



Effective Buying Income - 2004

	Households	Total Effective Buying Income	Median Household Effective Buying Income	% of Households by Effective Buying Income		
				\$20,000- 34,999	\$35,000- 49,999	\$50,000 +
Cincinnati MSA	808.0	\$42,707,773	\$41,801	21.5%	19.5%	39.7%
Ohio						
Brown County	16.5	686,535	35,926	26.3	22.8	28.7
Butler County	129.8	6,742,028	43,492	20.6	20.4	41.8
Clermont County	71.5	3,857,985	44,826	20.5	20.5	43.4
Hamilton County	337.8	17,715,013	38,371	22.4	18.2	36.3
Warren County	69.0	4,354,074	52,262	16.5	19.4	53.0
Kentucky						
Boone County	37.6	2,222,043	48,866	18.2	20.1	48.4
Bracken County	3.4	129,273	33,231	27.4	21.6	25.5
Campbell County	35.0	1,682,413	39,352	23.7	20.4	35.8
Gallatin County	3.0	122,878	35,486	23.7	21.4	29.3
Grant County	9.1	383,004	36,569	27.2	21.8	30.8
Kenton County	61.0	3,167,765	41,223	22.6	20.9	37.9
Pendleton County	5.6	227,390	36,463	24.6	23.7	28.6
Indiana						
Dearborn County	18.0	916,000	44,766	20.7	21.4	42.6
Franklin County	8.3	398,405	41,700	22.5	21.7	37.5
Ohio County	2.3	102,970	40,098	23.2	21.0	35.9

Figures in thousands.

Effective buying income is personal income less personal tax and nontax payments or disposable income.

Source : Sales and Marketing Management, 2005 Survey of Buying Power