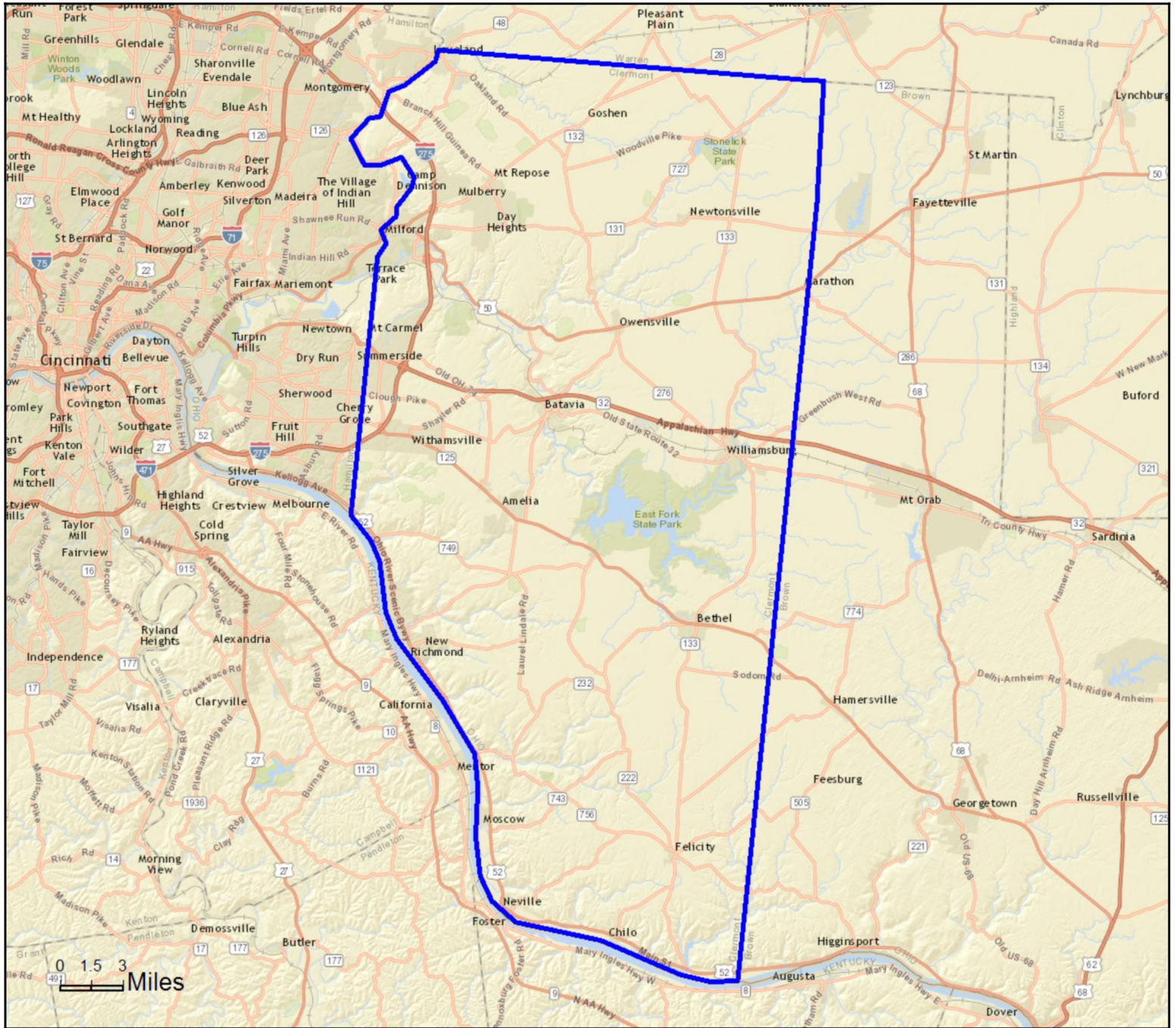


Site Map

Clermont County, OH
Clermont County, OH (39025)
Geography: County

Prepared by Esri



Population Summary	
2000 Total Population	177,977
2010 Total Population	197,363
2016 Total Population	205,273
2016 Group Quarters	1,717
2021 Total Population	212,276
2016-2021 Annual Rate	0.67%
Household Summary	
2000 Households	66,013
2000 Average Household Size	2.67
2010 Households	74,828
2010 Average Household Size	2.61
2016 Households	78,261
2016 Average Household Size	2.60
2021 Households	81,173
2021 Average Household Size	2.59
2016-2021 Annual Rate	0.73%
2010 Families	53,800
2010 Average Family Size	3.06
2016 Families	55,581
2016 Average Family Size	3.06
2021 Families	57,287
2021 Average Family Size	3.06
2016-2021 Annual Rate	0.61%
Housing Unit Summary	
2000 Housing Units	69,226
Owner Occupied Housing Units	71.3%
Renter Occupied Housing Units	24.1%
Vacant Housing Units	4.6%
2010 Housing Units	80,656
Owner Occupied Housing Units	69.2%
Renter Occupied Housing Units	23.6%
Vacant Housing Units	7.2%
2016 Housing Units	84,528
Owner Occupied Housing Units	66.5%
Renter Occupied Housing Units	26.1%
Vacant Housing Units	7.4%
2021 Housing Units	88,022
Owner Occupied Housing Units	66.0%
Renter Occupied Housing Units	26.2%
Vacant Housing Units	7.8%
Median Household Income	
2016	\$60,815
2021	\$70,053
Median Home Value	
2016	\$174,754
2021	\$204,679
Per Capita Income	
2016	\$30,650
2021	\$33,883
Median Age	
2010	38.3
2016	39.3
2021	40.1

