

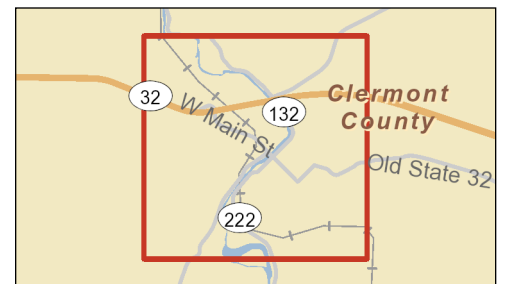
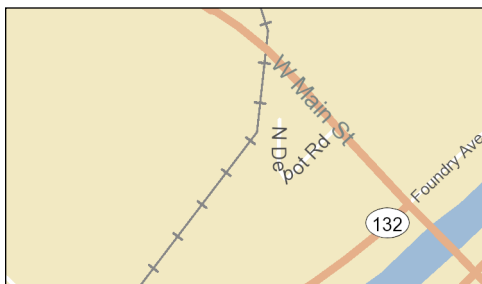
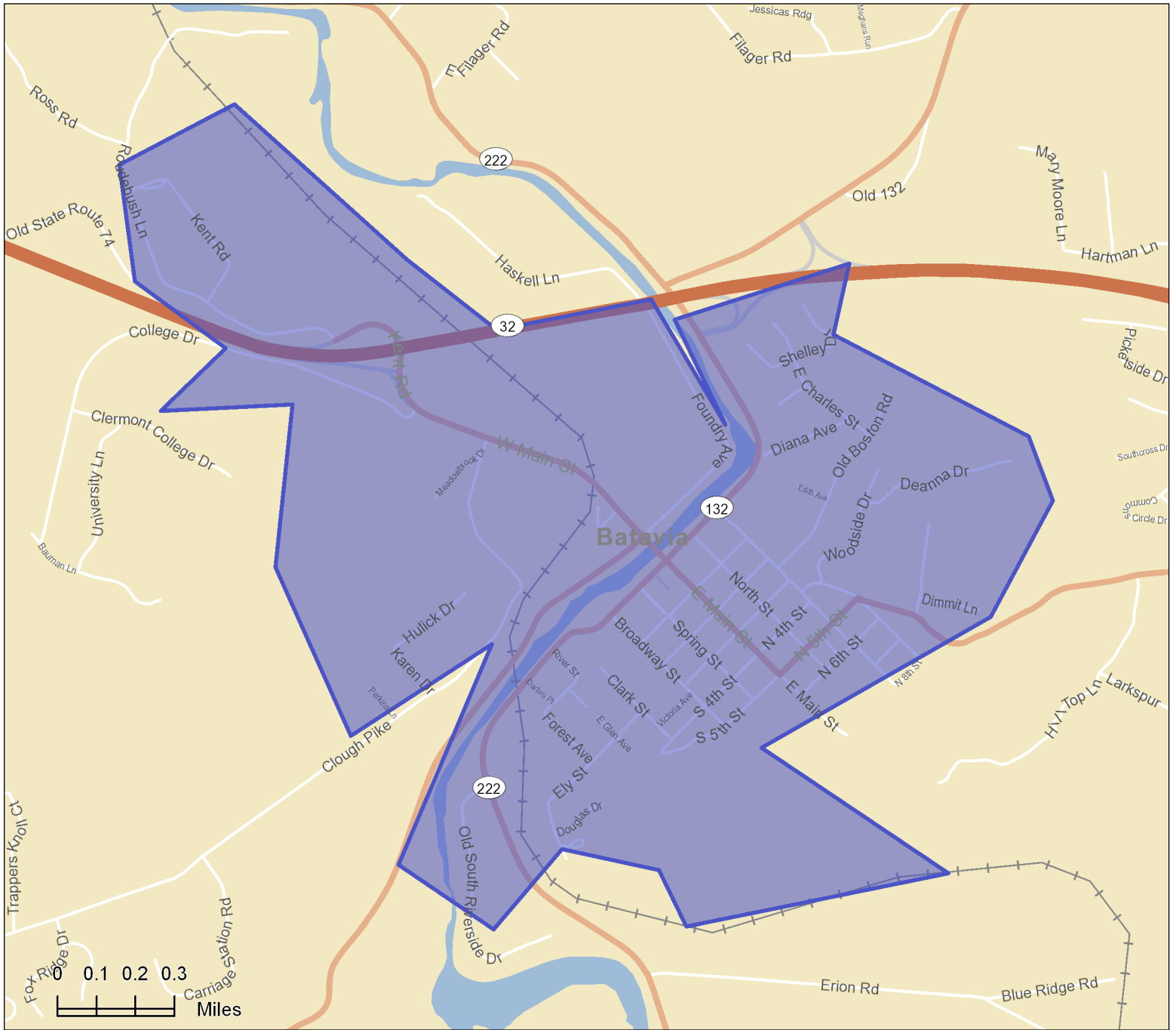


