

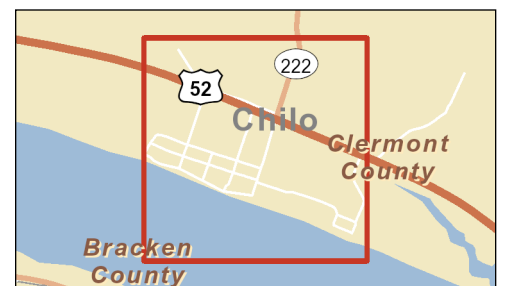
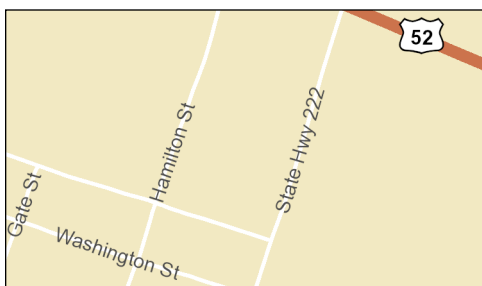
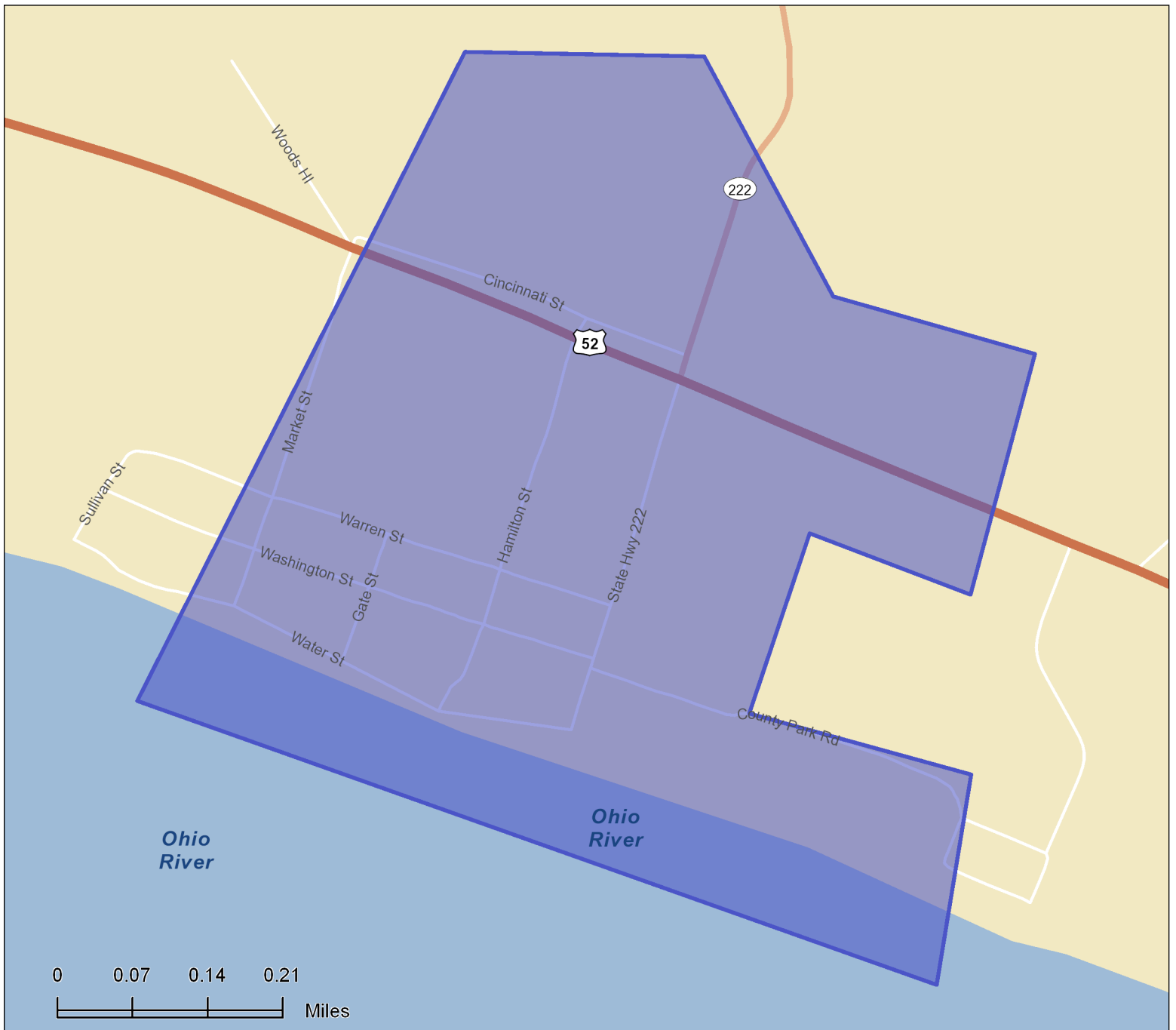


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Site Map

Chilo Village, OH
Standard Geography

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Chilo Village, OH
Chilo village, OH (3914226)
Geography: Place

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Chilo village, OH (391422...

Population Summary

2000 Total Population	97
2000 Group Quarters	0
2010 Total Population	97
2015 Total Population	98
2010-2015 Annual Rate	0.21%

Household Summary

2000 Households	39
2000 Average Household Size	2.49
2010 Households	40
2010 Average Household Size	2.42
2015 Households	40
2015 Average Household Size	2.45
2010-2015 Annual Rate	0.00%
2000 Families	22
2000 Average Family Size	3.23
2010 Families	31
2010 Average Family Size	2.74
2015 Families	31
2015 Average Family Size	2.74
2010-2015 Annual Rate	0.00%

Housing Unit Summary

2000 Housing Units	48
Owner Occupied Housing Units	60.4%
Renter Occupied Housing Units	20.8%
Vacant Housing Units	18.8%
2010 Housing Units	52
Owner Occupied Housing Units	59.6%
Renter Occupied Housing Units	17.3%
Vacant Housing Units	23.1%
2015 Housing Units	54
Owner Occupied Housing Units	56.4%
Renter Occupied Housing Units	18.2%
Vacant Housing Units	25.5%

Median Household Income

2000	\$37,102
2010	\$53,302
2015	\$61,198

Median Home Value

2000	\$60,000
2010	\$92,500
2015	\$103,125

Per Capita Income

2000	\$15,197
2010	\$20,640
2015	\$22,796

Median Age

2000	43.4
2010	38.3
2015	38.9

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	32
<\$15,000	21.9%
\$15,000 - \$24,999	3.1%
\$25,000 - \$34,999	12.5%
\$35,000 - \$49,999	25.0%
\$50,000 - \$74,999	31.3%
\$75,000 - \$99,999	6.3%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000+	0.0%
Average Household Income	\$40,944

2010 Households by Income

Household Income Base	39
<\$15,000	7.7%
\$15,000 - \$24,999	7.7%
\$25,000 - \$34,999	5.1%
\$35,000 - \$49,999	25.6%
\$50,000 - \$74,999	23.1%
\$75,000 - \$99,999	23.1%
\$100,000 - \$149,999	7.7%
\$150,000 - \$199,999	0.0%
\$200,000+	0.0%
Average Household Income	\$59,821

2015 Households by Income

Household Income Base	41
<\$15,000	7.3%
\$15,000 - \$24,999	4.9%
\$25,000 - \$34,999	4.9%
\$35,000 - \$49,999	19.5%
\$50,000 - \$74,999	24.4%
\$75,000 - \$99,999	26.8%
\$100,000 - \$149,999	12.2%
\$150,000 - \$199,999	0.0%
\$200,000+	0.0%
Average Household Income	\$63,494

2000 Owner Occupied Housing Units by Value

Total	28
<\$50,000	35.7%
\$50,000 - \$99,999	39.3%
\$100,000 - \$149,999	14.3%
\$150,000 - \$199,999	0.0%
\$200,000 - \$299,999	10.7%
\$300,000 - \$499,999	0.0%
\$500,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$82,589

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	8
With Cash Rent	50.0%
No Cash Rent	50.0%
Median Rent	\$550
Average Rent	\$525

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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Market Profile

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2000 Population by Age

Total	97
0 - 4	3.1%
5 - 9	7.2%
10 - 14	8.2%
15 - 24	13.4%
25 - 34	6.2%
35 - 44	14.4%
45 - 54	18.6%
55 - 64	9.3%
65 - 74	11.3%
75 - 84	7.2%
85 +	1.0%
18 +	75.3%

2010 Population by Age

Total	102
0 - 4	6.9%
5 - 9	6.9%
10 - 14	6.9%
15 - 24	12.7%
25 - 34	12.7%
35 - 44	13.7%
45 - 54	16.7%
55 - 64	12.7%
65 - 74	6.9%
75 - 84	3.9%
85 +	0.0%
18 +	80.4%

2015 Population by Age

Total	97
0 - 4	6.2%
5 - 9	7.2%
10 - 14	7.2%
15 - 24	11.3%
25 - 34	12.4%
35 - 44	13.4%
45 - 54	15.5%
55 - 64	14.4%
65 - 74	7.2%
75 - 84	4.1%
85 +	1.0%
18 +	76.5%

2000 Population by Sex

Males	53.6%
Females	46.4%

2010 Population by Sex

Males	50.0%
Females	50.0%

2015 Population by Sex

Males	47.4%
Females	52.6%

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

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Market Profile

Chilo Village, OH
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2000 Population by Race/Ethnicity

Total	97
White Alone	97.9%
Black Alone	0.0%
American Indian Alone	1.0%
Asian or Pacific Islander Alone	0.0%
Some Other Race Alone	1.0%
Two or More Races	0.0%
Hispanic Origin	0.0%
Diversity Index	4.1

2010 Population by Race/Ethnicity

Total	97
White Alone	97.9%
Black Alone	1.0%
American Indian Alone	0.0%
Asian or Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	1.0%
Hispanic Origin	1.0%
Diversity Index	6.0

2015 Population by Race/Ethnicity

Total	98
White Alone	96.9%
Black Alone	1.0%
American Indian Alone	0.0%
Asian or Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	2.0%
Hispanic Origin	1.0%
Diversity Index	7.9

2000 Population 3+ by School Enrollment

Total	91
Enrolled in Nursery/Preschool	0.0%
Enrolled in Kindergarten	1.1%
Enrolled in Grade 1-8	15.4%
Enrolled in Grade 9-12	12.1%
Enrolled in College	0.0%
Enrolled in Grad/Prof School	0.0%
Not Enrolled in School	71.4%

2010 Population 25+ by Educational Attainment

Total	65
Less Than 9th Grade	6.2%
9th to 12th Grade, No Diploma	10.8%
High School Graduate	47.7%
Some College, No Degree	13.8%
Associate Degree	10.8%
Bachelor's Degree	4.6%
Graduate/Professional Degree	6.2%

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	77
Never Married	22.1%
Married	62.3%
Widowed	6.5%
Divorced	9.1%

2000 Population 16+ by Employment Status

Total	70
In Labor Force	45.7%
Civilian Employed	40.0%
Civilian Unemployed	5.7%
In Armed Forces	0.0%
Not In Labor Force	54.3%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	89.1%
Civilian Unemployed	10.9%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	91.3%
Civilian Unemployed	8.7%

2000 Females 16+ by Employment Status and Age of Children

Total	31
Own Children < 6 Only	0.0%
Employed/in Armed Forces	0.0%
Unemployed	0.0%
Not in Labor Force	0.0%
Own Children <6 and 6-17 Only	3.2%
Employed/in Armed Forces	0.0%
Unemployed	0.0%
Not in Labor Force	3.2%
Own Children 6-17 Only	22.6%
Employed/in Armed Forces	16.1%
Unemployed	0.0%
Not in Labor Force	6.5%
No Own Children < 18	74.2%
Employed/in Armed Forces	25.8%
Unemployed	0.0%
Not in Labor Force	48.4%

2010 Employed Population 16+ by Industry

Total	41
Agriculture/Mining	2.4%
Construction	17.1%
Manufacturing	12.2%
Wholesale Trade	2.4%
Retail Trade	4.9%
Transportation/Utilities	7.3%
Information	0.0%
Finance/Insurance/Real Estate	4.9%
Services	46.3%
Public Administration	2.4%

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	41
White Collar	48.8%
Management/Business/Financial	12.2%
Professional	19.5%
Sales	7.3%
Administrative Support	9.8%
Services	22.0%
Blue Collar	29.3%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	12.2%
Installation/Maintenance/Repair	4.9%
Production	7.3%
Transportation/Material Moving	4.9%

2000 Workers 16+ by Means of Transportation to Work

Total	28
Drove Alone - Car, Truck, or Van	64.3%
Carpooled - Car, Truck, or Van	28.6%
Public Transportation	0.0%
Walked	3.6%
Other Means	0.0%
Worked at Home	3.6%

2000 Workers 16+ by Travel Time to Work

Total	28
Did not Work at Home	96.4%
Less than 5 minutes	10.7%
5 to 9 minutes	25.0%
10 to 19 minutes	0.0%
20 to 24 minutes	0.0%
25 to 34 minutes	0.0%
35 to 44 minutes	7.1%
45 to 59 minutes	21.4%
60 to 89 minutes	21.4%
90 or more minutes	10.7%
Worked at Home	3.6%
Average Travel Time to Work (in min)	44.6

2000 Households by Vehicles Available

Total	36
None	11.1%
1	16.7%
2	52.8%
3	13.9%
4	5.6%
5+	0.0%
Average Number of Vehicles Available	1.9

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

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2000 Households by Type

Total	39
Family Households	56.4%
Married-couple Family	48.7%
With Related Children	17.9%
Other Family (No Spouse)	7.7%
With Related Children	2.6%
Nonfamily Households	43.6%
Householder Living Alone	35.9%
Householder Not Living Alone	7.7%
Households with Related Children	20.5%
Households with Persons 65+	35.9%

2000 Households by Size

Total	39
1 Person Household	35.9%
2 Person Household	33.3%
3 Person Household	2.6%
4 Person Household	12.8%
5 Person Household	10.3%
6 Person Household	2.6%
7 + Person Household	2.6%

2000 Households by Year Householder Moved In

Total	36
Moved in 1999 to March 2000	16.7%
Moved in 1995 to 1998	0.0%
Moved in 1990 to 1994	2.8%
Moved in 1980 to 1989	27.8%
Moved in 1970 to 1979	36.1%
Moved in 1969 or Earlier	16.7%
Median Year Householder Moved In	1979

2000 Housing Units by Units in Structure

Total	49
1, Detached	81.6%
1, Attached	4.1%
2	0.0%
3 or 4	0.0%
5 to 9	0.0%
10 to 19	0.0%
20 +	0.0%
Mobile Home	14.3%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	49
1999 to March 2000	4.1%
1995 to 1998	0.0%
1990 to 1994	0.0%
1980 to 1989	8.2%
1970 to 1979	14.3%
1969 or Earlier	73.5%
Median Year Structure Built	1941

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

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Market Profile

Chilo Village, OH
 Chilo village, OH (3914226)
 Geography: Place

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Chilo village, OH (391422...

