

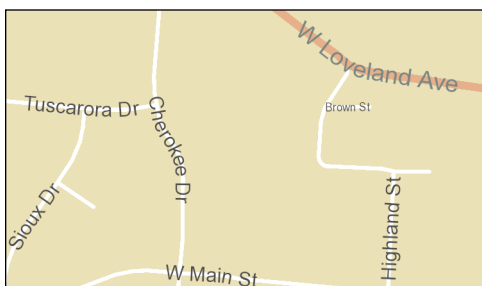
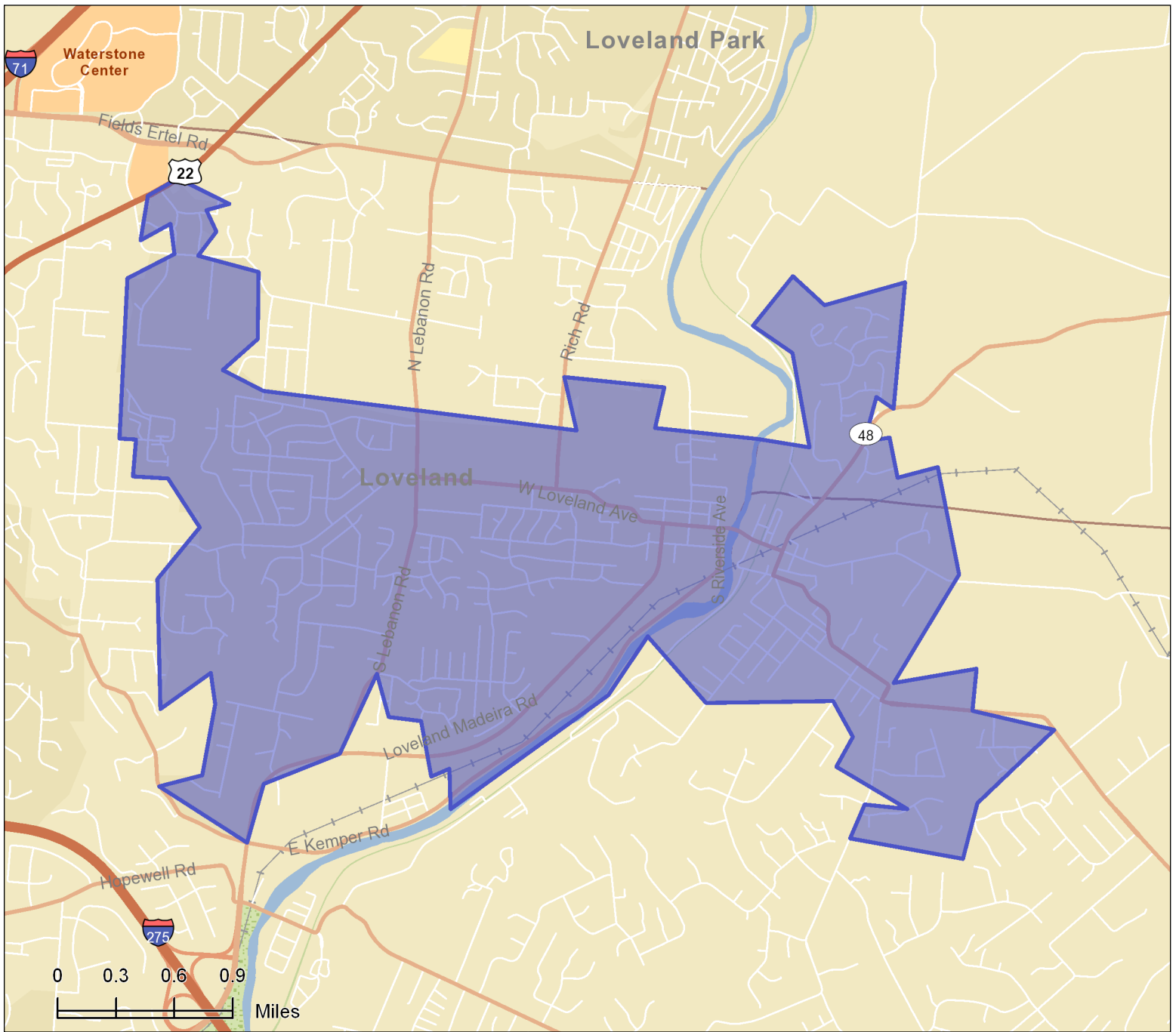


CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Site Map

Loveland, OH  
Standard Geography

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



March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Market Profile

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

www.ClermontCountyOhio.biz

Loveland city, OH (394510...

### Population Summary

2000 Total Population	11,677
2000 Group Quarters	67
2010 Total Population	12,201
2015 Total Population	12,571
2010-2015 Annual Rate	0.60%

### Household Summary

2000 Households	4,497
2000 Average Household Size	2.58
2010 Households	4,667
2010 Average Household Size	2.60
2015 Households	4,796
2015 Average Household Size	2.61
2010-2015 Annual Rate	0.55%
2000 Families	3,223
2000 Average Family Size	3.11
2010 Families	3,462
2010 Average Family Size	3.07
2015 Families	3,530
2015 Average Family Size	3.09
2010-2015 Annual Rate	0.39%

### Housing Unit Summary

2000 Housing Units	4,653
Owner Occupied Housing Units	72.1%
Renter Occupied Housing Units	24.6%
Vacant Housing Units	3.4%
2010 Housing Units	4,992
Owner Occupied Housing Units	71.0%
Renter Occupied Housing Units	22.5%
Vacant Housing Units	6.5%
2015 Housing Units	5,149
Owner Occupied Housing Units	71.1%
Renter Occupied Housing Units	22.0%
Vacant Housing Units	6.9%

### Median Household Income

2000	\$54,027
2010	\$75,666
2015	\$83,520

### Median Home Value

2000	\$128,519
2010	\$157,002
2015	\$169,004

### Per Capita Income

2000	\$25,920
2010	\$34,714
2015	\$38,304

### Median Age

2000	35.8
2010	37.0
2015	36.8

**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	4,595
<\$15,000	10.7%
\$15,000 - \$24,999	7.9%
\$25,000 - \$34,999	10.9%
\$35,000 - \$49,999	16.5%
\$50,000 - \$74,999	23.1%
\$75,000 - \$99,999	13.1%
\$100,000 - \$149,999	11.2%
\$150,000 - \$199,999	3.0%
\$200,000+	3.7%

Average Household Income \$67,482

### 2010 Households by Income

Household Income Base	4,666
<\$15,000	6.0%
\$15,000 - \$24,999	3.8%
\$25,000 - \$34,999	5.0%
\$35,000 - \$49,999	15.3%
\$50,000 - \$74,999	19.2%
\$75,000 - \$99,999	18.6%
\$100,000 - \$149,999	18.2%
\$150,000 - \$199,999	7.5%
\$200,000+	6.3%

Average Household Income \$94,197

### 2015 Households by Income

Household Income Base	4,798
<\$15,000	4.9%
\$15,000 - \$24,999	2.8%
\$25,000 - \$34,999	3.5%
\$35,000 - \$49,999	10.7%
\$50,000 - \$74,999	20.5%
\$75,000 - \$99,999	18.4%
\$100,000 - \$149,999	22.6%
\$150,000 - \$199,999	9.2%
\$200,000+	7.6%

Average Household Income \$104,301

### 2000 Owner Occupied Housing Units by Value

Total	3,399
<\$50,000	0.7%
\$50,000 - \$99,999	31.8%
\$100,000 - \$149,999	30.5%
\$150,000 - \$199,999	20.2%
\$200,000 - \$299,999	9.9%
\$300,000 - \$499,999	6.6%
\$500,000 - \$999,999	0.3%
\$1,000,000 +	0.0%

Average Home Value \$148,984

### 2000 Specified Renter Occupied Housing Units by Contract Rent

Total	1,184
With Cash Rent	94.5%
No Cash Rent	5.5%
Median Rent	\$530
Average Rent	\$658

**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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Loveland city, OH (394510...

## 2000 Population by Age

Total	11,677
0 - 4	8.4%
5 - 9	8.1%
10 - 14	8.0%
15 - 24	11.6%
25 - 34	12.5%
35 - 44	17.8%
45 - 54	14.8%
55 - 64	7.9%
65 - 74	5.4%
75 - 84	3.9%
85 +	1.6%
18 +	70.9%

## 2010 Population by Age

Total	12,201
0 - 4	8.1%
5 - 9	8.0%
10 - 14	8.1%
15 - 24	11.8%
25 - 34	11.3%
35 - 44	14.2%
45 - 54	16.3%
55 - 64	11.7%
65 - 74	5.7%
75 - 84	3.4%
85 +	1.3%
18 +	71.2%

## 2015 Population by Age

Total	12,571
0 - 4	7.9%
5 - 9	7.9%
10 - 14	8.0%
15 - 24	11.9%
25 - 34	11.8%
35 - 44	13.2%
45 - 54	14.7%
55 - 64	12.6%
65 - 74	7.2%
75 - 84	3.3%
85 +	1.3%
18 +	71.6%

## 2000 Population by Sex

Males	47.6%
Females	52.4%

## 2010 Population by Sex

Males	48.6%
Females	51.4%

## 2015 Population by Sex

Males	48.7%
Females	51.3%

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

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# Market Profile

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Loveland city, OH (394510...

## 2000 Population by Race/Ethnicity

Total	11,677
White Alone	95.7%
Black Alone	1.6%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	1.1%
Some Other Race Alone	0.4%
Two or More Races	1.3%
Hispanic Origin	1.1%
Diversity Index	10.5

## 2010 Population by Race/Ethnicity

Total	12,202
White Alone	93.7%
Black Alone	2.0%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	1.7%
Some Other Race Alone	0.6%
Two or More Races	1.8%
Hispanic Origin	1.8%
Diversity Index	15.2

## 2015 Population by Race/Ethnicity

Total	12,572
White Alone	93.0%
Black Alone	2.2%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	1.9%
Some Other Race Alone	0.7%
Two or More Races	2.1%
Hispanic Origin	2.3%
Diversity Index	17.4

## 2000 Population 3+ by School Enrollment

Total	11,317
Enrolled in Nursery/Preschool	2.2%
Enrolled in Kindergarten	2.4%
Enrolled in Grade 1-8	13.8%
Enrolled in Grade 9-12	7.1%
Enrolled in College	2.6%
Enrolled in Grad/Prof School	1.2%
Not Enrolled in School	70.6%

## 2010 Population 25+ by Educational Attainment

Total	7,802
Less Than 9th Grade	1.8%
9th to 12th Grade, No Diploma	5.2%
High School Graduate	26.3%
Some College, No Degree	17.4%
Associate Degree	6.1%
Bachelor's Degree	26.5%
Graduate/Professional Degree	16.7%

**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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## Market Profile

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		Loveland city, OH (394510...
<b>2010 Population 15+ by Marital Status</b>		
Total		9,238
Never Married		24.5%
Married		62.2%
Widowed		4.4%
Divorced		8.9%
<b>2000 Population 16+ by Employment Status</b>		
Total		8,759
In Labor Force		68.5%
Civilian Employed		66.1%
Civilian Unemployed		2.4%
In Armed Forces		0.0%
Not In Labor Force		31.5%
<b>2010 Civilian Population 16+ in Labor Force</b>		
Civilian Employed		90.4%
Civilian Unemployed		9.6%
<b>2015 Civilian Population 16+ in Labor Force</b>		
Civilian Employed		92.2%
Civilian Unemployed		7.8%
<b>2000 Females 16+ by Employment Status and Age of Children</b>		
Total		4,770
Own Children < 6 Only		9.3%
Employed/in Armed Forces		5.2%
Unemployed		1.1%
Not in Labor Force		3.0%
Own Children <6 and 6-17 Only		8.8%
Employed/in Armed Forces		3.7%
Unemployed		0.2%
Not in Labor Force		4.9%
Own Children 6-17 Only		22.0%
Employed/in Armed Forces		17.3%
Unemployed		0.5%
Not in Labor Force		4.2%
No Own Children < 18		59.9%
Employed/in Armed Forces		31.4%
Unemployed		0.5%
Not in Labor Force		28.1%
<b>2010 Employed Population 16+ by Industry</b>		
Total		5,882
Agriculture/Mining		0.1%
Construction		4.8%
Manufacturing		15.6%
Wholesale Trade		3.1%
Retail Trade		11.4%
Transportation/Utilities		3.3%
Information		2.0%
Finance/Insurance/Real Estate		8.2%
Services		49.1%
Public Administration		2.3%

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	5,878
White Collar	72.1%
Management/Business/Financial	20.6%
Professional	24.6%
Sales	11.9%
Administrative Support	15.1%
Services	14.1%
Blue Collar	13.8%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	2.7%
Installation/Maintenance/Repair	3.2%
Production	4.3%
Transportation/Material Moving	3.5%

### 2000 Workers 16+ by Means of Transportation to Work

Total	5,678
Drove Alone - Car, Truck, or Van	87.1%
Carpooled - Car, Truck, or Van	8.2%
Public Transportation	0.7%
Walked	0.4%
Other Means	0.3%
Worked at Home	3.2%

### 2000 Workers 16+ by Travel Time to Work

Total	5,678
Did not Work at Home	96.8%
Less than 5 minutes	2.1%
5 to 9 minutes	9.2%
10 to 19 minutes	28.7%
20 to 24 minutes	17.6%
25 to 34 minutes	22.5%
35 to 44 minutes	7.8%
45 to 59 minutes	5.9%
60 to 89 minutes	1.6%
90 or more minutes	1.4%
Worked at Home	3.2%
Average Travel Time to Work (in min)	23.6

### 2000 Households by Vehicles Available

Total	4,583
None	6.3%
1	32.1%
2	42.4%
3	14.2%
4	3.7%
5+	1.3%
Average Number of Vehicles Available	1.8

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

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ECONOMIC DEVELOPMENT

# Market Profile

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## 2000 Households by Type

Total	4,497
Family Households	71.7%
Married-couple Family	57.6%
With Related Children	30.8%
Other Family (No Spouse)	14.1%
With Related Children	9.8%
Nonfamily Households	28.3%
Householder Living Alone	25.1%
Householder Not Living Alone	3.2%
Households with Related Children	40.6%
Households with Persons 65+	20.7%

## 2000 Households by Size

Total	4,497
1 Person Household	25.1%
2 Person Household	31.5%
3 Person Household	16.8%
4 Person Household	17.1%
5 Person Household	6.9%
6 Person Household	2.0%
7 + Person Household	0.7%