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Site Map

Batavia, OH
Standard Geography

www.ClermontCountyOhio.biz



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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

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Batavia village, OH (3904...

Population Summary

2000 Total Population	1,617
2000 Group Quarters	0
2010 Total Population	1,766
2015 Total Population	1,908
2010-2015 Annual Rate	1.56%

Household Summary

2000 Households	651
2000 Average Household Size	2.48
2010 Households	716
2010 Average Household Size	2.45
2015 Households	774
2015 Average Household Size	2.45
2010-2015 Annual Rate	1.57%
2000 Families	454
2000 Average Family Size	2.96
2010 Families	502
2010 Average Family Size	2.90
2015 Families	539
2015 Average Family Size	2.91
2010-2015 Annual Rate	1.43%

Housing Unit Summary

2000 Housing Units	696
Owner Occupied Housing Units	59.9%
Renter Occupied Housing Units	33.6%
Vacant Housing Units	6.5%
2010 Housing Units	783
Owner Occupied Housing Units	59.1%
Renter Occupied Housing Units	32.4%
Vacant Housing Units	8.5%
2015 Housing Units	862
Owner Occupied Housing Units	58.2%
Renter Occupied Housing Units	31.6%
Vacant Housing Units	10.2%

Median Household Income

2000	\$40,923
2010	\$55,811
2015	\$63,738

Median Home Value

2000	\$100,000
2010	\$137,074
2015	\$153,088

Per Capita Income

2000	\$20,171
2010	\$23,241
2015	\$26,362

Median Age

2000	36.1
2010	32.5
2015	32.2

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.

March 23, 2012



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ECONOMIC DEVELOPMENT

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2000 Households by Income

Household Income Base	670
<\$15,000	13.0%
\$15,000 - \$24,999	14.3%
\$25,000 - \$34,999	15.1%
\$35,000 - \$49,999	17.8%
\$50,000 - \$74,999	19.7%
\$75,000 - \$99,999	9.7%
\$100,000 - \$149,999	8.8%
\$150,000 - \$199,999	1.2%
\$200,000+	0.4%
Average Household Income	\$49,064

2010 Households by Income

Household Income Base	716
<\$15,000	10.8%
\$15,000 - \$24,999	9.5%
\$25,000 - \$34,999	10.6%
\$35,000 - \$49,999	13.8%
\$50,000 - \$74,999	23.7%
\$75,000 - \$99,999	15.9%
\$100,000 - \$149,999	13.7%
\$150,000 - \$199,999	1.4%
\$200,000+	0.6%
Average Household Income	\$61,903

2015 Households by Income

Household Income Base	775
<\$15,000	9.2%
\$15,000 - \$24,999	7.2%
\$25,000 - \$34,999	7.6%
\$35,000 - \$49,999	10.6%
\$50,000 - \$74,999	25.7%
\$75,000 - \$99,999	17.4%
\$100,000 - \$149,999	19.6%
\$150,000 - \$199,999	1.9%
\$200,000+	0.8%
Average Household Income	\$70,151

2000 Owner Occupied Housing Units by Value

Total	418
<\$50,000	7.4%
\$50,000 - \$99,999	42.6%
\$100,000 - \$149,999	31.8%
\$150,000 - \$199,999	11.5%
\$200,000 - \$299,999	6.7%
\$300,000 - \$499,999	0.0%
\$500,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$112,805

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	233
With Cash Rent	96.1%
No Cash Rent	3.9%
Median Rent	\$463
Average Rent	\$427

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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Batavia village, OH (3904...

