

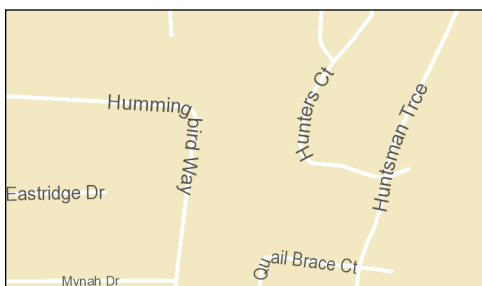
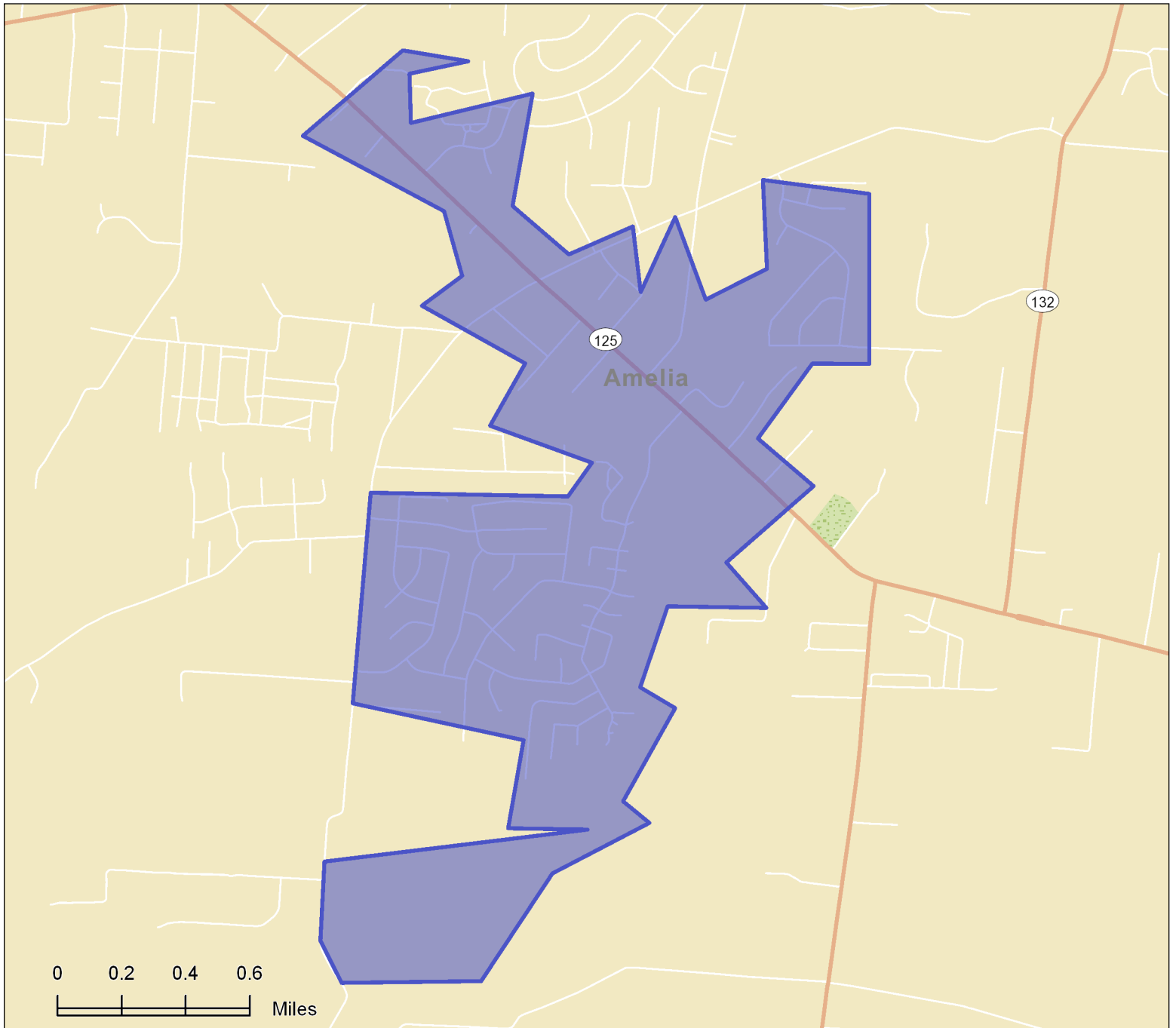


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Site Map

Amelia Village, OH
Standard Geography

www.ClermontCountyOhio.biz



March 23, 2012



Market Profile

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

Amelia village, OH (39017...

Population Summary

2000 Total Population	2,752
2000 Group Quarters	0
2010 Total Population	4,017
2015 Total Population	4,465
2010-2015 Annual Rate	2.14%

Household Summary

2000 Households	1,063
2000 Average Household Size	2.59
2010 Households	1,611
2010 Average Household Size	2.49
2015 Households	1,800
2015 Average Household Size	2.48
2010-2015 Annual Rate	2.24%
2000 Families	739
2000 Average Family Size	3.10
2010 Families	1,110
2010 Average Family Size	2.98
2015 Families	1,230
2015 Average Family Size	2.97
2010-2015 Annual Rate	2.07%

Housing Unit Summary

2000 Housing Units	1,112
Owner Occupied Housing Units	52.0%
Renter Occupied Housing Units	43.6%
Vacant Housing Units	4.4%
2010 Housing Units	1,726
Owner Occupied Housing Units	52.0%
Renter Occupied Housing Units	41.4%
Vacant Housing Units	6.7%
2015 Housing Units	1,960
Owner Occupied Housing Units	51.6%
Renter Occupied Housing Units	40.3%
Vacant Housing Units	8.2%

Median Household Income

2000	\$44,912
2010	\$57,895
2015	\$64,031

Median Home Value

2000	\$110,924
2010	\$138,445
2015	\$154,403

Per Capita Income

2000	\$17,772
2010	\$24,562
2015	\$27,229

Median Age

2000	29.1
2010	32.2
2015	32.9

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. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Market Profile

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Amelia village, OH (39017...

2000 Households by Income

Household Income Base	1,072
<\$15,000	20.5%
\$15,000 - \$24,999	8.4%
\$25,000 - \$34,999	8.8%
\$35,000 - \$49,999	20.8%
\$50,000 - \$74,999	28.2%
\$75,000 - \$99,999	9.8%
\$100,000 - \$149,999	2.7%
\$150,000 - \$199,999	0.4%
\$200,000+	0.5%
Average Household Income	\$45,591

2010 Households by Income

Household Income Base	1,611
<\$15,000	11.8%
\$15,000 - \$24,999	6.9%
\$25,000 - \$34,999	9.1%
\$35,000 - \$49,999	12.7%
\$50,000 - \$74,999	24.2%
\$75,000 - \$99,999	22.5%
\$100,000 - \$149,999	10.9%
\$150,000 - \$199,999	1.2%
\$200,000+	0.6%
Average Household Income	\$61,844

2015 Households by Income

Household Income Base	1,799
<\$15,000	10.2%
\$15,000 - \$24,999	5.2%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	11.1%
\$50,000 - \$74,999	24.5%
\$75,000 - \$99,999	24.4%
\$100,000 - \$149,999	15.5%
\$150,000 - \$199,999	1.7%
\$200,000+	0.8%
Average Household Income	\$68,305

2000 Owner Occupied Housing Units by Value

Total	545
<\$50,000	4.0%
\$50,000 - \$99,999	27.5%
\$100,000 - \$149,999	66.6%
\$150,000 - \$199,999	1.1%
\$200,000 - \$299,999	0.7%
\$300,000 - \$499,999	0.0%
\$500,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$107,179

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	500
With Cash Rent	97.0%
No Cash Rent	3.0%
Median Rent	\$448
Average Rent	\$412

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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ECONOMIC DEVELOPMENT

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Amelia village, OH (39017...

2000 Population by Age

Total	2,752
0 - 4	10.5%
5 - 9	7.7%
10 - 14	6.4%
15 - 24	14.5%
25 - 34	24.3%
35 - 44	15.0%
45 - 54	10.2%
55 - 64	3.7%
65 - 74	3.9%
75 - 84	2.8%
85 +	0.9%
18 +	71.5%

2010 Population by Age

Total	4,016
0 - 4	10.4%
5 - 9	8.8%
10 - 14	7.7%
15 - 24	10.3%
25 - 34	19.0%
35 - 44	19.3%
45 - 54	10.7%
55 - 64	7.0%
65 - 74	3.6%
75 - 84	2.3%
85 +	1.0%
18 +	70.0%

2015 Population by Age

Total	4,465
0 - 4	10.2%
5 - 9	9.0%
10 - 14	8.0%
15 - 24	11.4%
25 - 34	15.0%
35 - 44	20.3%
45 - 54	10.8%
55 - 64	7.5%
65 - 74	5.0%
75 - 84	1.9%
85 +	1.0%
18 +	69.0%

2000 Population by Sex

Males	47.1%
Females	52.9%

2010 Population by Sex

Males	48.0%
Females	52.0%

2015 Population by Sex

Males	47.8%
Females	52.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Market Profile

Amelia Village, OH
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2000 Population by Race/Ethnicity

Total	2,752
White Alone	96.8%
Black Alone	0.6%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	0.7%
Two or More Races	1.6%
Hispanic Origin	1.3%
Diversity Index	8.7

2010 Population by Race/Ethnicity

Total	4,018
White Alone	95.5%
Black Alone	1.1%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	1.1%
Two or More Races	1.8%
Hispanic Origin	2.0%
Diversity Index	12.4

2015 Population by Race/Ethnicity

Total	4,464
White Alone	94.8%
Black Alone	1.2%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	1.2%
Two or More Races	2.1%
Hispanic Origin	2.4%
Diversity Index	14.3

2000 Population 3+ by School Enrollment

Total	2,548
Enrolled in Nursery/Preschool	2.0%
Enrolled in Kindergarten	2.2%
Enrolled in Grade 1-8	10.2%
Enrolled in Grade 9-12	6.4%
Enrolled in College	4.5%
Enrolled in Grad/Prof School	1.2%
Not Enrolled in School	73.5%

2010 Population 25+ by Educational Attainment

Total	2,524
Less Than 9th Grade	3.2%
9th to 12th Grade, No Diploma	8.0%
High School Graduate	38.4%
Some College, No Degree	20.7%
Associate Degree	12.4%
Bachelor's Degree	13.7%
Graduate/Professional Degree	3.5%

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. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Population 15+ by Marital Status

Total	2,939
Never Married	26.8%
Married	56.1%
Widowed	4.7%
Divorced	12.3%

2000 Population 16+ by Employment Status

Total	2,086
In Labor Force	74.8%
Civilian Employed	72.3%
Civilian Unemployed	2.5%
In Armed Forces	0.0%
Not In Labor Force	25.2%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	90.2%
Civilian Unemployed	9.8%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	92.1%
Civilian Unemployed	7.9%

2000 Females 16+ by Employment Status and Age of Children

Total	1,111
Own Children < 6 Only	12.5%
Employed/in Armed Forces	9.1%
Unemployed	1.2%
Not in Labor Force	2.3%
Own Children <6 and 6-17 Only	8.8%
Employed/in Armed Forces	6.1%
Unemployed	0.3%
Not in Labor Force	2.4%
Own Children 6-17 Only	13.5%
Employed/in Armed Forces	11.8%
Unemployed	0.0%
Not in Labor Force	1.7%
No Own Children < 18	65.2%
Employed/in Armed Forces	37.3%
Unemployed	1.7%
Not in Labor Force	26.2%

2010 Employed Population 16+ by Industry

Total	1,909
Agriculture/Mining	0.0%
Construction	7.9%
Manufacturing	14.4%
Wholesale Trade	5.0%
Retail Trade	14.2%
Transportation/Utilities	3.7%
Information	1.5%
Finance/Insurance/Real Estate	7.6%
Services	43.5%
Public Administration	2.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Employed Population 16+ by Occupation

Total	1,911
White Collar	58.0%
Management/Business/Financial	14.9%
Professional	17.5%
Sales	11.4%
Administrative Support	14.3%
Services	18.2%
Blue Collar	23.8%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	6.4%
Installation/Maintenance/Repair	5.1%
Production	7.4%
Transportation/Material Moving	4.8%

2000 Workers 16+ by Means of Transportation to Work

Total	1,446
Drove Alone - Car, Truck, or Van	83.1%
Carpooled - Car, Truck, or Van	11.0%
Public Transportation	2.4%
Walked	1.7%
Other Means	0.0%
Worked at Home	1.8%

2000 Workers 16+ by Travel Time to Work

Total	1,446
Did not Work at Home	98.2%
Less than 5 minutes	1.9%
5 to 9 minutes	5.7%
10 to 19 minutes	19.8%
20 to 24 minutes	13.5%
25 to 34 minutes	21.4%
35 to 44 minutes	10.9%
45 to 59 minutes	18.1%
60 to 89 minutes	5.7%
90 or more minutes	1.2%
Worked at Home	1.8%
Average Travel Time to Work (in min)	30.3

2000 Households by Vehicles Available

Total	1,051
None	9.6%
1	30.6%
2	45.4%
3	10.6%
4	2.4%
5+	1.4%
Average Number of Vehicles Available	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Households by Type

Total	1,063
Family Households	69.5%
Married-couple Family	53.0%
With Related Children	31.8%
Other Family (No Spouse)	16.6%
With Related Children	11.6%
Nonfamily Households	30.5%
Householder Living Alone	24.8%
Householder Not Living Alone	5.6%
Households with Related Children	43.4%
Households with Persons 65+	16.6%

2000 Households by Size

Total	1,063
1 Person Household	24.8%
2 Person Household	28.5%
3 Person Household	21.4%
4 Person Household	16.7%
5 Person Household	6.5%
6 Person Household	1.3%
7 + Person Household	0.8%

2000 Households by Year Householder Moved In

Total	1,051
Moved in 1999 to March 2000	25.0%
Moved in 1995 to 1998	45.4%
Moved in 1990 to 1994	10.2%
Moved in 1980 to 1989	12.5%
Moved in 1970 to 1979	2.8%
Moved in 1969 or Earlier	4.2%
Median Year Householder Moved In	1996

