000 Total Population	244
2000 Group Quarters	0
2010 Total Population	297
2015 Total Population	319
2010-2015 Annual Rate	1.44%

Household Summary

2000 Households	91
2000 Average Household Size	2.68
2010 Households	114
2010 Average Household Size	2.61
2015 Households	123
2015 Average Household Size	2.59
2010-2015 Annual Rate	1.53%
2000 Families	65
2000 Average Family Size	3.26
2010 Families	87
2010 Average Family Size	2.97
2015 Families	93
2015 Average Family Size	2.97
2010-2015 Annual Rate	1.34%

Housing Unit Summary

2000 Housing Units	104
Owner Occupied Housing Units	67.3%
Renter Occupied Housing Units	20.2%
Vacant Housing Units	12.5%
2010 Housing Units	134
Owner Occupied Housing Units	66.9%
Renter Occupied Housing Units	18.0%
Vacant Housing Units	15.0%
2015 Housing Units	148
Owner Occupied Housing Units	65.3%
Renter Occupied Housing Units	17.7%
Vacant Housing Units	17.0%

Median Household Income

2000	\$30,825
2010	\$41,725
2015	\$50,202

Median Home Value

2000	\$78,667
2010	\$75,000
2015	\$81,667

Per Capita Income

2000	\$12,491
2010	\$18,185
2015	\$21,003

Median Age

2000	37.3
2010	36.9
2015	37.5

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.



Market Profile

Moscow Village, OH
 Moscow village, OH (3952416)
 Geography: Place

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Moscow village, OH (39524...

2000 Households by Income	
Household Income Base	100
<\$15,000	18.0%
\$15,000 - \$24,999	23.0%
\$25,000 - \$34,999	27.0%
\$35,000 - \$49,999	8.0%
\$50,000 - \$74,999	19.0%
\$75,000 - \$99,999	5.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000+	0.0%
Average Household Income	\$33,104
2010 Households by Income	
Household Income Base	114
<\$15,000	14.9%
\$15,000 - \$24,999	14.0%
\$25,000 - \$34,999	13.2%
\$35,000 - \$49,999	17.5%
\$50,000 - \$74,999	21.9%
\$75,000 - \$99,999	7.9%
\$100,000 - \$149,999	7.0%
\$150,000 - \$199,999	1.8%
\$200,000+	1.8%
Average Household Income	\$51,199
2015 Households by Income	
Household Income Base	123
<\$15,000	14.6%
\$15,000 - \$24,999	11.4%
\$25,000 - \$34,999	9.8%
\$35,000 - \$49,999	13.8%
\$50,000 - \$74,999	26.8%
\$75,000 - \$99,999	8.9%
\$100,000 - \$149,999	10.6%
\$150,000 - \$199,999	2.4%
\$200,000+	1.6%
Average Household Income	\$58,867
2000 Owner Occupied Housing Units by Value	
Total	72
<\$50,000	9.7%
\$50,000 - \$99,999	73.6%
\$100,000 - \$149,999	8.3%
\$150,000 - \$199,999	5.6%
\$200,000 - \$299,999	0.0%
\$300,000 - \$499,999	2.8%
\$500,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$87,535
2000 Specified Renter Occupied Housing Units by Contract Rent	
Total	22
With Cash Rent	90.9%
No Cash Rent	9.1%
Median Rent	\$388
Average Rent	\$370

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.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Moscow Village, OH
Moscow village, OH (3952416)
Geography: Place

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Moscow village, OH (39524...

2000 Population by Age

Total	244
0 - 4	3.7%
5 - 9	9.0%
10 - 14	11.5%
15 - 24	11.5%
25 - 34	9.8%
35 - 44	20.5%
45 - 54	15.6%
55 - 64	7.4%
65 - 74	7.8%
75 - 84	3.3%
85 +	0.0%
18 +	70.9%

2010 Population by Age

Total	301
0 - 4	7.0%
5 - 9	6.6%
10 - 14	7.0%
15 - 24	15.0%
25 - 34	12.3%
35 - 44	12.6%
45 - 54	16.9%
55 - 64	11.3%
65 - 74	7.3%
75 - 84	3.0%
85 +	1.0%
18 +	75.4%

2015 Population by Age

Total	318
0 - 4	6.6%
5 - 9	6.9%
10 - 14	6.9%
15 - 24	12.9%
25 - 34	13.8%
35 - 44	11.3%
45 - 54	14.8%
55 - 64	14.8%
65 - 74	8.2%
75 - 84	2.8%
85 +	0.9%
18 +	75.2%

2000 Population by Sex

Males	49.6%
Females	50.4%

2010 Population by Sex

Males	49.8%
Females	50.2%

2015 Population by Sex

Males	50.0%
Females	50.0%

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

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Moscow Village, OH
Moscow village, OH (3952416)
Geography: Place

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Moscow village, OH (39524...

2000 Population by Race/Ethnicity

Total	244
White Alone	97.1%
Black Alone	0.4%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.4%
Two or More Races	1.2%
Hispanic Origin	0.0%
Diversity Index	5.7

2010 Population by Race/Ethnicity

Total	298
White Alone	97.7%
Black Alone	0.7%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.0%
Hispanic Origin	1.0%
Diversity Index	5.9

2015 Population by Race/Ethnicity

Total	320
White Alone	97.2%
Black Alone	0.9%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	0.3%
Two or More Races	0.9%
Hispanic Origin	0.9%
Diversity Index	6.7

2000 Population 3+ by School Enrollment

Total	246
Enrolled in Nursery/Preschool	1.2%
Enrolled in Kindergarten	0.8%
Enrolled in Grade 1-8	17.5%
Enrolled in Grade 9-12	4.1%
Enrolled in College	4.5%
Enrolled in Grad/Prof School	0.0%
Not Enrolled in School	72.0%

2010 Population 25+ by Educational Attainment

Total	192
Less Than 9th Grade	7.3%
9th to 12th Grade, No Diploma	15.6%
High School Graduate	49.0%
Some College, No Degree	14.6%
Associate Degree	5.7%
Bachelor's Degree	4.2%
Graduate/Professional Degree	3.6%

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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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Moscow Village, OH
Moscow village, OH (3952416)
Geography: Place

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Moscow village, OH (39524...

2010 Population 15+ by Marital Status

Total	236
Never Married	25.0%
Married	55.9%
Widowed	5.9%
Divorced	13.1%

2000 Population 16+ by Employment Status

Total	186
In Labor Force	59.1%
Civilian Employed	58.1%
Civilian Unemployed	1.1%
In Armed Forces	0.0%
Not In Labor Force	40.9%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	87.8%
Civilian Unemployed	12.2%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	90.1%
Civilian Unemployed	9.9%

2000 Females 16+ by Employment Status and Age of Children

Total	99
Own Children < 6 Only	6.1%
Employed/in Armed Forces	0.0%
Unemployed	0.0%
Not in Labor Force	6.1%
Own Children <6 and 6-17 Only	6.1%
Employed/in Armed Forces	2.0%
Unemployed	0.0%
Not in Labor Force	4.0%
Own Children 6-17 Only	30.3%
Employed/in Armed Forces	19.2%
Unemployed	0.0%
Not in Labor Force	11.1%
No Own Children < 18	57.6%
Employed/in Armed Forces	24.2%
Unemployed	0.0%
Not in Labor Force	33.3%

2010 Employed Population 16+ by Industry

Total	115
Agriculture/Mining	1.7%
Construction	14.8%
Manufacturing	15.7%
Wholesale Trade	2.6%
Retail Trade	10.4%
Transportation/Utilities	6.1%
Information	1.7%
Finance/Insurance/Real Estate	6.1%
Services	37.4%
Public Administration	3.5%

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

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

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Moscow village, OH (3952416)
Geography: Place

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Moscow village, OH (39524...

2010 Employed Population 16+ by Occupation

Total	115
White Collar	35.7%
Management/Business/Financial	6.1%
Professional	8.7%
Sales	7.8%
Administrative Support	13.0%
Services	23.5%
Blue Collar	40.9%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	18.3%
Installation/Maintenance/Repair	5.2%
Production	10.4%
Transportation/Material Moving	6.1%

2000 Workers 16+ by Means of Transportation to Work

Total	108
Drove Alone - Car, Truck, or Van	90.7%
Carpooled - Car, Truck, or Van	7.4%
Public Transportation	0.0%
Walked	0.0%
Other Means	0.0%
Worked at Home	1.9%

2000 Workers 16+ by Travel Time to Work

Total	108
Did not Work at Home	98.1%
Less than 5 minutes	1.9%
5 to 9 minutes	3.7%
10 to 19 minutes	13.0%
20 to 24 minutes	3.7%
25 to 34 minutes	25.9%
35 to 44 minutes	20.4%
45 to 59 minutes	19.4%
60 to 89 minutes	10.2%
90 or more minutes	0.0%
Worked at Home	1.9%
Average Travel Time to Work (in min)	33.3

2000 Households by Vehicles Available

Total	94
None	7.4%
1	40.4%
2	40.4%
3	5.3%
4	6.4%
5+	0.0%
Average Number of Vehicles Available	1.6

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

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Moscow Village, OH
Moscow village, OH (3952416)
Geography: Place

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Moscow village, OH (39524...

2000 Households by Type

Total	91
Family Households	71.4%
Married-couple Family	51.6%
With Related Children	33.0%
Other Family (No Spouse)	19.8%
With Related Children	14.3%
Nonfamily Households	28.6%
Householder Living Alone	26.4%
Householder Not Living Alone	2.2%
Households with Related Children	47.3%
Households with Persons 65+	23.1%

2000 Households by Size

Total	91
1 Person Household	26.4%
2 Person Household	27.5%
3 Person Household	16.5%
4 Person Household	13.2%
5 Person Household	14.3%
6 Person Household	2.2%
7 + Person Household	0.0%

2000 Households by Year Householder Moved In

Total	94
Moved in 1999 to March 2000	11.7%
Moved in 1995 to 1998	22.3%
Moved in 1990 to 1994	19.1%
Moved in 1980 to 1989	20.2%
Moved in 1970 to 1979	13.8%
Moved in 1969 or Earlier	12.8%
Median Year Householder Moved In	1991

2000 Housing Units by Units in Structure

Total	100
1, Detached	81.0%
1, Attached	0.0%
2	15.0%
3 or 4	0.0%
5 to 9	0.0%
10 to 19	0.0%
20 +	0.0%
Mobile Home	4.0%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	100
1999 to March 2000	0.0%
1995 to 1998	2.0%
1990 to 1994	2.0%
1980 to 1989	6.0%
1970 to 1979	5.0%
1969 or Earlier	85.0%
Median Year Structure Built	1939

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

March 27, 2012



Market Profile

Moscow Village, OH
 Moscow village, OH (3952416)
 Geography: Place

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Moscow village, OH (39524...

Top 3 Tapestry Segments

1. Southern Satellites
- 2.
- 3.

2010 Consumer Spending

Apparel & Services: Total \$	\$136,368
Average Spent	\$1,196.21
Spending Potential Index	50
Computers & Accessories: Total \$	\$17,148
Average Spent	\$150.42
Spending Potential Index	68
Education: Total \$	\$81,649
Average Spent	\$716.22
Spending Potential Index	59
Entertainment/Recreation: Total \$	\$288,081
Average Spent	\$2,527.03
Spending Potential Index	78
Food at Home: Total \$	\$405,013
Average Spent	\$3,552.75
Spending Potential Index	79
Food Away from Home: Total \$	\$277,377
Average Spent	\$2,433.13
Spending Potential Index	76
Health Care: Total \$	\$375,211
Average Spent	\$3,291.33
Spending Potential Index	88
HH Furnishings & Equipment: Total \$	\$151,783
Average Spent	\$1,331.43
Spending Potential Index	65
Investments: Total \$	\$134,267
Average Spent	\$1,177.78
Spending Potential Index	68
Retail Goods: Total \$	\$2,221,454
Average Spent	\$19,486.44
Spending Potential Index	78
Shelter: Total \$	\$1,096,474
Average Spent	\$9,618.19
Spending Potential Index	61
TV/Video/Audio: Total \$	\$111,802
Average Spent	\$980.72
Spending Potential Index	79
Travel: Total \$	\$133,899
Average Spent	\$1,174.56
Spending Potential Index	62
Vehicle Maintenance & Repairs: Total \$	\$84,066
Average Spent	\$737.42
Spending Potential Index	78

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.