2000 Population by Age

Total	1,617
0 - 4	6.2%
5 - 9	8.3%
10 - 14	7.1%
15 - 24	12.6%
25 - 34	14.0%
35 - 44	16.2%
45 - 54	13.7%
55 - 64	9.6%
65 - 74	6.7%
75 - 84	4.3%
85 +	1.4%
18 +	74.2%

2010 Population by Age

Total	1,768
0 - 4	8.3%
5 - 9	7.6%
10 - 14	7.2%
15 - 24	15.7%
25 - 34	14.0%
35 - 44	13.8%
45 - 54	14.4%
55 - 64	9.9%
65 - 74	5.3%
75 - 84	2.6%
85 +	1.1%
18 +	72.1%

2015 Population by Age

Total	1,907
0 - 4	8.4%
5 - 9	7.5%
10 - 14	7.7%
15 - 24	15.4%
25 - 34	15.5%
35 - 44	11.1%
45 - 54	13.5%
55 - 64	11.0%
65 - 74	6.1%
75 - 84	2.8%
85 +	1.0%
18 +	72.4%

2000 Population by Sex

Males	49.3%
Females	50.7%

2010 Population by Sex

Males	49.2%
Females	50.8%

2015 Population by Sex

Males	49.4%
Females	50.6%

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

Market Profile

Batavia, OH
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2000 Population by Race/Ethnicity

Total	1,617
White Alone	94.5%
Black Alone	3.3%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	0.2%
Two or More Races	1.5%
Hispanic Origin	0.4%
Diversity Index	11.3

2010 Population by Race/Ethnicity

Total	1,766
White Alone	92.8%
Black Alone	4.6%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	0.3%
Two or More Races	1.6%
Hispanic Origin	0.7%
Diversity Index	15.0

2015 Population by Race/Ethnicity

Total	1,907
White Alone	91.8%
Black Alone	5.3%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	0.4%
Two or More Races	1.8%
Hispanic Origin	0.8%
Diversity Index	16.9

2000 Population 3+ by School Enrollment

Total	1,589
Enrolled in Nursery/Preschool	1.2%
Enrolled in Kindergarten	0.8%
Enrolled in Grade 1-8	11.8%
Enrolled in Grade 9-12	7.7%
Enrolled in College	3.5%
Enrolled in Grad/Prof School	0.4%
Not Enrolled in School	74.6%

2010 Population 25+ by Educational Attainment

Total	1,080
Less Than 9th Grade	1.9%
9th to 12th Grade, No Diploma	5.3%
High School Graduate	39.8%
Some College, No Degree	25.5%
Associate Degree	8.4%
Bachelor's Degree	11.5%
Graduate/Professional Degree	7.7%

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.

March 23, 2012



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Batavia village, OH (3904...

2010 Population 15+ by Marital Status

Total	1,359
Never Married	25.9%
Married	55.0%
Widowed	4.3%
Divorced	14.9%

2000 Population 16+ by Employment Status

Total	1,280
In Labor Force	69.1%
Civilian Employed	66.9%
Civilian Unemployed	2.2%
In Armed Forces	0.0%
Not In Labor Force	30.9%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	88.9%
Civilian Unemployed	11.1%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	91.0%
Civilian Unemployed	9.0%

2000 Females 16+ by Employment Status and Age of Children

Total	650
Own Children < 6 Only	9.5%
Employed/in Armed Forces	4.3%
Unemployed	0.8%
Not in Labor Force	4.5%
Own Children <6 and 6-17 Only	5.5%
Employed/in Armed Forces	1.4%
Unemployed	0.0%
Not in Labor Force	4.2%
Own Children 6-17 Only	26.8%
Employed/in Armed Forces	23.4%
Unemployed	1.4%
Not in Labor Force	2.0%
No Own Children < 18	58.2%
Employed/in Armed Forces	29.2%
Unemployed	0.8%
Not in Labor Force	28.2%

