

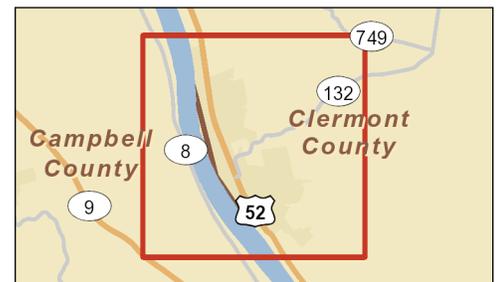
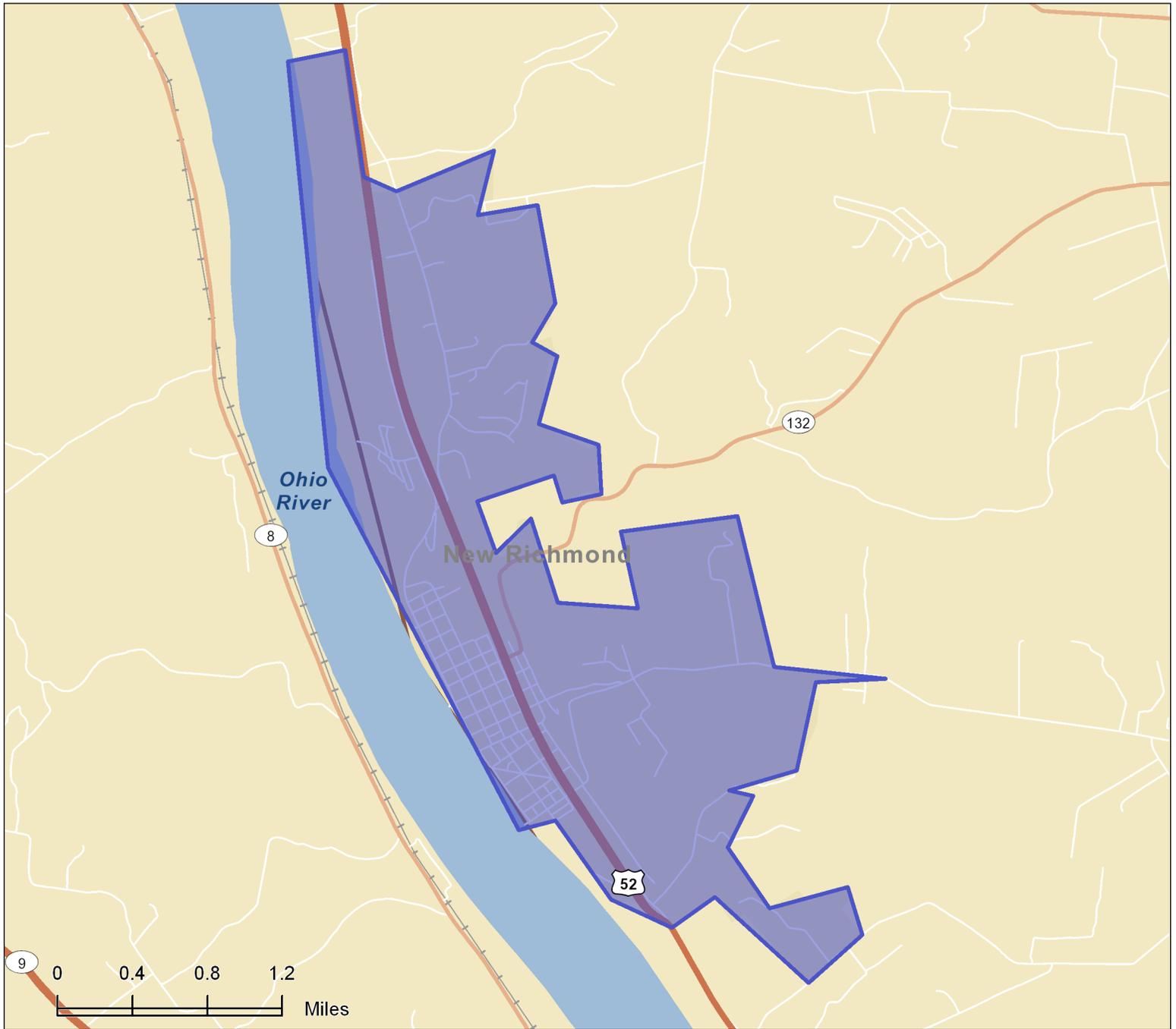


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Site Map

New Richmond Village, OH
Standard Geography

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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

New Richmond Village, OH
New Richmond village, OH (3955384)
Geography: Place

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New Richmond village, OH ...

Population Summary

2000 Total Population	2,219
2000 Group Quarters	21
2010 Total Population	2,348
2015 Total Population	2,416
2010-2015 Annual Rate	0.57%

Household Summary

2000 Households	788
2000 Average Household Size	2.79
2010 Households	851
2010 Average Household Size	2.74
2015 Households	879
2015 Average Household Size	2.73
2010-2015 Annual Rate	0.65%
2000 Families	581
2000 Average Family Size	3.25
2010 Families	643
2010 Average Family Size	3.14
2015 Families	661
2015 Average Family Size	3.13
2010-2015 Annual Rate	0.55%

Housing Unit Summary

2000 Housing Units	888
Owner Occupied Housing Units	52.7%
Renter Occupied Housing Units	36.0%
Vacant Housing Units	11.3%
2010 Housing Units	1,002
Owner Occupied Housing Units	54.1%
Renter Occupied Housing Units	30.8%
Vacant Housing Units	15.1%
2015 Housing Units	1,060
Owner Occupied Housing Units	52.5%
Renter Occupied Housing Units	30.5%
Vacant Housing Units	17.1%

Median Household Income

2000	\$40,000
2010	\$52,349
2015	\$59,175

Median Home Value

2000	\$104,054
2010	\$135,861
2015	\$146,307

Per Capita Income

2000	\$16,774
2010	\$21,773
2015	\$25,041

Median Age

2000	33.0
2010	35.0
2015	35.7

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

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

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2000 Households by Income

Household Income Base	778
<\$15,000	21.0%
\$15,000 - \$24,999	11.8%
\$25,000 - \$34,999	13.2%
\$35,000 - \$49,999	15.9%
\$50,000 - \$74,999	21.9%
\$75,000 - \$99,999	6.6%
\$100,000 - \$149,999	8.1%
\$150,000 - \$199,999	0.8%
\$200,000+	0.8%
Average Household Income	\$46,156

2010 Households by Income

Household Income Base	850
<\$15,000	14.7%
\$15,000 - \$24,999	8.0%
\$25,000 - \$34,999	11.1%
\$35,000 - \$49,999	13.4%
\$50,000 - \$74,999	24.9%
\$75,000 - \$99,999	13.4%
\$100,000 - \$149,999	11.1%
\$150,000 - \$199,999	1.4%
\$200,000+	2.0%
Average Household Income	\$61,446

2015 Households by Income

Household Income Base	880
<\$15,000	12.7%
\$15,000 - \$24,999	6.4%
\$25,000 - \$34,999	8.1%
\$35,000 - \$49,999	10.3%
\$50,000 - \$74,999	27.2%
\$75,000 - \$99,999	14.8%
\$100,000 - \$149,999	15.9%
\$150,000 - \$199,999	1.9%
\$200,000+	2.7%
Average Household Income	\$70,217

2000 Owner Occupied Housing Units by Value

Total	456
<\$50,000	15.8%
\$50,000 - \$99,999	31.6%
\$100,000 - \$149,999	20.6%
\$150,000 - \$199,999	9.9%
\$200,000 - \$299,999	19.3%
\$300,000 - \$499,999	2.9%
\$500,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$126,584

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	320
With Cash Rent	90.9%
No Cash Rent	9.1%
Median Rent	\$415
Average Rent	\$399

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

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

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2000 Population by Age

Total	2,219
0 - 4	7.4%
5 - 9	8.8%
10 - 14	8.0%
15 - 24	15.3%
25 - 34	12.9%
35 - 44	16.0%
45 - 54	14.5%
55 - 64	7.7%
65 - 74	5.3%
75 - 84	3.1%
85 +	0.9%
18 +	70.4%

2010 Population by Age

Total	2,347
0 - 4	7.7%
5 - 9	7.5%
10 - 14	7.2%
15 - 24	13.0%
25 - 34	14.7%
35 - 44	12.9%
45 - 54	14.4%
55 - 64	12.4%
65 - 74	5.7%
75 - 84	3.3%
85 +	1.2%
18 +	72.7%

2015 Population by Age

Total	2,414
0 - 4	7.5%
5 - 9	7.5%
10 - 14	7.4%
15 - 24	12.6%
25 - 34	13.9%
35 - 44	13.9%
45 - 54	12.6%
55 - 64	12.6%
65 - 74	7.6%
75 - 84	3.1%
85 +	1.3%
18 +	73.5%

2000 Population by Sex

Males	50.1%
Females	49.9%

2010 Population by Sex

Males	50.3%
Females	49.7%

2015 Population by Sex

Males	50.6%
Females	49.4%

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

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2000 Population by Race/Ethnicity

Total	2,219
White Alone	96.3%
Black Alone	2.3%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.1%
Some Other Race Alone	0.1%
Two or More Races	1.0%
Hispanic Origin	0.7%
Diversity Index	8.6

2010 Population by Race/Ethnicity

Total	2,348
White Alone	94.5%
Black Alone	3.5%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.1%
Some Other Race Alone	0.3%
Two or More Races	1.5%
Hispanic Origin	1.4%
Diversity Index	13.0

2015 Population by Race/Ethnicity

Total	2,416
White Alone	93.6%
Black Alone	4.1%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	0.3%
Two or More Races	1.7%
Hispanic Origin	1.7%
Diversity Index	15.1

2000 Population 3+ by School Enrollment

Total	2,085
Enrolled in Nursery/Preschool	1.3%
Enrolled in Kindergarten	2.1%
Enrolled in Grade 1-8	12.8%
Enrolled in Grade 9-12	8.0%
Enrolled in College	1.9%
Enrolled in Grad/Prof School	0.0%
Not Enrolled in School	73.9%

2010 Population 25+ by Educational Attainment

Total	1,518
Less Than 9th Grade	4.0%
9th to 12th Grade, No Diploma	12.7%
High School Graduate	32.7%
Some College, No Degree	19.0%
Associate Degree	7.5%
Bachelor's Degree	14.7%
Graduate/Professional Degree	9.4%

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

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

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2010 Population 15+ by Marital Status

Total	1,823
Never Married	27.5%
Married	54.7%
Widowed	5.6%
Divorced	12.2%

2000 Population 16+ by Employment Status

Total	1,622
In Labor Force	67.6%
Civilian Employed	65.7%
Civilian Unemployed	1.9%
In Armed Forces	0.0%
Not In Labor Force	32.4%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	88.6%
Civilian Unemployed	11.4%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	90.7%
Civilian Unemployed	9.3%

2000 Females 16+ by Employment Status and Age of Children

Total	789
Own Children < 6 Only	5.8%
Employed/in Armed Forces	2.3%
Unemployed	0.0%
Not in Labor Force	3.5%
Own Children <6 and 6-17 Only	10.0%
Employed/in Armed Forces	9.0%
Unemployed	0.0%
Not in Labor Force	1.0%
Own Children 6-17 Only	21.3%
Employed/in Armed Forces	15.7%
Unemployed	0.0%
Not in Labor Force	5.6%
No Own Children < 18	62.9%
Employed/in Armed Forces	31.2%
Unemployed	0.4%
Not in Labor Force	31.3%

2010 Employed Population 16+ by Industry

Total	1,076
Agriculture/Mining	0.0%
Construction	10.2%
Manufacturing	9.2%
Wholesale Trade	4.1%
Retail Trade	15.1%
Transportation/Utilities	3.9%
Information	1.8%
Finance/Insurance/Real Estate	3.6%
Services	47.6%
Public Administration	4.6%

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

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2010 Employed Population 16+ by Occupation

Total	1,076
White Collar	55.1%
Management/Business/Financial	12.2%
Professional	18.3%
Sales	13.4%
Administrative Support	11.2%
Services	20.2%
Blue Collar	24.7%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	10.1%
Installation/Maintenance/Repair	2.0%
Production	7.2%
Transportation/Material Moving	5.5%

2000 Workers 16+ by Means of Transportation to Work

Total	1,054
Drove Alone - Car, Truck, or Van	74.1%
Carpooled - Car, Truck, or Van	14.1%
Public Transportation	1.4%
Walked	4.8%
Other Means	4.0%
Worked at Home	1.5%

2000 Workers 16+ by Travel Time to Work

Total	1,054
Did not Work at Home	98.5%
Less than 5 minutes	7.7%
5 to 9 minutes	12.2%
10 to 19 minutes	16.2%
20 to 24 minutes	14.6%
25 to 34 minutes	21.4%
35 to 44 minutes	11.4%
45 to 59 minutes	8.5%
60 to 89 minutes	2.4%
90 or more minutes	4.0%
Worked at Home	1.5%
Average Travel Time to Work (in min)	27.5

2000 Households by Vehicles Available

Total	776
None	6.2%
1	34.7%
2	40.1%
3	15.1%
4	0.8%
5+	3.2%
Average Number of Vehicles Available	1.8

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

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2000 Households by Type

Total	788
Family Households	73.7%
Married-couple Family	53.8%
With Related Children	27.7%
Other Family (No Spouse)	19.9%
With Related Children	13.1%
Nonfamily Households	26.3%
Householder Living Alone	21.3%
Householder Not Living Alone	4.9%
Households with Related Children	40.7%
Households with Persons 65+	18.5%

2000 Households by Size

Total	788
1 Person Household	21.3%
2 Person Household	29.8%
3 Person Household	18.4%
4 Person Household	18.0%
5 Person Household	7.0%
6 Person Household	3.7%
7 + Person Household	1.8%

2000 Households by Year Householder Moved In

Total	776
Moved in 1999 to March 2000	18.0%
Moved in 1995 to 1998	28.6%
Moved in 1990 to 1994	20.6%
Moved in 1980 to 1989	16.9%
Moved in 1970 to 1979	6.1%
Moved in 1969 or Earlier	9.8%
Median Year Householder Moved In	1994

2000 Housing Units by Units in Structure

Total	931
1, Detached	63.7%
1, Attached	1.1%
2	10.2%
3 or 4	8.2%
5 to 9	5.8%
10 to 19	2.0%
20 +	2.7%
Mobile Home	6.3%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	931
1999 to March 2000	0.4%
1995 to 1998	4.5%
1990 to 1994	3.3%
1980 to 1989	8.7%
1970 to 1979	12.2%
1969 or Earlier	70.8%
Median Year Structure Built	1947

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

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Top 3 Tapestry Segments

1.	Midland Crowd
2.	Main Street, USA
3.	Green Acres

2010 Consumer Spending

Apparel & Services: Total \$	\$1,250,990
Average Spent	\$1,470.02
Spending Potential Index	61
Computers & Accessories: Total \$	\$163,093
Average Spent	\$191.65
Spending Potential Index	87
Education: Total \$	\$917,174
Average Spent	\$1,077.76
Spending Potential Index	88
Entertainment/Recreation: Total \$	\$2,477,525
Average Spent	\$2,911.31
Spending Potential Index	90
Food at Home: Total \$	\$3,337,990
Average Spent	\$3,922.43
Spending Potential Index	88
Food Away from Home: Total \$	\$2,431,451
Average Spent	\$2,857.17
Spending Potential Index	89
Health Care: Total \$	\$2,831,264
Average Spent	\$3,326.99
Spending Potential Index	89
HH Furnishings & Equipment: Total \$	\$1,365,279
Average Spent	\$1,604.32
Spending Potential Index	78
Investments: Total \$	\$1,221,031
Average Spent	\$1,434.82
Spending Potential Index	82
Retail Goods: Total \$	\$18,077,187
Average Spent	\$21,242.29
Spending Potential Index	85
Shelter: Total \$	\$11,801,370
Average Spent	\$13,867.65
Spending Potential Index	88
TV/Video/Audio: Total \$	\$933,330
Average Spent	\$1,096.75
Spending Potential Index	88
Travel: Total \$	\$1,418,906
Average Spent	\$1,667.34
Spending Potential Index	88
Vehicle Maintenance & Repairs: Total \$	\$712,726
Average Spent	\$837.52
Spending Potential Index	89

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.