Top 3 Tapestry Segments

1. Midland Crowd
- 2.
- 3.

2010 Consumer Spending

Apparel & Services: Total \$	\$56,662
Average Spent	\$1,416.56
Spending Potential Index	59
Computers & Accessories: Total \$	\$7,320
Average Spent	\$182.99
Spending Potential Index	83
Education: Total \$	\$39,326
Average Spent	\$983.16
Spending Potential Index	81
Entertainment/Recreation: Total \$	\$113,222
Average Spent	\$2,830.55
Spending Potential Index	88
Food at Home: Total \$	\$153,855
Average Spent	\$3,846.37
Spending Potential Index	86
Food Away from Home: Total \$	\$112,571
Average Spent	\$2,814.28
Spending Potential Index	87
Health Care: Total \$	\$134,011
Average Spent	\$3,350.28
Spending Potential Index	90
HH Furnishings & Equipment: Total \$	\$62,147
Average Spent	\$1,553.67
Spending Potential Index	75
Investments: Total \$	\$50,056
Average Spent	\$1,251.40
Spending Potential Index	72
Retail Goods: Total \$	\$848,298
Average Spent	\$21,207.44
Spending Potential Index	85
Shelter: Total \$	\$517,260
Average Spent	\$12,931.51
Spending Potential Index	82
TV/Video/Audio: Total \$	\$43,784
Average Spent	\$1,094.61
Spending Potential Index	88
Travel: Total \$	\$60,917
Average Spent	\$1,522.92
Spending Potential Index	80
Vehicle Maintenance & Repairs: Total \$	\$33,347
Average Spent	\$833.67
Spending Potential Index	88

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.

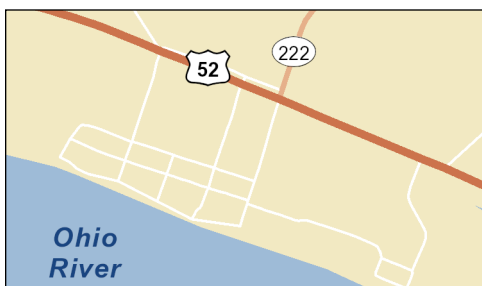
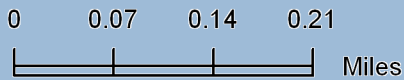
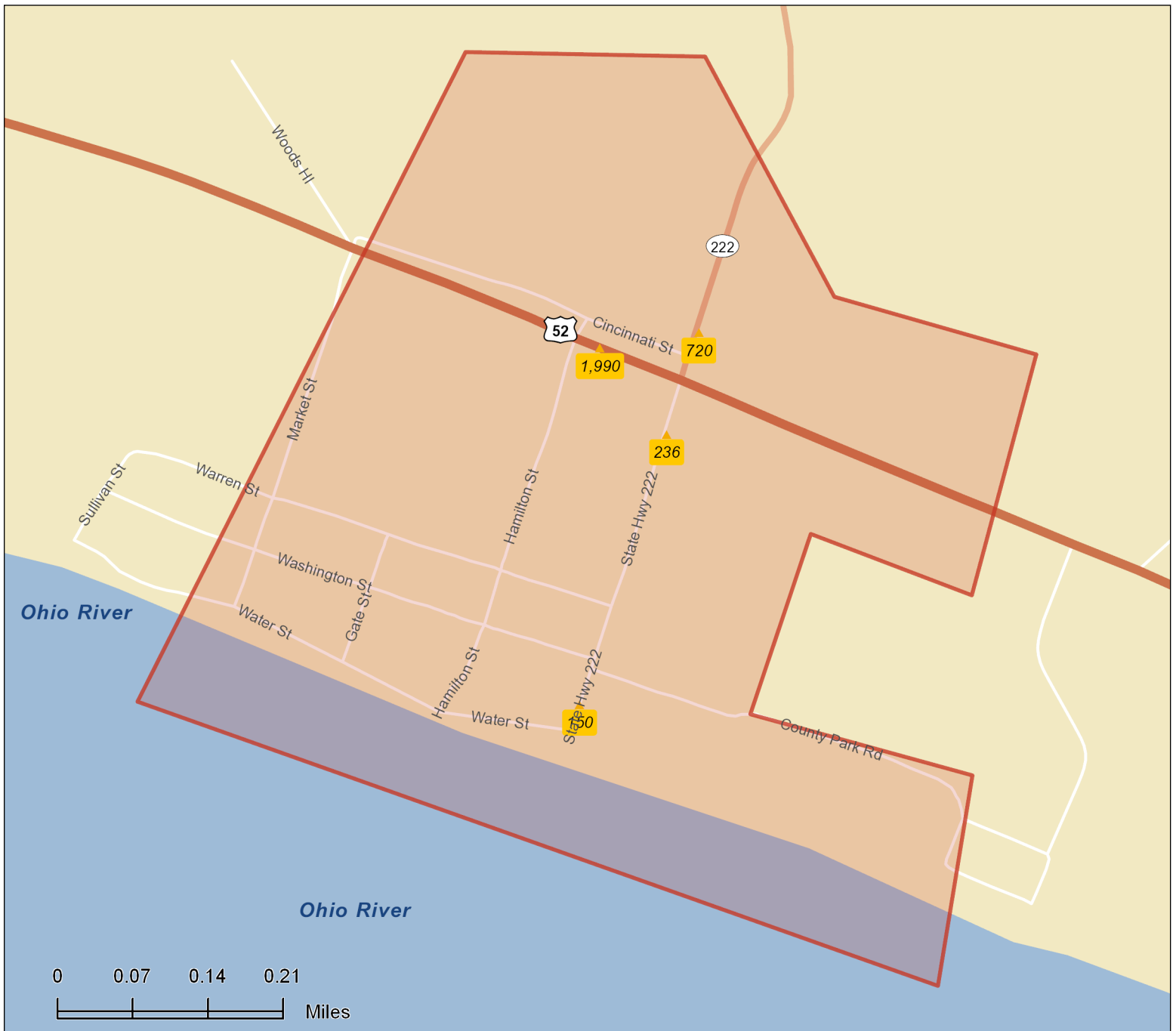
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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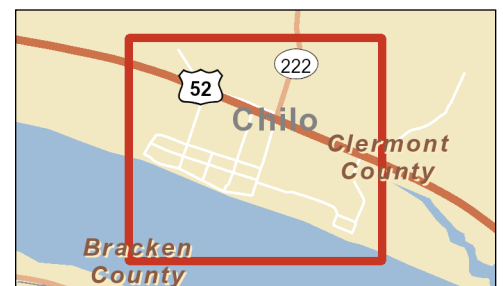
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Traffic Count Map



- 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

Chilo Village, OH
 Chilo village, OH (3914226)
 Geography: Place

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Data for all businesses in area	Chilo village, OH (391422...
Total Businesses:	6
Total Employees:	286
Total Residential Population:	97
Employee/Residential Population Ratio:	2.95

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	0	0.0%	0	0.0%
Construction	0	0.0%	0	0.0%
Manufacturing	0	0.0%	0	0.0%
Transportation	1	16.7%	1	0.4%
Communication	0	0.0%	0	0.0%
Utility	0	0.0%	0	0.0%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade Summary	0	0.0%	0	0.0%
Home Improvement	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%
Food Stores	0	0.0%	0	0.0%
Auto Dealers, Gas Stations, Auto Aftermarket	0	0.0%	0	0.0%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	0	0.0%	0	0.0%
Miscellaneous Retail	0	0.0%	0	0.0%
Finance, Insurance, Real Estate Summary	0	0.0%	0	0.0%
Banks, Savings & Lending Institutions	0	0.0%	0	0.0%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices	0	0.0%	0	0.0%
Services Summary	4	66.7%	285	99.7%
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	0	0.0%	0	0.0%
Motion Pictures & Amusements	0	0.0%	0	0.0%
Health Services	0	0.0%	0	0.0%
Legal Services	0	0.0%	0	0.0%
Education Institutions & Libraries	3	50.0%	282	98.6%
Other Services	1	16.7%	3	1.0%
Government	1	16.7%	0	0.0%
Other	0	0.0%	0	0.0%
Totals	6	100%	286	100%

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

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Business Summary

Chilo Village, OH
Chilo village, OH (3914226)
Geography: Place

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	0	0.0%	0	0.0%
Manufacturing	0	0.0%	0	0.0%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade	0	0.0%	0	0.0%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%
Food & Beverage Stores	0	0.0%	0	0.0%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations	0	0.0%	0	0.0%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%
Miscellaneous Store Retailers	0	0.0%	0	0.0%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	1	16.7%	1	0.4%
Information	0	0.0%	0	0.0%
Finance & Insurance	0	0.0%	0	0.0%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	0	0.0%	0	0.0%
Professional, Scientific & Tech Services	0	0.0%	0	0.0%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	0	0.0%	0	0.0%
Educational Services	3	50.0%	282	98.6%
Health Care & Social Assistance	0	0.0%	0	0.0%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%
Accommodation & Food Services	0	0.0%	0	0.0%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	0	0.0%	0	0.0%
Other Services (except Public Administration)	1	16.7%	3	1.0%
Automotive Repair & Maintenance	0	0.0%	0	0.0%
Public Administration	1	16.7%	0	0.0%
Unclassified Establishments	0	0.0%	0	0.0%
Total	6	100%	286	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

Chilo Village, OH
 Chilo village, OH (3914226)
 Geography: Place

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Summary Demographics

2010 Population	97
2010 Households	40
2010 Median Disposable Income	\$42,440
2010 Per Capita Income	\$20,640

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	\$921,264	\$0	\$921,264	100.0	0
Total Retail Trade	44-45	\$792,093	\$0	\$792,093	100.0	0
Total Food & Drink	722	\$129,171	\$0	\$129,171	100.0	0

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$191,195	\$0	\$191,195	100.0	0
Automobile Dealers	4411	\$163,107	\$0	\$163,107	100.0	0
Other Motor Vehicle Dealers	4412	\$13,801	\$0	\$13,801	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$14,287	\$0	\$14,287	100.0	0
Furniture & Home Furnishings Stores	442	\$12,688	\$0	\$12,688	100.0	0
Furniture Stores	4421	\$6,542	\$0	\$6,542	100.0	0
Home Furnishings Stores	4422	\$6,146	\$0	\$6,146	100.0	0
Electronics & Appliance Stores	4431	\$31,863	\$0	\$31,863	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$28,972	\$0	\$28,972	100.0	0
Bldg Material & Supplies Dealers	4441	\$27,214	\$0	\$27,214	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$1,758	\$0	\$1,758	100.0	0
Food & Beverage Stores	445	\$137,732	\$0	\$137,732	100.0	0
Grocery Stores	4451	\$132,246	\$0	\$132,246	100.0	0
Specialty Food Stores	4452	\$1,950	\$0	\$1,950	100.0	0
Beer, Wine & Liquor Stores	4453	\$3,536	\$0	\$3,536	100.0	0
Health & Personal Care Stores	446,4461	\$16,312	\$0	\$16,312	100.0	0
Gasoline Stations	447,4471	\$138,053	\$0	\$138,053	100.0	0
Clothing & Clothing Accessories Stores	448	\$21,734	\$0	\$21,734	100.0	0
Clothing Stores	4481	\$15,802	\$0	\$15,802	100.0	0
Shoe Stores	4482	\$3,524	\$0	\$3,524	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$2,408	\$0	\$2,408	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$3,536	\$0	\$3,536	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,766	\$0	\$2,766	100.0	0
Book, Periodical & Music Stores	4512	\$770	\$0	\$770	100.0	0
General Merchandise Stores	452	\$127,429	\$0	\$127,429	100.0	0
Department Stores Excluding Leased Depts.	4521	\$54,100	\$0	\$54,100	100.0	0
Other General Merchandise Stores	4529	\$73,329	\$0	\$73,329	100.0	0
Miscellaneous Store Retailers	453	\$11,212	\$0	\$11,212	100.0	0
Florists	4531	\$656	\$0	\$656	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$3,735	\$0	\$3,735	100.0	0
Used Merchandise Stores	4533	\$236	\$0	\$236	100.0	0
Other Miscellaneous Store Retailers	4539	\$6,585	\$0	\$6,585	100.0	0
Nonstore Retailers	454	\$71,367	\$0	\$71,367	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$67,089	\$0	\$67,089	100.0	0
Vending Machine Operators	4542	\$101	\$0	\$101	100.0	0
Direct Selling Establishments	4543	\$4,177	\$0	\$4,177	100.0	0
Food Services & Drinking Places	722	\$129,171	\$0	\$129,171	100.0	0
Full-Service Restaurants	7221	\$45,182	\$0	\$45,182	100.0	0
Limited-Service Eating Places	7222	\$72,874	\$0	\$72,874	100.0	0
Special Food Services	7223	\$9,050	\$0	\$9,050	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$2,065	\$0	\$2,065	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>.