2000 Housing Units by Units in Structure

Total	1,111
1, Detached	54.4%
1, Attached	9.8%
2	1.3%
3 or 4	6.4%
5 to 9	11.9%
10 to 19	11.3%
20 +	5.0%
Mobile Home	0.0%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	1,111
1999 to March 2000	6.6%
1995 to 1998	18.3%
1990 to 1994	4.3%
1980 to 1989	20.0%
1970 to 1979	27.7%
1969 or Earlier	23.1%
Median Year Structure Built	1980

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Top 3 Tapestry Segments

1. Up and Coming Families
2. Old and Newcomers
3. Great Expectations

2010 Consumer Spending

Apparel & Services: Total \$	\$2,435,605
Average Spent	\$1,511.86
Spending Potential Index	63
Computers & Accessories: Total \$	\$330,268
Average Spent	\$205.01
Spending Potential Index	93
Education: Total \$	\$1,772,926
Average Spent	\$1,100.51
Spending Potential Index	90
Entertainment/Recreation: Total \$	\$4,685,730
Average Spent	\$2,908.58
Spending Potential Index	90
Food at Home: Total \$	\$6,310,307
Average Spent	\$3,917.01
Spending Potential Index	88
Food Away from Home: Total \$	\$4,693,979
Average Spent	\$2,913.71
Spending Potential Index	91
Health Care: Total \$	\$4,991,964
Average Spent	\$3,098.67
Spending Potential Index	83
HH Furnishings & Equipment: Total \$	\$2,613,950
Average Spent	\$1,622.56
Spending Potential Index	79
Investments: Total \$	\$2,127,533
Average Spent	\$1,320.63
Spending Potential Index	76
Retail Goods: Total \$	\$33,920,853
Average Spent	\$21,055.78
Spending Potential Index	85
Shelter: Total \$	\$23,288,196
Average Spent	\$14,455.74
Spending Potential Index	92
TV/Video/Audio: Total \$	\$1,783,898
Average Spent	\$1,107.32
Spending Potential Index	89
Travel: Total \$	\$2,686,672
Average Spent	\$1,667.71
Spending Potential Index	88
Vehicle Maintenance & Repairs: Total \$	\$1,346,084
Average Spent	\$835.56
Spending Potential Index	89

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 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

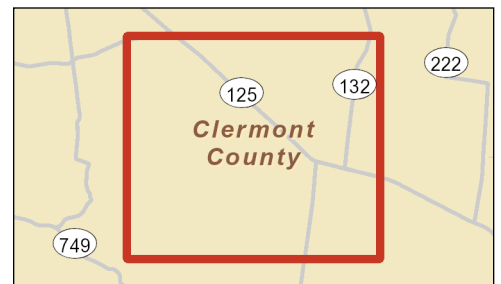
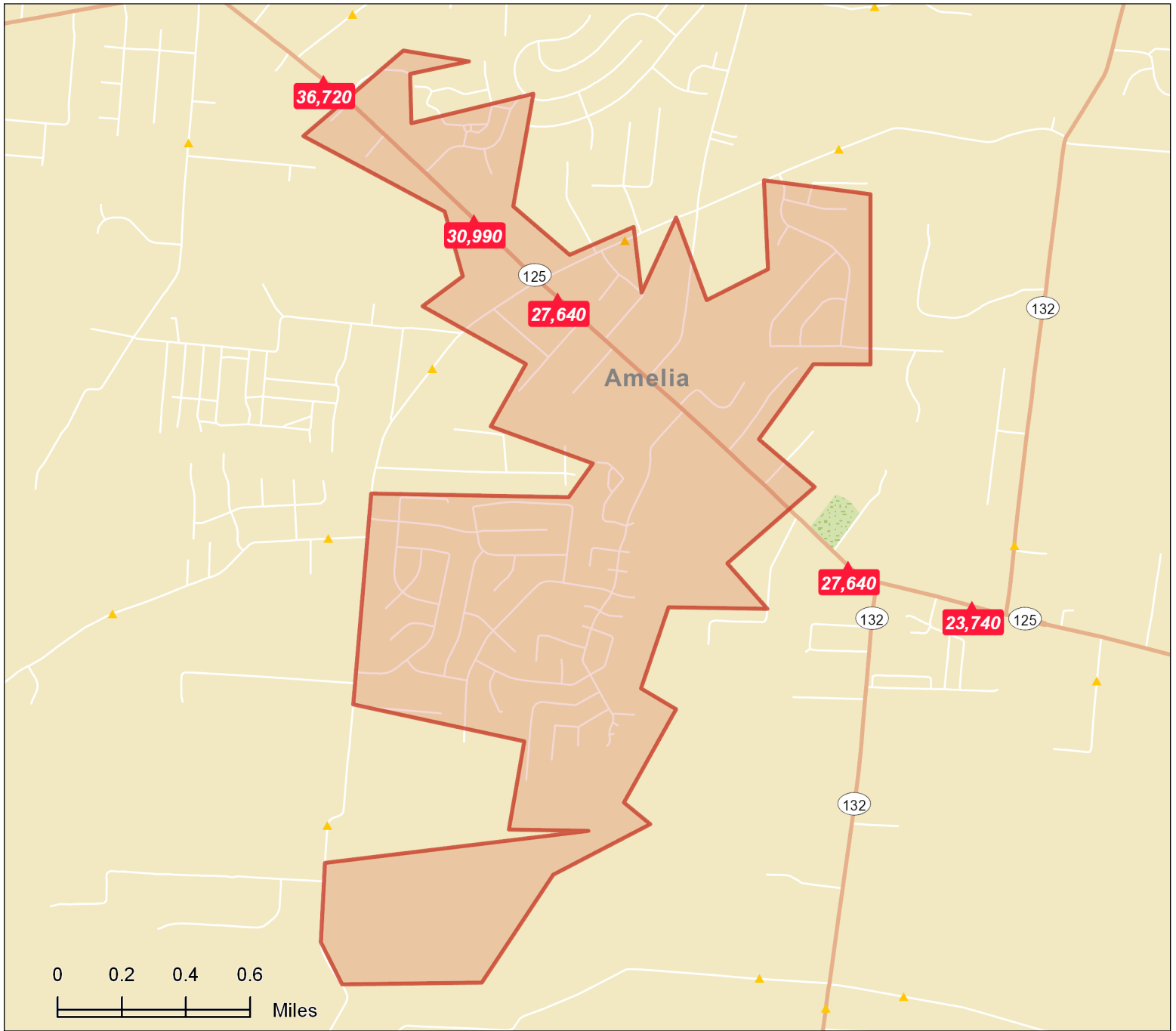
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Traffic Count Map



Source: ©2011 MPSI (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®



Business Summary

Amelia Village, OH
 Amelia village, OH (3901742)
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Data for all businesses in area	Amelia village, OH (39017...
Total Businesses:	109
Total Employees:	545
Total Residential Population:	4,017
Employee/Residential Population Ratio:	0.14

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	3	2.8%	3	0.6%
Construction	9	8.3%	10	1.8%
Manufacturing	4	3.7%	20	3.7%
Transportation	2	1.8%	15	2.8%
Communication	0	0.0%	0	0.0%
Utility	0	0.0%	0	0.0%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade Summary	24	22.0%	89	16.3%
Home Improvement	3	2.8%	2	0.4%
General Merchandise Stores	1	0.9%	6	1.1%
Food Stores	1	0.9%	3	0.6%
Auto Dealers, Gas Stations, Auto Aftermarket	7	6.4%	38	7.0%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	1	0.9%	4	0.7%
Eating & Drinking Places	3	2.8%	4	0.7%
Miscellaneous Retail	8	7.3%	32	5.9%
Finance, Insurance, Real Estate Summary	17	15.6%	52	9.5%
Banks, Savings & Lending Institutions	4	3.7%	28	5.1%
Securities Brokers	1	0.9%	3	0.6%
Insurance Carriers & Agents	5	4.6%	10	1.8%
Real Estate, Holding, Other Investment Offices	7	6.4%	11	2.0%
Services Summary	46	42.2%	336	61.7%
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	5	4.6%	19	3.5%
Motion Pictures & Amusements	5	4.6%	7	1.3%
Health Services	1	0.9%	7	1.3%
Legal Services	3	2.8%	24	4.4%
Education Institutions & Libraries	2	1.8%	73	13.4%
Other Services	30	27.5%	206	37.8%
Government	2	1.8%	18	3.3%
Other	2	1.8%	2	0.4%
Totals	109	100%	545	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

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Business Summary

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	9	8.3%	10	1.8%
Manufacturing	4	3.7%	20	3.7%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade	21	19.3%	85	15.6%
Motor Vehicle & Parts Dealers	6	5.5%	28	5.1%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	1	0.9%	4	0.7%
Bldg Material & Garden Equipment & Supplies Dealers	3	2.8%	2	0.4%
Food & Beverage Stores	1	0.9%	1	0.2%
Health & Personal Care Stores	4	3.7%	15	2.8%
Gasoline Stations	1	0.9%	10	1.8%
Clothing & Clothing Accessories Stores	1	0.9%	13	2.4%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	1	0.9%	6	1.1%
Miscellaneous Store Retailers	3	2.8%	6	1.1%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	2	1.8%	15	2.8%
Information	1	0.9%	15	2.8%
Finance & Insurance	10	9.2%	41	7.5%
Central Bank/Credit Intermediation & Related Activities	4	3.7%	28	5.1%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	1	0.9%	3	0.6%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	5	4.6%	10	1.8%
Real Estate, Rental & Leasing	8	7.3%	11	2.0%
Professional, Scientific & Tech Services	13	11.9%	49	9.0%
Legal Services	4	3.7%	27	5.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	4	3.7%	4	0.7%
Educational Services	3	2.8%	69	12.7%
Health Care & Social Assistance	1	0.9%	7	1.3%
Arts, Entertainment & Recreation	4	3.7%	1	0.2%
Accommodation & Food Services	3	2.8%	4	0.7%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	3	2.8%	4	0.7%
Other Services (except Public Administration)	22	20.2%	194	35.6%
Automotive Repair & Maintenance	4	3.7%	19	3.5%
Public Administration	2	1.8%	18	3.3%
Unclassified Establishments	2	1.8%	2	0.4%
Total	109	100%	545	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail MarketPlace Profile

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

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Summary Demographics

2010 Population	4,017
2010 Households	1,611
2010 Median Disposable Income	\$45,925
2010 Per Capita Income	\$24,562

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$37,234,386	\$14,326,682	\$22,907,704	44.4	23
Total Retail Trade	44-45	\$31,761,998	\$13,626,529	\$18,135,469	40.0	20
Total Food & Drink	722	\$5,472,388	\$700,153	\$4,772,235	77.3	3

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$7,597,867	\$1,889,108	\$5,708,759	60.2	5
Automobile Dealers	4411	\$6,476,617	\$642,506	\$5,834,111	81.9	1
Other Motor Vehicle Dealers	4412	\$532,523	\$567,182	\$-34,659	-3.2	2
Auto Parts, Accessories & Tire Stores	4413	\$588,727	\$679,420	\$-90,693	-7.2	2
Furniture & Home Furnishings Stores	442	\$531,713	\$0	\$531,713	100.0	0
Furniture Stores	4421	\$277,430	\$0	\$277,430	100.0	0
Home Furnishings Stores	4422	\$254,283	\$0	\$254,283	100.0	0
Electronics & Appliance Stores	4431	\$1,339,218	\$296,468	\$1,042,750	63.8	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,184,120	\$331,035	\$853,085	56.3	3
Bldg Material & Supplies Dealers	4441	\$1,119,617	\$216,497	\$903,120	67.6	2
Lawn & Garden Equip & Supply Stores	4442	\$64,503	\$114,538	\$-50,035	-27.9	1
Food & Beverage Stores	445	\$5,605,791	\$68,671	\$5,537,120	97.6	1
Grocery Stores	4451	\$5,372,248	\$0	\$5,372,248	100.0	0
Specialty Food Stores	4452	\$79,886	\$0	\$79,886	100.0	0
Beer, Wine & Liquor Stores	4453	\$153,657	\$68,671	\$84,986	38.2	1
Health & Personal Care Stores	446,4461	\$624,063	\$1,584,954	\$-960,891	-43.5	4
Gasoline Stations	447,4471	\$5,265,598	\$6,589,257	\$-1,323,659	-11.2	1
Clothing & Clothing Accessories Stores	448	\$925,849	\$438,611	\$487,238	35.7	1
Clothing Stores	4481	\$671,983	\$0	\$671,983	100.0	0
Shoe Stores	4482	\$148,932	\$0	\$148,932	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$104,934	\$438,611	\$-333,677	-61.4	1
Sporting Goods, Hobby, Book & Music Stores	451	\$151,584	\$0	\$151,584	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$116,480	\$0	\$116,480	100.0	0
Book, Periodical & Music Stores	4512	\$35,104	\$0	\$35,104	100.0	0
General Merchandise Stores	452	\$5,206,572	\$2,291,683	\$2,914,889	38.9	1
Department Stores Excluding Leased Depts.	4521	\$2,245,619	\$0	\$2,245,619	100.0	0
Other General Merchandise Stores	4529	\$2,960,953	\$2,291,683	\$669,270	12.7	1
Miscellaneous Store Retailers	453	\$439,666	\$136,742	\$302,924	52.6	3
Florists	4531	\$23,912	\$79,145	\$-55,233	-53.6	1
Office Supplies, Stationery & Gift Stores	4532	\$149,722	\$0	\$149,722	100.0	0
Used Merchandise Stores	4533	\$10,465	\$34,646	\$-24,181	-53.6	1
Other Miscellaneous Store Retailers	4539	\$255,567	\$22,951	\$232,616	83.5	1
Nonstore Retailers	454	\$2,889,957	\$0	\$2,889,957	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$2,747,317	\$0	\$2,747,317	100.0	0
Vending Machine Operators	4542	\$4,178	\$0	\$4,178	100.0	0
Direct Selling Establishments	4543	\$138,462	\$0	\$138,462	100.0	0
Food Services & Drinking Places	722	\$5,472,388	\$700,153	\$4,772,235	77.3	3
Full-Service Restaurants	7221	\$1,940,839	\$381,066	\$1,559,773	67.2	1
Limited-Service Eating Places	7222	\$3,046,575	\$0	\$3,046,575	100.0	0
Special Food Services	7223	\$383,525	\$233,703	\$149,822	24.3	1
Drinking Places - Alcoholic Beverages	7224	\$101,449	\$85,384	\$16,065	8.6	1