2010 Employed Population 16+ by Industry

Total	835
Agriculture/Mining	0.0%
Construction	6.1%
Manufacturing	11.7%
Wholesale Trade	3.8%
Retail Trade	13.9%
Transportation/Utilities	4.4%
Information	2.3%
Finance/Insurance/Real Estate	8.6%
Services	42.5%
Public Administration	6.6%

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	836
White Collar	66.1%
Management/Business/Financial	12.2%
Professional	19.7%
Sales	13.5%
Administrative Support	20.7%
Services	14.7%
Blue Collar	19.1%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	5.3%
Installation/Maintenance/Repair	3.0%
Production	6.1%
Transportation/Material Moving	4.8%

2000 Workers 16+ by Means of Transportation to Work

Total	803
Drove Alone - Car, Truck, or Van	80.7%
Carpooled - Car, Truck, or Van	10.6%
Public Transportation	1.4%
Walked	5.9%
Other Means	0.0%
Worked at Home	1.5%

2000 Workers 16+ by Travel Time to Work

Total	803
Did not Work at Home	98.5%
Less than 5 minutes	5.4%
5 to 9 minutes	9.1%
10 to 19 minutes	30.0%
20 to 24 minutes	7.0%
25 to 34 minutes	19.1%
35 to 44 minutes	11.3%
45 to 59 minutes	11.3%
60 to 89 minutes	4.4%
90 or more minutes	1.0%
Worked at Home	1.5%
Average Travel Time to Work (in min)	24.7

2000 Households by Vehicles Available

Total	651
None	9.4%
1	30.4%
2	37.5%
3	16.7%
4	4.5%
5+	1.5%
Average Number of Vehicles Available	1.8

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

March 23, 2012



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2000 Households by Type

Total	651
Family Households	69.7%
Married-couple Family	52.2%
With Related Children	25.2%
Other Family (No Spouse)	17.5%
With Related Children	11.1%
Nonfamily Households	30.3%
Householder Living Alone	25.7%
Householder Not Living Alone	4.6%
Households with Related Children	36.3%
Households with Persons 65+	23.2%

2000 Households by Size

Total	651
1 Person Household	25.7%
2 Person Household	33.2%
3 Person Household	19.5%
4 Person Household	14.1%
5 Person Household	5.1%
6 Person Household	1.7%
7 + Person Household	0.8%

2000 Households by Year Householder Moved In

Total	651
Moved in 1999 to March 2000	23.0%
Moved in 1995 to 1998	21.0%
Moved in 1990 to 1994	15.5%
Moved in 1980 to 1989	14.9%
Moved in 1970 to 1979	13.4%
Moved in 1969 or Earlier	12.1%
Median Year Householder Moved In	1993

2000 Housing Units by Units in Structure

Total	715
1, Detached	70.4%
1, Attached	1.0%
2	2.7%
3 or 4	8.7%
5 to 9	8.8%
10 to 19	7.6%
20 +	0.0%
Mobile Home	1.0%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	715
1999 to March 2000	0.0%
1995 to 1998	0.4%
1990 to 1994	5.3%
1980 to 1989	5.0%
1970 to 1979	14.1%
1969 or Earlier	75.1%
Median Year Structure Built	1954

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

March 23, 2012



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Batavia village, OH (3904...