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

2016 Households by Income

Household Income Base	78,261
<\$15,000	8.7%
\$15,000 - \$24,999	8.8%
\$25,000 - \$34,999	9.7%
\$35,000 - \$49,999	12.5%
\$50,000 - \$74,999	19.5%
\$75,000 - \$99,999	13.4%
\$100,000 - \$149,999	16.0%
\$150,000 - \$199,999	6.6%
\$200,000+	4.9%
Average Household Income	\$79,928

2021 Households by Income

Household Income Base	81,173
<\$15,000	8.3%
\$15,000 - \$24,999	8.0%
\$25,000 - \$34,999	9.6%
\$35,000 - \$49,999	7.0%
\$50,000 - \$74,999	19.9%
\$75,000 - \$99,999	15.0%
\$100,000 - \$149,999	19.0%
\$150,000 - \$199,999	7.8%
\$200,000+	5.3%
Average Household Income	\$88,159

2016 Owner Occupied Housing Units by Value

Total	56,164
<\$50,000	8.2%
\$50,000 - \$99,999	12.3%
\$100,000 - \$149,999	20.4%
\$150,000 - \$199,999	18.5%
\$200,000 - \$249,999	13.3%
\$250,000 - \$299,999	8.8%
\$300,000 - \$399,999	10.3%
\$400,000 - \$499,999	4.3%
\$500,000 - \$749,999	3.0%
\$750,000 - \$999,999	0.5%
\$1,000,000 +	0.5%
Average Home Value	\$207,483

2021 Owner Occupied Housing Units by Value

Total	58,090
<\$50,000	5.2%
\$50,000 - \$99,999	7.3%
\$100,000 - \$149,999	13.2%
\$150,000 - \$199,999	22.6%
\$200,000 - \$249,999	18.5%
\$250,000 - \$299,999	12.4%
\$300,000 - \$399,999	11.3%
\$400,000 - \$499,999	5.0%
\$500,000 - \$749,999	3.5%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	0.4%
Average Home Value	\$232,510

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

2010 Population by Age	
Total	197,363
0 - 4	6.9%
5 - 9	7.3%
10 - 14	7.2%
15 - 24	12.2%
25 - 34	12.0%
35 - 44	13.9%
45 - 54	16.1%
55 - 64	12.6%
65 - 74	6.9%
75 - 84	3.6%
85 +	1.3%
18 +	74.4%
2016 Population by Age	
Total	205,273
0 - 4	6.4%
5 - 9	6.8%
10 - 14	7.0%
15 - 24	11.9%
25 - 34	12.5%
35 - 44	12.8%
45 - 54	14.3%
55 - 64	14.0%
65 - 74	8.9%
75 - 84	3.9%
85 +	1.5%
18 +	76.0%
2021 Population by Age	
Total	212,276
0 - 4	6.2%
5 - 9	6.5%
10 - 14	6.9%
15 - 24	11.4%
25 - 34	12.5%
35 - 44	12.9%
45 - 54	12.9%
55 - 64	13.9%
65 - 74	10.5%
75 - 84	4.8%
85 +	1.6%
18 +	76.6%
2010 Population by Sex	
Males	97,326
Females	100,037
2016 Population by Sex	
Males	101,298
Females	103,975
2021 Population by Sex	
Males	104,832
Females	107,444

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

2010 Population by Race/Ethnicity

Total	197,363
White Alone	95.9%
Black Alone	1.2%
American Indian Alone	0.2%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.3%
Hispanic Origin	1.5%
Diversity Index	10.7

2016 Population by Race/Ethnicity

Total	205,273
White Alone	94.8%
Black Alone	1.6%
American Indian Alone	0.2%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	1.7%
Hispanic Origin	1.9%
Diversity Index	13.5

2021 Population by Race/Ethnicity

Total	212,276
White Alone	93.7%
Black Alone	1.9%
American Indian Alone	0.2%
Asian Alone	1.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.6%
Two or More Races	2.0%
Hispanic Origin	2.4%
Diversity Index	16.1

2010 Population by Relationship and Household Type

Total	197,363
In Households	99.1%
In Family Households	85.9%
Householder	27.3%
Spouse	21.3%
Child	32.5%
Other relative	2.5%
Nonrelative	2.3%
In Nonfamily Households	13.3%
In Group Quarters	0.9%
Institutionalized Population	0.5%
Noninstitutionalized Population	0.3%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

2016 Population 25+ by Educational Attainment	
Total	139,314
Less than 9th Grade	2.8%
9th - 12th Grade, No Diploma	7.6%
High School Graduate	29.5%
GED/Alternative Credential	4.4%
Some College, No Degree	18.6%
Associate Degree	9.2%
Bachelor's Degree	18.4%
Graduate/Professional Degree	9.5%
2016 Population 15+ by Marital Status	
Total	163,811
Never Married	27.1%
Married	55.8%
Widowed	5.4%
Divorced	11.7%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	96.0%
Civilian Unemployed	4.0%
2016 Employed Population 16+ by Industry	
Total	101,421
Agriculture/Mining	0.4%
Construction	6.2%
Manufacturing	14.7%
Wholesale Trade	3.1%
Retail Trade	12.7%
Transportation/Utilities	4.3%
Information	1.5%
Finance/Insurance/Real Estate	8.2%
Services	46.1%
Public Administration	2.8%
2016 Employed Population 16+ by Occupation	
Total	101,421
White Collar	61.0%
Management/Business/Financial	15.4%
Professional	20.8%
Sales	11.2%
Administrative Support	13.7%
Services	15.8%
Blue Collar	23.2%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	4.7%
Installation/Maintenance/Repair	4.5%
Production	7.8%
Transportation/Material Moving	6.2%
2010 Population By Urban/ Rural Status	
Total Population	197,363
Population Inside Urbanized Area	74.2%
Population Inside Urbanized Cluster	3.1%
Rural Population	22.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	74,828
Households with 1 Person	22.5%
Households with 2+ People	77.5%
Family Households	71.9%
Husband-wife Families	56.1%
With Related Children	25.1%
Other Family (No Spouse Present)	15.8%
Other Family with Male Householder	4.9%
With Related Children	3.1%
Other Family with Female Householder	10.9%
With Related Children	7.2%
Nonfamily Households	5.6%
All Households with Children	35.9%
Multigenerational Households	3.7%
Unmarried Partner Households	7.3%
Male-female	6.7%
Same-sex	0.6%
2010 Households by Size	
Total	74,828
1 Person Household	22.5%
2 Person Household	34.8%
3 Person Household	17.1%
4 Person Household	15.1%
5 Person Household	6.8%
6 Person Household	2.5%
7 + Person Household	1.1%
2010 Households by Tenure and Mortgage Status	
Total	74,828
Owner Occupied	74.6%
Owned with a Mortgage/Loan	57.2%
Owned Free and Clear	17.3%
Renter Occupied	25.4%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	80,656
Housing Units Inside Urbanized Area	74.7%
Housing Units Inside Urbanized Cluster	3.2%
Rural Housing Units	22.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

