



Household Budget Expenditures

Prepared by

Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
 Longitude: -84.521659
 Radius: 1.0 mile

Demographic Summary	2008	2013
Population	5,756	5,604
Households	2,293	2,252
Families	1,610	1,551
Median Age	38.7	39.4
Median Household Income	\$63,710	\$71,086

	Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	108	\$76,032.63	\$174,342,810	100.0%
Food	109	\$9,089.69	\$20,842,648	12.0%
Food at Home	109	\$5,315.76	\$12,189,035	7.0%
Food Away from Home	110	\$3,773.93	\$8,653,613	5.0%
Alcoholic Beverages	113	\$675.21	\$1,548,256	0.9%
Housing	109	\$21,903.44	\$50,224,586	28.8%
Shelter	109	\$16,872.34	\$38,688,267	22.2%
Utilities, Fuel and Public Services	110	\$5,031.10	\$11,536,319	6.6%
Household Operations	110	\$1,594.36	\$3,655,862	2.1%
Housekeeping Supplies	110	\$840.11	\$1,926,382	1.1%
Household Furnishings and Equipment	102	\$2,352.67	\$5,394,670	3.1%
Apparel and Services	92	\$2,475.07	\$5,675,344	3.3%
Transportation	106	\$11,380.44	\$26,095,347	15.0%
Travel	109	\$2,063.33	\$4,731,216	2.7%
Health Care	110	\$4,504.18	\$10,328,093	5.9%
Entertainment and Recreation	108	\$4,016.24	\$9,209,231	5.3%
Personal Care Products & Services	110	\$855.81	\$1,962,381	1.1%
Education	119	\$1,636.55	\$3,752,613	2.2%
Smoking Products	110	\$498.95	\$1,144,095	0.7%
Miscellaneous ¹	109	\$1,438.88	\$3,299,343	1.9%
Support Payments/Cash Contributions/Gifts in Kind	113	\$2,584.25	\$5,925,683	3.4%
Life/Other Insurance	110	\$632.40	\$1,450,083	0.8%
Pensions and Social Security	109	\$7,491.05	\$17,176,977	9.9%

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 **Miscellaneous** includes lotteries, pari-mutuel losses, legal fees, funeral expenses, safe deposit box rentals, checking account/banking service charges, cemetery lots/vaults/maintenance fees, accounting fees, miscellaneous personal services/advertising/fines, finance charges excluding mortgage & vehicle, occupational expenses, expenses for other properties, credit card membership fees, and shopping club membership fees.

Source: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Household Budget Expenditures

Prepared by

Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
 Longitude: -84.521659
 Radius: 2.0 mile

Demographic Summary	2008	2013
Population	27,254	26,774
Households	10,542	10,448
Families	7,473	7,276
Median Age	38.4	39.1
Median Household Income	\$63,794	\$71,649

	Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	105	\$73,671.70	\$776,647,061	100.0%
Food	105	\$8,735.17	\$92,086,155	11.9%
Food at Home	104	\$5,103.42	\$53,800,258	6.9%
Food Away from Home	106	\$3,631.75	\$38,285,897	4.9%
Alcoholic Beverages	107	\$637.55	\$6,721,062	0.9%
Housing	106	\$21,212.62	\$223,623,396	28.8%
Shelter	105	\$16,334.70	\$172,200,382	22.2%
Utilities, Fuel and Public Services	107	\$4,877.92	\$51,423,014	6.6%
Household Operations	107	\$1,557.12	\$16,415,144	2.1%
Housekeeping Supplies	106	\$812.29	\$8,563,181	1.1%
Household Furnishings and Equipment	100	\$2,302.70	\$24,275,116	3.1%
Apparel and Services	89	\$2,394.88	\$25,246,825	3.3%
Transportation	103	\$11,106.18	\$117,081,313	15.1%
Travel	106	\$1,988.17	\$20,959,312	2.7%
Health Care	107	\$4,362.25	\$45,986,815	5.9%
Entertainment and Recreation	105	\$3,892.88	\$41,038,703	5.3%
Personal Care Products & Services	106	\$826.55	\$8,713,455	1.1%
Education	109	\$1,496.32	\$15,774,164	2.0%
Smoking Products	104	\$470.84	\$4,963,636	0.6%
Miscellaneous ¹	104	\$1,373.81	\$14,482,659	1.9%
Support Payments/Cash Contributions/Gifts in Kind	111	\$2,532.84	\$26,701,188	3.4%
Life/Other Insurance	108	\$622.83	\$6,565,919	0.8%
Pensions and Social Security	106	\$7,346.71	\$77,449,021	10.0%

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 **Miscellaneous** includes lotteries, pari-mutuel losses, legal fees, funeral expenses, safe deposit box rentals, checking account/banking service charges, cemetery lots/vaults/maintenance fees, accounting fees, miscellaneous personal services/advertising/fines, finance charges excluding mortgage & vehicle, occupational expenses, expenses for other properties, credit card membership fees, and shopping club membership fees.

Source: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Household Budget Expenditures

Prepared by

Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
 Longitude: -84.521659
 Radius: 5.0 mile

Demographic Summary	2008	2013
Population	187,076	185,151
Households	75,576	75,421
Families	49,776	48,630
Median Age	37.6	38.2
Median Household Income	\$59,919	\$68,507

	Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	100	\$70,146.31	\$5,301,377,278	100.0%
Food	100	\$8,347.69	\$630,884,723	11.9%
Food at Home	100	\$4,877.03	\$368,586,206	7.0%
Food Away from Home	101	\$3,470.66	\$262,298,517	4.9%
Alcoholic Beverages	103	\$614.29	\$46,425,208	0.9%
Housing	101	\$20,241.31	\$1,529,757,318	28.9%
Shelter	101	\$15,618.71	\$1,180,399,671	22.3%
Utilities, Fuel and Public Services	101	\$4,622.60	\$349,357,647	6.6%
Household Operations	102	\$1,476.90	\$111,617,893	2.1%
Housekeeping Supplies	101	\$770.44	\$58,227,010	1.1%
Household Furnishings and Equipment	95	\$2,187.43	\$165,316,992	3.1%
Apparel and Services	85	\$2,290.17	\$173,081,533	3.3%
Transportation	98	\$10,589.47	\$800,309,548	15.1%
Travel	100	\$1,883.19	\$142,324,241	2.7%
Health Care	100	\$4,114.79	\$310,979,290	5.9%
Entertainment and Recreation	100	\$3,703.49	\$279,894,983	5.3%
Personal Care Products & Services	101	\$788.65	\$59,603,381	1.1%
Education	104	\$1,435.19	\$108,465,839	2.0%
Smoking Products	101	\$456.68	\$34,513,871	0.7%
Miscellaneous ¹	100	\$1,320.91	\$99,828,878	1.9%
Support Payments/Cash Contributions/Gifts in Kind	104	\$2,380.49	\$179,908,112	3.4%
Life/Other Insurance	101	\$581.82	\$43,971,562	0.8%
Pensions and Social Security	101	\$6,963.41	\$526,266,892	9.9%

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 **Miscellaneous** includes lotteries, pari-mutuel losses, legal fees, funeral expenses, safe deposit box rentals, checking account/banking service charges, cemetery lots/vaults/maintenance fees, accounting fees, miscellaneous personal services/advertising/fines, finance charges excluding mortgage & vehicle, occupational expenses, expenses for other properties, credit card membership fees, and shopping club membership fees.