Top 3 Tapestry Segments

1. Milk and Cookies
2. Great Expectations
3. Inner City Tenants

2010 Consumer Spending

Apparel & Services: Total \$	\$1,088,552
Average Spent	\$1,520.32
Spending Potential Index	63
Computers & Accessories: Total \$	\$146,075
Average Spent	\$204.02
Spending Potential Index	93
Education: Total \$	\$820,591
Average Spent	\$1,146.08
Spending Potential Index	94
Entertainment/Recreation: Total \$	\$2,070,056
Average Spent	\$2,891.14
Spending Potential Index	90
Food at Home: Total \$	\$2,877,143
Average Spent	\$4,018.36
Spending Potential Index	90
Food Away from Home: Total \$	\$2,113,227
Average Spent	\$2,951.43
Spending Potential Index	92
Health Care: Total \$	\$2,294,597
Average Spent	\$3,204.75
Spending Potential Index	86
HH Furnishings & Equipment: Total \$	\$1,145,206
Average Spent	\$1,599.45
Spending Potential Index	78
Investments: Total \$	\$915,737
Average Spent	\$1,278.96
Spending Potential Index	74
Retail Goods: Total \$	\$15,236,134
Average Spent	\$21,279.52
Spending Potential Index	86
Shelter: Total \$	\$10,136,132
Average Spent	\$14,156.61
Spending Potential Index	90
TV/Video/Audio: Total \$	\$809,021
Average Spent	\$1,129.92
Spending Potential Index	91
Travel: Total \$	\$1,149,611
Average Spent	\$1,605.60
Spending Potential Index	85
Vehicle Maintenance & Repairs: Total \$	\$607,224
Average Spent	\$848.08
Spending Potential Index	90

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.

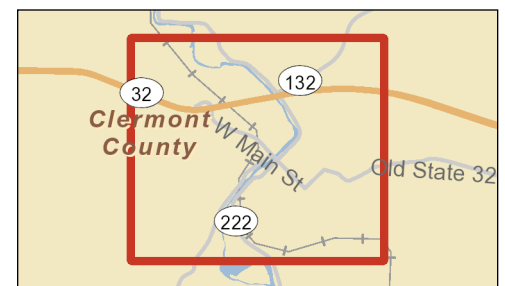
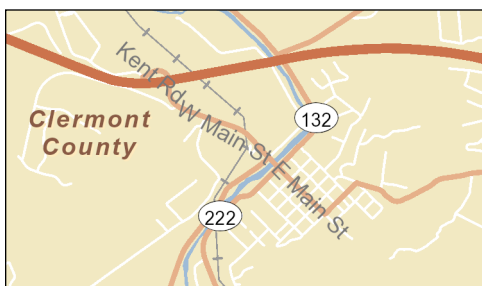
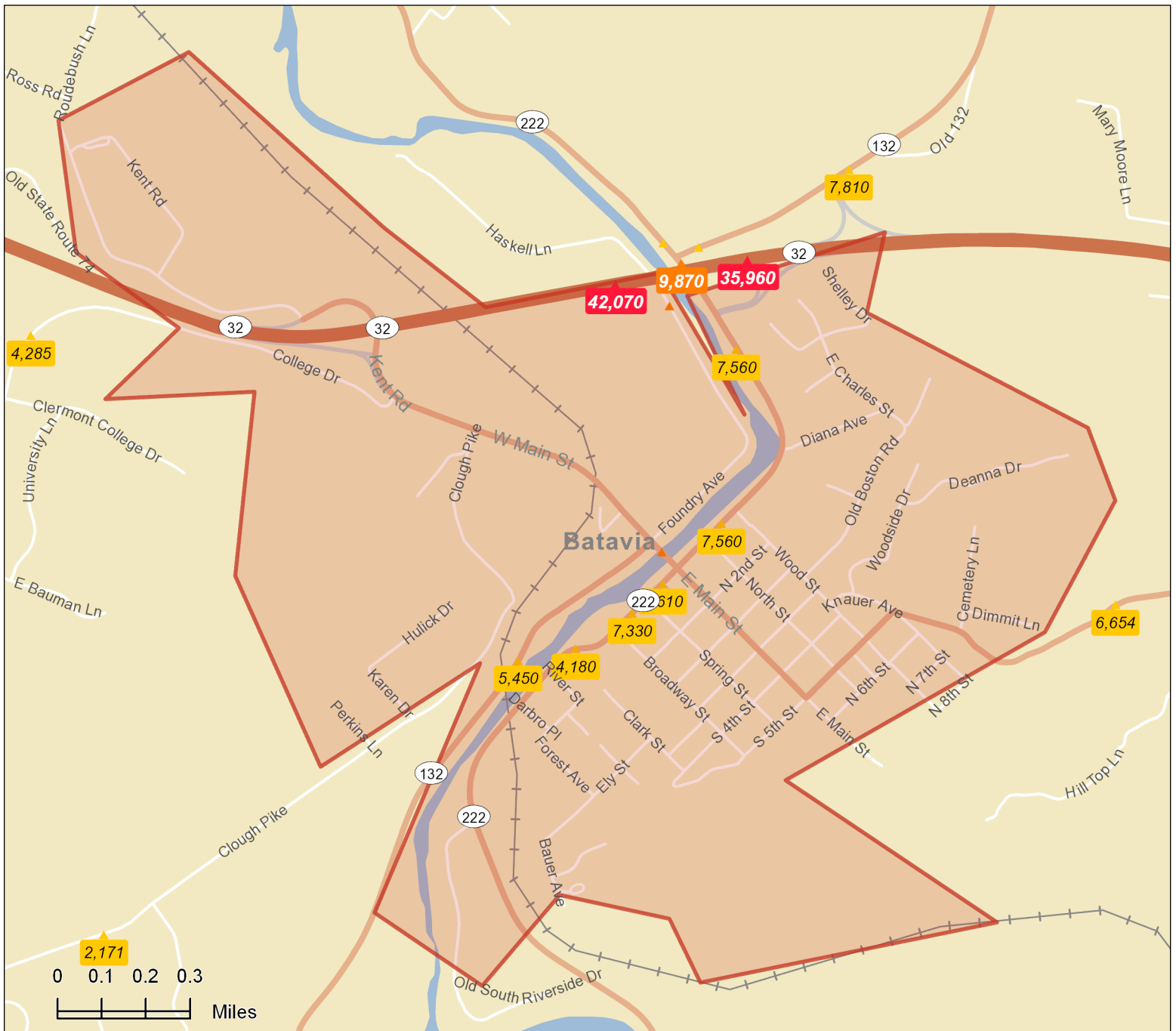
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 23, 2012