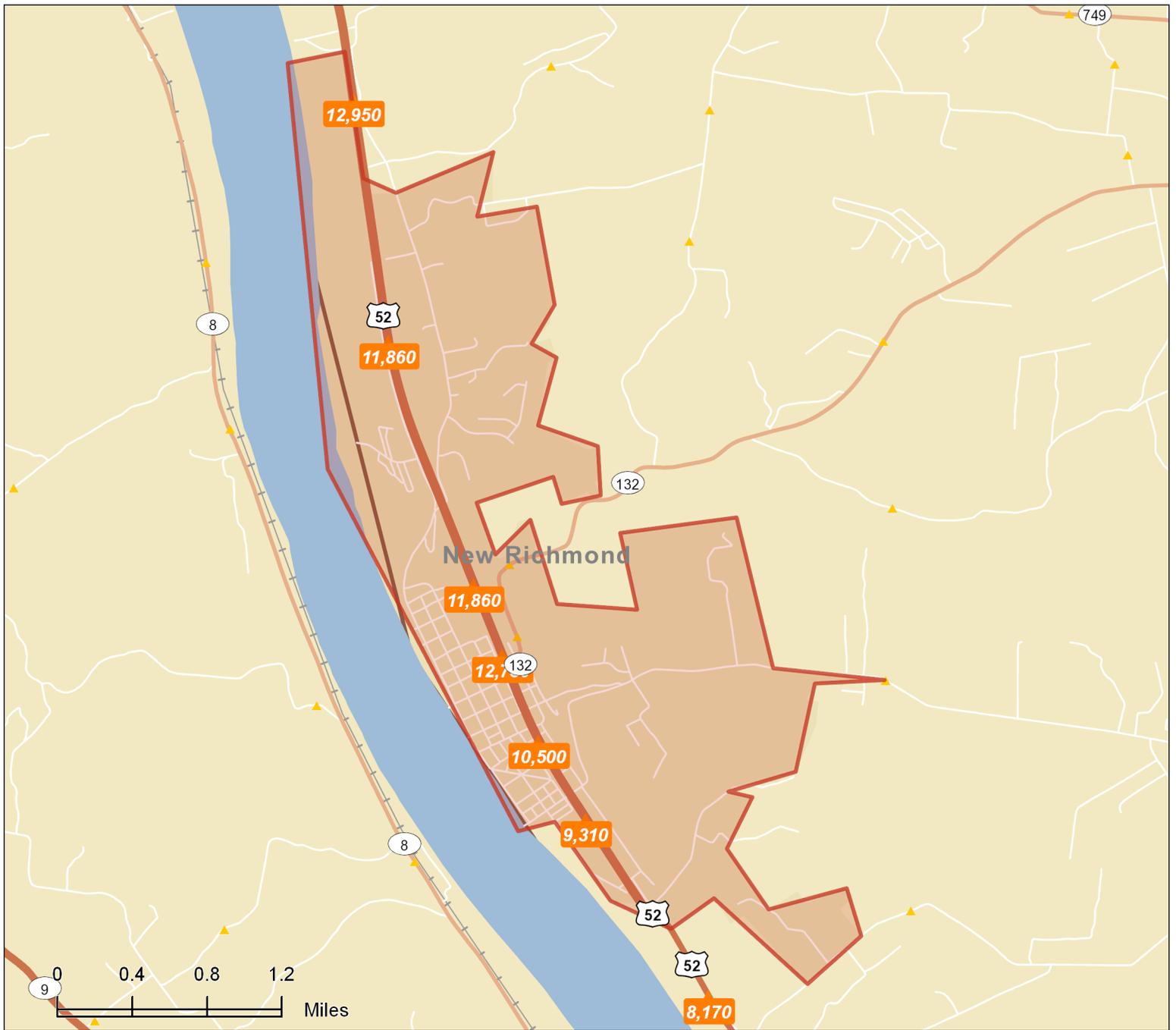
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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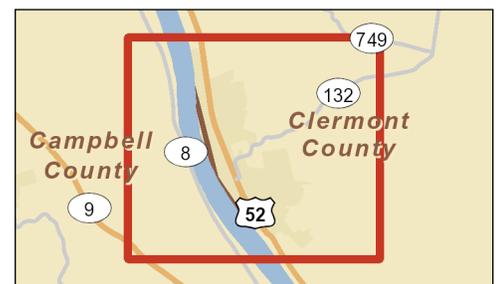
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Traffic Count Map



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



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



Business Summary

New Richmond Village, OH
 New Richmond village, OH (3955384)
 Geography: Place

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Data for all businesses in area	New Richmond village, OH ...
Total Businesses:	105
Total Employees:	640
Total Residential Population:	2,348
Employee/Residential Population Ratio:	0.27

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	3	2.9%	14	2.2%
Construction	7	6.7%	12	1.9%
Manufacturing	2	1.9%	7	1.1%
Transportation	4	3.8%	19	3.0%
Communication	0	0.0%	0	0.0%
Utility	1	1.0%	3	0.5%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade Summary	28	26.7%	238	37.2%
Home Improvement	2	1.9%	5	0.8%
General Merchandise Stores	1	1.0%	5	0.8%
Food Stores	4	3.8%	47	7.3%
Auto Dealers, Gas Stations, Auto Aftermarket	4	3.8%	29	4.5%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	1	1.0%	2	0.3%
Eating & Drinking Places	10	9.5%	125	19.5%
Miscellaneous Retail	6	5.7%	25	3.9%
Finance, Insurance, Real Estate Summary	6	5.7%	51	8.0%
Banks, Savings & Lending Institutions	4	3.8%	50	7.8%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices	2	1.9%	1	0.2%
Services Summary	47	44.8%	199	31.1%
Hotels & Lodging	1	1.0%	1	0.2%
Automotive Services	3	2.9%	7	1.1%
Motion Pictures & Amusements	2	1.9%	3	0.5%
Health Services	5	4.8%	103	16.1%
Legal Services	1	1.0%	0	0.0%
Education Institutions & Libraries	2	1.9%	18	2.8%
Other Services	33	31.4%	67	10.5%
Government	6	5.7%	97	15.2%
Other	1	1.0%	0	0.0%
Totals	105	100%	640	100%

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

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Business Summary

New Richmond Village, OH
 New Richmond village, OH (3955384)
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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	1	1.0%	3	0.5%
Construction	14	13.3%	20	3.1%
Manufacturing	2	1.9%	7	1.1%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade	18	17.1%	113	17.7%
Motor Vehicle & Parts Dealers	2	1.9%	11	1.7%
Furniture & Home Furnishings Stores	1	1.0%	2	0.3%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	2	1.9%	5	0.8%
Food & Beverage Stores	4	3.8%	47	7.3%
Health & Personal Care Stores	1	1.0%	13	2.0%
Gasoline Stations	2	1.9%	18	2.8%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	1	1.0%	2	0.3%
General Merchandise Stores	1	1.0%	5	0.8%
Miscellaneous Store Retailers	4	3.8%	10	1.6%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	5	4.8%	20	3.1%
Information	1	1.0%	9	1.4%
Finance & Insurance	4	3.8%	50	7.8%
Central Bank/Credit Intermediation & Related Activities	4	3.8%	50	7.8%
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	2	1.9%	1	0.2%
Professional, Scientific & Tech Services	10	9.5%	21	3.3%
Legal Services	1	1.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	2	1.9%	2	0.3%
Educational Services	1	1.0%	9	1.4%
Health Care & Social Assistance	6	5.7%	106	16.6%
Arts, Entertainment & Recreation	3	2.9%	4	0.6%
Accommodation & Food Services	11	10.5%	126	19.7%
Accommodation	1	1.0%	1	0.2%
Food Services & Drinking Places	10	9.5%	125	19.5%
Other Services (except Public Administration)	18	17.1%	52	8.1%
Automotive Repair & Maintenance	2	1.9%	6	0.9%
Public Administration	6	5.7%	97	15.2%
Unclassified Establishments	1	1.0%	0	0.0%
Total	105	100%	640	100%

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

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Retail MarketPlace Profile

New Richmond Village, OH
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Summary Demographics

2010 Population	2,348
2010 Households	851
2010 Median Disposable Income	\$40,111
2010 Per Capita Income	\$21,773

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	\$19,661,063	\$32,636,540	\$-12,975,477	-24.8	28
Total Retail Trade	44-45	\$16,825,023	\$27,743,504	\$-10,918,481	-24.5	19
Total Food & Drink	722	\$2,836,040	\$4,893,036	\$-2,056,996	-26.6	9

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,953,059	\$2,842,534	\$1,110,525	16.3	2
Automobile Dealers	4411	\$3,352,239	\$2,677,106	\$675,133	11.2	1
Other Motor Vehicle Dealers	4412	\$290,642	\$165,428	\$125,214	27.5	1
Auto Parts, Accessories & Tire Stores	4413	\$310,178	\$0	\$310,178	100.0	0
Furniture & Home Furnishings Stores	442	\$281,332	\$137,334	\$143,998	34.4	1
Furniture Stores	4421	\$143,748	\$0	\$143,748	100.0	0
Home Furnishings Stores	4422	\$137,584	\$137,334	\$250	0.1	1
Electronics & Appliance Stores	4431	\$688,490	\$0	\$688,490	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$644,552	\$130,645	\$513,907	66.3	2
Bldg Material & Supplies Dealers	4441	\$607,365	\$130,645	\$476,720	64.6	2
Lawn & Garden Equip & Supply Stores	4442	\$37,187	\$0	\$37,187	100.0	0
Food & Beverage Stores	445	\$2,969,521	\$5,597,027	\$-2,627,506	-30.7	4
Grocery Stores	4451	\$2,848,508	\$5,597,027	\$-2,748,519	-32.5	4
Specialty Food Stores	4452	\$42,301	\$0	\$42,301	100.0	0
Beer, Wine & Liquor Stores	4453	\$78,712	\$0	\$78,712	100.0	0
Health & Personal Care Stores	446,4461	\$343,334	\$1,052,780	\$-709,446	-50.8	1
Gasoline Stations	447,4471	\$2,848,636	\$15,155,290	\$-12,306,654	-68.4	3
Clothing & Clothing Accessories Stores	448	\$478,916	\$0	\$478,916	100.0	0
Clothing Stores	4481	\$348,054	\$0	\$348,054	100.0	0
Shoe Stores	4482	\$76,106	\$0	\$76,106	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$54,756	\$0	\$54,756	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$77,794	\$122,876	\$-45,082	-22.5	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$60,504	\$0	\$60,504	100.0	0
Book, Periodical & Music Stores	4512	\$17,290	\$122,876	\$-105,586	-75.3	1
General Merchandise Stores	452	\$2,749,504	\$2,387,170	\$362,334	7.1	1
Department Stores Excluding Leased Depts.	4521	\$1,173,415	\$0	\$1,173,415	100.0	0
Other General Merchandise Stores	4529	\$1,576,089	\$2,387,170	\$-811,081	-20.5	1
Miscellaneous Store Retailers	453	\$238,739	\$317,848	\$-79,109	-14.2	4
Florists	4531	\$13,863	\$0	\$13,863	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$80,700	\$148,074	\$-67,374	-29.5	1
Used Merchandise Stores	4533	\$5,266	\$46,194	\$-40,928	-79.5	1
Other Miscellaneous Store Retailers	4539	\$138,910	\$123,580	\$15,330	5.8	2
Nonstore Retailers	454	\$1,551,146	\$0	\$1,551,146	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,447,012	\$0	\$1,447,012	100.0	0
Vending Machine Operators	4542	\$2,195	\$0	\$2,195	100.0	0
Direct Selling Establishments	4543	\$101,939	\$0	\$101,939	100.0	0
Food Services & Drinking Places	722	\$2,836,040	\$4,893,036	\$-2,056,996	-26.6	9
Full-Service Restaurants	7221	\$1,005,184	\$1,333,729	\$-328,545	-14.0	5
Limited-Service Eating Places	7222	\$1,582,387	\$3,559,307	\$-1,976,920	-38.4	4
Special Food Services	7223	\$198,313	\$0	\$198,313	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$50,156	\$0	\$50,156	100.0	0