Top 3 Tapestry Segments

1. Salt of the Earth (6B)
2. Old and Newcomers (8F)
3. Middleburg (4C)

2016 Consumer Spending

Apparel & Services: Total \$	\$161,514,129
Average Spent	\$2,063.79
Spending Potential Index	102
Education: Total \$	\$110,991,256
Average Spent	\$1,418.22
Spending Potential Index	100
Entertainment/Recreation: Total \$	\$237,631,162
Average Spent	\$3,036.39
Spending Potential Index	104
Food at Home: Total \$	\$404,050,361
Average Spent	\$5,162.86
Spending Potential Index	104
Food Away from Home: Total \$	\$251,096,155
Average Spent	\$3,208.45
Spending Potential Index	104
Health Care: Total \$	\$437,730,440
Average Spent	\$5,593.21
Spending Potential Index	106
HH Furnishings & Equipment: Total \$	\$144,399,755
Average Spent	\$1,845.10
Spending Potential Index	105
Personal Care Products & Services: Total \$	\$59,315,438
Average Spent	\$757.92
Spending Potential Index	103
Shelter: Total \$	\$1,234,876,849
Average Spent	\$15,778.96
Spending Potential Index	101
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$192,412,769
Average Spent	\$2,458.60
Spending Potential Index	106
Travel: Total \$	\$151,156,280
Average Spent	\$1,931.44
Spending Potential Index	104
Vehicle Maintenance & Repairs: Total \$	\$84,691,007
Average Spent	\$1,082.16
Spending Potential Index	105

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.

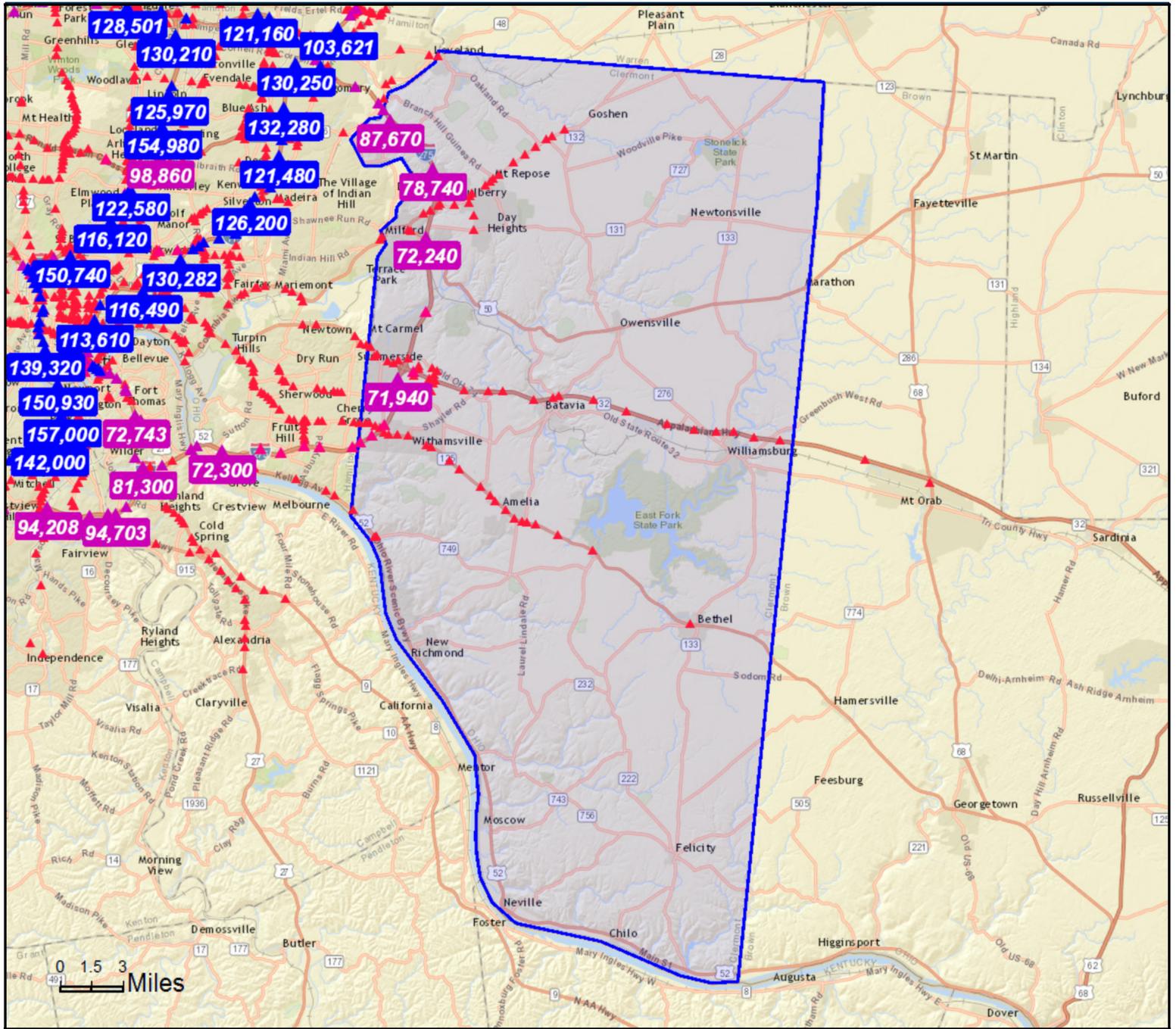
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