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Traffic Count Map



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



Business Summary

Batavia, OH
 Batavia village, OH (3904150)
 Geography: Place

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Data for all businesses in area	Batavia village, OH (3904...
Total Businesses:	177
Total Employees:	1,215
Total Residential Population:	1,766
Employee/Residential Population Ratio:	0.69

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	2	1.1%	7	0.6%
Construction	9	5.1%	41	3.4%
Manufacturing	7	4.0%	56	4.6%
Transportation	3	1.7%	34	2.8%
Communication	1	0.6%	1	0.1%
Utility	0	0.0%	0	0.0%
Wholesale Trade	3	1.7%	104	8.6%
Retail Trade Summary	22	12.4%	133	10.9%
Home Improvement	4	2.3%	13	1.1%
General Merchandise Stores	1	0.6%	6	0.5%
Food Stores	2	1.1%	12	1.0%
Auto Dealers, Gas Stations, Auto Aftermarket	3	1.7%	53	4.4%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	1	0.6%	4	0.3%
Eating & Drinking Places	6	3.4%	31	2.6%
Miscellaneous Retail	5	2.8%	14	1.2%
Finance, Insurance, Real Estate Summary	18	10.2%	74	6.1%
Banks, Savings & Lending Institutions	4	2.3%	18	1.5%
Securities Brokers	1	0.6%	0	0.0%
Insurance Carriers & Agents	9	5.1%	36	3.0%
Real Estate, Holding, Other Investment Offices	4	2.3%	20	1.6%
Services Summary	76	42.9%	460	37.9%
Hotels & Lodging	1	0.6%	1	0.1%
Automotive Services	9	5.1%	32	2.6%
Motion Pictures & Amusements	1	0.6%	3	0.2%
Health Services	7	4.0%	36	3.0%
Legal Services	11	6.2%	59	4.9%
Education Institutions & Libraries	9	5.1%	209	17.2%
Other Services	38	21.5%	120	9.9%
Government	34	19.2%	305	25.1%
Other	2	1.1%	0	0.0%
Totals	177	100%	1,215	100%