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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

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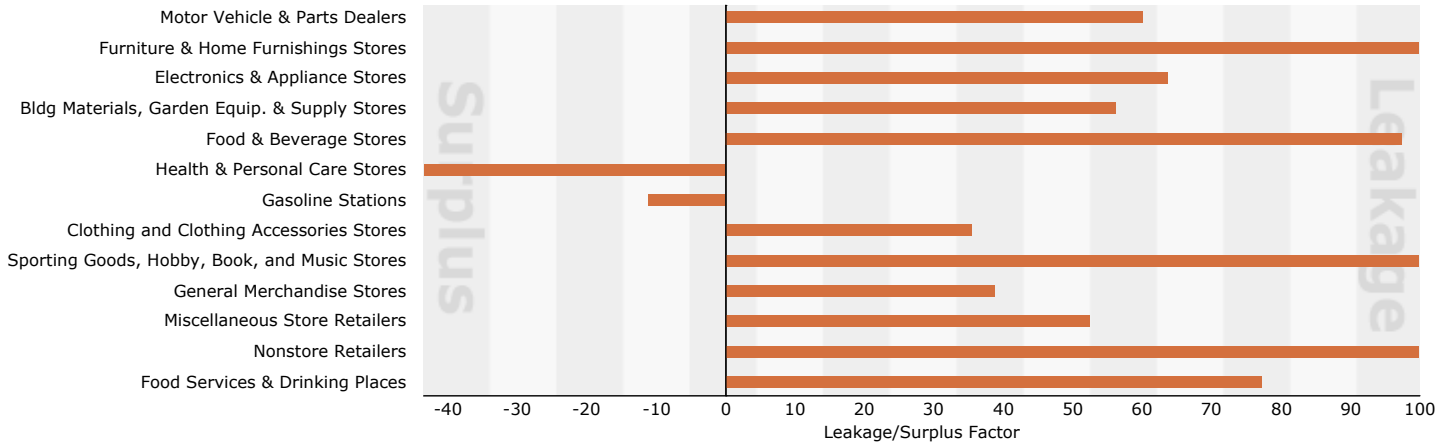


Retail MarketPlace Profile

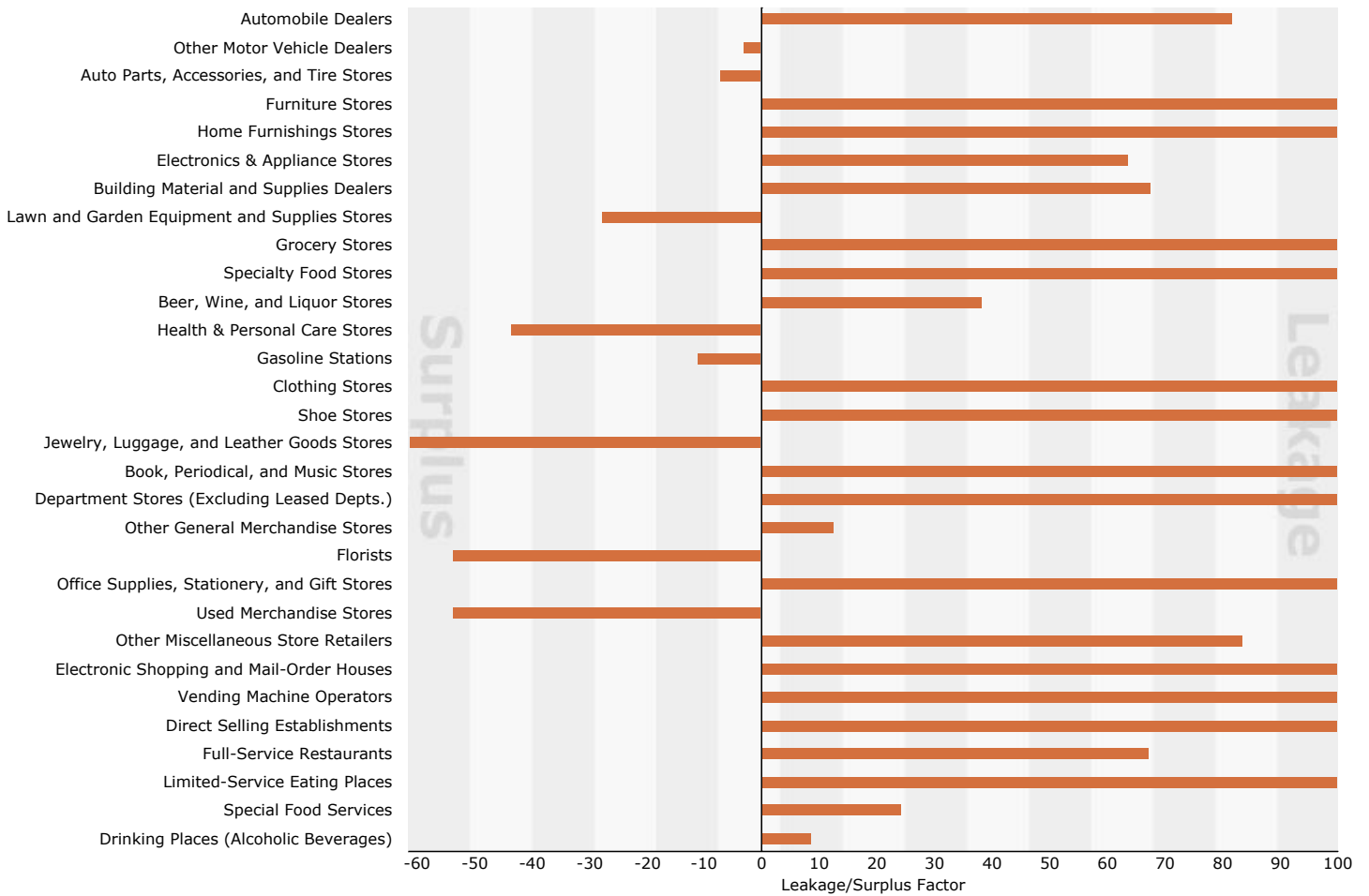
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

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Demographic Summary	2010	2015
Population	4,017	4,465
Total Number of Adults	2,811	3,080
Households	1,611	1,800
Median Household Income	\$57,895	\$64,031

Product/Consumer Behavior	Expected Number Adults/HHS	Percent of Adults/HHS	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	1,454	51.7%	103
Bought any women's apparel in last 12 months	1,366	48.6%	107
Bought apparel for child <13 in last 6 months	943	33.5%	118
Bought any shoes in last 12 months	1,524	54.2%	104
Bought costume jewelry in last 12 months	642	22.8%	109
Bought any fine jewelry in last 12 months	605	21.5%	98
Bought a watch in last 12 months	553	19.7%	102
Automobiles (Households)			
HH owns/leases any vehicle	1,430	88.8%	103
HH bought/leased new vehicle last 12 mo	177	11.0%	115
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,551	90.8%	104
Bought/changed motor oil in last 12 months	1,538	54.7%	105
Had tune-up in last 12 months	948	33.7%	108
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,863	66.3%	107
Drank regular cola in last 6 months	1,482	52.7%	103
Drank beer/ale in last 6 months	1,239	44.1%	104
Cameras & Film (Adults)			
Bought any camera in last 12 months	335	11.9%	93
Bought film in last 12 months	567	20.2%	105
Bought digital camera in last 12 months	205	7.3%	107
Bought memory card for camera in last 12 months	213	7.6%	99
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	1,079	38.4%	108
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	540	19.2%	90
Avg monthly cell/mobile phone/PDA bill: \$50-99	1,055	37.5%	116
Avg monthly cell/mobile phone/PDA bill: \$100+	653	23.2%	110
Computers (Households)			
HH owns a personal computer	1,307	81.1%	110
Spent <\$500 on most recent home PC purchase	151	9.4%	108
Spent \$500-\$999 on most recent home PC purchase	333	20.7%	116
Spent \$1000-\$1499 on most recent home PC purchase	233	14.5%	111
Spent \$1500-\$1999 on most recent home PC purchase	123	7.6%	108
Spent \$2000+ on most recent home PC purchase	116	7.2%	116

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	1,798	64.0%	106
Bought cigarettes at convenience store in last 30 days	500	17.8%	114
Bought gas at convenience store in last 30 days	1,085	38.6%	115
Spent at convenience store in last 30 days: <\$20	273	9.7%	101
Spent at convenience store in last 30 days: \$20-39	280	10.0%	98
Spent at convenience store in last 30 days: \$40+	1,116	39.7%	110
Entertainment (Adults)			
Attended movies in last 6 months	1,839	65.4%	111
Went to live theater in last 12 months	402	14.3%	109
Went to a bar/night club in last 12 months	563	20.0%	105
Dined out in last 12 months	1,437	51.1%	104
Gambled at a casino in last 12 months	440	15.7%	98
Visited a theme park in last 12 months	717	25.5%	119
DVDs rented in last 30 days: 1	103	3.7%	138
DVDs rented in last 30 days: 2	164	5.8%	126
DVDs rented in last 30 days: 3	87	3.1%	97
DVDs rented in last 30 days: 4	121	4.3%	111
DVDs rented in last 30 days: 5+	490	17.4%	132
DVDs purchased in last 30 days: 1	171	6.1%	122
DVDs purchased in last 30 days: 2	180	6.4%	135
DVDs purchased in last 30 days: 3-4	128	4.6%	98
DVDs purchased in last 30 days: 5+	138	4.9%	94
Spent on toys/games in last 12 months: <\$50	178	6.3%	104
Spent on toys/games in last 12 months: \$50-\$99	92	3.3%	119
Spent on toys/games in last 12 months: \$100-\$199	216	7.7%	107
Spent on toys/games in last 12 months: \$200-\$499	368	13.1%	121
Spent on toys/games in last 12 months: \$500+	183	6.5%	113
Financial (Adults)			
Have home mortgage (1st)	636	22.6%	118
Used ATM/cash machine in last 12 months	1,655	58.9%	116
Own any stock	245	8.7%	95
Own U.S. savings bond	182	6.5%	95
Own shares in mutual fund (stock)	253	9.0%	96
Own shares in mutual fund (bonds)	163	5.8%	98
Used full service brokerage firm in last 12 months	149	5.3%	86
Have savings account	1,126	40.1%	110
Have 401K retirement savings	575	20.5%	115
Did banking over the Internet in last 12 months	986	35.1%	129
Own any credit/debit card (in own name)	2,213	78.7%	106
Avg monthly credit card expenditures: <\$111	399	14.2%	102
Avg monthly credit card expenditures: \$111-225	246	8.8%	112
Avg monthly credit card expenditures: \$226-450	247	8.8%	118
Avg monthly credit card expenditures: \$451-700	188	6.7%	105
Avg monthly credit card expenditures: \$701+	369	13.1%	98

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,086	74.2%	105
Used bread in last 6 months	2,729	97.1%	101
Used chicken/turkey (fresh or frozen) in last 6 months	2,261	80.4%	104
Used fish/seafood (fresh or frozen) in last 6 months	1,528	54.4%	103
Used fresh fruit/vegetables in last 6 months	2,455	87.3%	100
Used fresh milk in last 6 months	2,571	91.5%	101
Health (Adults)			
Exercise at home 2+ times per week	933	33.2%	111
Exercise at club 2+ times per week	412	14.7%	119
Visited a doctor in last 12 months	2,193	78.0%	100
Used vitamin/dietary supplement in last 6 months	1,361	48.4%	100
Home (Households)			
Any home improvement in last 12 months	505	31.3%	99
Used housekeeper/maid/prof HH cleaning service in the last 12 months	234	14.5%	93
Purchased any HH furnishing in last 12 months	549	34.1%	114
Purchased bedding/bath goods in last 12 months	938	58.2%	107
Purchased cooking/serving product in last 12 months	485	30.1%	110
Bought any kitchen appliance in last 12 months	297	18.4%	106
Insurance (Adults)			
Currently carry any life insurance	1,463	52.0%	109
Have medical/hospital/accident insurance	2,091	74.4%	104
Carry homeowner insurance	1,500	53.4%	101
Carry renter insurance	213	7.6%	123
Have auto/other vehicle insurance	2,419	86.1%	104
Pets (Households)			
HH owns any pet	868	53.9%	104
HH owns any cat	381	23.7%	98
HH owns any dog	622	38.6%	102
Reading Materials (Adults)			
Bought book in last 12 months	1,471	52.3%	104
Read any daily newspaper	1,045	37.2%	90
Heavy magazine reader	638	22.7%	114
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	2,213	78.7%	109
Went to family restaurant/steak house last mo: <2 times	719	25.6%	100
Went to family restaurant/steak house last mo: 2-4 times	799	28.4%	105
Went to family restaurant/steak house last mo: 5+ times	695	24.7%	127
Went to fast food/drive-in restaurant in last 6 mo	2,593	92.2%	104
Went to fast food/drive-in restaurant <6 times/mo	895	31.8%	91
Went to fast food/drive-in restaurant 6-13 times/mo	876	31.2%	108
Went to fast food/drive-in restaurant 14+ times/mo	822	29.2%	117
Fast food/drive-in last 6 mo: eat in	1,022	36.4%	97
Fast food/drive-in last 6 mo: home delivery	371	13.2%	127
Fast food/drive-in last 6 mo: take-out/drive-thru	1,718	61.1%	117
Fast food/drive-in last 6 mo: take-out/walk-in	654	23.3%	95