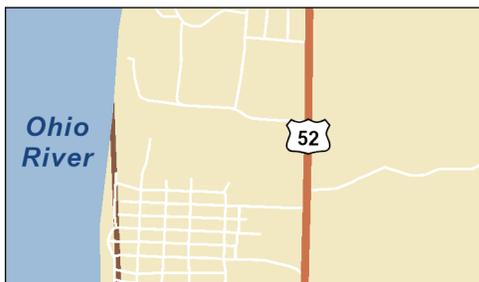
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012

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Traffic Count Map



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



Business Summary

Moscow Village, OH
 Moscow village, OH (3952416)
 Geography: Place

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Data for all businesses in area	Moscow village, OH (39524...
Total Businesses:	7
Total Employees:	13
Total Residential Population:	297
Employee/Residential Population Ratio:	0.04

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	0	0.0%	0	0.0%
Construction	0	0.0%	0	0.0%
Manufacturing	1	14.3%	0	0.0%
Transportation	1	14.3%	4	30.8%
Communication	0	0.0%	0	0.0%
Utility	0	0.0%	0	0.0%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade Summary	1	14.3%	1	7.7%
Home Improvement	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%
Food Stores	0	0.0%	0	0.0%
Auto Dealers, Gas Stations, Auto Aftermarket	0	0.0%	0	0.0%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	1	14.3%	1	7.7%
Miscellaneous Retail	0	0.0%	0	0.0%
Finance, Insurance, Real Estate Summary	0	0.0%	0	0.0%
Banks, Savings & Lending Institutions	0	0.0%	0	0.0%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices	0	0.0%	0	0.0%
Services Summary	2	28.6%	1	7.7%
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	1	14.3%	1	7.7%
Motion Pictures & Amusements	0	0.0%	0	0.0%
Health Services	0	0.0%	0	0.0%
Legal Services	0	0.0%	0	0.0%
Education Institutions & Libraries	0	0.0%	0	0.0%
Other Services	1	14.3%	0	0.0%
Government	2	28.6%	7	53.8%
Other	0	0.0%	0	0.0%
Totals	7	100%	13	100%

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

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Business Summary

Moscow Village, OH
 Moscow village, OH (3952416)
 Geography: Place

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	0	0.0%	0	0.0%
Manufacturing	1	14.3%	0	0.0%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade	0	0.0%	0	0.0%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%
Food & Beverage Stores	0	0.0%	0	0.0%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations	0	0.0%	0	0.0%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%
Miscellaneous Store Retailers	0	0.0%	0	0.0%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	1	14.3%	4	30.8%
Information	0	0.0%	0	0.0%
Finance & Insurance	0	0.0%	0	0.0%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	0	0.0%	0	0.0%
Professional, Scientific & Tech Services	0	0.0%	0	0.0%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	0	0.0%	0	0.0%
Educational Services	0	0.0%	0	0.0%
Health Care & Social Assistance	0	0.0%	0	0.0%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%
Accommodation & Food Services	1	14.3%	1	7.7%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	1	14.3%	1	7.7%
Other Services (except Public Administration)	2	28.6%	1	7.7%
Automotive Repair & Maintenance	1	14.3%	1	7.7%
Public Administration	2	28.6%	7	53.8%
Unclassified Establishments	0	0.0%	0	0.0%
Total	7	100%	13	100%

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

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail MarketPlace Profile

Moscow Village, OH
Moscow village, OH (3952416)
Geography: Place

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Summary Demographics

2010 Population	297
2010 Households	114
2010 Median Disposable Income	\$32,517
2010 Per Capita Income	\$18,185

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	\$2,418,742	\$10,050	\$2,408,692	99.2	1
Total Retail Trade	44-45	\$2,105,661	\$0	\$2,105,661	100.0	0
Total Food & Drink	722	\$313,081	\$10,050	\$303,031	93.8	1

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$511,916	\$0	\$511,916	100.0	0
Automobile Dealers	4411	\$433,199	\$0	\$433,199	100.0	0
Other Motor Vehicle Dealers	4412	\$44,587	\$0	\$44,587	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$34,130	\$0	\$34,130	100.0	0
Furniture & Home Furnishings Stores	442	\$29,559	\$0	\$29,559	100.0	0
Furniture Stores	4421	\$15,110	\$0	\$15,110	100.0	0
Home Furnishings Stores	4422	\$14,449	\$0	\$14,449	100.0	0
Electronics & Appliance Stores	4431	\$78,730	\$0	\$78,730	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$72,475	\$0	\$72,475	100.0	0
Bldg Material & Supplies Dealers	4441	\$67,625	\$0	\$67,625	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$4,850	\$0	\$4,850	100.0	0
Food & Beverage Stores	445	\$362,644	\$0	\$362,644	100.0	0
Grocery Stores	4451	\$349,149	\$0	\$349,149	100.0	0
Specialty Food Stores	4452	\$5,112	\$0	\$5,112	100.0	0
Beer, Wine & Liquor Stores	4453	\$8,383	\$0	\$8,383	100.0	0
Health & Personal Care Stores	446,4461	\$44,757	\$0	\$44,757	100.0	0
Gasoline Stations	447,4471	\$393,300	\$0	\$393,300	100.0	0
Clothing & Clothing Accessories Stores	448	\$52,469	\$0	\$52,469	100.0	0
Clothing Stores	4481	\$37,989	\$0	\$37,989	100.0	0
Shoe Stores	4482	\$8,940	\$0	\$8,940	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$5,540	\$0	\$5,540	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$9,068	\$0	\$9,068	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$7,276	\$0	\$7,276	100.0	0
Book, Periodical & Music Stores	4512	\$1,792	\$0	\$1,792	100.0	0
General Merchandise Stores	452	\$330,544	\$0	\$330,544	100.0	0
Department Stores Excluding Leased Depts.	4521	\$137,135	\$0	\$137,135	100.0	0
Other General Merchandise Stores	4529	\$193,409	\$0	\$193,409	100.0	0
Miscellaneous Store Retailers	453	\$30,527	\$0	\$30,527	100.0	0
Florists	4531	\$1,814	\$0	\$1,814	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$9,561	\$0	\$9,561	100.0	0
Used Merchandise Stores	4533	\$559	\$0	\$559	100.0	0
Other Miscellaneous Store Retailers	4539	\$18,593	\$0	\$18,593	100.0	0
Nonstore Retailers	454	\$189,672	\$0	\$189,672	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$174,426	\$0	\$174,426	100.0	0
Vending Machine Operators	4542	\$260	\$0	\$260	100.0	0
Direct Selling Establishments	4543	\$14,986	\$0	\$14,986	100.0	0
Food Services & Drinking Places	722	\$313,081	\$10,050	\$303,031	93.8	1
Full-Service Restaurants	7221	\$107,453	\$0	\$107,453	100.0	0
Limited-Service Eating Places	7222	\$178,968	\$0	\$178,968	100.0	0
Special Food Services	7223	\$22,050	\$0	\$22,050	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$4,610	\$10,050	-\$5,440	-37.1	1

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

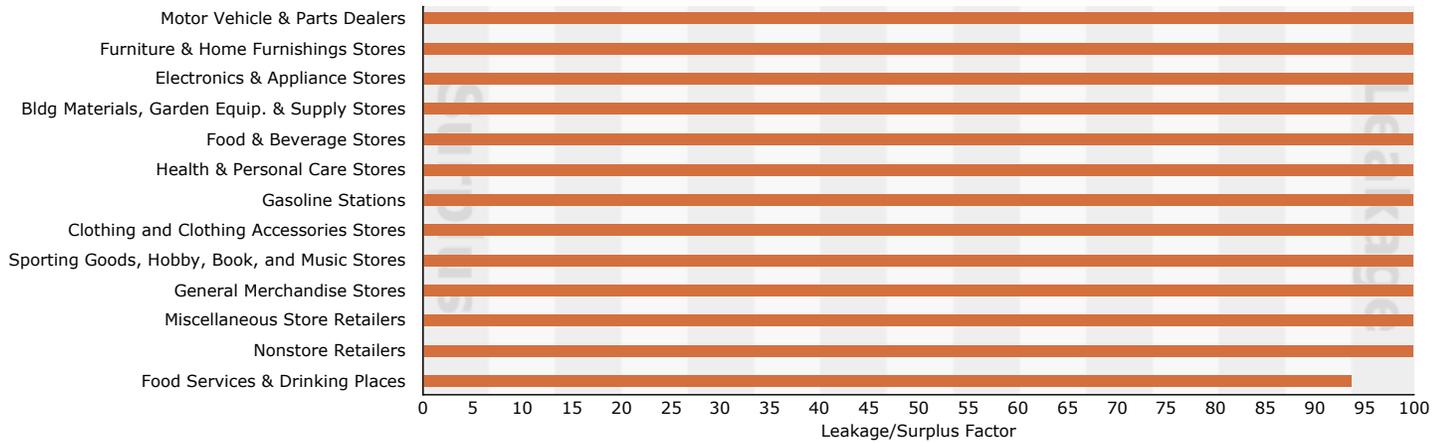
Source: Esri and Infogroup

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail Market Potential

Moscow Village, OH
Moscow village, OH (3952416)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary	2010	2015
Population	297	319
Total Number of Adults	224	240
Households	114	123
Median Household Income	\$41,725	\$50,202

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	104	46.4%	93
Bought any women's apparel in last 12 months	103	46.0%	101
Bought apparel for child <13 in last 6 months	60	26.8%	94
Bought any shoes in last 12 months	113	50.4%	97
Bought costume jewelry in last 12 months	43	19.2%	92
Bought any fine jewelry in last 12 months	34	15.2%	69
Bought a watch in last 12 months	50	22.3%	115
Automobiles (Households)			
HH owns/leases any vehicle	101	88.6%	103
HH bought/leased new vehicle last 12 mo	8	7.0%	73
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	205	91.5%	105
Bought/changed motor oil in last 12 months	148	66.1%	127
Had tune-up in last 12 months	62	27.7%	89
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	119	53.1%	86
Drank regular cola in last 6 months	129	57.6%	113
Drank beer/ale in last 6 months	63	28.1%	66
Cameras & Film (Adults)			
Bought any camera in last 12 months	27	12.1%	94
Bought film in last 12 months	45	20.1%	105
Bought digital camera in last 12 months	9	4.0%	59
Bought memory card for camera in last 12 months	13	5.8%	76
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	75	33.5%	95
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	51	22.8%	106
Avg monthly cell/mobile phone/PDA bill: \$50-99	54	24.1%	74
Avg monthly cell/mobile phone/PDA bill: \$100+	40	17.9%	84
Computers (Households)			
HH owns a personal computer	61	53.5%	72
Spent <\$500 on most recent home PC purchase	9	7.9%	91
Spent \$500-\$999 on most recent home PC purchase	17	14.9%	83
Spent \$1000-\$1499 on most recent home PC purchase	8	7.0%	54
Spent \$1500-\$1999 on most recent home PC purchase	5	4.4%	62
Spent \$2000+ on most recent home PC purchase	4	3.5%	56

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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

Retail Market Potential

Moscow Village, OH
Moscow village, OH (3952416)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	133	59.4%	99
Bought cigarettes at convenience store in last 30 days	47	21.0%	135
Bought gas at convenience store in last 30 days	92	41.1%	122
Spent at convenience store in last 30 days: <\$20	12	5.4%	56
Spent at convenience store in last 30 days: \$20-39	23	10.3%	101
Spent at convenience store in last 30 days: \$40+	95	42.4%	118
Entertainment (Adults)			
Attended movies in last 6 months	92	41.1%	70
Went to live theater in last 12 months	5	2.2%	17
Went to a bar/night club in last 12 months	19	8.5%	44
Dined out in last 12 months	83	37.1%	75
Gambled at a casino in last 12 months	13	5.8%	36
Visited a theme park in last 12 months	28	12.5%	58
DVDs rented in last 30 days: 1	4	1.8%	67
DVDs rented in last 30 days: 2	4	1.8%	39
DVDs rented in last 30 days: 3	4	1.8%	56
DVDs rented in last 30 days: 4	9	4.0%	104
DVDs rented in last 30 days: 5+	17	7.6%	57
DVDs purchased in last 30 days: 1	9	4.0%	81
DVDs purchased in last 30 days: 2	11	4.9%	104
DVDs purchased in last 30 days: 3-4	9	4.0%	87
DVDs purchased in last 30 days: 5+	9	4.0%	77
Spent on toys/games in last 12 months: <\$50	14	6.3%	103
Spent on toys/games in last 12 months: \$50-\$99	5	2.2%	81
Spent on toys/games in last 12 months: \$100-\$199	15	6.7%	93
Spent on toys/games in last 12 months: \$200-\$499	22	9.8%	91
Spent on toys/games in last 12 months: \$500+	12	5.4%	93
Financial (Adults)			
Have home mortgage (1st)	28	12.5%	65
Used ATM/cash machine in last 12 months	76	33.9%	67
Own any stock	10	4.5%	49
Own U.S. savings bond	7	3.1%	46
Own shares in mutual fund (stock)	6	2.7%	28
Own shares in mutual fund (bonds)	5	2.2%	38
Used full service brokerage firm in last 12 months	6	2.7%	43
Have savings account	54	24.1%	66
Have 401K retirement savings	27	12.1%	68
Did banking over the Internet in last 12 months	27	12.1%	44
Own any credit/debit card (in own name)	136	60.7%	82
Avg monthly credit card expenditures: <\$111	32	14.3%	103
Avg monthly credit card expenditures: \$111-225	16	7.1%	92
Avg monthly credit card expenditures: \$226-450	11	4.9%	66
Avg monthly credit card expenditures: \$451-700	7	3.1%	49
Avg monthly credit card expenditures: \$701+	8	3.6%	27