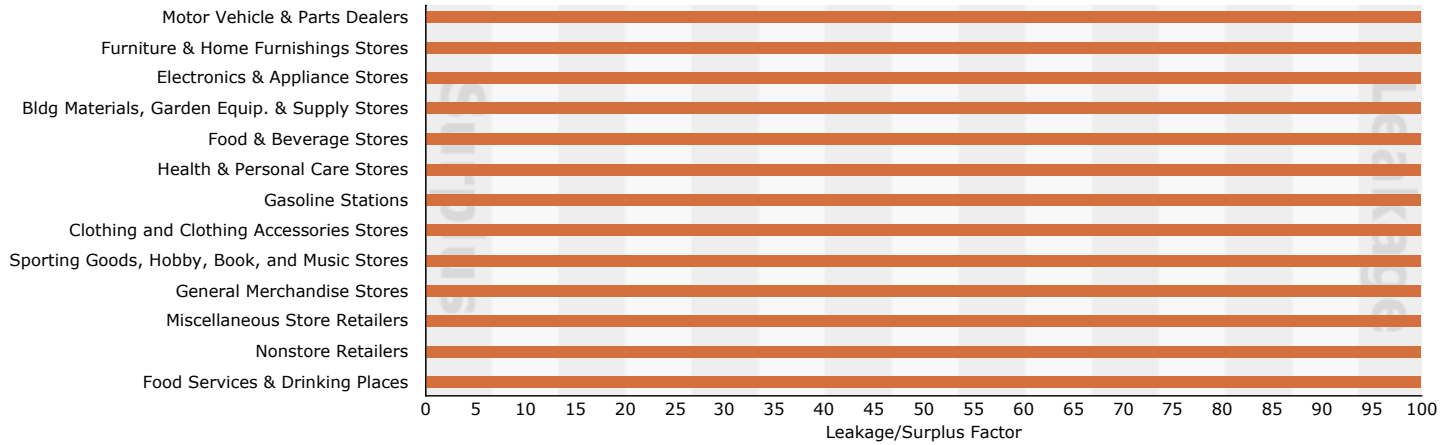
Source: Esri and Infogroup

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail Market Potential

Chilo Village, OH
Chilo village, OH (3914226)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary	2010	2015
Population	97	98
Total Number of Adults	78	75
Households	40	40
Median Household Income	\$53,302	\$61,198

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	40	51.3%	103
Bought any women's apparel in last 12 months	35	44.9%	98
Bought apparel for child <13 in last 6 months	23	29.5%	104
Bought any shoes in last 12 months	40	51.3%	99
Bought costume jewelry in last 12 months	15	19.2%	92
Bought any fine jewelry in last 12 months	14	17.9%	82
Bought a watch in last 12 months	15	19.2%	99
Automobiles (Households)			
HH owns/leases any vehicle	37	92.5%	108
HH bought/leased new vehicle last 12 mo	4	10.0%	104
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	73	93.6%	108
Bought/changed motor oil in last 12 months	47	60.3%	116
Had tune-up in last 12 months	23	29.5%	95
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	45	57.7%	93
Drank regular cola in last 6 months	41	52.6%	103
Drank beer/ale in last 6 months	31	39.7%	93
Cameras & Film (Adults)			
Bought any camera in last 12 months	11	14.1%	110
Bought film in last 12 months	14	17.9%	94
Bought digital camera in last 12 months	6	7.7%	112
Bought memory card for camera in last 12 months	6	7.7%	100
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	28	35.9%	101
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	18	23.1%	108
Avg monthly cell/mobile phone/PDA bill: \$50-99	25	32.1%	99
Avg monthly cell/mobile phone/PDA bill: \$100+	17	21.8%	103
Computers (Households)			
HH owns a personal computer	29	72.5%	98
Spent <\$500 on most recent home PC purchase	4	10.0%	115
Spent \$500-\$999 on most recent home PC purchase	8	20.0%	112
Spent \$1000-\$1499 on most recent home PC purchase	5	12.5%	96
Spent \$1500-\$1999 on most recent home PC purchase	2	5.0%	70
Spent \$2000+ on most recent home PC purchase	2	5.0%	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.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Chilo Village, OH
Chilo village, OH (3914226)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	51	65.4%	109
Bought cigarettes at convenience store in last 30 days	16	20.5%	132
Bought gas at convenience store in last 30 days	35	44.9%	134
Spent at convenience store in last 30 days: <\$20	8	10.3%	107
Spent at convenience store in last 30 days: \$20-39	8	10.3%	101
Spent at convenience store in last 30 days: \$40+	34	43.6%	121
Entertainment (Adults)			
Attended movies in last 6 months	41	52.6%	89
Went to live theater in last 12 months	7	9.0%	68
Went to a bar/night club in last 12 months	13	16.7%	87
Dined out in last 12 months	36	46.2%	94
Gambled at a casino in last 12 months	10	12.8%	80
Visited a theme park in last 12 months	12	15.4%	72
DVDs rented in last 30 days: 1	2	2.6%	97
DVDs rented in last 30 days: 2	2	2.6%	55
DVDs rented in last 30 days: 3	2	2.6%	80
DVDs rented in last 30 days: 4	3	3.8%	99
DVDs rented in last 30 days: 5+	8	10.3%	78
DVDs purchased in last 30 days: 1	4	5.1%	103
DVDs purchased in last 30 days: 2	4	5.1%	108
DVDs purchased in last 30 days: 3-4	3	3.8%	83
DVDs purchased in last 30 days: 5+	5	6.4%	123
Spent on toys/games in last 12 months: <\$50	5	6.4%	105
Spent on toys/games in last 12 months: \$50-\$99	2	2.6%	93
Spent on toys/games in last 12 months: \$100-\$199	5	6.4%	89
Spent on toys/games in last 12 months: \$200-\$499	9	11.5%	107
Spent on toys/games in last 12 months: \$500+	5	6.4%	111
Financial (Adults)			
Have home mortgage (1st)	16	20.5%	107
Used ATM/cash machine in last 12 months	38	48.7%	96
Own any stock	7	9.0%	98
Own U.S. savings bond	5	6.4%	94
Own shares in mutual fund (stock)	7	9.0%	95
Own shares in mutual fund (bonds)	3	3.8%	65
Used full service brokerage firm in last 12 months	3	3.8%	62
Have savings account	28	35.9%	99
Have 401K retirement savings	13	16.7%	94
Did banking over the Internet in last 12 months	21	26.9%	99
Own any credit/debit card (in own name)	57	73.1%	99
Avg monthly credit card expenditures: <\$111	11	14.1%	102
Avg monthly credit card expenditures: \$111-225	7	9.0%	115
Avg monthly credit card expenditures: \$226-450	5	6.4%	86
Avg monthly credit card expenditures: \$451-700	5	6.4%	101
Avg monthly credit card expenditures: \$701+	8	10.3%	77

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Retail Market Potential

Chilo Village, OH
 Chilo village, OH (3914226)
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	59	75.6%	107
Used bread in last 6 months	76	97.4%	101
Used chicken/turkey (fresh or frozen) in last 6 months	62	79.5%	103
Used fish/seafood (fresh or frozen) in last 6 months	42	53.8%	102
Used fresh fruit/vegetables in last 6 months	67	85.9%	98
Used fresh milk in last 6 months	71	91.0%	100
Health (Adults)			
Exercise at home 2+ times per week	23	29.5%	98
Exercise at club 2+ times per week	6	7.7%	63
Visited a doctor in last 12 months	60	76.9%	99
Used vitamin/dietary supplement in last 6 months	36	46.2%	95
Home (Households)			
Any home improvement in last 12 months	14	35.0%	111
Used housekeeper/maid/prof HH cleaning service in the last 12 months	5	12.5%	80
Purchased any HH furnishing in last 12 months	11	27.5%	92
Purchased bedding/bath goods in last 12 months	21	52.5%	96
Purchased cooking/serving product in last 12 months	11	27.5%	100
Bought any kitchen appliance in last 12 months	7	17.5%	100
Insurance (Adults)			
Currently carry any life insurance	43	55.1%	115
Have medical/hospital/accident insurance	55	70.5%	98
Carry homeowner insurance	47	60.3%	114
Carry renter insurance	4	5.1%	84
Have auto/other vehicle insurance	70	89.7%	108
Pets (Households)			
HH owns any pet	27	67.5%	131
HH owns any cat	13	32.5%	135
HH owns any dog	21	52.5%	139
Reading Materials (Adults)			
Bought book in last 12 months	36	46.2%	92
Read any daily newspaper	32	41.0%	99
Heavy magazine reader	13	16.7%	84
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	57	73.1%	101
Went to family restaurant/steak house last mo: <2 times	20	25.6%	100
Went to family restaurant/steak house last mo: 2-4 times	22	28.2%	104
Went to family restaurant/steak house last mo: 5+ times	14	17.9%	92
Went to fast food/drive-in restaurant in last 6 mo	72	92.3%	104
Went to fast food/drive-in restaurant <6 times/mo	24	30.8%	88
Went to fast food/drive-in restaurant 6-13 times/mo	27	34.6%	120
Went to fast food/drive-in restaurant 14+ times/mo	21	26.9%	108
Fast food/drive-in last 6 mo: eat in	30	38.5%	102
Fast food/drive-in last 6 mo: home delivery	10	12.8%	123
Fast food/drive-in last 6 mo: take-out/drive-thru	46	59.0%	112
Fast food/drive-in last 6 mo: take-out/walk-in	18	23.1%	94

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Chilo Village, OH
Chilo village, OH (3914226)
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	27	67.5%	104
HH average monthly long distance phone bill: <\$16	11	27.5%	99
HH average monthly long distance phone bill: \$16-25	5	12.5%	109
HH average monthly long distance phone bill: \$26-59	3	7.5%	82
HH average monthly long distance phone bill: \$60+	2	5.0%	112
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	8	20.0%	102
HH owns 2 TVs	10	25.0%	95
HH owns 3 TVs	9	22.5%	100
HH owns 4+ TVs	9	22.5%	107
HH subscribes to cable TV	16	40.0%	69
HH Purchased audio equipment in last 12 months	4	10.0%	103
HH Purchased CD player in last 12 months	1	2.5%	65
HH Purchased DVD player in last 12 months	3	7.5%	77
HH Purchased MP3 player in last 12 months	6	7.7%	76
HH Purchased video game system in last 12 months	5	12.5%	116
Travel (Adults)			
Domestic travel in last 12 months	41	52.6%	101
Took 3+ domestic trips in last 12 months	11	14.1%	95
Spent on domestic vacations last 12 mo: <\$1000	9	11.5%	92
Spent on domestic vacations last 12 mo: \$1000-\$1499	4	5.1%	76
Spent on domestic vacations last 12 mo: \$1500-\$1999	2	2.6%	63
Spent on domestic vacations last 12 mo: \$2000-\$2999	3	3.8%	93
Spent on domestic vacations last 12 mo: \$3000+	3	3.8%	76
Foreign travel in last 3 years	14	17.9%	70
Took 3+ foreign trips by plane in last 3 years	1	1.3%	27
Spent on foreign vacations last 12 mo: <\$1000	3	3.8%	64
Spent on foreign vacations last 12 mo: \$1000-\$2999	2	2.6%	63
Spent on foreign vacations last 12 mo: \$3000+	2	2.6%	52
Stayed 1+ nights at hotel/motel in last 12 months	30	38.5%	95

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Electronics and Internet Market Potential

Chilo Village, OH
Chilo village, OH (3914226)
Geography: Place

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Demographic Summary		2010	2015	
Population		97	98	
Population 18+		78	75	
Households		40	40	
Median Household Income		\$53,302	\$61,198	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer		29	73.1%	98
Purchased home PC in last 12 months		6	15.9%	96
Purchased home PC 1-2 years ago		9	23.6%	100
Purchased home PC 3-4 years ago		8	19.5%	103
Purchased home PC 5+ years ago		4	9.9%	107
Spent <\$500 on home PC (most recent purchase)		4	9.8%	115
Spent \$500-999 on home PC (most recent purchase)		8	20.0%	112
Spent \$1000-1499 on home PC (most recent purchase)		5	12.3%	96
Spent \$1500-1999 on home PC (most recent purchase)		2	6.2%	70
Spent \$2000+ on home PC (most recent purchase)		2	5.0%	81
Purchased home PC at computer superstore		4	11.1%	78
Purchased home PC at department store		2	5.5%	101
Purchased home PC direct from manufacturer		6	13.8%	108
Purchased home PC at electronics store		4	10.4%	91
Purchased home PC on Internet		3	7.3%	87
Purchased home PC at warehouse discount outlet		1	3.2%	114
HH owns desktop PC		24	60.0%	104
HH owns laptop/notebook/tablet PC		11	27.2%	88
HH owns any Apple/Apple Mac clone brand PC		1	3.6%	40
HH owns any IBM/IBM compatible brand PC		27	67.8%	100
Brand of PC that HH owns: Compaq		3	8.7%	88
Brand of PC that HH owns: Dell		12	29.1%	97
Brand of PC that HH owns: Gateway		3	7.2%	113
Brand of PC that HH owns: Hewlett Packard		7	18.0%	112
Brand of PC that HH owns: Sony Vaio		1	2.2%	86
Child (under 18) uses home PC		9	22.3%	107
HH owns CD burner		15	37.6%	102
HH owns CD ROM drive		16	38.9%	102
HH owns DVD drive		9	23.2%	90
HH owns DVD-RW (DVD burner)		9	21.5%	109
HH owns external hard drive		5	12.2%	88
HH owns flash drive		7	18.7%	85
HH owns LAN/network interface card		4	9.8%	90
HH owns inkjet printer		18	44.9%	105
HH owns laser printer		6	14.2%	109
HH owns modem/fax modem		9	21.3%	108
HH owns removable cartridge storage device		2	5.0%	86
HH owns scanner		11	28.2%	97
HH owns PC speakers		18	43.9%	108
HH owns tape backup		1	2.3%	94
HH owns webcam		4	9.5%	88
HH owns software: accounting		3	8.3%	84
HH owns software: communications/fax		3	7.5%	92
HH owns software: database/filing		3	7.8%	92
HH owns software: desktop publishing		5	12.6%	103