Source: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
Longitude: -84.521659
Radius: 1.0 mile

Demographic Summary	2008	2013
Population	5,756	5,604
Households	2,293	2,252
Families	1,610	1,551
Median Age	38.7	39.4
Median Household Income	\$63,710	\$71,086

	Spending Potential Index	Average	Total
Assets			
Market Value			
Checking Accounts	106	\$4,967.22	\$11,389,838
Savings Accounts	113	\$12,547.53	\$28,771,492
U.S. Savings Bonds	114	\$837.78	\$1,921,026
Stocks, Bonds & Mutual Funds	116	\$35,728.04	\$81,924,402
Annual Changes			
Checking Accounts	105	\$166.97	\$382,861
Savings Accounts	106	\$362.92	\$832,165
U.S. Savings Bonds	76	\$93.21	\$213,732
Earnings			
Dividends, Royalties, Estates, Trusts	112	\$1,019.87	\$2,338,573
Interest from Savings Accounts or Bonds	113	\$865.90	\$1,985,510
Retirement Plan Contributions	110	\$1,635.21	\$3,749,545
Liabilities			
Original Mortgage Amount	100	\$27,709.97	\$63,538,955
Vehicle Loan Amount ¹	102	\$3,362.74	\$7,710,773
Amount Paid: Interest			
Home Mortgage	107	\$4,692.82	\$10,760,633
Lump Sum Home Equity Loan	113	\$118.15	\$270,925
New Car/Truck/Van Loan	107	\$263.31	\$603,776
Used Car/Truck/Van Loan	105	\$191.38	\$438,841
Amount Paid: Principal			
Home Mortgage	109	\$2,236.09	\$5,127,345
Lump Sum Home Equity Loan	112	\$165.11	\$378,593
New Car/Truck/Van Loan	108	\$1,414.07	\$3,242,470
Used Car/Truck/Van Loan	105	\$903.54	\$2,071,815
Checking Account and Banking Service Charges	106	\$30.50	\$69,926
Finance Charges, excluding Mortgage/Vehicle	109	\$281.64	\$645,800

Data Note: The Spending Potential Index (SPI) is household-based, and represents the asset value or amount spent for a product or service relative to a national average of 100. 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: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
Longitude: -84.521659
Radius: 2.0 mile

Demographic Summary	2008	2013
Population	27,254	26,774
Households	10,542	10,448
Families	7,473	7,276
Median Age	38.4	39.1
Median Household Income	\$63,794	\$71,649

	Spending Potential Index	Average	Total
Assets			
Market Value			
Checking Accounts	103	\$4,837.75	\$50,999,547
Savings Accounts	109	\$12,139.10	\$127,970,389
U.S. Savings Bonds	109	\$802.14	\$8,456,170
Stocks, Bonds & Mutual Funds	113	\$34,972.08	\$368,675,624
Annual Changes			
Checking Accounts	100	\$158.01	\$1,665,699
Savings Accounts	91	\$311.51	\$3,283,962
U.S. Savings Bonds	81	\$99.82	\$1,052,330
Earnings			
Dividends, Royalties, Estates, Trusts	108	\$985.79	\$10,392,242
Interest from Savings Accounts or Bonds	108	\$828.53	\$8,734,317
Retirement Plan Contributions	108	\$1,615.79	\$17,033,666
Liabilities			
Original Mortgage Amount	100	\$27,690.30	\$291,911,169
Vehicle Loan Amount ¹	102	\$3,362.64	\$35,448,915
Amount Paid: Interest			
Home Mortgage	107	\$4,657.40	\$49,098,333
Lump Sum Home Equity Loan	109	\$114.37	\$1,205,732
New Car/Truck/Van Loan	107	\$263.69	\$2,779,850
Used Car/Truck/Van Loan	102	\$187.25	\$1,973,960
Amount Paid: Principal			
Home Mortgage	108	\$2,219.30	\$23,395,857
Lump Sum Home Equity Loan	108	\$160.03	\$1,687,033
New Car/Truck/Van Loan	108	\$1,414.84	\$14,915,203
Used Car/Truck/Van Loan	102	\$885.12	\$9,330,927
Checking Account and Banking Service Charges	101	\$29.11	\$306,836
Finance Charges, excluding Mortgage/Vehicle	105	\$270.72	\$2,853,938

Data Note: The Spending Potential Index (SPI) is household-based, and represents the asset value or amount spent for a product or service relative to a national average of 100. 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: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Financial Expenditures

Prepared by

Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
Longitude: -84.521659
Radius: 5.0 mile

Demographic Summary	2008	2013
Population	187,076	185,151
Households	75,576	75,421
Families	49,776	48,630
Median Age	37.6	38.2
Median Household Income	\$59,919	\$68,507

	Spending Potential Index	Average	Total
Assets			
Market Value			
Checking Accounts	98	\$4,581.82	\$346,275,832
Savings Accounts	101	\$11,296.90	\$853,774,541
U.S. Savings Bonds	102	\$751.61	\$56,803,447
Stocks, Bonds & Mutual Funds	104	\$32,178.75	\$2,431,941,260
Annual Changes			
Checking Accounts	98	\$154.83	\$11,701,558
Savings Accounts	90	\$306.63	\$23,174,244
U.S. Savings Bonds	82	\$100.65	\$7,606,811
Earnings			
Dividends, Royalties, Estates, Trusts	101	\$919.80	\$69,514,583
Interest from Savings Accounts or Bonds	100	\$768.77	\$58,100,537
Retirement Plan Contributions	102	\$1,517.86	\$114,714,069
Liabilities			
Original Mortgage Amount	96	\$26,590.24	\$2,009,583,809
Vehicle Loan Amount ¹	98	\$3,220.40	\$243,385,142
Amount Paid: Interest			
Home Mortgage	100	\$4,385.26	\$331,420,311
Lump Sum Home Equity Loan	101	\$105.75	\$7,992,418
New Car/Truck/Van Loan	101	\$248.93	\$18,812,968
Used Car/Truck/Van Loan	99	\$180.56	\$13,645,838
Amount Paid: Principal			
Home Mortgage	101	\$2,073.02	\$156,670,447
Lump Sum Home Equity Loan	101	\$148.88	\$11,251,633
New Car/Truck/Van Loan	101	\$1,331.47	\$100,626,953
Used Car/Truck/Van Loan	99	\$853.03	\$64,468,726
Checking Account and Banking Service Charges	99	\$28.42	\$2,147,855
Finance Charges, excluding Mortgage/Vehicle	101	\$260.22	\$19,666,745

Data Note: The Spending Potential Index (SPI) is household-based, and represents the asset value or amount spent for a product or service relative to a national average of 100. 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: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
Longitude: -84.521659
Radius: 1.0 mile

2008 Housing Summary

Housing Units	2,448
2008-2013 Percent Change	0.33%
Percent Occupied	93.7%
Percent Owner HHs	75.3%
Median Home Value	\$122,240

2008 Demographic Summary

Population	5,756
Households	2,293
Families	1,610
Median Age	38.7
Median Household Income	\$63,710

	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	109	\$12,779.62	\$29,303,680
Mortgage Interest	107	\$4,692.82	\$10,760,633
Mortgage Principal	109	\$2,236.09	\$5,127,345
Property Taxes	118	\$2,566.57	\$5,885,143
Homeowners Insurance	110	\$528.75	\$1,212,428
Ground Rent	106	\$65.85	\$150,985
Maintenance and Remodeling Services	107	\$2,203.50	\$5,052,616
Maintenance and Remodeling Materials	97	\$405.36	\$929,501
Property Management and Security	118	\$80.69	\$185,029
Rented Dwellings	105	\$3,553.31	\$8,147,730
Rent	105	\$3,440.48	\$7,889,020
Rent Received as Pay	102	\$56.81	\$130,271
Tenant Insurance	115	\$13.67	\$31,354
Maintenance and Repair Services	100	\$32.22	\$73,889
Maintenance and Repair Materials	90	\$10.12	\$23,196
Owned Vacation Homes	121	\$427.52	\$980,299
Mortgage Payment	116	\$139.36	\$319,549
Property Taxes	119	\$103.47	\$237,247
Homeowners Insurance	125	\$11.20	\$25,688
Maintenance and Remodeling	126	\$156.09	\$357,915
Property Management and Security	123	\$17.40	\$39,900
Housing While Attending School	127	\$111.89	\$256,558
Household Operations	110	\$1,594.36	\$3,655,862
Child Care	112	\$461.80	\$1,058,904
Care for Elderly and Handicapped	93	\$47.81	\$109,621
Appliance Rental and Repair	110	\$26.66	\$61,138
Computer Information Services	110	\$240.94	\$552,470
Home Security System Services	113	\$26.92	\$61,727
Non-apparel Household Laundry/Dry Cleaning	100	\$28.62	\$65,616
Housekeeping Services	111	\$149.87	\$343,650
Lawn & Garden	111	\$469.90	\$1,077,471
Moving/Storage/Freight Express	102	\$53.25	\$122,095
PC Repair (Personal Use)	108	\$7.28	\$16,686
Reupholstering/Furniture Repair	116	\$13.59	\$31,152
Termite/Pest Control	101	\$23.55	\$53,991
Water Softening Services	101	\$5.42	\$12,433
Internet Services Away from Home	106	\$5.73	\$13,138
Other Home Services ¹	109	\$33.04	\$75,770

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: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
 Longitude: -84.521659
 Radius: 1.0 mile