## 2000 Households by Year Householder Moved In

Total	4,583
Moved in 1999 to March 2000	19.0%
Moved in 1995 to 1998	31.4%
Moved in 1990 to 1994	20.6%
Moved in 1980 to 1989	14.0%
Moved in 1970 to 1979	9.3%
Moved in 1969 or Earlier	5.7%
Median Year Householder Moved In	1995

## 2000 Housing Units by Units in Structure

Total	4,716
1, Detached	67.6%
1, Attached	5.4%
2	1.1%
3 or 4	2.0%
5 to 9	6.3%
10 to 19	10.7%
20 +	6.8%
Mobile Home	0.0%
Other	0.0%

## 2000 Housing Units by Year Structure Built

Total	4,716
1999 to March 2000	1.1%
1995 to 1998	7.2%
1990 to 1994	16.0%
1980 to 1989	14.9%
1970 to 1979	21.0%
1969 or Earlier	39.8%
Median Year Structure Built	1975

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

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## Top 3 Tapestry Segments

1. Up and Coming Families
2. Suburban Splendor
3. Exurbanites

## 2010 Consumer Spending

Apparel & Services: Total \$	\$10,536,233
Average Spent	\$2,257.60
Spending Potential Index	94
Computers & Accessories: Total \$	\$1,393,971
Average Spent	\$298.69
Spending Potential Index	136
Education: Total \$	\$8,150,425
Average Spent	\$1,746.40
Spending Potential Index	143
Entertainment/Recreation: Total \$	\$20,793,229
Average Spent	\$4,455.37
Spending Potential Index	138
Food at Home: Total \$	\$26,972,719
Average Spent	\$5,779.46
Spending Potential Index	129
Food Away from Home: Total \$	\$20,089,318
Average Spent	\$4,304.55
Spending Potential Index	134
Health Care: Total \$	\$22,611,512
Average Spent	\$4,844.98
Spending Potential Index	130
HH Furnishings & Equipment: Total \$	\$11,633,402
Average Spent	\$2,492.69
Spending Potential Index	121
Investments: Total \$	\$10,807,165
Average Spent	\$2,315.66
Spending Potential Index	133
Retail Goods: Total \$	\$148,276,026
Average Spent	\$31,771.17
Spending Potential Index	128
Shelter: Total \$	\$102,080,700
Average Spent	\$21,872.87
Spending Potential Index	139
TV/Video/Audio: Total \$	\$7,591,376
Average Spent	\$1,626.61
Spending Potential Index	131
Travel: Total \$	\$12,582,969
Average Spent	\$2,696.16
Spending Potential Index	142
Vehicle Maintenance & Repairs: Total \$	\$5,848,040
Average Spent	\$1,253.06
Spending Potential Index	133

**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.

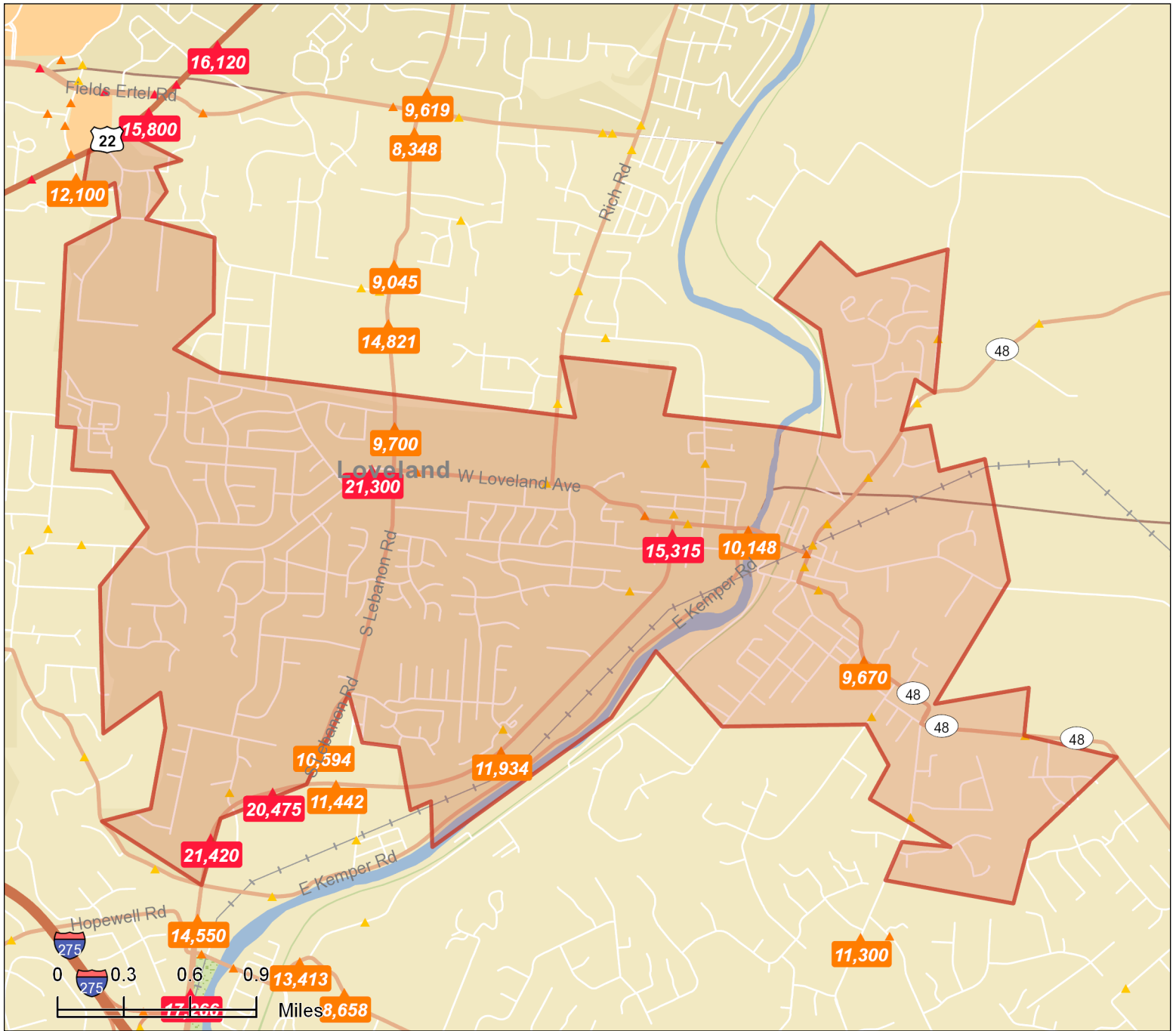
**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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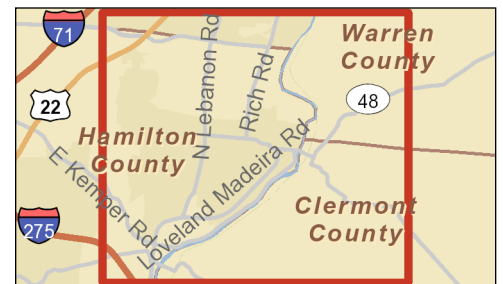
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# Traffic Count Map



- 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

Loveland, OH  
 Loveland city, OH (3945108)  
 Geography: Place

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## Data for all businesses in area

	Loveland city, OH (394510...
Total Businesses:	423
Total Employees:	4,960
Total Residential Population:	12,201
Employee/Residential Population Ratio:	0.41

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	14	3.3%	30	0.6%
Construction	38	9.0%	113	2.3%
Manufacturing	19	4.5%	363	7.3%
Transportation	4	0.9%	54	1.1%
Communication	2	0.5%	1	0.0%
Utility	0	0.0%	0	0.0%
Wholesale Trade	26	6.1%	270	5.4%
<b>Retail Trade Summary</b>	<b>90</b>	<b>21.3%</b>	<b>1,241</b>	<b>25.0%</b>
Home Improvement	8	1.9%	105	2.1%
General Merchandise Stores	3	0.7%	6	0.1%
Food Stores	10	2.4%	167	3.4%
Auto Dealers, Gas Stations, Auto Aftermarket	12	2.8%	234	4.7%
Apparel & Accessory Stores	2	0.5%	61	1.2%
Furniture & Home Furnishings	14	3.3%	225	4.5%
Eating & Drinking Places	20	4.7%	214	4.3%
Miscellaneous Retail	21	5.0%	229	4.6%
<b>Finance, Insurance, Real Estate Summary</b>	<b>49</b>	<b>11.6%</b>	<b>185</b>	<b>3.7%</b>
Banks, Savings & Lending Institutions	7	1.7%	44	0.9%
Securities Brokers	5	1.2%	13	0.3%
Insurance Carriers & Agents	19	4.5%	88	1.8%
Real Estate, Holding, Other Investment Offices	18	4.3%	40	0.8%
<b>Services Summary</b>	<b>165</b>	<b>39.0%</b>	<b>2,523</b>	<b>50.9%</b>
Hotels & Lodging	2	0.5%	0	0.0%
Automotive Services	5	1.2%	18	0.4%
Motion Pictures & Amusements	11	2.6%	32	0.6%
Health Services	17	4.0%	516	10.4%
Legal Services	3	0.7%	0	0.0%
Education Institutions & Libraries	11	2.6%	460	9.3%
Other Services	116	27.4%	1,497	30.2%
<b>Government</b>	<b>9</b>	<b>2.1%</b>	<b>180</b>	<b>3.6%</b>
<b>Other</b>	<b>7</b>	<b>1.7%</b>	<b>0</b>	<b>0.0%</b>
<b>Totals</b>	<b>423</b>	<b>100%</b>	<b>4,960</b>	<b>100%</b>

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

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# Business Summary

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.2%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	42	9.9%	120	2.4%
Manufacturing	22	5.2%	485	9.8%
Wholesale Trade	23	5.4%	230	4.6%
Retail Trade	64	15.1%	885	17.8%
Motor Vehicle & Parts Dealers	8	1.9%	217	4.4%
Furniture & Home Furnishings Stores	4	0.9%	25	0.5%
Electronics & Appliance Stores	8	1.9%	78	1.6%
Bldg Material & Garden Equipment & Supplies Dealers	8	1.9%	105	2.1%
Food & Beverage Stores	8	1.9%	151	3.0%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations	4	0.9%	17	0.3%
Clothing & Clothing Accessories Stores	3	0.7%	63	1.3%
Sport Goods, Hobby, Book, & Music Stores	4	0.9%	38	0.8%
General Merchandise Stores	3	0.7%	6	0.1%
Miscellaneous Store Retailers	12	2.8%	60	1.2%
Nonstore Retailers	2	0.5%	125	2.5%
Transportation & Warehousing	5	1.2%	55	1.1%
Information	5	1.2%	21	0.4%
Finance & Insurance	31	7.3%	145	2.9%
Central Bank/Credit Intermediation & Related Activities	7	1.7%	44	0.9%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	5	1.2%	13	0.3%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	19	4.5%	88	1.8%
Real Estate, Rental & Leasing	22	5.2%	48	1.0%
Professional, Scientific & Tech Services	51	12.1%	144	2.9%
Legal Services	3	0.7%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	25	5.9%	1,197	24.1%
Educational Services	11	2.6%	450	9.1%
Health Care & Social Assistance	26	6.1%	532	10.7%
Arts, Entertainment & Recreation	7	1.7%	14	0.3%
Accommodation & Food Services	25	5.9%	234	4.7%
Accommodation	2	0.5%	0	0.0%
Food Services & Drinking Places	23	5.4%	234	4.7%
Other Services (except Public Administration)	47	11.1%	220	4.4%
Automotive Repair & Maintenance	3	0.7%	17	0.3%
Public Administration	9	2.1%	180	3.6%
Unclassified Establishments	7	1.7%	0	0.0%
<b>Total</b>	<b>423</b>	<b>100%</b>	<b>4,960</b>	<b>100%</b>

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

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# Retail MarketPlace Profile

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 Geography: Place

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## Summary Demographics

2010 Population	12,201
2010 Households	4,667
2010 Median Disposable Income	\$56,463
2010 Per Capita Income	\$34,714

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	\$160,923,002	\$128,693,728	\$32,229,274	11.1	93
Total Retail Trade	44-45	\$136,810,726	\$116,563,846	\$20,246,880	8.0	68
Total Food & Drink	722	\$24,112,276	\$12,129,882	\$11,982,394	33.1	25