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Electronics and Internet Market Potential

Chilo Village, OH
Chilo village, OH (3914226)
Geography: Place

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	4	10.2%	100
HH owns software: entertainment/games	12	28.8%	103
HH owns software: online meeting/conference	1	1.6%	87
HH owns software: personal finance/tax prep	5	13.6%	88
HH owns software: presentation graphics	3	7.4%	94
HH owns software: multimedia	6	15.3%	98
HH owns software: networking	5	11.5%	112
HH owns software: security/anti-virus	11	28.2%	98
HH owns software: spreadsheet	9	23.0%	97
HH owns software: utility	3	7.3%	106
HH owns software: web authoring	1	2.7%	72
HH owns software: word processing	13	31.8%	97
Spent \$500+ on software for home PC in last 12 mo	1	2.4%	105
Purchased computer book in last 12 months	2	4.0%	116
HH owns fax machine	2	6.2%	83
Purchased audio equipment in last 12 months	4	9.2%	103
Purchased headphones in last 12 months	1	2.6%	63
HH owns camcorder	8	21.0%	103
Purchased camcorder in last 12 months	1	1.6%	118
HH owns CD player	19	48.3%	103
Purchased CD player in last 12 months	1	2.9%	65
HH owns DVD player	26	65.3%	98
Purchased DVD player in last 12 months	3	8.3%	77
HH owns 1 TV	8	19.5%	102
HH owns 2 TVs	10	25.1%	95
HH owns 3 TVs	9	23.2%	100
HH owns 4+ TVs	9	22.0%	107
HH owns miniature screen TV (<13 in)	3	8.7%	95
Most recent TV purchase: miniature screen (<13 in)	1	2.5%	90
HH owns regular screen TV (13-26 in)	19	46.3%	109
Most recent TV purchase: regular screen (13-26 in)	9	23.2%	96
HH owns large screen TV (27-35 in)	21	51.5%	113
Most recent TV purchase: large screen (27-35 in)	14	35.4%	111
HH owns big screen TV (36-42 in)	7	17.4%	93
Most recent TV purchase: big screen (36-42 in)	5	12.9%	89
HH owns giant screen TV (over 42 in)	6	14.3%	105
Most recent TV purchase: giant screen (over 42 in)	5	11.3%	112
HH owns LCD TV	7	17.3%	91
HH owns plasma TV	3	8.3%	91
HH owns projection TV	2	5.3%	92
HH owns video game system	13	32.7%	97
Purchased video game system in last 12 months	5	11.5%	116
HH owns video game system: handheld	6	15.1%	98
HH owns video game system: attached to TV/computer	11	28.7%	93
HH owns video game system: Game Boy	3	6.5%	109
HH owns video game system: Game Boy Advance/SP	3	6.3%	114
HH owns video game system: Nintendo DS	3	7.7%	99

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Electronics and Internet Market Potential

Chilo Village, OH
Chilo village, OH (3914226)
Geography: Place

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	2	4.6%	100
HH owns video game system: Nintendo Wii	3	6.4%	111
HH owns video game system: PlayStation 2	6	14.8%	91
HH owns video game system: PlayStation 3	1	3.2%	69
HH owns video game system: Sony PlayStation/PS One	2	4.1%	124
HH owns video game system: Sony PSP	1	2.1%	85
HH owns video game system: Xbox	3	6.4%	126
HH owns video game system: Xbox 360	2	5.9%	77
HH purchased 5+ video games in last 12 months	2	5.3%	77
HH spent \$101+ on video games in last 12 months	3	7.2%	93
Owns MP3 player	17	21.7%	81
Purchased MP3 player in last 12 months	6	8.1%	76
Owns Apple iPod	6	7.8%	69
Purchased Apple iPod in last 12 months	2	2.2%	76
Have any access to the Internet	66	84.4%	100
Have access to Internet: at home	52	66.1%	95
Have access to Internet: at work	27	35.2%	93
Have access to Internet: at school/library	19	23.9%	97
Have access to Internet: not hm/work/school/library	16	21.1%	106
Use Internet less than once a week	4	4.7%	129
Use Internet 1-2 times per week	6	7.1%	139
Use Internet 3-6 times per week	7	9.4%	112
Use Internet once a day	9	11.1%	104
Use Internet 2-4 times per day	11	13.9%	80
Use Internet 5 or more times per day	15	19.4%	77
Any Internet or online usage in last 30 days	51	65.5%	93
Used Internet in last 30 days: at home	44	55.8%	91
Used Internet in last 30 days: at work	22	28.7%	89
Used Internet in last 30 days: at school/library	4	5.4%	67
Used Internet/30 days: not home/work/school/library	6	7.9%	83
Internet last 30 days: used email	43	55.3%	89
Internet last 30 days: used Instant Messenger	14	17.8%	71
Internet last 30 days: paid bills online	21	27.2%	82
Internet last 30 days: visited online blog	5	6.4%	67
Internet last 30 days: wrote online blog	2	2.4%	69
Internet last 30 days: visited chat room	2	2.6%	55
Internet last 30 days: looked for employment	7	9.4%	68
Internet last 30 days: played games online	14	18.4%	85
Internet last 30 days: traded/tracked investments	7	8.5%	80
Internet last 30 days: downloaded music	9	12.1%	63
Internet last 30 days: made phone call	2	2.3%	70
Internet last 30 days: made personal purchase	19	24.3%	79
Internet last 30 days: made business purchase	6	8.3%	81
Internet last 30 days: made travel plans	9	11.0%	67
Internet last 30 days: watched online video	10	12.8%	67
Internet last 30 days: obtained new/used car info	5	5.8%	73
Internet last 30 days: obtained financial info	16	20.1%	86
Internet last 30 days: obtained medical info	12	15.6%	92
Internet last 30 days: obtained latest news	26	33.1%	87
Internet last 30 days: obtained real estate info	5	6.0%	60

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 23, 2012

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Electronics and Internet Market Potential

Chilo Village, OH
Chilo village, OH (3914226)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	15	19.1%	83
Ordered anything on Internet in last 12 months	23	29.6%	85
Ordered on Internet/12 mo: airline ticket	9	11.1%	69
Ordered on Internet/12 mo: CD/tape	3	4.1%	88
Ordered on Internet/12 mo: clothing	10	13.4%	88
Ordered on Internet/12 mo: computer	2	2.8%	75
Ordered on Internet/12 mo: computer peripheral	3	4.0%	89
Ordered on Internet/12 mo: DVD	5	5.9%	98
Ordered on Internet/12 mo: flowers	3	3.4%	83
Ordered on Internet/12 mo: software	3	4.0%	67
Ordered on Internet/12 mo: tickets (concerts etc.)	5	6.3%	67
Ordered on Internet/12 mo: toy	3	4.3%	77
Purchased item from amazon.com in last 12 months	8	10.5%	73
Purchased item from barnes&noble.com in last 12 mo	2	2.6%	80
Purchased item from bestbuy.com in last 12 months	1	1.4%	51
Purchased item from ebay.com in last 12 months	7	8.3%	97
Purchased item from walmart.com in last 12 months	4	5.1%	125
Spent on Internet orders last 12 months: <\$100	3	4.2%	71
Spent on Internet orders last 12 months: \$100-199	4	5.4%	95
Spent on Internet orders last 12 months: \$200-499	6	7.5%	92
Spent on Internet orders last 12 months: \$500+	8	10.6%	71
Connection to Internet from home: dial-up modem	10	12.9%	154
Connection to Internet from home: cable modem	13	17.0%	62
Connection to Internet from home: DSL	20	25.5%	104
Connection to Internet from home: wireless	7	9.0%	65
Connection to Internet from home: any broadband	39	49.7%	85
DVDs rented in last 30 days: 1	2	2.3%	97
DVDs rented in last 30 days: 2	2	2.8%	55
DVDs rented in last 30 days: 3	2	2.5%	80
DVDs rented in last 30 days: 4	3	3.7%	99
DVDs rented in last 30 days: 5+	8	10.8%	78
Rented video tape/DVD last month: action/adventure	15	18.9%	95
Rented video tape/DVD last month: classic	3	3.7%	74
Rented video tape/DVD last month: comedy	14	17.6%	87
Rented video tape/DVD last month: drama	9	11.0%	85
Rented video tape/DVD last month: family/children	6	8.2%	86
Rented video tape/DVD last month: foreign	1	0.8%	65
Rented video tape/DVD last month: horror	6	7.3%	104
Rented video tape/DVD last month: romance	6	7.8%	102
Rented video tape/DVD last month: science fiction	5	5.8%	121
Rented video tape/DVD last mo at Blockbuster Video	6	8.2%	64
Rented video tape/DVD last mo at Hollywood Video	2	2.2%	62
Bought video tape/DVD last month: action/adventure	6	8.3%	92
Bought video tape/DVD last month: classic	2	2.3%	94
Bought video tape/DVD last month: comedy	6	7.3%	96
Bought video tape/DVD last month: drama	3	4.1%	89
Bought video tape/DVD last month: family/children	5	6.4%	109
Bought video tape/DVD last month: horror	2	2.2%	82
Bought video tape/DVD last month: romance	2	2.1%	101

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Chilo Village, OH
Chilo village, OH (3914226)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	1	1.5%	52
Bought blank video tape in last 6 months	8	10.3%	90
Bought 7+ blank video tapes in last 6 months	1	1.3%	49
DVDs purchased in last 30 days: 1	4	4.7%	103
DVDs purchased in last 30 days: 2	4	4.6%	108
DVDs purchased in last 30 days: 3-4	3	4.4%	83
DVDs purchased in last 30 days: 5+	5	6.4%	123
Bought any camera in last 12 months	11	13.5%	110
Spent on cameras in last 12 months: <\$100	4	5.1%	116
Spent on cameras in last 12 months: \$100-199	2	3.0%	85
Spent on cameras in last 12 months: \$200+	3	3.4%	97
Own APS (point & shoot or SLR) camera	2	2.2%	93
Own digital camera	26	33.8%	101
Bought digital camera in last 12 months	6	7.2%	112
Own digital point & shoot camera	19	25.0%	98
Bought digital point & shoot camera in last 12 mo	4	5.2%	104
Own digital SLR camera	8	10.0%	111
Bought digital SLR camera in last 12 months	2	2.0%	114
Own 35mm auto focus point & shoot camera	3	4.2%	82
Own 35mm auto focus single lens reflex camera	1	1.9%	54
Own 35mm auto focus zoom camera	5	6.1%	114
Own 35mm single lens reflex camera	2	2.7%	85
Own Canon camera	11	14.3%	90
Bought Canon camera in last 12 months	1	1.3%	60
Own Fuji camera	4	4.6%	127
Own Kodak camera	10	12.7%	108
Bought Kodak camera in last 12 months	2	2.9%	86
Own Nikon camera	4	4.6%	95
Own Olympus camera	3	4.0%	85
Own Polaroid camera	1	1.7%	52
Bought any camera accessory in last 12 months	32	40.6%	96
Bought film in last 12 months	14	18.0%	94
Bought film in last 12 months: <3 rolls	6	8.3%	86
Bought film in last 12 months: 3-6 rolls	4	5.7%	82
Bought film in last 12 months: 7+ rolls	3	4.0%	91
Bought film in last 12 mo: APS (color prints)	2	2.3%	96
Bought film in last 12 mo: instant developing	1	1.6%	64
Bought film in last 12 mo: 35mm (black & white)	0	0.5%	0
Bought film in last 12 mo: 35mm (color prints)	9	11.8%	101
Bought Fuji film in last 12 months	4	5.2%	102
Bought Kodak film in last 12 months	9	11.1%	97
Bought store-brand film in last 12 months	1	1.5%	60
Purchased film in last 12 mo: department store	3	4.0%	103
Purchased film in last 12 mo: discount store	4	4.9%	108

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March 23, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Chilo Village, OH
Chilo village, OH (3914226)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	3	3.4%	82
Purchased film in last 12 mo: grocery store	1	1.3%	60
Purchased film in last 12 mo: 1 hour service store	2	2.8%	101
Had film processed at discount store	3	3.6%	116
Had film processed at drug store	3	3.9%	90
Had film processed at 1 hour service store	2	3.1%	88
Bought memory card for camera in last 12 months	6	7.3%	100
Own memory card for camera	19	24.8%	98