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	110	\$5,031.10	\$11,536,319
Bottled Gas	76	\$54.89	\$125,856
Electricity	107	\$1,776.66	\$4,073,890
Fuel Oil	117	\$126.23	\$289,436
Natural Gas	125	\$837.93	\$1,921,378
Telephone Services	109	\$1,649.41	\$3,782,090
Water and Other Public Services	110	\$565.96	\$1,297,741
Coal/Wood/Other Fuel	77	\$20.03	\$45,928
Housekeeping Supplies	110	\$840.11	\$1,926,382
Laundry and Cleaning Supplies	108	\$227.34	\$521,287
Postage and Stationery	110	\$256.18	\$587,421
Other HH Products ²	111	\$356.60	\$817,674
Household Textiles	109	\$152.62	\$349,949
Bathroom Linens	108	\$19.83	\$45,479
Bedroom Linens	108	\$71.60	\$164,175
Kitchen and Dining Room Linens	106	\$3.81	\$8,747
Curtains and Draperies	113	\$31.74	\$72,775
Slipcovers, Decorative Pillows	107	\$6.08	\$13,943
Materials for Slipcovers/Curtains	110	\$17.50	\$40,135
Other Linens	107	\$2.05	\$4,695
Furniture	109	\$715.34	\$1,640,267
Mattresses and Box Springs	108	\$89.83	\$205,984
Other Bedroom Furniture	108	\$141.53	\$324,533
Sofas	107	\$160.65	\$368,377
Living Room Tables and Chairs	109	\$102.66	\$235,397
Kitchen, Dining Room Furniture	109	\$74.44	\$170,680
Infant Furniture	109	\$13.63	\$31,256
Outdoor Furniture	106	\$27.06	\$62,040
Wall Units, Cabinets and Other Furniture ³	112	\$105.54	\$242,000
Major Appliances	105	\$317.47	\$727,948
Dishwashers and Disposals	107	\$26.07	\$59,771
Refrigerators and Freezers	105	\$87.42	\$200,463
Clothes Washers	105	\$48.96	\$112,265
Clothes Dryers	107	\$35.85	\$82,207
Cooking Stoves and Ovens	104	\$57.23	\$131,239
Microwave Ovens	107	\$15.25	\$34,976
Window Air Conditioners	101	\$7.50	\$17,190
Electric Floor Cleaning Equipment	106	\$24.59	\$56,392
Sewing Machines and Miscellaneous Appliances	103	\$14.59	\$33,445

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: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
Longitude: -84.521659
Radius: 1.0 mile

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	109	\$105.41	\$241,697
Housewares	104	\$98.46	\$225,774
Small Appliances	107	\$37.74	\$86,549
Window Coverings	106	\$44.58	\$102,215
Lamps and Other Lighting Fixtures	111	\$29.86	\$68,474
Infant Equipment	84	\$13.62	\$31,242
Rental of Furniture	106	\$4.14	\$9,498
Laundry and Cleaning Equipment	106	\$25.39	\$58,226
Closet and Storage Items	61	\$14.61	\$33,506
Luggage	111	\$11.14	\$25,538
Clocks and Other Household Decoratives	79	\$212.71	\$487,740
Telephones and Accessories	92	\$39.61	\$90,820
Telephone Answering Devices	108	\$1.43	\$3,272
Outdoor Equipment	66	\$31.92	\$73,196
Power Tools	83	\$54.05	\$123,934
Hand Tools	109	\$9.94	\$22,785
Office Furniture/Equipment for Home Use	105	\$20.00	\$45,869
Computers and Hardware for Home Use	109	\$229.81	\$526,962
Software and Accessories for Home Use	109	\$31.55	\$72,351
Other Household Items ⁴	115	\$151.27	\$346,858

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.

¹ **Other Home Services** includes 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 equipment and parts.

Source: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
Longitude: -84.521659
Radius: 2.0 mile

2008 Housing Summary

Housing Units	11,156
2008-2013 Percent Change	0.48%
Percent Occupied	94.5%
Percent Owner HHs	71.8%
Median Home Value	\$122,714

2008 Demographic Summary

Population	27,254
Households	10,542
Families	7,473
Median Age	38.4
Median Household Income	\$63,794

	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	107	\$12,554.43	\$132,348,820
Mortgage Interest	107	\$4,657.40	\$49,098,333
Mortgage Principal	108	\$2,219.30	\$23,395,857
Property Taxes	112	\$2,454.73	\$25,877,720
Homeowners Insurance	109	\$524.79	\$5,532,290
Ground Rent	102	\$63.53	\$669,727
Maintenance and Remodeling Services	104	\$2,156.26	\$22,731,259
Maintenance and Remodeling Materials	97	\$401.80	\$4,235,756
Property Management and Security	112	\$76.63	\$807,878
Rented Dwellings	97	\$3,272.48	\$34,498,474
Rent	97	\$3,171.13	\$33,430,032
Rent Received as Pay	94	\$52.36	\$551,997
Tenant Insurance	106	\$12.55	\$132,332
Maintenance and Repair Services	84	\$27.05	\$285,159
Maintenance and Repair Materials	83	\$9.39	\$98,954
Owned Vacation Homes	117	\$412.41	\$4,347,593
Mortgage Payment	114	\$136.90	\$1,443,244
Property Taxes	112	\$97.87	\$1,031,761
Homeowners Insurance	122	\$10.86	\$114,487
Maintenance and Remodeling	121	\$150.01	\$1,581,358
Property Management and Security	119	\$16.77	\$176,743
Housing While Attending School	109	\$95.38	\$1,005,495
Household Operations	107	\$1,557.12	\$16,415,144
Child Care	110	\$451.12	\$4,755,691
Care for Elderly and Handicapped	85	\$44.05	\$464,349
Appliance Rental and Repair	108	\$26.11	\$275,259
Computer Information Services	107	\$233.01	\$2,456,355
Home Security System Services	116	\$27.75	\$292,585
Non-apparel Household Laundry/Dry Cleaning	98	\$28.00	\$295,223
Housekeeping Services	109	\$147.27	\$1,552,525
Lawn & Garden	109	\$460.40	\$4,853,556
Moving/Storage/Freight Express	99	\$51.61	\$544,051
PC Repair (Personal Use)	104	\$6.99	\$73,707
Reupholstering/Furniture Repair	114	\$13.35	\$140,740
Termite/Pest Control	107	\$24.98	\$263,307
Water Softening Services	91	\$4.93	\$51,969
Internet Services Away from Home	105	\$5.65	\$59,613
Other Home Services ¹	105	\$31.89	\$336,214

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: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
 Longitude: -84.521659
 Radius: 2.0 mile

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	107	\$4,877.92	\$51,423,014
Bottled Gas	74	\$53.79	\$567,032
Electricity	106	\$1,752.38	\$18,473,571
Fuel Oil	99	\$106.31	\$1,120,680
Natural Gas	117	\$784.24	\$8,267,442
Telephone Services	106	\$1,604.54	\$16,915,095
Water and Other Public Services	108	\$558.07	\$5,883,176
Coal/Wood/Other Fuel	71	\$18.59	\$196,018
Housekeeping Supplies	106	\$812.29	\$8,563,181
Laundry and Cleaning Supplies	105	\$220.50	\$2,324,534
Postage and Stationery	106	\$247.46	\$2,608,754
Other HH Products ²	107	\$344.33	\$3,629,893
Household Textiles	106	\$148.14	\$1,561,713
Bathroom Linens	106	\$19.41	\$204,579
Bedroom Linens	105	\$69.44	\$732,032
Kitchen and Dining Room Linens	102	\$3.69	\$38,920
Curtains and Draperies	110	\$30.86	\$325,326
Slipcovers, Decorative Pillows	105	\$5.97	\$62,944
Materials for Slipcovers/Curtains	106	\$16.75	\$176,603
Other Linens	105	\$2.02	\$21,309
Furniture	107	\$707.89	\$7,462,600
Mattresses and Box Springs	106	\$87.59	\$923,426
Other Bedroom Furniture	108	\$141.28	\$1,489,379
Sofas	106	\$158.90	\$1,675,104
Living Room Tables and Chairs	108	\$101.56	\$1,070,684
Kitchen, Dining Room Furniture	108	\$73.35	\$773,283
Infant Furniture	105	\$13.11	\$138,217
Outdoor Furniture	105	\$26.81	\$282,629
Wall Units, Cabinets and Other Furniture ³	111	\$105.28	\$1,109,878
Major Appliances	102	\$309.56	\$3,263,398
Dishwashers and Disposals	105	\$25.50	\$268,856
Refrigerators and Freezers	103	\$85.77	\$904,173
Clothes Washers	102	\$47.69	\$502,712
Clothes Dryers	103	\$34.63	\$365,057
Cooking Stoves and Ovens	100	\$55.08	\$580,703
Microwave Ovens	104	\$14.89	\$156,944
Window Air Conditioners	95	\$7.05	\$74,327
Electric Floor Cleaning Equipment	104	\$24.14	\$254,465
Sewing Machines and Miscellaneous Appliances	105	\$14.81	\$156,161