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$32,584,454	\$54,599,562	\$-22,015,108	-25.3	8
Automobile Dealers	4411	\$27,858,923	\$53,968,072	\$-26,109,149	-31.9	5
Other Motor Vehicle Dealers	4412	\$2,291,230	\$0	\$2,291,230	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$2,434,301	\$631,490	\$1,802,811	58.8	3
Furniture & Home Furnishings Stores	442	\$4,069,174	\$2,693,826	\$1,375,348	20.3	4
Furniture Stores	4421	\$2,491,588	\$1,214,455	\$1,277,133	34.5	2
Home Furnishings Stores	4422	\$1,577,586	\$1,479,371	\$98,215	3.2	2
Electronics & Appliance Stores	4431	\$5,701,666	\$4,818,652	\$883,014	8.4	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,383,065	\$1,614,297	\$3,768,768	53.9	9
Bldg Material & Supplies Dealers	4441	\$5,031,277	\$1,525,459	\$3,505,818	53.5	7
Lawn & Garden Equip & Supply Stores	4442	\$351,788	\$88,838	\$262,950	59.7	2
Food & Beverage Stores	445	\$24,279,615	\$14,281,088	\$9,998,527	25.9	8
Grocery Stores	4451	\$22,355,926	\$12,818,743	\$9,537,183	27.1	4
Specialty Food Stores	4452	\$824,294	\$529,931	\$294,363	21.7	3
Beer, Wine & Liquor Stores	4453	\$1,099,395	\$932,414	\$166,981	8.2	1
Health & Personal Care Stores	446,4461	\$4,923,198	\$1,909,947	\$3,013,251	44.1	1
Gasoline Stations	447,4471	\$21,505,669	\$10,875,088	\$10,630,581	32.8	4
Clothing & Clothing Accessories Stores	448	\$6,557,776	\$1,988,562	\$4,569,214	53.5	3
Clothing Stores	4481	\$4,972,509	\$1,836,122	\$3,136,387	46.1	2
Shoe Stores	4482	\$748,787	\$0	\$748,787	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$836,480	\$152,440	\$684,040	69.2	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,841,793	\$854,187	\$987,606	36.6	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,118,737	\$854,187	\$264,550	13.4	5
Book, Periodical & Music Stores	4512	\$723,056	\$0	\$723,056	100.0	0
General Merchandise Stores	452	\$20,849,495	\$7,183,597	\$13,665,898	48.7	3
Department Stores Excluding Leased Depts.	4521	\$7,563,444	\$0	\$7,563,444	100.0	0
Other General Merchandise Stores	4529	\$13,286,051	\$7,183,597	\$6,102,454	29.8	3
Miscellaneous Store Retailers	453	\$3,146,807	\$1,274,328	\$1,872,479	42.4	13
Florists	4531	\$276,107	\$238,820	\$37,287	7.2	2
Office Supplies, Stationery & Gift Stores	4532	\$1,303,404	\$125,278	\$1,178,126	82.5	3
Used Merchandise Stores	4533	\$197,135	\$316,355	\$-119,220	-23.2	5
Other Miscellaneous Store Retailers	4539	\$1,370,161	\$593,875	\$776,286	39.5	3
Nonstore Retailers	454	\$5,968,014	\$14,470,712	\$-8,502,698	-41.6	2
Electronic Shopping & Mail-Order Houses	4541	\$1,998,075	\$9,066,430	\$-7,068,355	-63.9	1
Vending Machine Operators	4542	\$676,292	\$0	\$676,292	100.0	0
Direct Selling Establishments	4543	\$3,293,647	\$5,404,282	\$-2,110,635	-24.3	1
Food Services & Drinking Places	722	\$24,112,276	\$12,129,882	\$11,982,394	33.1	25
Full-Service Restaurants	7221	\$10,743,918	\$5,650,612	\$5,093,306	31.1	11
Limited-Service Eating Places	7222	\$10,892,376	\$5,972,300	\$4,920,076	29.2	12
Special Food Services	7223	\$1,769,236	\$0	\$1,769,236	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$706,746	\$506,970	\$199,776	16.5	2

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

Source: Esri and Infogroup

March 27, 2012

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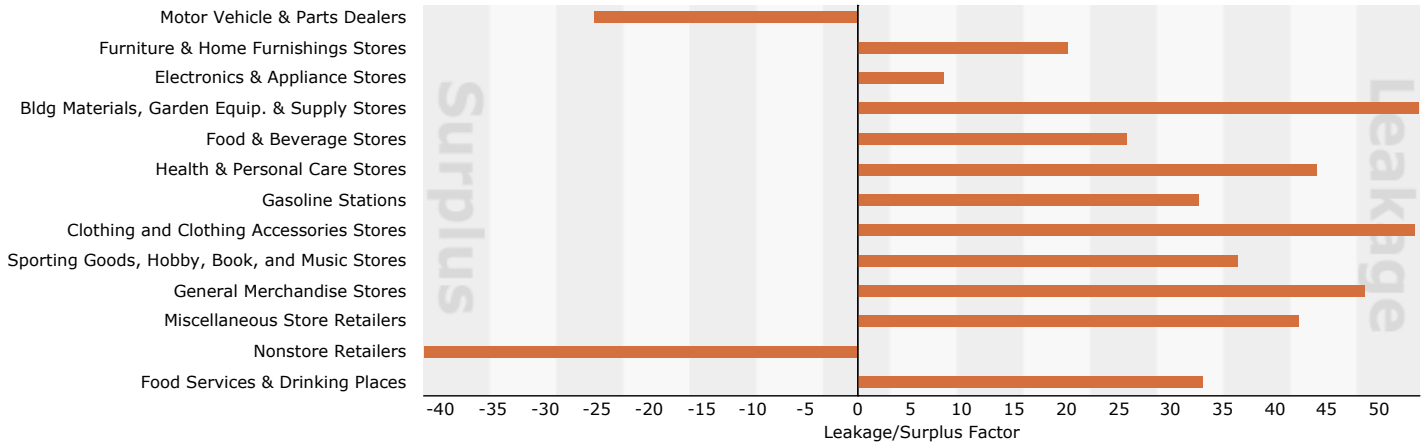


# Retail MarketPlace Profile

Loveland, OH  
 Loveland city, OH (3945108)  
 Geography: Place

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 27, 2012



# Retail Market Potential

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

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<b>Demographic Summary</b>	<b>2010</b>	<b>2015</b>
Population	12,201	12,571
Total Number of Adults	8,682	8,995
Households	4,667	4,796
Median Household Income	\$75,666	\$83,520

<b>Product/Consumer Behavior</b>	<b>Expected Number Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	4,593	52.9%	106
Bought any women's apparel in last 12 months	4,206	48.4%	106
Bought apparel for child <13 in last 6 months	2,721	31.3%	110
Bought any shoes in last 12 months	4,866	56.0%	108
Bought costume jewelry in last 12 months	2,041	23.5%	113
Bought any fine jewelry in last 12 months	2,005	23.1%	105
Bought a watch in last 12 months	1,660	19.1%	99
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	4,258	91.2%	106
HH bought/leased new vehicle last 12 mo	588	12.6%	132
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	8,023	92.4%	106
Bought/changed motor oil in last 12 months	4,518	52.0%	100
Had tune-up in last 12 months	2,913	33.6%	108
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	5,671	65.3%	106
Drank regular cola in last 6 months	4,157	47.9%	94
Drank beer/ale in last 6 months	3,953	45.5%	107
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	1,178	13.6%	106
Bought film in last 12 months	1,739	20.0%	105
Bought digital camera in last 12 months	681	7.8%	115
Bought memory card for camera in last 12 months	765	8.8%	115
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	3,194	36.8%	104
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	1,824	21.0%	98
Avg monthly cell/mobile phone/PDA bill: \$50-99	2,921	33.6%	104
Avg monthly cell/mobile phone/PDA bill: \$100+	2,248	25.9%	122
<b>Computers (Households)</b>			
HH owns a personal computer	3,902	83.6%	113
Spent <\$500 on most recent home PC purchase	419	9.0%	104
Spent \$500-\$999 on most recent home PC purchase	966	20.7%	116
Spent \$1000-\$1499 on most recent home PC purchase	750	16.1%	123
Spent \$1500-\$1999 on most recent home PC purchase	397	8.5%	120
Spent \$2000+ on most recent home PC purchase	360	7.7%	124

**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

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	5,406	62.3%	103
Bought cigarettes at convenience store in last 30 days	1,238	14.3%	91
Bought gas at convenience store in last 30 days	3,031	34.9%	104
Spent at convenience store in last 30 days: <\$20	884	10.2%	106
Spent at convenience store in last 30 days: \$20-39	921	10.6%	104
Spent at convenience store in last 30 days: \$40+	3,181	36.6%	102
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	5,620	64.7%	110
Went to live theater in last 12 months	1,479	17.0%	130
Went to a bar/night club in last 12 months	1,819	21.0%	110
Dined out in last 12 months	4,923	56.7%	115
Gambled at a casino in last 12 months	1,571	18.1%	113
Visited a theme park in last 12 months	2,200	25.3%	118
DVDs rented in last 30 days: 1	269	3.1%	117
DVDs rented in last 30 days: 2	487	5.6%	121
DVDs rented in last 30 days: 3	317	3.7%	114
DVDs rented in last 30 days: 4	395	4.6%	118
DVDs rented in last 30 days: 5+	1,427	16.4%	125
DVDs purchased in last 30 days: 1	520	6.0%	120
DVDs purchased in last 30 days: 2	465	5.4%	113
DVDs purchased in last 30 days: 3-4	409	4.7%	102
DVDs purchased in last 30 days: 5+	424	4.9%	94
Spent on toys/games in last 12 months: <\$50	544	6.3%	103
Spent on toys/games in last 12 months: \$50-\$99	241	2.8%	101
Spent on toys/games in last 12 months: \$100-\$199	666	7.7%	107
Spent on toys/games in last 12 months: \$200-\$499	1,078	12.4%	115
Spent on toys/games in last 12 months: \$500+	640	7.4%	128
<b>Financial (Adults)</b>			
Have home mortgage (1st)	2,357	27.1%	141
Used ATM/cash machine in last 12 months	5,238	60.3%	119
Own any stock	1,104	12.7%	138
Own U.S. savings bond	758	8.7%	127
Own shares in mutual fund (stock)	1,157	13.3%	142
Own shares in mutual fund (bonds)	708	8.2%	138
Used full service brokerage firm in last 12 months	731	8.4%	136
Have savings account	3,821	44.0%	121
Have 401K retirement savings	2,109	24.3%	137
Did banking over the Internet in last 12 months	3,072	35.4%	130
Own any credit/debit card (in own name)	7,178	82.7%	112
Avg monthly credit card expenditures: <\$111	1,221	14.1%	101
Avg monthly credit card expenditures: \$111-225	773	8.9%	114
Avg monthly credit card expenditures: \$226-450	713	8.2%	110
Avg monthly credit card expenditures: \$451-700	656	7.6%	119
Avg monthly credit card expenditures: \$701+	1,616	18.6%	139

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# Retail Market Potential

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	6,467	74.5%	105
Used bread in last 6 months	8,438	97.2%	101
Used chicken/turkey (fresh or frozen) in last 6 months	7,001	80.6%	104
Used fish/seafood (fresh or frozen) in last 6 months	4,958	57.1%	108
Used fresh fruit/vegetables in last 6 months	7,817	90.0%	103
Used fresh milk in last 6 months	8,100	93.3%	103
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	3,006	34.6%	115
Exercise at club 2+ times per week	1,372	15.8%	129
Visited a doctor in last 12 months	7,101	81.8%	105
Used vitamin/dietary supplement in last 6 months	4,562	52.5%	108
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,782	38.2%	121
Used housekeeper/maid/prof HH cleaning service in the last 12 months	933	20.0%	128
Purchased any HH furnishing in last 12 months	1,580	33.9%	113
Purchased bedding/bath goods in last 12 months	2,667	57.1%	105
Purchased cooking/serving product in last 12 months	1,388	29.7%	108
Bought any kitchen appliance in last 12 months	920	19.7%	113
<b>Insurance (Adults)</b>			
Currently carry any life insurance	4,858	56.0%	117
Have medical/hospital/accident insurance	6,817	78.5%	109
Carry homeowner insurance	5,561	64.1%	121
Carry renter insurance	463	5.3%	87
Have auto/other vehicle insurance	7,778	89.6%	108
<b>Pets (Households)</b>			
HH owns any pet	2,611	55.9%	108
HH owns any cat	1,151	24.7%	102
HH owns any dog	1,935	41.5%	109
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	4,964	57.2%	114
Read any daily newspaper	3,860	44.5%	107
Heavy magazine reader	1,859	21.4%	108
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	6,950	80.1%	111
Went to family restaurant/steak house last mo: <2 times	2,303	26.5%	103
Went to family restaurant/steak house last mo: 2-4 times	2,698	31.1%	115
Went to family restaurant/steak house last mo: 5+ times	1,950	22.5%	116
Went to fast food/drive-in restaurant in last 6 mo	7,946	91.5%	103
Went to fast food/drive-in restaurant <6 times/mo	2,984	34.4%	98
Went to fast food/drive-in restaurant 6-13 times/mo	2,690	31.0%	107
Went to fast food/drive-in restaurant 14+ times/mo	2,271	26.2%	105
Fast food/drive-in last 6 mo: eat in	3,354	38.6%	103
Fast food/drive-in last 6 mo: home delivery	978	11.3%	108
Fast food/drive-in last 6 mo: take-out/drive-thru	5,069	58.4%	111
Fast food/drive-in last 6 mo: take-out/walk-in	2,248	25.9%	105

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

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

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	3,327	71.3%	110
HH average monthly long distance phone bill: <\$16	1,409	30.2%	109
HH average monthly long distance phone bill: \$16-25	580	12.4%	109
HH average monthly long distance phone bill: \$26-59	470	10.1%	110
HH average monthly long distance phone bill: \$60+	213	4.6%	103
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	682	14.6%	74
HH owns 2 TVs	1,170	25.1%	95
HH owns 3 TVs	1,123	24.1%	107
HH owns 4+ TVs	1,261	27.0%	129
HH subscribes to cable TV	3,107	66.6%	115
HH Purchased audio equipment in last 12 months	487	10.4%	107
HH Purchased CD player in last 12 months	193	4.1%	107
HH Purchased DVD player in last 12 months	482	10.3%	106
HH Purchased MP3 player in last 12 months	1,098	12.6%	124
HH Purchased video game system in last 12 months	590	12.6%	117
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	5,453	62.8%	120
Took 3+ domestic trips in last 12 months	1,701	19.6%	132
Spent on domestic vacations last 12 mo: <\$1000	1,184	13.6%	108
Spent on domestic vacations last 12 mo: \$1000-\$1499	687	7.9%	118
Spent on domestic vacations last 12 mo: \$1500-\$1999	461	5.3%	130
Spent on domestic vacations last 12 mo: \$2000-\$2999	505	5.8%	140
Spent on domestic vacations last 12 mo: \$3000+	612	7.0%	139
Foreign travel in last 3 years	2,769	31.9%	124
Took 3+ foreign trips by plane in last 3 years	498	5.7%	121
Spent on foreign vacations last 12 mo: <\$1000	603	6.9%	116
Spent on foreign vacations last 12 mo: \$1000-\$2999	390	4.5%	110
Spent on foreign vacations last 12 mo: \$3000+	566	6.5%	133
Stayed 1+ nights at hotel/motel in last 12 months	4,400	50.7%	125