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March 23, 2012



Financial Investments Market Potential

Chilo Village, OH
Chilo village, OH (3914226)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		97	98	
Population 18+		78	75	
Households		40	40	
Median Household Income		\$53,302	\$61,198	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		41	52.6%	106
Bank/financial institution: use savings & loan		7	9.0%	86
Bank/financial institution: use credit union		21	26.9%	119
Bank/financial institution: use fed savings bank		2	2.6%	111
Bank/financial institution: use mutual funds co		2	2.6%	79
Bank/financial institution: use Internet Bank		3	3.8%	89
Used ATM/cash machine in last 12 months		38	48.7%	96
Banked in person in last 12 months		41	52.6%	101
Banked by mail in last 12 months		4	5.1%	96
Banked by phone in last 12 months		12	15.4%	102
Did banking over the Internet in last 12 months		21	26.9%	99
Used direct deposit of paycheck in last 12 months		32	41.0%	106
Have interest checking account		27	34.6%	107
Have non-interest checking account		19	24.4%	92
Have money market account		7	9.0%	73
Have savings account		28	35.9%	99
Have 401K retirement savings		13	16.7%	94
Have IRA retirement savings		10	12.8%	85
Have auto loan for new car		11	14.1%	122
Have personal loan for education only		3	3.8%	95
Have personal loan-not for education		2	2.6%	102
Have home mortgage (1st)		16	20.5%	107
Have 2nd mortgage (equity loan)		5	6.4%	102
Have home equity line of credit		4	5.1%	85
Have personal line of credit		3	3.8%	85
Have overdraft protection		11	14.1%	106
Own any securities investment		18	23.1%	92
Own annuities		2	2.6%	84
Own certificate of deposit (6 months or less)		2	2.6%	73
Own certificate of deposit (more than 6 months)		3	3.8%	69
Own common/preferred stock in company you work for		2	2.6%	85
Own common stock in company you don't work for		4	5.1%	81
Own insured money market account (bank)		1	1.3%	62
Own shares in money market fund		4	5.1%	77
Own shares in mutual fund (bonds)		3	3.8%	65
Own shares in mutual fund (stock)		7	9.0%	95
Own any stock		7	9.0%	98
Own stock with market value <\$10000		2	2.6%	83
Own stock with market value \$10000-49999		1	1.3%	51
Own stock with market value \$50000+		2	2.6%	103

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March 23, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Chilo Village, OH
Chilo village, OH (3914226)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	5	6.4%	94
Used financial planning counsel in last 12 months	4	5.1%	65
Used full service brokerage firm in last 12 months	3	3.8%	62
Own any credit/debit card (in own name)	57	73.1%	99
Own American Express card (in own name)	7	9.0%	72
Own Discover card (in own name)	9	11.5%	103
Own MasterCard (in own name)	24	30.8%	90
Own Visa (in own name)	38	48.7%	99
Own any department store credit card (in own name)	23	29.5%	95
Avg monthly credit card expenditures: <\$111	11	14.1%	102
Avg monthly credit card expenditures: \$111-225	7	9.0%	115
Avg monthly credit card expenditures: \$226-450	5	6.4%	86
Avg monthly credit card expenditures: \$451-700	5	6.4%	101
Avg monthly credit card expenditures: \$701+	8	10.3%	77

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Pets and Products Market Potential

Chilo Village, OH
 Chilo village, OH (3914226)
 Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary	2010	2015
Population	97	98
Population 18+	78	75
Households	40	40
Median Household Income	\$53,302	\$61,198

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	27	67.5%	131
HH owns any bird	1	2.5%	86
HH owns any cat	13	32.5%	135
HH owns any dog	21	52.5%	139
HH owns 1 cat	6	15.0%	117
HH owns 2+ cats	7	17.5%	151
HH owns 1 dog	11	27.5%	117
HH owns 2+ dogs	10	25.0%	170
HH used canned cat food in last 6 months	5	12.5%	107
HH used <4 cans of cat food in last 7 days	2	5.0%	115
HH used 8+ cans of cat food in last 7 days	1	2.5%	69
HH used packaged dry cat food in last 6 months	12	30.0%	129
HH used <5 pounds of packaged dry cat food last mo	4	10.0%	122
HH used 11+ pounds of packaged dry cat food last mo	4	10.0%	139
HH used cat treats in last 6 months	5	12.5%	122
HH used cat litter in last 6 months	10	25.0%	122
HH used canned dog food in last 6 months	7	17.5%	132
HH used packaged dry dog food in last 6 months	20	50.0%	137
HH used <10 pounds of pkgd dry dog food last month	8	20.0%	120
HH used 25+ pounds of pkgd dry dog food last month	7	17.5%	159
HH used dog biscuits/treats in last 6 months	16	40.0%	135
HH used <2 packages of dog biscuits/treats last mo	8	20.0%	135
HH used 4+ packages of dog biscuits/treats last mo	3	7.5%	135
HH used flea/tick care prod for cat/dog last 12 mo	19	47.5%	140
HH member took pet to vet in last 12 mo: 1 time	6	15.0%	118
HH member took pet to vet in last 12 mo: 2 times	6	15.0%	136
HH member took pet to vet in last 12 mo: 3 times	3	7.5%	133
HH member took pet to vet in last 12 mo: 4 times	2	5.0%	121
HH member took pet to vet in last 12 mo: 5+ times	3	7.5%	134
Bought pet food from vet in last 12 months	3	7.5%	147
Bought flea control product from vet in last 12 mo	8	20.0%	150

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Health and Beauty Market Potential

Chilo Village, OH
 Chilo village, OH (3914226)
 Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		97	98	
Population 18+		78	75	
Households		40	40	
Median Household Income		\$53,302	\$61,198	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		23	29.5%	98
Exercise at club 2+ times per week		6	7.7%	63
Exercise at other facility (not club) 2+ times/wk		5	6.4%	79
Own stationary bicycle		6	7.7%	136
Own treadmill		8	10.3%	105
Own weight lifting equipment		11	14.1%	109
Presently controlling diet		33	42.3%	102
Diet control for blood sugar level		7	9.0%	122
Diet control for cholesterol level		9	11.5%	114
Diet control to maintain weight		9	11.5%	103
Diet control for physical fitness		7	9.0%	90
Diet control for salt restriction		3	3.8%	115
Diet control for weight loss		11	14.1%	99
Used doctor's care/diet for diet method		3	3.8%	128
Used exercise program for diet method		6	7.7%	91
Used Weight Watchers as diet method		2	2.6%	84
Buy foods specifically labeled as fat-free		14	17.9%	102
Buy foods specifically labeled as high fiber		7	9.0%	78
Buy foods specifically labeled as high protein		4	5.1%	94
Buy foods specifically labeled as lactose-free		1	1.3%	69
Buy foods specifically labeled as low-calorie		7	9.0%	83
Buy foods specifically labeled as low-carb		6	7.7%	100
Buy foods specifically labeled as low-cholesterol		7	9.0%	109
Buy foods specifically labeled as low-fat		11	14.1%	106
Buy foods specifically labeled as low-sodium		7	9.0%	100
Buy foods specifically labeled as natural/organic		6	7.7%	91
Buy foods specifically labeled as sugar-free		12	15.4%	116
Used butter alternatives in last 6 months		3	3.8%	92
Used egg alternatives in last 6 months		8	10.3%	72
Used salt alternatives in last 6 months		20	25.6%	92
Drank meal/dietary supplement in last 6 months		4	5.1%	70
Used nutrition/energy bar in last 6 months		7	9.0%	64
Drank sports drink/thirst quencher in last 6 mo		24	30.8%	96
Used vitamin/dietary supplement in last 6 months		36	46.2%	95
Vitamin/dietary suppl used/6 mo: antioxidant		1	1.3%	44
Vitamin/dietary suppl used/6 mo: B complex		3	3.8%	79
Vitamin/dietary suppl used/6 mo: B complex+C		1	1.3%	66
Vitamin/dietary suppl used/6 mo: B-6		2	2.6%	126
Vitamin/dietary suppl used/6 mo: B-12		5	6.4%	113
Vitamin/dietary suppl used/6 mo: C		6	7.7%	92
Vitamin/dietary suppl used/6 mo: calcium		8	10.3%	95

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Health and Beauty Market Potential

Chilo Village, OH
 Chilo village, OH (3914226)
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	4	5.1%	104
Vitamin/dietary suppl used/6 mo: E	4	5.1%	103
Vitamin/dietary suppl used/6 mo: garlic	2	2.6%	150
Vitamin/dietary suppl used/6 mo: glucosamine	4	5.1%	111
Vitamin/dietary suppl used/6 mo: multiple formula	9	11.5%	98
Vitamin/dietary suppl used/6 mo: multiple w/iron	2	2.6%	59
Vitamin/dietary suppl used/6 mo: mult w/minerals	3	3.8%	65
Vitamin/dietary suppl used/6 mo: zinc	1	1.3%	55
Vitamin/dietary suppl/6 mo: Caltrate 600	2	2.6%	97
Vitamin/dietary suppl/6 mo: Centrum	4	5.1%	88
Vitamin/dietary suppl/6 mo: Nature Made	5	6.4%	109
Visited doctor in last 12 months	60	76.9%	99
Visited doctor in last 12 months: 1-3 times	26	33.3%	98
Visited doctor in last 12 months: 4-7 times	17	21.8%	98
Visited doctor in last 12 months: 8+ times	17	21.8%	101
Visited doctor in last 12 mo: allergist	2	2.6%	107
Visited doctor in last 12 mo: cardiologist	6	7.7%	109
Visited doctor in last 12 mo: chiropractor	5	6.4%	86
Visited doctor in last 12 mo: dentist	26	33.3%	88
Visited doctor in last 12 mo: dermatologist	5	6.4%	90
Visited doctor in last 12 mo: ear/nose/throat	3	3.8%	84
Visited doctor in last 12 mo: eye	17	21.8%	105
Visited doctor in last 12 mo: general/family	35	44.9%	105
Visited doctor in last 12 mo: internist	4	5.1%	70
Visited doctor in last 12 mo: physical therapist	3	3.8%	85
Visited doctor in last 12 mo: podiatrist	2	2.6%	76
Visited doctor in last 12 mo: urologist	4	5.1%	133
Visited nurse practitioner in last 12 months	5	6.4%	153
Wear regular/sun/tinted prescription eyeglasses	28	35.9%	104
Wear bi-focals	15	19.2%	122
Wear disposable contact lenses	5	6.4%	99
Wear soft contact lenses	6	7.7%	88
Spent on contact lenses in last 12 mo: <\$100	2	2.6%	92
Spent on contact lenses in last 12 mo: \$100-199	2	2.6%	69
Spent on contact lenses in last 12 mo: \$200+	2	2.6%	85
Bought prescription eyewear: discount optical ctr	7	9.0%	113
Bought prescription eyewear: from eye doctor	23	29.5%	115
Bought prescription eyewear: retail optical chain	7	9.0%	81
Used prescription drug for allergy/hay fever	5	6.4%	91
Used prescription drug for anxiety/panic	4	5.1%	126
Used prescription drug for arthritis/rheumatism	2	2.6%	97
Used prescription drug for asthma	4	5.1%	125
Used prescription drug for backache/back pain	7	9.0%	122
Used prescription drug for depression	6	7.7%	130
Used prescr drug for diabetes (insulin dependent)	2	2.6%	130
Used prescr drug for diabetes (non-insulin)	2	2.6%	69
Used prescription drug for eczema/skin itch/rash	1	1.3%	62

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Made with Esri Business Analyst



Health and Beauty Market Potential

Chilo Village, OH
 Chilo village, OH (3914226)
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	8	10.3%	155
Used prescription drug for high blood pressure	12	15.4%	123
Used prescription drug for high cholesterol	8	10.3%	118
Used prescription drug for migraine headache	3	3.8%	104
Used prescription drug for sinus congest./headache	3	3.8%	79
Used prescription drug for urinary tract infection	3	3.8%	123
Used last 6 mo: adhesive bandages	43	55.1%	99
Used last 6 mo: athlete's foot/foot care product	9	11.5%	83
Used last 6 mo: cold/sinus/allergy med (nonprescr)	37	47.4%	100
Used last 6 mo: children's cold tablets/liquids	11	14.1%	93
Used last 6 mo: contact lens cleaning solution	9	11.5%	95
Used last 6 mo: cotton swabs	38	48.7%	102
Used last 6 mo: cough/sore throat drops (nonprescr)	34	43.6%	92
Used last 6 mo: cough syrup/suppressant (nonprescr)	25	32.1%	94
Used last 6 mo: children's cough syrup	11	14.1%	99
Used last 6 mo: diarrhea remedy	12	15.4%	94
Used last 6 mo: eye wash and drops	24	30.8%	101
Used last 6 mo: headache/pain reliever (nonprescr)	68	87.2%	104
Used last 6 mo: hemorrhoid remedy	8	10.3%	115
Used last 6 mo: indigestion/upset stomach remedy	36	46.2%	103
Used last 6 mo: lactose intolerance product	2	2.6%	73
Used last 6 mo: laxative/fiber supplement	11	14.1%	102
Used last 6 mo: medicated skin ointment	25	32.1%	102
Used last 6 mo: medicated throat remedy	9	11.5%	101
Used last 6 mo: nasal spray	12	15.4%	97
Used last 6 mo: pain reliever/fever reducer (kids)	18	23.1%	104
Used last 6 mo: pain relieving rub/liquid/patch	19	24.4%	97
Used last 6 mo: sleeping tablets (nonprescription)	3	3.8%	71
Used last 12 mo: sunburn remedy	12	15.4%	100
Used last 12 mo: suntan/sunscreen product	25	32.1%	84
Used last 12 mo: SPF 15+ suntan/sunscreen product	20	25.6%	85
Used last 6 mo: toothache/gum/canker sore remedy	13	16.7%	99
Used last 6 mo: vitamins for children	11	14.1%	96
Used body powder in last 6 months	22	28.2%	101
Used body powder <3 times in last 7 days	8	10.3%	87
Used body powder 8+ times in last 7 days	2	2.6%	117
Used body wash/shower gel in last 6 months	41	52.6%	101
Used breath freshener in last 6 months	35	44.9%	96
Used complexion care product in last 6 months	32	41.0%	87
Used complexion care product <7 times last week	9	11.5%	84
Used complexion care product 11+ times last week	11	14.1%	85
Used complexion care prod: dry facial skin type	6	7.7%	105
Used complexion care prod: normal facial skin type	9	11.5%	76
Used complexion care prod: oily facial skin type	4	5.1%	85
Used dental floss in last 6 months	45	57.7%	92