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: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
Longitude: -84.521659
Radius: 2.0 mile

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	107	\$103.86	\$1,094,942
Housewares	100	\$94.80	\$999,330
Small Appliances	102	\$36.05	\$380,044
Window Coverings	103	\$43.24	\$455,852
Lamps and Other Lighting Fixtures	111	\$29.78	\$313,915
Infant Equipment	82	\$13.30	\$140,204
Rental of Furniture	90	\$3.52	\$37,149
Laundry and Cleaning Equipment	103	\$24.76	\$260,988
Closet and Storage Items	59	\$14.06	\$148,179
Luggage	108	\$10.86	\$114,447
Clocks and Other Household Decoratives	79	\$210.84	\$2,222,638
Telephones and Accessories	87	\$37.76	\$398,051
Telephone Answering Devices	102	\$1.36	\$14,372
Outdoor Equipment	67	\$32.21	\$339,528
Power Tools	83	\$54.13	\$570,651
Hand Tools	105	\$9.61	\$101,298
Office Furniture/Equipment for Home Use	104	\$19.95	\$210,311
Computers and Hardware for Home Use	104	\$219.33	\$2,312,203
Software and Accessories for Home Use	106	\$30.59	\$322,483
Other Household Items ⁴	112	\$147.11	\$1,550,820

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.

¹ **Other Home Services** includes 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 equipment and parts.

Source: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
Longitude: -84.521659
Radius: 5.0 mile

2008 Housing Summary

Housing Units	81,561
2008-2013 Percent Change	1.46%
Percent Occupied	92.7%
Percent Owner HHs	67.7%
Median Home Value	\$119,587

2008 Demographic Summary

Population	187,076
Households	75,576
Families	49,776
Median Age	37.6
Median Household Income	\$59,919

	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	100	\$11,718.58	\$885,643,033
Mortgage Interest	100	\$4,385.26	\$331,420,311
Mortgage Principal	101	\$2,073.02	\$156,670,447
Property Taxes	103	\$2,258.35	\$170,677,033
Homeowners Insurance	101	\$485.84	\$36,717,539
Ground Rent	97	\$60.70	\$4,587,224
Maintenance and Remodeling Services	97	\$2,007.16	\$151,693,436
Maintenance and Remodeling Materials	91	\$377.66	\$28,542,006
Property Management and Security	103	\$70.59	\$5,335,037
Rented Dwellings	101	\$3,433.21	\$259,468,365
Rent	101	\$3,325.63	\$251,337,864
Rent Received as Pay	100	\$55.78	\$4,215,696
Tenant Insurance	109	\$12.97	\$980,361
Maintenance and Repair Services	90	\$29.14	\$2,202,042
Maintenance and Repair Materials	86	\$9.69	\$732,402
Owned Vacation Homes	106	\$374.70	\$28,318,590
Mortgage Payment	105	\$125.34	\$9,472,802
Property Taxes	102	\$89.24	\$6,744,601
Homeowners Insurance	110	\$9.84	\$743,817
Maintenance and Remodeling	109	\$135.14	\$10,213,376
Property Management and Security	107	\$15.14	\$1,143,994
Housing While Attending School	105	\$92.22	\$6,969,683
Household Operations	102	\$1,476.90	\$111,617,893
Child Care	106	\$436.67	\$33,001,886
Care for Elderly and Handicapped	83	\$42.61	\$3,220,002
Appliance Rental and Repair	102	\$24.56	\$1,855,961
Computer Information Services	102	\$222.35	\$16,804,245
Home Security System Services	108	\$25.70	\$1,941,996
Non-apparel Household Laundry/Dry Cleaning	94	\$26.87	\$2,030,598
Housekeeping Services	102	\$137.97	\$10,427,190
Lawn & Garden	101	\$427.10	\$32,278,450
Moving/Storage/Freight Express	96	\$50.54	\$3,819,333
PC Repair (Personal Use)	100	\$6.68	\$504,470
Reupholstering/Furniture Repair	105	\$12.34	\$932,722
Termite/Pest Control	100	\$23.39	\$1,767,713
Water Softening Services	89	\$4.81	\$363,746
Internet Services Away from Home	99	\$5.36	\$405,368
Other Home Services ¹	99	\$29.96	\$2,264,213

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: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
 Longitude: -84.521659
 Radius: 5.0 mile

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	101	\$4,622.60	\$349,357,647
Bottled Gas	70	\$50.27	\$3,799,566
Electricity	100	\$1,659.73	\$125,436,023
Fuel Oil	89	\$95.77	\$7,238,197
Natural Gas	110	\$736.31	\$55,647,256
Telephone Services	101	\$1,533.80	\$115,918,317
Water and Other Public Services	103	\$529.15	\$39,991,189
Coal/Wood/Other Fuel	67	\$17.56	\$1,327,099
Housekeeping Supplies	101	\$770.44	\$58,227,010
Laundry and Cleaning Supplies	100	\$210.40	\$15,901,515
Postage and Stationery	100	\$234.13	\$17,694,850
Other HH Products ²	101	\$325.91	\$24,630,645
Household Textiles	101	\$140.94	\$10,651,378
Bathroom Linens	101	\$18.58	\$1,404,005
Bedroom Linens	100	\$66.44	\$5,021,627
Kitchen and Dining Room Linens	97	\$3.51	\$265,527
Curtains and Draperies	103	\$29.04	\$2,195,048
Slipcovers, Decorative Pillows	99	\$5.65	\$426,953
Materials for Slipcovers/Curtains	100	\$15.79	\$1,193,375
Other Linens	100	\$1.92	\$144,843
Furniture	102	\$672.27	\$50,807,622
Mattresses and Box Springs	101	\$83.58	\$6,316,366
Other Bedroom Furniture	103	\$134.62	\$10,173,938
Sofas	101	\$151.92	\$11,481,210
Living Room Tables and Chairs	102	\$96.17	\$7,267,805
Kitchen, Dining Room Furniture	101	\$69.11	\$5,223,268
Infant Furniture	101	\$12.55	\$948,853
Outdoor Furniture	99	\$25.15	\$1,901,086
Wall Units, Cabinets and Other Furniture ³	105	\$99.17	\$7,495,096
Major Appliances	97	\$291.95	\$22,064,159
Dishwashers and Disposals	98	\$23.72	\$1,792,875
Refrigerators and Freezers	97	\$80.81	\$6,107,151
Clothes Washers	97	\$45.23	\$3,418,518
Clothes Dryers	98	\$32.95	\$2,490,208
Cooking Stoves and Ovens	94	\$51.66	\$3,904,304
Microwave Ovens	98	\$14.08	\$1,064,067
Window Air Conditioners	91	\$6.79	\$513,061
Electric Floor Cleaning Equipment	99	\$22.84	\$1,726,087
Sewing Machines and Miscellaneous Appliances	98	\$13.87	\$1,047,888

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: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
Longitude: -84.521659
Radius: 5.0 mile

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	101	\$97.59	\$7,375,128
Housewares	95	\$90.60	\$6,846,882
Small Appliances	98	\$34.43	\$2,601,912
Window Coverings	97	\$40.89	\$3,090,168
Lamps and Other Lighting Fixtures	104	\$27.91	\$2,109,623
Infant Equipment	78	\$12.75	\$963,427
Rental of Furniture	98	\$3.85	\$291,338
Laundry and Cleaning Equipment	98	\$23.56	\$1,780,490
Closet and Storage Items	56	\$13.48	\$1,018,897
Luggage	103	\$10.38	\$784,430
Clocks and Other Household Decoratives	75	\$200.34	\$15,140,624
Telephones and Accessories	84	\$36.39	\$2,750,306
Telephone Answering Devices	98	\$1.31	\$99,145
Outdoor Equipment	62	\$29.75	\$2,248,236
Power Tools	79	\$51.46	\$3,889,438
Hand Tools	101	\$9.23	\$697,516
Office Furniture/Equipment for Home Use	100	\$19.10	\$1,443,516
Computers and Hardware for Home Use	101	\$212.07	\$16,027,036
Software and Accessories for Home Use	102	\$29.33	\$2,216,480
Other Household Items ⁴	105	\$137.86	\$10,419,241

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.