Traffic Count Map

Clermont County, OH
 Clermont County, OH (39025)
 Geography: County

Prepared by Esri



- 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: ©2016 Kalibrate Technologies

July 29, 2016

Data for all businesses in area

Total Businesses:	6,343
Total Employees:	79,365
Total Residential Population:	205,273
Employee/Residential Population Ratio:	0.39:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	233	3.7%	1,392	1.8%
Construction	732	11.5%	4,491	5.7%
Manufacturing	255	4.0%	7,169	9.0%
Transportation	177	2.8%	1,353	1.7%
Communication	37	0.6%	296	0.4%
Utility	20	0.3%	166	0.2%
Wholesale Trade	204	3.2%	3,286	4.1%
Retail Trade Summary	1,260	19.9%	20,327	25.6%
Home Improvement	87	1.4%	1,412	1.8%
General Merchandise Stores	47	0.7%	2,494	3.1%
Food Stores	135	2.1%	2,595	3.3%
Auto Dealers, Gas Stations, Auto Aftermarket	172	2.7%	2,206	2.8%
Apparel & Accessory Stores	58	0.9%	469	0.6%
Furniture & Home Furnishings	109	1.7%	1,245	1.6%
Eating & Drinking Places	332	5.2%	6,892	8.7%
Miscellaneous Retail	320	5.0%	3,014	3.8%
Finance, Insurance, Real Estate Summary	720	11.4%	4,358	5.5%
Banks, Savings & Lending Institutions	319	5.0%	803	1.0%
Securities Brokers	39	0.6%	161	0.2%
Insurance Carriers & Agents	131	2.1%	2,294	2.9%
Real Estate, Holding, Other Investment Offices	231	3.6%	1,100	1.4%
Services Summary	2,203	34.7%	31,299	39.4%
Hotels & Lodging	25	0.4%	491	0.6%
Automotive Services	232	3.7%	1,062	1.3%
Motion Pictures & Amusements	191	3.0%	1,540	1.9%
Health Services	233	3.7%	4,805	6.1%
Legal Services	67	1.1%	409	0.5%
Education Institutions & Libraries	140	2.2%	5,858	7.4%
Other Services	1,315	20.7%	17,134	21.6%
Government	243	3.8%	5,008	6.3%
Unclassified Establishments	259	4.1%	220	0.3%
Totals	6,343	100.0%	79,365	100.0%

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	24	0.4%	70	0.1%
Mining	6	0.1%	69	0.1%
Utilities	13	0.2%	91	0.1%
Construction	773	12.2%	4,669	5.9%
Manufacturing	274	4.3%	7,164	9.0%
Wholesale Trade	198	3.1%	3,130	3.9%
Retail Trade	886	14.0%	13,081	16.5%
Motor Vehicle & Parts Dealers	128	2.0%	1,980	2.5%
Furniture & Home Furnishings Stores	44	0.7%	305	0.4%
Electronics & Appliance Stores	60	0.9%	831	1.0%
Bldg Material & Garden Equipment & Supplies Dealers	83	1.3%	1,402	1.8%
Food & Beverage Stores	106	1.7%	2,414	3.0%
Health & Personal Care Stores	79	1.2%	1,277	1.6%
Gasoline Stations	44	0.7%	226	0.3%
Clothing & Clothing Accessories Stores	85	1.3%	601	0.8%
Sport Goods, Hobby, Book, & Music Stores	64	1.0%	490	0.6%
General Merchandise Stores	47	0.7%	2,494	3.1%
Miscellaneous Store Retailers	126	2.0%	818	1.0%
Nonstore Retailers	20	0.3%	243	0.3%
Transportation & Warehousing	159	2.5%	1,130	1.4%
Information	88	1.4%	1,840	2.3%
Finance & Insurance	492	7.8%	3,278	4.1%
Central Bank/Credit Intermediation & Related Activities	322	5.1%	823	1.0%
Securities, Commodity Contracts & Other Financial	39	0.6%	161	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	131	2.1%	2,294	2.9%
Real Estate, Rental & Leasing	316	5.0%	1,320	1.7%
Professional, Scientific & Tech Services	535	8.4%	10,650	13.4%
Legal Services	78	1.2%	479	0.6%
Management of Companies & Enterprises	6	0.1%	43	0.1%
Administrative & Support & Waste Management & Remediation	330	5.2%	2,157	2.7%
Educational Services	158	2.5%	5,934	7.5%
Health Care & Social Assistance	328	5.2%	6,982	8.8%
Arts, Entertainment & Recreation	129	2.0%	1,387	1.7%
Accommodation & Food Services	369	5.8%	7,477	9.4%
Accommodation	25	0.4%	491	0.6%
Food Services & Drinking Places	344	5.4%	6,986	8.8%
Other Services (except Public Administration)	757	11.9%	3,665	4.6%
Automotive Repair & Maintenance	178	2.8%	867	1.1%
Public Administration	243	3.8%	5,008	6.3%
Unclassified Establishments	259	4.1%	220	0.3%
Total	6,343	100.0%	79,365	100.0%