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

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Demographic Summary		2010	2015
Population		12,201	12,571
Population 18+		8,682	8,995
Households		4,667	4,796
Median Household Income		\$75,666	\$83,520
Product/Consumer Behavior		Expected Number of Adults/HHs	MPI
		Percent	
HH owns a personal computer	3,902	83.6%	113
Purchased home PC in last 12 months	873	18.7%	119
Purchased home PC 1-2 years ago	1,261	27.0%	120
Purchased home PC 3-4 years ago	1,080	23.2%	119
Purchased home PC 5+ years ago	487	10.4%	112
Spent <\$500 on home PC (most recent purchase)	419	9.0%	104
Spent \$500-999 on home PC (most recent purchase)	966	20.7%	116
Spent \$1000-1499 on home PC (most recent purchase)	750	16.1%	123
Spent \$1500-1999 on home PC (most recent purchase)	397	8.5%	120
Spent \$2000+ on home PC (most recent purchase)	360	7.7%	124
Purchased home PC at computer superstore	730	15.6%	123
Purchased home PC at department store	215	4.6%	93
Purchased home PC direct from manufacturer	830	17.8%	128
Purchased home PC at electronics store	621	13.3%	121
Purchased home PC on Internet	493	10.6%	123
Purchased home PC at warehouse discount outlet	115	2.5%	112
HH owns desktop PC	3,096	66.3%	115
HH owns laptop/notebook/tablet PC	1,773	38.0%	122
HH owns any Apple/Apple Mac clone brand PC	307	6.6%	105
HH owns any IBM/IBM compatible brand PC	3,606	77.3%	115
Brand of PC that HH owns: Compaq	439	9.4%	111
Brand of PC that HH owns: Dell	1,724	36.9%	120
Brand of PC that HH owns: Gateway	348	7.5%	112
Brand of PC that HH owns: Hewlett Packard	869	18.6%	120
Brand of PC that HH owns: Sony Vaio	151	3.2%	111
Child (under 18) uses home PC	1,258	27.0%	128
HH owns CD burner	2,068	44.3%	120
HH owns CD ROM drive	2,123	45.5%	116
HH owns DVD drive	1,416	30.3%	122
HH owns DVD-RW (DVD burner)	1,137	24.4%	118
HH owns external hard drive	831	17.8%	126
HH owns flash drive	1,216	26.0%	127
HH owns LAN/network interface card	667	14.3%	129
HH owns inkjet printer	2,354	50.4%	118
HH owns laser printer	815	17.5%	127
HH owns modem/fax modem	1,141	24.5%	118
HH owns removable cartridge storage device	317	6.8%	117
HH owns scanner	1,612	34.5%	121
HH owns PC speakers	2,282	48.9%	117
HH owns tape backup	152	3.3%	122
HH owns webcam	647	13.9%	122
HH owns software: accounting	527	11.3%	127
HH owns software: communications/fax	483	10.4%	127
HH owns software: database/filing	455	9.8%	120
HH owns software: desktop publishing	685	14.7%	121

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns software: education/training	553	11.8%	118
HH owns software: entertainment/games	1,567	33.6%	116
HH owns software: online meeting/conference	159	3.4%	119
HH owns software: personal finance/tax prep	913	19.6%	138
HH owns software: presentation graphics	458	9.8%	123
HH owns software: multimedia	846	18.1%	118
HH owns software: networking	640	13.7%	122
HH owns software: security/anti-virus	1,604	34.4%	122
HH owns software: spreadsheet	1,374	29.4%	127
HH owns software: utility	405	8.7%	122
HH owns software: web authoring	190	4.1%	118
HH owns software: word processing	1,957	41.9%	125
Spent \$500+ on software for home PC in last 12 mo	124	2.6%	111
Purchased computer book in last 12 months	239	5.1%	119
HH owns fax machine	334	7.2%	119
Purchased audio equipment in last 12 months	487	10.4%	107
Purchased headphones in last 12 months	198	4.2%	107
HH owns camcorder	1,147	24.6%	126
Purchased camcorder in last 12 months	112	2.4%	113
HH owns CD player	2,433	52.1%	113
Purchased CD player in last 12 months	193	4.1%	107
HH owns DVD player	3,341	71.6%	108
Purchased DVD player in last 12 months	482	10.3%	106
HH owns 1 TV	682	14.6%	74
HH owns 2 TVs	1,170	25.1%	95
HH owns 3 TVs	1,123	24.1%	107
HH owns 4+ TVs	1,261	27.0%	129
HH owns miniature screen TV (<13 in)	404	8.7%	109
Most recent TV purchase: miniature screen (<13 in)	127	2.7%	98
HH owns regular screen TV (13-26 in)	2,074	44.4%	102
Most recent TV purchase: regular screen (13-26 in)	980	21.0%	90
HH owns large screen TV (27-35 in)	2,289	49.0%	105
Most recent TV purchase: large screen (27-35 in)	1,424	30.5%	97
HH owns big screen TV (36-42 in)	1,084	23.2%	123
Most recent TV purchase: big screen (36-42 in)	783	16.8%	119
HH owns giant screen TV (over 42 in)	879	18.8%	132
Most recent TV purchase: giant screen (over 42 in)	679	14.6%	130
HH owns LCD TV	1,127	24.2%	126
HH owns plasma TV	471	10.1%	122
HH owns projection TV	328	7.0%	130
HH owns video game system	1,760	37.7%	113
Purchased video game system in last 12 months	590	12.7%	117
HH owns video game system: handheld	851	18.2%	119
HH owns video game system: attached to TV/computer	1,569	33.6%	114
HH owns video game system: Game Boy	373	8.0%	116
HH owns video game system: Game Boy Advance/SP	365	7.8%	119
HH owns video game system: Nintendo DS	458	9.8%	129

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

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	275	5.9%	117
HH owns video game system: Nintendo Wii	410	8.8%	130
HH owns video game system: PlayStation 2	834	17.9%	108
HH owns video game system: PlayStation 3	191	4.1%	113
HH owns video game system: Sony PlayStation/PS One	206	4.4%	109
HH owns video game system: Sony PSP	149	3.2%	109
HH owns video game system: Xbox	322	6.9%	116
HH owns video game system: Xbox 360	359	7.7%	119
HH purchased 5+ video games in last 12 months	362	7.8%	120
HH spent \$101+ on video games in last 12 months	444	9.5%	118
Owns MP3 player	2,865	33.0%	123
Purchased MP3 player in last 12 months	1,098	12.7%	124
Owns Apple iPod	1,199	13.8%	124
Purchased Apple iPod in last 12 months	347	4.0%	118
Have any access to the Internet	8,033	92.5%	109
Have access to Internet: at home	7,220	83.2%	118
Have access to Internet: at work	4,045	46.6%	125
Have access to Internet: at school/library	2,334	26.9%	107
Have access to Internet: not hm/work/school/library	1,817	20.9%	108
Use Internet less than once a week	260	3.0%	75
Use Internet 1-2 times per week	412	4.7%	86
Use Internet 3-6 times per week	715	8.2%	102
Use Internet once a day	1,076	12.4%	112
Use Internet 2-4 times per day	1,834	21.1%	120
Use Internet 5 or more times per day	2,831	32.6%	130
Any Internet or online usage in last 30 days	7,130	82.1%	116
Used Internet in last 30 days: at home	6,564	75.6%	122
Used Internet in last 30 days: at work	3,567	41.1%	129
Used Internet in last 30 days: at school/library	648	7.5%	97
Used Internet/30 days: not home/work/school/library	851	9.8%	106
Internet last 30 days: used email	6,529	75.2%	121
Internet last 30 days: used Instant Messenger	2,479	28.6%	113
Internet last 30 days: paid bills online	3,625	41.8%	127
Internet last 30 days: visited online blog	985	11.3%	119
Internet last 30 days: wrote online blog	372	4.3%	116
Internet last 30 days: visited chat room	334	3.8%	83
Internet last 30 days: looked for employment	1,205	13.9%	106
Internet last 30 days: played games online	1,952	22.5%	107
Internet last 30 days: traded/tracked investments	1,376	15.8%	142
Internet last 30 days: downloaded music	1,781	20.5%	111
Internet last 30 days: made phone call	381	4.4%	119
Internet last 30 days: made personal purchase	3,469	40.0%	130
Internet last 30 days: made business purchase	1,092	12.6%	132
Internet last 30 days: made travel plans	2,025	23.3%	135
Internet last 30 days: watched online video	1,950	22.5%	117
Internet last 30 days: obtained new/used car info	987	11.4%	129
Internet last 30 days: obtained financial info	2,750	31.7%	132
Internet last 30 days: obtained medical info	1,763	20.3%	122
Internet last 30 days: obtained latest news	4,228	48.7%	127
Internet last 30 days: obtained real estate info	1,249	14.4%	134

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	2,622	30.2%	130
Ordered anything on Internet in last 12 months	3,949	45.5%	132
Ordered on Internet/12 mo: airline ticket	2,012	23.2%	138
Ordered on Internet/12 mo: CD/tape	466	5.4%	123
Ordered on Internet/12 mo: clothing	1,628	18.8%	129
Ordered on Internet/12 mo: computer	370	4.3%	124
Ordered on Internet/12 mo: computer peripheral	468	5.4%	124
Ordered on Internet/12 mo: DVD	712	8.2%	125
Ordered on Internet/12 mo: flowers	567	6.5%	141
Ordered on Internet/12 mo: software	648	7.5%	131
Ordered on Internet/12 mo: tickets (concerts etc.)	1,155	13.3%	138
Ordered on Internet/12 mo: toy	592	6.8%	137
Purchased item from amazon.com in last 12 months	1,552	17.9%	127
Purchased item from barnes&noble.com in last 12 mo	360	4.1%	130
Purchased item from bestbuy.com in last 12 months	283	3.3%	129
Purchased item from ebay.com in last 12 months	959	11.0%	119
Purchased item from walmart.com in last 12 months	430	4.9%	121
Spent on Internet orders last 12 months: <\$100	555	6.4%	117
Spent on Internet orders last 12 months: \$100-199	525	6.0%	112
Spent on Internet orders last 12 months: \$200-499	944	10.9%	130
Spent on Internet orders last 12 months: \$500+	1,728	19.9%	137
Connection to Internet from home: dial-up modem	557	6.4%	77
Connection to Internet from home: cable modem	3,041	35.0%	130
Connection to Internet from home: DSL	2,527	29.1%	118
Connection to Internet from home: wireless	1,615	18.6%	135
Connection to Internet from home: any broadband	6,380	73.5%	124
DVDs rented in last 30 days: 1	269	3.1%	117
DVDs rented in last 30 days: 2	487	5.6%	121
DVDs rented in last 30 days: 3	317	3.7%	114
DVDs rented in last 30 days: 4	395	4.6%	118
DVDs rented in last 30 days: 5+	1,427	16.4%	125
Rented video tape/DVD last month: action/adventure	2,117	24.4%	121
Rented video tape/DVD last month: classic	505	5.8%	112
Rented video tape/DVD last month: comedy	2,149	24.7%	120
Rented video tape/DVD last month: drama	1,458	16.8%	124
Rented video tape/DVD last month: family/children	977	11.2%	126
Rented video tape/DVD last month: foreign	178	2.0%	104
Rented video tape/DVD last month: horror	628	7.2%	98
Rented video tape/DVD last month: romance	740	8.5%	113
Rented video tape/DVD last month: science fiction	512	5.9%	111
Rented video tape/DVD last mo at Blockbuster Video	1,423	16.4%	136
Rented video tape/DVD last mo at Hollywood Video	469	5.4%	131
Bought video tape/DVD last month: action/adventure	776	8.9%	107
Bought video tape/DVD last month: classic	224	2.6%	95
Bought video tape/DVD last month: comedy	754	8.7%	108
Bought video tape/DVD last month: drama	405	4.7%	108
Bought video tape/DVD last month: family/children	607	7.0%	118
Bought video tape/DVD last month: horror	215	2.5%	79
Bought video tape/DVD last month: romance	215	2.5%	97

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

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Loveland city, OH (3945108)  
Geography: Place

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	229	2.6%	106
Bought blank video tape in last 6 months	1,016	11.7%	103
Bought 7+ blank video tapes in last 6 months	193	2.2%	85
DVDs purchased in last 30 days: 1	520	6.0%	120
DVDs purchased in last 30 days: 2	465	5.4%	113
DVDs purchased in last 30 days: 3-4	409	4.7%	102
DVDs purchased in last 30 days: 5+	424	4.9%	94
Bought any camera in last 12 months	1,178	13.6%	106
Spent on cameras in last 12 months: <\$100	335	3.9%	87
Spent on cameras in last 12 months: \$100-199	294	3.4%	112
Spent on cameras in last 12 months: \$200+	387	4.5%	112
Own APS (point & shoot or SLR) camera	276	3.2%	116
Own digital camera	3,524	40.6%	123
Bought digital camera in last 12 months	681	7.8%	115
Own digital point & shoot camera	2,686	30.9%	124
Bought digital point & shoot camera in last 12 mo	483	5.6%	112
Own digital SLR camera	947	10.9%	118
Bought digital SLR camera in last 12 months	208	2.4%	106
Own 35mm auto focus point & shoot camera	424	4.9%	104
Own 35mm auto focus single lens reflex camera	252	2.9%	122
Own 35mm auto focus zoom camera	527	6.1%	108
Own 35mm single lens reflex camera	288	3.3%	110
Own Canon camera	1,739	20.0%	127
Bought Canon camera in last 12 months	210	2.4%	114
Own Fuji camera	335	3.9%	95
Own Kodak camera	1,058	12.2%	103
Bought Kodak camera in last 12 months	210	2.4%	81
Own Nikon camera	554	6.4%	118
Own Olympus camera	479	5.5%	121
Own Polaroid camera	168	1.9%	79
Bought any camera accessory in last 12 months	4,368	50.3%	118
Bought film in last 12 months	1,739	20.0%	105
Bought film in last 12 months: <3 rolls	824	9.5%	107
Bought film in last 12 months: 3-6 rolls	553	6.4%	102
Bought film in last 12 months: 7+ rolls	362	4.2%	99
Bought film in last 12 mo: APS (color prints)	254	2.9%	110
Bought film in last 12 mo: instant developing	162	1.9%	93
Bought film in last 12 mo: 35mm (black & white)	66	0.8%	80
Bought film in last 12 mo: 35mm (color prints)	1,026	11.8%	104
Bought Fuji film in last 12 months	435	5.0%	99
Bought Kodak film in last 12 months	1,054	12.1%	102
Bought store-brand film in last 12 months	204	2.3%	110
Purchased film in last 12 mo: department store	246	2.8%	76
Purchased film in last 12 mo: discount store	423	4.9%	102

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

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Geography: Place

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	441	5.1%	108
Purchased film in last 12 mo: grocery store	187	2.1%	100
Purchased film in last 12 mo: 1 hour service store	192	2.2%	87
Had film processed at discount store	287	3.3%	100
Had film processed at drug store	395	4.6%	107
Had film processed at 1 hour service store	233	2.7%	92
Bought memory card for camera in last 12 months	765	8.8%	115
Own memory card for camera	2,658	30.6%	124