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

Source: Esri and Infogroup

March 27, 2012

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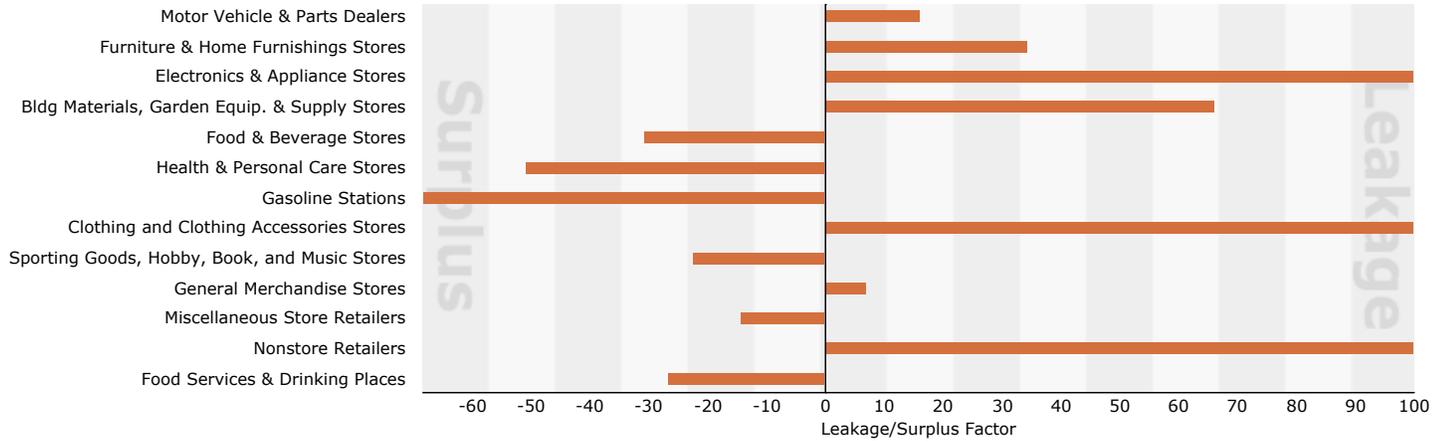


Retail MarketPlace Profile

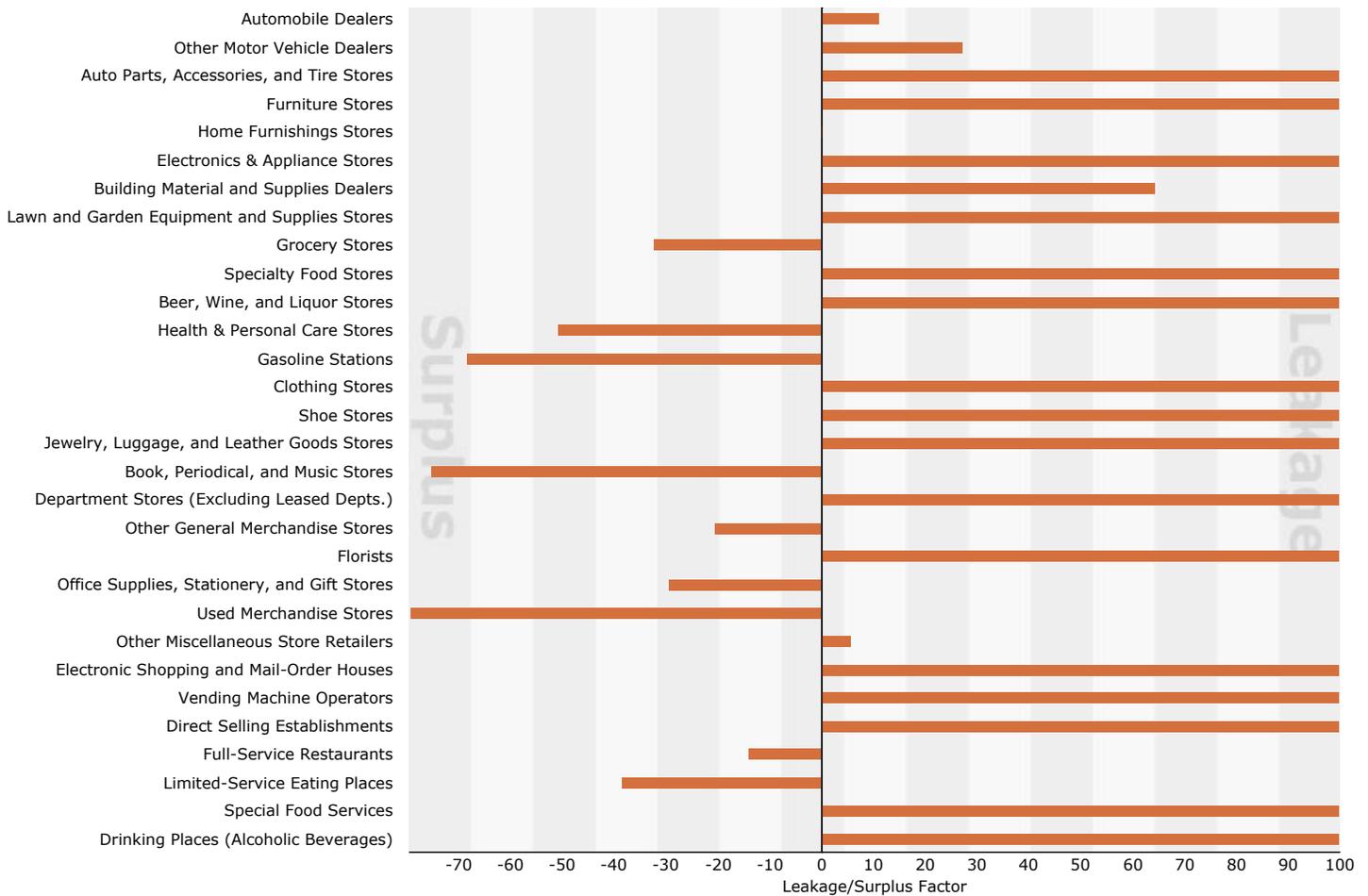
New Richmond Village, OH
 New Richmond village, OH (3955384)
 Geography: Place

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 27, 2012



Retail Market Potential

New Richmond Village, OH
 New Richmond village, OH (3955384)
 Geography: Place

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Demographic Summary	2010	2015
Population	2,348	2,416
Total Number of Adults	1,706	1,776
Households	851	879
Median Household Income	\$52,349	\$59,175

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	888	52.1%	104
Bought any women's apparel in last 12 months	767	45.0%	99
Bought apparel for child <13 in last 6 months	486	28.5%	100
Bought any shoes in last 12 months	866	50.8%	98
Bought costume jewelry in last 12 months	332	19.5%	93
Bought any fine jewelry in last 12 months	328	19.2%	87
Bought a watch in last 12 months	308	18.1%	93
Automobiles (Households)			
HH owns/leases any vehicle	773	90.8%	106
HH bought/leased new vehicle last 12 mo	92	10.8%	113
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,561	91.5%	105
Bought/changed motor oil in last 12 months	973	57.0%	109
Had tune-up in last 12 months	541	31.7%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,017	59.6%	96
Drank regular cola in last 6 months	876	51.3%	100
Drank beer/ale in last 6 months	721	42.3%	99
Cameras & Film (Adults)			
Bought any camera in last 12 months	223	13.1%	102
Bought film in last 12 months	332	19.5%	102
Bought digital camera in last 12 months	121	7.1%	104
Bought memory card for camera in last 12 months	134	7.9%	103
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	584	34.2%	97
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	392	23.0%	107
Avg monthly cell/mobile phone/PDA bill: \$50-99	549	32.2%	99
Avg monthly cell/mobile phone/PDA bill: \$100+	355	20.8%	98
Computers (Households)			
HH owns a personal computer	641	75.3%	102
Spent <\$500 on most recent home PC purchase	78	9.2%	106
Spent \$500-\$999 on most recent home PC purchase	163	19.2%	107
Spent \$1000-\$1499 on most recent home PC purchase	118	13.9%	106
Spent \$1500-\$1999 on most recent home PC purchase	60	7.1%	99
Spent \$2000+ on most recent home PC purchase	43	5.1%	81

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

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



Retail Market Potential

New Richmond Village, OH
 New Richmond village, OH (3955384)
 Geography: Place

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	1,092	64.0%	106
Bought cigarettes at convenience store in last 30 days	305	17.9%	115
Bought gas at convenience store in last 30 days	671	39.3%	117
Spent at convenience store in last 30 days: <\$20	165	9.7%	101
Spent at convenience store in last 30 days: \$20-39	183	10.7%	105
Spent at convenience store in last 30 days: \$40+	685	40.2%	112
Entertainment (Adults)			
Attended movies in last 6 months	938	55.0%	93
Went to live theater in last 12 months	201	11.8%	90
Went to a bar/night club in last 12 months	322	18.9%	99
Dined out in last 12 months	858	50.3%	102
Gambled at a casino in last 12 months	277	16.2%	101
Visited a theme park in last 12 months	307	18.0%	84
DVDs rented in last 30 days: 1	47	2.8%	104
DVDs rented in last 30 days: 2	66	3.9%	84
DVDs rented in last 30 days: 3	50	2.9%	92
DVDs rented in last 30 days: 4	75	4.4%	114
DVDs rented in last 30 days: 5+	211	12.4%	94
DVDs purchased in last 30 days: 1	83	4.9%	98
DVDs purchased in last 30 days: 2	81	4.7%	100
DVDs purchased in last 30 days: 3-4	70	4.1%	89
DVDs purchased in last 30 days: 5+	97	5.7%	109
Spent on toys/games in last 12 months: <\$50	111	6.5%	107
Spent on toys/games in last 12 months: \$50-\$99	38	2.2%	81
Spent on toys/games in last 12 months: \$100-\$199	127	7.4%	103
Spent on toys/games in last 12 months: \$200-\$499	200	11.7%	108
Spent on toys/games in last 12 months: \$500+	105	6.2%	107
Financial (Adults)			
Have home mortgage (1st)	366	21.5%	112
Used ATM/cash machine in last 12 months	875	51.3%	101
Own any stock	157	9.2%	100
Own U.S. savings bond	120	7.0%	103
Own shares in mutual fund (stock)	159	9.3%	99
Own shares in mutual fund (bonds)	86	5.0%	85
Used full service brokerage firm in last 12 months	89	5.2%	84
Have savings account	660	38.7%	106
Have 401K retirement savings	320	18.8%	106
Did banking over the Internet in last 12 months	468	27.4%	101
Own any credit/debit card (in own name)	1,281	75.1%	102
Avg monthly credit card expenditures: <\$111	252	14.8%	107
Avg monthly credit card expenditures: \$111-225	148	8.7%	111
Avg monthly credit card expenditures: \$226-450	121	7.1%	95
Avg monthly credit card expenditures: \$451-700	118	6.9%	109
Avg monthly credit card expenditures: \$701+	186	10.9%	82

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Retail Market Potential

New Richmond Village, OH
 New Richmond village, OH (3955384)
 Geography: Place

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,280	75.0%	106
Used bread in last 6 months	1,655	97.0%	100
Used chicken/turkey (fresh or frozen) in last 6 months	1,352	79.3%	102
Used fish/seafood (fresh or frozen) in last 6 months	946	55.5%	105
Used fresh fruit/vegetables in last 6 months	1,495	87.6%	100
Used fresh milk in last 6 months	1,580	92.6%	102
Health (Adults)			
Exercise at home 2+ times per week	507	29.7%	99
Exercise at club 2+ times per week	167	9.8%	80
Visited a doctor in last 12 months	1,335	78.3%	101
Used vitamin/dietary supplement in last 6 months	827	48.5%	100
Home (Households)			
Any home improvement in last 12 months	297	34.9%	110
Used housekeeper/maid/prof HH cleaning service in the last 12 months	105	12.3%	79
Purchased any HH furnishing in last 12 months	258	30.3%	101
Purchased bedding/bath goods in last 12 months	454	53.3%	98
Purchased cooking/serving product in last 12 months	242	28.4%	104
Bought any kitchen appliance in last 12 months	157	18.4%	106
Insurance (Adults)			
Currently carry any life insurance	903	52.9%	111
Have medical/hospital/accident insurance	1,245	73.0%	102
Carry homeowner insurance	992	58.1%	110
Carry renter insurance	95	5.6%	91
Have auto/other vehicle insurance	1,515	88.8%	107
Pets (Households)			
HH owns any pet	517	60.8%	118
HH owns any cat	264	31.0%	129
HH owns any dog	382	44.9%	119
Reading Materials (Adults)			
Bought book in last 12 months	836	49.0%	98
Read any daily newspaper	738	43.3%	104
Heavy magazine reader	289	16.9%	85
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	1,240	72.7%	101
Went to family restaurant/steak house last mo: <2 times	441	25.9%	101
Went to family restaurant/steak house last mo: 2-4 times	489	28.7%	106
Went to family restaurant/steak house last mo: 5+ times	310	18.2%	93
Went to fast food/drive-in restaurant in last 6 mo	1,542	90.4%	102
Went to fast food/drive-in restaurant <6 times/mo	584	34.2%	98
Went to fast food/drive-in restaurant 6-13 times/mo	540	31.7%	109
Went to fast food/drive-in restaurant 14+ times/mo	418	24.5%	98
Fast food/drive-in last 6 mo: eat in	650	38.1%	101
Fast food/drive-in last 6 mo: home delivery	188	11.0%	106
Fast food/drive-in last 6 mo: take-out/drive-thru	971	56.9%	109
Fast food/drive-in last 6 mo: take-out/walk-in	419	24.6%	100

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

New Richmond Village, OH
New Richmond village, OH (3955384)
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	591	69.4%	107
HH average monthly long distance phone bill: <\$16	255	30.0%	108
HH average monthly long distance phone bill: \$16-25	104	12.2%	107
HH average monthly long distance phone bill: \$26-59	70	8.2%	90
HH average monthly long distance phone bill: \$60+	33	3.9%	87
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	150	17.6%	90
HH owns 2 TVs	219	25.7%	98
HH owns 3 TVs	203	23.9%	106
HH owns 4+ TVs	192	22.6%	107
HH subscribes to cable TV	414	48.6%	84
HH Purchased audio equipment in last 12 months	79	9.3%	96
HH Purchased CD player in last 12 months	30	3.5%	91
HH Purchased DVD player in last 12 months	79	9.3%	96
HH Purchased MP3 player in last 12 months	145	8.5%	83
HH Purchased video game system in last 12 months	101	11.9%	110
Travel (Adults)			
Domestic travel in last 12 months	898	52.6%	101
Took 3+ domestic trips in last 12 months	254	14.9%	100
Spent on domestic vacations last 12 mo: <\$1000	215	12.6%	100
Spent on domestic vacations last 12 mo: \$1000-\$1499	117	6.9%	102
Spent on domestic vacations last 12 mo: \$1500-\$1999	60	3.5%	86
Spent on domestic vacations last 12 mo: \$2000-\$2999	57	3.3%	81
Spent on domestic vacations last 12 mo: \$3000+	86	5.0%	100
Foreign travel in last 3 years	345	20.2%	78
Took 3+ foreign trips by plane in last 3 years	40	2.3%	49
Spent on foreign vacations last 12 mo: <\$1000	86	5.0%	84
Spent on foreign vacations last 12 mo: \$1000-\$2999	44	2.6%	63
Spent on foreign vacations last 12 mo: \$3000+	56	3.3%	67
Stayed 1+ nights at hotel/motel in last 12 months	694	40.7%	100