¹ **Other Home Services** includes 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 equipment and parts.

Source: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
 Longitude: -84.521659
 Radius: 1.0 mile

Demographic Summary

	2008	2013
Population	5,756	5,604
Households	2,293	2,252
Families	1,610	1,551
Median Household Income	\$63,710	\$71,086
Males per 100 Females	89.8	90.5

Population by Age

Population <5 Years	6.7%	6.7%
Population 5 - 17 Years	17.6%	16.9%
Population 65+ Years	16.1%	16.2%
Median Age	38.7	39.4

	Spending Potential Index	Average Amount Spent	Total
Health Care	110	\$4,504.18	\$10,328,093
Medical Care	109	\$2,242.94	\$5,143,056
Physician Services	109	\$250.23	\$573,768
Dental Services	107	\$395.24	\$906,296
Eyecare Services	110	\$63.30	\$145,141
Lab Tests, X-Rays	112	\$59.29	\$135,950
Hospital Room and Hospital Service	106	\$295.64	\$677,892
Convalescent and Nursing Home Care	106	\$57.12	\$130,983
Other Medical Services ¹	105	\$105.81	\$242,623
Nonprescription Drugs	106	\$119.76	\$274,609
Prescription Drugs	112	\$636.62	\$1,459,773
Nonprescription Vitamins	108	\$76.04	\$174,358
Eyeglasses and Contact Lenses	110	\$84.68	\$194,160
Hearing Aids	110	\$24.73	\$56,700
Medical Equipment for General Use	107	\$9.85	\$22,578
Other Medical Supplies ²	111	\$64.64	\$148,225
Health Insurance	111	\$2,261.25	\$5,185,037
Blue Cross/Blue Shield	111	\$664.40	\$1,523,473
Commercial Health Insurance	112	\$448.00	\$1,027,258
Health Maintenance Organization	108	\$437.97	\$1,004,261
Medicare Payments	112	\$426.86	\$978,791
Long Term Care Insurance	121	\$59.66	\$136,810
Other Health Insurance ³	115	\$224.35	\$514,444

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: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
Longitude: -84.521659
Radius: 2.0 mile

Demographic Summary

	2008	2013
Population	27,254	26,774
Households	10,542	10,448
Families	7,473	7,276
Median Household Income	\$63,794	\$71,649
Males per 100 Females	90.5	90.3

Population by Age

Population <5 Years	6.2%	6.2%
Population 5 - 17 Years	17.8%	16.9%
Population 65+ Years	13.9%	14.4%
Median Age	38.4	39.1

	Spending Potential Index	Average Amount Spent	Total
Health Care	107	\$4,362.25	\$45,986,815
Medical Care	106	\$2,179.79	\$22,979,353
Physician Services	106	\$244.72	\$2,579,865
Dental Services	103	\$383.79	\$4,045,931
Eyecare Services	106	\$61.20	\$645,170
Lab Tests, X-Rays	108	\$56.92	\$600,019
Hospital Room and Hospital Service	105	\$292.74	\$3,086,027
Convalescent and Nursing Home Care	94	\$50.84	\$535,994
Other Medical Services ¹	102	\$102.82	\$1,083,880
Nonprescription Drugs	103	\$116.47	\$1,227,868
Prescription Drugs	109	\$617.78	\$6,512,607
Nonprescription Vitamins	106	\$74.66	\$787,054
Eyeglasses and Contact Lenses	106	\$81.96	\$863,980
Hearing Aids	104	\$23.49	\$247,584
Medical Equipment for General Use	103	\$9.54	\$100,592
Other Medical Supplies ²	108	\$62.87	\$662,782
Health Insurance	108	\$2,182.46	\$23,007,462
Blue Cross/Blue Shield	107	\$645.21	\$6,801,767
Commercial Health Insurance	110	\$441.87	\$4,658,170
Health Maintenance Organization	105	\$425.21	\$4,482,615
Medicare Payments	106	\$402.47	\$4,242,855
Long Term Care Insurance	113	\$55.74	\$587,566
Other Health Insurance ³	109	\$211.96	\$2,234,489

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: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
 Longitude: -84.521659
 Radius: 5.0 mile

Demographic Summary

	2008	2013
Population	187,076	185,151
Households	75,576	75,421
Families	49,776	48,630
Median Household Income	\$59,919	\$68,507
Males per 100 Females	90.2	90.4

Population by Age

Population <5 Years	6.6%	6.6%
Population 5 - 17 Years	17.1%	16.3%
Population 65+ Years	13.7%	14.2%
Median Age	37.6	38.2

	Spending Potential Index	Average Amount Spent	Total
Health Care	100	\$4,114.79	\$310,979,290
Medical Care	100	\$2,060.75	\$155,742,871
Physician Services	100	\$231.40	\$17,488,137
Dental Services	97	\$359.93	\$27,202,049
Eyecare Services	100	\$57.78	\$4,366,798
Lab Tests, X-Rays	102	\$54.07	\$4,086,220
Hospital Room and Hospital Service	100	\$279.08	\$21,091,391
Convalescent and Nursing Home Care	95	\$51.32	\$3,878,807
Other Medical Services ¹	97	\$98.21	\$7,422,641
Nonprescription Drugs	98	\$111.18	\$8,402,478
Prescription Drugs	102	\$579.36	\$43,785,636
Nonprescription Vitamins	100	\$70.55	\$5,331,599
Eyeglasses and Contact Lenses	100	\$77.18	\$5,832,936
Hearing Aids	98	\$22.16	\$1,675,139
Medical Equipment for General Use	99	\$9.16	\$692,233
Other Medical Supplies ²	102	\$59.37	\$4,486,807
Health Insurance	101	\$2,054.04	\$155,236,419
Blue Cross/Blue Shield	101	\$604.84	\$45,711,380
Commercial Health Insurance	104	\$415.50	\$31,401,542
Health Maintenance Organization	100	\$403.61	\$30,502,880
Medicare Payments	99	\$378.44	\$28,600,739
Long Term Care Insurance	106	\$52.24	\$3,948,095
Other Health Insurance ³	102	\$199.43	\$15,071,783

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: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Recreation Expenditures

Prepared by

Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
Longitude: -84.521659
Radius: 1.0 mile

Demographic Summary

	2008	2013
Population	5,756	5,604
Households	2,293	2,252
Families	1,610	1,551
Median Age	38.7	39.4
Median Household Income	\$63,710	\$71,086

	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	113	\$699.74	\$1,604,510
Admission to Movies, Theater, Opera, Ballet	111	\$165.91	\$380,425
Admission to Sporting Events, excl. Trips	110	\$67.24	\$154,179
Fees for Participant Sports, excl. Trips	117	\$133.41	\$305,903
Fees for Recreational Lessons	112	\$143.27	\$328,528
Membership Fees for Social/Recreation/Civic Clubs	114	\$189.36	\$434,196
Dating Services	95	\$0.56	\$1,279
Rental of Video Cassettes and DVDs	110	\$55.74	\$127,801
Toys & Games	109	\$162.01	\$371,494
Toys and Playground Equipment	108	\$156.56	\$358,995
Play Arcade Pinball/Video Games	108	\$2.96	\$6,785
Online Entertainment and Games	116	\$2.49	\$5,714
Recreational Vehicles and Fees	95	\$414.75	\$951,019
Docking and Landing Fees for Boats and Planes	122	\$10.35	\$23,739
Camp Fees	105	\$43.54	\$99,843
Purchase of RVs or Boats	93	\$352.74	\$808,823
Rental of RVs or Boats	107	\$8.12	\$18,614
Sports, Recreation and Exercise Equipment	97	\$209.63	\$480,685
Exercise Equipment and Gear, Game Tables	105	\$109.17	\$250,335
Bicycles	103	\$19.52	\$44,753
Camping Equipment	71	\$11.77	\$26,980
Hunting and Fishing Equipment	82	\$36.84	\$84,485
Winter Sports Equipment	106	\$5.77	\$13,220
Water Sports Equipment	95	\$6.88	\$15,783
Other Sports Equipment	104	\$15.71	\$36,021
Rental/Repair of Sports/Recreation/Exercise Equipment	112	\$3.97	\$9,108
Photographic Equipment and Supplies	108	\$137.41	\$315,073
Film	106	\$17.75	\$40,692
Film Processing	108	\$32.59	\$74,718
Photographic Equipment	106	\$50.56	\$115,924
Photographer Fees/Other Supplies & Equip Rental/Repair	112	\$36.52	\$83,739
Reading	113	\$326.29	\$748,191
Magazine/Newspaper Subscriptions	116	\$179.12	\$410,722
Magazine/Newspaper Single Copies	113	\$53.93	\$123,652
Books	110	\$93.25	\$213,817