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

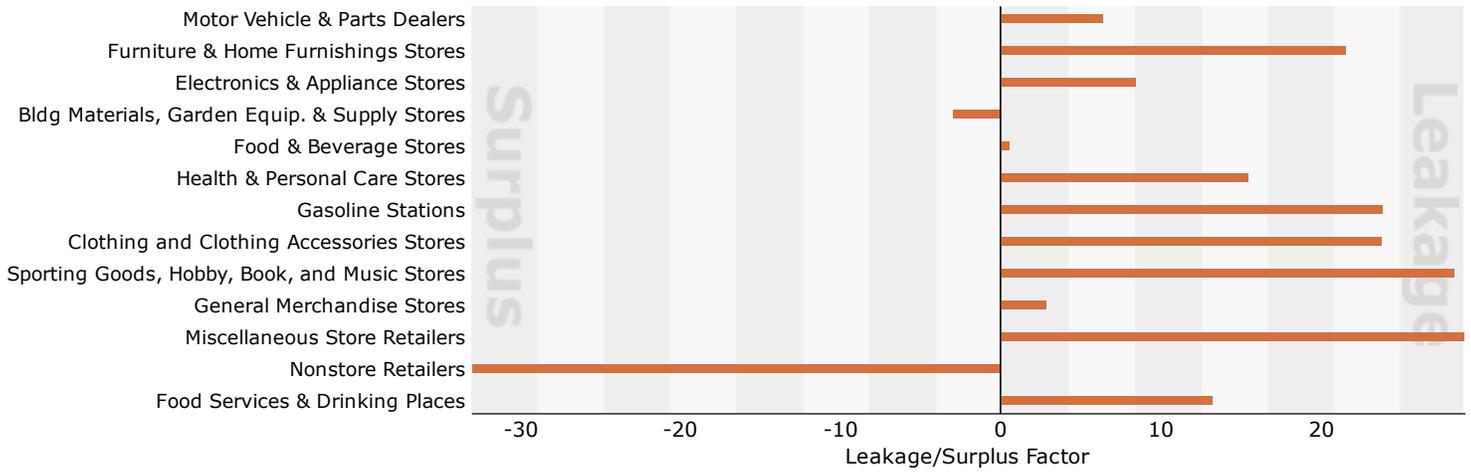
Summary Demographics						
2016 Population						205,273
2016 Households						78,261
2016 Median Disposable Income						\$50,630
2016 Per Capita Income						\$30,650
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$3,333,309,527	\$2,840,988,965	\$492,320,562	8.0	1,242
Total Retail Trade	44-45	\$3,030,844,749	\$2,609,343,007	\$421,501,742	7.5	889
Total Food & Drink	722	\$302,464,778	\$231,645,958	\$70,818,820	13.3	353
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$694,107,761	\$610,189,494	\$83,918,267	6.4	127
Automobile Dealers	4411	\$566,091,097	\$472,188,667	\$93,902,430	9.0	65
Other Motor Vehicle Dealers	4412	\$77,899,748	\$99,582,734	-\$21,682,986	-12.2	18
Auto Parts, Accessories & Tire Stores	4413	\$50,116,916	\$38,418,093	\$11,698,823	13.2	44
Furniture & Home Furnishings Stores	442	\$80,467,255	\$51,827,656	\$28,639,599	21.6	48
Furniture Stores	4421	\$52,043,215	\$33,029,695	\$19,013,520	22.3	21
Home Furnishings Stores	4422	\$28,424,040	\$18,797,961	\$9,626,079	20.4	27
Electronics & Appliance Stores	443	\$165,782,715	\$139,772,188	\$26,010,527	8.5	59
Bldg Materials, Garden Equip. & Supply Stores	444	\$146,142,022	\$154,981,996	-\$8,839,974	-2.9	91
Bldg Material & Supplies Dealers	4441	\$124,910,531	\$145,182,331	-\$20,271,800	-7.5	70
Lawn & Garden Equip & Supply Stores	4442	\$21,231,491	\$9,799,665	\$11,431,826	36.8	21
Food & Beverage Stores	445	\$540,755,719	\$534,566,049	\$6,189,670	0.6	102
Grocery Stores	4451	\$498,860,752	\$508,988,650	-\$10,127,898	-1.0	71
Specialty Food Stores	4452	\$26,132,345	\$9,375,157	\$16,757,188	47.2	18
Beer, Wine & Liquor Stores	4453	\$15,762,622	\$16,202,242	-\$439,620	-1.4	13
Health & Personal Care Stores	446,4461	\$225,237,752	\$164,827,765	\$60,409,987	15.5	64
Gasoline Stations	447,4471	\$213,183,308	\$130,935,683	\$82,247,625	23.9	57
Clothing & Clothing Accessories Stores	448	\$131,743,347	\$81,043,090	\$50,700,257	23.8	87
Clothing Stores	4481	\$83,507,835	\$47,857,556	\$35,650,279	27.1	50
Shoe Stores	4482	\$16,044,104	\$13,759,032	\$2,285,072	7.7	14
Jewelry, Luggage & Leather Goods Stores	4483	\$32,191,408	\$19,426,502	\$12,764,906	24.7	23
Sporting Goods, Hobby, Book & Music Stores	451	\$98,435,210	\$54,913,665	\$43,521,545	28.4	64
Sporting Goods/Hobby/Musical Instr Stores	4511	\$79,876,384	\$47,808,147	\$32,068,237	25.1	57
Book, Periodical & Music Stores	4512	\$18,558,826	\$7,105,518	\$11,453,308	44.6	7
General Merchandise Stores	452	\$547,069,930	\$516,439,328	\$30,630,602	2.9	46
Department Stores Excluding Leased Depts.	4521	\$431,050,759	\$392,660,076	\$38,390,683	4.7	12
Other General Merchandise Stores	4529	\$116,019,171	\$123,779,252	-\$7,760,081	-3.2	34
Miscellaneous Store Retailers	453	\$141,691,191	\$77,928,984	\$63,762,207	29.0	127
Florists	4531	\$5,904,064	\$2,405,311	\$3,498,753	42.1	14
Office Supplies, Stationery & Gift Stores	4532	\$32,806,839	\$22,250,085	\$10,556,754	19.2	27
Used Merchandise Stores	4533	\$20,430,013	\$5,525,388	\$14,904,625	57.4	26
Other Miscellaneous Store Retailers	4539	\$82,550,275	\$47,748,200	\$34,802,075	26.7	60
Nonstore Retailers	454	\$46,228,539	\$91,917,109	-\$45,688,570	-33.1	17
Electronic Shopping & Mail-Order Houses	4541	\$26,069,778	\$86,873,425	-\$60,803,647	-53.8	11
Vending Machine Operators	4542	\$4,800,542	\$180,379	\$4,620,163	92.8	1
Direct Selling Establishments	4543	\$15,358,219	\$4,863,305	\$10,494,914	51.9	5
Food Services & Drinking Places	722	\$302,464,778	\$231,645,958	\$70,818,820	13.3	353
Full-Service Restaurants	7221	\$150,480,474	\$83,841,707	\$66,638,767	28.4	177
Limited-Service Eating Places	7222	\$134,678,474	\$138,762,511	-\$4,084,037	-1.5	146
Special Food Services	7223	\$8,032,086	\$3,629,345	\$4,402,741	37.8	9
Drinking Places - Alcoholic Beverages	7224	\$9,273,744	\$5,412,395	\$3,861,349	26.3	21