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Electronics and Internet Market Potential

New Richmond Village, OH
New Richmond village, OH (3955384)
Geography: Place

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Demographic Summary		2010	2015
Population		2,348	2,416
Population 18+		1,706	1,776
Households		851	879
Median Household Income		\$52,349	\$59,175
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	641	75.4%	102
Purchased home PC in last 12 months	138	16.2%	103
Purchased home PC 1-2 years ago	196	23.1%	102
Purchased home PC 3-4 years ago	171	20.1%	103
Purchased home PC 5+ years ago	86	10.1%	108
Spent <\$500 on home PC (most recent purchase)	78	9.2%	106
Spent \$500-999 on home PC (most recent purchase)	163	19.2%	107
Spent \$1000-1499 on home PC (most recent purchase)	118	13.9%	106
Spent \$1500-1999 on home PC (most recent purchase)	60	7.0%	99
Spent \$2000+ on home PC (most recent purchase)	43	5.0%	81
Purchased home PC at computer superstore	104	12.2%	96
Purchased home PC at department store	43	5.0%	102
Purchased home PC direct from manufacturer	121	14.2%	102
Purchased home PC at electronics store	100	11.7%	107
Purchased home PC on Internet	64	7.6%	88
Purchased home PC at warehouse discount outlet	23	2.7%	123
HH owns desktop PC	516	60.7%	105
HH owns laptop/notebook/tablet PC	246	28.9%	93
HH owns any Apple/Apple Mac clone brand PC	34	4.0%	64
HH owns any IBM/IBM compatible brand PC	594	69.7%	104
Brand of PC that HH owns: Compaq	70	8.3%	97
Brand of PC that HH owns: Dell	256	30.1%	97
Brand of PC that HH owns: Gateway	61	7.2%	108
Brand of PC that HH owns: Hewlett Packard	150	17.6%	113
Brand of PC that HH owns: Sony Vaio	19	2.2%	77
Child (under 18) uses home PC	193	22.7%	107
HH owns CD burner	327	38.4%	104
HH owns CD ROM drive	344	40.5%	103
HH owns DVD drive	217	25.5%	102
HH owns DVD-RW (DVD burner)	176	20.7%	101
HH owns external hard drive	114	13.4%	95
HH owns flash drive	162	19.1%	93
HH owns LAN/network interface card	91	10.6%	97
HH owns inkjet printer	387	45.5%	107
HH owns laser printer	122	14.4%	104
HH owns modem/fax modem	185	21.8%	105
HH owns removable cartridge storage device	52	6.1%	105
HH owns scanner	257	30.2%	106
HH owns PC speakers	372	43.7%	105
HH owns tape backup	21	2.5%	93
HH owns webcam	91	10.7%	94
HH owns software: accounting	74	8.7%	98
HH owns software: communications/fax	70	8.3%	101
HH owns software: database/filing	67	7.9%	97
HH owns software: desktop publishing	110	12.9%	107

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

New Richmond Village, OH
New Richmond village, OH (3955384)
Geography: Place

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns software: education/training	83	9.8%	97
HH owns software: entertainment/games	253	29.7%	102
HH owns software: online meeting/conference	17	2.0%	70
HH owns software: personal finance/tax prep	114	13.4%	95
HH owns software: presentation graphics	57	6.7%	84
HH owns software: multimedia	135	15.9%	104
HH owns software: networking	100	11.7%	105
HH owns software: security/anti-virus	249	29.2%	104
HH owns software: spreadsheet	192	22.5%	98
HH owns software: utility	60	7.1%	99
HH owns software: web authoring	25	3.0%	85
HH owns software: word processing	287	33.8%	100
Spent \$500+ on software for home PC in last 12 mo	18	2.1%	88
Purchased computer book in last 12 months	34	4.0%	92
HH owns fax machine	49	5.7%	96
Purchased audio equipment in last 12 months	79	9.3%	96
Purchased headphones in last 12 months	26	3.0%	77
HH owns camcorder	173	20.4%	104
Purchased camcorder in last 12 months	14	1.7%	77
HH owns CD player	411	48.3%	105
Purchased CD player in last 12 months	30	3.5%	91
HH owns DVD player	579	68.0%	103
Purchased DVD player in last 12 months	79	9.2%	96
HH owns 1 TV	150	17.6%	90
HH owns 2 TVs	219	25.8%	98
HH owns 3 TVs	203	23.9%	106
HH owns 4+ TVs	192	22.5%	107
HH owns miniature screen TV (<13 in)	79	9.3%	117
Most recent TV purchase: miniature screen (<13 in)	24	2.8%	102
HH owns regular screen TV (13-26 in)	392	46.0%	106
Most recent TV purchase: regular screen (13-26 in)	204	23.9%	103
HH owns large screen TV (27-35 in)	416	48.9%	105
Most recent TV purchase: large screen (27-35 in)	277	32.6%	103
HH owns big screen TV (36-42 in)	159	18.7%	99
Most recent TV purchase: big screen (36-42 in)	123	14.5%	102
HH owns giant screen TV (over 42 in)	116	13.6%	96
Most recent TV purchase: giant screen (over 42 in)	91	10.7%	96
HH owns LCD TV	152	17.8%	93
HH owns plasma TV	68	8.0%	96
HH owns projection TV	44	5.1%	96
HH owns video game system	287	33.7%	101
Purchased video game system in last 12 months	101	11.8%	110
HH owns video game system: handheld	132	15.5%	101
HH owns video game system: attached to TV/computer	252	29.7%	100
HH owns video game system: Game Boy	63	7.4%	107
HH owns video game system: Game Boy Advance/SP	56	6.6%	100
HH owns video game system: Nintendo DS	62	7.2%	96

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

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Electronics and Internet Market Potential

New Richmond Village, OH
New Richmond village, OH (3955384)
Geography: Place

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	44	5.2%	103
HH owns video game system: Nintendo Wii	60	7.0%	105
HH owns video game system: PlayStation 2	138	16.2%	98
HH owns video game system: PlayStation 3	29	3.4%	94
HH owns video game system: Sony PlayStation/PS One	39	4.6%	113
HH owns video game system: Sony PSP	22	2.6%	88
HH owns video game system: Xbox	56	6.6%	111
HH owns video game system: Xbox 360	52	6.1%	95
HH purchased 5+ video games in last 12 months	50	5.9%	91
HH spent \$101+ on video games in last 12 months	63	7.4%	92
Owns MP3 player	393	23.0%	86
Purchased MP3 player in last 12 months	145	8.5%	83
Owns Apple iPod	144	8.5%	76
Purchased Apple iPod in last 12 months	41	2.4%	71
Have any access to the Internet	1,448	84.9%	100
Have access to Internet: at home	1,207	70.8%	100
Have access to Internet: at work	612	35.9%	96
Have access to Internet: at school/library	392	23.0%	91
Have access to Internet: not hm/work/school/library	329	19.3%	99
Use Internet less than once a week	73	4.3%	107
Use Internet 1-2 times per week	115	6.7%	122
Use Internet 3-6 times per week	154	9.1%	112
Use Internet once a day	208	12.2%	110
Use Internet 2-4 times per day	265	15.6%	88
Use Internet 5 or more times per day	373	21.8%	87
Any Internet or online usage in last 30 days	1,188	69.6%	99
Used Internet in last 30 days: at home	1,044	61.2%	99
Used Internet in last 30 days: at work	510	29.9%	94
Used Internet in last 30 days: at school/library	99	5.8%	75
Used Internet/30 days: not home/work/school/library	136	8.0%	86
Internet last 30 days: used email	1,030	60.4%	97
Internet last 30 days: used Instant Messenger	366	21.5%	85
Internet last 30 days: paid bills online	520	30.5%	93
Internet last 30 days: visited online blog	127	7.4%	78
Internet last 30 days: wrote online blog	47	2.7%	75
Internet last 30 days: visited chat room	56	3.3%	70
Internet last 30 days: looked for employment	200	11.7%	89
Internet last 30 days: played games online	351	20.6%	98
Internet last 30 days: traded/tracked investments	153	8.9%	80
Internet last 30 days: downloaded music	263	15.4%	84
Internet last 30 days: made phone call	43	2.5%	68
Internet last 30 days: made personal purchase	469	27.5%	89
Internet last 30 days: made business purchase	150	8.8%	92
Internet last 30 days: made travel plans	231	13.5%	78
Internet last 30 days: watched online video	265	15.5%	81
Internet last 30 days: obtained new/used car info	120	7.1%	80
Internet last 30 days: obtained financial info	369	21.6%	90
Internet last 30 days: obtained medical info	284	16.7%	100
Internet last 30 days: obtained latest news	613	35.9%	93
Internet last 30 days: obtained real estate info	162	9.5%	88

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

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

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

New Richmond Village, OH
New Richmond village, OH (3955384)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	361	21.1%	91
Ordered anything on Internet in last 12 months	567	33.2%	96
Ordered on Internet/12 mo: airline ticket	226	13.3%	79
Ordered on Internet/12 mo: CD/tape	78	4.6%	104
Ordered on Internet/12 mo: clothing	244	14.3%	99
Ordered on Internet/12 mo: computer	59	3.5%	101
Ordered on Internet/12 mo: computer peripheral	68	4.0%	92
Ordered on Internet/12 mo: DVD	104	6.1%	93
Ordered on Internet/12 mo: flowers	61	3.6%	77
Ordered on Internet/12 mo: software	85	5.0%	87
Ordered on Internet/12 mo: tickets (concerts etc.)	128	7.5%	78
Ordered on Internet/12 mo: toy	81	4.7%	95
Purchased item from amazon.com in last 12 months	199	11.7%	83
Purchased item from barnes&noble.com in last 12 mo	45	2.7%	82
Purchased item from bestbuy.com in last 12 months	37	2.1%	86
Purchased item from ebay.com in last 12 months	156	9.1%	98
Purchased item from walmart.com in last 12 months	74	4.3%	106
Spent on Internet orders last 12 months: <\$100	88	5.2%	95
Spent on Internet orders last 12 months: \$100-199	101	5.9%	110
Spent on Internet orders last 12 months: \$200-499	133	7.8%	93
Spent on Internet orders last 12 months: \$500+	217	12.7%	87
Connection to Internet from home: dial-up modem	188	11.0%	132
Connection to Internet from home: cable modem	360	21.1%	78
Connection to Internet from home: DSL	467	27.4%	111
Connection to Internet from home: wireless	191	11.2%	81
Connection to Internet from home: any broadband	957	56.1%	95
DVDs rented in last 30 days: 1	47	2.8%	104
DVDs rented in last 30 days: 2	66	3.9%	84
DVDs rented in last 30 days: 3	50	2.9%	92
DVDs rented in last 30 days: 4	75	4.4%	114
DVDs rented in last 30 days: 5+	211	12.4%	94
Rented video tape/DVD last month: action/adventure	354	20.8%	103
Rented video tape/DVD last month: classic	83	4.8%	94
Rented video tape/DVD last month: comedy	350	20.5%	99
Rented video tape/DVD last month: drama	214	12.6%	92
Rented video tape/DVD last month: family/children	160	9.4%	105
Rented video tape/DVD last month: foreign	19	1.1%	56
Rented video tape/DVD last month: horror	115	6.8%	91
Rented video tape/DVD last month: romance	135	7.9%	105
Rented video tape/DVD last month: science fiction	98	5.8%	108
Rented video tape/DVD last mo at Blockbuster Video	173	10.2%	84
Rented video tape/DVD last mo at Hollywood Video	66	3.9%	94
Bought video tape/DVD last month: action/adventure	142	8.3%	99
Bought video tape/DVD last month: classic	39	2.3%	84
Bought video tape/DVD last month: comedy	126	7.4%	92
Bought video tape/DVD last month: drama	68	4.0%	92
Bought video tape/DVD last month: family/children	107	6.3%	106
Bought video tape/DVD last month: horror	38	2.2%	71
Bought video tape/DVD last month: romance	40	2.3%	92

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Electronics and Internet Market Potential

New Richmond Village, OH
New Richmond village, OH (3955384)
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	28	1.6%	66
Bought blank video tape in last 6 months	185	10.9%	96
Bought 7+ blank video tapes in last 6 months	29	1.7%	65
DVDs purchased in last 30 days: 1	83	4.8%	98
DVDs purchased in last 30 days: 2	81	4.7%	100
DVDs purchased in last 30 days: 3-4	70	4.1%	89
DVDs purchased in last 30 days: 5+	97	5.7%	109
Bought any camera in last 12 months	223	13.1%	102
Spent on cameras in last 12 months: <\$100	81	4.7%	107
Spent on cameras in last 12 months: \$100-199	51	3.0%	99
Spent on cameras in last 12 months: \$200+	59	3.5%	87
Own APS (point & shoot or SLR) camera	40	2.4%	85
Own digital camera	600	35.2%	107
Bought digital camera in last 12 months	121	7.1%	104
Own digital point & shoot camera	445	26.1%	105
Bought digital point & shoot camera in last 12 mo	81	4.7%	96
Own digital SLR camera	172	10.1%	109
Bought digital SLR camera in last 12 months	40	2.3%	104
Own 35mm auto focus point & shoot camera	85	5.0%	106
Own 35mm auto focus single lens reflex camera	39	2.3%	96
Own 35mm auto focus zoom camera	121	7.1%	126
Own 35mm single lens reflex camera	54	3.2%	105
Own Canon camera	275	16.1%	103
Bought Canon camera in last 12 months	30	1.8%	83
Own Fuji camera	77	4.5%	112
Own Kodak camera	234	13.7%	116
Bought Kodak camera in last 12 months	49	2.9%	97
Own Nikon camera	90	5.3%	97
Own Olympus camera	81	4.8%	105
Own Polaroid camera	30	1.8%	71
Bought any camera accessory in last 12 months	769	45.1%	106
Bought film in last 12 months	332	19.4%	102
Bought film in last 12 months: <3 rolls	162	9.5%	107
Bought film in last 12 months: 3-6 rolls	98	5.7%	92
Bought film in last 12 months: 7+ rolls	71	4.2%	98
Bought film in last 12 mo: APS (color prints)	40	2.4%	88
Bought film in last 12 mo: instant developing	32	1.9%	94
Bought film in last 12 mo: 35mm (black & white)	11	0.6%	68
Bought film in last 12 mo: 35mm (color prints)	211	12.4%	108
Bought Fuji film in last 12 months	92	5.4%	107
Bought Kodak film in last 12 months	210	12.3%	104
Bought store-brand film in last 12 months	30	1.7%	82
Purchased film in last 12 mo: department store	56	3.3%	88
Purchased film in last 12 mo: discount store	88	5.2%	108