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	1,031	64.0%	99
HH average monthly long distance phone bill: <\$16	429	26.6%	96
HH average monthly long distance phone bill: \$16-25	181	11.2%	98
HH average monthly long distance phone bill: \$26-59	124	7.7%	84
HH average monthly long distance phone bill: \$60+	65	4.0%	91
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	277	17.2%	87
HH owns 2 TVs	438	27.2%	103
HH owns 3 TVs	387	24.0%	107
HH owns 4+ TVs	339	21.0%	100
HH subscribes to cable TV	1,008	62.6%	108
HH Purchased audio equipment in last 12 months	181	11.2%	116
HH Purchased CD player in last 12 months	69	4.3%	111
HH Purchased DVD player in last 12 months	192	11.9%	123
HH Purchased MP3 player in last 12 months	387	13.8%	135
HH Purchased video game system in last 12 months	198	12.3%	114
Travel (Adults)			
Domestic travel in last 12 months	1,610	57.3%	110
Took 3+ domestic trips in last 12 months	481	17.1%	115
Spent on domestic vacations last 12 mo: <\$1000	403	14.3%	114
Spent on domestic vacations last 12 mo: \$1000-\$1499	195	6.9%	103
Spent on domestic vacations last 12 mo: \$1500-\$1999	143	5.1%	125
Spent on domestic vacations last 12 mo: \$2000-\$2999	115	4.1%	99
Spent on domestic vacations last 12 mo: \$3000+	129	4.6%	91
Foreign travel in last 3 years	758	27.0%	105
Took 3+ foreign trips by plane in last 3 years	122	4.3%	91
Spent on foreign vacations last 12 mo: <\$1000	149	5.3%	89
Spent on foreign vacations last 12 mo: \$1000-\$2999	93	3.3%	81
Spent on foreign vacations last 12 mo: \$3000+	140	5.0%	102
Stayed 1+ nights at hotel/motel in last 12 months	1,255	44.6%	110

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Electronics and Internet Market Potential

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Demographic Summary		2010	2015
Population		4,017	4,465
Population 18+		2,811	3,080
Households		1,611	1,800
Median Household Income		\$57,895	\$64,031
Product/Consumer Behavior		Expected Number of Adults/HHs	MPI
		Percent	
HH owns a personal computer	1,307	81.1%	110
Purchased home PC in last 12 months	303	18.8%	120
Purchased home PC 1-2 years ago	396	24.6%	109
Purchased home PC 3-4 years ago	355	22.0%	113
Purchased home PC 5+ years ago	160	9.9%	106
Spent <\$500 on home PC (most recent purchase)	151	9.4%	108
Spent \$500-999 on home PC (most recent purchase)	333	20.6%	116
Spent \$1000-1499 on home PC (most recent purchase)	233	14.5%	111
Spent \$1500-1999 on home PC (most recent purchase)	123	7.7%	108
Spent \$2000+ on home PC (most recent purchase)	116	7.2%	116
Purchased home PC at computer superstore	243	15.1%	118
Purchased home PC at department store	85	5.3%	107
Purchased home PC direct from manufacturer	240	14.9%	107
Purchased home PC at electronics store	227	14.1%	128
Purchased home PC on Internet	158	9.8%	114
Purchased home PC at warehouse discount outlet	40	2.5%	113
HH owns desktop PC	1,006	62.4%	109
HH owns laptop/notebook/tablet PC	608	37.7%	121
HH owns any Apple/Apple Mac clone brand PC	99	6.1%	98
HH owns any IBM/IBM compatible brand PC	1,212	75.3%	112
Brand of PC that HH owns: Compaq	161	10.0%	118
Brand of PC that HH owns: Dell	547	34.0%	110
Brand of PC that HH owns: Gateway	109	6.7%	102
Brand of PC that HH owns: Hewlett Packard	295	18.3%	118
Brand of PC that HH owns: Sony Vaio	55	3.4%	118
Child (under 18) uses home PC	394	24.4%	116
HH owns CD burner	695	43.1%	117
HH owns CD ROM drive	699	43.4%	111
HH owns DVD drive	471	29.2%	117
HH owns DVD-RW (DVD burner)	386	24.0%	117
HH owns external hard drive	273	17.0%	120
HH owns flash drive	412	25.5%	125
HH owns LAN/network interface card	230	14.2%	129
HH owns inkjet printer	766	47.6%	111
HH owns laser printer	265	16.4%	120
HH owns modem/fax modem	365	22.7%	109
HH owns removable cartridge storage device	107	6.6%	115
HH owns scanner	498	30.9%	109
HH owns PC speakers	760	47.1%	113
HH owns tape backup	40	2.5%	93
HH owns webcam	225	13.9%	123
HH owns software: accounting	154	9.6%	108
HH owns software: communications/fax	153	9.5%	116
HH owns software: database/filing	154	9.6%	117
HH owns software: desktop publishing	231	14.3%	118

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	207	12.8%	128
HH owns software: entertainment/games	529	32.8%	113
HH owns software: online meeting/conference	65	4.0%	141
HH owns software: personal finance/tax prep	282	17.5%	123
HH owns software: presentation graphics	149	9.2%	116
HH owns software: multimedia	317	19.7%	129
HH owns software: networking	221	13.7%	122
HH owns software: security/anti-virus	526	32.7%	116
HH owns software: spreadsheet	435	27.0%	117
HH owns software: utility	133	8.3%	116
HH owns software: web authoring	73	4.6%	131
HH owns software: word processing	633	39.3%	117
Spent \$500+ on software for home PC in last 12 mo	45	2.8%	117
Purchased computer book in last 12 months	82	5.1%	118
HH owns fax machine	106	6.6%	109
Purchased audio equipment in last 12 months	181	11.3%	116
Purchased headphones in last 12 months	73	4.5%	114
HH owns camcorder	366	22.7%	117
Purchased camcorder in last 12 months	46	2.9%	134
HH owns CD player	817	50.7%	110
Purchased CD player in last 12 months	69	4.3%	111
HH owns DVD player	1,129	70.1%	106
Purchased DVD player in last 12 months	192	11.9%	123
HH owns 1 TV	277	17.2%	87
HH owns 2 TVs	438	27.2%	103
HH owns 3 TVs	387	24.0%	107
HH owns 4+ TVs	339	21.0%	100
HH owns miniature screen TV (<13 in)	126	7.8%	99
Most recent TV purchase: miniature screen (<13 in)	38	2.4%	85
HH owns regular screen TV (13-26 in)	704	43.7%	101
Most recent TV purchase: regular screen (13-26 in)	358	22.2%	95
HH owns large screen TV (27-35 in)	754	46.8%	101
Most recent TV purchase: large screen (27-35 in)	501	31.1%	99
HH owns big screen TV (36-42 in)	337	20.9%	111
Most recent TV purchase: big screen (36-42 in)	245	15.2%	108
HH owns giant screen TV (over 42 in)	254	15.7%	111
Most recent TV purchase: giant screen (over 42 in)	197	12.3%	110
HH owns LCD TV	324	20.1%	105
HH owns plasma TV	147	9.1%	110
HH owns projection TV	99	6.1%	114
HH owns video game system	615	38.2%	114
Purchased video game system in last 12 months	198	12.3%	114
HH owns video game system: handheld	285	17.7%	115
HH owns video game system: attached to TV/computer	547	33.9%	115
HH owns video game system: Game Boy	123	7.6%	111
HH owns video game system: Game Boy Advance/SP	124	7.7%	117
HH owns video game system: Nintendo DS	150	9.3%	123

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	95	5.9%	117
HH owns video game system: Nintendo Wii	126	7.8%	116
HH owns video game system: PlayStation 2	290	18.0%	109
HH owns video game system: PlayStation 3	65	4.0%	112
HH owns video game system: Sony PlayStation/PS One	67	4.1%	103
HH owns video game system: Sony PSP	58	3.6%	123
HH owns video game system: Xbox	120	7.4%	125
HH owns video game system: Xbox 360	121	7.5%	116
HH purchased 5+ video games in last 12 months	132	8.2%	126
HH spent \$101+ on video games in last 12 months	163	10.1%	125
Owns MP3 player	950	33.8%	126
Purchased MP3 player in last 12 months	387	13.8%	135
Owns Apple iPod	373	13.3%	119
Purchased Apple iPod in last 12 months	107	3.8%	113
Have any access to the Internet	2,548	90.6%	107
Have access to Internet: at home	2,194	78.1%	111
Have access to Internet: at work	1,313	46.7%	125
Have access to Internet: at school/library	732	26.0%	103
Have access to Internet: not hm/work/school/library	568	20.2%	104
Use Internet less than once a week	73	2.6%	65
Use Internet 1-2 times per week	134	4.8%	86
Use Internet 3-6 times per week	242	8.6%	107
Use Internet once a day	376	13.4%	121
Use Internet 2-4 times per day	549	19.5%	111
Use Internet 5 or more times per day	876	31.2%	125
Any Internet or online usage in last 30 days	2,251	80.1%	114
Used Internet in last 30 days: at home	2,011	71.5%	115
Used Internet in last 30 days: at work	1,135	40.4%	127
Used Internet in last 30 days: at school/library	240	8.5%	111
Used Internet/30 days: not home/work/school/library	259	9.2%	100
Internet last 30 days: used email	2,029	72.2%	116
Internet last 30 days: used Instant Messenger	868	30.9%	122
Internet last 30 days: paid bills online	1,211	43.1%	131
Internet last 30 days: visited online blog	330	11.7%	123
Internet last 30 days: wrote online blog	154	5.5%	148
Internet last 30 days: visited chat room	139	4.9%	106
Internet last 30 days: looked for employment	441	15.7%	120
Internet last 30 days: played games online	682	24.3%	116
Internet last 30 days: traded/tracked investments	325	11.6%	104
Internet last 30 days: downloaded music	598	21.3%	116
Internet last 30 days: made phone call	123	4.4%	119
Internet last 30 days: made personal purchase	997	35.5%	115
Internet last 30 days: made business purchase	320	11.4%	119
Internet last 30 days: made travel plans	554	19.7%	114
Internet last 30 days: watched online video	687	24.4%	127
Internet last 30 days: obtained new/used car info	315	11.2%	127
Internet last 30 days: obtained financial info	886	31.5%	132
Internet last 30 days: obtained medical info	513	18.3%	109
Internet last 30 days: obtained latest news	1,281	45.6%	118
Internet last 30 days: obtained real estate info	353	12.5%	117

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2010 and 2015.

March 23, 2012

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Electronics and Internet Market Potential

Amelia Village, OH
 Amelia village, OH (3901742)
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	773	27.5%	119
Ordered anything on Internet in last 12 months	1,116	39.7%	115
Ordered on Internet/12 mo: airline ticket	526	18.7%	112
Ordered on Internet/12 mo: CD/tape	118	4.2%	96
Ordered on Internet/12 mo: clothing	449	16.0%	110
Ordered on Internet/12 mo: computer	100	3.5%	104
Ordered on Internet/12 mo: computer peripheral	124	4.4%	102
Ordered on Internet/12 mo: DVD	202	7.2%	109
Ordered on Internet/12 mo: flowers	139	4.9%	107
Ordered on Internet/12 mo: software	181	6.5%	113
Ordered on Internet/12 mo: tickets (concerts etc.)	296	10.5%	109
Ordered on Internet/12 mo: toy	151	5.4%	108
Purchased item from amazon.com in last 12 months	414	14.7%	105
Purchased item from barnes&noble.com in last 12 mo	89	3.2%	99
Purchased item from bestbuy.com in last 12 months	79	2.8%	111
Purchased item from ebay.com in last 12 months	302	10.7%	116
Purchased item from walmart.com in last 12 months	170	6.0%	148
Spent on Internet orders last 12 months: <\$100	173	6.2%	113
Spent on Internet orders last 12 months: \$100-199	158	5.6%	104
Spent on Internet orders last 12 months: \$200-499	297	10.6%	126
Spent on Internet orders last 12 months: \$500+	431	15.3%	105
Connection to Internet from home: dial-up modem	166	5.9%	71
Connection to Internet from home: cable modem	902	32.1%	119
Connection to Internet from home: DSL	747	26.6%	108
Connection to Internet from home: wireless	502	17.9%	130
Connection to Internet from home: any broadband	1,951	69.4%	118
DVDs rented in last 30 days: 1	103	3.6%	138
DVDs rented in last 30 days: 2	164	5.9%	126
DVDs rented in last 30 days: 3	87	3.1%	97
DVDs rented in last 30 days: 4	121	4.3%	111
DVDs rented in last 30 days: 5+	490	17.4%	132
Rented video tape/DVD last month: action/adventure	720	25.6%	127
Rented video tape/DVD last month: classic	141	5.0%	96
Rented video tape/DVD last month: comedy	728	25.9%	125
Rented video tape/DVD last month: drama	506	18.0%	132
Rented video tape/DVD last month: family/children	311	11.1%	124
Rented video tape/DVD last month: foreign	48	1.7%	86
Rented video tape/DVD last month: horror	243	8.7%	117
Rented video tape/DVD last month: romance	244	8.7%	116
Rented video tape/DVD last month: science fiction	187	6.7%	125
Rented video tape/DVD last mo at Blockbuster Video	452	16.1%	133
Rented video tape/DVD last mo at Hollywood Video	167	6.0%	144
Bought video tape/DVD last month: action/adventure	269	9.6%	114
Bought video tape/DVD last month: classic	75	2.7%	98
Bought video tape/DVD last month: comedy	257	9.2%	114
Bought video tape/DVD last month: drama	141	5.0%	116
Bought video tape/DVD last month: family/children	211	7.5%	127
Bought video tape/DVD last month: horror	80	2.9%	91
Bought video tape/DVD last month: romance	65	2.3%	91

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	86	3.1%	123
Bought blank video tape in last 6 months	325	11.6%	102
Bought 7+ blank video tapes in last 6 months	64	2.3%	87
DVDs purchased in last 30 days: 1	171	6.1%	122
DVDs purchased in last 30 days: 2	180	6.4%	135
DVDs purchased in last 30 days: 3-4	128	4.5%	98
DVDs purchased in last 30 days: 5+	138	4.9%	94
Bought any camera in last 12 months	335	11.9%	93
Spent on cameras in last 12 months: <\$100	93	3.3%	75
Spent on cameras in last 12 months: \$100-199	89	3.2%	105
Spent on cameras in last 12 months: \$200+	98	3.5%	88
Own APS (point & shoot or SLR) camera	61	2.2%	79
Own digital camera	1,067	37.9%	115
Bought digital camera in last 12 months	205	7.3%	107
Own digital point & shoot camera	807	28.7%	115
Bought digital point & shoot camera in last 12 mo	148	5.3%	106
Own digital SLR camera	287	10.2%	110
Bought digital SLR camera in last 12 months	60	2.1%	95
Own 35mm auto focus point & shoot camera	118	4.2%	90
Own 35mm auto focus single lens reflex camera	73	2.6%	109
Own 35mm auto focus zoom camera	160	5.7%	101
Own 35mm single lens reflex camera	69	2.5%	82
Own Canon camera	497	17.7%	112
Bought Canon camera in last 12 months	58	2.1%	97
Own Fuji camera	85	3.0%	75
Own Kodak camera	339	12.1%	102
Bought Kodak camera in last 12 months	74	2.6%	89
Own Nikon camera	138	4.9%	91
Own Olympus camera	132	4.7%	103
Own Polaroid camera	71	2.5%	103
Bought any camera accessory in last 12 months	1,268	45.1%	106
Bought film in last 12 months	567	20.2%	105
Bought film in last 12 months: <3 rolls	270	9.6%	108
Bought film in last 12 months: 3-6 rolls	175	6.2%	99
Bought film in last 12 months: 7+ rolls	121	4.3%	102
Bought film in last 12 mo: APS (color prints)	86	3.1%	115
Bought film in last 12 mo: instant developing	47	1.7%	84
Bought film in last 12 mo: 35mm (black & white)	27	1.0%	101
Bought film in last 12 mo: 35mm (color prints)	345	12.3%	108
Bought Fuji film in last 12 months	136	4.8%	96
Bought Kodak film in last 12 months	350	12.4%	105
Bought store-brand film in last 12 months	65	2.3%	108
Purchased film in last 12 mo: department store	89	3.2%	85
Purchased film in last 12 mo: discount store	150	5.3%	112