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 click the link below to view the Methodology Statement.

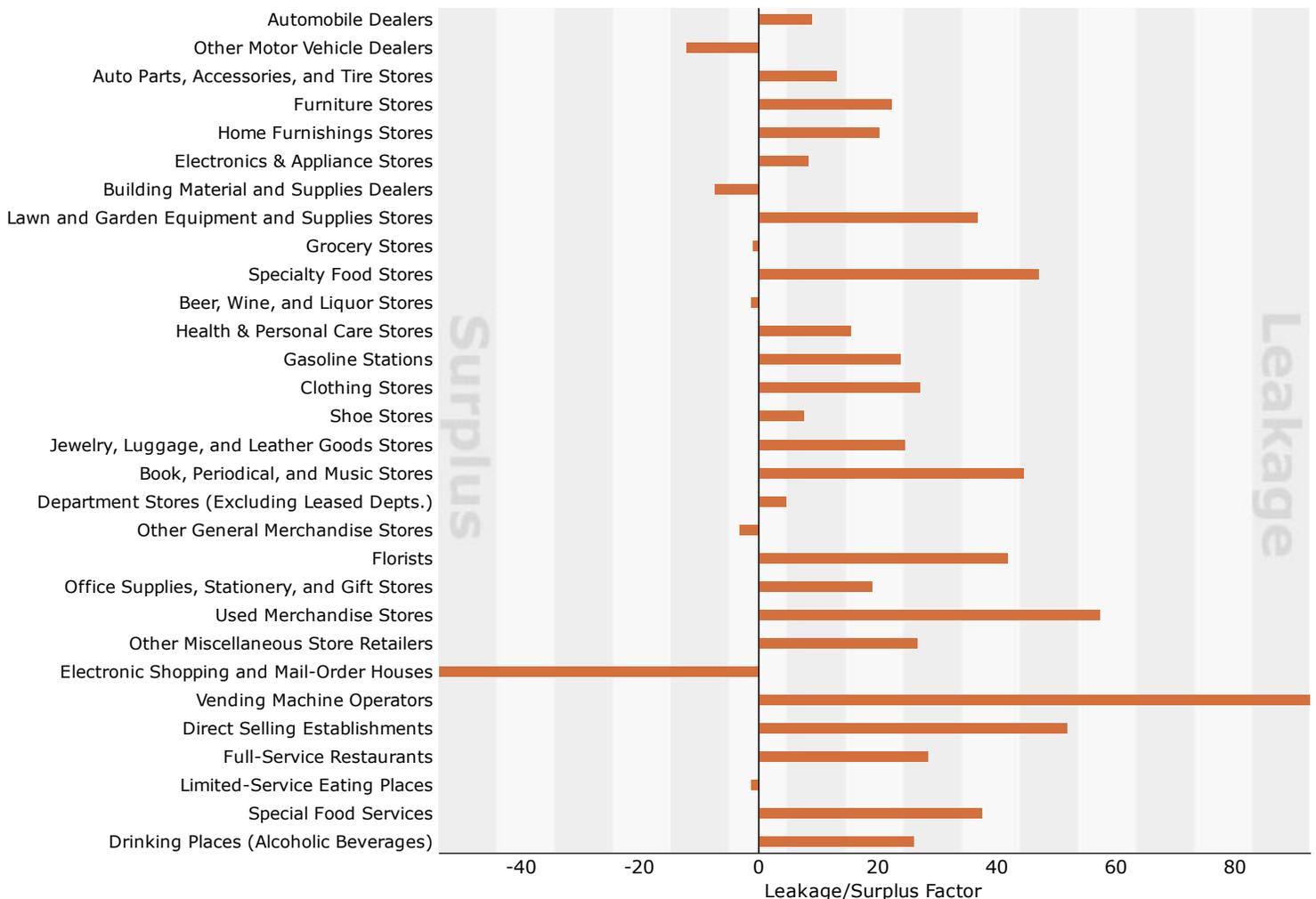
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Demographic Summary	2016	2021
Population	205,273	212,276
Population 18+	155,960	162,570
Households	78,261	81,173
Median Household Income	\$60,815	\$70,053