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: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Recreation Expenditures

Prepared by

Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
Longitude: -84.521659
Radius: 2.0 mile

Demographic Summary

	2008	2013
Population	27,254	26,774
Households	10,542	10,448
Families	7,473	7,276
Median Age	38.4	39.1
Median Household Income	\$63,794	\$71,649

	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	109	\$675.83	\$7,124,618
Admission to Movies, Theater, Opera, Ballet	107	\$159.03	\$1,676,479
Admission to Sporting Events, excl. Trips	107	\$65.45	\$689,944
Fees for Participant Sports, excl. Trips	113	\$129.38	\$1,363,963
Fees for Recreational Lessons	107	\$136.94	\$1,443,668
Membership Fees for Social/Recreation/Civic Clubs	111	\$184.51	\$1,945,052
Dating Services	88	\$0.52	\$5,512
Rental of Video Cassettes and DVDs	104	\$53.07	\$559,463
Toys & Games	106	\$157.82	\$1,663,688
Toys and Playground Equipment	106	\$152.71	\$1,609,830
Play Arcade Pinball/Video Games	100	\$2.74	\$28,835
Online Entertainment and Games	111	\$2.37	\$25,023
Recreational Vehicles and Fees	96	\$420.77	\$4,435,727
Docking and Landing Fees for Boats and Planes	121	\$10.27	\$108,297
Camp Fees	101	\$41.81	\$440,742
Purchase of RVs or Boats	95	\$360.76	\$3,803,169
Rental of RVs or Boats	104	\$7.92	\$83,519
Sports, Recreation and Exercise Equipment	92	\$199.63	\$2,104,529
Exercise Equipment and Gear, Game Tables	99	\$103.64	\$1,092,608
Bicycles	99	\$18.81	\$198,332
Camping Equipment	70	\$11.63	\$122,637
Hunting and Fishing Equipment	78	\$34.73	\$366,149
Winter Sports Equipment	96	\$5.23	\$55,126
Water Sports Equipment	93	\$6.69	\$70,546
Other Sports Equipment	100	\$15.07	\$158,842
Rental/Repair of Sports/Recreation/Exercise Equipment	108	\$3.82	\$40,289
Photographic Equipment and Supplies	104	\$133.05	\$1,402,631
Film	102	\$17.10	\$180,221
Film Processing	104	\$31.24	\$329,339
Photographic Equipment	105	\$50.37	\$531,031
Photographer Fees/Other Supplies & Equip Rental/Repair	105	\$34.34	\$362,040
Reading	108	\$309.94	\$3,267,396
Magazine/Newspaper Subscriptions	110	\$170.25	\$1,794,777
Magazine/Newspaper Single Copies	106	\$50.51	\$532,466
Books	105	\$89.18	\$940,153

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: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Recreation Expenditures

Prepared by

Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
Longitude: -84.521659
Radius: 5.0 mile

Demographic Summary

	2008	2013
Population	187,076	185,151
Households	75,576	75,421
Families	49,776	48,630
Median Age	37.6	38.2
Median Household Income	\$59,919	\$68,507

	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	103	\$639.20	\$48,308,093
Admission to Movies, Theater, Opera, Ballet	102	\$152.41	\$11,518,648
Admission to Sporting Events, excl. Trips	102	\$62.16	\$4,698,136
Fees for Participant Sports, excl. Trips	106	\$121.12	\$9,153,775
Fees for Recreational Lessons	102	\$129.66	\$9,799,052
Membership Fees for Social/Recreation/Civic Clubs	104	\$173.32	\$13,098,934
Dating Services	88	\$0.52	\$39,548
Rental of Video Cassettes and DVDs	102	\$51.87	\$3,919,994
Toys & Games	101	\$151.44	\$11,445,094
Toys and Playground Equipment	101	\$146.45	\$11,068,328
Play Arcade Pinball/Video Games	99	\$2.69	\$203,066
Online Entertainment and Games	107	\$2.30	\$173,700
Recreational Vehicles and Fees	90	\$393.47	\$29,736,791
Docking and Landing Fees for Boats and Planes	109	\$9.21	\$696,063
Camp Fees	94	\$38.84	\$2,935,373
Purchase of RVs or Boats	89	\$337.80	\$25,529,471
Rental of RVs or Boats	100	\$7.62	\$575,884
Sports, Recreation and Exercise Equipment	89	\$192.00	\$14,510,222
Exercise Equipment and Gear, Game Tables	95	\$98.90	\$7,474,555
Bicycles	96	\$18.24	\$1,378,336
Camping Equipment	67	\$11.18	\$844,651
Hunting and Fishing Equipment	76	\$34.24	\$2,587,948
Winter Sports Equipment	94	\$5.12	\$386,649
Water Sports Equipment	90	\$6.48	\$489,592
Other Sports Equipment	95	\$14.29	\$1,080,324
Rental/Repair of Sports/Recreation/Exercise Equipment	100	\$3.55	\$268,167
Photographic Equipment and Supplies	100	\$127.17	\$9,611,137
Film	98	\$16.34	\$1,234,997
Film Processing	99	\$29.85	\$2,256,214
Photographic Equipment	100	\$47.85	\$3,616,689
Photographer Fees/Other Supplies & Equip Rental/Repair	102	\$33.12	\$2,503,237
Reading	102	\$293.10	\$22,151,457
Magazine/Newspaper Subscriptions	103	\$159.14	\$12,026,922
Magazine/Newspaper Single Copies	101	\$48.37	\$3,655,461
Books	101	\$85.60	\$6,469,074

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: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Retail Goods and Services Expenditures

Prepared by

Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
 Longitude: -84.521659
 Radius: 1.0 mile

Top Tapestry Segments:

Great Expectations	30.0%
Cozy and Comfortable	29.5%
Aspiring Young Families	15.7%
Rustbelt Retirees	12.1%
Prosperous Empty Nesters	7.9%

Demographic Summary

	2008	2013
Population	5,756	5,604
Households	2,293	2,252
Families	1,610	1,551
Median Age	38.7	39.4
Median Household Income	\$63,710	\$71,086

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	92	\$2,475.07	\$5,675,344
Men's	93	\$462.84	\$1,061,299
Women's	89	\$841.61	\$1,929,820
Children's	101	\$418.45	\$959,508
Footwear	74	\$358.87	\$822,890
Watches & Jewelry	108	\$241.13	\$552,901
Apparel Products and Services ¹	120	\$152.17	\$348,926
Computer			
Computers and Hardware for Home Use	109	\$229.81	\$526,962
Software and Accessories for Home Use	109	\$31.55	\$72,351
Entertainment & Recreation	108	\$4,016.24	\$9,209,231
Fees and Admissions	113	\$699.74	\$1,604,510
Membership Fees for Clubs ²	114	\$189.36	\$434,196
Fees for Participant Sports, excl. Trips	117	\$133.41	\$305,903
Admission to Movie/Theatre/Opera/Ballet	111	\$165.91	\$380,425
Admission to Sporting Events, excl. Trips	110	\$67.24	\$154,179
Fees for Recreational Lessons	112	\$143.27	\$328,528
Dating Services	95	\$0.56	\$1,279
TV/Video/Sound Equipment	110	\$1,575.66	\$3,612,999
Community Antenna or Cable TV	111	\$818.09	\$1,875,883
Televisions	109	\$319.62	\$732,880
VCRs, Video Cameras, and DVD Players	112	\$37.29	\$85,503
Video Cassettes and DVDs	109	\$71.51	\$163,977
Video Game Hardware and Software	112	\$40.04	\$91,805
Satellite Dishes	104	\$1.15	\$2,630
Rental of Video Cassettes and DVDs	110	\$55.74	\$127,801
Streaming/Downloaded Video	112	\$0.91	\$2,081
Sound Equipment ³	106	\$224.83	\$515,535
Rental and Repair of TV/Radio/Sound Equipment	111	\$6.50	\$14,904
Pets	111	\$490.74	\$1,125,260
Toys and Games	109	\$162.01	\$371,494
Recreational Vehicles and Fees ⁴	95	\$414.75	\$951,019
Sports/Recreation/Exercise Equipment ⁵	97	\$209.63	\$480,685
Photo Equipment and Supplies ⁶	108	\$137.41	\$315,073
Reading ⁷	113	\$326.29	\$748,191
Food	109	\$9,089.69	\$20,842,648
Food at Home	109	\$5,315.76	\$12,189,035
Bakery and Cereal Products	109	\$738.71	\$1,693,871
Meat, Poultry, Fish, and Eggs	108	\$1,321.72	\$3,030,715
Dairy Products	109	\$606.19	\$1,390,004
Fruit and Vegetables	109	\$904.02	\$2,072,921
Snacks and Other Food at Home ⁸	109	\$1,745.10	\$4,001,524
Food Away from Home	110	\$3,773.93	\$8,653,613
Alcoholic Beverages	113	\$675.21	\$1,548,256
Nonalcoholic Beverages at Home	107	\$473.22	\$1,085,093