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March 23, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	136	4.8%	103
Purchased film in last 12 mo: grocery store	65	2.3%	108
Purchased film in last 12 mo: 1 hour service store	92	3.3%	129
Had film processed at discount store	115	4.1%	124
Had film processed at drug store	121	4.3%	101
Had film processed at 1 hour service store	101	3.6%	124
Bought memory card for camera in last 12 months	213	7.6%	99
Own memory card for camera	774	27.5%	111

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March 23, 2012



Financial Investments Market Potential

Amelia Village, OH
 Amelia village, OH (3901742)
 Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		4,017	4,465	
Population 18+		2,811	3,080	
Households		1,611	1,800	
Median Household Income		\$57,895	\$64,031	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		1,445	51.4%	104
Bank/financial institution: use savings & loan		268	9.5%	91
Bank/financial institution: use credit union		718	25.5%	113
Bank/financial institution: use fed savings bank		68	2.4%	105
Bank/financial institution: use mutual funds co		94	3.3%	102
Bank/financial institution: use Internet Bank		130	4.6%	107
Used ATM/cash machine in last 12 months		1,655	58.9%	116
Banked in person in last 12 months		1,519	54.0%	104
Banked by mail in last 12 months		153	5.4%	102
Banked by phone in last 12 months		525	18.7%	124
Did banking over the Internet in last 12 months		986	35.1%	129
Used direct deposit of paycheck in last 12 months		1,251	44.5%	115
Have interest checking account		913	32.5%	101
Have non-interest checking account		806	28.7%	108
Have money market account		318	11.3%	92
Have savings account		1,126	40.1%	110
Have 401K retirement savings		575	20.5%	115
Have IRA retirement savings		391	13.9%	92
Have auto loan for new car		374	13.3%	115
Have personal loan for education only		132	4.7%	116
Have personal loan-not for education		65	2.3%	92
Have home mortgage (1st)		636	22.6%	118
Have 2nd mortgage (equity loan)		195	6.9%	110
Have home equity line of credit		162	5.8%	96
Have personal line of credit		103	3.7%	81
Have overdraft protection		441	15.7%	118
Own any securities investment		691	24.6%	98
Own annuities		70	2.5%	82
Own certificate of deposit (6 months or less)		81	2.9%	82
Own certificate of deposit (more than 6 months)		132	4.7%	84
Own common/preferred stock in company you work for		89	3.2%	105
Own common stock in company you don't work for		152	5.4%	86
Own insured money market account (bank)		45	1.6%	78
Own shares in money market fund		172	6.1%	92
Own shares in mutual fund (bonds)		163	5.8%	98
Own shares in mutual fund (stock)		253	9.0%	96
Own any stock		245	8.7%	95
Own stock with market value <\$10000		96	3.4%	110
Own stock with market value \$10000-49999		59	2.1%	84
Own stock with market value \$50000+		61	2.2%	87

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March 23, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	182	6.5%	95
Used financial planning counsel in last 12 months	222	7.9%	101
Used full service brokerage firm in last 12 months	149	5.3%	86
Own any credit/debit card (in own name)	2,213	78.7%	106
Own American Express card (in own name)	344	12.2%	98
Own Discover card (in own name)	315	11.2%	100
Own MasterCard (in own name)	992	35.3%	103
Own Visa (in own name)	1,543	54.9%	112
Own any department store credit card (in own name)	873	31.1%	100
Avg monthly credit card expenditures: <\$111	399	14.2%	102
Avg monthly credit card expenditures: \$111-225	246	8.8%	112
Avg monthly credit card expenditures: \$226-450	247	8.8%	118
Avg monthly credit card expenditures: \$451-700	188	6.7%	105
Avg monthly credit card expenditures: \$701+	369	13.1%	98

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		4,017	4,465	
Population 18+		2,811	3,080	
Households		1,611	1,800	
Median Household Income		\$57,895	\$64,031	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		868	53.9%	104
HH owns any bird		40	2.5%	85
HH owns any cat		381	23.7%	98
HH owns any dog		622	38.6%	102
HH owns 1 cat		202	12.5%	98
HH owns 2+ cats		180	11.2%	97
HH owns 1 dog		389	24.1%	103
HH owns 2+ dogs		234	14.5%	99
HH used canned cat food in last 6 months		178	11.0%	95
HH used <4 cans of cat food in last 7 days		70	4.3%	100
HH used 8+ cans of cat food in last 7 days		49	3.0%	85
HH used packaged dry cat food in last 6 months		360	22.3%	96
HH used <5 pounds of packaged dry cat food last mo		130	8.1%	99
HH used 11+ pounds of packaged dry cat food last mo		93	5.8%	80
HH used cat treats in last 6 months		164	10.2%	99
HH used cat litter in last 6 months		341	21.2%	103
HH used canned dog food in last 6 months		211	13.1%	99
HH used packaged dry dog food in last 6 months		603	37.4%	103
HH used <10 pounds of pkgd dry dog food last month		273	16.9%	102
HH used 25+ pounds of pkgd dry dog food last month		176	10.9%	99
HH used dog biscuits/treats in last 6 months		500	31.0%	105
HH used <2 packages of dog biscuits/treats last mo		233	14.5%	98
HH used 4+ packages of dog biscuits/treats last mo		93	5.8%	104
HH used flea/tick care prod for cat/dog last 12 mo		540	33.5%	99
HH member took pet to vet in last 12 mo: 1 time		212	13.2%	104
HH member took pet to vet in last 12 mo: 2 times		195	12.1%	110
HH member took pet to vet in last 12 mo: 3 times		89	5.5%	98
HH member took pet to vet in last 12 mo: 4 times		61	3.8%	91
HH member took pet to vet in last 12 mo: 5+ times		100	6.2%	111
Bought pet food from vet in last 12 months		78	4.8%	95
Bought flea control product from vet in last 12 mo		207	12.8%	96

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Health and Beauty Market Potential

Amelia Village, OH
 Amelia village, OH (3901742)
 Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		4,017	4,465
Population 18+		2,811	3,080
Households		1,611	1,800
Median Household Income		\$57,895	\$64,031

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Exercise at home 2+ times per week	933	33.2%	111
Exercise at club 2+ times per week	412	14.7%	119
Exercise at other facility (not club) 2+ times/wk	243	8.6%	107
Own stationary bicycle	129	4.6%	81
Own treadmill	280	10.0%	102
Own weight lifting equipment	419	14.9%	115
Presently controlling diet	1,230	43.8%	106
Diet control for blood sugar level	200	7.1%	97
Diet control for cholesterol level	270	9.6%	95
Diet control to maintain weight	319	11.3%	101
Diet control for physical fitness	314	11.2%	112
Diet control for salt restriction	71	2.5%	76
Diet control for weight loss	485	17.3%	122
Used doctor's care/diet for diet method	77	2.7%	91
Used exercise program for diet method	306	10.9%	128
Used Weight Watchers as diet method	88	3.1%	103
Buy foods specifically labeled as fat-free	515	18.3%	104
Buy foods specifically labeled as high fiber	337	12.0%	105
Buy foods specifically labeled as high protein	176	6.3%	114
Buy foods specifically labeled as lactose-free	46	1.6%	89
Buy foods specifically labeled as low-calorie	300	10.7%	99
Buy foods specifically labeled as low-carb	243	8.6%	112
Buy foods specifically labeled as low-cholesterol	214	7.6%	92
Buy foods specifically labeled as low-fat	402	14.3%	107
Buy foods specifically labeled as low-sodium	234	8.3%	92
Buy foods specifically labeled as natural/organic	299	10.6%	126
Buy foods specifically labeled as sugar-free	398	14.2%	106
Used butter alternatives in last 6 months	95	3.4%	81
Used egg alternatives in last 6 months	379	13.5%	95
Used salt alternatives in last 6 months	776	27.6%	99
Drank meal/dietary supplement in last 6 months	250	8.9%	122
Used nutrition/energy bar in last 6 months	469	16.7%	118
Drank sports drink/thirst quencher in last 6 mo	1,026	36.5%	114
Used vitamin/dietary supplement in last 6 months	1,361	48.4%	100
Vitamin/dietary suppl used/6 mo: antioxidant	65	2.3%	79
Vitamin/dietary suppl used/6 mo: B complex	155	5.5%	113
Vitamin/dietary suppl used/6 mo: B complex+C	46	1.6%	84
Vitamin/dietary suppl used/6 mo: B-6	48	1.7%	84
Vitamin/dietary suppl used/6 mo: B-12	116	4.1%	73
Vitamin/dietary suppl used/6 mo: C	254	9.0%	108
Vitamin/dietary suppl used/6 mo: calcium	257	9.1%	85

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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.

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Health and Beauty Market Potential

Amelia Village, OH
 Amelia village, OH (3901742)
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	107	3.8%	77
Vitamin/dietary suppl used/6 mo: E	109	3.9%	78
Vitamin/dietary suppl used/6 mo: garlic	53	1.9%	110
Vitamin/dietary suppl used/6 mo: glucosamine	131	4.7%	101
Vitamin/dietary suppl used/6 mo: multiple formula	339	12.1%	103
Vitamin/dietary suppl used/6 mo: multiple w/iron	149	5.3%	123
Vitamin/dietary suppl used/6 mo: mult w/minerals	162	5.8%	97
Vitamin/dietary suppl used/6 mo: zinc	52	1.9%	80
Vitamin/dietary suppl/6 mo: Caltrate 600	56	2.0%	75
Vitamin/dietary suppl/6 mo: Centrum	169	6.0%	103
Vitamin/dietary suppl/6 mo: Nature Made	187	6.7%	113
Visited doctor in last 12 months	2,193	78.0%	100
Visited doctor in last 12 months: 1-3 times	1,003	35.7%	105
Visited doctor in last 12 months: 4-7 times	605	21.5%	97
Visited doctor in last 12 months: 8+ times	585	20.8%	96
Visited doctor in last 12 mo: allergist	84	3.0%	125
Visited doctor in last 12 mo: cardiologist	167	5.9%	84
Visited doctor in last 12 mo: chiropractor	196	7.0%	94
Visited doctor in last 12 mo: dentist	1,071	38.1%	101
Visited doctor in last 12 mo: dermatologist	175	6.2%	87
Visited doctor in last 12 mo: ear/nose/throat	113	4.0%	87
Visited doctor in last 12 mo: eye	555	19.7%	95
Visited doctor in last 12 mo: general/family	1,253	44.6%	105
Visited doctor in last 12 mo: internist	157	5.6%	76
Visited doctor in last 12 mo: physical therapist	126	4.5%	99
Visited doctor in last 12 mo: podiatrist	82	2.9%	86
Visited doctor in last 12 mo: urologist	94	3.3%	87
Visited nurse practitioner in last 12 months	126	4.5%	107
Wear regular/sun/tinted prescription eyeglasses	944	33.6%	98
Wear bi-focals	393	14.0%	89
Wear disposable contact lenses	223	7.9%	122
Wear soft contact lenses	306	10.9%	124
Spent on contact lenses in last 12 mo: <\$100	113	4.0%	144
Spent on contact lenses in last 12 mo: \$100-199	139	4.9%	133
Spent on contact lenses in last 12 mo: \$200+	86	3.1%	101
Bought prescription eyewear: discount optical ctr	247	8.8%	110
Bought prescription eyewear: from eye doctor	637	22.7%	88
Bought prescription eyewear: retail optical chain	346	12.3%	111
Used prescription drug for allergy/hay fever	228	8.1%	116
Used prescription drug for anxiety/panic	114	4.1%	99
Used prescription drug for arthritis/rheumatism	57	2.0%	77
Used prescription drug for asthma	132	4.7%	115
Used prescription drug for backache/back pain	218	7.8%	105
Used prescription drug for depression	174	6.2%	105
Used prescr drug for diabetes (insulin dependent)	47	1.7%	85
Used prescr drug for diabetes (non-insulin)	101	3.6%	96
Used prescription drug for eczema/skin itch/rash	69	2.5%	118