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March 27, 2012



# Financial Investments Market Potential

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		12,201	12,571	
Population 18+		8,682	8,995	
Households		4,667	4,796	
Median Household Income		\$75,666	\$83,520	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Bank/financial institution: use full service bank		4,884	56.3%	114
Bank/financial institution: use savings & loan		972	11.2%	107
Bank/financial institution: use credit union		2,345	27.0%	119
Bank/financial institution: use fed savings bank		194	2.2%	97
Bank/financial institution: use mutual funds co		387	4.5%	137
Bank/financial institution: use Internet Bank		438	5.0%	117
Used ATM/cash machine in last 12 months		5,238	60.3%	119
Banked in person in last 12 months		5,054	58.2%	112
Banked by mail in last 12 months		566	6.5%	122
Banked by phone in last 12 months		1,478	17.0%	113
Did banking over the Internet in last 12 months		3,072	35.4%	130
Used direct deposit of paycheck in last 12 months		3,982	45.9%	119
Have interest checking account		3,465	39.9%	124
Have non-interest checking account		2,527	29.1%	109
Have money market account		1,479	17.0%	138
Have savings account		3,821	44.0%	121
Have 401K retirement savings		2,109	24.3%	137
Have IRA retirement savings		1,739	20.0%	133
Have auto loan for new car		1,234	14.2%	123
Have personal loan for education only		399	4.6%	113
Have personal loan-not for education		202	2.3%	92
Have home mortgage (1st)		2,357	27.1%	141
Have 2nd mortgage (equity loan)		785	9.0%	144
Have home equity line of credit		733	8.4%	141
Have personal line of credit		460	5.3%	117
Have overdraft protection		1,428	16.4%	124
Own any securities investment		2,778	32.0%	128
Own annuities		324	3.7%	123
Own certificate of deposit (6 months or less)		359	4.1%	118
Own certificate of deposit (more than 6 months)		581	6.7%	120
Own common/preferred stock in company you work for		362	4.2%	138
Own common stock in company you don't work for		755	8.7%	138
Own insured money market account (bank)		236	2.7%	132
Own shares in money market fund		797	9.2%	138
Own shares in mutual fund (bonds)		708	8.2%	138
Own shares in mutual fund (stock)		1,157	13.3%	142
Own any stock		1,104	12.7%	138
Own stock with market value <\$10000		339	3.9%	126
Own stock with market value \$10000-49999		278	3.2%	128
Own stock with market value \$50000+		311	3.6%	143

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	758	8.7%	127
Used financial planning counsel in last 12 months	927	10.7%	136
Used full service brokerage firm in last 12 months	731	8.4%	136
Own any credit/debit card (in own name)	7,178	82.7%	112
Own American Express card (in own name)	1,418	16.3%	131
Own Discover card (in own name)	1,149	13.2%	118
Own MasterCard (in own name)	3,428	39.5%	115
Own Visa (in own name)	4,999	57.6%	117
Own any department store credit card (in own name)	3,194	36.8%	119
Avg monthly credit card expenditures: <\$111	1,221	14.1%	101
Avg monthly credit card expenditures: \$111-225	773	8.9%	114
Avg monthly credit card expenditures: \$226-450	713	8.2%	110
Avg monthly credit card expenditures: \$451-700	656	7.6%	119
Avg monthly credit card expenditures: \$701+	1,616	18.6%	139

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# Pets and Products Market Potential

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		12,201	12,571
Population 18+		8,682	8,995
Households		4,667	4,796
Median Household Income		\$75,666	\$83,520
<b>Product/Consumer Behavior</b>	<b>Expected Number of Households</b>	<b>Percent</b>	<b>MPI</b>
HH owns any pet	2,611	55.9%	108
HH owns any bird	120	2.6%	89
HH owns any cat	1,151	24.7%	102
HH owns any dog	1,935	41.5%	109
HH owns 1 cat	630	13.5%	105
HH owns 2+ cats	520	11.1%	96
HH owns 1 dog	1,233	26.4%	113
HH owns 2+ dogs	703	15.1%	103
HH used canned cat food in last 6 months	542	11.6%	100
HH used <4 cans of cat food in last 7 days	201	4.3%	99
HH used 8+ cans of cat food in last 7 days	151	3.2%	90
HH used packaged dry cat food in last 6 months	1,104	23.7%	102
HH used <5 pounds of packaged dry cat food last mo	395	8.5%	104
HH used 11+ pounds of packaged dry cat food last mo	298	6.4%	89
HH used cat treats in last 6 months	484	10.4%	101
HH used cat litter in last 6 months	1,004	21.5%	105
HH used canned dog food in last 6 months	641	13.7%	104
HH used packaged dry dog food in last 6 months	1,863	39.9%	110
HH used <10 pounds of pkgd dry dog food last month	835	17.9%	108
HH used 25+ pounds of pkgd dry dog food last month	545	11.7%	106
HH used dog biscuits/treats in last 6 months	1,560	33.4%	113
HH used <2 packages of dog biscuits/treats last mo	792	17.0%	115
HH used 4+ packages of dog biscuits/treats last mo	267	5.7%	103
HH used flea/tick care prod for cat/dog last 12 mo	1,632	35.0%	103
HH member took pet to vet in last 12 mo: 1 time	656	14.1%	111
HH member took pet to vet in last 12 mo: 2 times	559	12.0%	108
HH member took pet to vet in last 12 mo: 3 times	285	6.1%	109
HH member took pet to vet in last 12 mo: 4 times	211	4.5%	109
HH member took pet to vet in last 12 mo: 5+ times	302	6.5%	116
Bought pet food from vet in last 12 months	244	5.2%	102
Bought flea control product from vet in last 12 mo	689	14.8%	111

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# Health and Beauty Market Potential

Loveland, OH  
 Loveland city, OH (3945108)  
 Geography: Place

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		12,201	12,571	
Population 18+		8,682	8,995	
Households		4,667	4,796	
Median Household Income		\$75,666	\$83,520	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Exercise at home 2+ times per week		3,006	34.6%	115
Exercise at club 2+ times per week		1,372	15.8%	129
Exercise at other facility (not club) 2+ times/wk		794	9.1%	113
Own stationary bicycle		566	6.5%	116
Own treadmill		1,132	13.0%	133
Own weight lifting equipment		1,506	17.3%	134
Presently controlling diet		3,900	44.9%	109
Diet control for blood sugar level		595	6.9%	93
Diet control for cholesterol level		887	10.2%	101
Diet control to maintain weight		1,110	12.8%	114
Diet control for physical fitness		1,074	12.4%	124
Diet control for salt restriction		224	2.6%	77
Diet control for weight loss		1,483	17.1%	120
Used doctor's care/diet for diet method		225	2.6%	86
Used exercise program for diet method		943	10.9%	128
Used Weight Watchers as diet method		298	3.4%	113
Buy foods specifically labeled as fat-free		1,653	19.0%	109
Buy foods specifically labeled as high fiber		1,214	14.0%	122
Buy foods specifically labeled as high protein		552	6.4%	116
Buy foods specifically labeled as lactose-free		137	1.6%	85
Buy foods specifically labeled as low-calorie		1,073	12.4%	114
Buy foods specifically labeled as low-carb		766	8.8%	114
Buy foods specifically labeled as low-cholesterol		725	8.4%	101
Buy foods specifically labeled as low-fat		1,345	15.5%	116
Buy foods specifically labeled as low-sodium		834	9.6%	107
Buy foods specifically labeled as natural/organic		892	10.3%	122
Buy foods specifically labeled as sugar-free		1,250	14.4%	108
Used butter alternatives in last 6 months		323	3.7%	89
Used egg alternatives in last 6 months		1,234	14.2%	100
Used salt alternatives in last 6 months		2,306	26.6%	95
Drank meal/dietary supplement in last 6 months		632	7.3%	100
Used nutrition/energy bar in last 6 months		1,486	17.1%	121
Drank sports drink/thirst quencher in last 6 mo		2,810	32.4%	101
Used vitamin/dietary supplement in last 6 months		4,562	52.5%	108
Vitamin/dietary suppl used/6 mo: antioxidant		261	3.0%	103
Vitamin/dietary suppl used/6 mo: B complex		483	5.6%	114
Vitamin/dietary suppl used/6 mo: B complex+C		152	1.8%	90
Vitamin/dietary suppl used/6 mo: B-6		169	1.9%	96
Vitamin/dietary suppl used/6 mo: B-12		447	5.1%	91
Vitamin/dietary suppl used/6 mo: C		823	9.5%	113
Vitamin/dietary suppl used/6 mo: calcium		1,014	11.7%	109

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



# Health and Beauty Market Potential

Loveland, OH  
 Loveland city, OH (3945108)  
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	434	5.0%	101
Vitamin/dietary suppl used/6 mo: E	442	5.1%	102
Vitamin/dietary suppl used/6 mo: garlic	137	1.6%	92
Vitamin/dietary suppl used/6 mo: glucosamine	459	5.3%	114
Vitamin/dietary suppl used/6 mo: multiple formula	1,216	14.0%	119
Vitamin/dietary suppl used/6 mo: multiple w/iron	406	4.7%	108
Vitamin/dietary suppl used/6 mo: mult w/minerals	572	6.6%	111
Vitamin/dietary suppl used/6 mo: zinc	198	2.3%	99
Vitamin/dietary suppl/6 mo: Caltrate 600	226	2.6%	98
Vitamin/dietary suppl/6 mo: Centrum	515	5.9%	102
Vitamin/dietary suppl/6 mo: Nature Made	581	6.7%	114
Visited doctor in last 12 months	7,101	81.8%	105
Visited doctor in last 12 months: 1-3 times	2,972	34.2%	101
Visited doctor in last 12 months: 4-7 times	2,068	23.8%	107
Visited doctor in last 12 months: 8+ times	2,061	23.7%	110
Visited doctor in last 12 mo: allergist	235	2.7%	113
Visited doctor in last 12 mo: cardiologist	587	6.8%	96
Visited doctor in last 12 mo: chiropractor	722	8.3%	112
Visited doctor in last 12 mo: dentist	3,804	43.8%	116
Visited doctor in last 12 mo: dermatologist	738	8.5%	119
Visited doctor in last 12 mo: ear/nose/throat	404	4.7%	101
Visited doctor in last 12 mo: eye	1,956	22.5%	109
Visited doctor in last 12 mo: general/family	3,991	46.0%	108
Visited doctor in last 12 mo: internist	763	8.8%	120
Visited doctor in last 12 mo: physical therapist	421	4.8%	107
Visited doctor in last 12 mo: podiatrist	298	3.4%	101
Visited doctor in last 12 mo: urologist	362	4.2%	108
Visited nurse practitioner in last 12 months	335	3.9%	92
Wear regular/sun/tinted prescription eyeglasses	3,218	37.1%	108
Wear bi-focals	1,371	15.8%	100
Wear disposable contact lenses	691	8.0%	123
Wear soft contact lenses	887	10.2%	116
Spent on contact lenses in last 12 mo: <\$100	268	3.1%	111
Spent on contact lenses in last 12 mo: \$100-199	373	4.3%	115
Spent on contact lenses in last 12 mo: \$200+	347	4.0%	132
Bought prescription eyewear: discount optical ctr	728	8.4%	105
Bought prescription eyewear: from eye doctor	2,352	27.1%	106
Bought prescription eyewear: retail optical chain	1,145	13.2%	119
Used prescription drug for allergy/hay fever	671	7.7%	110
Used prescription drug for anxiety/panic	365	4.2%	103
Used prescription drug for arthritis/rheumatism	161	1.9%	70
Used prescription drug for asthma	353	4.1%	99
Used prescription drug for backache/back pain	587	6.8%	92
Used prescription drug for depression	480	5.5%	94
Used prescr drug for diabetes (insulin dependent)	132	1.5%	77
Used prescr drug for diabetes (non-insulin)	295	3.4%	91
Used prescription drug for eczema/skin itch/rash	186	2.1%	103

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# Health and Beauty Market Potential

Loveland, OH  
 Loveland city, OH (3945108)  
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	520	6.0%	90
Used prescription drug for high blood pressure	1,054	12.1%	97
Used prescription drug for high cholesterol	829	9.5%	110
Used prescription drug for migraine headache	314	3.6%	98
Used prescription drug for sinus congest./headache	419	4.8%	99
Used prescription drug for urinary tract infection	248	2.9%	91
Used last 6 mo: adhesive bandages	4,995	57.5%	104
Used last 6 mo: athlete's foot/foot care product	1,061	12.2%	88
Used last 6 mo: cold/sinus/allergy med (nonprescr)	4,267	49.1%	103
Used last 6 mo: children's cold tablets/liquids	1,392	16.0%	106
Used last 6 mo: contact lens cleaning solution	1,309	15.1%	124
Used last 6 mo: cotton swabs	4,470	51.5%	107
Used last 6 mo: cough/sore throat drops (nonprescr)	4,076	46.9%	99
Used last 6 mo: cough syrup/suppressant (nonprescr)	2,850	32.8%	96
Used last 6 mo: children's cough syrup	1,253	14.4%	101
Used last 6 mo: diarrhea remedy	1,268	14.6%	89
Used last 6 mo: eye wash and drops	2,629	30.3%	99
Used last 6 mo: headache/pain reliever (nonprescr)	7,444	85.7%	102
Used last 6 mo: hemorrhoid remedy	763	8.8%	98
Used last 6 mo: indigestion/upset stomach remedy	3,888	44.8%	100
Used last 6 mo: lactose intolerance product	273	3.1%	89
Used last 6 mo: laxative/fiber supplement	1,121	12.9%	93
Used last 6 mo: medicated skin ointment	2,858	32.9%	105
Used last 6 mo: medicated throat remedy	924	10.6%	93
Used last 6 mo: nasal spray	1,457	16.8%	106
Used last 6 mo: pain reliever/fever reducer (kids)	2,089	24.1%	109
Used last 6 mo: pain relieving rub/liquid/patch	2,040	23.5%	93
Used last 6 mo: sleeping tablets (nonprescription)	453	5.2%	97
Used last 12 mo: sunburn remedy	1,386	16.0%	103
Used last 12 mo: suntan/sunscreen product	4,007	46.2%	120
Used last 12 mo: SPF 15+ suntan/sunscreen product	3,270	37.7%	125
Used last 6 mo: toothache/gum/canker sore remedy	1,333	15.4%	91
Used last 6 mo: vitamins for children	1,498	17.3%	117
Used body powder in last 6 months	2,145	24.7%	89
Used body powder <3 times in last 7 days	917	10.6%	89
Used body powder 8+ times in last 7 days	142	1.6%	75
Used body wash/shower gel in last 6 months	4,462	51.4%	99
Used breath freshener in last 6 months	4,015	46.2%	99
Used complexion care product in last 6 months	4,319	49.7%	105
Used complexion care product <7 times last week	1,125	13.0%	95
Used complexion care product 11+ times last week	1,599	18.4%	111
Used complexion care prod: dry facial skin type	678	7.8%	107
Used complexion care prod: normal facial skin type	1,402	16.1%	106
Used complexion care prod: oily facial skin type	471	5.4%	90
Used dental floss in last 6 months	6,056	69.8%	112