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Moscow Village, OH
Moscow village, OH (3952416)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	172	76.8%	108
Used bread in last 6 months	221	98.7%	102
Used chicken/turkey (fresh or frozen) in last 6 months	173	77.2%	100
Used fish/seafood (fresh or frozen) in last 6 months	112	50.0%	94
Used fresh fruit/vegetables in last 6 months	194	86.6%	99
Used fresh milk in last 6 months	207	92.4%	102
Health (Adults)			
Exercise at home 2+ times per week	41	18.3%	61
Exercise at club 2+ times per week	6	2.7%	22
Visited a doctor in last 12 months	177	79.0%	102
Used vitamin/dietary supplement in last 6 months	98	43.8%	90
Home (Households)			
Any home improvement in last 12 months	37	32.5%	102
Used housekeeper/maid/prof HH cleaning service in the last 12 months	12	10.5%	68
Purchased any HH furnishing in last 12 months	30	26.3%	88
Purchased bedding/bath goods in last 12 months	54	47.4%	87
Purchased cooking/serving product in last 12 months	30	26.3%	96
Bought any kitchen appliance in last 12 months	17	14.9%	85
Insurance (Adults)			
Currently carry any life insurance	117	52.2%	109
Have medical/hospital/accident insurance	164	73.2%	102
Carry homeowner insurance	139	62.1%	117
Carry renter insurance	7	3.1%	51
Have auto/other vehicle insurance	191	85.3%	103
Pets (Households)			
HH owns any pet	73	64.0%	124
HH owns any cat	35	30.7%	127
HH owns any dog	63	55.3%	146
Reading Materials (Adults)			
Bought book in last 12 months	78	34.8%	69
Read any daily newspaper	75	33.5%	81
Heavy magazine reader	28	12.5%	63
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	141	62.9%	87
Went to family restaurant/steak house last mo: <2 times	51	22.8%	89
Went to family restaurant/steak house last mo: 2-4 times	51	22.8%	84
Went to family restaurant/steak house last mo: 5+ times	39	17.4%	90
Went to fast food/drive-in restaurant in last 6 mo	201	89.7%	101
Went to fast food/drive-in restaurant <6 times/mo	69	30.8%	88
Went to fast food/drive-in restaurant 6-13 times/mo	69	30.8%	106
Went to fast food/drive-in restaurant 14+ times/mo	63	28.1%	113
Fast food/drive-in last 6 mo: eat in	88	39.3%	104
Fast food/drive-in last 6 mo: home delivery	18	8.0%	77
Fast food/drive-in last 6 mo: take-out/drive-thru	126	56.3%	107
Fast food/drive-in last 6 mo: take-out/walk-in	42	18.8%	76

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Moscow Village, OH
Moscow village, OH (3952416)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	73	64.0%	99
HH average monthly long distance phone bill: <\$16	37	32.5%	117
HH average monthly long distance phone bill: \$16-25	10	8.8%	77
HH average monthly long distance phone bill: \$26-59	7	6.1%	67
HH average monthly long distance phone bill: \$60+	5	4.4%	99
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	27	23.7%	120
HH owns 2 TVs	31	27.2%	104
HH owns 3 TVs	22	19.3%	86
HH owns 4+ TVs	17	14.9%	71
HH subscribes to cable TV	35	30.7%	53
HH Purchased audio equipment in last 12 months	8	7.0%	72
HH Purchased CD player in last 12 months	5	4.4%	113
HH Purchased DVD player in last 12 months	8	7.0%	72
HH Purchased MP3 player in last 12 months	9	4.0%	39
HH Purchased video game system in last 12 months	8	7.0%	65
Travel (Adults)			
Domestic travel in last 12 months	78	34.8%	67
Took 3+ domestic trips in last 12 months	18	8.0%	54
Spent on domestic vacations last 12 mo: <\$1000	20	8.9%	71
Spent on domestic vacations last 12 mo: \$1000-\$1499	7	3.1%	47
Spent on domestic vacations last 12 mo: \$1500-\$1999	6	2.7%	66
Spent on domestic vacations last 12 mo: \$2000-\$2999	4	1.8%	43
Spent on domestic vacations last 12 mo: \$3000+	4	1.8%	35
Foreign travel in last 3 years	15	6.7%	26
Took 3+ foreign trips by plane in last 3 years	2	0.9%	19
Spent on foreign vacations last 12 mo: <\$1000	4	1.8%	30
Spent on foreign vacations last 12 mo: \$1000-\$2999	3	1.3%	33
Spent on foreign vacations last 12 mo: \$3000+	3	1.3%	27
Stayed 1+ nights at hotel/motel in last 12 months	68	30.4%	75

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Moscow Village, OH
Moscow village, OH (3952416)
Geography: Place

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Demographic Summary		2010	2015	
Population		297	319	
Population 18+		224	240	
Households		114	123	
Median Household Income		\$41,725	\$50,202	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer		61	53.2%	72
Purchased home PC in last 12 months		13	11.0%	73
Purchased home PC 1-2 years ago		17	14.9%	66
Purchased home PC 3-4 years ago		17	15.2%	77
Purchased home PC 5+ years ago		9	7.5%	85
Spent <\$500 on home PC (most recent purchase)		9	7.6%	91
Spent \$500-999 on home PC (most recent purchase)		17	15.0%	83
Spent \$1000-1499 on home PC (most recent purchase)		8	7.2%	54
Spent \$1500-1999 on home PC (most recent purchase)		5	4.8%	62
Spent \$2000+ on home PC (most recent purchase)		4	3.4%	56
Purchased home PC at computer superstore		5	4.7%	34
Purchased home PC at department store		10	8.5%	178
Purchased home PC direct from manufacturer		10	8.9%	63
Purchased home PC at electronics store		7	6.1%	56
Purchased home PC on Internet		5	4.7%	51
Purchased home PC at warehouse discount outlet		2	1.7%	80
HH owns desktop PC		53	46.6%	81
HH owns laptop/notebook/tablet PC		14	12.2%	39
HH owns any Apple/Apple Mac clone brand PC		1	1.3%	14
HH owns any IBM/IBM compatible brand PC		57	50.4%	74
Brand of PC that HH owns: Compaq		7	5.7%	72
Brand of PC that HH owns: Dell		26	22.9%	74
Brand of PC that HH owns: Gateway		4	3.6%	53
Brand of PC that HH owns: Hewlett Packard		13	11.2%	73
Brand of PC that HH owns: Sony Vaio		2	1.4%	60
Child (under 18) uses home PC		22	19.2%	91
HH owns CD burner		29	25.4%	69
HH owns CD ROM drive		34	30.1%	76
HH owns DVD drive		16	14.0%	56
HH owns DVD-RW (DVD burner)		15	13.3%	64
HH owns external hard drive		6	5.2%	37
HH owns flash drive		11	9.5%	47
HH owns LAN/network interface card		5	4.8%	40
HH owns inkjet printer		37	32.5%	76
HH owns laser printer		7	6.1%	45
HH owns modem/fax modem		16	14.0%	67
HH owns removable cartridge storage device		3	2.3%	45
HH owns scanner		24	21.0%	74
HH owns PC speakers		33	28.8%	69
HH owns tape backup		1	1.1%	33
HH owns webcam		6	5.7%	46
HH owns software: accounting		7	5.9%	69
HH owns software: communications/fax		5	4.8%	54
HH owns software: database/filing		5	4.0%	54
HH owns software: desktop publishing		7	6.4%	51

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Electronics and Internet Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	8	7.4%	70
HH owns software: entertainment/games	26	22.5%	79
HH owns software: online meeting/conference	1	1.0%	31
HH owns software: personal finance/tax prep	9	8.1%	56
HH owns software: presentation graphics	4	3.7%	44
HH owns software: multimedia	10	8.7%	57
HH owns software: networking	6	5.3%	47
HH owns software: security/anti-virus	19	16.6%	59
HH owns software: spreadsheet	12	10.6%	46
HH owns software: utility	5	4.2%	62
HH owns software: web authoring	2	2.0%	51
HH owns software: word processing	23	20.1%	60
Spent \$500+ on software for home PC in last 12 mo	1	1.3%	37
Purchased computer book in last 12 months	3	2.7%	61
HH owns fax machine	4	3.9%	58
Purchased audio equipment in last 12 months	8	7.4%	72
Purchased headphones in last 12 months	3	2.3%	66
HH owns camcorder	15	13.6%	68
Purchased camcorder in last 12 months	2	1.4%	83
HH owns CD player	41	35.9%	78
Purchased CD player in last 12 months	5	4.2%	113
HH owns DVD player	63	55.1%	83
Purchased DVD player in last 12 months	8	6.9%	72
HH owns 1 TV	27	23.4%	120
HH owns 2 TVs	31	27.5%	104
HH owns 3 TVs	22	19.7%	86
HH owns 4+ TVs	17	15.2%	71
HH owns miniature screen TV (<13 in)	9	7.5%	100
Most recent TV purchase: miniature screen (<13 in)	2	2.1%	63
HH owns regular screen TV (13-26 in)	54	47.6%	109
Most recent TV purchase: regular screen (13-26 in)	33	29.2%	124
HH owns large screen TV (27-35 in)	48	42.2%	90
Most recent TV purchase: large screen (27-35 in)	36	31.4%	100
HH owns big screen TV (36-42 in)	13	11.8%	60
Most recent TV purchase: big screen (36-42 in)	10	8.4%	62
HH owns giant screen TV (over 42 in)	12	10.4%	74
Most recent TV purchase: giant screen (over 42 in)	9	8.2%	71
HH owns LCD TV	10	9.1%	46
HH owns plasma TV	5	4.7%	53
HH owns projection TV	5	4.5%	81
HH owns video game system	31	27.5%	81
Purchased video game system in last 12 months	8	7.0%	65
HH owns video game system: handheld	13	11.2%	74
HH owns video game system: attached to TV/computer	29	25.2%	86
HH owns video game system: Game Boy	6	5.2%	76
HH owns video game system: Game Boy Advance/SP	5	4.6%	66
HH owns video game system: Nintendo DS	5	4.1%	58

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Electronics and Internet Market Potential

Moscow Village, OH
 Moscow village, OH (3952416)
 Geography: Place

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	4	3.5%	70
HH owns video game system: Nintendo Wii	2	1.9%	26
HH owns video game system: PlayStation 2	21	18.6%	112
HH owns video game system: PlayStation 3	2	1.5%	48
HH owns video game system: Sony PlayStation/PS One	3	2.8%	65
HH owns video game system: Sony PSP	2	2.2%	60
HH owns video game system: Xbox	6	5.0%	88
HH owns video game system: Xbox 360	3	2.6%	41
HH purchased 5+ video games in last 12 months	6	5.3%	81
HH spent \$101+ on video games in last 12 months	5	4.5%	54
Owns MP3 player	24	10.7%	40
Purchased MP3 player in last 12 months	9	3.8%	39
Owns Apple iPod	7	3.3%	28
Purchased Apple iPod in last 12 months	3	1.2%	40
Have any access to the Internet	149	66.5%	79
Have access to Internet: at home	110	49.0%	70
Have access to Internet: at work	45	20.0%	54
Have access to Internet: at school/library	41	18.3%	73
Have access to Internet: not hm/work/school/library	36	16.1%	83
Use Internet less than once a week	13	5.9%	146
Use Internet 1-2 times per week	14	6.3%	113
Use Internet 3-6 times per week	14	6.4%	78
Use Internet once a day	18	8.0%	73
Use Internet 2-4 times per day	20	8.9%	51
Use Internet 5 or more times per day	25	11.3%	45
Any Internet or online usage in last 30 days	105	46.9%	66
Used Internet in last 30 days: at home	87	38.9%	63
Used Internet in last 30 days: at work	35	15.8%	49
Used Internet in last 30 days: at school/library	5	2.0%	29
Used Internet/30 days: not home/work/school/library	11	4.7%	53
Internet last 30 days: used email	86	38.2%	62
Internet last 30 days: used Instant Messenger	30	13.6%	53
Internet last 30 days: paid bills online	34	15.2%	46
Internet last 30 days: visited online blog	8	3.5%	37
Internet last 30 days: wrote online blog	4	1.6%	48
Internet last 30 days: visited chat room	7	3.3%	67
Internet last 30 days: looked for employment	13	5.7%	44
Internet last 30 days: played games online	33	14.6%	70
Internet last 30 days: traded/tracked investments	11	5.0%	44
Internet last 30 days: downloaded music	16	7.3%	39
Internet last 30 days: made phone call	3	1.2%	36
Internet last 30 days: made personal purchase	33	14.5%	48
Internet last 30 days: made business purchase	9	4.2%	42
Internet last 30 days: made travel plans	15	6.7%	39
Internet last 30 days: watched online video	20	8.9%	47
Internet last 30 days: obtained new/used car info	12	5.4%	61
Internet last 30 days: obtained financial info	23	10.2%	43
Internet last 30 days: obtained medical info	26	11.5%	70
Internet last 30 days: obtained latest news	49	21.8%	57
Internet last 30 days: obtained real estate info	9	4.1%	37

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.