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

New Richmond Village, OH
New Richmond village, OH (3955384)
Geography: Place

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	77	4.5%	96
Purchased film in last 12 mo: grocery store	26	1.5%	71
Purchased film in last 12 mo: 1 hour service store	45	2.6%	104
Had film processed at discount store	70	4.1%	124
Had film processed at drug store	72	4.2%	99
Had film processed at 1 hour service store	45	2.7%	91
Bought memory card for camera in last 12 months	134	7.9%	103
Own memory card for camera	456	26.7%	108

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March 27, 2012



Financial Investments Market Potential

New Richmond Village, OH
 New Richmond village, OH (3955384)
 Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		2,348	2,416	
Population 18+		1,706	1,776	
Households		851	879	
Median Household Income		\$52,349	\$59,175	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		881	51.6%	105
Bank/financial institution: use savings & loan		166	9.7%	93
Bank/financial institution: use credit union		445	26.1%	115
Bank/financial institution: use fed savings bank		32	1.9%	81
Bank/financial institution: use mutual funds co		50	2.9%	90
Bank/financial institution: use Internet Bank		59	3.5%	80
Used ATM/cash machine in last 12 months		875	51.3%	101
Banked in person in last 12 months		912	53.5%	103
Banked by mail in last 12 months		93	5.5%	102
Banked by phone in last 12 months		274	16.1%	107
Did banking over the Internet in last 12 months		468	27.4%	101
Used direct deposit of paycheck in last 12 months		698	40.9%	106
Have interest checking account		585	34.3%	106
Have non-interest checking account		472	27.7%	104
Have money market account		186	10.9%	89
Have savings account		660	38.7%	106
Have 401K retirement savings		320	18.8%	106
Have IRA retirement savings		237	13.9%	92
Have auto loan for new car		234	13.7%	119
Have personal loan for education only		70	4.1%	101
Have personal loan-not for education		42	2.5%	98
Have home mortgage (1st)		366	21.5%	112
Have 2nd mortgage (equity loan)		124	7.3%	116
Have home equity line of credit		107	6.3%	104
Have personal line of credit		83	4.9%	108
Have overdraft protection		244	14.3%	107
Own any securities investment		443	26.0%	104
Own annuities		50	2.9%	97
Own certificate of deposit (6 months or less)		54	3.2%	90
Own certificate of deposit (more than 6 months)		81	4.7%	85
Own common/preferred stock in company you work for		42	2.5%	82
Own common stock in company you don't work for		111	6.5%	103
Own insured money market account (bank)		30	1.8%	85
Own shares in money market fund		103	6.0%	91
Own shares in mutual fund (bonds)		86	5.0%	85
Own shares in mutual fund (stock)		159	9.3%	99
Own any stock		157	9.2%	100
Own stock with market value <\$10000		52	3.0%	98
Own stock with market value \$10000-49999		48	2.8%	112
Own stock with market value \$50000+		32	1.9%	75

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

Financial Investments Market Potential

New Richmond Village, OH
New Richmond village, OH (3955384)
Geography: Place

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	120	7.0%	103
Used financial planning counsel in last 12 months	114	6.7%	85
Used full service brokerage firm in last 12 months	89	5.2%	84
Own any credit/debit card (in own name)	1,281	75.1%	102
Own American Express card (in own name)	159	9.3%	75
Own Discover card (in own name)	221	13.0%	116
Own MasterCard (in own name)	570	33.4%	98
Own Visa (in own name)	855	50.1%	102
Own any department store credit card (in own name)	535	31.4%	101
Avg monthly credit card expenditures: <\$111	252	14.8%	107
Avg monthly credit card expenditures: \$111-225	148	8.7%	111
Avg monthly credit card expenditures: \$226-450	121	7.1%	95
Avg monthly credit card expenditures: \$451-700	118	6.9%	109
Avg monthly credit card expenditures: \$701+	186	10.9%	82

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

New Richmond Village, OH
New Richmond village, OH (3955384)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		2,348	2,416	
Population 18+		1,706	1,776	
Households		851	879	
Median Household Income		\$52,349	\$59,175	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		517	60.8%	118
HH owns any bird		25	2.9%	101
HH owns any cat		264	31.0%	129
HH owns any dog		382	44.9%	119
HH owns 1 cat		135	15.9%	124
HH owns 2+ cats		130	15.3%	132
HH owns 1 dog		216	25.4%	108
HH owns 2+ dogs		165	19.4%	132
HH used canned cat food in last 6 months		115	13.5%	116
HH used <4 cans of cat food in last 7 days		42	4.9%	113
HH used 8+ cans of cat food in last 7 days		34	4.0%	111
HH used packaged dry cat food in last 6 months		250	29.4%	127
HH used <5 pounds of packaged dry cat food last mo		77	9.0%	111
HH used 11+ pounds of packaged dry cat food last mo		77	9.0%	126
HH used cat treats in last 6 months		107	12.6%	122
HH used cat litter in last 6 months		210	24.7%	121
HH used canned dog food in last 6 months		127	14.9%	113
HH used packaged dry dog food in last 6 months		366	43.0%	118
HH used <10 pounds of pkgd dry dog food last month		152	17.9%	107
HH used 25+ pounds of pkgd dry dog food last month		122	14.3%	130
HH used dog biscuits/treats in last 6 months		298	35.0%	118
HH used <2 packages of dog biscuits/treats last mo		148	17.4%	117
HH used 4+ packages of dog biscuits/treats last mo		61	7.2%	129
HH used flea/tick care prod for cat/dog last 12 mo		349	41.0%	121
HH member took pet to vet in last 12 mo: 1 time		116	13.6%	107
HH member took pet to vet in last 12 mo: 2 times		114	13.4%	121
HH member took pet to vet in last 12 mo: 3 times		54	6.3%	113
HH member took pet to vet in last 12 mo: 4 times		42	4.9%	119
HH member took pet to vet in last 12 mo: 5+ times		58	6.8%	122
Bought pet food from vet in last 12 months		50	5.9%	115
Bought flea control product from vet in last 12 mo		147	17.3%	130

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Health and Beauty Market Potential

New Richmond Village, OH
 New Richmond village, OH (3955384)
 Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		2,348	2,416	
Population 18+		1,706	1,776	
Households		851	879	
Median Household Income		\$52,349	\$59,175	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		507	29.7%	99
Exercise at club 2+ times per week		167	9.8%	80
Exercise at other facility (not club) 2+ times/wk		125	7.3%	91
Own stationary bicycle		113	6.6%	117
Own treadmill		175	10.3%	105
Own weight lifting equipment		232	13.6%	105
Presently controlling diet		722	42.3%	103
Diet control for blood sugar level		140	8.2%	112
Diet control for cholesterol level		191	11.2%	111
Diet control to maintain weight		199	11.7%	104
Diet control for physical fitness		154	9.0%	90
Diet control for salt restriction		65	3.8%	114
Diet control for weight loss		255	14.9%	105
Used doctor's care/diet for diet method		61	3.6%	119
Used exercise program for diet method		135	7.9%	93
Used Weight Watchers as diet method		49	2.9%	94
Buy foods specifically labeled as fat-free		297	17.4%	99
Buy foods specifically labeled as high fiber		191	11.2%	98
Buy foods specifically labeled as high protein		89	5.2%	95
Buy foods specifically labeled as lactose-free		21	1.2%	67
Buy foods specifically labeled as low-calorie		169	9.9%	91
Buy foods specifically labeled as low-carb		139	8.1%	106
Buy foods specifically labeled as low-cholesterol		142	8.3%	101
Buy foods specifically labeled as low-fat		235	13.8%	104
Buy foods specifically labeled as low-sodium		160	9.4%	104
Buy foods specifically labeled as natural/organic		137	8.0%	95
Buy foods specifically labeled as sugar-free		241	14.1%	106
Used butter alternatives in last 6 months		70	4.1%	98
Used egg alternatives in last 6 months		199	11.7%	82
Used salt alternatives in last 6 months		473	27.7%	99
Drank meal/dietary supplement in last 6 months		93	5.5%	75
Used nutrition/energy bar in last 6 months		200	11.7%	83
Drank sports drink/thirst quencher in last 6 mo		512	30.0%	94
Used vitamin/dietary supplement in last 6 months		827	48.5%	100
Vitamin/dietary suppl used/6 mo: antioxidant		35	2.1%	70
Vitamin/dietary suppl used/6 mo: B complex		74	4.3%	89
Vitamin/dietary suppl used/6 mo: B complex+C		28	1.6%	85
Vitamin/dietary suppl used/6 mo: B-6		34	2.0%	98
Vitamin/dietary suppl used/6 mo: B-12		96	5.6%	100
Vitamin/dietary suppl used/6 mo: C		142	8.3%	99
Vitamin/dietary suppl used/6 mo: calcium		186	10.9%	101

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

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Health and Beauty Market Potential

New Richmond Village, OH
 New Richmond village, OH (3955384)
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	84	4.9%	100
Vitamin/dietary suppl used/6 mo: E	89	5.2%	105
Vitamin/dietary suppl used/6 mo: garlic	34	2.0%	117
Vitamin/dietary suppl used/6 mo: glucosamine	74	4.3%	94
Vitamin/dietary suppl used/6 mo: multiple formula	223	13.1%	111
Vitamin/dietary suppl used/6 mo: multiple w/iron	58	3.4%	79
Vitamin/dietary suppl used/6 mo: mult w/minerals	98	5.7%	97
Vitamin/dietary suppl used/6 mo: zinc	34	2.0%	86
Vitamin/dietary suppl/6 mo: Caltrate 600	39	2.3%	86
Vitamin/dietary suppl/6 mo: Centrum	97	5.7%	97
Vitamin/dietary suppl/6 mo: Nature Made	108	6.3%	108
Visited doctor in last 12 months	1,335	78.3%	101
Visited doctor in last 12 months: 1-3 times	569	33.4%	98
Visited doctor in last 12 months: 4-7 times	380	22.3%	100
Visited doctor in last 12 months: 8+ times	386	22.6%	105
Visited doctor in last 12 mo: allergist	41	2.4%	100
Visited doctor in last 12 mo: cardiologist	129	7.6%	107
Visited doctor in last 12 mo: chiropractor	120	7.0%	94
Visited doctor in last 12 mo: dentist	639	37.5%	99
Visited doctor in last 12 mo: dermatologist	99	5.8%	81
Visited doctor in last 12 mo: ear/nose/throat	76	4.5%	97
Visited doctor in last 12 mo: eye	380	22.3%	108
Visited doctor in last 12 mo: general/family	789	46.2%	109
Visited doctor in last 12 mo: internist	108	6.3%	86
Visited doctor in last 12 mo: physical therapist	82	4.8%	106
Visited doctor in last 12 mo: podiatrist	53	3.1%	92
Visited doctor in last 12 mo: urologist	73	4.3%	111
Visited nurse practitioner in last 12 months	79	4.6%	110
Wear regular/sun/tinted prescription eyeglasses	633	37.1%	108
Wear bi-focals	305	17.9%	113
Wear disposable contact lenses	125	7.3%	113
Wear soft contact lenses	147	8.6%	98
Spent on contact lenses in last 12 mo: <\$100	50	2.9%	105
Spent on contact lenses in last 12 mo: \$100-199	55	3.2%	87
Spent on contact lenses in last 12 mo: \$200+	48	2.8%	93
Bought prescription eyewear: discount optical ctr	144	8.4%	106
Bought prescription eyewear: from eye doctor	495	29.0%	113
Bought prescription eyewear: retail optical chain	176	10.3%	93
Used prescription drug for allergy/hay fever	120	7.0%	100
Used prescription drug for anxiety/panic	78	4.6%	112
Used prescription drug for arthritis/rheumatism	43	2.5%	96
Used prescription drug for asthma	85	5.0%	122
Used prescription drug for backache/back pain	150	8.8%	119
Used prescription drug for depression	111	6.5%	110
Used prescr drug for diabetes (insulin dependent)	33	1.9%	98
Used prescr drug for diabetes (non-insulin)	62	3.6%	98
Used prescription drug for eczema/skin itch/rash	29	1.7%	82

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

New Richmond Village, OH
 New Richmond village, OH (3955384)
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	143	8.4%	127
Used prescription drug for high blood pressure	245	14.4%	115
Used prescription drug for high cholesterol	175	10.3%	118
Used prescription drug for migraine headache	66	3.9%	105
Used prescription drug for sinus congest./headache	71	4.2%	86
Used prescription drug for urinary tract infection	55	3.2%	103
Used last 6 mo: adhesive bandages	964	56.5%	102
Used last 6 mo: athlete's foot/foot care product	203	11.9%	85
Used last 6 mo: cold/sinus/allergy med (nonprescr)	811	47.5%	100
Used last 6 mo: children's cold tablets/liquids	253	14.8%	98
Used last 6 mo: contact lens cleaning solution	213	12.5%	102
Used last 6 mo: cotton swabs	849	49.8%	104
Used last 6 mo: cough/sore throat drops (nonprescr)	776	45.5%	96
Used last 6 mo: cough syrup/suppressant (nonprescr)	555	32.5%	95
Used last 6 mo: children's cough syrup	224	13.1%	92
Used last 6 mo: diarrhea remedy	244	14.3%	87
Used last 6 mo: eye wash and drops	487	28.5%	94
Used last 6 mo: headache/pain reliever (nonprescr)	1,463	85.8%	102
Used last 6 mo: hemorrhoid remedy	162	9.5%	106
Used last 6 mo: indigestion/upset stomach remedy	773	45.3%	101
Used last 6 mo: lactose intolerance product	46	2.7%	76
Used last 6 mo: laxative/fiber supplement	226	13.2%	95
Used last 6 mo: medicated skin ointment	536	31.4%	100
Used last 6 mo: medicated throat remedy	181	10.6%	93
Used last 6 mo: nasal spray	268	15.7%	99
Used last 6 mo: pain reliever/fever reducer (kids)	383	22.5%	101
Used last 6 mo: pain relieving rub/liquid/patch	401	23.5%	93
Used last 6 mo: sleeping tablets (nonprescription)	77	4.5%	83
Used last 12 mo: sunburn remedy	270	15.8%	103
Used last 12 mo: suntan/sunscreen product	643	37.7%	98
Used last 12 mo: SPF 15+ suntan/sunscreen product	510	29.9%	99
Used last 6 mo: toothache/gum/canker sore remedy	269	15.8%	94
Used last 6 mo: vitamins for children	241	14.1%	96
Used body powder in last 6 months	456	26.7%	96
Used body powder <3 times in last 7 days	172	10.1%	85
Used body powder 8+ times in last 7 days	39	2.3%	104
Used body wash/shower gel in last 6 months	893	52.3%	101
Used breath freshener in last 6 months	773	45.3%	97
Used complexion care product in last 6 months	736	43.1%	91
Used complexion care product <7 times last week	204	12.0%	87
Used complexion care product 11+ times last week	263	15.4%	93
Used complexion care prod: dry facial skin type	125	7.3%	100
Used complexion care prod: normal facial skin type	227	13.3%	87
Used complexion care prod: oily facial skin type	89	5.2%	86
Used dental floss in last 6 months	1,063	62.3%	100