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March 27, 2012

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# Health and Beauty Market Potential

Loveland, OH  
 Loveland city, OH (3945108)  
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	1,702	19.6%	97
Used denture adhesive/fixative in last 6 months	396	4.6%	73
Used denture cleaner in last 6 months	719	8.3%	75
Used deodorant/antiperspirant in last 6 months	8,136	93.7%	101
Used deodorant/antiperspirant <8 times last week	6,173	71.1%	104
Used deodorant/antiperspirant 15+ times last week	395	4.6%	75
Used disposable razor in last 6 months	4,444	51.2%	98
Used electric shaver in last 6 months	1,612	18.6%	99
Used hair coloring product (at home) last 6 months	1,679	19.3%	97
Used hair conditioner (at home) in last 6 months	5,462	62.9%	101
Used hair conditioning treatment (at home)/6 mo	1,957	22.5%	96
Used hair growth product in last 6 months	187	2.2%	94
Used hair mousse in last 6 months	1,539	17.7%	102
Used hair spray (at home) in last 6 months	3,251	37.4%	103
Used hair styling gel/lotion in last 6 months	2,474	28.5%	106
Used hand & body cream/lotion/oil in last 6 months	6,367	73.3%	101
Used hand & body cream/lotion/oil <5 times last wk	1,764	20.3%	95
Used hand & body cream/lotion/oil 9+ times last wk	2,190	25.2%	102
Used hand & body cream in last 6 months	1,544	17.8%	101
Used hand & body lotion in last 6 months	4,421	50.9%	104
Used hand & body oil in last 6 months	413	4.8%	92
Used lip care in last 6 months	5,321	61.3%	103
Used liquid soap/hand sanitizer in last 6 months	7,010	80.7%	105
Used mouthwash in last 6 months	5,720	65.9%	100
Used mouthwash <4 times in last 7 days	1,895	21.8%	102
Used mouthwash 8+ times in last 7 days	1,273	14.7%	93
Used shampoo (at home) in last 6 months	8,094	93.2%	101
Used shampoo plus conditioner prod (at home)/6 mo	1,438	16.6%	86
Used shaving cream/gel in last 6 months	4,626	53.3%	102
Used personal care soap (bar) in last 6 months	7,142	82.3%	98
Used personal care soap for antibacterial purpose	1,569	18.1%	94
Used personal care soap for complexion	594	6.8%	100
Used personal care soap for deodorant	1,495	17.2%	106
Use personal care soap for moisturizing	1,878	21.6%	100
Bought toothbrush in last 6 months	7,452	85.8%	101
Bought electric toothbrush in last 6 months	690	7.9%	119
Used toothpaste in last 6 months	8,367	96.4%	101
Used toothpaste <8 times in last 7 days	2,593	29.9%	93
Used toothpaste 15+ times in last 7 days	1,414	16.3%	100
Used toothpaste with baking soda in last 6 months	903	10.4%	91
Used toothpaste (gel) in last 6 months	2,680	30.9%	111
Used toothpaste (paste) in last 6 months	4,285	49.4%	102
Used whitening toothpaste in last 6 months	3,212	37.0%	106
Used tooth whitener (not toothpaste) last 6 months	1,000	11.5%	108
Had professional manicure/pedicure last 6 months	1,751	20.2%	118
Had professional facial/massage last 6 months	1,035	11.9%	127
Spent \$100+ at barber shops in last 6 months	539	6.2%	116
Spent \$100+ at beauty parlors in last 6 months	1,824	21.0%	132

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>	<b>2010</b>	<b>2015</b>
Population	12,201	12,571
Population 18+	8,682	8,995
Households	4,667	4,796
Median Household Income	\$75,666	\$83,520

<b>Product/Consumer Behavior</b>	<b>Expected Number of</b>		
	<b>Adults</b>	<b>Percent</b>	<b>MPI</b>
Went to family restaurant/steak house in last 6 months	6,950	80.1%	111
Family restaurant/steak house last month: <2 times	2,303	26.5%	103
Family restaurant/steak house last month: 2-4 times	2,698	31.1%	115
Family restaurant/steak house last month: 5+ times	1,950	22.5%	116
Family restaurant/steak house last 6 months: breakfast	1,270	14.6%	111
Family restaurant/steak house last 6 months: lunch	2,483	28.6%	115
Family restaurant/steak house last 6 months: snack	235	2.7%	97
Family restaurant/steak house last 6 months: dinner	5,417	62.4%	118
Family restaurant/steak house last 6 months: weekday	3,948	45.5%	118
Family restaurant/steak house last 6 months: weekend	4,455	51.3%	115
Family restaurant/steak house last 6 months: Applebee's	2,616	30.1%	119
Family restaurant/steak house last 6 months: Bennigan's	227	2.6%	119
Family restaurant/steak house last 6 months: Bob Evans Farm	487	5.6%	122
Family restaurant/steak house last 6 months: Cheesecake Factory	751	8.7%	131
Family restaurant/steak house last 6 months: Chili's Grill & Bar	1,350	15.5%	134
Family restaurant/steak house last 6 months: Cracker Barrel	1,052	12.1%	109
Family restaurant/steak house last 6 months: Denny's	752	8.7%	96
Family restaurant/steak house last 6 months: Friendly's	383	4.4%	111
Family restaurant/steak house last 6 months: Golden Corral	549	6.3%	88
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	1,167	13.4%	116
Family restaurant/steak house last 6 months: Lone Star Steakhouse	295	3.4%	125
Family restaurant/steak house last 6 months: Old Country Buffet	257	3.0%	104
Family restaurant/steak house last 6 months: Olive Garden	1,963	22.6%	127
Family restaurant/steak house last 6 months: Outback Steakhouse	1,257	14.5%	126
Family restaurant/steak house last 6 months: Perkins	329	3.8%	104
Family restaurant/steak house last 6 months: Red Lobster	1,295	14.9%	111
Family restaurant/steak house last 6 months: Red Robin	762	8.8%	155
Family restaurant/steak house last 6 months: Ruby Tuesday	902	10.4%	124
Family restaurant/steak house last 6 months: Ryan's	201	2.3%	61
Family restaurant/steak house last 6 months: Sizzler	195	2.2%	74
Family restaurant/steak house last 6 months: T.G.I. Friday's	1,135	13.1%	127
Went to fast food/drive-in restaurant in last 6 months	7,946	91.5%	103
Went to fast food/drive-in restaurant <6 times/month	2,984	34.4%	98
Went to fast food/drive-in restaurant 6-13 times/month	2,690	31.0%	107
Went to fast food/drive-in restaurant 14+ times/month	2,271	26.2%	105
Fast food/drive-in last 6 months: breakfast	2,576	29.7%	108
Fast food/drive-in last 6 months: lunch	5,572	64.2%	109
Fast food/drive-in last 6 months: snack	1,576	18.2%	104
Fast food/drive-in last 6 months: dinner	4,523	52.1%	108

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	6,237	71.8%	108
Fast food/drive-in last 6 months: weekend	4,401	50.7%	105
Fast food/drive-in last 6 months: A & W	435	5.0%	110
Fast food/drive-in last 6 months: Arby's	2,019	23.3%	113
Fast food/drive-in last 6 months: Boston Market	538	6.2%	130
Fast food/drive-in last 6 months: Burger King	3,140	36.2%	100
Fast food/drive-in last 6 months: Captain D's	303	3.5%	68
Fast food/drive-in last 6 months: Carl's Jr.	541	6.2%	100
Fast food/drive-in last 6 months: Checkers	232	2.7%	84
Fast food/drive-in last 6 months: Chick-fil-A	1,511	17.4%	135
Fast food/drive-in last 6 months: Chipotle Mex. Grill	773	8.9%	146
Fast food/drive-in last 6 months: Chuck E. Cheese	411	4.7%	106
Fast food/drive-in last 6 months: Church's Fr. Chicken	289	3.3%	78
Fast food/drive-in last 6 months: Dairy Queen	1,539	17.7%	111
Fast food/drive-in last 6 months: Del Taco	294	3.4%	101
Fast food/drive-in last 6 months: Domino's Pizza	1,104	12.7%	95
Fast food/drive-in last 6 months: Dunkin' Donuts	1,139	13.1%	114
Fast food/drive-in last 6 months: Fuddruckers	354	4.1%	146
Fast food/drive-in last 6 months: Hardee's	437	5.0%	74
Fast food/drive-in last 6 months: Jack in the Box	881	10.1%	98
Fast food/drive-in last 6 months: KFC	2,321	26.7%	97
Fast food/drive-in last 6 months: Little Caesars	650	7.5%	102
Fast food/drive-in last 6 months: Long John Silver's	467	5.4%	85
Fast food/drive-in last 6 months: McDonald's	5,096	58.7%	105
Fast food/drive-in last 6 months: Panera Bread	1,222	14.1%	144
Fast food/drive-in last 6 months: Papa John's	893	10.3%	118
Fast food/drive-in last 6 months: Pizza Hut	1,911	22.0%	100
Fast food/drive-in last 6 months: Popeyes	644	7.4%	101
Fast food/drive-in last 6 months: Quiznos	1,012	11.7%	130
Fast food/drive-in last 6 months: Sonic Drive-In	1,020	11.7%	100
Fast food/drive-in last 6 months: Starbucks	1,697	19.5%	132
Fast food/drive-in last 6 months: Steak n Shake	540	6.2%	124
Fast food/drive-in last 6 months: Subway	2,976	34.3%	108
Fast food/drive-in last 6 months: Taco Bell	3,084	35.5%	110
Fast food/drive-in last 6 months: Wendy's	2,948	34.0%	109
Fast food/drive-in last 6 months: Whataburger	448	5.2%	107
Fast food/drive-in last 6 months: White Castle	366	4.2%	104
Fast food/drive-in last 6 months: eat in	3,354	38.6%	103
Fast food/drive-in last 6 months: home delivery	978	11.3%	108
Fast food/drive-in last 6 months: take-out/drive-thru	5,069	58.4%	111
Fast food/drive-in last 6 months: take-out/walk-in	2,248	25.9%	105

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March 27, 2012

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# Sports and Leisure Market Potential

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		12,201	12,571	
Population 18+		8,682	8,995	
Households		4,667	4,796	
Median Household Income		\$75,666	\$83,520	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics		1,069	12.3%	125
Participated in archery		243	2.8%	105
Participated in backpacking/hiking		1,005	11.6%	123
Participated in baseball		469	5.4%	104
Participated in basketball		850	9.8%	105
Participated in bicycling (mountain)		396	4.6%	124
Participated in bicycling (road)		1,047	12.1%	125
Participated in boating (power)		623	7.2%	117
Participated in bowling		1,211	13.9%	120
Participated in canoeing/kayaking		486	5.6%	117
Participated in downhill skiing		301	3.5%	119
Participated in fishing (fresh water)		1,151	13.3%	101
Participated in fishing (salt water)		437	5.0%	110
Participated in football		542	6.2%	100
Participated in Frisbee		547	6.3%	115
Participated in golf		1,209	13.9%	134
Play golf < once a month		469	5.4%	136
Play golf 1+ times a month		616	7.1%	131
Participated in horseback riding		274	3.2%	104
Participated in hunting with rifle		395	4.6%	94
Participated in hunting with shotgun		337	3.9%	91
Participated in ice skating		305	3.5%	122
Participated in jogging/running		1,124	12.9%	123
Participated in martial arts		104	1.2%	85
Participated in motorcycling		376	4.3%	118
Participated in Pilates		356	4.1%	125
Participated in roller skating		148	1.7%	81
Participated in snowboarding		186	2.1%	112
Participated in soccer		419	4.8%	112
Participated in softball		361	4.2%	106
Participated in swimming		2,003	23.1%	119
Participated in target shooting		369	4.3%	110
Participated in tennis		471	5.4%	127
Participated in volleyball		344	4.0%	113
Participated in walking for exercise		3,042	35.0%	118
Participated in weight lifting		1,341	15.4%	131
Participated in yoga		614	7.1%	122
Spent on high end sports/recreation equipment/12 mo: <\$250		414	4.8%	108
Spent on high end sports/recreation equipment/12 mo: \$250+		426	4.9%	126
Attend sports event: auto racing (NASCAR)		721	8.3%	113
Attend sports event: auto racing (not NASCAR)		600	6.9%	109
Attend sports event: baseball game		1,568	18.1%	122

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# Sports and Leisure Market Potential