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Electronics and Internet Market Potential

Moscow Village, OH
 Moscow village, OH (3952416)
 Geography: Place

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	25	11.0%	48
Ordered anything on Internet in last 12 months	39	17.2%	50
Ordered on Internet/12 mo: airline ticket	6	2.5%	16
Ordered on Internet/12 mo: CD/tape	4	2.0%	41
Ordered on Internet/12 mo: clothing	12	5.2%	37
Ordered on Internet/12 mo: computer	4	1.6%	52
Ordered on Internet/12 mo: computer peripheral	3	1.4%	31
Ordered on Internet/12 mo: DVD	6	2.6%	41
Ordered on Internet/12 mo: flowers	2	1.1%	19
Ordered on Internet/12 mo: software	5	2.4%	39
Ordered on Internet/12 mo: tickets (concerts etc.)	6	2.7%	28
Ordered on Internet/12 mo: toy	4	1.7%	36
Purchased item from amazon.com in last 12 months	11	5.1%	35
Purchased item from barnes&noble.com in last 12 mo	2	0.9%	28
Purchased item from bestbuy.com in last 12 months	2	0.9%	35
Purchased item from ebay.com in last 12 months	14	6.3%	67
Purchased item from walmart.com in last 12 months	7	3.2%	76
Spent on Internet orders last 12 months: <\$100	9	4.2%	74
Spent on Internet orders last 12 months: \$100-199	4	1.8%	33
Spent on Internet orders last 12 months: \$200-499	14	6.0%	75
Spent on Internet orders last 12 months: \$500+	11	4.7%	34
Connection to Internet from home: dial-up modem	32	14.4%	172
Connection to Internet from home: cable modem	18	8.0%	30
Connection to Internet from home: DSL	46	20.4%	83
Connection to Internet from home: wireless	8	3.6%	26
Connection to Internet from home: any broadband	70	31.4%	53
DVDs rented in last 30 days: 1	4	1.9%	67
DVDs rented in last 30 days: 2	4	2.0%	39
DVDs rented in last 30 days: 3	4	2.0%	56
DVDs rented in last 30 days: 4	9	4.1%	104
DVDs rented in last 30 days: 5+	17	7.7%	57
Rented video tape/DVD last month: action/adventure	34	15.4%	75
Rented video tape/DVD last month: classic	3	1.1%	26
Rented video tape/DVD last month: comedy	32	14.3%	69
Rented video tape/DVD last month: drama	19	8.4%	62
Rented video tape/DVD last month: family/children	17	7.5%	85
Rented video tape/DVD last month: foreign	2	0.8%	45
Rented video tape/DVD last month: horror	14	6.1%	84
Rented video tape/DVD last month: romance	13	5.6%	77
Rented video tape/DVD last month: science fiction	7	3.3%	59
Rented video tape/DVD last mo at Blockbuster Video	10	4.6%	37
Rented video tape/DVD last mo at Hollywood Video	3	1.3%	32
Bought video tape/DVD last month: action/adventure	15	6.8%	80
Bought video tape/DVD last month: classic	2	1.1%	33
Bought video tape/DVD last month: comedy	16	7.3%	89
Bought video tape/DVD last month: drama	8	3.5%	83
Bought video tape/DVD last month: family/children	11	4.8%	83
Bought video tape/DVD last month: horror	6	2.9%	85
Bought video tape/DVD last month: romance	4	1.6%	70

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

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Moscow Village, OH
Moscow village, OH (3952416)
Geography: Place

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	3	1.5%	54
Bought blank video tape in last 6 months	24	10.6%	94
Bought 7+ blank video tapes in last 6 months	7	3.2%	120
DVDs purchased in last 30 days: 1	9	4.2%	81
DVDs purchased in last 30 days: 2	11	4.8%	104
DVDs purchased in last 30 days: 3-4	9	3.9%	87
DVDs purchased in last 30 days: 5+	9	3.8%	77
Bought any camera in last 12 months	27	12.0%	94
Spent on cameras in last 12 months: <\$100	15	6.7%	151
Spent on cameras in last 12 months: \$100-199	6	2.8%	89
Spent on cameras in last 12 months: \$200+	2	0.9%	22
Own APS (point & shoot or SLR) camera	5	2.1%	81
Own digital camera	55	24.5%	74
Bought digital camera in last 12 months	9	4.2%	59
Own digital point & shoot camera	43	19.1%	77
Bought digital point & shoot camera in last 12 mo	7	3.1%	63
Own digital SLR camera	14	6.1%	67
Bought digital SLR camera in last 12 months	3	1.5%	59
Own 35mm auto focus point & shoot camera	7	3.0%	67
Own 35mm auto focus single lens reflex camera	3	1.2%	56
Own 35mm auto focus zoom camera	16	7.2%	127
Own 35mm single lens reflex camera	4	1.6%	59
Own Canon camera	18	8.0%	51
Bought Canon camera in last 12 months	3	1.2%	63
Own Fuji camera	12	5.4%	132
Own Kodak camera	29	12.9%	110
Bought Kodak camera in last 12 months	8	3.4%	120
Own Nikon camera	5	2.4%	41
Own Olympus camera	4	1.8%	39
Own Polaroid camera	6	2.5%	109
Bought any camera accessory in last 12 months	77	34.3%	80
Bought film in last 12 months	45	20.2%	105
Bought film in last 12 months: <3 rolls	23	10.1%	115
Bought film in last 12 months: 3-6 rolls	15	6.8%	107
Bought film in last 12 months: 7+ rolls	7	3.3%	74
Bought film in last 12 mo: APS (color prints)	3	1.4%	50
Bought film in last 12 mo: instant developing	5	2.4%	112
Bought film in last 12 mo: 35mm (black & white)	1	0.5%	47
Bought film in last 12 mo: 35mm (color prints)	28	12.5%	110
Bought Fuji film in last 12 months	15	6.9%	133
Bought Kodak film in last 12 months	24	10.9%	90
Bought store-brand film in last 12 months	7	3.1%	147
Purchased film in last 12 mo: department store	13	5.6%	156
Purchased film in last 12 mo: discount store	17	7.4%	159

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

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Moscow village, OH (3952416)
Geography: Place

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	5	2.3%	48
Purchased film in last 12 mo: grocery store	4	1.7%	83
Purchased film in last 12 mo: 1 hour service store	5	2.4%	88
Had film processed at discount store	8	3.5%	108
Had film processed at drug store	6	2.6%	63
Had film processed at 1 hour service store	8	3.4%	123
Bought memory card for camera in last 12 months	13	6.0%	76
Own memory card for camera	44	19.7%	79

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March 27, 2012



Financial Investments Market Potential

Moscow Village, OH
Moscow village, OH (3952416)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		297	319	
Population 18+		224	240	
Households		114	123	
Median Household Income		\$41,725	\$50,202	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		111	49.6%	100
Bank/financial institution: use savings & loan		21	9.4%	90
Bank/financial institution: use credit union		36	16.1%	71
Bank/financial institution: use fed savings bank		2	0.9%	39
Bank/financial institution: use mutual funds co		4	1.8%	55
Bank/financial institution: use Internet Bank		4	1.8%	41
Used ATM/cash machine in last 12 months		76	33.9%	67
Banked in person in last 12 months		102	45.5%	88
Banked by mail in last 12 months		5	2.2%	42
Banked by phone in last 12 months		23	10.3%	68
Did banking over the Internet in last 12 months		27	12.1%	44
Used direct deposit of paycheck in last 12 months		74	33.0%	86
Have interest checking account		57	25.4%	79
Have non-interest checking account		50	22.3%	84
Have money market account		9	4.0%	33
Have savings account		54	24.1%	66
Have 401K retirement savings		27	12.1%	68
Have IRA retirement savings		21	9.4%	62
Have auto loan for new car		20	8.9%	77
Have personal loan for education only		6	2.7%	66
Have personal loan-not for education		9	4.0%	160
Have home mortgage (1st)		28	12.5%	65
Have 2nd mortgage (equity loan)		6	2.7%	43
Have home equity line of credit		6	2.7%	45
Have personal line of credit		5	2.2%	49
Have overdraft protection		19	8.5%	64
Own any securities investment		32	14.3%	57
Own annuities		3	1.3%	44
Own certificate of deposit (6 months or less)		7	3.1%	89
Own certificate of deposit (more than 6 months)		9	4.0%	72
Own common/preferred stock in company you work for		4	1.8%	59
Own common stock in company you don't work for		5	2.2%	35
Own insured money market account (bank)		2	0.9%	43
Own shares in money market fund		3	1.3%	20
Own shares in mutual fund (bonds)		5	2.2%	38
Own shares in mutual fund (stock)		6	2.7%	28
Own any stock		10	4.5%	49
Own stock with market value <\$10000		4	1.8%	57
Own stock with market value \$10000-49999		3	1.3%	53
Own stock with market value \$50000+		3	1.3%	54

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Moscow Village, OH
Moscow village, OH (3952416)
Geography: Place

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	7	3.1%	46
Used financial planning counsel in last 12 months	6	2.7%	34
Used full service brokerage firm in last 12 months	6	2.7%	43
Own any credit/debit card (in own name)	136	60.7%	82
Own American Express card (in own name)	5	2.2%	18
Own Discover card (in own name)	16	7.1%	64
Own MasterCard (in own name)	61	27.2%	80
Own Visa (in own name)	81	36.2%	74
Own any department store credit card (in own name)	50	22.3%	72
Avg monthly credit card expenditures: <\$111	32	14.3%	103
Avg monthly credit card expenditures: \$111-225	16	7.1%	92
Avg monthly credit card expenditures: \$226-450	11	4.9%	66
Avg monthly credit card expenditures: \$451-700	7	3.1%	49
Avg monthly credit card expenditures: \$701+	8	3.6%	27

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March 27, 2012

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Pets and Products Market Potential

Moscow Village, OH
Moscow village, OH (3952416)
Geography: Place

Demographic Summary		2010	2015	
Population		297	319	
Population 18+		224	240	
Households		114	123	
Median Household Income		\$41,725	\$50,202	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		73	64.0%	124
HH owns any bird		2	1.8%	60
HH owns any cat		35	30.7%	127
HH owns any dog		63	55.3%	146
HH owns 1 cat		18	15.8%	123
HH owns 2+ cats		18	15.8%	136
HH owns 1 dog		34	29.8%	127
HH owns 2+ dogs		29	25.4%	173
HH used canned cat food in last 6 months		17	14.9%	128
HH used <4 cans of cat food in last 7 days		6	5.3%	121
HH used 8+ cans of cat food in last 7 days		7	6.1%	171
HH used packaged dry cat food in last 6 months		33	28.9%	125
HH used <5 pounds of packaged dry cat food last mo		10	8.8%	107
HH used 11+ pounds of packaged dry cat food last mo		12	10.5%	146
HH used cat treats in last 6 months		11	9.6%	94
HH used cat litter in last 6 months		25	21.9%	107
HH used canned dog food in last 6 months		21	18.4%	139
HH used packaged dry dog food in last 6 months		59	51.8%	142
HH used <10 pounds of pkgd dry dog food last month		26	22.8%	137
HH used 25+ pounds of pkgd dry dog food last month		18	15.8%	144
HH used dog biscuits/treats in last 6 months		43	37.7%	127
HH used <2 packages of dog biscuits/treats last mo		21	18.4%	124
HH used 4+ packages of dog biscuits/treats last mo		9	7.9%	143
HH used flea/tick care prod for cat/dog last 12 mo		59	51.8%	152
HH member took pet to vet in last 12 mo: 1 time		17	14.9%	118
HH member took pet to vet in last 12 mo: 2 times		13	11.4%	103
HH member took pet to vet in last 12 mo: 3 times		7	6.1%	109
HH member took pet to vet in last 12 mo: 4 times		5	4.4%	106
HH member took pet to vet in last 12 mo: 5+ times		7	6.1%	110
Bought pet food from vet in last 12 months		6	5.3%	103
Bought flea control product from vet in last 12 mo		20	17.5%	132

