

Cincinnati, Ohio Offers Marketers a Strong Demographic Profile

Marketers are drawn to Cincinnati, Ohio for a variety of reasons that include: a strong economic climate; a low cost of living; an excellent quality of life; diversity of lifestyles; and, a proven consumer base.

Cincinnati's well-rounded demographics offer the right venue for your next marketing campaign.

Consider these facts about the Cincinnati market area:

- **Population**
 - Cincinnati-Middletown MSA - 2,128,603
MSA ranking: 1st in Ohio and 28th in the U.S.
 - Greater Cincinnati (2013) - 296,943
- **Cost of Living**
 - Cincinnati's cost of living is 8% less than the Ohio average and 13.9% less than national
- **About Cincinnatians**
 - 38% of Cincinnatians are married; 70% have kids between 6 and 17 years of age
 - 93% of the population is English-speaking
 - 72% of Cincinnati's residents were born in Ohio
- **Education**

According to the 2010 census, 83.6% of Cincinnati's population has a high school education or college/graduate degree of which:

 - 46.34% completed high school or attended college
 - 37.26% received a college or graduate degree
- **Workers' Commute**
 - 132,605 Cincinnati residents commute to work
 - Average one-way commute is 25 minutes
 - 70% of Cincinnati's workers drive to work (11.4% of these, carpool)

Sources: 2010 and 2012 U.S. Census Data; www.choosecincy.com and www.areavibes.com/cincinnati-oh



Did you know?

The Cincinnati metropolitan area ranked in the top 20 of 150 U.S. cities for best test markets. Cities were ranked on how well their populations reflect the American consumer population as a whole. Criteria included age, marital status, home ownership and estimated income.

Source: Acxiom Corp., "Mirror on America" June 2004

Cincinnati, Ohio ranked third most psychographically (psychologically and geographically) balanced Designated Market Areas in the country. The psychographic distribution of the population in a test market can play a critical role when evaluating consumer acceptance and sales potential of new products or services.

Source: GeoVALS™: Connecting Motivations with Geography

Contact us

513-216-2820 | sales@cincydigital.com

Cincy Digital LLC

3927 Brotherton Rd., Suite 200 | Cincinnati, OH 45209

www.cincydigital.com

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