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March 27, 2012

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Health and Beauty Market Potential

New Richmond Village, OH
 New Richmond village, OH (3955384)
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	325	19.1%	94
Used denture adhesive/fixative in last 6 months	113	6.6%	106
Used denture cleaner in last 6 months	189	11.1%	100
Used deodorant/antiperspirant in last 6 months	1,608	94.3%	101
Used deodorant/antiperspirant <8 times last week	1,211	71.0%	103
Used deodorant/antiperspirant 15+ times last week	93	5.5%	90
Used disposable razor in last 6 months	923	54.1%	103
Used electric shaver in last 6 months	345	20.2%	107
Used hair coloring product (at home) last 6 months	314	18.4%	92
Used hair conditioner (at home) in last 6 months	1,064	62.4%	100
Used hair conditioning treatment (at home)/6 mo	356	20.9%	89
Used hair growth product in last 6 months	22	1.3%	56
Used hair mousse in last 6 months	271	15.9%	91
Used hair spray (at home) in last 6 months	622	36.5%	101
Used hair styling gel/lotion in last 6 months	420	24.6%	92
Used hand & body cream/lotion/oil in last 6 months	1,216	71.3%	98
Used hand & body cream/lotion/oil <5 times last wk	358	21.0%	98
Used hand & body cream/lotion/oil 9+ times last wk	387	22.7%	91
Used hand & body cream in last 6 months	250	14.7%	83
Used hand & body lotion in last 6 months	842	49.4%	101
Used hand & body oil in last 6 months	73	4.3%	83
Used lip care in last 6 months	1,004	58.9%	99
Used liquid soap/hand sanitizer in last 6 months	1,329	77.9%	101
Used mouthwash in last 6 months	1,116	65.4%	99
Used mouthwash <4 times in last 7 days	332	19.5%	91
Used mouthwash 8+ times in last 7 days	262	15.4%	97
Used shampoo (at home) in last 6 months	1,587	93.0%	101
Used shampoo plus conditioner prod (at home)/6 mo	292	17.1%	89
Used shaving cream/gel in last 6 months	916	53.7%	103
Used personal care soap (bar) in last 6 months	1,426	83.6%	100
Used personal care soap for antibacterial purpose	310	18.2%	95
Used personal care soap for complexion	111	6.5%	95
Used personal care soap for deodorant	290	17.0%	105
Use personal care soap for moisturizing	356	20.9%	96
Bought toothbrush in last 6 months	1,471	86.2%	101
Bought electric toothbrush in last 6 months	95	5.6%	83
Used toothpaste in last 6 months	1,633	95.7%	100
Used toothpaste <8 times in last 7 days	519	30.4%	95
Used toothpaste 15+ times in last 7 days	273	16.0%	99
Used toothpaste with baking soda in last 6 months	175	10.3%	90
Used toothpaste (gel) in last 6 months	494	29.0%	104
Used toothpaste (paste) in last 6 months	815	47.8%	99
Used whitening toothpaste in last 6 months	606	35.5%	102
Used tooth whitener (not toothpaste) last 6 months	161	9.4%	89
Had professional manicure/pedicure last 6 months	246	14.4%	84
Had professional facial/massage last 6 months	127	7.4%	79
Spent \$100+ at barber shops in last 6 months	73	4.3%	80
Spent \$100+ at beauty parlors in last 6 months	261	15.3%	96

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Restaurant Market Potential

New Richmond Village, OH
 New Richmond village, OH (3955384)
 Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary	2010	2015
Population	2,348	2,416
Population 18+	1,706	1,776
Households	851	879
Median Household Income	\$52,349	\$59,175

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	1,240	72.7%	101
Family restaurant/steak house last month: <2 times	441	25.9%	101
Family restaurant/steak house last month: 2-4 times	489	28.7%	106
Family restaurant/steak house last month: 5+ times	310	18.2%	93
Family restaurant/steak house last 6 months: breakfast	228	13.4%	102
Family restaurant/steak house last 6 months: lunch	413	24.2%	97
Family restaurant/steak house last 6 months: snack	28	1.6%	59
Family restaurant/steak house last 6 months: dinner	945	55.4%	105
Family restaurant/steak house last 6 months: weekday	665	39.0%	101
Family restaurant/steak house last 6 months: weekend	758	44.4%	100
Family restaurant/steak house last 6 months: Applebee's	447	26.2%	104
Family restaurant/steak house last 6 months: Bennigan's	28	1.6%	75
Family restaurant/steak house last 6 months: Bob Evans Farm	83	4.9%	106
Family restaurant/steak house last 6 months: Cheesecake Factory	66	3.9%	59
Family restaurant/steak house last 6 months: Chili's Grill & Bar	175	10.3%	88
Family restaurant/steak house last 6 months: Cracker Barrel	218	12.8%	115
Family restaurant/steak house last 6 months: Denny's	138	8.1%	90
Family restaurant/steak house last 6 months: Friendly's	72	4.2%	106
Family restaurant/steak house last 6 months: Golden Corral	111	6.5%	90
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	169	9.9%	85
Family restaurant/steak house last 6 months: Lone Star Steakhouse	55	3.2%	118
Family restaurant/steak house last 6 months: Old Country Buffet	47	2.8%	97
Family restaurant/steak house last 6 months: Olive Garden	328	19.2%	108
Family restaurant/steak house last 6 months: Outback Steakhouse	211	12.4%	108
Family restaurant/steak house last 6 months: Perkins	63	3.7%	102
Family restaurant/steak house last 6 months: Red Lobster	244	14.3%	106
Family restaurant/steak house last 6 months: Red Robin	87	5.1%	90
Family restaurant/steak house last 6 months: Ruby Tuesday	165	9.7%	116
Family restaurant/steak house last 6 months: Ryan's	74	4.3%	115
Family restaurant/steak house last 6 months: Sizzler	48	2.8%	93
Family restaurant/steak house last 6 months: T.G.I. Friday's	137	8.0%	78
Went to fast food/drive-in restaurant in last 6 months	1,542	90.4%	102
Went to fast food/drive-in restaurant <6 times/month	584	34.2%	98
Went to fast food/drive-in restaurant 6-13 times/month	540	31.7%	109
Went to fast food/drive-in restaurant 14+ times/month	418	24.5%	98
Fast food/drive-in last 6 months: breakfast	477	28.0%	102
Fast food/drive-in last 6 months: lunch	1,048	61.4%	104
Fast food/drive-in last 6 months: snack	282	16.5%	95
Fast food/drive-in last 6 months: dinner	882	51.7%	107

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

New Richmond Village, OH
New Richmond village, OH (3955384)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	1,191	69.8%	105
Fast food/drive-in last 6 months: weekend	830	48.7%	101
Fast food/drive-in last 6 months: A & W	79	4.6%	102
Fast food/drive-in last 6 months: Arby's	412	24.2%	117
Fast food/drive-in last 6 months: Boston Market	60	3.5%	74
Fast food/drive-in last 6 months: Burger King	674	39.5%	109
Fast food/drive-in last 6 months: Captain D's	104	6.1%	119
Fast food/drive-in last 6 months: Carl's Jr.	70	4.1%	66
Fast food/drive-in last 6 months: Checkers	48	2.8%	88
Fast food/drive-in last 6 months: Chick-fil-A	232	13.6%	106
Fast food/drive-in last 6 months: Chipotle Mex. Grill	64	3.8%	62
Fast food/drive-in last 6 months: Chuck E. Cheese	65	3.8%	85
Fast food/drive-in last 6 months: Church's Fr. Chicken	49	2.9%	67
Fast food/drive-in last 6 months: Dairy Queen	322	18.9%	118
Fast food/drive-in last 6 months: Del Taco	43	2.5%	75
Fast food/drive-in last 6 months: Domino's Pizza	227	13.3%	99
Fast food/drive-in last 6 months: Dunkin' Donuts	179	10.5%	91
Fast food/drive-in last 6 months: Fuddruckers	34	2.0%	71
Fast food/drive-in last 6 months: Hardee's	125	7.3%	108
Fast food/drive-in last 6 months: Jack in the Box	153	9.0%	86
Fast food/drive-in last 6 months: KFC	485	28.4%	103
Fast food/drive-in last 6 months: Little Caesars	128	7.5%	102
Fast food/drive-in last 6 months: Long John Silver's	108	6.3%	100
Fast food/drive-in last 6 months: McDonald's	992	58.1%	104
Fast food/drive-in last 6 months: Panera Bread	143	8.4%	86
Fast food/drive-in last 6 months: Papa John's	150	8.8%	101
Fast food/drive-in last 6 months: Pizza Hut	399	23.4%	106
Fast food/drive-in last 6 months: Popeyes	96	5.6%	77
Fast food/drive-in last 6 months: Quiznos	125	7.3%	81
Fast food/drive-in last 6 months: Sonic Drive-In	215	12.6%	107
Fast food/drive-in last 6 months: Starbucks	217	12.7%	86
Fast food/drive-in last 6 months: Steak n Shake	67	3.9%	78
Fast food/drive-in last 6 months: Subway	573	33.6%	106
Fast food/drive-in last 6 months: Taco Bell	589	34.5%	107
Fast food/drive-in last 6 months: Wendy's	564	33.1%	106
Fast food/drive-in last 6 months: Whataburger	78	4.6%	95
Fast food/drive-in last 6 months: White Castle	43	2.5%	62
Fast food/drive-in last 6 months: eat in	650	38.1%	101
Fast food/drive-in last 6 months: home delivery	188	11.0%	106
Fast food/drive-in last 6 months: take-out/drive-thru	971	56.9%	109
Fast food/drive-in last 6 months: take-out/walk-in	419	24.6%	100

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March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

New Richmond Village, OH
 New Richmond village, OH (3955384)
 Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		2,348	2,416	
Population 18+		1,706	1,776	
Households		851	879	
Median Household Income		\$52,349	\$59,175	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Participated in aerobics		133	7.8%	79
Participated in archery		54	3.2%	119
Participated in backpacking/hiking		167	9.8%	104
Participated in baseball		67	3.9%	76
Participated in basketball		115	6.7%	72
Participated in bicycling (mountain)		56	3.3%	89
Participated in bicycling (road)		158	9.3%	96
Participated in boating (power)		104	6.1%	99
Participated in bowling		198	11.6%	100
Participated in canoeing/kayaking		93	5.5%	114
Participated in downhill skiing		44	2.6%	88
Participated in fishing (fresh water)		295	17.3%	132
Participated in fishing (salt water)		80	4.7%	103
Participated in football		86	5.0%	81
Participated in Frisbee		72	4.2%	77
Participated in golf		179	10.5%	101
Play golf < once a month		62	3.6%	92
Play golf 1+ times a month		93	5.5%	101
Participated in horseback riding		52	3.0%	100
Participated in hunting with rifle		121	7.1%	146
Participated in hunting with shotgun		100	5.9%	138
Participated in ice skating		41	2.4%	83
Participated in jogging/running		138	8.1%	77
Participated in martial arts		17	1.0%	71
Participated in motorcycling		76	4.5%	121
Participated in Pilates		37	2.2%	66
Participated in roller skating		31	1.8%	87
Participated in snowboarding		24	1.4%	73
Participated in soccer		51	3.0%	69
Participated in softball		57	3.3%	85
Participated in swimming		357	20.9%	108
Participated in target shooting		73	4.3%	111
Participated in tennis		48	2.8%	66
Participated in volleyball		46	2.7%	77
Participated in walking for exercise		495	29.0%	97
Participated in weight lifting		164	9.6%	82
Participated in yoga		73	4.3%	74
Spent on high end sports/recreation equipment/12 mo: <\$250		80	4.7%	106
Spent on high end sports/recreation equipment/12 mo: \$250+		65	3.8%	98
Attend sports event: auto racing (NASCAR)		141	8.3%	113
Attend sports event: auto racing (not NASCAR)		116	6.8%	107
Attend sports event: baseball game		239	14.0%	95

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March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