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

March 23, 2012



Business Summary

Batavia, OH
Batavia village, OH (3904150)
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	10	5.7%	41	3.4%
Manufacturing	8	4.5%	60	4.9%
Wholesale Trade	3	1.7%	104	8.6%
Retail Trade	15	8.5%	98	8.1%
Motor Vehicle & Parts Dealers	1	0.6%	50	4.1%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	4	2.3%	13	1.1%
Food & Beverage Stores	3	1.7%	14	1.2%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations	2	1.1%	3	0.2%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	1	0.6%	6	0.5%
Miscellaneous Store Retailers	4	2.3%	12	1.0%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	2	1.1%	32	2.6%
Information	4	2.3%	25	2.1%
Finance & Insurance	14	7.9%	54	4.4%
Central Bank/Credit Intermediation & Related Activities	4	2.3%	18	1.5%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	1	0.6%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	9	5.1%	36	3.0%
Real Estate, Rental & Leasing	4	2.3%	20	1.6%
Professional, Scientific & Tech Services	25	14.1%	93	7.7%
Legal Services	12	6.8%	60	4.9%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	3	1.7%	7	0.6%
Educational Services	6	3.4%	185	15.2%
Health Care & Social Assistance	9	5.1%	52	4.3%
Arts, Entertainment & Recreation	2	1.1%	5	0.4%
Accommodation & Food Services	7	4.0%	32	2.6%
Accommodation	1	0.6%	1	0.1%
Food Services & Drinking Places	6	3.4%	31	2.6%
Other Services (except Public Administration)	29	16.4%	102	8.4%
Automotive Repair & Maintenance	8	4.5%	31	2.6%
Public Administration	34	19.2%	305	25.1%
Unclassified Establishments	2	1.1%	0	0.0%
Total	177	100%	1,215	100%

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

March 23, 2012



Retail MarketPlace Profile

Batavia, OH
 Batavia village, OH (3904150)
 Geography: Place

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Summary Demographics

2010 Population	1,766
2010 Households	716
2010 Median Disposable Income	\$42,411
2010 Per Capita Income	\$23,241

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	\$16,767,566	\$21,144,393	\$-4,376,827	-11.5	20
Total Retail Trade	44-45	\$14,315,717	\$19,804,914	\$-5,489,197	-16.1	14
Total Food & Drink	722	\$2,451,849	\$1,339,479	\$1,112,370	29.3	6

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,377,122	\$13,385,532	\$-10,008,410	-59.7	1
Automobile Dealers	4411	\$2,885,915	\$13,385,532	\$-10,499,617	-64.5	1
Other Motor Vehicle Dealers	4412	\$226,212	\$0	\$226,212	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$264,995	\$0	\$264,995	100.0	0
Furniture & Home Furnishings Stores	442	\$231,970	\$0	\$231,970	100.0	0
Furniture Stores	4421	\$120,561	\$0	\$120,561	100.0	0
Home Furnishings Stores	4422	\$111,409	\$0	\$111,409	100.0	0
Electronics & Appliance Stores	4431	\$592,759	\$0	\$592,759	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$500,451	\$396,450	\$104,001	11.6	3
Bldg Material & Supplies Dealers	4441	\$471,734	\$367,816	\$103,918	12.4	2
Lawn & Garden Equip & Supply Stores	4442	\$28,717	\$28,634	\$83	0.1	1
Food & Beverage Stores	445	\$2,554,305	\$1,365,019	\$1,189,286	30.3	3
Grocery Stores	4451	\$2,448,778	\$1,256,475	\$1,192,303	32.2	1
Specialty Food Stores	4452	\$36,346	\$42,514	\$-6,168	-7.8	1
Beer, Wine & Liquor Stores	4453	\$69,181	\$66,030	\$3,151	2.3	1
Health & Personal Care Stores	446,4461	\$286,143	\$0	\$286,143	100.0	0
Gasoline Stations	447,4471	\$2,437,509	\$1,976,777	\$460,732	10.4	1
Clothing & Clothing Accessories Stores	448	\$413,437	\$0	\$413,437	100.0	0
Clothing Stores	4481	\$300,670	\$0	\$300,670	100.0	0
Shoe Stores	4482	\$67,154	\$0	\$67,154	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$45,613	\$0	\$45,613	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$67,428	\$0	\$67,428	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$51,661	\$0	\$51,661	100.0	0
Book, Periodical & Music Stores	4512	\$15,767	\$0	\$15,767	100.0	0
General Merchandise Stores	452	\$2,348,560	\$2,325,820	\$22,740	0.5	2
Department Stores Excluding Leased Depts.	4521	\$1,003,287	\$1,224,049	\$-220,762	-9.9	1
Other General Merchandise Stores	4529	\$1,345,273	\$1,101,771	\$243,502	10.0	1
Miscellaneous Store Retailers	453	\$198,192	\$355,316	\$-157,124	-28.4	4
Florists	4531	\$10,619	\$94,973	\$-84,354	-79.9	1
Office Supplies, Stationery & Gift Stores	4532	\$67,013	\$0	\$67,013	100.0	0
Used Merchandise Stores	4533	\$4,630	\$8,883	\$-4,253	-31.5	1
Other Miscellaneous Store Retailers	4539	\$115,930	\$251,460	\$-135,530	-36.9	2
Nonstore Retailers	454	\$1,307,841	\$0	\$1,307,841	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,238,786	\$0	\$1,238,786	100.0	0
Vending Machine Operators	4542	\$1,893	\$0	\$1,893	100.0	0
Direct Selling Establishments	4543	\$67,162	\$0	\$67,162	100.0	0
Food Services & Drinking Places	722	\$2,451,849	\$1,339,479	\$1,112,370	29.3	6
Full-Service Restaurants	7221	\$866,449	\$1,023,096	\$-156,647	-8.3	5
Limited-Service Eating Places	7222	\$1,367,315	\$316,383	\$1,050,932	62.4	1
Special Food Services	7223	\$172,206	\$0	\$172,206	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$45,879	\$0	\$45,879	100.0	0

