

Clinton County

Economic Environment

Key Facts

Clinton County is the 58th largest county in Ohio with a population of 40,543, over 15,400 households. The average family income for Clinton county is \$47,673. Over 38% of adults hold a college degree. The county seat is Wilmington.

Company	Employees	Product or Services
Airborne Express	7,200	Cargo Express Airliner
R&L Trucking	7,000	Cargo Transport
Randall Textron	800	Manufacturer auto fuel systems
CMH Regional	700	Health Care System
Ferno-Washington Inc	435	Manufacturing health equipment
Wilmington Public Schools	350	Education School System
Ahresty	300	Manufacturing aluminum products



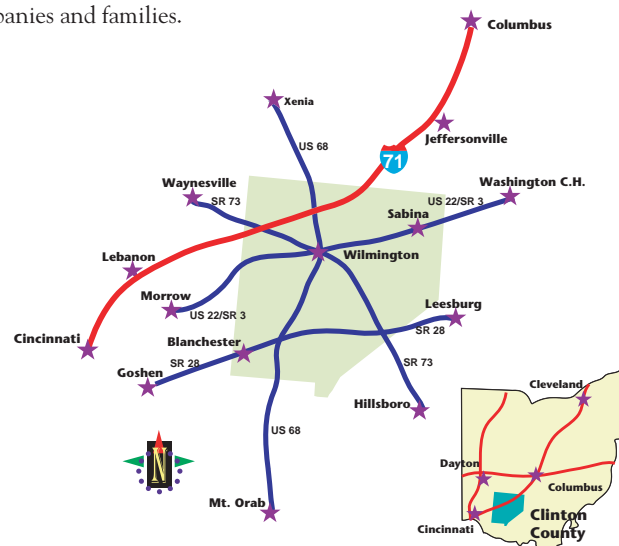
Facts

Unemployment in Clinton County averages less than 3%

Clinton County... merging rural with urban

TRADE / MARKET AREA

Clinton County, situated in one of Ohio's growth regions, is where rural and urban ideas mix, offering unique opportunities for enriching quality of life. With a 2000 population of 40,543 persons, Clinton County typifies a growing community answering the challenges of merging rural and urban ideals with mutual respect and the core values of yesterday. Wilmington, county seat for Clinton County, made the list for "The 100 Best Small Towns in America" in 1995 and was selected by Cincinnati Magazine as the No.1 Most Livable Neighborhood in 1995! Clinton County is located along Interstate 71 and is within an hour's drive from Cincinnati, Columbus and Dayton. It is the home of Wilmington College, a four-year private college, and Southern State Community College, a two-year public college. There are two state parks, both with lakes. Cowan Lake State Park is located entirely within the county and Caesar Creek State Park is located on the Clinton County-Warren County line. The Roberts Centre is a 100,000 sq. ft. convention facility with a Ramada Hotel and a Max and Erma's restaurant. The healthy industry base and stable economy make Clinton County a desirable destination for companies and families.



Clinton County demographics

	Number	Percent
Total population in Clinton	40,543	
Gender		
Male	19,865	49%
Female	20,678	51%
Household income		
\$75,000 or more	2,531	16.5%
\$50,000 - \$74,999	3,392	22%
\$35,000 - \$49,999	3,007	19.5%
\$25,000 - \$34,999	2,247	14.6%
\$15,000 - \$24,999	2,041	13.2%
Less than \$15,000	2,198	14.3%
Average household income	\$47,673	
Occupation		
Age 16 + Population	31,052	
Employed	20,385	66%
Unemployed	934	3%
Not in Labor Force	9,727	31.3%
In Armed Forces	6	0%
White collar	9,922	49%
Professional/semi-professional	4,944	50
Clerical/sales	4,978	50
Blue collar	10,276	51%
Education		
College graduate or more	5,161	38%
Some college	5,373	21%
High school graduate	10,821	43%
Not high school graduate	4,006	16%

Clinton County owes much of its economic success to the strong community spirit that has been passed from one generation to the next. Its citizens value the county's unique heritage, volunteerism, diversity of the rural and urban life styles. The average household retail expenditure is \$43,431 per year.

Retail



Retail expenditures in Clinton County

Total sales	\$690,552,900
Food and Beverage stores	\$119,515,848
Motor Vehicle and parts dealers	\$143,163,759
Entertainment and Recreation	\$49,136,406
Food service and drinking establishments	\$39,013,035
Clothing and Accessories Stores	\$37,466,760
Gasoline service stations	\$24,642,138
Furniture, home furnishings	\$39,524,856
Health and Personal Care Stores	\$57,922,269
Electronics and appliance stores	\$13,271,571
Building material and supply stores	\$5,491,383

Shopping in Clinton County

Wilmington Plaza Wilmington	Southridge Plaza Wilmington
Meadow Park Shopping Center Wilmington	Downtown Wilmington Wilmington
Wal-Mart Supercenter Wilmington	Downtown Blanchester Blanchester

Facts

Wilmington boasts a strategic location...only a 30 to 60 minute drive by car to Cincinnati, Dayton or Columbus.

The typical newspaper reader in Clinton County:

1. Owns a home
2. Love to garden
3. Listen to contemporary/soft rock
4. Watch primetime television
5. Reads Golf Digest

Source: Claritas Lifestyle Demographics © 2002

Brown Publishing Newspapers Serving the Clinton County Market



Publication Readers

Wilmington News Journal
*Population 11,921
Publishes daily Mon - Sat
17,000

Star Republican
*Population 11,921
Publishes every Sunday
50,000

Wilmington News Journal
47 S South St,
Wilmington, OH 45177
PH (937) 382-2574
FAX (937) 382-4392
www.wnewsj.com

Star Republican
117 E. Main St,
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