New Richmond Village, OH
 New Richmond village, OH (3955384)
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	112	6.6%	83
Attend sports event: basketball game (pro)	124	7.3%	85
Attend sports event: football game (college)	156	9.1%	89
Attend sports event: football-Monday night game (pro)	101	5.9%	97
Attend sports event: football-weekend game (pro)	144	8.4%	93
Attend sports event: golf tournament	84	4.9%	89
Attend sports event: ice hockey game	113	6.6%	100
Attend sports event: soccer game	91	5.3%	86
Attend sports event: tennis match	73	4.3%	87
Attended adult education course in last 12 months	94	5.5%	83
Attended auto show in last 12 months	149	8.7%	105
Went to bar/night club in last 12 months	322	18.9%	99
Went to beach in last 12 months	391	22.9%	93
Attended dance performance in last 12 months	51	3.0%	67
Danced/went dancing in last 12 months	149	8.7%	92
Dined out in last 12 months	858	50.3%	102
Dine out < once a month	94	5.5%	117
Dine out once a month	117	6.9%	111
Dine out 2-3 times a month	195	11.4%	99
Dine out once a week	193	11.3%	98
Dine out 2+ times per week	159	9.3%	94
Gambled at casino in last 12 months	277	16.2%	101
Gambled at casino 6+ times in last 12 months	49	2.9%	106
Gambled in Atlantic City in last 12 months	32	1.9%	74
Gambled in Las Vegas in last 12 months	64	3.8%	79
Attended horse races in last 12 months	47	2.8%	93
Attended movies in last 6 months	938	55.0%	93
Attended movies in last 90 days: < once a month	545	31.9%	99
Attended movies in last 90 days: once a month	139	8.1%	80
Attended movies in last 90 days: 2-3 times a month	98	5.7%	85
Attended movies in last 90 days: once/week or more	33	1.9%	76
Prefer to see movie after second week of release	389	22.8%	96
Went to museum in last 12 months	181	10.6%	83
Attended music performance in last 12 months	402	23.6%	99
Attended country music performance in last 12 mo	105	6.2%	121
Attended rock music performance in last 12 months	173	10.1%	93
Attended classical music/opera performance/12 mo	56	3.3%	71
Went to live theater in last 12 months	201	11.8%	90
Visited a theme park in last 12 months	307	18.0%	84
Visited Disney World (FL)/12 mo: Magic Kingdom	48	2.8%	83
Visited any Sea World in last 12 months	41	2.4%	71
Visited any Six Flags in last 12 months	70	4.1%	71
Went to zoo in last 12 months	212	12.4%	97
Played backgammon in last 12 months	31	1.8%	91
Participated in book club in last 12 months	47	2.8%	87
Played billiards/pool in last 12 months	172	10.1%	105
Played bingo in last 12 months	68	4.0%	94
Did birdwatching in last 12 months	124	7.3%	117
Played board game in last 12 months	272	15.9%	98

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

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March 27, 2012

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Sports and Leisure Market Potential

New Richmond Village, OH
 New Richmond village, OH (3955384)
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	361	21.2%	101
Played chess in last 12 months	57	3.3%	91
Cooked for fun in last 12 months	369	21.6%	104
Did crossword puzzle in last 12 months	244	14.3%	98
Participated in fantasy sports league last 12 mo	49	2.9%	88
Flew a kite in last 12 months	50	2.9%	104
Did furniture refinishing in last 12 months	51	3.0%	93
Did indoor gardening/plant care in last 12 months	180	10.6%	105
Participated in karaoke in last 12 months	63	3.7%	83
Bought lottery ticket in last 12 months	608	35.6%	103
Bought lottery ticket in last 12 mo: Daily Drawing	74	4.3%	89
Bought lottery ticket in last 12 mo: Instant Game	277	16.2%	102
Bought lottery ticket in last 12 mo: Lotto Drawing	393	23.0%	108
Played lottery: <3 times in last 30 days	285	16.7%	106
Played lottery: 3-7 times in last 30 days	160	9.4%	97
Played lottery: 8+ times in last 30 days	163	9.6%	103
Played musical instrument in last 12 months	130	7.6%	96
Did painting/drawing in last 12 months	104	6.1%	93
Did photography in last 12 months	220	12.9%	102
Read book in last 12 months	714	41.9%	103
Participated in trivia games in last 12 months	91	5.3%	88
Played video game in last 12 months	198	11.6%	87
Did woodworking in last 12 months	101	5.9%	126
Participated in word games in last 12 months	152	8.9%	93
Member of AARP	285	16.7%	108
Member of business club	31	1.8%	73
Member of charitable organization	82	4.8%	76
Member of church board	76	4.5%	103
Member of fraternal order	59	3.5%	98
Member of religious club	106	6.2%	97
Member of union	107	6.3%	119
Member of veterans club	58	3.4%	100
Bought any children`s toy/game in last 12 months	622	36.5%	105
Spent on toys/games in last 12 months: <\$50	111	6.5%	107
Spent on toys/games in last 12 months: \$50-99	38	2.2%	81
Spent on toys/games in last 12 months: \$100-199	127	7.4%	103
Spent on toys/games in last 12 months: \$200-499	200	11.7%	108
Spent on toys/games in last 12 months: \$500+	105	6.2%	107
Bought infant toy in last 12 months	143	8.4%	100
Bought pre-school toy in last 12 months	140	8.2%	101
Spent on toys/games (for child <6)/12 mo: <\$100	197	11.5%	104
Spent on toys/games (for child <6)/12 mo: \$100-199	120	7.0%	104
Spent on toys/games (for child <6)/12 mo: \$200+	141	8.3%	107
Bought for child in last 12 mo: boy action figure	144	8.4%	104
Bought for child in last 12 mo: girl action figure	54	3.2%	102
Bought for child in last 12 mo: bicycle	106	6.2%	91
Bought for child in last 12 mo: board game	205	12.0%	101

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

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

March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

New Richmond Village, OH
New Richmond village, OH (3955384)
Geography: Place

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	48	2.8%	83
Bought for child in last 12 mo: car	162	9.5%	103
Bought for child in last 12 mo: construction toy	92	5.4%	109
Bought for child in last 12 mo: large/baby doll	111	6.5%	100
Bought for child in last 12 mo: fashion doll	78	4.6%	90
Bought for child in last 12 mo: plush doll/animal	163	9.6%	114
Bought for child in last 12 mo: doll accessories	79	4.6%	115
Bought for child in last 12 mo: doll clothing	72	4.2%	102
Bought for child in last 12 mo: educational toy	246	14.4%	106
Bought for child in last 12 mo: electronic game	176	10.3%	111
Bought for child in last 12 mo: mechanical toy	57	3.3%	84
Bought for child in last 12 mo: model kit/set	45	2.6%	102
Bought for child in last 12 mo: sound game	33	1.9%	69
Bought for child in last 12 mo: water toy	176	10.3%	108
Bought for child in last 12 mo: word game	60	3.5%	91
Bought book in last 12 months	836	49.0%	98
Bought 1-3 books in last 12 months	323	18.9%	96
Bought 4-9 books in last 12 months	257	15.1%	97
Bought 10+ books in last 12 months	257	15.1%	100
Bought paperback book in last 12 months	632	37.0%	98
Bought <3 paperback books in last 12 months	206	12.1%	93
Bought 3-6 paperback books in last 12 months	225	13.2%	100
Bought 7+ paperback books in last 12 months	200	11.7%	99
Bought hardcover book in last 12 months	479	28.1%	101
Bought <3 hardcover books in last 12 months	224	13.1%	107
Bought 3-5 hardcover books in last 12 months	115	6.7%	84
Bought 6+ hardcover books in last 12 months	140	8.2%	104
Bought book (fiction) in last 12 months	472	27.7%	98
Bought book (non-fiction) in last 12 months	403	23.6%	93
Bought biography in last 12 months	106	6.2%	85
Bought children`s book in last 12 months	212	12.4%	98
Bought cookbook in last 12 months	173	10.1%	93
Bought desk dictionary in last 12 months	19	1.1%	55
Bought history book in last 12 months	112	6.6%	87
Bought mystery book in last 12 months	185	10.8%	96
Bought personal/business self-help book last 12 mo	104	6.1%	85
Bought religious book (not bible) last 12 months	132	7.7%	102
Bought romance book in last 12 months	119	7.0%	107
Bought science fiction book in last 12 months	87	5.1%	112
Bought book through book club in last 12 months	90	5.3%	122
Bought book at book store in last 12 months	540	31.7%	94
Bought book at Barnes & Noble in last 12 months	287	16.8%	85
Bought book at Borders in last 12 months	163	9.6%	86
Bought book at convenience store in last 12 months	28	1.6%	74
Bought book at department store in last 12 months	154	9.0%	118
Bought book at drug store in last 12 months	26	1.5%	67
Bought book through Internet in last 12 mo	137	8.0%	79
Bought book through mail order in last 12 months	53	3.1%	91
Bought book at supermarket in last 12 months	80	4.7%	90
Bought book at warehouse store in last 12 months	92	5.4%	93

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

New Richmond Village, OH
New Richmond village, OH (3955384)
Geography: Place

www.ClermontCountyOhio.biz

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Midland Crowd	46.4%	Population	2,348	2,416
Main Street, USA	34.2%	Households	851	879
Green Acres	19.4%	Families	643	661
Top Rung	0.0%	Median Age	35.0	35.7
Suburban Splendor	0.0%	Median Household Income	\$52,349	\$59,175
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		61	\$1,470.02	\$1,250,990
Men's		57	\$262.96	\$223,782
Women's		55	\$454.27	\$386,587
Children's		67	\$267.95	\$228,029
Footwear		43	\$179.50	\$152,757
Watches & Jewelry		88	\$171.62	\$146,047
Apparel Products and Services (1)		143	\$133.71	\$113,788
Computer				
Computers and Hardware for Home Use		87	\$167.00	\$142,114
Software and Accessories for Home Use		87	\$24.65	\$20,979
Entertainment & Recreation		90	\$2,911.31	\$2,477,525
Fees and Admissions		89	\$550.34	\$468,335
Membership Fees for Clubs (2)		88	\$144.59	\$123,045
Fees for Participant Sports, excl. Trips		89	\$95.40	\$81,185
Admission to Movie/Theatre/Opera/Ballet		87	\$131.97	\$112,303
Admission to Sporting Events, excl. Trips		92	\$55.00	\$46,809
Fees for Recreational Lessons		90	\$122.78	\$104,482
Dating Services		78	\$0.60	\$511
TV/Video/Audio		88	\$1,096.75	\$933,330
Community Antenna or Cable TV		89	\$644.95	\$548,853
Televisions		90	\$173.19	\$147,382
VCRs, Video Cameras, and DVD Players		86	\$17.48	\$14,875
Video Cassettes and DVDs		87	\$45.79	\$38,966
Video and Computer Game Hardware and Software		90	\$50.27	\$42,782
Satellite Dishes		91	\$1.15	\$978
Rental of Video Cassettes and DVDs		87	\$35.88	\$30,535
Streaming/Downloaded Video		90	\$1.26	\$1,075
Audio (3)		82	\$120.17	\$102,266
Rental and Repair of TV/Radio/Sound Equipment		87	\$6.60	\$5,619
Pets		112	\$480.40	\$408,824
Toys and Games (4)		90	\$131.64	\$112,023
Recreational Vehicles and Fees (5)		85	\$274.60	\$233,686
Sports/Recreation/Exercise Equipment (6)		71	\$127.84	\$108,792
Photo Equipment and Supplies (7)		88	\$91.53	\$77,889
Reading (8)		88	\$136.48	\$116,144
Catered Affairs (9)		88	\$21.74	\$18,502
Food		88	\$6,779.60	\$5,769,441
Food at Home		88	\$3,922.43	\$3,337,990
Bakery and Cereal Products		88	\$526.29	\$447,870
Meats, Poultry, Fish, and Eggs		88	\$909.29	\$773,807
Dairy Products		88	\$436.17	\$371,179
Fruits and Vegetables		87	\$681.91	\$580,307
Snacks and Other Food at Home (10)		88	\$1,368.78	\$1,164,827
Food Away from Home		89	\$2,857.17	\$2,431,451
Alcoholic Beverages		87	\$495.23	\$421,438
Nonalcoholic Beverages at Home		88	\$384.09	\$326,858

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

New Richmond Village, OH
New Richmond village, OH (3955384)
Geography: Place

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	82	\$1,434.82	\$1,221,031
Vehicle Loans	91	\$4,457.77	\$3,793,560
Health			
Nonprescription Drugs	88	\$90.53	\$77,044
Prescription Drugs	90	\$446.50	\$379,973
Eyeglasses and Contact Lenses	89	\$68.83	\$58,571
Home			
Mortgage Payment and Basics (11)	94	\$8,787.96	\$7,478,551
Maintenance and Remodeling Services	93	\$1,842.03	\$1,567,566
Maintenance and Remodeling Materials (12)	93	\$344.95	\$293,552
Utilities, Fuel, and Public Services	90	\$4,080.83	\$3,472,788
Household Furnishings and Equipment			
Household Textiles (13)	88	\$116.43	\$99,083
Furniture	88	\$530.92	\$451,815
Floor Coverings	93	\$69.45	\$59,099
Major Appliances (14)	90	\$274.33	\$233,457
Housewares (15)	77	\$66.16	\$56,299
Small Appliances	88	\$28.78	\$24,490
Luggage	88	\$8.12	\$6,909
Telephones and Accessories	58	\$24.76	\$21,071
Household Operations			
Child Care	90	\$417.70	\$355,463
Lawn and Garden (16)	91	\$380.21	\$323,555
Moving/Storage/Freight Express	79	\$48.06	\$40,901
Housekeeping Supplies (17)	89	\$626.96	\$533,541
Insurance			
Owners and Renters Insurance	95	\$441.32	\$375,567
Vehicle Insurance	89	\$1,041.24	\$886,095
Life/Other Insurance	92	\$385.77	\$328,287
Health Insurance	90	\$1,734.45	\$1,476,014
Personal Care Products (18)	88	\$352.66	\$300,117
School Books and Supplies (19)	86	\$91.42	\$77,795
Smoking Products	87	\$370.32	\$315,144
Transportation			
Vehicle Purchases (Net Outlay) (20)	89	\$3,921.28	\$3,337,011
Gasoline and Motor Oil	90	\$2,577.65	\$2,193,582
Vehicle Maintenance and Repairs	89	\$837.52	\$712,726
Travel			
Airline Fares	87	\$399.29	\$339,798
Lodging on Trips	89	\$387.68	\$329,914
Auto/Truck/Van Rental on Trips	87	\$32.19	\$27,394
Food and Drink on Trips	88	\$384.51	\$327,221

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.