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	77,910	50.0%	106
Bought any women's clothing in last 12 months	72,035	46.2%	105
Bought clothing for child <13 years in last 6 months	44,925	28.8%	105
Bought any shoes in last 12 months	87,132	55.9%	104
Bought costume jewelry in last 12 months	32,237	20.7%	106
Bought any fine jewelry in last 12 months	28,744	18.4%	101
Bought a watch in last 12 months	17,741	11.4%	103
Automobiles (Households)			
HH owns/leases any vehicle	71,418	91.3%	107
HH bought/leased new vehicle last 12 mo	8,250	10.5%	112
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	142,188	91.2%	107
Bought/changed motor oil in last 12 months	84,366	54.1%	110
Had tune-up in last 12 months	47,903	30.7%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	101,337	65.0%	99
Drank regular cola in last 6 months	69,568	44.6%	99
Drank beer/ale in last 6 months	68,099	43.7%	103
Cameras (Adults)			
Own digital point & shoot camera	50,959	32.7%	112
Own digital single-lens reflex (SLR) camera	14,609	9.4%	109
Bought any camera in last 12 months	9,326	6.0%	105
Printed digital photos in last 12 months	4,979	3.2%	109
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	57,420	36.8%	102
Have a smartphone	91,487	58.7%	100
Have a smartphone: Android phone (any brand)	42,186	27.0%	100
Have a smartphone: Apple iPhone	40,016	25.7%	99
Number of cell phones in household: 1	23,164	29.6%	92
Number of cell phones in household: 2	30,732	39.3%	105
Number of cell phones in household: 3+	20,947	26.8%	105
HH has cell phone only (no landline telephone)	32,074	41.0%	98
Computers (Households)			
HH owns a computer	62,236	79.5%	103
HH owns desktop computer	37,901	48.4%	107
HH owns laptop/notebook	43,743	55.9%	103
HH owns any Apple/Mac brand computer	10,886	13.9%	93
HH owns any PC/non-Apple brand computer	56,031	71.6%	105
HH purchased most recent computer in a store	31,431	40.2%	107
HH purchased most recent computer online	10,573	13.5%	103
Spent <\$500 on most recent home computer	12,197	15.6%	107
Spent \$500-\$999 on most recent home computer	16,023	20.5%	107
Spent \$1,000-\$1,499 on most recent home computer	7,743	9.9%	105
Spent \$1,500-\$1,999 on most recent home computer	3,519	4.5%	99
Spent \$2,000+ on most recent home computer	3,013	3.8%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 2016 and 2021.

Retail Market Potential

Clermont County, OH
Geography: County

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	83,958	53.8%	106
Bought brewed coffee at convenience store in last 30 days	25,607	16.4%	104
Bought cigarettes at convenience store in last 30 days	21,518	13.8%	110
Bought gas at convenience store in last 30 days	60,044	38.5%	117
Spent at convenience store in last 30 days: <\$20	13,253	8.5%	105
Spent at convenience store in last 30 days: \$20-\$39	14,046	9.0%	100
Spent at convenience store in last 30 days: \$40-\$50	12,666	8.1%	107
Spent at convenience store in last 30 days: \$51-\$99	7,179	4.6%	104
Spent at convenience store in last 30 days: \$100+	40,863	26.2%	114
Entertainment (Adults)			
Attended a movie in last 6 months	92,254	59.2%	99
Went to live theater in last 12 months	20,231	13.0%	100
Went to a bar/night club in last 12 months	26,843	17.2%	103
Dined out in last 12 months	76,558	49.1%	109
Gambled at a casino in last 12 months	22,173	14.2%	104
Visited a theme park in last 12 months	27,437	17.6%	100
Viewed movie (video-on-demand) in last 30 days	26,710	17.1%	101
Viewed TV show (video-on-demand) in last 30 days	19,138	12.3%	95
Watched any pay-per-view TV in last 12 months	20,296	13.0%	99
Downloaded a movie over the Internet in last 30 days	9,591	6.1%	86
Downloaded any individual song in last 6 months	32,789	21.0%	103
Watched a movie online in the last 30 days	21,556	13.8%	86
Watched a TV program online in last 30 days	20,952	13.4%	90
Played a video/electronic game (console) in last 12 months	16,818	10.8%	103
Played a video/electronic game (portable) in last 12 months	7,352	4.7%	104
Financial (Adults)			
Have home mortgage (1st)	56,736	36.4%	117
Used ATM/cash machine in last 12 months	80,529	51.6%	105
Own any stock	12,837	8.2%	108
Own U.S. savings bond	8,647	5.5%	105
Own shares in mutual fund (stock)	12,625	8.1%	112
Own shares in mutual fund (bonds)	8,153	5.2%	108
Have interest checking account	49,708	31.9%	113
Have non-interest checking account	49,236	31.6%	112
Have savings account	91,067	58.4%	108
Have 401K retirement savings plan	26,230	16.8%	116
Own/used any credit/debit card in last 12 months	122,840	78.8%	106
Avg monthly credit card expenditures: <\$111	20,291	13.0%	112
Avg monthly credit card expenditures: \$111-\$225	10,993	7.0%	102
Avg monthly credit card expenditures: \$226-\$450	10,506	6.7%	106
Avg monthly credit card expenditures: \$451-\$700	9,050	5.8%	109
Avg monthly credit card expenditures: \$701-\$1,000	6,462	4.1%	96
Avg monthly credit card expenditures: \$1,001+	14,227	9.1%	101
Did banking online in last 12 months	60,997	39.1%	110
Did banking on mobile device in last 12 months	23,565	15.1%	108
Paid bills online in last 12 months	71,535	45.9%	107