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

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	14	17.9%	89
Used denture adhesive/fixative in last 6 months	6	7.7%	123
Used denture cleaner in last 6 months	9	11.5%	104
Used deodorant/antiperspirant in last 6 months	74	94.9%	102
Used deodorant/antiperspirant <8 times last week	57	73.1%	106
Used deodorant/antiperspirant 15+ times last week	4	5.1%	85
Used disposable razor in last 6 months	43	55.1%	105
Used electric shaver in last 6 months	16	20.5%	109
Used hair coloring product (at home) last 6 months	13	16.7%	83
Used hair conditioner (at home) in last 6 months	48	61.5%	99
Used hair conditioning treatment (at home)/6 mo	16	20.5%	87
Used hair growth product in last 6 months	1	1.3%	56
Used hair mousse in last 6 months	13	16.7%	96
Used hair spray (at home) in last 6 months	30	38.5%	106
Used hair styling gel/lotion in last 6 months	17	21.8%	81
Used hand & body cream/lotion/oil in last 6 months	55	70.5%	97
Used hand & body cream/lotion/oil <5 times last wk	16	20.5%	96
Used hand & body cream/lotion/oil 9+ times last wk	18	23.1%	93
Used hand & body cream in last 6 months	11	14.1%	80
Used hand & body lotion in last 6 months	39	50.0%	102
Used hand & body oil in last 6 months	4	5.1%	99
Used lip care in last 6 months	45	57.7%	97
Used liquid soap/hand sanitizer in last 6 months	60	76.9%	100
Used mouthwash in last 6 months	52	66.7%	101
Used mouthwash <4 times in last 7 days	15	19.2%	89
Used mouthwash 8+ times in last 7 days	12	15.4%	97
Used shampoo (at home) in last 6 months	73	93.6%	102
Used shampoo plus conditioner prod (at home)/6 mo	14	17.9%	93
Used shaving cream/gel in last 6 months	42	53.8%	103
Used personal care soap (bar) in last 6 months	66	84.6%	101
Used personal care soap for antibacterial purpose	15	19.2%	100
Used personal care soap for complexion	5	6.4%	93
Used personal care soap for deodorant	14	17.9%	111
Use personal care soap for moisturizing	16	20.5%	95
Bought toothbrush in last 6 months	69	88.5%	104
Bought electric toothbrush in last 6 months	4	5.1%	77
Used toothpaste in last 6 months	75	96.2%	101
Used toothpaste <8 times in last 7 days	24	30.8%	96
Used toothpaste 15+ times in last 7 days	13	16.7%	103
Used toothpaste with baking soda in last 6 months	8	10.3%	90
Used toothpaste (gel) in last 6 months	23	29.5%	106
Used toothpaste (paste) in last 6 months	35	44.9%	93
Used whitening toothpaste in last 6 months	28	35.9%	103
Used tooth whitener (not toothpaste) last 6 months	7	9.0%	84
Had professional manicure/pedicure last 6 months	11	14.1%	82
Had professional facial/massage last 6 months	4	5.1%	55
Spent \$100+ at barber shops in last 6 months	4	5.1%	96
Spent \$100+ at beauty parlors in last 6 months	11	14.1%	89

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March 23, 2012

Made with Esri Business Analyst



Restaurant Market Potential

Chilo Village, OH
 Chilo village, OH (3914226)
 Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary	2010	2015
Population	97	98
Population 18+	78	75
Households	40	40
Median Household Income	\$53,302	\$61,198

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	57	73.1%	101
Family restaurant/steak house last month: <2 times	20	25.6%	100
Family restaurant/steak house last month: 2-4 times	22	28.2%	104
Family restaurant/steak house last month: 5+ times	14	17.9%	92
Family restaurant/steak house last 6 months: breakfast	9	11.5%	88
Family restaurant/steak house last 6 months: lunch	19	24.4%	98
Family restaurant/steak house last 6 months: snack	1	1.3%	46
Family restaurant/steak house last 6 months: dinner	44	56.4%	107
Family restaurant/steak house last 6 months: weekday	30	38.5%	100
Family restaurant/steak house last 6 months: weekend	34	43.6%	98
Family restaurant/steak house last 6 months: Applebee's	19	24.4%	96
Family restaurant/steak house last 6 months: Bennigan's	1	1.3%	58
Family restaurant/steak house last 6 months: Bob Evans Farm	3	3.8%	84
Family restaurant/steak house last 6 months: Cheesecake Factory	2	2.6%	39
Family restaurant/steak house last 6 months: Chili's Grill & Bar	9	11.5%	100
Family restaurant/steak house last 6 months: Cracker Barrel	12	15.4%	139
Family restaurant/steak house last 6 months: Denny's	6	7.7%	85
Family restaurant/steak house last 6 months: Friendly's	1	1.3%	32
Family restaurant/steak house last 6 months: Golden Corral	7	9.0%	124
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	8	10.3%	88
Family restaurant/steak house last 6 months: Lone Star Steakhouse	3	3.8%	141
Family restaurant/steak house last 6 months: Old Country Buffet	1	1.3%	45
Family restaurant/steak house last 6 months: Olive Garden	13	16.7%	94
Family restaurant/steak house last 6 months: Outback Steakhouse	11	14.1%	123
Family restaurant/steak house last 6 months: Perkins	2	2.6%	71
Family restaurant/steak house last 6 months: Red Lobster	12	15.4%	114
Family restaurant/steak house last 6 months: Red Robin	3	3.8%	68
Family restaurant/steak house last 6 months: Ruby Tuesday	9	11.5%	138
Family restaurant/steak house last 6 months: Ryan's	5	6.4%	170
Family restaurant/steak house last 6 months: Sizzler	3	3.8%	128
Family restaurant/steak house last 6 months: T.G.I. Friday's	6	7.7%	75
Went to fast food/drive-in restaurant in last 6 months	72	92.3%	104
Went to fast food/drive-in restaurant <6 times/month	24	30.8%	88
Went to fast food/drive-in restaurant 6-13 times/month	27	34.6%	120
Went to fast food/drive-in restaurant 14+ times/month	21	26.9%	108
Fast food/drive-in last 6 months: breakfast	23	29.5%	107
Fast food/drive-in last 6 months: lunch	51	65.4%	111
Fast food/drive-in last 6 months: snack	12	15.4%	88
Fast food/drive-in last 6 months: dinner	42	53.8%	111

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

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Chilo Village, OH
Chilo village, OH (3914226)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	56	71.8%	108
Fast food/drive-in last 6 months: weekend	39	50.0%	104
Fast food/drive-in last 6 months: A & W	3	3.8%	85
Fast food/drive-in last 6 months: Arby's	20	25.6%	124
Fast food/drive-in last 6 months: Boston Market	2	2.6%	54
Fast food/drive-in last 6 months: Burger King	31	39.7%	110
Fast food/drive-in last 6 months: Captain D's	7	9.0%	175
Fast food/drive-in last 6 months: Carl's Jr.	3	3.8%	62
Fast food/drive-in last 6 months: Checkers	3	3.8%	121
Fast food/drive-in last 6 months: Chick-fil-A	14	17.9%	139
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2	2.6%	42
Fast food/drive-in last 6 months: Chuck E. Cheese	2	2.6%	57
Fast food/drive-in last 6 months: Church's Fr. Chicken	4	5.1%	119
Fast food/drive-in last 6 months: Dairy Queen	15	19.2%	120
Fast food/drive-in last 6 months: Del Taco	2	2.6%	77
Fast food/drive-in last 6 months: Domino's Pizza	12	15.4%	115
Fast food/drive-in last 6 months: Dunkin' Donuts	4	5.1%	44
Fast food/drive-in last 6 months: Fuddruckers	2	2.6%	92
Fast food/drive-in last 6 months: Hardee's	9	11.5%	170
Fast food/drive-in last 6 months: Jack in the Box	7	9.0%	86
Fast food/drive-in last 6 months: KFC	23	29.5%	107
Fast food/drive-in last 6 months: Little Caesars	6	7.7%	105
Fast food/drive-in last 6 months: Long John Silver's	7	9.0%	142
Fast food/drive-in last 6 months: McDonald's	45	57.7%	103
Fast food/drive-in last 6 months: Panera Bread	3	3.8%	39
Fast food/drive-in last 6 months: Papa John's	9	11.5%	133
Fast food/drive-in last 6 months: Pizza Hut	20	25.6%	116
Fast food/drive-in last 6 months: Popeyes	4	5.1%	70
Fast food/drive-in last 6 months: Quiznos	5	6.4%	71
Fast food/drive-in last 6 months: Sonic Drive-In	14	17.9%	152
Fast food/drive-in last 6 months: Starbucks	8	10.3%	69
Fast food/drive-in last 6 months: Steak n Shake	3	3.8%	76
Fast food/drive-in last 6 months: Subway	27	34.6%	109
Fast food/drive-in last 6 months: Taco Bell	27	34.6%	108
Fast food/drive-in last 6 months: Wendy's	27	34.6%	111
Fast food/drive-in last 6 months: Whataburger	5	6.4%	133
Fast food/drive-in last 6 months: White Castle	1	1.3%	32
Fast food/drive-in last 6 months: eat in	30	38.5%	102
Fast food/drive-in last 6 months: home delivery	10	12.8%	123
Fast food/drive-in last 6 months: take-out/drive-thru	46	59.0%	112
Fast food/drive-in last 6 months: take-out/walk-in	18	23.1%	94

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Sports and Leisure Market Potential

Chilo Village, OH
 Chilo village, OH (3914226)
 Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		97	98
Population 18+		78	75
Households		40	40
Median Household Income		\$53,302	\$61,198
Product/Consumer Behavior		Expected Number of Adults	Percent MPI
Participated in aerobics		6	7.7%
Participated in archery		3	3.8%
Participated in backpacking/hiking		7	9.0%
Participated in baseball		3	3.8%
Participated in basketball		5	6.4%
Participated in bicycling (mountain)		2	2.6%
Participated in bicycling (road)		5	6.4%
Participated in boating (power)		5	6.4%
Participated in bowling		8	10.3%
Participated in canoeing/kayaking		4	5.1%
Participated in downhill skiing		1	1.3%
Participated in fishing (fresh water)		15	19.2%
Participated in fishing (salt water)		3	3.8%
Participated in football		4	5.1%
Participated in Frisbee		3	3.8%
Participated in golf		7	9.0%
Play golf < once a month		3	3.8%
Play golf 1+ times a month		4	5.1%
Participated in horseback riding		2	2.6%
Participated in hunting with rifle		7	9.0%
Participated in hunting with shotgun		5	6.4%
Participated in ice skating		1	1.3%
Participated in jogging/running		6	7.7%
Participated in martial arts		1	1.3%
Participated in motorcycling		3	3.8%
Participated in Pilates		1	1.3%
Participated in roller skating		1	1.3%
Participated in snowboarding		1	1.3%
Participated in soccer		2	2.6%
Participated in softball		3	3.8%
Participated in swimming		15	19.2%
Participated in target shooting		3	3.8%
Participated in tennis		2	2.6%
Participated in volleyball		2	2.6%
Participated in walking for exercise		20	25.6%
Participated in weight lifting		6	7.7%
Participated in yoga		3	3.8%
Spent on high end sports/recreation equipment/12 mo: <\$250		4	5.1%
Spent on high end sports/recreation equipment/12 mo: \$250+		2	2.6%
Attend sports event: auto racing (NASCAR)		7	9.0%
Attend sports event: auto racing (not NASCAR)		6	7.7%
Attend sports event: baseball game		9	11.5%