Retail Goods and Services Expenditures

Prepared by

Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
Longitude: -84.521659
Radius: 1.0 mile

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	117	\$1,184.69	\$2,716,496
Vehicle Loans	104	\$6,010.54	\$13,782,167
Health			
Nonprescription Drugs	106	\$119.76	\$274,609
Prescription Drugs	112	\$636.62	\$1,459,773
Eyeglasses and Contact Lenses	110	\$84.68	\$194,160
Home			
Mortgage Payment and Basics ⁹	110	\$10,090.07	\$23,136,534
Maintenance and Remodeling Services	107	\$2,203.50	\$5,052,616
Maintenance and Remodeling Materials ¹⁰	97	\$405.36	\$929,501
Utilities, Fuel, and Public Services	110	\$5,031.10	\$11,536,319
Household Furnishings and Equipment			
Household Textiles ¹¹	109	\$152.62	\$349,949
Furniture	109	\$715.34	\$1,640,267
Floor Coverings	109	\$105.41	\$241,697
Major Appliances ¹²	105	\$317.47	\$727,948
Housewares ¹³	104	\$98.46	\$225,774
Small Appliances	107	\$37.74	\$86,549
Luggage	111	\$11.14	\$25,538
Telephones and Accessories	92	\$39.61	\$90,820
Household Operations			
Child Care	112	\$461.80	\$1,058,904
Lawn and Garden ¹⁴	111	\$469.90	\$1,077,471
Moving/Storage/Freight Express	102	\$53.25	\$122,095
Housekeeping Supplies ¹⁵	110	\$840.11	\$1,926,382
Insurance			
Owners and Renters Insurance	110	\$542.43	\$1,243,782
Vehicle Insurance	108	\$1,513.30	\$3,469,996
Life/Other Insurance	110	\$632.40	\$1,450,083
Health Insurance	111	\$2,261.25	\$5,185,037
Personal Care Products ¹⁶	109	\$471.57	\$1,081,312
School Books and Supplies ¹⁷	118	\$138.86	\$318,396
Smoking Products	110	\$498.95	\$1,144,095
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	103	\$5,341.22	\$12,247,409
Gasoline and Motor Oil	106	\$2,664.05	\$6,108,664
Vehicle Maintenance and Repairs	107	\$1,063.78	\$2,439,237
Travel			
Airline Fares	108	\$452.13	\$1,036,733
Lodging on Trips	110	\$470.10	\$1,077,946
Auto/Truck/Van Rental on Trips	109	\$42.49	\$97,430
Food and Drink on Trips	110	\$515.79	\$1,182,715

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: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Retail Goods and Services Expenditures

Prepared by

Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
Longitude: -84.521659
Radius: 1.0 mile

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**Sound Equipment** includes 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 Equipmen** 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**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.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**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.

¹²**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.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**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.

¹⁷**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.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



Retail Goods and Services Expenditures

Prepared by

Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
 Longitude: -84.521659
 Radius: 2.0 mile

Top Tapestry Segments:		Demographic Summary	2008	2013
Cozy and Comfortable	20.7%	Population	27,254	26,774
Aspiring Young Families	10.7%	Households	10,542	10,448
Family Foundations	9.7%	Families	7,473	7,276
Rustbelt Retirees	8.8%	Median Age	38.4	39.1
Exurbanites	8.6%	Median Household Income	\$63,794	\$71,649

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	89	\$2,394.88	\$25,246,825
Men's	90	\$446.51	\$4,707,087
Women's	86	\$810.99	\$8,549,426
Children's	98	\$406.24	\$4,282,594
Footwear	72	\$346.76	\$3,655,572
Watches & Jewelry	107	\$238.20	\$2,511,106
Apparel Products and Services ¹	116	\$146.18	\$1,541,040
Computer			
Computers and Hardware for Home Use	104	\$219.33	\$2,312,203
Software and Accessories for Home Use	106	\$30.59	\$322,483
Entertainment & Recreation	105	\$3,892.88	\$41,038,703
Fees and Admissions	109	\$675.83	\$7,124,618
Membership Fees for Clubs ²	111	\$184.51	\$1,945,052
Fees for Participant Sports, excl. Trips	113	\$129.38	\$1,363,963
Admission to Movie/Theatre/Opera/Ballet	107	\$159.03	\$1,676,479
Admission to Sporting Events, excl. Trips	107	\$65.45	\$689,944
Fees for Recreational Lessons	107	\$136.94	\$1,443,668
Dating Services	88	\$0.52	\$5,512
TV/Video/Sound Equipment	106	\$1,516.64	\$15,988,426
Community Antenna or Cable TV	107	\$787.37	\$8,300,482
Televisions	106	\$310.82	\$3,276,639
VCRs, Video Cameras, and DVD Players	107	\$35.73	\$376,679
Video Cassettes and DVDs	103	\$67.59	\$712,585
Video Game Hardware and Software	105	\$37.82	\$398,671
Satellite Dishes	95	\$1.05	\$11,036
Rental of Video Cassettes and DVDs	104	\$53.07	\$559,463
Streaming/Downloaded Video	110	\$0.89	\$9,430
Sound Equipment ³	102	\$216.11	\$2,278,247
Rental and Repair of TV/Radio/Sound Equipment	106	\$6.18	\$65,194
Pets	108	\$479.20	\$5,051,688
Toys and Games	106	\$157.82	\$1,663,688
Recreational Vehicles and Fees ⁴	96	\$420.77	\$4,435,727
Sports/Recreation/Exercise Equipment ⁵	92	\$199.63	\$2,104,529
Photo Equipment and Supplies ⁶	104	\$133.05	\$1,402,631
Reading ⁷	108	\$309.94	\$3,267,396
Food	105	\$8,735.17	\$92,086,155
Food at Home	104	\$5,103.42	\$53,800,258
Bakery and Cereal Products	105	\$706.57	\$7,448,627
Meat, Poultry, Fish, and Eggs	104	\$1,271.97	\$13,409,142
Dairy Products	104	\$579.39	\$6,107,892
Fruit and Vegetables	105	\$865.74	\$9,126,620
Snacks and Other Food at Home ⁸	105	\$1,679.75	\$17,707,977
Food Away from Home	106	\$3,631.75	\$38,285,897
Alcoholic Beverages	107	\$637.55	\$6,721,062
Nonalcoholic Beverages at Home	103	\$456.89	\$4,816,507



Retail Goods and Services Expenditures

Prepared by

Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
Longitude: -84.521659
Radius: 2.0 mile