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



Health and Beauty Market Potential

Amelia Village, OH
 Amelia village, OH (3901742)
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	185	6.6%	99
Used prescription drug for high blood pressure	303	10.8%	86
Used prescription drug for high cholesterol	251	8.9%	103
Used prescription drug for migraine headache	109	3.9%	105
Used prescription drug for sinus congest./headache	158	5.6%	116
Used prescription drug for urinary tract infection	83	3.0%	95
Used last 6 mo: adhesive bandages	1,529	54.4%	98
Used last 6 mo: athlete's foot/foot care product	391	13.9%	100
Used last 6 mo: cold/sinus/allergy med (nonprescr)	1,442	51.3%	108
Used last 6 mo: children's cold tablets/liquids	495	17.6%	117
Used last 6 mo: contact lens cleaning solution	430	15.3%	125
Used last 6 mo: cotton swabs	1,393	49.6%	103
Used last 6 mo: cough/sore throat drops (nonprescr)	1,363	48.5%	102
Used last 6 mo: cough syrup/suppressant (nonprescr)	993	35.3%	103
Used last 6 mo: children's cough syrup	466	16.6%	116
Used last 6 mo: diarrhea remedy	467	16.6%	101
Used last 6 mo: eye wash and drops	854	30.4%	100
Used last 6 mo: headache/pain reliever (nonprescr)	2,415	85.9%	102
Used last 6 mo: hemorrhoid remedy	245	8.7%	98
Used last 6 mo: indigestion/upset stomach remedy	1,297	46.1%	103
Used last 6 mo: lactose intolerance product	101	3.6%	102
Used last 6 mo: laxative/fiber supplement	364	12.9%	93
Used last 6 mo: medicated skin ointment	886	31.5%	100
Used last 6 mo: medicated throat remedy	357	12.7%	111
Used last 6 mo: nasal spray	473	16.8%	106
Used last 6 mo: pain reliever/fever reducer (kids)	724	25.8%	116
Used last 6 mo: pain relieving rub/liquid/patch	711	25.3%	100
Used last 6 mo: sleeping tablets (nonprescription)	155	5.5%	102
Used last 12 mo: sunburn remedy	473	16.8%	109
Used last 12 mo: suntan/sunscreen product	1,168	41.6%	108
Used last 12 mo: SPF 15+ suntan/sunscreen product	935	33.3%	111
Used last 6 mo: toothache/gum/canker sore remedy	488	17.4%	103
Used last 6 mo: vitamins for children	506	18.0%	122
Used body powder in last 6 months	742	26.4%	95
Used body powder <3 times in last 7 days	317	11.3%	96
Used body powder 8+ times in last 7 days	52	1.9%	85
Used body wash/shower gel in last 6 months	1,520	54.1%	104
Used breath freshener in last 6 months	1,357	48.3%	104
Used complexion care product in last 6 months	1,389	49.4%	105
Used complexion care product <7 times last week	365	13.0%	95
Used complexion care product 11+ times last week	531	18.9%	113
Used complexion care prod: dry facial skin type	194	6.9%	95
Used complexion care prod: normal facial skin type	445	15.8%	104
Used complexion care prod: oily facial skin type	193	6.9%	113
Used dental floss in last 6 months	1,849	65.8%	105

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Health and Beauty Market Potential

Amelia Village, OH
 Amelia village, OH (3901742)
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	556	19.8%	98
Used denture adhesive/fixative in last 6 months	133	4.7%	75
Used denture cleaner in last 6 months	253	9.0%	81
Used deodorant/antiperspirant in last 6 months	2,663	94.7%	102
Used deodorant/antiperspirant <8 times last week	1,942	69.1%	101
Used deodorant/antiperspirant 15+ times last week	171	6.1%	101
Used disposable razor in last 6 months	1,503	53.5%	102
Used electric shaver in last 6 months	538	19.1%	102
Used hair coloring product (at home) last 6 months	575	20.5%	102
Used hair conditioner (at home) in last 6 months	1,827	65.0%	105
Used hair conditioning treatment (at home)/6 mo	685	24.4%	104
Used hair growth product in last 6 months	60	2.1%	93
Used hair mousse in last 6 months	500	17.8%	102
Used hair spray (at home) in last 6 months	1,064	37.9%	105
Used hair styling gel/lotion in last 6 months	812	28.9%	108
Used hand & body cream/lotion/oil in last 6 months	2,071	73.7%	101
Used hand & body cream/lotion/oil <5 times last wk	539	19.2%	89
Used hand & body cream/lotion/oil 9+ times last wk	759	27.0%	109
Used hand & body cream in last 6 months	489	17.4%	99
Used hand & body lotion in last 6 months	1,501	53.4%	109
Used hand & body oil in last 6 months	152	5.4%	104
Used lip care in last 6 months	1,782	63.4%	106
Used liquid soap/hand sanitizer in last 6 months	2,241	79.7%	104
Used mouthwash in last 6 months	1,872	66.6%	101
Used mouthwash <4 times in last 7 days	643	22.9%	106
Used mouthwash 8+ times in last 7 days	434	15.4%	98
Used shampoo (at home) in last 6 months	2,613	93.0%	101
Used shampoo plus conditioner prod (at home)/6 mo	542	19.3%	100
Used shaving cream/gel in last 6 months	1,525	54.3%	104
Used personal care soap (bar) in last 6 months	2,290	81.5%	97
Used personal care soap for antibacterial purpose	532	18.9%	98
Used personal care soap for complexion	170	6.0%	88
Used personal care soap for deodorant	482	17.1%	106
Use personal care soap for moisturizing	620	22.1%	102
Bought toothbrush in last 6 months	2,493	88.7%	104
Bought electric toothbrush in last 6 months	215	7.6%	115
Used toothpaste in last 6 months	2,730	97.1%	102
Used toothpaste <8 times in last 7 days	859	30.6%	95
Used toothpaste 15+ times in last 7 days	434	15.4%	95
Used toothpaste with baking soda in last 6 months	303	10.8%	94
Used toothpaste (gel) in last 6 months	897	31.9%	115
Used toothpaste (paste) in last 6 months	1,366	48.6%	100
Used whitening toothpaste in last 6 months	1,126	40.1%	115
Used tooth whitener (not toothpaste) last 6 months	314	11.2%	105
Had professional manicure/pedicure last 6 months	554	19.7%	115
Had professional facial/massage last 6 months	315	11.2%	119
Spent \$100+ at barber shops in last 6 months	149	5.3%	99
Spent \$100+ at beauty parlors in last 6 months	456	16.2%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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.

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Restaurant Market Potential

Amelia Village, OH
 Amelia village, OH (3901742)
 Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		4,017	4,465	
Population 18+		2,811	3,080	
Households		1,611	1,800	
Median Household Income		\$57,895	\$64,031	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		2,213	78.7%	109
Family restaurant/steak house last month: <2 times		719	25.6%	100
Family restaurant/steak house last month: 2-4 times		799	28.4%	105
Family restaurant/steak house last month: 5+ times		695	24.7%	127
Family restaurant/steak house last 6 months: breakfast		441	15.7%	119
Family restaurant/steak house last 6 months: lunch		772	27.5%	111
Family restaurant/steak house last 6 months: snack		89	3.2%	113
Family restaurant/steak house last 6 months: dinner		1,708	60.8%	115
Family restaurant/steak house last 6 months: weekday		1,266	45.0%	117
Family restaurant/steak house last 6 months: weekend		1,439	51.2%	115
Family restaurant/steak house last 6 months: Applebee's		802	28.5%	113
Family restaurant/steak house last 6 months: Bennigan's		90	3.2%	146
Family restaurant/steak house last 6 months: Bob Evans Farm		138	4.9%	107
Family restaurant/steak house last 6 months: Cheesecake Factory		206	7.3%	111
Family restaurant/steak house last 6 months: Chili's Grill & Bar		438	15.6%	134
Family restaurant/steak house last 6 months: Cracker Barrel		388	13.8%	125
Family restaurant/steak house last 6 months: Denny's		280	10.0%	110
Family restaurant/steak house last 6 months: Friendly's		53	1.9%	47
Family restaurant/steak house last 6 months: Golden Corral		249	8.9%	123
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		429	15.3%	131
Family restaurant/steak house last 6 months: Lone Star Steakhouse		77	2.7%	101
Family restaurant/steak house last 6 months: Old Country Buffet		74	2.6%	93
Family restaurant/steak house last 6 months: Olive Garden		623	22.2%	125
Family restaurant/steak house last 6 months: Outback Steakhouse		395	14.1%	123
Family restaurant/steak house last 6 months: Perkins		91	3.2%	89
Family restaurant/steak house last 6 months: Red Lobster		447	15.9%	118
Family restaurant/steak house last 6 months: Red Robin		207	7.4%	130
Family restaurant/steak house last 6 months: Ruby Tuesday		290	10.3%	124
Family restaurant/steak house last 6 months: Ryan's		94	3.3%	89
Family restaurant/steak house last 6 months: Sizzler		75	2.7%	88
Family restaurant/steak house last 6 months: T.G.I. Friday's		342	12.2%	118
Went to fast food/drive-in restaurant in last 6 months		2,593	92.2%	104
Went to fast food/drive-in restaurant <6 times/month		895	31.8%	91
Went to fast food/drive-in restaurant 6-13 times/month		876	31.2%	108
Went to fast food/drive-in restaurant 14+ times/month		822	29.2%	117
Fast food/drive-in last 6 months: breakfast		818	29.1%	106
Fast food/drive-in last 6 months: lunch		1,795	63.9%	108
Fast food/drive-in last 6 months: snack		486	17.3%	99
Fast food/drive-in last 6 months: dinner		1,529	54.4%	112

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March 23, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	2,040	72.6%	109
Fast food/drive-in last 6 months: weekend	1,454	51.7%	107
Fast food/drive-in last 6 months: A & W	119	4.2%	93
Fast food/drive-in last 6 months: Arby's	672	23.9%	116
Fast food/drive-in last 6 months: Boston Market	136	4.8%	102
Fast food/drive-in last 6 months: Burger King	1,018	36.2%	100
Fast food/drive-in last 6 months: Captain D's	140	5.0%	97
Fast food/drive-in last 6 months: Carl's Jr.	159	5.7%	91
Fast food/drive-in last 6 months: Checkers	101	3.6%	113
Fast food/drive-in last 6 months: Chick-fil-A	562	20.0%	155
Fast food/drive-in last 6 months: Chipotle Mex. Grill	221	7.9%	129
Fast food/drive-in last 6 months: Chuck E. Cheese	158	5.6%	125
Fast food/drive-in last 6 months: Church's Fr. Chicken	132	4.7%	109
Fast food/drive-in last 6 months: Dairy Queen	503	17.9%	112
Fast food/drive-in last 6 months: Del Taco	100	3.6%	106
Fast food/drive-in last 6 months: Domino's Pizza	427	15.2%	113
Fast food/drive-in last 6 months: Dunkin' Donuts	259	9.2%	80
Fast food/drive-in last 6 months: Fuddruckers	129	4.6%	164
Fast food/drive-in last 6 months: Hardee's	174	6.2%	91
Fast food/drive-in last 6 months: Jack in the Box	306	10.9%	105
Fast food/drive-in last 6 months: KFC	802	28.5%	103
Fast food/drive-in last 6 months: Little Caesars	296	10.5%	144
Fast food/drive-in last 6 months: Long John Silver's	187	6.7%	105
Fast food/drive-in last 6 months: McDonald's	1,641	58.4%	104
Fast food/drive-in last 6 months: Panera Bread	285	10.1%	104
Fast food/drive-in last 6 months: Papa John's	345	12.3%	141
Fast food/drive-in last 6 months: Pizza Hut	667	23.7%	107
Fast food/drive-in last 6 months: Popeyes	236	8.4%	115
Fast food/drive-in last 6 months: Quiznos	344	12.2%	136
Fast food/drive-in last 6 months: Sonic Drive-In	451	16.0%	136
Fast food/drive-in last 6 months: Starbucks	471	16.8%	113
Fast food/drive-in last 6 months: Steak n Shake	189	6.7%	134
Fast food/drive-in last 6 months: Subway	995	35.4%	112
Fast food/drive-in last 6 months: Taco Bell	1,064	37.9%	118
Fast food/drive-in last 6 months: Wendy's	1,036	36.9%	118
Fast food/drive-in last 6 months: Whataburger	207	7.4%	153
Fast food/drive-in last 6 months: White Castle	108	3.8%	95
Fast food/drive-in last 6 months: eat in	1,022	36.4%	97
Fast food/drive-in last 6 months: home delivery	371	13.2%	127
Fast food/drive-in last 6 months: take-out/drive-thru	1,718	61.1%	117
Fast food/drive-in last 6 months: take-out/walk-in	654	23.3%	95

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March 23, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Amelia Village, OH
 Amelia village, OH (3901742)
 Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		4,017	4,465
Population 18+		2,811	3,080
Households		1,611	1,800
Median Household Income		\$57,895	\$64,031
Product/Consumer Behavior		Expected Number of Adults	Percent MPI
Participated in aerobics		325	11.6%
Participated in archery		53	1.9%
Participated in backpacking/hiking		281	10.0%
Participated in baseball		166	5.9%
Participated in basketball		303	10.8%
Participated in bicycling (mountain)		114	4.1%
Participated in bicycling (road)		301	10.7%
Participated in boating (power)		157	5.6%
Participated in bowling		430	15.3%
Participated in canoeing/kayaking		130	4.6%
Participated in downhill skiing		65	2.3%
Participated in fishing (fresh water)		388	13.8%
Participated in fishing (salt water)		142	5.1%
Participated in football		210	7.5%
Participated in Frisbee		204	7.3%
Participated in golf		303	10.8%
Play golf < once a month		130	4.6%
Play golf 1+ times a month		145	5.2%
Participated in horseback riding		79	2.8%
Participated in hunting with rifle		120	4.3%
Participated in hunting with shotgun		103	3.7%
Participated in ice skating		95	3.4%
Participated in jogging/running		359	12.8%
Participated in martial arts		38	1.4%
Participated in motorcycling		87	3.1%
Participated in Pilates		101	3.6%
Participated in roller skating		49	1.7%
Participated in snowboarding		66	2.3%
Participated in soccer		158	5.6%
Participated in softball		122	4.3%
Participated in swimming		581	20.7%
Participated in target shooting		114	4.1%
Participated in tennis		113	4.0%
Participated in volleyball		113	4.0%
Participated in walking for exercise		913	32.5%
Participated in weight lifting		396	14.1%
Participated in yoga		188	6.7%
Spent on high end sports/recreation equipment/12 mo: <\$250		134	4.8%
Spent on high end sports/recreation equipment/12 mo: \$250+		125	4.4%
Attend sports event: auto racing (NASCAR)		253	9.0%
Attend sports event: auto racing (not NASCAR)		207	7.4%
Attend sports event: baseball game		437	15.5%

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March 23, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Amelia Village, OH
 Amelia village, OH (3901742)
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	278	9.9%	124
Attend sports event: basketball game (pro)	276	9.8%	115
Attend sports event: football game (college)	343	12.2%	118
Attend sports event: football-Monday night game (pro)	199	7.1%	115
Attend sports event: football-weekend game (pro)	309	11.0%	121
Attend sports event: golf tournament	187	6.7%	120
Attend sports event: ice hockey game	209	7.4%	112
Attend sports event: soccer game	213	7.6%	123
Attend sports event: tennis match	152	5.4%	110
Attended adult education course in last 12 months	211	7.5%	113
Attended auto show in last 12 months	242	8.6%	104
Went to bar/night club in last 12 months	563	20.0%	105
Went to beach in last 12 months	683	24.3%	99
Attended dance performance in last 12 months	145	5.2%	116
Danced/went dancing in last 12 months	292	10.4%	109
Dined out in last 12 months	1,437	51.1%	104
Dine out < once a month	121	4.3%	92
Dine out once a month	159	5.7%	92
Dine out 2-3 times a month	361	12.8%	112
Dine out once a week	361	12.8%	111
Dine out 2+ times per week	276	9.8%	99
Gambled at casino in last 12 months	440	15.7%	98
Gambled at casino 6+ times in last 12 months	86	3.1%	113
Gambled in Atlantic City in last 12 months	48	1.7%	67
Gambled in Las Vegas in last 12 months	163	5.8%	121
Attended horse races in last 12 months	98	3.5%	118
Attended movies in last 6 months	1,839	65.4%	111
Attended movies in last 90 days: < once a month	1,016	36.1%	112
Attended movies in last 90 days: once a month	343	12.2%	119
Attended movies in last 90 days: 2-3 times a month	204	7.3%	108
Attended movies in last 90 days: once/week or more	73	2.6%	102
Prefer to see movie after second week of release	687	24.4%	103
Went to museum in last 12 months	378	13.4%	105
Attended music performance in last 12 months	742	26.4%	111
Attended country music performance in last 12 mo	150	5.3%	105
Attended rock music performance in last 12 months	351	12.5%	114
Attended classical music/opera performance/12 mo	122	4.3%	94
Went to live theater in last 12 months	402	14.3%	109
Visited a theme park in last 12 months	717	25.5%	119
Visited Disney World (FL)/12 mo: Magic Kingdom	117	4.2%	123
Visited any Sea World in last 12 months	123	4.4%	129
Visited any Six Flags in last 12 months	181	6.4%	111
Went to zoo in last 12 months	449	16.0%	125
Played backgammon in last 12 months	70	2.5%	124
Participated in book club in last 12 months	76	2.7%	85
Played billiards/pool in last 12 months	335	11.9%	124
Played bingo in last 12 months	105	3.7%	88
Did birdwatching in last 12 months	138	4.9%	79
Played board game in last 12 months	563	20.0%	123

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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.