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Health and Beauty Market Potential

Moscow Village, OH
 Moscow village, OH (3952416)
 Geography: Place

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Demographic Summary		2010	2015	
Population		297	319	
Population 18+		224	240	
Households		114	123	
Median Household Income		\$41,725	\$50,202	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		41	18.3%	61
Exercise at club 2+ times per week		6	2.7%	22
Exercise at other facility (not club) 2+ times/wk		9	4.0%	50
Own stationary bicycle		8	3.6%	63
Own treadmill		16	7.1%	73
Own weight lifting equipment		11	4.9%	38
Presently controlling diet		92	41.1%	100
Diet control for blood sugar level		31	13.8%	189
Diet control for cholesterol level		28	12.5%	123
Diet control to maintain weight		24	10.7%	96
Diet control for physical fitness		15	6.7%	67
Diet control for salt restriction		13	5.8%	174
Diet control for weight loss		28	12.5%	88
Used doctor's care/diet for diet method		10	4.5%	148
Used exercise program for diet method		10	4.5%	53
Used Weight Watchers as diet method		6	2.7%	88
Buy foods specifically labeled as fat-free		35	15.6%	89
Buy foods specifically labeled as high fiber		19	8.5%	74
Buy foods specifically labeled as high protein		10	4.5%	82
Buy foods specifically labeled as lactose-free		2	0.9%	48
Buy foods specifically labeled as low-calorie		21	9.4%	87
Buy foods specifically labeled as low-carb		19	8.5%	110
Buy foods specifically labeled as low-cholesterol		21	9.4%	113
Buy foods specifically labeled as low-fat		27	12.1%	91
Buy foods specifically labeled as low-sodium		21	9.4%	104
Buy foods specifically labeled as natural/organic		5	2.2%	27
Buy foods specifically labeled as sugar-free		34	15.2%	114
Used butter alternatives in last 6 months		10	4.5%	107
Used egg alternatives in last 6 months		23	10.3%	72
Used salt alternatives in last 6 months		58	25.9%	93
Drank meal/dietary supplement in last 6 months		16	7.1%	98
Used nutrition/energy bar in last 6 months		17	7.6%	54
Drank sports drink/thirst quencher in last 6 mo		59	26.3%	83
Used vitamin/dietary supplement in last 6 months		98	43.8%	90
Vitamin/dietary suppl used/6 mo: antioxidant		5	2.2%	77
Vitamin/dietary suppl used/6 mo: B complex		7	3.1%	64
Vitamin/dietary suppl used/6 mo: B complex+C		2	0.9%	46
Vitamin/dietary suppl used/6 mo: B-6		3	1.3%	66
Vitamin/dietary suppl used/6 mo: B-12		12	5.4%	95
Vitamin/dietary suppl used/6 mo: C		9	4.0%	48
Vitamin/dietary suppl used/6 mo: calcium		19	8.5%	79

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Health and Beauty Market Potential

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www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	9	4.0%	82
Vitamin/dietary suppl used/6 mo: E	9	4.0%	81
Vitamin/dietary suppl used/6 mo: garlic	2	0.9%	52
Vitamin/dietary suppl used/6 mo: glucosamine	7	3.1%	68
Vitamin/dietary suppl used/6 mo: multiple formula	16	7.1%	61
Vitamin/dietary suppl used/6 mo: multiple w/iron	5	2.2%	52
Vitamin/dietary suppl used/6 mo: mult w/minerals	10	4.5%	75
Vitamin/dietary suppl used/6 mo: zinc	3	1.3%	58
Vitamin/dietary suppl/6 mo: Caltrate 600	5	2.2%	84
Vitamin/dietary suppl/6 mo: Centrum	11	4.9%	84
Vitamin/dietary suppl/6 mo: Nature Made	7	3.1%	53
Visited doctor in last 12 months	177	79.0%	102
Visited doctor in last 12 months: 1-3 times	79	35.3%	104
Visited doctor in last 12 months: 4-7 times	48	21.4%	96
Visited doctor in last 12 months: 8+ times	50	22.3%	103
Visited doctor in last 12 mo: allergist	3	1.3%	56
Visited doctor in last 12 mo: cardiologist	18	8.0%	114
Visited doctor in last 12 mo: chiropractor	12	5.4%	72
Visited doctor in last 12 mo: dentist	57	25.4%	67
Visited doctor in last 12 mo: dermatologist	9	4.0%	56
Visited doctor in last 12 mo: ear/nose/throat	9	4.0%	87
Visited doctor in last 12 mo: eye	42	18.8%	91
Visited doctor in last 12 mo: general/family	111	49.6%	116
Visited doctor in last 12 mo: internist	8	3.6%	49
Visited doctor in last 12 mo: physical therapist	9	4.0%	89
Visited doctor in last 12 mo: podiatrist	5	2.2%	66
Visited doctor in last 12 mo: urologist	9	4.0%	104
Visited nurse practitioner in last 12 months	14	6.3%	149
Wear regular/sun/tinted prescription eyeglasses	77	34.4%	100
Wear bi-focals	55	24.6%	156
Wear disposable contact lenses	8	3.6%	55
Wear soft contact lenses	17	7.6%	86
Spent on contact lenses in last 12 mo: <\$100	7	3.1%	112
Spent on contact lenses in last 12 mo: \$100-199	6	2.7%	72
Spent on contact lenses in last 12 mo: \$200+	5	2.2%	74
Bought prescription eyewear: discount optical ctr	21	9.4%	118
Bought prescription eyewear: from eye doctor	63	28.1%	110
Bought prescription eyewear: retail optical chain	19	8.5%	77
Used prescription drug for allergy/hay fever	16	7.1%	102
Used prescription drug for anxiety/panic	13	5.8%	142
Used prescription drug for arthritis/rheumatism	12	5.4%	204
Used prescription drug for asthma	8	3.6%	87
Used prescription drug for backache/back pain	24	10.7%	145
Used prescription drug for depression	19	8.5%	144
Used prescr drug for diabetes (insulin dependent)	9	4.0%	203
Used prescr drug for diabetes (non-insulin)	15	6.7%	180
Used prescription drug for eczema/skin itch/rash	4	1.8%	86

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Health and Beauty Market Potential

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 Moscow village, OH (3952416)
 Geography: Place

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	24	10.7%	162
Used prescription drug for high blood pressure	42	18.8%	150
Used prescription drug for high cholesterol	21	9.4%	108
Used prescription drug for migraine headache	11	4.9%	133
Used prescription drug for sinus congest./headache	15	6.7%	138
Used prescription drug for urinary tract infection	9	4.0%	129
Used last 6 mo: adhesive bandages	135	60.3%	109
Used last 6 mo: athlete's foot/foot care product	35	15.6%	112
Used last 6 mo: cold/sinus/allergy med (nonprescr)	111	49.6%	104
Used last 6 mo: children's cold tablets/liquids	31	13.8%	92
Used last 6 mo: contact lens cleaning solution	22	9.8%	81
Used last 6 mo: cotton swabs	100	44.6%	93
Used last 6 mo: cough/sore throat drops (nonprescr)	111	49.6%	105
Used last 6 mo: cough syrup/suppressant (nonprescr)	86	38.4%	112
Used last 6 mo: children's cough syrup	34	15.2%	107
Used last 6 mo: diarrhea remedy	52	23.2%	142
Used last 6 mo: eye wash and drops	76	33.9%	111
Used last 6 mo: headache/pain reliever (nonprescr)	189	84.4%	101
Used last 6 mo: hemorrhoid remedy	34	15.2%	170
Used last 6 mo: indigestion/upset stomach remedy	113	50.4%	112
Used last 6 mo: lactose intolerance product	6	2.7%	76
Used last 6 mo: laxative/fiber supplement	41	18.3%	132
Used last 6 mo: medicated skin ointment	82	36.6%	116
Used last 6 mo: medicated throat remedy	31	13.8%	121
Used last 6 mo: nasal spray	41	18.3%	115
Used last 6 mo: pain reliever/fever reducer (kids)	49	21.9%	99
Used last 6 mo: pain relieving rub/liquid/patch	66	29.5%	117
Used last 6 mo: sleeping tablets (nonprescription)	12	5.4%	99
Used last 12 mo: sunburn remedy	40	17.9%	116
Used last 12 mo: suntan/sunscreen product	69	30.8%	80
Used last 12 mo: SPF 15+ suntan/sunscreen product	46	20.5%	68
Used last 6 mo: toothache/gum/canker sore remedy	53	23.7%	141
Used last 6 mo: vitamins for children	24	10.7%	73
Used body powder in last 6 months	80	35.7%	128
Used body powder <3 times in last 7 days	31	13.8%	117
Used body powder 8+ times in last 7 days	6	2.7%	122
Used body wash/shower gel in last 6 months	122	54.5%	105
Used breath freshener in last 6 months	100	44.6%	96
Used complexion care product in last 6 months	93	41.5%	88
Used complexion care product <7 times last week	29	12.9%	95
Used complexion care product 11+ times last week	31	13.8%	83
Used complexion care prod: dry facial skin type	18	8.0%	110
Used complexion care prod: normal facial skin type	29	12.9%	85
Used complexion care prod: oily facial skin type	11	4.9%	81
Used dental floss in last 6 months	121	54.0%	87

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

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



Health and Beauty Market Potential

Moscow Village, OH
 Moscow village, OH (3952416)
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	42	18.8%	93
Used denture adhesive/fixative in last 6 months	26	11.6%	185
Used denture cleaner in last 6 months	44	19.6%	177
Used deodorant/antiperspirant in last 6 months	214	95.5%	103
Used deodorant/antiperspirant <8 times last week	148	66.1%	96
Used deodorant/antiperspirant 15+ times last week	17	7.6%	126
Used disposable razor in last 6 months	144	64.3%	123
Used electric shaver in last 6 months	40	17.9%	95
Used hair coloring product (at home) last 6 months	42	18.8%	94
Used hair conditioner (at home) in last 6 months	138	61.6%	99
Used hair conditioning treatment (at home)/6 mo	50	22.3%	95
Used hair growth product in last 6 months	2	0.9%	39
Used hair mousse in last 6 months	43	19.2%	111
Used hair spray (at home) in last 6 months	103	46.0%	127
Used hair styling gel/lotion in last 6 months	45	20.1%	75
Used hand & body cream/lotion/oil in last 6 months	158	70.5%	97
Used hand & body cream/lotion/oil <5 times last wk	56	25.0%	117
Used hand & body cream/lotion/oil 9+ times last wk	51	22.8%	92
Used hand & body cream in last 6 months	28	12.5%	71
Used hand & body lotion in last 6 months	106	47.3%	96
Used hand & body oil in last 6 months	12	5.4%	103
Used lip care in last 6 months	134	59.8%	100
Used liquid soap/hand sanitizer in last 6 months	167	74.6%	97
Used mouthwash in last 6 months	160	71.4%	108
Used mouthwash <4 times in last 7 days	51	22.8%	106
Used mouthwash 8+ times in last 7 days	50	22.3%	141
Used shampoo (at home) in last 6 months	210	93.8%	102
Used shampoo plus conditioner prod (at home)/6 mo	48	21.4%	111
Used shaving cream/gel in last 6 months	133	59.4%	114
Used personal care soap (bar) in last 6 months	195	87.1%	104
Used personal care soap for antibacterial purpose	41	18.3%	95
Used personal care soap for complexion	11	4.9%	72
Used personal care soap for deodorant	46	20.5%	127
Use personal care soap for moisturizing	50	22.3%	103
Bought toothbrush in last 6 months	189	84.4%	99
Bought electric toothbrush in last 6 months	5	2.2%	33
Used toothpaste in last 6 months	208	92.9%	97
Used toothpaste <8 times in last 7 days	77	34.4%	107
Used toothpaste 15+ times in last 7 days	33	14.7%	91
Used toothpaste with baking soda in last 6 months	28	12.5%	109
Used toothpaste (gel) in last 6 months	69	30.8%	111
Used toothpaste (paste) in last 6 months	98	43.8%	90
Used whitening toothpaste in last 6 months	82	36.6%	105
Used tooth whitener (not toothpaste) last 6 months	17	7.6%	71
Had professional manicure/pedicure last 6 months	21	9.4%	55
Had professional facial/massage last 6 months	6	2.7%	28
Spent \$100+ at barber shops in last 6 months	4	1.8%	33
Spent \$100+ at beauty parlors in last 6 months	20	8.9%	56

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March 27, 2012

Made with Esri Business Analyst



Restaurant Market Potential

Moscow Village, OH
 Moscow village, OH (3952416)
 Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary	2010	2015
Population	297	319
Population 18+	224	240
Households	114	123
Median Household Income	\$41,725	\$50,202