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Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	5	6.4%	81
Attend sports event: basketball game (pro)	5	6.4%	75
Attend sports event: football game (college)	8	10.3%	99
Attend sports event: football-Monday night game (pro)	4	5.1%	84
Attend sports event: football-weekend game (pro)	6	7.7%	85
Attend sports event: golf tournament	4	5.1%	92
Attend sports event: ice hockey game	4	5.1%	77
Attend sports event: soccer game	4	5.1%	83
Attend sports event: tennis match	3	3.8%	78
Attended adult education course in last 12 months	3	3.8%	58
Attended auto show in last 12 months	7	9.0%	108
Went to bar/night club in last 12 months	13	16.7%	87
Went to beach in last 12 months	16	20.5%	84
Attended dance performance in last 12 months	2	2.6%	58
Danced/went dancing in last 12 months	7	9.0%	95
Dined out in last 12 months	36	46.2%	94
Dine out < once a month	4	5.1%	109
Dine out once a month	4	5.1%	83
Dine out 2-3 times a month	7	9.0%	78
Dine out once a week	9	11.5%	100
Dine out 2+ times per week	7	9.0%	91
Gambled at casino in last 12 months	10	12.8%	80
Gambled at casino 6+ times in last 12 months	2	2.6%	94
Gambled in Atlantic City in last 12 months	0	0.0%	0
Gambled in Las Vegas in last 12 months	3	3.8%	81
Attended horse races in last 12 months	2	2.6%	86
Attended movies in last 6 months	41	52.6%	89
Attended movies in last 90 days: < once a month	24	30.8%	95
Attended movies in last 90 days: once a month	6	7.7%	75
Attended movies in last 90 days: 2-3 times a month	4	5.1%	76
Attended movies in last 90 days: once/week or more	2	2.6%	100
Prefer to see movie after second week of release	16	20.5%	87
Went to museum in last 12 months	7	9.0%	70
Attended music performance in last 12 months	17	21.8%	92
Attended country music performance in last 12 mo	5	6.4%	126
Attended rock music performance in last 12 months	7	9.0%	82
Attended classical music/opera performance/12 mo	2	2.6%	56
Went to live theater in last 12 months	7	9.0%	68
Visited a theme park in last 12 months	12	15.4%	72
Visited Disney World (FL)/12 mo: Magic Kingdom	2	2.6%	76
Visited any Sea World in last 12 months	2	2.6%	76
Visited any Six Flags in last 12 months	2	2.6%	44
Went to zoo in last 12 months	8	10.3%	80
Played backgammon in last 12 months	1	1.3%	64
Participated in book club in last 12 months	1	1.3%	40
Played billiards/pool in last 12 months	8	10.3%	107
Played bingo in last 12 months	2	2.6%	60
Did birdwatching in last 12 months	5	6.4%	103
Played board game in last 12 months	11	14.1%	86

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	14	17.9%	86
Played chess in last 12 months	2	2.6%	70
Cooked for fun in last 12 months	15	19.2%	93
Did crossword puzzle in last 12 months	11	14.1%	97
Participated in fantasy sports league last 12 mo	2	2.6%	79
Flew a kite in last 12 months	2	2.6%	91
Did furniture refinishing in last 12 months	2	2.6%	80
Did indoor gardening/plant care in last 12 months	7	9.0%	89
Participated in karaoke in last 12 months	2	2.6%	58
Bought lottery ticket in last 12 months	27	34.6%	100
Bought lottery ticket in last 12 mo: Daily Drawing	2	2.6%	53
Bought lottery ticket in last 12 mo: Instant Game	12	15.4%	97
Bought lottery ticket in last 12 mo: Lotto Drawing	18	23.1%	108
Played lottery: <3 times in last 30 days	12	15.4%	98
Played lottery: 3-7 times in last 30 days	8	10.3%	106
Played lottery: 8+ times in last 30 days	7	9.0%	96
Played musical instrument in last 12 months	6	7.7%	96
Did painting/drawing in last 12 months	5	6.4%	98
Did photography in last 12 months	9	11.5%	91
Read book in last 12 months	30	38.5%	94
Participated in trivia games in last 12 months	4	5.1%	85
Played video game in last 12 months	9	11.5%	87
Did woodworking in last 12 months	6	7.7%	164
Participated in word games in last 12 months	6	7.7%	81
Member of AARP	13	16.7%	108
Member of business club	1	1.3%	51
Member of charitable organization	3	3.8%	61
Member of church board	4	5.1%	119
Member of fraternal order	2	2.6%	73
Member of religious club	5	6.4%	100
Member of union	3	3.8%	73
Member of veterans club	3	3.8%	113
Bought any children`s toy/game in last 12 months	27	34.6%	100
Spent on toys/games in last 12 months: <\$50	5	6.4%	105
Spent on toys/games in last 12 months: \$50-99	2	2.6%	93
Spent on toys/games in last 12 months: \$100-199	5	6.4%	89
Spent on toys/games in last 12 months: \$200-499	9	11.5%	107
Spent on toys/games in last 12 months: \$500+	5	6.4%	111
Bought infant toy in last 12 months	6	7.7%	92
Bought pre-school toy in last 12 months	7	9.0%	111
Spent on toys/games (for child <6)/12 mo: <\$100	8	10.3%	92
Spent on toys/games (for child <6)/12 mo: \$100-199	6	7.7%	114
Spent on toys/games (for child <6)/12 mo: \$200+	6	7.7%	99
Bought for child in last 12 mo: boy action figure	6	7.7%	95
Bought for child in last 12 mo: girl action figure	2	2.6%	83
Bought for child in last 12 mo: bicycle	5	6.4%	94
Bought for child in last 12 mo: board game	8	10.3%	86

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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Sports and Leisure Market Potential

Chilo Village, OH
Chilo village, OH (3914226)
Geography: Place

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	2	2.6%	76
Bought for child in last 12 mo: car	7	9.0%	97
Bought for child in last 12 mo: construction toy	4	5.1%	104
Bought for child in last 12 mo: large/baby doll	5	6.4%	98
Bought for child in last 12 mo: fashion doll	3	3.8%	75
Bought for child in last 12 mo: plush doll/animal	7	9.0%	107
Bought for child in last 12 mo: doll accessories	3	3.8%	96
Bought for child in last 12 mo: doll clothing	3	3.8%	93
Bought for child in last 12 mo: educational toy	10	12.8%	94
Bought for child in last 12 mo: electronic game	8	10.3%	110
Bought for child in last 12 mo: mechanical toy	3	3.8%	96
Bought for child in last 12 mo: model kit/set	2	2.6%	100
Bought for child in last 12 mo: sound game	1	1.3%	46
Bought for child in last 12 mo: water toy	8	10.3%	107
Bought for child in last 12 mo: word game	3	3.8%	100
Bought book in last 12 months	36	46.2%	92
Bought 1-3 books in last 12 months	14	17.9%	91
Bought 4-9 books in last 12 months	10	12.8%	82
Bought 10+ books in last 12 months	12	15.4%	102
Bought paperback book in last 12 months	27	34.6%	92
Bought <3 paperback books in last 12 months	9	11.5%	89
Bought 3-6 paperback books in last 12 months	10	12.8%	97
Bought 7+ paperback books in last 12 months	9	11.5%	98
Bought hardcover book in last 12 months	20	25.6%	92
Bought <3 hardcover books in last 12 months	9	11.5%	94
Bought 3-5 hardcover books in last 12 months	4	5.1%	64
Bought 6+ hardcover books in last 12 months	7	9.0%	114
Bought book (fiction) in last 12 months	20	25.6%	91
Bought book (non-fiction) in last 12 months	18	23.1%	91
Bought biography in last 12 months	5	6.4%	88
Bought children`s book in last 12 months	9	11.5%	91
Bought cookbook in last 12 months	7	9.0%	82
Bought desk dictionary in last 12 months	1	1.3%	63
Bought history book in last 12 months	5	6.4%	85
Bought mystery book in last 12 months	7	9.0%	80
Bought personal/business self-help book last 12 mo	4	5.1%	71
Bought religious book (not bible) last 12 months	6	7.7%	101
Bought romance book in last 12 months	5	6.4%	98
Bought science fiction book in last 12 months	3	3.8%	85
Bought book through book club in last 12 months	4	5.1%	118
Bought book at book store in last 12 months	21	26.9%	80
Bought book at Barnes & Noble in last 12 months	11	14.1%	72
Bought book at Borders in last 12 months	5	6.4%	58
Bought book at convenience store in last 12 months	1	1.3%	58
Bought book at department store in last 12 months	8	10.3%	134
Bought book at drug store in last 12 months	1	1.3%	56
Bought book through Internet in last 12 mo	6	7.7%	76
Bought book through mail order in last 12 months	2	2.6%	75
Bought book at supermarket in last 12 months	4	5.1%	98
Bought book at warehouse store in last 12 months	4	5.1%	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 23, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Chilo Village, OH
Chilo village, OH (3914226)
Geography: Place

www.ClermontCountyOhio.biz

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Midland Crowd	100.0%	Population	97	98
Top Rung	0.0%	Households	40	40
Suburban Splendor	0.0%	Families	31	31
Connoisseurs	0.0%	Median Age	38.3	38.9
Boomburbs	0.0%	Median Household Income	\$53,302	\$61,198
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		59	\$1,416.56	\$56,662
Men's		55	\$251.73	\$10,069
Women's		52	\$432.63	\$17,305
Children's		68	\$271.29	\$10,852
Footwear		42	\$177.13	\$7,085
Watches & Jewelry		83	\$160.56	\$6,422
Apparel Products and Services (1)		132	\$123.23	\$4,929
Computer				
Computers and Hardware for Home Use		83	\$159.66	\$6,386
Software and Accessories for Home Use		82	\$23.33	\$933
Entertainment & Recreation		88	\$2,830.55	\$113,222
Fees and Admissions		80	\$492.57	\$19,703
Membership Fees for Clubs (2)		77	\$126.22	\$5,049
Fees for Participant Sports, excl. Trips		84	\$89.73	\$3,589
Admission to Movie/Theatre/Opera/Ballet		79	\$119.58	\$4,783
Admission to Sporting Events, excl. Trips		90	\$53.30	\$2,132
Fees for Recreational Lessons		76	\$103.31	\$4,132
Dating Services		54	\$0.42	\$17
TV/Video/Audio		88	\$1,094.61	\$43,784
Community Antenna or Cable TV		91	\$654.02	\$26,161
Televisions		89	\$173.00	\$6,920
VCRs, Video Cameras, and DVD Players		83	\$16.81	\$672
Video Cassettes and DVDs		87	\$45.70	\$1,828
Video and Computer Game Hardware and Software		86	\$47.98	\$1,919
Satellite Dishes		100	\$1.26	\$50
Rental of Video Cassettes and DVDs		85	\$34.82	\$1,393
Streaming/Downloaded Video		81	\$1.14	\$45
Audio (3)		77	\$113.48	\$4,539
Rental and Repair of TV/Radio/Sound Equipment		84	\$6.40	\$256
Pets		113	\$486.29	\$19,451
Toys and Games (4)		90	\$131.43	\$5,257
Recreational Vehicles and Fees (5)		84	\$270.51	\$10,820
Sports/Recreation/Exercise Equipment (6)		69	\$125.62	\$5,025
Photo Equipment and Supplies (7)		83	\$86.26	\$3,450
Reading (8)		80	\$123.35	\$4,934
Catered Affairs (9)		81	\$19.92	\$797
Food		87	\$6,660.65	\$266,426
Food at Home		86	\$3,846.37	\$153,855
Bakery and Cereal Products		86	\$514.34	\$20,574
Meats, Poultry, Fish, and Eggs		87	\$897.08	\$35,883
Dairy Products		86	\$427.12	\$17,085
Fruits and Vegetables		83	\$654.38	\$26,175
Snacks and Other Food at Home (10)		87	\$1,353.45	\$54,138
Food Away from Home		87	\$2,814.28	\$112,571
Alcoholic Beverages		80	\$454.58	\$18,183
Nonalcoholic Beverages at Home		87	\$382.50	\$15,300

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 23, 2012

Made with Esri Business Analyst



Retail Goods and Services Expenditures

Chilo Village, OH
Chilo village, OH (3914226)
Geography: Place

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	72	\$1,251.40	\$50,056
Vehicle Loans	98	\$4,805.96	\$192,238
Health			
Nonprescription Drugs	94	\$96.79	\$3,872
Prescription Drugs	94	\$470.13	\$18,805
Eyeglasses and Contact Lenses	85	\$65.44	\$2,618
Home			
Mortgage Payment and Basics (11)	91	\$8,489.80	\$339,592
Maintenance and Remodeling Services	88	\$1,752.16	\$70,086
Maintenance and Remodeling Materials (12)	93	\$346.06	\$13,843
Utilities, Fuel, and Public Services	91	\$4,143.44	\$165,738
Household Furnishings and Equipment			
Household Textiles (13)	84	\$112.05	\$4,482
Furniture	86	\$515.42	\$20,617
Floor Coverings	83	\$62.09	\$2,484
Major Appliances (14)	91	\$276.67	\$11,067
Housewares (15)	74	\$63.65	\$2,546
Small Appliances	85	\$27.70	\$1,108
Luggage	80	\$7.42	\$297
Telephones and Accessories	58	\$24.71	\$988
Household Operations			
Child Care	90	\$416.41	\$16,657
Lawn and Garden (16)	91	\$380.88	\$15,235
Moving/Storage/Freight Express	75	\$45.40	\$1,816
Housekeeping Supplies (17)	91	\$637.09	\$25,484
Insurance			
Owners and Renters Insurance	102	\$474.50	\$18,980
Vehicle Insurance	89	\$1,040.77	\$41,631
Life/Other Insurance	92	\$383.81	\$15,352
Health Insurance	90	\$1,747.43	\$69,897
Personal Care Products (18)	89	\$356.35	\$14,254
School Books and Supplies (19)	85	\$90.09	\$3,604
Smoking Products	87	\$372.80	\$14,912
Transportation			
Vehicle Purchases (Net Outlay) (20)	93	\$4,063.76	\$162,550
Gasoline and Motor Oil	94	\$2,707.86	\$108,314
Vehicle Maintenance and Repairs	88	\$833.67	\$33,347
Travel			
Airline Fares	77	\$351.87	\$14,075
Lodging on Trips	81	\$352.29	\$14,091
Auto/Truck/Van Rental on Trips	76	\$28.18	\$1,127
Food and Drink on Trips	82	\$358.21	\$14,328