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March 23, 2012

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Sports and Leisure Market Potential

Amelia Village, OH
 Amelia village, OH (3901742)
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	642	22.8%	109
Played chess in last 12 months	133	4.7%	129
Cooked for fun in last 12 months	640	22.8%	110
Did crossword puzzle in last 12 months	418	14.9%	102
Participated in fantasy sports league last 12 mo	125	4.4%	137
Flew a kite in last 12 months	99	3.5%	124
Did furniture refinishing in last 12 months	86	3.1%	95
Did indoor gardening/plant care in last 12 months	285	10.1%	101
Participated in karaoke in last 12 months	151	5.4%	121
Bought lottery ticket in last 12 months	975	34.7%	100
Bought lottery ticket in last 12 mo: Daily Drawing	122	4.3%	89
Bought lottery ticket in last 12 mo: Instant Game	448	15.9%	100
Bought lottery ticket in last 12 mo: Lotto Drawing	623	22.2%	104
Played lottery: <3 times in last 30 days	427	15.2%	96
Played lottery: 3-7 times in last 30 days	269	9.6%	99
Played lottery: 8+ times in last 30 days	279	9.9%	106
Played musical instrument in last 12 months	301	10.7%	134
Did painting/drawing in last 12 months	215	7.6%	117
Did photography in last 12 months	392	13.9%	111
Read book in last 12 months	1,193	42.4%	104
Participated in trivia games in last 12 months	211	7.5%	124
Played video game in last 12 months	468	16.6%	125
Did woodworking in last 12 months	116	4.1%	88
Participated in word games in last 12 months	312	11.1%	116
Member of AARP	374	13.3%	86
Member of business club	76	2.7%	108
Member of charitable organization	171	6.1%	96
Member of church board	110	3.9%	91
Member of fraternal order	81	2.9%	82
Member of religious club	168	6.0%	93
Member of union	140	5.0%	95
Member of veterans club	64	2.3%	67
Bought any children`s toy/game in last 12 months	1,111	39.5%	114
Spent on toys/games in last 12 months: <\$50	178	6.3%	104
Spent on toys/games in last 12 months: \$50-99	92	3.3%	119
Spent on toys/games in last 12 months: \$100-199	216	7.7%	107
Spent on toys/games in last 12 months: \$200-499	368	13.1%	121
Spent on toys/games in last 12 months: \$500+	183	6.5%	113
Bought infant toy in last 12 months	285	10.1%	121
Bought pre-school toy in last 12 months	254	9.0%	112
Spent on toys/games (for child <6)/12 mo: <\$100	351	12.5%	112
Spent on toys/games (for child <6)/12 mo: \$100-199	230	8.2%	121
Spent on toys/games (for child <6)/12 mo: \$200+	250	8.9%	115
Bought for child in last 12 mo: boy action figure	272	9.7%	120
Bought for child in last 12 mo: girl action figure	70	2.5%	81
Bought for child in last 12 mo: bicycle	247	8.8%	128
Bought for child in last 12 mo: board game	434	15.4%	130

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	86	3.1%	90
Bought for child in last 12 mo: car	288	10.2%	111
Bought for child in last 12 mo: construction toy	147	5.2%	106
Bought for child in last 12 mo: large/baby doll	185	6.6%	101
Bought for child in last 12 mo: fashion doll	167	5.9%	116
Bought for child in last 12 mo: plush doll/animal	280	10.0%	118
Bought for child in last 12 mo: doll accessories	128	4.6%	113
Bought for child in last 12 mo: doll clothing	118	4.2%	102
Bought for child in last 12 mo: educational toy	462	16.4%	121
Bought for child in last 12 mo: electronic game	296	10.5%	113
Bought for child in last 12 mo: mechanical toy	118	4.2%	105
Bought for child in last 12 mo: model kit/set	91	3.2%	126
Bought for child in last 12 mo: sound game	81	2.9%	103
Bought for child in last 12 mo: water toy	321	11.4%	119
Bought for child in last 12 mo: word game	119	4.2%	110
Bought book in last 12 months	1,471	52.3%	104
Bought 1-3 books in last 12 months	562	20.0%	102
Bought 4-9 books in last 12 months	476	16.9%	109
Bought 10+ books in last 12 months	433	15.4%	102
Bought paperback book in last 12 months	1,125	40.0%	106
Bought <3 paperback books in last 12 months	375	13.3%	103
Bought 3-6 paperback books in last 12 months	405	14.4%	109
Bought 7+ paperback books in last 12 months	345	12.3%	104
Bought hardcover book in last 12 months	813	28.9%	104
Bought <3 hardcover books in last 12 months	349	12.4%	101
Bought 3-5 hardcover books in last 12 months	239	8.5%	106
Bought 6+ hardcover books in last 12 months	226	8.0%	102
Bought book (fiction) in last 12 months	853	30.3%	108
Bought book (non-fiction) in last 12 months	760	27.0%	106
Bought biography in last 12 months	203	7.2%	99
Bought children`s book in last 12 months	388	13.8%	108
Bought cookbook in last 12 months	305	10.9%	99
Bought desk dictionary in last 12 months	70	2.5%	123
Bought history book in last 12 months	211	7.5%	99
Bought mystery book in last 12 months	334	11.9%	106
Bought personal/business self-help book last 12 mo	217	7.7%	108
Bought religious book (not bible) last 12 months	233	8.3%	109
Bought romance book in last 12 months	189	6.7%	103
Bought science fiction book in last 12 months	136	4.8%	106
Bought book through book club in last 12 months	111	3.9%	91
Bought book at book store in last 12 months	1,004	35.7%	106
Bought book at Barnes & Noble in last 12 months	595	21.2%	107
Bought book at Borders in last 12 months	320	11.4%	102
Bought book at convenience store in last 12 months	56	2.0%	90
Bought book at department store in last 12 months	218	7.8%	101
Bought book at drug store in last 12 months	56	2.0%	88
Bought book through Internet in last 12 mo	326	11.6%	114
Bought book through mail order in last 12 months	78	2.8%	82
Bought book at supermarket in last 12 months	170	6.0%	116
Bought book at warehouse store in last 12 months	155	5.5%	95

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

www.ClermontCountyOhio.biz

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Up and Coming Families	57.7%	Population	4,017	4,465
Old and Newcomers	23.5%	Households	1,611	1,800
Great Expectations	17.6%	Families	1,110	1,230
Green Acres	1.2%	Median Age	32.2	32.9
Top Rung	0.0%	Median Household Income	\$57,895	\$64,031
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		63	\$1,511.86	\$2,435,605
Men's		59	\$270.87	\$436,367
Women's		55	\$459.46	\$740,196
Children's		69	\$278.34	\$448,411
Footwear		45	\$185.62	\$299,028
Watches & Jewelry		89	\$173.73	\$279,878
Apparel Products and Services (1)		154	\$143.84	\$231,725
Computer				
Computers and Hardware for Home Use		93	\$178.51	\$287,586
Software and Accessories for Home Use		93	\$26.49	\$42,682
Entertainment & Recreation		90	\$2,908.58	\$4,685,730
Fees and Admissions		91	\$564.45	\$909,328
Membership Fees for Clubs (2)		88	\$144.22	\$232,335
Fees for Participant Sports, excl. Trips		92	\$98.64	\$158,915
Admission to Movie/Theatre/Opera/Ballet		92	\$139.88	\$225,343
Admission to Sporting Events, excl. Trips		95	\$56.44	\$90,927
Fees for Recreational Lessons		91	\$124.63	\$200,775
Dating Services		83	\$0.64	\$1,033
TV/Video/Audio		89	\$1,107.32	\$1,783,898
Community Antenna or Cable TV		86	\$623.07	\$1,003,758
Televisions		95	\$182.82	\$294,516
VCRs, Video Cameras, and DVD Players		94	\$19.15	\$30,851
Video Cassettes and DVDs		94	\$49.60	\$79,911
Video and Computer Game Hardware and Software		98	\$54.90	\$88,439
Satellite Dishes		96	\$1.21	\$1,941
Rental of Video Cassettes and DVDs		97	\$39.91	\$64,301
Streaming/Downloaded Video		91	\$1.28	\$2,057
Audio (3)		88	\$128.70	\$207,337
Rental and Repair of TV/Radio/Sound Equipment		89	\$6.70	\$10,787
Pets		108	\$464.11	\$747,687
Toys and Games (4)		92	\$133.38	\$214,879
Recreational Vehicles and Fees (5)		80	\$259.16	\$417,501
Sports/Recreation/Exercise Equipment (6)		72	\$130.17	\$209,703
Photo Equipment and Supplies (7)		92	\$94.93	\$152,930
Reading (8)		85	\$131.45	\$211,771
Catered Affairs (9)		96	\$23.61	\$38,032
Food		89	\$6,830.72	\$11,004,286
Food at Home		88	\$3,917.01	\$6,310,307
Bakery and Cereal Products		87	\$517.55	\$833,771
Meats, Poultry, Fish, and Eggs		87	\$904.98	\$1,457,922
Dairy Products		87	\$431.65	\$695,379
Fruits and Vegetables		87	\$684.20	\$1,102,242
Snacks and Other Food at Home (10)		88	\$1,378.64	\$2,220,993
Food Away from Home		91	\$2,913.71	\$4,693,979
Alcoholic Beverages		92	\$524.43	\$844,863
Nonalcoholic Beverages at Home		88	\$386.21	\$622,187

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: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 23, 2012

Made with Esri Business Analyst



Retail Goods and Services Expenditures

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	76	\$1,320.63	\$2,127,533
Vehicle Loans	92	\$4,510.41	\$7,266,277
Health			
Nonprescription Drugs	84	\$86.98	\$140,118
Prescription Drugs	80	\$396.94	\$639,477
Eyeglasses and Contact Lenses	86	\$66.26	\$106,747
Home			
Mortgage Payment and Basics (11)	93	\$8,723.77	\$14,053,997
Maintenance and Remodeling Services	87	\$1,718.56	\$2,768,600
Maintenance and Remodeling Materials (12)	85	\$315.94	\$508,976
Utilities, Fuel, and Public Services	86	\$3,904.55	\$6,290,237
Household Furnishings and Equipment			
Household Textiles (13)	89	\$118.19	\$190,397
Furniture	91	\$546.47	\$880,364
Floor Coverings	84	\$62.73	\$101,059
Major Appliances (14)	86	\$261.04	\$420,528
Housewares (15)	80	\$68.63	\$110,562
Small Appliances	86	\$28.20	\$45,434
Luggage	91	\$8.39	\$13,513
Telephones and Accessories	65	\$27.65	\$44,541
Household Operations			
Child Care	103	\$475.29	\$765,694
Lawn and Garden (16)	83	\$348.14	\$560,848
Moving/Storage/Freight Express	89	\$54.13	\$87,203
Housekeeping Supplies (17)	87	\$613.58	\$988,469
Insurance			
Owners and Renters Insurance	87	\$403.72	\$650,398
Vehicle Insurance	88	\$1,029.17	\$1,657,994
Life/Other Insurance	83	\$347.79	\$560,290
Health Insurance	83	\$1,600.71	\$2,578,745
Personal Care Products (18)	91	\$363.42	\$585,469
School Books and Supplies (19)	95	\$101.50	\$163,509
Smoking Products	84	\$360.53	\$580,814
Transportation			
Vehicle Purchases (Net Outlay) (20)	91	\$4,004.53	\$6,451,300
Gasoline and Motor Oil	89	\$2,541.00	\$4,093,554
Vehicle Maintenance and Repairs	89	\$835.56	\$1,346,084
Travel			
Airline Fares	91	\$416.59	\$671,119
Lodging on Trips	87	\$377.99	\$608,936
Auto/Truck/Van Rental on Trips	94	\$34.49	\$55,558
Food and Drink on Trips	87	\$380.84	\$613,526

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: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