Retail Goods and Services Expenditures

New Richmond Village, OH
New Richmond village, OH (3955384)
Geography: Place

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

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

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

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

New Richmond Village, OH
New Richmond village, OH (3955384)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		2,348	2,416
Households		851	879
Families		643	661
Median Age		35.0	35.7
Median Household Income		\$52,349	\$59,175
		Spending Potential Index	Average Amount Spent
Products			Total
Vehicle Coolant/Brake/Transmission Fluids	87	\$4.17	\$3,550
Gasoline	90	\$2,520.58	\$2,145,010
Motor Oil	87	\$10.31	\$8,774
Vehicle Parts/Equipment and Accessories	86	\$48.00	\$40,848
Tire Purchase/Replacement	90	\$129.98	\$110,613
Vehicle Audio/Video Equipment and Installation	83	\$5.91	\$5,033
Vehicle Cleaning Products and Services	85	\$6.91	\$5,877
Services			
Auto Repair Service Policy	93	\$15.31	\$13,032
Membership Fees for Automobile Service Clubs	88	\$19.25	\$16,385
Global Positioning Services	89	\$2.24	\$1,910
Vehicle Air Conditioning Repair	91	\$16.03	\$13,640
Vehicle Body Work and Painting	88	\$33.64	\$28,624
Vehicle Brake Work	89	\$70.67	\$60,138
Vehicle Clutch/Transmission Repair	88	\$40.36	\$34,346
Vehicle Cooling System Repair	89	\$25.90	\$22,044
Vehicle Drive Shaft and Rear-end Repair	91	\$7.82	\$6,652
Vehicle Electrical System Repair	88	\$30.55	\$26,001
Vehicle Exhaust System Repair	89	\$11.87	\$10,100
Vehicle Front End Alignment/Wheel Balance & Rotation	89	\$16.47	\$14,020
Lube/Oil Change and Oil Filters	90	\$80.75	\$68,718
Vehicle Motor Repair/Replacement	88	\$80.62	\$68,604
Vehicle Motor Tune-up	87	\$54.00	\$45,950
Vehicle Shock Absorber Replacement	91	\$6.05	\$5,151
Vehicle Steering/Front End Repair	89	\$24.58	\$20,919
Tire Repair and Other Repair Work	89	\$58.19	\$49,517

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

New Richmond Village, OH
New Richmond village, OH (3955384)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		2,348	2,416
Households		851	879
Families		643	661
Median Age		35.0	35.7
Median Household Income		\$52,349	\$59,175
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	89	\$5,128.61	\$4,364,448
Savings Accounts	89	\$11,677.18	\$9,937,279
U.S. Savings Bonds	91	\$375.61	\$319,643
Stocks, Bonds & Mutual Funds	89	\$34,786.33	\$29,603,170
Annual Changes			
Checking Accounts	87	\$227.36	\$193,487
Savings Accounts	77	\$300.62	\$255,825
U.S. Savings Bonds	53	\$1.28	\$1,085
Earnings			
Dividends, Royalties, Estates, Trusts	87	\$851.60	\$724,710
Interest from Savings Accounts or Bonds	87	\$798.47	\$679,498
Retirement Plan Contributions	92	\$1,257.97	\$1,070,531
Liabilities			
Original Mortgage Amount	92	\$19,839.53	\$16,883,437
Vehicle Loan Amount 1	90	\$2,440.89	\$2,077,196
Amount Paid: Interest			
Home Mortgage	94	\$4,368.41	\$3,717,519
Lump Sum Home Equity Loan	93	\$120.48	\$102,526
New Car/Truck/Van Loan	92	\$192.87	\$164,129
Used Car/Truck/Van Loan	89	\$144.78	\$123,205
Amount Paid: Principal			
Home Mortgage	94	\$1,863.82	\$1,586,110
Lump Sum Home Equity Loan	94	\$156.77	\$133,413
New Car/Truck/Van Loan	93	\$1,038.02	\$883,359
Used Car/Truck/Van Loan	90	\$679.09	\$577,906
Checking Account and Banking Service Charges	85	\$23.76	\$20,218
Finance Charges, excluding Mortgage/Vehicle	88	\$216.37	\$184,134

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

New Richmond Village, OH
 New Richmond village, OH (3955384)
 Geography: Place

www.ClermontCountyOhio.biz

2010 Housing Summary		2010 Demographic Summary		
Housing Units	1,002	Population	2,348	
2010-2015 Percent Change	5.79%	Households	851	
Percent Occupied	84.8%	Families	643	
Percent Owner HHS	63.8%	Median Age	35.0	
Median Home Value	\$135,861	Median Household Income	\$52,349	
		Spending Potential Index	Average Amount Spent	
			Total	
Owned Dwellings		94	\$11,050.92	\$9,404,329
Mortgage Interest		94	\$4,368.41	\$3,717,519
Mortgage Principal		94	\$1,863.82	\$1,586,110
Property Taxes		93	\$2,060.32	\$1,753,335
Homeowners Insurance		96	\$431.53	\$367,233
Ground Rent		88	\$63.87	\$54,353
Maintenance and Remodeling Services		93	\$1,842.03	\$1,567,566
Maintenance and Remodeling Materials		93	\$344.95	\$293,552
Property Management and Security		89	\$75.98	\$64,661
Rented Dwellings		68	\$2,340.83	\$1,992,050
Rent		68	\$2,216.67	\$1,886,383
Rent Received as Pay		66	\$60.38	\$51,380
Renters' Insurance		75	\$9.79	\$8,333
Maintenance and Repair Services		72	\$15.30	\$13,019
Maintenance and Repair Materials		73	\$38.70	\$32,934
Owned Vacation Homes		86	\$401.25	\$341,466
Mortgage Payment		88	\$179.60	\$152,837
Property Taxes		87	\$97.69	\$83,138
Homeowners Insurance		86	\$12.76	\$10,863
Maintenance and Remodeling		83	\$96.27	\$81,925
Property Management and Security		87	\$14.93	\$12,703
Housing While Attending School		92	\$74.65	\$63,524
Household Operations		88	\$1,384.33	\$1,178,066
Child Care		90	\$417.70	\$355,463
Care for Elderly or Handicapped		86	\$62.00	\$52,764
Appliance Rental and Repair		92	\$22.45	\$19,107
Computer Information Services		89	\$217.91	\$185,440
Home Security System Services		95	\$24.81	\$21,110
Non-Apparel Household Laundry/Dry Cleaning		12	\$4.34	\$3,689
Housekeeping Services		88	\$134.72	\$114,649
Lawn and Garden		91	\$380.21	\$323,555
Moving/Storage/Freight Express		79	\$48.06	\$40,901
PC Repair (Personal Use)		88	\$7.77	\$6,611
Reupholstering/Furniture Repair		89	\$7.09	\$6,038
Termite/Pest Control		96	\$23.32	\$19,841
Water Softening Services		91	\$5.11	\$4,350
Internet Services Away from Home		90	\$2.40	\$2,043
Voice Over IP Service		88	\$5.84	\$4,974
Other Home Services (1)		90	\$20.60	\$17,532

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

New Richmond Village, OH
New Richmond village, OH (3955384)
Geography: Place

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	90	\$4,080.83	\$3,472,788
Bottled Gas	87	\$59.01	\$50,217
Electricity	91	\$1,544.97	\$1,314,773
Fuel Oil	89	\$100.16	\$85,240
Natural Gas	90	\$587.52	\$499,982
Telephone Services	89	\$1,283.58	\$1,092,330
Water and Other Public Services	91	\$498.24	\$424,000
Coal/Wood/Other Fuel	85	\$7.34	\$6,245
Housekeeping Supplies	89	\$626.96	\$533,541
Laundry and Cleaning Supplies	89	\$169.61	\$144,339
Postage and Stationery	88	\$180.69	\$153,768
Other HH Products (2)	90	\$276.66	\$235,433
Household Textiles	88	\$116.43	\$99,083
Bathroom Linens	87	\$15.48	\$13,171
Bedroom Linens	88	\$54.52	\$46,392
Kitchen and Dining Room Linens	89	\$2.74	\$2,335
Curtains and Draperies	87	\$25.05	\$21,317
Slipcovers, Decorative Pillows	89	\$3.81	\$3,238
Materials for Slipcovers/Curtains	87	\$13.32	\$11,338
Other Linens	87	\$1.52	\$1,291
Furniture	88	\$530.92	\$451,815
Mattresses and Box Springs	85	\$68.17	\$58,010
Other Bedroom Furniture	88	\$94.63	\$80,531
Sofas	87	\$131.93	\$112,275
Living Room Tables and Chairs	89	\$73.45	\$62,510
Kitchen, Dining Room Furniture	90	\$56.07	\$47,712
Infant Furniture	88	\$9.86	\$8,391
Outdoor Furniture	93	\$24.85	\$21,147
Wall Units, Cabinets, Other Furniture (3)	90	\$71.96	\$61,238
Major Appliances	90	\$274.33	\$233,457
Dishwashers and Disposals	91	\$24.85	\$21,149
Refrigerators and Freezers	91	\$74.62	\$63,500
Clothes Washers	91	\$45.61	\$38,814
Clothes Dryers	92	\$35.02	\$29,806
Cooking Stoves and Ovens	91	\$43.18	\$36,744
Microwave Ovens	88	\$11.20	\$9,534
Window Air Conditioners	85	\$5.99	\$5,096
Electric Floor Cleaning Equipment	85	\$19.09	\$16,243
Sewing Machines and Miscellaneous Appliances	92	\$14.77	\$12,571

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



House and Home Expenditures

New Richmond Village, OH
New Richmond village, OH (3955384)
Geography: Place

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	93	\$69.45	\$59,099
Housewares	77	\$66.16	\$56,299
Small Appliances	88	\$28.78	\$24,490
Window Coverings	86	\$33.29	\$28,327
Lamps and Other Lighting Fixtures	89	\$21.10	\$17,957
Infant Equipment	24	\$4.82	\$4,099
Rental of Furniture	80	\$3.71	\$3,157
Laundry and Cleaning Equipment	89	\$19.95	\$16,975
Closet and Storage Items	17	\$4.36	\$3,712
Luggage	88	\$8.12	\$6,909
Clocks and Other Household Decoratives	25	\$51.44	\$43,777
Telephones and Accessories	58	\$24.76	\$21,071
Telephone Answering Devices	91	\$0.77	\$652
Grills and Outdoor Equipment	23	\$12.02	\$10,228
Power Tools	82	\$26.22	\$22,313
Hand Tools	85	\$8.79	\$7,477
Office Furniture/Equipment for Home Use	91	\$14.92	\$12,697
Computers and Hardware for Home Use	87	\$167.00	\$142,114
Software and Accessories for Home Use	87	\$24.65	\$20,979
Other Household Items (4)	89	\$92.35	\$78,591

(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.



Medical Expenditures

New Richmond Village, OH
 New Richmond village, OH (3955384)
 Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		2,348	2,416
Households		851	879
Families		643	661
Median Household Income		\$52,349	\$59,175
Males per 100 Females		101.1	102.3
Population By Age			
Population <5 Years		7.7%	7.5%
Population 5-17 Years		19.5%	18.9%
Population 65+ Years		10.2%	11.9%
Median Age		35.0	35.7
	Spending Potential Index	Average Amount Spent	Total
Health Care	89	\$3,326.99	\$2,831,264
Medical Care	89	\$1,592.54	\$1,355,251
Physician Services	89	\$202.57	\$172,387
Dental Services	89	\$288.13	\$245,197
Eyecare Services	90	\$45.03	\$38,318
Lab Tests, X-Rays	91	\$49.97	\$42,528
Hospital Room and Hospital Services	90	\$123.91	\$105,447
Convalescent or Nursing Home Care	79	\$18.23	\$15,516
Other Medical services (1)	88	\$99.02	\$84,265
Nonprescription Drugs	88	\$90.53	\$77,044
Prescription Drugs	90	\$446.50	\$379,973
Nonprescription Vitamins	88	\$49.73	\$42,321
Medicare Prescription Drug Premium	83	\$41.26	\$35,114
Eyeglasses and Contact Lenses	89	\$68.83	\$58,571
Hearing Aids	81	\$17.53	\$14,917
Medical Equipment for General Use	92	\$5.78	\$4,922
Other Medical Supplies (2)	89	\$45.51	\$38,730
Health Insurance	90	\$1,734.45	\$1,476,014
Blue Cross/Blue Shield	93	\$519.84	\$442,384
Commercial Health Insurance	92	\$343.46	\$292,285
Health Maintenance Organization	90	\$299.26	\$254,672
Medicare Payments	85	\$351.76	\$299,344
Long Term Care Insurance	89	\$74.01	\$62,984
Other Health Insurance (3)	87	\$146.11	\$124,344

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

New Richmond Village, OH
New Richmond village, OH (3955384)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		2,348	2,416	
Households		851	879	
Families		643	661	
Median Age		35.0	35.7	
Median Household Income		\$52,349	\$59,175	
		Spending Potential Index	Average Amount Spent	
			Total	
Entertainment/Recreation Fees and Admissions		89	\$550.33	\$468,335
Admission to Movies, Theater, Opera, Ballet		87	\$131.97	\$112,303
Admission to Sporting Events, excl.Trips		92	\$55.00	\$46,809
Fees for Participant Sports, excl.Trips		89	\$95.40	\$81,185
Fees for Recreational Lessons		90	\$122.78	\$104,482
Membership Fees for Social/Recreation/Civic Clubs		88	\$144.59	\$123,045
Dating Services		78	\$0.60	\$511
Rental of Video Cassettes and DVDs		87	\$35.88	\$30,535
Toys & Games		90	\$131.64	\$112,023
Toys and Playground Equipment		91	\$127.93	\$108,865
Play Arcade Pinball/Video Games		92	\$1.73	\$1,476
Online Entertainment and Games		85	\$1.98	\$1,682
Recreational Vehicles and Fees		85	\$274.60	\$233,686
Docking and Landing Fees for Boats and Planes		92	\$6.50	\$5,530
Camp Fees		92	\$26.60	\$22,634
Purchase of RVs or Boats		84	\$234.38	\$199,455
Rental of RVs or Boats		83	\$7.13	\$6,067
Sports, Recreation and Exercise Equipment		71	\$127.84	\$108,792
Exercise Equipment and Gear, Game Tables		76	\$62.26	\$52,980
Bicycles		85	\$16.75	\$14,251
Camping Equipment		36	\$5.21	\$4,434
Hunting and Fishing Equipment		54	\$20.84	\$17,735
Winter Sports Equipment		77	\$4.99	\$4,250
Water Sports Equipment		89	\$5.91	\$5,031
Other Sports Equipment		89	\$8.43	\$7,173
Rental/Repair of Sports/Recreation/Exercise Equipment		86	\$3.45	\$2,939
Photographic Equipment and Supplies		88	\$91.53	\$77,889
Film		89	\$6.53	\$5,553
Film Processing		89	\$19.90	\$16,931
Photographic Equipment		87	\$37.31	\$31,751
Photographer Fees/Other Supplies & Equip Rental/Repair		90	\$27.80	\$23,654
Reading		88	\$136.48	\$116,144
Magazine/Newspaper Subscriptions		89	\$56.63	\$48,195
Magazine/Newspaper Single Copies		88	\$16.80	\$14,299
Books		87	\$63.04	\$53,650

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

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

March 27, 2012

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