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	141	62.9%	87
Family restaurant/steak house last month: <2 times	51	22.8%	89
Family restaurant/steak house last month: 2-4 times	51	22.8%	84
Family restaurant/steak house last month: 5+ times	39	17.4%	90
Family restaurant/steak house last 6 months: breakfast	23	10.3%	78
Family restaurant/steak house last 6 months: lunch	54	24.1%	97
Family restaurant/steak house last 6 months: snack	3	1.3%	48
Family restaurant/steak house last 6 months: dinner	102	45.5%	86
Family restaurant/steak house last 6 months: weekday	71	31.7%	82
Family restaurant/steak house last 6 months: weekend	94	42.0%	94
Family restaurant/steak house last 6 months: Applebee's	40	17.9%	71
Family restaurant/steak house last 6 months: Bennigan's	1	0.4%	20
Family restaurant/steak house last 6 months: Bob Evans Farm	6	2.7%	58
Family restaurant/steak house last 6 months: Cheesecake Factory	3	1.3%	20
Family restaurant/steak house last 6 months: Chili's Grill & Bar	16	7.1%	62
Family restaurant/steak house last 6 months: Cracker Barrel	45	20.1%	181
Family restaurant/steak house last 6 months: Denny's	11	4.9%	54
Family restaurant/steak house last 6 months: Friendly's	4	1.8%	45
Family restaurant/steak house last 6 months: Golden Corral	22	9.8%	136
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	16	7.1%	61
Family restaurant/steak house last 6 months: Lone Star Steakhouse	6	2.7%	98
Family restaurant/steak house last 6 months: Old Country Buffet	2	0.9%	31
Family restaurant/steak house last 6 months: Olive Garden	24	10.7%	60
Family restaurant/steak house last 6 months: Outback Steakhouse	21	9.4%	82
Family restaurant/steak house last 6 months: Perkins	6	2.7%	74
Family restaurant/steak house last 6 months: Red Lobster	26	11.6%	86
Family restaurant/steak house last 6 months: Red Robin	4	1.8%	32
Family restaurant/steak house last 6 months: Ruby Tuesday	17	7.6%	91
Family restaurant/steak house last 6 months: Ryan's	36	16.1%	427
Family restaurant/steak house last 6 months: Sizzler	2	0.9%	30
Family restaurant/steak house last 6 months: T.G.I. Friday's	11	4.9%	48
Went to fast food/drive-in restaurant in last 6 months	201	89.7%	101
Went to fast food/drive-in restaurant <6 times/month	69	30.8%	88
Went to fast food/drive-in restaurant 6-13 times/month	69	30.8%	106
Went to fast food/drive-in restaurant 14+ times/month	63	28.1%	113
Fast food/drive-in last 6 months: breakfast	71	31.7%	115
Fast food/drive-in last 6 months: lunch	129	57.6%	98
Fast food/drive-in last 6 months: snack	30	13.4%	77
Fast food/drive-in last 6 months: dinner	109	48.7%	100

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

Restaurant Market Potential

Moscow Village, OH
Moscow village, OH (3952416)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	149	66.5%	100
Fast food/drive-in last 6 months: weekend	106	47.3%	98
Fast food/drive-in last 6 months: A & W	7	3.1%	69
Fast food/drive-in last 6 months: Arby's	56	25.0%	121
Fast food/drive-in last 6 months: Boston Market	2	0.9%	19
Fast food/drive-in last 6 months: Burger King	89	39.7%	110
Fast food/drive-in last 6 months: Captain D's	42	18.8%	365
Fast food/drive-in last 6 months: Carl's Jr.	1	0.4%	7
Fast food/drive-in last 6 months: Checkers	11	4.9%	154
Fast food/drive-in last 6 months: Chick-fil-A	36	16.1%	125
Fast food/drive-in last 6 months: Chipotle Mex. Grill	3	1.3%	22
Fast food/drive-in last 6 months: Chuck E. Cheese	10	4.5%	100
Fast food/drive-in last 6 months: Church's Fr. Chicken	4	1.8%	42
Fast food/drive-in last 6 months: Dairy Queen	40	17.9%	112
Fast food/drive-in last 6 months: Del Taco	1	0.4%	13
Fast food/drive-in last 6 months: Domino's Pizza	33	14.7%	110
Fast food/drive-in last 6 months: Dunkin' Donuts	7	3.1%	27
Fast food/drive-in last 6 months: Fuddruckers	3	1.3%	48
Fast food/drive-in last 6 months: Hardee's	54	24.1%	354
Fast food/drive-in last 6 months: Jack in the Box	10	4.5%	43
Fast food/drive-in last 6 months: KFC	85	37.9%	138
Fast food/drive-in last 6 months: Little Caesars	16	7.1%	98
Fast food/drive-in last 6 months: Long John Silver's	28	12.5%	198
Fast food/drive-in last 6 months: McDonald's	142	63.4%	113
Fast food/drive-in last 6 months: Panera Bread	4	1.8%	18
Fast food/drive-in last 6 months: Papa John's	17	7.6%	87
Fast food/drive-in last 6 months: Pizza Hut	53	23.7%	107
Fast food/drive-in last 6 months: Popeyes	7	3.1%	43
Fast food/drive-in last 6 months: Quiznos	11	4.9%	55
Fast food/drive-in last 6 months: Sonic Drive-In	51	22.8%	193
Fast food/drive-in last 6 months: Starbucks	10	4.5%	30
Fast food/drive-in last 6 months: Steak n Shake	11	4.9%	98
Fast food/drive-in last 6 months: Subway	60	26.8%	84
Fast food/drive-in last 6 months: Taco Bell	75	33.5%	104
Fast food/drive-in last 6 months: Wendy's	74	33.0%	106
Fast food/drive-in last 6 months: Whataburger	4	1.8%	37
Fast food/drive-in last 6 months: White Castle	7	3.1%	77
Fast food/drive-in last 6 months: eat in	88	39.3%	104
Fast food/drive-in last 6 months: home delivery	18	8.0%	77
Fast food/drive-in last 6 months: take-out/drive-thru	126	56.3%	107
Fast food/drive-in last 6 months: take-out/walk-in	42	18.8%	76

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March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Moscow Village, OH
 Moscow village, OH (3952416)
 Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		297	319	
Population 18+		224	240	
Households		114	123	
Median Household Income		\$41,725	\$50,202	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Participated in aerobics		6	2.7%	27
Participated in archery		7	3.1%	118
Participated in backpacking/hiking		9	4.0%	43
Participated in baseball		7	3.1%	60
Participated in basketball		13	5.8%	62
Participated in bicycling (mountain)		2	0.9%	24
Participated in bicycling (road)		6	2.7%	28
Participated in boating (power)		10	4.5%	73
Participated in bowling		11	4.9%	42
Participated in canoeing/kayaking		3	1.3%	28
Participated in downhill skiing		2	0.9%	31
Participated in fishing (fresh water)		37	16.5%	126
Participated in fishing (salt water)		6	2.7%	59
Participated in football		9	4.0%	64
Participated in Frisbee		5	2.2%	41
Participated in golf		8	3.6%	34
Play golf < once a month		4	1.8%	45
Play golf 1+ times a month		5	2.2%	41
Participated in horseback riding		7	3.1%	103
Participated in hunting with rifle		15	6.7%	138
Participated in hunting with shotgun		16	7.1%	168
Participated in ice skating		3	1.3%	46
Participated in jogging/running		5	2.2%	21
Participated in martial arts		2	0.9%	64
Participated in motorcycling		7	3.1%	85
Participated in Pilates		3	1.3%	41
Participated in roller skating		4	1.8%	85
Participated in snowboarding		2	0.9%	46
Participated in soccer		4	1.8%	42
Participated in softball		5	2.2%	57
Participated in swimming		28	12.5%	64
Participated in target shooting		8	3.6%	93
Participated in tennis		4	1.8%	42
Participated in volleyball		6	2.7%	77
Participated in walking for exercise		48	21.4%	72
Participated in weight lifting		10	4.5%	38
Participated in yoga		3	1.3%	23
Spent on high end sports/recreation equipment/12 mo: <\$250		8	3.6%	81
Spent on high end sports/recreation equipment/12 mo: \$250+		3	1.3%	34
Attend sports event: auto racing (NASCAR)		15	6.7%	91
Attend sports event: auto racing (not NASCAR)		12	5.4%	85
Attend sports event: baseball game		14	6.3%	42

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March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Moscow Village, OH
 Moscow village, OH (3952416)
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	11	4.9%	62
Attend sports event: basketball game (pro)	9	4.0%	47
Attend sports event: football game (college)	15	6.7%	65
Attend sports event: football-Monday night game (pro)	9	4.0%	66
Attend sports event: football-weekend game (pro)	8	3.6%	39
Attend sports event: golf tournament	7	3.1%	56
Attend sports event: ice hockey game	7	3.1%	47
Attend sports event: soccer game	6	2.7%	43
Attend sports event: tennis match	6	2.7%	54
Attended adult education course in last 12 months	7	3.1%	47
Attended auto show in last 12 months	15	6.7%	81
Went to bar/night club in last 12 months	19	8.5%	44
Went to beach in last 12 months	30	13.4%	55
Attended dance performance in last 12 months	6	2.7%	60
Danced/went dancing in last 12 months	9	4.0%	42
Dined out in last 12 months	83	37.1%	75
Dine out < once a month	8	3.6%	76
Dine out once a month	12	5.4%	87
Dine out 2-3 times a month	15	6.7%	58
Dine out once a week	20	8.9%	77
Dine out 2+ times per week	18	8.0%	81
Gambled at casino in last 12 months	13	5.8%	36
Gambled at casino 6+ times in last 12 months	3	1.3%	49
Gambled in Atlantic City in last 12 months	1	0.4%	18
Gambled in Las Vegas in last 12 months	2	0.9%	19
Attended horse races in last 12 months	3	1.3%	45
Attended movies in last 6 months	92	41.1%	70
Attended movies in last 90 days: < once a month	57	25.4%	79
Attended movies in last 90 days: once a month	9	4.0%	39
Attended movies in last 90 days: 2-3 times a month	8	3.6%	53
Attended movies in last 90 days: once/week or more	4	1.8%	70
Prefer to see movie after second week of release	41	18.3%	77
Went to museum in last 12 months	7	3.1%	24
Attended music performance in last 12 months	28	12.5%	53
Attended country music performance in last 12 mo	13	5.8%	114
Attended rock music performance in last 12 months	5	2.2%	20
Attended classical music/opera performance/12 mo	4	1.8%	39
Went to live theater in last 12 months	5	2.2%	17
Visited a theme park in last 12 months	28	12.5%	58
Visited Disney World (FL)/12 mo: Magic Kingdom	5	2.2%	66
Visited any Sea World in last 12 months	2	0.9%	26
Visited any Six Flags in last 12 months	4	1.8%	31
Went to zoo in last 12 months	16	7.1%	56
Played backgammon in last 12 months	2	0.9%	45
Participated in book club in last 12 months	5	2.2%	70
Played billiards/pool in last 12 months	9	4.0%	42
Played bingo in last 12 months	7	3.1%	74
Did birdwatching in last 12 months	10	4.5%	72
Played board game in last 12 months	21	9.4%	57

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March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Moscow Village, OH
 Moscow village, OH (3952416)
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	35	15.6%	75
Played chess in last 12 months	4	1.8%	49
Cooked for fun in last 12 months	32	14.3%	69
Did crossword puzzle in last 12 months	22	9.8%	67
Participated in fantasy sports league last 12 mo	2	0.9%	27
Flew a kite in last 12 months	4	1.8%	63
Did furniture refinishing in last 12 months	4	1.8%	55
Did indoor gardening/plant care in last 12 months	19	8.5%	84
Participated in karaoke in last 12 months	4	1.8%	40
Bought lottery ticket in last 12 months	61	27.2%	79
Bought lottery ticket in last 12 mo: Daily Drawing	7	3.1%	64
Bought lottery ticket in last 12 mo: Instant Game	33	14.7%	93
Bought lottery ticket in last 12 mo: Lotto Drawing	37	16.5%	77
Played lottery: <3 times in last 30 days	25	11.2%	71
Played lottery: 3-7 times in last 30 days	20	8.9%	93
Played lottery: 8+ times in last 30 days	16	7.1%	77
Played musical instrument in last 12 months	14	6.3%	78
Did painting/drawing in last 12 months	7	3.1%	48
Did photography in last 12 months	16	7.1%	57
Read book in last 12 months	65	29.0%	71
Participated in trivia games in last 12 months	5	2.2%	37
Played video game in last 12 months	17	7.6%	57
Did woodworking in last 12 months	9	4.0%	85
Participated in word games in last 12 months	14	6.3%	66
Member of AARP	27	12.1%	78
Member of business club	2	0.9%	36
Member of charitable organization	3	1.3%	21
Member of church board	13	5.8%	135
Member of fraternal order	4	1.8%	51
Member of religious club	17	7.6%	119
Member of union	4	1.8%	34
Member of veterans club	7	3.1%	92
Bought any children`s toy/game in last 12 months	71	31.7%	92
Spent on toys/games in last 12 months: <\$50	14	6.3%	103
Spent on toys/games in last 12 months: \$50-99	5	2.2%	81
Spent on toys/games in last 12 months: \$100-199	15	6.7%	93
Spent on toys/games in last 12 months: \$200-499	22	9.8%	91
Spent on toys/games in last 12 months: \$500+	12	5.4%	93
Bought infant toy in last 12 months	18	8.0%	96
Bought pre-school toy in last 12 months	14	6.3%	77
Spent on toys/games (for child <6)/12 mo: <\$100	25	11.2%	101
Spent on toys/games (for child <6)/12 mo: \$100-199	8	3.6%	53
Spent on toys/games (for child <6)/12 mo: \$200+	17	7.6%	98
Bought for child in last 12 mo: boy action figure	18	8.0%	99
Bought for child in last 12 mo: girl action figure	5	2.2%	72
Bought for child in last 12 mo: bicycle	15	6.7%	98
Bought for child in last 12 mo: board game	25	11.2%	94