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	805	9.3%	117
Attend sports event: basketball game (pro)	891	10.3%	120
Attend sports event: football game (college)	1,082	12.5%	121
Attend sports event: football-Monday night game (pro)	601	6.9%	113
Attend sports event: football-weekend game (pro)	974	11.2%	124
Attend sports event: golf tournament	589	6.8%	122
Attend sports event: ice hockey game	724	8.3%	126
Attend sports event: soccer game	610	7.0%	114
Attend sports event: tennis match	469	5.4%	110
Attended adult education course in last 12 months	678	7.8%	118
Attended auto show in last 12 months	803	9.2%	112
Went to bar/night club in last 12 months	1,819	21.0%	110
Went to beach in last 12 months	2,528	29.1%	119
Attended dance performance in last 12 months	454	5.2%	118
Danced/went dancing in last 12 months	841	9.7%	102
Dined out in last 12 months	4,923	56.7%	115
Dine out < once a month	447	5.1%	109
Dine out once a month	568	6.5%	106
Dine out 2-3 times a month	1,197	13.8%	120
Dine out once a week	1,229	14.2%	123
Dine out 2+ times per week	963	11.1%	112
Gambled at casino in last 12 months	1,571	18.1%	113
Gambled at casino 6+ times in last 12 months	237	2.7%	100
Gambled in Atlantic City in last 12 months	205	2.4%	93
Gambled in Las Vegas in last 12 months	495	5.7%	119
Attended horse races in last 12 months	312	3.6%	121
Attended movies in last 6 months	5,620	64.7%	110
Attended movies in last 90 days: < once a month	3,177	36.6%	113
Attended movies in last 90 days: once a month	1,022	11.8%	115
Attended movies in last 90 days: 2-3 times a month	627	7.2%	107
Attended movies in last 90 days: once/week or more	217	2.5%	98
Prefer to see movie after second week of release	2,424	27.9%	118
Went to museum in last 12 months	1,334	15.4%	120
Attended music performance in last 12 months	2,500	28.8%	121
Attended country music performance in last 12 mo	494	5.7%	112
Attended rock music performance in last 12 months	1,155	13.3%	122
Attended classical music/opera performance/12 mo	457	5.3%	115
Went to live theater in last 12 months	1,479	17.0%	130
Visited a theme park in last 12 months	2,200	25.3%	118
Visited Disney World (FL)/12 mo: Magic Kingdom	369	4.3%	125
Visited any Sea World in last 12 months	365	4.2%	124
Visited any Six Flags in last 12 months	530	6.1%	105
Went to zoo in last 12 months	1,469	16.9%	133
Played backgammon in last 12 months	192	2.2%	110
Participated in book club in last 12 months	324	3.7%	118
Played billiards/pool in last 12 months	927	10.7%	111
Played bingo in last 12 months	361	4.2%	98
Did birdwatching in last 12 months	571	6.6%	106
Played board game in last 12 months	1,756	20.2%	124

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	2,060	23.7%	113
Played chess in last 12 months	359	4.1%	113
Cooked for fun in last 12 months	2,066	23.8%	114
Did crossword puzzle in last 12 months	1,377	15.9%	109
Participated in fantasy sports league last 12 mo	343	4.0%	121
Flew a kite in last 12 months	276	3.2%	112
Did furniture refinishing in last 12 months	293	3.4%	105
Did indoor gardening/plant care in last 12 months	955	11.0%	109
Participated in karaoke in last 12 months	381	4.4%	99
Bought lottery ticket in last 12 months	2,985	34.4%	99
Bought lottery ticket in last 12 mo: Daily Drawing	359	4.1%	85
Bought lottery ticket in last 12 mo: Instant Game	1,278	14.7%	93
Bought lottery ticket in last 12 mo: Lotto Drawing	2,005	23.1%	108
Played lottery: <3 times in last 30 days	1,392	16.0%	102
Played lottery: 3-7 times in last 30 days	791	9.1%	95
Played lottery: 8+ times in last 30 days	802	9.2%	99
Played musical instrument in last 12 months	770	8.9%	111
Did painting/drawing in last 12 months	581	6.7%	102
Did photography in last 12 months	1,247	14.4%	114
Read book in last 12 months	4,090	47.1%	116
Participated in trivia games in last 12 months	602	6.9%	115
Played video game in last 12 months	1,222	14.1%	106
Did woodworking in last 12 months	413	4.8%	101
Participated in word games in last 12 months	914	10.5%	110
Member of AARP	1,490	17.2%	111
Member of business club	278	3.2%	128
Member of charitable organization	645	7.4%	118
Member of church board	390	4.5%	104
Member of fraternal order	328	3.8%	107
Member of religious club	607	7.0%	109
Member of union	513	5.9%	112
Member of veterans club	284	3.3%	96
Bought any children`s toy/game in last 12 months	3,386	39.0%	113
Spent on toys/games in last 12 months: <\$50	544	6.3%	103
Spent on toys/games in last 12 months: \$50-99	241	2.8%	101
Spent on toys/games in last 12 months: \$100-199	666	7.7%	107
Spent on toys/games in last 12 months: \$200-499	1,078	12.4%	115
Spent on toys/games in last 12 months: \$500+	640	7.4%	128
Bought infant toy in last 12 months	773	8.9%	106
Bought pre-school toy in last 12 months	815	9.4%	116
Spent on toys/games (for child <6)/12 mo: <\$100	1,058	12.2%	110
Spent on toys/games (for child <6)/12 mo: \$100-199	617	7.1%	106
Spent on toys/games (for child <6)/12 mo: \$200+	802	9.2%	119
Bought for child in last 12 mo: boy action figure	801	9.2%	114
Bought for child in last 12 mo: girl action figure	257	3.0%	96
Bought for child in last 12 mo: bicycle	681	7.8%	115
Bought for child in last 12 mo: board game	1,301	15.0%	126

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

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

March 27, 2012

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# Sports and Leisure Market Potential

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	333	3.8%	113
Bought for child in last 12 mo: car	819	9.4%	102
Bought for child in last 12 mo: construction toy	492	5.7%	115
Bought for child in last 12 mo: large/baby doll	573	6.6%	101
Bought for child in last 12 mo: fashion doll	466	5.4%	105
Bought for child in last 12 mo: plush doll/animal	872	10.0%	119
Bought for child in last 12 mo: doll accessories	394	4.5%	113
Bought for child in last 12 mo: doll clothing	376	4.3%	105
Bought for child in last 12 mo: educational toy	1,406	16.2%	119
Bought for child in last 12 mo: electronic game	937	10.8%	116
Bought for child in last 12 mo: mechanical toy	370	4.3%	107
Bought for child in last 12 mo: model kit/set	273	3.1%	122
Bought for child in last 12 mo: sound game	207	2.4%	85
Bought for child in last 12 mo: water toy	990	11.4%	119
Bought for child in last 12 mo: word game	347	4.0%	104
Bought book in last 12 months	4,964	57.2%	114
Bought 1-3 books in last 12 months	1,846	21.3%	108
Bought 4-9 books in last 12 months	1,523	17.5%	113
Bought 10+ books in last 12 months	1,595	18.4%	122
Bought paperback book in last 12 months	3,832	44.1%	117
Bought <3 paperback books in last 12 months	1,244	14.3%	110
Bought 3-6 paperback books in last 12 months	1,348	15.5%	118
Bought 7+ paperback books in last 12 months	1,240	14.3%	121
Bought hardcover book in last 12 months	2,892	33.3%	119
Bought <3 hardcover books in last 12 months	1,227	14.1%	115
Bought 3-5 hardcover books in last 12 months	846	9.7%	122
Bought 6+ hardcover books in last 12 months	820	9.4%	120
Bought book (fiction) in last 12 months	2,962	34.1%	121
Bought book (non-fiction) in last 12 months	2,594	29.9%	118
Bought biography in last 12 months	715	8.2%	113
Bought children`s book in last 12 months	1,309	15.1%	118
Bought cookbook in last 12 months	1,058	12.2%	111
Bought desk dictionary in last 12 months	145	1.7%	82
Bought history book in last 12 months	739	8.5%	113
Bought mystery book in last 12 months	1,178	13.6%	121
Bought personal/business self-help book last 12 mo	810	9.3%	130
Bought religious book (not bible) last 12 months	719	8.3%	109
Bought romance book in last 12 months	588	6.8%	104
Bought science fiction book in last 12 months	438	5.0%	111
Bought book through book club in last 12 months	395	4.6%	105
Bought book at book store in last 12 months	3,519	40.5%	121
Bought book at Barnes & Noble in last 12 months	2,169	25.0%	127
Bought book at Borders in last 12 months	1,284	14.8%	133
Bought book at convenience store in last 12 months	172	2.0%	89
Bought book at department store in last 12 months	628	7.2%	95
Bought book at drug store in last 12 months	187	2.2%	95
Bought book through Internet in last 12 mo	1,075	12.4%	122
Bought book through mail order in last 12 months	242	2.8%	82
Bought book at supermarket in last 12 months	534	6.2%	118
Bought book at warehouse store in last 12 months	654	7.5%	130

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

www.ClermontCountyOhio.biz

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Up and Coming Families	18.9%	Population	12,201	12,571
Suburban Splendor	16.8%	Households	4,667	4,796
Exurbanites	11.9%	Families	3,462	3,530
Rustbelt Traditions	11.1%	Median Age	37.0	36.8
Boomburbs	8.5%	Median Household Income	\$75,666	\$83,520
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		94	\$2,257.60	\$10,536,233
Men's		89	\$408.24	\$1,905,237
Women's		85	\$702.60	\$3,279,025
Children's		100	\$399.28	\$1,863,440
Footwear		65	\$269.30	\$1,256,815
Watches & Jewelry		140	\$271.22	\$1,265,773
Apparel Products and Services (1)		221	\$206.97	\$965,945
<b>Computer</b>				
Computers and Hardware for Home Use		136	\$259.70	\$1,212,020
Software and Accessories for Home Use		137	\$38.99	\$181,951
<b>Entertainment &amp; Recreation</b>		138	\$4,455.37	\$20,793,229
Fees and Admissions		148	\$914.61	\$4,268,466
Membership Fees for Clubs (2)		148	\$242.53	\$1,131,908
Fees for Participant Sports, excl. Trips		146	\$155.36	\$725,048
Admission to Movie/Theatre/Opera/Ballet		141	\$213.10	\$994,557
Admission to Sporting Events, excl. Trips		152	\$90.22	\$421,058
Fees for Recreational Lessons		156	\$212.46	\$991,544
Dating Services		121	\$0.93	\$4,351
TV/Video/Audio		131	\$1,626.61	\$7,591,376
Community Antenna or Cable TV		128	\$924.04	\$4,312,480
Televisions		141	\$272.35	\$1,271,056
VCRs, Video Cameras, and DVD Players		133	\$27.12	\$126,547
Video Cassettes and DVDs		129	\$68.14	\$318,007
Video and Computer Game Hardware and Software		141	\$78.89	\$368,158
Satellite Dishes		137	\$1.73	\$8,078
Rental of Video Cassettes and DVDs		133	\$54.83	\$255,909
Streaming/Downloaded Video		141	\$1.97	\$9,210
Audio (3)		128	\$187.62	\$875,619
Rental and Repair of TV/Radio/Sound Equipment		131	\$9.92	\$46,312
Pets		164	\$707.72	\$3,302,935
Toys and Games (4)		134	\$195.26	\$911,285
Recreational Vehicles and Fees (5)		130	\$420.86	\$1,964,139
Sports/Recreation/Exercise Equipment (6)		109	\$197.77	\$922,988
Photo Equipment and Supplies (7)		140	\$144.62	\$674,918
Reading (8)		137	\$211.52	\$987,139
Catered Affairs (9)		148	\$36.42	\$169,983
<b>Food</b>		131	\$10,084.00	\$47,062,037
Food at Home		129	\$5,779.46	\$26,972,719
Bakery and Cereal Products		129	\$771.95	\$3,602,708
Meats, Poultry, Fish, and Eggs		128	\$1,331.97	\$6,216,289
Dairy Products		129	\$639.58	\$2,984,907
Fruits and Vegetables		130	\$1,020.65	\$4,763,369
Snacks and Other Food at Home (10)		129	\$2,015.31	\$9,405,447
Food Away from Home		134	\$4,304.55	\$20,089,318
Alcoholic Beverages		136	\$775.06	\$3,617,218
Nonalcoholic Beverages at Home		128	\$562.22	\$2,623,858

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

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

March 27, 2012

Made with Esri Business Analyst



# Retail Goods and Services Expenditures

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	133	\$2,315.66	\$10,807,165
Vehicle Loans	131	\$6,423.81	\$29,979,897
<b>Health</b>			
Nonprescription Drugs	125	\$129.32	\$603,520
Prescription Drugs	125	\$624.52	\$2,914,629
Eyeglasses and Contact Lenses	137	\$105.55	\$492,620
<b>Home</b>			
Mortgage Payment and Basics (11)	151	\$14,109.15	\$65,847,393
Maintenance and Remodeling Services	150	\$2,976.80	\$13,892,701
Maintenance and Remodeling Materials (12)	138	\$511.12	\$2,385,405
Utilities, Fuel, and Public Services	130	\$5,894.49	\$27,509,566
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	136	\$181.23	\$845,779
Furniture	140	\$839.39	\$3,917,407
Floor Coverings	146	\$109.30	\$510,084
Major Appliances (14)	134	\$407.93	\$1,903,800
Housewares (15)	118	\$101.68	\$474,538
Small Appliances	132	\$43.15	\$201,367
Luggage	145	\$13.40	\$62,522
Telephones and Accessories	90	\$38.49	\$179,614
<b>Household Operations</b>			
Child Care	147	\$680.46	\$3,175,708
Lawn and Garden (16)	139	\$582.75	\$2,719,709
Moving/Storage/Freight Express	127	\$77.16	\$360,101
Housekeeping Supplies (17)	131	\$920.37	\$4,295,349
<b>Insurance</b>			
Owners and Renters Insurance	139	\$645.80	\$3,013,945
Vehicle Insurance	132	\$1,539.56	\$7,185,139
Life/Other Insurance	140	\$582.63	\$2,719,121
Health Insurance	130	\$2,510.56	\$11,716,785
Personal Care Products (18)	133	\$530.95	\$2,477,933
School Books and Supplies (19)	131	\$139.21	\$649,683
Smoking Products	116	\$496.61	\$2,317,661
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	133	\$5,842.38	\$27,266,366
Gasoline and Motor Oil	128	\$3,683.59	\$17,191,295
Vehicle Maintenance and Repairs	133	\$1,253.06	\$5,848,040
<b>Travel</b>			
Airline Fares	146	\$669.94	\$3,126,597
Lodging on Trips	145	\$630.97	\$2,944,714
Auto/Truck/Van Rental on Trips	151	\$55.59	\$259,431
Food and Drink on Trips	140	\$611.38	\$2,853,294

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# Retail Goods and Services Expenditures

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

www.ClermontCountyOhio.biz

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

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

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Automotive Aftermarket Expenditures