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- (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) Audio** includes satellite radio service, 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 Equipment** 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) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) 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.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) 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.
- (13) 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.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) 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.
- (18) 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.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 23, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		4,017	4,465
Households		1,611	1,800
Families		1,110	1,230
Median Age		32.2	32.9
Median Household Income		\$57,895	\$64,031
		Spending Potential Index	Average Amount Spent
Products			Total
Vehicle Coolant/Brake/Transmission Fluids	87	\$4.16	\$6,698
Gasoline	89	\$2,488.43	\$4,008,855
Motor Oil	85	\$10.13	\$16,326
Vehicle Parts/Equipment and Accessories	87	\$48.53	\$78,174
Tire Purchase/Replacement	88	\$126.79	\$204,254
Vehicle Audio/Video Equipment and Installation	96	\$6.80	\$10,958
Vehicle Cleaning Products and Services	91	\$7.40	\$11,914
Services			
Auto Repair Service Policy	95	\$15.72	\$25,323
Membership Fees for Automobile Service Clubs	81	\$17.69	\$28,506
Global Positioning Services	83	\$2.11	\$3,400
Vehicle Air Conditioning Repair	93	\$16.38	\$26,389
Vehicle Body Work and Painting	85	\$32.39	\$52,175
Vehicle Brake Work	86	\$68.04	\$109,606
Vehicle Clutch/Transmission Repair	90	\$41.35	\$66,614
Vehicle Cooling System Repair	91	\$26.55	\$42,765
Vehicle Drive Shaft and Rear-end Repair	94	\$8.13	\$13,101
Vehicle Electrical System Repair	89	\$30.60	\$49,303
Vehicle Exhaust System Repair	87	\$11.61	\$18,706
Vehicle Front End Alignment/Wheel Balance & Rotation	86	\$15.87	\$25,561
Lube/Oil Change and Oil Filters	88	\$78.80	\$126,941
Vehicle Motor Repair/Replacement	91	\$83.44	\$134,419
Vehicle Motor Tune-up	92	\$56.76	\$91,442
Vehicle Shock Absorber Replacement	89	\$5.94	\$9,568
Vehicle Steering/Front End Repair	87	\$24.02	\$38,698
Tire Repair and Other Repair Work	87	\$56.41	\$90,880

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.
Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 23, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		4,017	4,465
Households		1,611	1,800
Families		1,110	1,230
Median Age		32.2	32.9
Median Household Income		\$57,895	\$64,031
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	81	\$5,006.11	\$8,064,845
Savings Accounts	81	\$10,731.42	\$17,288,315
U.S. Savings Bonds	81	\$332.38	\$535,463
Stocks, Bonds & Mutual Funds	82	\$32,001.15	\$51,553,847
Annual Changes			
Checking Accounts	114	\$296.16	\$477,110
Savings Accounts	69	\$268.94	\$433,260
U.S. Savings Bonds	-110	-\$2.63	-\$4,241
Earnings			
Dividends, Royalties, Estates, Trusts	80	\$781.76	\$1,259,411
Interest from Savings Accounts or Bonds	80	\$733.02	\$1,180,897
Retirement Plan Contributions	92	\$1,263.68	\$2,035,784
Liabilities			
Original Mortgage Amount	107	\$22,967.65	\$37,000,877
Vehicle Loan Amount 1	92	\$2,503.70	\$4,033,462
Amount Paid: Interest			
Home Mortgage	99	\$4,599.29	\$7,409,461
Lump Sum Home Equity Loan	87	\$113.63	\$183,061
New Car/Truck/Van Loan	93	\$193.83	\$312,260
Used Car/Truck/Van Loan	91	\$148.13	\$238,643
Amount Paid: Principal			
Home Mortgage	93	\$1,833.26	\$2,953,380
Lump Sum Home Equity Loan	83	\$138.82	\$223,632
New Car/Truck/Van Loan	92	\$1,022.95	\$1,647,978
Used Car/Truck/Van Loan	90	\$682.54	\$1,099,576
Checking Account and Banking Service Charges	93	\$25.89	\$41,708
Finance Charges, excluding Mortgage/Vehicle	92	\$225.67	\$363,562

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. 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: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 23, 2012

Made with Esri Business Analyst



House and Home Expenditures

Amelia Village, OH
 Amelia village, OH (3901742)
 Geography: Place

www.ClermontCountyOhio.biz

2010 Housing Summary		2010 Demographic Summary		
Housing Units	1,726	Population	4,017	
2010-2015 Percent Change	13.56%	Households	1,611	
Percent Occupied	93.3%	Families	1,110	
Percent Owner HHS	55.7%	Median Age	32.2	
Median Home Value	\$138,445	Median Household Income	\$57,895	
		Spending Potential Index	Average Amount Spent	
			Total	
Owned Dwellings		92	\$10,827.95	\$17,443,822
Mortgage Interest		99	\$4,599.29	\$7,409,461
Mortgage Principal		93	\$1,833.26	\$2,953,380
Property Taxes		83	\$1,841.12	\$2,966,038
Homeowners Insurance		87	\$391.14	\$630,133
Ground Rent		81	\$58.96	\$94,985
Maintenance and Remodeling Services		87	\$1,718.56	\$2,768,600
Maintenance and Remodeling Materials		85	\$315.94	\$508,976
Property Management and Security		81	\$69.68	\$112,248
Rented Dwellings		93	\$3,183.73	\$5,128,993
Rent		93	\$3,018.55	\$4,862,880
Rent Received as Pay		81	\$74.67	\$120,290
Renters' Insurance		96	\$12.58	\$20,265
Maintenance and Repair Services		81	\$17.25	\$27,789
Maintenance and Repair Materials		114	\$60.69	\$97,769
Owned Vacation Homes		81	\$374.38	\$603,134
Mortgage Payment		84	\$171.28	\$275,934
Property Taxes		74	\$83.72	\$134,868
Homeowners Insurance		72	\$10.72	\$17,268
Maintenance and Remodeling		82	\$95.12	\$153,240
Property Management and Security		79	\$13.55	\$21,824
Housing While Attending School		86	\$69.68	\$112,248
Household Operations		89	\$1,409.45	\$2,270,626
Child Care		103	\$475.29	\$765,694
Care for Elderly or Handicapped		79	\$57.18	\$92,119
Appliance Rental and Repair		88	\$21.31	\$34,326
Computer Information Services		91	\$221.79	\$357,301
Home Security System Services		93	\$24.42	\$39,333
Non-Apparel Household Laundry/Dry Cleaning		13	\$4.79	\$7,716
Housekeeping Services		88	\$134.91	\$217,335
Lawn and Garden		83	\$348.14	\$560,848
Moving/Storage/Freight Express		89	\$54.13	\$87,203
PC Repair (Personal Use)		87	\$7.66	\$12,334
Reupholstering/Furniture Repair		88	\$6.96	\$11,211
Termite/Pest Control		92	\$22.33	\$35,977
Water Softening Services		70	\$3.92	\$6,320
Internet Services Away from Home		96	\$2.57	\$4,143
Voice Over IP Service		84	\$5.59	\$9,004
Other Home Services (1)		81	\$18.47	\$29,763

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.



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	86	\$3,904.55	\$6,290,237
Bottled Gas	58	\$38.96	\$62,770
Electricity	87	\$1,475.47	\$2,376,977
Fuel Oil	47	\$53.11	\$85,564
Natural Gas	85	\$556.42	\$896,395
Telephone Services	88	\$1,274.40	\$2,053,056
Water and Other Public Services	92	\$501.38	\$807,731
Coal/Wood/Other Fuel	56	\$4.81	\$7,743
Housekeeping Supplies	87	\$613.57	\$988,469
Laundry and Cleaning Supplies	90	\$170.56	\$274,773
Postage and Stationery	85	\$174.09	\$280,454
Other HH Products (2)	88	\$268.93	\$433,242
Household Textiles	89	\$118.19	\$190,397
Bathroom Linens	92	\$16.26	\$26,193
Bedroom Linens	91	\$56.26	\$90,629
Kitchen and Dining Room Linens	89	\$2.75	\$4,425
Curtains and Draperies	86	\$24.84	\$40,015
Slipcovers, Decorative Pillows	94	\$4.03	\$6,489
Materials for Slipcovers/Curtains	82	\$12.48	\$20,110
Other Linens	90	\$1.57	\$2,536
Furniture	91	\$546.47	\$880,364
Mattresses and Box Springs	91	\$72.23	\$116,358
Other Bedroom Furniture	96	\$102.75	\$165,531
Sofas	89	\$135.56	\$218,382
Living Room Tables and Chairs	87	\$71.84	\$115,737
Kitchen, Dining Room Furniture	91	\$56.51	\$91,045
Infant Furniture	99	\$11.04	\$17,785
Outdoor Furniture	84	\$22.27	\$35,877
Wall Units, Cabinets, Other Furniture (3)	93	\$74.27	\$119,649
Major Appliances	86	\$261.04	\$420,528
Dishwashers and Disposals	85	\$23.23	\$37,422
Refrigerators and Freezers	88	\$72.40	\$116,631
Clothes Washers	90	\$44.79	\$72,150
Clothes Dryers	89	\$34.15	\$55,012
Cooking Stoves and Ovens	84	\$39.69	\$63,946
Microwave Ovens	86	\$10.97	\$17,671
Window Air Conditioners	74	\$5.19	\$8,355
Electric Floor Cleaning Equipment	82	\$18.55	\$29,888
Sewing Machines and Miscellaneous Appliances	75	\$12.07	\$19,453

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.

March 23, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	84	\$62.73	\$101,059
Housewares	80	\$68.63	\$110,562
Small Appliances	86	\$28.20	\$45,434
Window Coverings	101	\$39.14	\$63,058
Lamps and Other Lighting Fixtures	88	\$20.82	\$33,547
Infant Equipment	28	\$5.65	\$9,102
Rental of Furniture	86	\$3.98	\$6,414
Laundry and Cleaning Equipment	87	\$19.45	\$31,332
Closet and Storage Items	18	\$4.54	\$7,314
Luggage	91	\$8.39	\$13,513
Clocks and Other Household Decoratives	25	\$52.12	\$83,963
Telephones and Accessories	65	\$27.65	\$44,541
Telephone Answering Devices	84	\$0.71	\$1,138
Grills and Outdoor Equipment	22	\$11.56	\$18,630
Power Tools	80	\$25.46	\$41,024
Hand Tools	87	\$8.96	\$14,440
Office Furniture/Equipment for Home Use	94	\$15.41	\$24,831
Computers and Hardware for Home Use	93	\$178.51	\$287,586
Software and Accessories for Home Use	93	\$26.49	\$42,682
Other Household Items (4)	85	\$88.45	\$142,492

(1) Other Home Services include 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

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.

March 23, 2012

Made with Esri Business Analyst



Medical Expenditures

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary	2010	2015	
Population	4,017	4,465	
Households	1,611	1,800	
Families	1,110	1,230	
Median Household Income	\$57,895	\$64,031	
Males per 100 Females	92.2	91.7	
Population By Age			
Population <5 Years	10.4%	10.2%	
Population 5-17 Years	19.6%	20.8%	
Population 65+ Years	6.8%	7.8%	
Median Age	32.2	32.9	
	Spending Potential Index	Average Amount Spent	Total
Health Care	83	\$3,098.67	\$4,991,964
Medical Care	84	\$1,497.96	\$2,413,219
Physician Services	88	\$199.56	\$321,490
Dental Services	84	\$272.33	\$438,716
Eyecare Services	89	\$44.25	\$71,292
Lab Tests, X-Rays	87	\$47.69	\$76,834
Hospital Room and Hospital Services	92	\$125.64	\$202,404
Convalescent or Nursing Home Care	73	\$16.79	\$27,053
Other Medical services (1)	85	\$95.51	\$153,870
Nonprescription Drugs	84	\$86.98	\$140,118
Prescription Drugs	80	\$396.94	\$639,477
Nonprescription Vitamins	83	\$47.18	\$76,005
Medicare Prescription Drug Premium	70	\$34.93	\$56,270
Eyeglasses and Contact Lenses	86	\$66.26	\$106,747
Hearing Aids	64	\$13.97	\$22,511
Medical Equipment for General Use	92	\$5.82	\$9,375
Other Medical Supplies (2)	86	\$44.11	\$71,056
Health Insurance	83	\$1,600.71	\$2,578,745
Blue Cross/Blue Shield	85	\$475.75	\$766,434
Commercial Health Insurance	92	\$343.82	\$553,900
Health Maintenance Organization	88	\$293.58	\$472,952
Medicare Payments	71	\$294.97	\$475,189
Long Term Care Insurance	78	\$65.40	\$105,354
Other Health Insurance (3)	75	\$127.20	\$204,915

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: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 23, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Amelia Village, OH
Amelia village, OH (3901742)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		4,017	4,465
Households		1,611	1,800
Families		1,110	1,230
Median Age		32.2	32.9
Median Household Income		\$57,895	\$64,031
		Spending Potential Index	Average Amount Spent
			Total
Entertainment/Recreation Fees and Admissions		91	\$909,328
Admission to Movies, Theater, Opera, Ballet		92	\$225,343
Admission to Sporting Events, excl.Trips		95	\$90,927
Fees for Participant Sports, excl.Trips		92	\$158,915
Fees for Recreational Lessons		91	\$200,775
Membership Fees for Social/Recreation/Civic Clubs		88	\$232,335
Dating Services		83	\$1,033
Rental of Video Cassettes and DVDs		97	\$64,301
Toys & Games		92	\$214,879
Toys and Playground Equipment		92	\$208,649
Play Arcade Pinball/Video Games		86	\$2,618
Online Entertainment and Games		97	\$3,611
Recreational Vehicles and Fees		80	\$417,501
Docking and Landing Fees for Boats and Planes		81	\$9,264
Camp Fees		82	\$38,046
Purchase of RVs or Boats		80	\$357,504
Rental of RVs or Boats		92	\$12,686
Sports, Recreation and Exercise Equipment		72	\$209,703
Exercise Equipment and Gear, Game Tables		76	\$100,894
Bicycles		95	\$30,174
Camping Equipment		39	\$9,103
Hunting and Fishing Equipment		52	\$32,186
Winter Sports Equipment		87	\$9,043
Water Sports Equipment		74	\$7,952
Other Sports Equipment		92	\$13,965
Rental/Repair of Sports/Recreation/Exercise Equipment		99	\$6,386
Photographic Equipment and Supplies		92	\$152,930
Film		82	\$9,792
Film Processing		87	\$31,378
Photographic Equipment		95	\$65,193
Photographer Fees/Other Supplies & Equip Rental/Repair		94	\$46,568
Reading		85	\$211,771
Magazine/Newspaper Subscriptions		81	\$83,050
Magazine/Newspaper Single Copies		81	\$25,117
Books		89	\$103,604

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: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 23, 2012

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