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Retail Market Potential

Clermont County, OH
Geography: County

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	57,232	73.1%	105
Used bread in last 6 months	74,478	95.2%	101
Used chicken (fresh or frozen) in last 6 months	55,216	70.6%	102
Used turkey (fresh or frozen) in last 6 months	13,328	17.0%	107
Used fish/seafood (fresh or frozen) in last 6 months	42,869	54.8%	100
Used fresh fruit/vegetables in last 6 months	68,459	87.5%	102
Used fresh milk in last 6 months	70,397	90.0%	102
Used organic food in last 6 months	13,787	17.6%	90
Health (Adults)			
Exercise at home 2+ times per week	46,632	29.9%	105
Exercise at club 2+ times per week	20,124	12.9%	99
Visited a doctor in last 12 months	122,658	78.6%	104
Used vitamin/dietary supplement in last 6 months	84,625	54.3%	103
Home (Households)			
Any home improvement in last 12 months	23,963	30.6%	114
Used housekeeper/maid/professional HH cleaning service in last 12	9,875	12.6%	96
Purchased low ticket HH furnishings in last 12 months	13,151	16.8%	105
Purchased big ticket HH furnishings in last 12 months	16,887	21.6%	103
Bought any small kitchen appliance in last 12 months	18,152	23.2%	104
Bought any large kitchen appliance in last 12 months	10,711	13.7%	108
Insurance (Adults/Households)			
Currently carry life insurance	75,453	48.4%	113
Carry medical/hospital/accident insurance	107,551	69.0%	105
Carry homeowner insurance	86,420	55.4%	118
Carry renter's insurance	12,271	7.9%	97
Have auto insurance: 1 vehicle in household covered	22,260	28.4%	92
Have auto insurance: 2 vehicles in household covered	24,239	31.0%	109
Have auto insurance: 3+ vehicles in household covered	21,039	26.9%	123
Pets (Households)			
Household owns any pet	47,176	60.3%	112
Household owns any cat	20,823	26.6%	119
Household owns any dog	36,408	46.5%	114
Psychographics (Adults)			
Buying American is important to me	72,355	46.4%	110
Usually buy items on credit rather than wait	17,096	11.0%	93
Usually buy based on quality - not price	27,218	17.5%	97
Price is usually more important than brand name	42,085	27.0%	103
Usually use coupons for brands I buy often	30,741	19.7%	104
Am interested in how to help the environment	21,525	13.8%	85
Usually pay more for environ safe product	17,486	11.2%	88
Usually value green products over convenience	14,134	9.1%	86
Likely to buy a brand that supports a charity	54,554	35.0%	100
Reading (Adults)			
Bought digital book in last 12 months	21,878	14.0%	106
Bought hardcover book in last 12 months	33,769	21.7%	103
Bought paperback book in last 12 month	50,626	32.5%	103
Read any daily newspaper (paper version)	41,605	26.7%	102
Read any digital newspaper in last 30 days	51,985	33.3%	100
Read any magazine (paper/electronic version) in last 6 months	142,414	91.3%	101

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	122,539	78.6%	105
Went to family restaurant/steak house: 4+ times a month	46,083	29.5%	108
Went to fast food/drive-in restaurant in last 6 months	143,542	92.0%	102
Went to fast food/drive-in restaurant 9+ times/mo	65,145	41.8%	106
Fast food/drive-in last 6 months: eat in	60,809	39.0%	107
Fast food/drive-in last 6 months: home delivery	11,638	7.5%	97
Fast food/drive-in last 6 months: take-out/drive-thru	80,024	51.3%	111
Fast food/drive-in last 6 months: take-out/walk-in	30,874	19.8%	102
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	50,386	32.3%	102
Own e-reader/tablet: iPad	22,766	14.6%	95
Own any portable MP3 player	50,341	32.3%	105
HH owns 1 TV	13,992	17.9%	87
HH owns 2 TVs	20,116	25.7%	99
HH owns 3 TVs	18,152	23.2%	108
HH owns 4+ TVs	16,800	21.5%	114
HH subscribes to cable TV	36,673	46.9%	94
HH subscribes to fiber optic	5,102	6.5%	86
HH has satellite dish	23,459	30.0%	118
HH owns DVD/Blu-ray player	50,137	64.1%	106
HH owns camcorder	12,225	15.6%	112
HH owns portable GPS navigation device	24,621	31.5%	115
HH purchased video game system in last 12 mos	5,521	7.1%	89
HH owns Internet video device for TV	5,271	6.7%	96
Travel (Adults)			
Domestic travel in last 12 months	83,199	53.3%	106
Took 3+ domestic non-business trips in last 12 months	18,331	11.8%	106
Spent on domestic vacations in last 12 months: <\$1,000	17,299	11.1%	103
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	9,350	6.0%	103
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	5,831	3.7%	105
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	6,841	4.4%	112
Spent on domestic vacations in last 12 months: \$3,000+	9,363	6.0%	109
Domestic travel in the 12 months: used general travel website	10,207	6.5%	97
Foreign travel in last 3 years	35,278	22.6%	94
Took 3+ foreign trips by plane in last 3 years	6,030	3.9%	86
Spent on foreign vacations in last 12 months: <\$1,000	6,233	4.0%	96
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	4,448	2.9%	87
Spent on foreign vacations in last 12 months: \$3,000+	7,122	4.6%	92
Foreign travel in last 3 years: used general travel website	7,676	4.9%	88
Nights spent in hotel/motel in last 12 months: any	67,748	43.4%	107
Took cruise of more than one day in last 3 years	13,417	8.6%	103
Member of any frequent flyer program	24,846	15.9%	98
Member of any hotel rewards program	24,444	15.7%	111

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