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March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Moscow Village, OH
Moscow village, OH (3952416)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	9	4.0%	119
Bought for child in last 12 mo: car	26	11.6%	126
Bought for child in last 12 mo: construction toy	12	5.4%	109
Bought for child in last 12 mo: large/baby doll	15	6.7%	103
Bought for child in last 12 mo: fashion doll	13	5.8%	114
Bought for child in last 12 mo: plush doll/animal	17	7.6%	90
Bought for child in last 12 mo: doll accessories	9	4.0%	100
Bought for child in last 12 mo: doll clothing	11	4.9%	119
Bought for child in last 12 mo: educational toy	23	10.3%	75
Bought for child in last 12 mo: electronic game	20	8.9%	96
Bought for child in last 12 mo: mechanical toy	10	4.5%	112
Bought for child in last 12 mo: model kit/set	4	1.8%	69
Bought for child in last 12 mo: sound game	8	3.6%	127
Bought for child in last 12 mo: water toy	22	9.8%	102
Bought for child in last 12 mo: word game	7	3.1%	81
Bought book in last 12 months	78	34.8%	69
Bought 1-3 books in last 12 months	36	16.1%	82
Bought 4-9 books in last 12 months	23	10.3%	66
Bought 10+ books in last 12 months	18	8.0%	53
Bought paperback book in last 12 months	59	26.3%	70
Bought <3 paperback books in last 12 months	24	10.7%	83
Bought 3-6 paperback books in last 12 months	17	7.6%	58
Bought 7+ paperback books in last 12 months	18	8.0%	68
Bought hardcover book in last 12 months	43	19.2%	69
Bought <3 hardcover books in last 12 months	23	10.3%	84
Bought 3-5 hardcover books in last 12 months	11	4.9%	61
Bought 6+ hardcover books in last 12 months	9	4.0%	51
Bought book (fiction) in last 12 months	47	21.0%	75
Bought book (non-fiction) in last 12 months	32	14.3%	56
Bought biography in last 12 months	5	2.2%	31
Bought children`s book in last 12 months	23	10.3%	81
Bought cookbook in last 12 months	19	8.5%	77
Bought desk dictionary in last 12 months	3	1.3%	66
Bought history book in last 12 months	8	3.6%	47
Bought mystery book in last 12 months	17	7.6%	68
Bought personal/business self-help book last 12 mo	6	2.7%	37
Bought religious book (not bible) last 12 months	13	5.8%	77
Bought romance book in last 12 months	10	4.5%	68
Bought science fiction book in last 12 months	6	2.7%	59
Bought book through book club in last 12 months	8	3.6%	83
Bought book at book store in last 12 months	36	16.1%	48
Bought book at Barnes & Noble in last 12 months	12	5.4%	27
Bought book at Borders in last 12 months	3	1.3%	12
Bought book at convenience store in last 12 months	4	1.8%	80
Bought book at department store in last 12 months	20	8.9%	117
Bought book at drug store in last 12 months	5	2.2%	98
Bought book through Internet in last 12 mo	12	5.4%	53
Bought book through mail order in last 12 months	10	4.5%	131
Bought book at supermarket in last 12 months	10	4.5%	86
Bought book at warehouse store in last 12 months	6	2.7%	46

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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Retail Goods and Services Expenditures

Moscow Village, OH
 Moscow village, OH (3952416)
 Geography: Place

www.ClermontCountyOhio.biz

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Southern Satellites	100.0%	Population	297	319
Top Rung	0.0%	Households	114	123
Suburban Splendor	0.0%	Families	87	93
Connoisseurs	0.0%	Median Age	36.9	37.5
Boomburbs	0.0%	Median Household Income	\$41,725	\$50,202
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		50	\$1,196.21	\$136,368
Men's		46	\$210.84	\$24,035
Women's		43	\$352.81	\$40,221
Children's		63	\$250.98	\$28,611
Footwear		38	\$158.21	\$18,035
Watches & Jewelry		67	\$129.64	\$14,778
Apparel Products and Services (1)		100	\$93.75	\$10,687
Computer				
Computers and Hardware for Home Use		69	\$131.58	\$15,000
Software and Accessories for Home Use		66	\$18.84	\$2,148
Entertainment & Recreation		78	\$2,527.03	\$288,081
Fees and Admissions		55	\$338.32	\$38,569
Membership Fees for Clubs (2)		53	\$86.94	\$9,911
Fees for Participant Sports, excl. Trips		60	\$63.85	\$7,278
Admission to Movie/Theatre/Opera/Ballet		57	\$86.22	\$9,829
Admission to Sporting Events, excl. Trips		65	\$38.71	\$4,413
Fees for Recreational Lessons		46	\$62.31	\$7,103
Dating Services		40	\$0.31	\$35
TV/Video/Audio		79	\$980.72	\$111,802
Community Antenna or Cable TV		86	\$623.40	\$71,067
Televisions		70	\$134.45	\$15,327
VCRs, Video Cameras, and DVD Players		72	\$14.75	\$1,681
Video Cassettes and DVDs		79	\$41.52	\$4,734
Video and Computer Game Hardware and Software		68	\$37.68	\$4,296
Satellite Dishes		98	\$1.23	\$140
Rental of Video Cassettes and DVDs		71	\$29.44	\$3,356
Streaming/Downloaded Video		48	\$0.67	\$76
Audio (3)		63	\$92.11	\$10,500
Rental and Repair of TV/Radio/Sound Equipment		72	\$5.48	\$625
Pets		106	\$457.21	\$52,122
Toys and Games (4)		83	\$120.63	\$13,751
Recreational Vehicles and Fees (5)		97	\$312.78	\$35,656
Sports/Recreation/Exercise Equipment (6)		68	\$122.72	\$13,991
Photo Equipment and Supplies (7)		72	\$74.24	\$8,463
Reading (8)		69	\$106.14	\$12,099
Catered Affairs (9)		58	\$14.29	\$1,628
Food		78	\$5,985.88	\$682,390
Food at Home		79	\$3,552.75	\$405,013
Bakery and Cereal Products		81	\$482.70	\$55,028
Meats, Poultry, Fish, and Eggs		80	\$827.38	\$94,321
Dairy Products		81	\$405.09	\$46,180
Fruits and Vegetables		73	\$575.63	\$65,622
Snacks and Other Food at Home (10)		81	\$1,261.95	\$143,863
Food Away from Home		76	\$2,433.13	\$277,377
Alcoholic Beverages		62	\$354.50	\$40,413
Nonalcoholic Beverages at Home		82	\$357.01	\$40,699

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

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

March 27, 2012

Made with Esri Business Analyst



Retail Goods and Services Expenditures

Moscow Village, OH
Moscow village, OH (3952416)
Geography: Place

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	68	\$1,177.78	\$134,267
Vehicle Loans	97	\$4,767.70	\$543,518
Health			
Nonprescription Drugs	96	\$99.33	\$11,323
Prescription Drugs	103	\$512.55	\$58,431
Eyeglasses and Contact Lenses	74	\$57.04	\$6,502
Home			
Mortgage Payment and Basics (11)	66	\$6,210.85	\$708,037
Maintenance and Remodeling Services	63	\$1,242.86	\$141,686
Maintenance and Remodeling Materials (12)	90	\$335.81	\$38,283
Utilities, Fuel, and Public Services	87	\$3,928.91	\$447,896
Household Furnishings and Equipment			
Household Textiles (13)	73	\$97.79	\$11,148
Furniture	71	\$425.21	\$48,474
Floor Coverings	61	\$45.87	\$5,230
Major Appliances (14)	87	\$262.75	\$29,954
Housewares (15)	65	\$55.65	\$6,344
Small Appliances	79	\$26.01	\$2,965
Luggage	64	\$5.94	\$677
Telephones and Accessories	51	\$21.66	\$2,469
Household Operations			
Child Care	68	\$316.72	\$36,106
Lawn and Garden (16)	83	\$345.95	\$39,438
Moving/Storage/Freight Express	65	\$39.47	\$4,500
Housekeeping Supplies (17)	85	\$592.88	\$67,589
Insurance			
Owners and Renters Insurance	94	\$433.86	\$49,460
Vehicle Insurance	81	\$942.63	\$107,459
Life/Other Insurance	86	\$360.29	\$41,073
Health Insurance	88	\$1,705.34	\$194,408
Personal Care Products (18)	78	\$309.09	\$35,236
School Books and Supplies (19)	72	\$76.34	\$8,702
Smoking Products	99	\$422.39	\$48,153
Transportation			
Vehicle Purchases (Net Outlay) (20)	87	\$3,798.56	\$433,035
Gasoline and Motor Oil	94	\$2,692.30	\$306,922
Vehicle Maintenance and Repairs	78	\$737.42	\$84,066
Travel			
Airline Fares	48	\$222.15	\$25,325
Lodging on Trips	63	\$273.30	\$31,156
Auto/Truck/Van Rental on Trips	46	\$16.79	\$1,914
Food and Drink on Trips	68	\$294.04	\$33,520

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



Retail Goods and Services Expenditures

Moscow Village, OH
Moscow village, OH (3952416)
Geography: Place

www.ClermontCountyOhio.biz

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

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

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

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Moscow Village, OH
Moscow village, OH (3952416)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		297	319
Households		114	123
Families		87	93
Median Age		36.9	37.5
Median Household Income		\$41,725	\$50,202
		Spending Potential Index	Average Amount Spent
Products			Total
Vehicle Coolant/Brake/Transmission Fluids	103	\$4.92	\$560
Gasoline	93	\$2,606.49	\$297,140
Motor Oil	111	\$13.21	\$1,506
Vehicle Parts/Equipment and Accessories	91	\$51.10	\$5,825
Tire Purchase/Replacement	94	\$135.32	\$15,426
Vehicle Audio/Video Equipment and Installation	58	\$4.15	\$473
Vehicle Cleaning Products and Services	59	\$4.81	\$549
Services			
Auto Repair Service Policy	82	\$13.47	\$1,535
Membership Fees for Automobile Service Clubs	64	\$14.08	\$1,605
Global Positioning Services	71	\$1.79	\$204
Vehicle Air Conditioning Repair	69	\$12.24	\$1,395
Vehicle Body Work and Painting	74	\$28.16	\$3,210
Vehicle Brake Work	65	\$51.51	\$5,872
Vehicle Clutch/Transmission Repair	93	\$42.75	\$4,874
Vehicle Cooling System Repair	71	\$20.68	\$2,358
Vehicle Drive Shaft and Rear-end Repair	79	\$6.81	\$776
Vehicle Electrical System Repair	72	\$24.99	\$2,848
Vehicle Exhaust System Repair	64	\$8.60	\$981
Vehicle Front End Alignment/Wheel Balance & Rotation	82	\$15.21	\$1,733
Lube/Oil Change and Oil Filters	89	\$80.13	\$9,134
Vehicle Motor Repair/Replacement	75	\$69.12	\$7,880
Vehicle Motor Tune-up	60	\$37.07	\$4,226
Vehicle Shock Absorber Replacement	65	\$4.35	\$496
Vehicle Steering/Front End Repair	67	\$18.69	\$2,130
Tire Repair and Other Repair Work	68	\$44.34	\$5,055