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		12,201	12,571
Households		4,667	4,796
Families		3,462	3,530
Median Age		37.0	36.8
Median Household Income		\$75,666	\$83,520
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
<b>Products</b>			<b>Total</b>
Vehicle Coolant/Brake/Transmission Fluids	118	\$5.64	\$26,334
Gasoline	129	\$3,607.47	\$16,836,073
Motor Oil	118	\$13.97	\$65,182
Vehicle Parts/Equipment and Accessories	124	\$69.07	\$322,369
Tire Purchase/Replacement	131	\$188.83	\$881,256
Vehicle Audio/Video Equipment and Installation	137	\$9.73	\$45,403
Vehicle Cleaning Products and Services	138	\$11.21	\$52,294
<b>Services</b>			
Auto Repair Service Policy	137	\$22.58	\$105,369
Membership Fees for Automobile Service Clubs	135	\$29.55	\$137,897
Global Positioning Services	140	\$3.54	\$16,514
Vehicle Air Conditioning Repair	140	\$24.62	\$114,881
Vehicle Body Work and Painting	134	\$50.92	\$237,655
Vehicle Brake Work	137	\$108.46	\$506,195
Vehicle Clutch/Transmission Repair	129	\$59.31	\$276,809
Vehicle Cooling System Repair	134	\$38.86	\$181,358
Vehicle Drive Shaft and Rear-end Repair	135	\$11.67	\$54,447
Vehicle Electrical System Repair	133	\$45.96	\$214,515
Vehicle Exhaust System Repair	136	\$18.27	\$85,282
Vehicle Front End Alignment/Wheel Balance & Rotation	133	\$24.60	\$114,794
Lube/Oil Change and Oil Filters	131	\$117.18	\$546,877
Vehicle Motor Repair/Replacement	134	\$122.82	\$573,212
Vehicle Motor Tune-up	139	\$85.67	\$399,806
Vehicle Shock Absorber Replacement	136	\$9.05	\$42,245
Vehicle Steering/Front End Repair	134	\$37.03	\$172,827
Tire Repair and Other Repair Work	136	\$88.23	\$411,747

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Expenditures

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		12,201	12,571
Households		4,667	4,796
Families		3,462	3,530
Median Age		37.0	36.8
Median Household Income		\$75,666	\$83,520
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
			<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	140	\$8,332.06	\$38,885,739
Savings Accounts	140	\$18,411.79	\$85,927,839
U.S. Savings Bonds	145	\$594.78	\$2,775,859
Stocks, Bonds & Mutual Funds	152	\$59,107.20	\$275,853,312
<b>Annual Changes</b>			
Checking Accounts	166	\$433.46	\$2,022,962
Savings Accounts	134	\$523.28	\$2,442,126
U.S. Savings Bonds	216	\$5.16	\$24,094
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	144	\$1,413.12	\$6,595,051
Interest from Savings Accounts or Bonds	141	\$1,293.13	\$6,035,055
Retirement Plan Contributions	151	\$2,079.79	\$9,706,396
<b>Liabilities</b>			
Original Mortgage Amount	156	\$33,566.29	\$156,653,872
Vehicle Loan Amount 1	129	\$3,513.43	\$16,397,179
<b>Amount Paid: Interest</b>			
Home Mortgage	153	\$7,120.65	\$33,232,054
Lump Sum Home Equity Loan	148	\$192.70	\$899,329
New Car/Truck/Van Loan	137	\$285.92	\$1,334,394
Used Car/Truck/Van Loan	124	\$200.52	\$935,825
<b>Amount Paid: Principal</b>			
Home Mortgage	151	\$2,997.31	\$13,988,439
Lump Sum Home Equity Loan	145	\$242.46	\$1,131,583
New Car/Truck/Van Loan	138	\$1,538.68	\$7,181,026
Used Car/Truck/Van Loan	124	\$938.46	\$4,379,779
Checking Account and Banking Service Charges	127	\$35.28	\$164,665
Finance Charges, excluding Mortgage/Vehicle	134	\$329.09	\$1,535,875

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

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

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

March 27, 2012

Made with Esri Business Analyst



# House and Home Expenditures

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

www.ClermontCountyOhio.biz

2010 Housing Summary		2010 Demographic Summary		
Housing Units	4,992	Population	12,201	
2010-2015 Percent Change	3.15%	Households	4,667	
Percent Occupied	93.5%	Families	3,462	
Percent Owner HHS	75.9%	Median Age	37.0	
Median Home Value	\$157,002	Median Household Income	\$75,666	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		150	\$17,720.47	\$82,701,442
Mortgage Interest		153	\$7,120.65	\$33,232,054
Mortgage Principal		151	\$2,997.31	\$13,988,439
Property Taxes		148	\$3,271.12	\$15,266,319
Homeowners Insurance		140	\$631.45	\$2,946,985
Ground Rent		122	\$88.62	\$413,597
Maintenance and Remodeling Services		150	\$2,976.79	\$13,892,701
Maintenance and Remodeling Materials		138	\$511.12	\$2,385,405
Property Management and Security		144	\$123.41	\$575,942
<b>Rented Dwellings</b>		97	\$3,324.20	\$15,514,063
Rent		97	\$3,146.39	\$14,684,211
Rent Received as Pay		83	\$76.56	\$357,311
Renters' Insurance		110	\$14.35	\$66,959
Maintenance and Repair Services		97	\$20.63	\$96,272
Maintenance and Repair Materials		125	\$66.28	\$309,309
<b>Owned Vacation Homes</b>		152	\$706.21	\$3,295,897
Mortgage Payment		156	\$317.40	\$1,481,328
Property Taxes		149	\$167.63	\$782,329
Homeowners Insurance		148	\$21.87	\$102,049
Maintenance and Remodeling		149	\$173.47	\$809,607
Property Management and Security		151	\$25.84	\$120,584
Housing While Attending School		150	\$121.98	\$569,299
<b>Household Operations</b>		139	\$2,192.14	\$10,230,723
Child Care		147	\$680.46	\$3,175,708
Care for Elderly or Handicapped		150	\$108.65	\$507,058
Appliance Rental and Repair		140	\$33.98	\$158,563
Computer Information Services		135	\$328.53	\$1,533,237
Home Security System Services		149	\$39.06	\$182,276
Non-Apparel Household Laundry/Dry Cleaning		17	\$6.22	\$29,018
Housekeeping Services		148	\$226.94	\$1,059,118
Lawn and Garden		139	\$582.75	\$2,719,709
Moving/Storage/Freight Express		127	\$77.16	\$360,101
PC Repair (Personal Use)		127	\$11.27	\$52,601
Reupholstering/Furniture Repair		147	\$11.70	\$54,582
Termite/Pest Control		139	\$33.96	\$158,508
Water Softening Services		110	\$6.20	\$28,921
Internet Services Away from Home		138	\$3.69	\$17,206
Voice Over IP Service		136	\$9.06	\$42,276
Other Home Services (1)		142	\$32.54	\$151,841

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	130	\$5,894.49	\$27,509,566
Bottled Gas	99	\$67.20	\$313,605
Electricity	128	\$2,168.83	\$10,121,931
Fuel Oil	120	\$134.79	\$629,047
Natural Gas	141	\$919.72	\$4,292,348
Telephone Services	128	\$1,845.29	\$8,611,960
Water and Other Public Services	137	\$750.75	\$3,503,747
Coal/Wood/Other Fuel	92	\$7.91	\$36,928
<b>Housekeeping Supplies</b>	131	\$920.37	\$4,295,349
Laundry and Cleaning Supplies	129	\$245.83	\$1,147,266
Postage and Stationery	132	\$269.74	\$1,258,896
Other HH Products (2)	132	\$404.80	\$1,889,188
<b>Household Textiles</b>	136	\$181.23	\$845,779
Bathroom Linens	133	\$23.69	\$110,550
Bedroom Linens	135	\$83.88	\$391,468
Kitchen and Dining Room Linens	138	\$4.25	\$19,830
Curtains and Draperies	141	\$40.55	\$189,234
Slipcovers, Decorative Pillows	139	\$5.96	\$27,796
Materials for Slipcovers/Curtains	134	\$20.49	\$95,636
Other Linens	138	\$2.41	\$11,266
<b>Furniture</b>	140	\$839.38	\$3,917,407
Mattresses and Box Springs	133	\$106.42	\$496,663
Other Bedroom Furniture	138	\$147.65	\$689,103
Sofas	138	\$209.58	\$978,129
Living Room Tables and Chairs	139	\$115.58	\$539,405
Kitchen, Dining Room Furniture	142	\$88.25	\$411,878
Infant Furniture	142	\$15.89	\$74,149
Outdoor Furniture	152	\$40.58	\$189,393
Wall Units, Cabinets, Other Furniture (3)	145	\$115.42	\$538,688
<b>Major Appliances</b>	134	\$407.93	\$1,903,800
Dishwashers and Disposals	139	\$38.02	\$177,426
Refrigerators and Freezers	134	\$110.30	\$514,747
Clothes Washers	136	\$68.00	\$317,360
Clothes Dryers	137	\$52.20	\$243,607
Cooking Stoves and Ovens	138	\$65.36	\$305,018
Microwave Ovens	131	\$16.76	\$78,239
Window Air Conditioners	107	\$7.53	\$35,155
Electric Floor Cleaning Equipment	126	\$28.46	\$132,831
Sewing Machines and Miscellaneous Appliances	132	\$21.30	\$99,417

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

March 27, 2012

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# House and Home Expenditures

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	146	\$109.30	\$510,084
Housewares	118	\$101.68	\$474,538
Small Appliances	132	\$43.15	\$201,367
Window Coverings	156	\$60.78	\$283,657
Lamps and Other Lighting Fixtures	144	\$33.88	\$158,097
Infant Equipment	36	\$7.31	\$34,135
Rental of Furniture	95	\$4.42	\$20,624
Laundry and Cleaning Equipment	129	\$28.83	\$134,547
Closet and Storage Items	27	\$6.93	\$32,321
Luggage	145	\$13.40	\$62,522
Clocks and Other Household Decoratives	41	\$83.36	\$389,039
Telephones and Accessories	90	\$38.49	\$179,614
Telephone Answering Devices	129	\$1.08	\$5,044
Grills and Outdoor Equipment	37	\$19.70	\$91,926
Power Tools	122	\$38.89	\$181,490
Hand Tools	129	\$13.27	\$61,916
Office Furniture/Equipment for Home Use	146	\$23.84	\$111,284
Computers and Hardware for Home Use	136	\$259.70	\$1,212,020
Software and Accessories for Home Use	137	\$38.99	\$181,951
Other Household Items (4)	132	\$137.18	\$640,240

**(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

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		12,201	12,571
Households		4,667	4,796
Families		3,462	3,530
Median Household Income		\$75,666	\$83,520
Males per 100 Females		94.7	94.9
<b>Population By Age</b>			
Population <5 Years		8.1%	7.9%
Population 5-17 Years		20.7%	20.5%
Population 65+ Years		10.4%	11.9%
Median Age		37.0	36.8
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	130	\$4,844.98	\$22,611,512
<b>Medical Care</b>	130	\$2,334.42	\$10,894,727
Physician Services	133	\$300.87	\$1,404,141
Dental Services	136	\$441.97	\$2,062,677
Eyecare Services	134	\$66.74	\$311,466
Lab Tests, X-Rays	130	\$71.36	\$333,017
Hospital Room and Hospital Services	131	\$179.95	\$839,825
Convalescent or Nursing Home Care	129	\$29.75	\$138,832
Other Medical services (1)	137	\$152.85	\$713,340
Nonprescription Drugs	125	\$129.32	\$603,520
Prescription Drugs	125	\$624.52	\$2,914,629
Nonprescription Vitamins	129	\$73.28	\$341,985
Medicare Prescription Drug Premium	114	\$56.46	\$263,521
Eyeglasses and Contact Lenses	137	\$105.55	\$492,620
Hearing Aids	115	\$25.02	\$116,760
Medical Equipment for General Use	138	\$8.74	\$40,808
Other Medical Supplies (2)	133	\$68.05	\$317,586
<b>Health Insurance</b>	130	\$2,510.56	\$11,716,785
Blue Cross/Blue Shield	134	\$749.17	\$3,496,390
Commercial Health Insurance	140	\$522.47	\$2,438,386
Health Maintenance Organization	134	\$448.00	\$2,090,814
Medicare Payments	116	\$479.70	\$2,238,757
Long Term Care Insurance	133	\$111.18	\$518,861
Other Health Insurance (3)	119	\$200.04	\$933,577

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

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

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

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

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

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Recreation Expenditures

Loveland, OH  
Loveland city, OH (3945108)  
Geography: Place

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		12,201	12,571
Households		4,667	4,796
Families		3,462	3,530
Median Age		37.0	36.8
Median Household Income		\$75,666	\$83,520
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	148	\$914.61	\$4,268,466
Admission to Movies, Theater, Opera, Ballet	141	\$213.10	\$994,557
Admission to Sporting Events, excl.Trips	152	\$90.22	\$421,058
Fees for Participant Sports, excl.Trips	146	\$155.36	\$725,048
Fees for Recreational Lessons	156	\$212.46	\$991,544
Membership Fees for Social/Recreation/Civic Clubs	148	\$242.53	\$1,131,908
Dating Services	121	\$0.93	\$4,351
Rental of Video Cassettes and DVDs	133	\$54.83	\$255,909
<b>Toys &amp; Games</b>	134	\$195.26	\$911,285
Toys and Playground Equipment	134	\$189.78	\$885,685
Play Arcade Pinball/Video Games	129	\$2.44	\$11,367
Online Entertainment and Games	131	\$3.05	\$14,233
<b>Recreational Vehicles and Fees</b>	130	\$420.86	\$1,964,139
Docking and Landing Fees for Boats and Planes	150	\$10.66	\$49,739
Camp Fees	155	\$44.69	\$208,591
Purchase of RVs or Boats	127	\$353.21	\$1,648,415
Rental of RVs or Boats	144	\$12.30	\$57,395
<b>Sports, Recreation and Exercise Equipment</b>	109	\$197.77	\$922,988
Exercise Equipment and Gear, Game Tables	117	\$95.83	\$447,223
Bicycles	143	\$28.20	\$131,626
Camping Equipment	56	\$8.05	\$37,572
Hunting and Fishing Equipment	77	\$29.72	\$138,709
Winter Sports Equipment	133	\$8.58	\$40,064
Water Sports Equipment	129	\$8.61	\$40,173
Other Sports Equipment	139	\$13.16	\$61,412
Rental/Repair of Sports/Recreation/Exercise Equipment	140	\$5.62	\$26,210
<b>Photographic Equipment and Supplies</b>	140	\$144.61	\$674,918
Film	126	\$9.29	\$43,373
Film Processing	135	\$30.34	\$141,593
Photographic Equipment	141	\$60.37	\$281,757
Photographer Fees/Other Supplies & Equip Rental/Repair	144	\$44.61	\$208,195
<b>Reading</b>	137	\$211.51	\$987,139
Magazine/Newspaper Subscriptions	138	\$87.33	\$407,576
Magazine/Newspaper Single Copies	126	\$24.23	\$113,068
Books	138	\$99.96	\$466,495

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

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