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

Chilo Village, OH
Chilo village, OH (3914226)
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 23, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Chilo Village, OH
Chilo village, OH (3914226)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		97	98
Households		40	40
Families		31	31
Median Age		38.3	38.9
Median Household Income		\$53,302	\$61,198
		Spending Potential Index	Average Amount Spent
Products			Total
Vehicle Coolant/Brake/Transmission Fluids	94	\$4.49	\$179
Gasoline	94	\$2,642.59	\$105,704
Motor Oil	94	\$11.19	\$447
Vehicle Parts/Equipment and Accessories	85	\$47.80	\$1,912
Tire Purchase/Replacement	94	\$136.21	\$5,448
Vehicle Audio/Video Equipment and Installation	81	\$5.74	\$230
Vehicle Cleaning Products and Services	75	\$6.10	\$244
Services			
Auto Repair Service Policy	101	\$16.69	\$668
Membership Fees for Automobile Service Clubs	77	\$16.87	\$675
Global Positioning Services	80	\$2.03	\$81
Vehicle Air Conditioning Repair	94	\$16.57	\$663
Vehicle Body Work and Painting	84	\$32.06	\$1,283
Vehicle Brake Work	80	\$63.47	\$2,539
Vehicle Clutch/Transmission Repair	93	\$42.71	\$1,708
Vehicle Cooling System Repair	91	\$26.38	\$1,055
Vehicle Drive Shaft and Rear-end Repair	91	\$7.84	\$313
Vehicle Electrical System Repair	86	\$29.61	\$1,184
Vehicle Exhaust System Repair	78	\$10.41	\$416
Vehicle Front End Alignment/Wheel Balance & Rotation	86	\$15.97	\$639
Lube/Oil Change and Oil Filters	92	\$82.55	\$3,302
Vehicle Motor Repair/Replacement	89	\$81.72	\$3,269
Vehicle Motor Tune-up	85	\$52.58	\$2,103
Vehicle Shock Absorber Replacement	87	\$5.80	\$232
Vehicle Steering/Front End Repair	80	\$22.25	\$890
Tire Repair and Other Repair Work	84	\$54.62	\$2,185

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 23, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Chilo Village, OH
Chilo village, OH (3914226)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary	2010	2015	
Population	97	98	
Households	40	40	
Families	31	31	
Median Age	38.3	38.9	
Median Household Income	\$53,302	\$61,198	
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	80	\$4,708.45	\$188,338
Savings Accounts	80	\$10,563.43	\$422,537
U.S. Savings Bonds	83	\$339.54	\$13,582
Stocks, Bonds & Mutual Funds	79	\$30,747.04	\$1,229,881
Annual Changes			
Checking Accounts	89	\$232.58	\$9,303
Savings Accounts	33	\$129.81	\$5,192
U.S. Savings Bonds	-188	\$-4.49	\$-179
Earnings			
Dividends, Royalties, Estates, Trusts	79	\$777.43	\$31,097
Interest from Savings Accounts or Bonds	81	\$740.52	\$29,621
Retirement Plan Contributions	86	\$1,188.64	\$47,546
Liabilities			
Original Mortgage Amount	89	\$19,121.00	\$764,840
Vehicle Loan Amount 1	97	\$2,632.60	\$105,304
Amount Paid: Interest			
Home Mortgage	93	\$4,315.79	\$172,631
Lump Sum Home Equity Loan	84	\$109.77	\$4,391
New Car/Truck/Van Loan	99	\$207.40	\$8,296
Used Car/Truck/Van Loan	97	\$157.87	\$6,315
Amount Paid: Principal			
Home Mortgage	92	\$1,823.40	\$72,936
Lump Sum Home Equity Loan	86	\$144.29	\$5,772
New Car/Truck/Van Loan	100	\$1,112.67	\$44,507
Used Car/Truck/Van Loan	97	\$738.55	\$29,542
Checking Account and Banking Service Charges	85	\$23.51	\$940
Finance Charges, excluding Mortgage/Vehicle	85	\$209.19	\$8,368

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 23, 2012

Made with Esri Business Analyst



House and Home Expenditures

Chilo Village, OH
 Chilo village, OH (3914226)
 Geography: Place

www.ClermontCountyOhio.biz

2010 Housing Summary		2010 Demographic Summary	
Housing Units	52	Population	97
2010-2015 Percent Change	3.85%	Households	40
Percent Occupied	76.9%	Families	31
Percent Owner HHS	77.5%	Median Age	38.3
Median Home Value	\$92,500	Median Household Income	\$53,302
		Spending Potential Index	Average Amount Spent
			Total
Owned Dwellings		90	\$10,650.11
Mortgage Interest		93	\$4,315.79
Mortgage Principal		92	\$1,823.40
Property Taxes		82	\$1,817.60
Homeowners Insurance		104	\$465.77
Ground Rent		92	\$67.24
Maintenance and Remodeling Services		88	\$1,752.16
Maintenance and Remodeling Materials		93	\$346.06
Property Management and Security		73	\$62.09
Rented Dwellings		55	\$1,894.29
Rent		55	\$1,784.16
Rent Received as Pay		58	\$52.82
Renters' Insurance		67	\$8.73
Maintenance and Repair Services		73	\$15.43
Maintenance and Repair Materials		62	\$33.14
Owned Vacation Homes		68	\$317.41
Mortgage Payment		72	\$147.16
Property Taxes		65	\$73.70
Homeowners Insurance		65	\$9.63
Maintenance and Remodeling		65	\$75.08
Property Management and Security		69	\$11.84
Housing While Attending School		86	\$69.69
Household Operations		86	\$1,359.07
Child Care		90	\$416.41
Care for Elderly or Handicapped		65	\$46.78
Appliance Rental and Repair		93	\$22.61
Computer Information Services		87	\$213.08
Home Security System Services		102	\$26.62
Non-Apparel Household Laundry/Dry Cleaning		10	\$3.59
Housekeeping Services		85	\$129.45
Lawn and Garden		91	\$380.88
Moving/Storage/Freight Express		75	\$45.40
PC Repair (Personal Use)		89	\$7.84
Reupholstering/Furniture Repair		88	\$6.94
Termite/Pest Control		117	\$28.47
Water Softening Services		97	\$5.44
Internet Services Away from Home		90	\$2.39
Voice Over IP Service		66	\$4.43
Other Home Services (1)		82	\$18.72

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 23, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Chilo Village, OH
Chilo village, OH (3914226)
Geography: Place

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	91	\$4,143.44	\$165,738
Bottled Gas	94	\$63.65	\$2,546
Electricity	99	\$1,680.49	\$67,220
Fuel Oil	54	\$60.78	\$2,431
Natural Gas	75	\$492.15	\$19,686
Telephone Services	91	\$1,319.11	\$52,765
Water and Other Public Services	95	\$519.43	\$20,777
Coal/Wood/Other Fuel	91	\$7.84	\$313
Housekeeping Supplies	91	\$637.09	\$25,484
Laundry and Cleaning Supplies	94	\$178.39	\$7,135
Postage and Stationery	86	\$176.35	\$7,054
Other HH Products (2)	92	\$282.36	\$11,294
Household Textiles	84	\$112.04	\$4,482
Bathroom Linens	85	\$15.13	\$605
Bedroom Linens	86	\$53.30	\$2,132
Kitchen and Dining Room Linens	87	\$2.69	\$108
Curtains and Draperies	81	\$23.27	\$931
Slipcovers, Decorative Pillows	88	\$3.77	\$151
Materials for Slipcovers/Curtains	81	\$12.44	\$498
Other Linens	82	\$1.44	\$57
Furniture	86	\$515.42	\$20,617
Mattresses and Box Springs	82	\$65.56	\$2,623
Other Bedroom Furniture	93	\$100.14	\$4,006
Sofas	79	\$119.34	\$4,774
Living Room Tables and Chairs	84	\$69.87	\$2,795
Kitchen, Dining Room Furniture	89	\$55.33	\$2,213
Infant Furniture	83	\$9.27	\$371
Outdoor Furniture	85	\$22.79	\$912
Wall Units, Cabinets, Other Furniture (3)	92	\$73.10	\$2,924
Major Appliances	91	\$276.67	\$11,067
Dishwashers and Disposals	86	\$23.45	\$938
Refrigerators and Freezers	97	\$79.80	\$3,192
Clothes Washers	95	\$47.50	\$1,900
Clothes Dryers	95	\$36.37	\$1,455
Cooking Stoves and Ovens	88	\$41.64	\$1,665
Microwave Ovens	84	\$10.71	\$428
Window Air Conditioners	83	\$5.80	\$232
Electric Floor Cleaning Equipment	80	\$18.13	\$725
Sewing Machines and Miscellaneous Appliances	82	\$13.28	\$531

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 23, 2012



House and Home Expenditures

Chilo Village, OH
Chilo village, OH (3914226)
Geography: Place

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	83	\$62.09	\$2,484
Housewares	74	\$63.65	\$2,546
Small Appliances	85	\$27.70	\$1,108
Window Coverings	75	\$29.01	\$1,161
Lamps and Other Lighting Fixtures	85	\$20.04	\$802
Infant Equipment	24	\$4.91	\$196
Rental of Furniture	83	\$3.83	\$153
Laundry and Cleaning Equipment	92	\$20.52	\$821
Closet and Storage Items	15	\$3.89	\$156
Luggage	80	\$7.42	\$297
Clocks and Other Household Decoratives	24	\$48.87	\$1,955
Telephones and Accessories	58	\$24.71	\$988
Telephone Answering Devices	93	\$0.78	\$31
Grills and Outdoor Equipment	21	\$11.25	\$450
Power Tools	79	\$25.24	\$1,010
Hand Tools	77	\$7.96	\$318
Office Furniture/Equipment for Home Use	91	\$14.96	\$598
Computers and Hardware for Home Use	83	\$159.66	\$6,386
Software and Accessories for Home Use	82	\$23.33	\$933
Other Household Items (4)	86	\$89.73	\$3,589

(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

Chilo Village, OH
 Chilo village, OH (3914226)
 Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		97	98
Households		40	40
Families		31	31
Median Household Income		\$53,302	\$61,198
Males per 100 Females		100.0	90.2
Population By Age			
Population <5 Years		6.9%	6.2%
Population 5-17 Years		19.6%	20.6%
Population 65+ Years		10.8%	12.4%
Median Age		38.3	38.9
	Spending Potential Index	Average Amount Spent	Total
Health Care	90	\$3,350.28	\$134,011
Medical Care	89	\$1,602.84	\$64,114
Physician Services	91	\$206.86	\$8,274
Dental Services	83	\$269.49	\$10,780
Eyecare Services	92	\$45.82	\$1,833
Lab Tests, X-Rays	96	\$52.76	\$2,110
Hospital Room and Hospital Services	97	\$132.80	\$5,312
Convalescent or Nursing Home Care	47	\$10.89	\$435
Other Medical services (1)	85	\$94.70	\$3,788
Nonprescription Drugs	94	\$96.79	\$3,872
Prescription Drugs	94	\$470.13	\$18,805
Nonprescription Vitamins	90	\$50.73	\$2,029
Medicare Prescription Drug Premium	81	\$40.14	\$1,606
Eyeglasses and Contact Lenses	85	\$65.44	\$2,618
Hearing Aids	74	\$16.03	\$641
Medical Equipment for General Use	101	\$6.40	\$256
Other Medical Supplies (2)	86	\$43.85	\$1,754
Health Insurance	90	\$1,747.43	\$69,897
Blue Cross/Blue Shield	96	\$539.41	\$21,576
Commercial Health Insurance	92	\$345.41	\$13,816
Health Maintenance Organization	86	\$287.50	\$11,500
Medicare Payments	86	\$353.12	\$14,125
Long Term Care Insurance	86	\$72.20	\$2,888
Other Health Insurance (3)	89	\$149.79	\$5,992

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 23, 2012

Made with Esri Business Analyst



Recreation Expenditures

Chilo Village, OH
Chilo village, OH (3914226)
Geography: Place

Demographic Summary		2010	2015
Population		97	98
Households		40	40
Families		31	31
Median Age		38.3	38.9
Median Household Income		\$53,302	\$61,198
		Spending Potential Index	Average Amount Spent
			Total
Entertainment/Recreation Fees and Admissions		80	\$19,703
Admission to Movies, Theater, Opera, Ballet		79	\$4,783
Admission to Sporting Events, excl.Trips		90	\$2,132
Fees for Participant Sports, excl.Trips		84	\$3,589
Fees for Recreational Lessons		76	\$4,132
Membership Fees for Social/Recreation/Civic Clubs		77	\$5,049
Dating Services		54	\$17
Rental of Video Cassettes and DVDs		85	\$1,393
Toys & Games		90	\$5,257
Toys and Playground Equipment		91	\$5,128
Play Arcade Pinball/Video Games		73	\$55
Online Entertainment and Games		80	\$74
Recreational Vehicles and Fees		84	\$10,820
Docking and Landing Fees for Boats and Planes		77	\$218
Camp Fees		74	\$859
Purchase of RVs or Boats		85	\$9,488
Rental of RVs or Boats		75	\$256
Sports, Recreation and Exercise Equipment		69	\$5,025
Exercise Equipment and Gear, Game Tables		77	\$2,520
Bicycles		73	\$581
Camping Equipment		34	\$199
Hunting and Fishing Equipment		57	\$876
Winter Sports Equipment		66	\$170
Water Sports Equipment		89	\$237
Other Sports Equipment		83	\$313
Rental/Repair of Sports/Recreation/Exercise Equipment		81	\$129
Photographic Equipment and Supplies		83	\$3,450
Film		89	\$263
Film Processing		83	\$744
Photographic Equipment		80	\$1,376
Photographer Fees/Other Supplies & Equip Rental/Repair		86	\$1,067
Reading		80	\$4,934
Magazine/Newspaper Subscriptions		81	\$2,063
Magazine/Newspaper Single Copies		79	\$603
Books		78	\$2,268

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.