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

Moscow Village, OH
Moscow village, OH (3952416)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary	2010	2015	
Population	297	319	
Households	114	123	
Families	87	93	
Median Age	36.9	37.5	
Median Household Income	\$41,725	\$50,202	
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	65	\$3,692.83	\$420,983
Savings Accounts	65	\$8,601.53	\$980,575
U.S. Savings Bonds	75	\$308.01	\$35,114
Stocks, Bonds & Mutual Funds	58	\$22,506.52	\$2,565,743
Annual Changes			
Checking Accounts	42	\$109.67	\$12,502
Savings Accounts	35	\$136.04	\$15,508
U.S. Savings Bonds	-66	-\$1.59	-\$181
Earnings			
Dividends, Royalties, Estates, Trusts	66	\$650.38	\$74,143
Interest from Savings Accounts or Bonds	68	\$618.07	\$70,460
Retirement Plan Contributions	64	\$880.06	\$100,327
Liabilities			
Original Mortgage Amount	52	\$11,204.70	\$1,277,335
Vehicle Loan Amount 1	97	\$2,632.70	\$300,128
Amount Paid: Interest			
Home Mortgage	63	\$2,949.57	\$336,251
Lump Sum Home Equity Loan	64	\$83.61	\$9,531
New Car/Truck/Van Loan	89	\$186.93	\$21,310
Used Car/Truck/Van Loan	106	\$172.69	\$19,687
Amount Paid: Principal			
Home Mortgage	70	\$1,382.42	\$157,596
Lump Sum Home Equity Loan	72	\$120.32	\$13,716
New Car/Truck/Van Loan	89	\$995.26	\$113,459
Used Car/Truck/Van Loan	107	\$808.79	\$92,202
Checking Account and Banking Service Charges	76	\$21.04	\$2,399
Finance Charges, excluding Mortgage/Vehicle	74	\$182.47	\$20,802

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

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

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

March 27, 2012

Made with Esri Business Analyst



House and Home Expenditures

Moscow Village, OH
Moscow village, OH (3952416)
Geography: Place

www.ClermontCountyOhio.biz

2010 Housing Summary		2010 Demographic Summary		
Housing Units	134	Population	297	
2010-2015 Percent Change	10.45%	Households	114	
Percent Occupied	84.3%	Families	87	
Percent Owner HHS	78.8%	Median Age	36.9	
Median Home Value	\$75,000	Median Household Income	\$41,725	
		Spending Potential Index	Average Amount Spent	
			Total	
Owned Dwellings		66	\$7,821.72	\$891,676
Mortgage Interest		63	\$2,949.57	\$336,251
Mortgage Principal		70	\$1,382.42	\$157,596
Property Taxes		62	\$1,381.45	\$157,485
Homeowners Insurance		95	\$426.74	\$48,649
Ground Rent		97	\$70.65	\$8,055
Maintenance and Remodeling Services		63	\$1,242.86	\$141,686
Maintenance and Remodeling Materials		90	\$335.81	\$38,283
Property Management and Security		38	\$32.20	\$3,671
Rented Dwellings		45	\$1,547.23	\$176,385
Rent		43	\$1,413.55	\$161,145
Rent Received as Pay		74	\$67.89	\$7,739
Renters' Insurance		55	\$7.12	\$811
Maintenance and Repair Services		92	\$19.51	\$2,224
Maintenance and Repair Materials		74	\$39.17	\$4,465
Owned Vacation Homes		43	\$197.78	\$22,547
Mortgage Payment		47	\$95.84	\$10,926
Property Taxes		46	\$52.02	\$5,930
Homeowners Insurance		47	\$6.96	\$794
Maintenance and Remodeling		31	\$35.63	\$4,062
Property Management and Security		43	\$7.32	\$835
Housing While Attending School		63	\$51.45	\$5,866
Household Operations		71	\$1,126.58	\$128,430
Child Care		68	\$316.72	\$36,106
Care for Elderly or Handicapped		63	\$45.21	\$5,154
Appliance Rental and Repair		76	\$18.59	\$2,119
Computer Information Services		74	\$180.37	\$20,563
Home Security System Services		76	\$19.97	\$2,276
Non-Apparel Household Laundry/Dry Cleaning		8	\$3.07	\$350
Housekeeping Services		61	\$92.82	\$10,582
Lawn and Garden		83	\$345.95	\$39,438
Moving/Storage/Freight Express		65	\$39.47	\$4,500
PC Repair (Personal Use)		83	\$7.37	\$840
Reupholstering/Furniture Repair		59	\$4.66	\$531
Termite/Pest Control		102	\$24.88	\$2,837
Water Softening Services		141	\$7.88	\$899
Internet Services Away from Home		67	\$1.79	\$204
Voice Over IP Service		41	\$2.76	\$315
Other Home Services (1)		66	\$15.05	\$1,716

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

Moscow Village, OH
Moscow village, OH (3952416)
Geography: Place

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	87	\$3,928.91	\$447,896
Bottled Gas	166	\$112.38	\$12,812
Electricity	97	\$1,645.69	\$187,609
Fuel Oil	60	\$66.66	\$7,599
Natural Gas	61	\$399.51	\$45,544
Telephone Services	87	\$1,255.19	\$143,092
Water and Other Public Services	79	\$434.53	\$49,536
Coal/Wood/Other Fuel	173	\$14.95	\$1,704
Housekeeping Supplies	85	\$592.88	\$67,589
Laundry and Cleaning Supplies	88	\$168.09	\$19,162
Postage and Stationery	79	\$162.40	\$18,514
Other HH Products (2)	86	\$262.39	\$29,913
Household Textiles	73	\$97.79	\$11,148
Bathroom Linens	74	\$13.16	\$1,500
Bedroom Linens	75	\$46.23	\$5,271
Kitchen and Dining Room Linens	78	\$2.41	\$274
Curtains and Draperies	66	\$19.10	\$2,177
Slipcovers, Decorative Pillows	71	\$3.02	\$344
Materials for Slipcovers/Curtains	84	\$12.80	\$1,459
Other Linens	61	\$1.08	\$123
Furniture	71	\$425.21	\$48,474
Mattresses and Box Springs	73	\$58.01	\$6,613
Other Bedroom Furniture	77	\$83.10	\$9,473
Sofas	61	\$92.77	\$10,576
Living Room Tables and Chairs	75	\$62.10	\$7,080
Kitchen, Dining Room Furniture	75	\$46.54	\$5,306
Infant Furniture	72	\$7.99	\$911
Outdoor Furniture	63	\$16.69	\$1,903
Wall Units, Cabinets, Other Furniture (3)	73	\$58.01	\$6,613
Major Appliances	87	\$262.75	\$29,954
Dishwashers and Disposals	72	\$19.81	\$2,259
Refrigerators and Freezers	93	\$76.44	\$8,714
Clothes Washers	89	\$44.59	\$5,084
Clothes Dryers	90	\$34.51	\$3,934
Cooking Stoves and Ovens	77	\$36.50	\$4,162
Microwave Ovens	72	\$9.22	\$1,051
Window Air Conditioners	106	\$7.48	\$852
Electric Floor Cleaning Equipment	95	\$21.45	\$2,446
Sewing Machines and Miscellaneous Appliances	79	\$12.75	\$1,453

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

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Moscow Village, OH
Moscow village, OH (3952416)
Geography: Place

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	61	\$45.87	\$5,230
Housewares	65	\$55.65	\$6,344
Small Appliances	79	\$26.01	\$2,965
Window Coverings	48	\$18.48	\$2,107
Lamps and Other Lighting Fixtures	68	\$16.08	\$1,833
Infant Equipment	19	\$3.89	\$444
Rental of Furniture	94	\$4.35	\$496
Laundry and Cleaning Equipment	89	\$19.76	\$2,253
Closet and Storage Items	13	\$3.23	\$368
Luggage	64	\$5.94	\$677
Clocks and Other Household Decoratives	17	\$35.12	\$4,004
Telephones and Accessories	51	\$21.66	\$2,469
Telephone Answering Devices	79	\$0.67	\$76
Grills and Outdoor Equipment	16	\$8.45	\$963
Power Tools	77	\$24.63	\$2,807
Hand Tools	73	\$7.58	\$864
Office Furniture/Equipment for Home Use	71	\$11.67	\$1,331
Computers and Hardware for Home Use	69	\$131.58	\$15,000
Software and Accessories for Home Use	66	\$18.84	\$2,148
Other Household Items (4)	83	\$86.22	\$9,829

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



Medical Expenditures

Moscow Village, OH
 Moscow village, OH (3952416)
 Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		297	319
Households		114	123
Families		87	93
Median Household Income		\$41,725	\$50,202
Males per 100 Females		99.3	100.0
Population By Age			
Population <5 Years		7.0%	6.6%
Population 5-17 Years		17.6%	17.6%
Population 65+ Years		11.3%	12.0%
Median Age		36.9	37.5
	Spending Potential Index	Average Amount Spent	Total
Health Care	88	\$3,291.33	\$375,211
Medical Care	88	\$1,585.99	\$180,803
Physician Services	88	\$200.19	\$22,821
Dental Services	70	\$229.06	\$26,113
Eyecare Services	83	\$41.37	\$4,716
Lab Tests, X-Rays	100	\$54.99	\$6,269
Hospital Room and Hospital Services	92	\$125.95	\$14,358
Convalescent or Nursing Home Care	21	\$4.86	\$554
Other Medical services (1)	87	\$97.53	\$11,119
Nonprescription Drugs	96	\$99.33	\$11,323
Prescription Drugs	103	\$512.55	\$58,431
Nonprescription Vitamins	85	\$47.87	\$5,457
Medicare Prescription Drug Premium	99	\$48.95	\$5,580
Eyeglasses and Contact Lenses	74	\$57.04	\$6,502
Hearing Aids	97	\$20.99	\$2,393
Medical Equipment for General Use	76	\$4.81	\$549
Other Medical Supplies (2)	79	\$40.50	\$4,617
Health Insurance	88	\$1,705.34	\$194,408
Blue Cross/Blue Shield	94	\$527.25	\$60,106
Commercial Health Insurance	79	\$297.16	\$33,876
Health Maintenance Organization	73	\$243.86	\$27,800
Medicare Payments	97	\$398.69	\$45,450
Long Term Care Insurance	74	\$61.90	\$7,057
Other Health Insurance (3)	105	\$176.48	\$20,119

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



Recreation Expenditures

Moscow Village, OH
Moscow village, OH (3952416)
Geography: Place

Demographic Summary		2010	2015	
Population		297	319	
Households		114	123	
Families		87	93	
Median Age		36.9	37.5	
Median Household Income		\$41,725	\$50,202	
		Spending Potential Index	Average Amount Spent	
			Total	
Entertainment/Recreation Fees and Admissions		55	\$338.32	\$38,569
Admission to Movies, Theater, Opera, Ballet		57	\$86.22	\$9,829
Admission to Sporting Events, excl.Trips		65	\$38.71	\$4,413
Fees for Participant Sports, excl.Trips		60	\$63.85	\$7,278
Fees for Recreational Lessons		46	\$62.31	\$7,103
Membership Fees for Social/Recreation/Civic Clubs		53	\$86.94	\$9,911
Dating Services		40	\$0.31	\$35
Rental of Video Cassettes and DVDs		71	\$29.44	\$3,356
Toys & Games		83	\$120.62	\$13,751
Toys and Playground Equipment		84	\$118.01	\$13,454
Play Arcade Pinball/Video Games		68	\$1.28	\$146
Online Entertainment and Games		57	\$1.33	\$152
Recreational Vehicles and Fees		97	\$312.77	\$35,656
Docking and Landing Fees for Boats and Planes		50	\$3.53	\$403
Camp Fees		54	\$15.67	\$1,786
Purchase of RVs or Boats		104	\$288.76	\$32,919
Rental of RVs or Boats		56	\$4.81	\$549
Sports, Recreation and Exercise Equipment		68	\$122.72	\$13,991
Exercise Equipment and Gear, Game Tables		71	\$58.37	\$6,654
Bicycles		58	\$11.52	\$1,313
Camping Equipment		34	\$4.86	\$554
Hunting and Fishing Equipment		67	\$25.86	\$2,948
Winter Sports Equipment		68	\$4.40	\$502
Water Sports Equipment		114	\$7.63	\$870
Other Sports Equipment		76	\$7.17	\$817
Rental/Repair of Sports/Recreation/Exercise Equipment		73	\$2.92	\$333
Photographic Equipment and Supplies		72	\$74.24	\$8,463
Film		94	\$6.96	\$794
Film Processing		83	\$18.53	\$2,113
Photographic Equipment		62	\$26.73	\$3,047
Photographer Fees/Other Supplies & Equip Rental/Repair		71	\$22.02	\$2,510
Reading		69	\$106.14	\$12,099
Magazine/Newspaper Subscriptions		72	\$45.62	\$5,200
Magazine/Newspaper Single Copies		79	\$15.21	\$1,733
Books		63	\$45.31	\$5,165

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.