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	115	\$1,171.56	\$12,350,607
Vehicle Loans	103	\$5,986.31	\$63,107,659
Health			
Nonprescription Drugs	103	\$116.47	\$1,227,868
Prescription Drugs	109	\$617.78	\$6,512,607
Eyeglasses and Contact Lenses	106	\$81.96	\$863,980
Home			
Mortgage Payment and Basics ⁹	108	\$9,919.74	\$104,573,927
Maintenance and Remodeling Services	104	\$2,156.26	\$22,731,259
Maintenance and Remodeling Materials ¹⁰	97	\$401.80	\$4,235,756
Utilities, Fuel, and Public Services	107	\$4,877.92	\$51,423,014
Household Furnishings and Equipment			
Household Textiles ¹¹	106	\$148.14	\$1,561,713
Furniture	107	\$707.89	\$7,462,600
Floor Coverings	107	\$103.86	\$1,094,942
Major Appliances ¹²	102	\$309.56	\$3,263,398
Housewares ¹³	100	\$94.80	\$999,330
Small Appliances	102	\$36.05	\$380,044
Luggage	108	\$10.86	\$114,447
Telephones and Accessories	87	\$37.76	\$398,051
Household Operations			
Child Care	110	\$451.12	\$4,755,691
Lawn and Garden ¹⁴	109	\$460.40	\$4,853,556
Moving/Storage/Freight Express	99	\$51.61	\$544,051
Housekeeping Supplies ¹⁵	106	\$812.29	\$8,563,181
Insurance			
Owners and Renters Insurance	109	\$537.34	\$5,664,622
Vehicle Insurance	105	\$1,473.48	\$15,533,462
Life/Other Insurance	108	\$622.83	\$6,565,919
Health Insurance	108	\$2,182.46	\$23,007,462
Personal Care Products ¹⁶	105	\$454.53	\$4,791,652
School Books and Supplies ¹⁷	104	\$122.78	\$1,294,383
Smoking Products	104	\$470.84	\$4,963,636
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	102	\$5,256.87	\$55,417,945
Gasoline and Motor Oil	103	\$2,598.03	\$27,388,403
Vehicle Maintenance and Repairs	104	\$1,029.22	\$10,849,999
Travel			
Airline Fares	104	\$436.19	\$4,598,289
Lodging on Trips	107	\$454.62	\$4,792,654
Auto/Truck/Van Rental on Trips	107	\$41.67	\$439,268
Food and Drink on Trips	106	\$497.68	\$5,246,585

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: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Retail Goods and Services Expenditures

Prepared by

Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
Longitude: -84.521659
Radius: 2.0 mile

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**Sound Equipment** includes 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 Equipmen** 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**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.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**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.

¹²**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.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**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.

¹⁷**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.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



Retail Goods and Services Expenditures

Prepared by

Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
 Longitude: -84.521659
 Radius: 5.0 mile

Top Tapestry Segments:

Cozy and Comfortable	13.2%
Rustbelt Traditions	12.8%
Milk and Cookies	9.1%
Enterprising Professionals	6.4%
Great Expectations	6.1%

Demographic Summary

	2008	2013
Population	187,076	185,151
Households	75,576	75,421
Families	49,776	48,630
Median Age	37.6	38.2
Median Household Income	\$59,919	\$68,507

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	85	\$2,290.17	\$173,081,533
Men's	86	\$427.28	\$32,292,452
Women's	82	\$771.03	\$58,271,030
Children's	94	\$391.16	\$29,562,171
Footwear	69	\$333.48	\$25,202,839
Watches & Jewelry	101	\$226.26	\$17,099,527
Apparel Products and Services ¹	112	\$140.96	\$10,653,514
Computer			
Computers and Hardware for Home Use	101	\$212.07	\$16,027,036
Software and Accessories for Home Use	102	\$29.33	\$2,216,480
Entertainment & Recreation	100	\$3,703.49	\$279,894,983
Fees and Admissions	103	\$639.20	\$48,308,093
Membership Fees for Clubs ²	104	\$173.32	\$13,098,934
Fees for Participant Sports, excl. Trips	106	\$121.12	\$9,153,775
Admission to Movie/Theatre/Opera/Ballet	102	\$152.41	\$11,518,648
Admission to Sporting Events, excl. Trips	102	\$62.16	\$4,698,136
Fees for Recreational Lessons	102	\$129.66	\$9,799,052
Dating Services	88	\$0.52	\$39,548
TV/Video/Sound Equipment	101	\$1,453.72	\$109,866,261
Community Antenna or Cable TV	102	\$750.34	\$56,707,350
Televisions	101	\$298.19	\$22,536,383
VCRs, Video Cameras, and DVD Players	103	\$34.17	\$2,582,192
Video Cassettes and DVDs	101	\$65.96	\$4,984,843
Video Game Hardware and Software	102	\$36.55	\$2,762,453
Satellite Dishes	93	\$1.03	\$78,099
Rental of Video Cassettes and DVDs	102	\$51.87	\$3,919,994
Streaming/Downloaded Video	105	\$0.85	\$63,952
Sound Equipment ³	98	\$208.79	\$15,779,728
Rental and Repair of TV/Radio/Sound Equipment	102	\$5.97	\$451,267
Pets	102	\$453.40	\$34,265,928
Toys and Games	101	\$151.44	\$11,445,094
Recreational Vehicles and Fees ⁴	90	\$393.47	\$29,736,791
Sports/Recreation/Exercise Equipment ⁵	89	\$192.00	\$14,510,222
Photo Equipment and Supplies ⁶	100	\$127.17	\$9,611,137
Reading ⁷	102	\$293.10	\$22,151,457
Food	100	\$8,347.69	\$630,884,723
Food at Home	100	\$4,877.03	\$368,586,206
Bakery and Cereal Products	100	\$674.78	\$50,997,476
Meat, Poultry, Fish, and Eggs	99	\$1,214.83	\$91,811,941
Dairy Products	99	\$553.97	\$41,866,857
Fruit and Vegetables	100	\$827.17	\$62,514,174
Snacks and Other Food at Home ⁸	100	\$1,606.27	\$121,395,758
Food Away from Home	101	\$3,470.66	\$262,298,517
Alcoholic Beverages	103	\$614.29	\$46,425,208
Nonalcoholic Beverages at Home	99	\$437.78	\$33,086,016



Retail Goods and Services Expenditures

Prepared by

Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
Longitude: -84.521659
Radius: 5.0 mile

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	107	\$1,080.47	\$81,657,848
Vehicle Loans	99	\$5,713.96	\$431,837,931
Health			
Nonprescription Drugs	98	\$111.18	\$8,402,478
Prescription Drugs	102	\$579.36	\$43,785,636
Eyeglasses and Contact Lenses	100	\$77.18	\$5,832,936
Home			
Mortgage Payment and Basics ⁹	101	\$9,263.16	\$700,072,554
Maintenance and Remodeling Services	97	\$2,007.16	\$151,693,436
Maintenance and Remodeling Materials ¹⁰	91	\$377.66	\$28,542,006
Utilities, Fuel, and Public Services	101	\$4,622.60	\$349,357,647
Household Furnishings and Equipment			
Household Textiles ¹¹	101	\$140.94	\$10,651,378
Furniture	102	\$672.27	\$50,807,622
Floor Coverings	101	\$97.59	\$7,375,128
Major Appliances ¹²	97	\$291.95	\$22,064,159
Housewares ¹³	95	\$90.60	\$6,846,882
Small Appliances	98	\$34.43	\$2,601,912
Luggage	103	\$10.38	\$784,430
Telephones and Accessories	84	\$36.39	\$2,750,306
Household Operations			
Child Care	106	\$436.67	\$33,001,886
Lawn and Garden ¹⁴	101	\$427.10	\$32,278,450
Moving/Storage/Freight Express	96	\$50.54	\$3,819,333
Housekeeping Supplies ¹⁵	101	\$770.44	\$58,227,010
Insurance			
Owners and Renters Insurance	102	\$498.81	\$37,697,900
Vehicle Insurance	100	\$1,399.72	\$105,785,360
Life/Other Insurance	101	\$581.82	\$43,971,562
Health Insurance	101	\$2,054.04	\$155,236,419
Personal Care Products ¹⁶	101	\$436.33	\$32,976,343
School Books and Supplies ¹⁷	104	\$122.55	\$9,261,489
Smoking Products	101	\$456.68	\$34,513,871
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	97	\$5,014.28	\$378,959,197
Gasoline and Motor Oil	98	\$2,480.36	\$187,455,369
Vehicle Maintenance and Repairs	99	\$982.44	\$74,248,547
Travel			
Airline Fares	100	\$415.67	\$31,414,396
Lodging on Trips	100	\$426.93	\$32,265,918
Auto/Truck/Van Rental on Trips	101	\$39.49	\$2,984,390
Food and Drink on Trips	100	\$470.81	\$35,581,567

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: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Retail Goods and Services Expenditures

Prepared by

Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
Longitude: -84.521659
Radius: 5.0 mile

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**Sound Equipment** includes 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 Equipmen** 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**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.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**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.

¹²**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.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**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.

¹⁷**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.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.