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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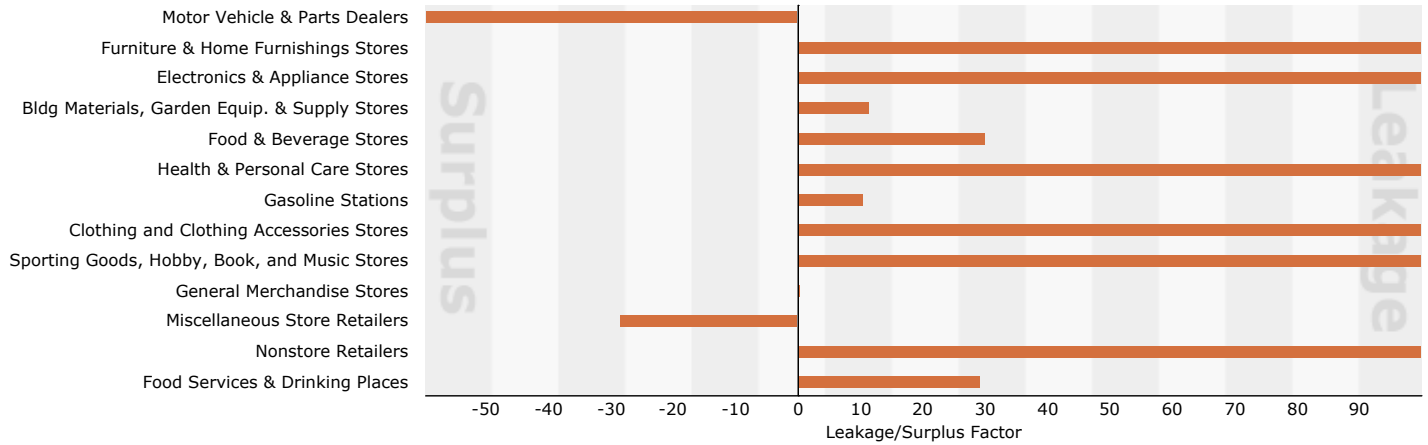


Retail MarketPlace Profile

Batavia, OH
 Batavia village, OH (3904150)
 Geography: Place

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 23, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

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Demographic Summary	2010	2015
Population	1,766	1,908
Total Number of Adults	1,274	1,381
Households	716	774
Median Household Income	\$55,811	\$63,738

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	656	51.5%	103
Bought any women's apparel in last 12 months	579	45.4%	100
Bought apparel for child <13 in last 6 months	425	33.4%	117
Bought any shoes in last 12 months	689	54.1%	104
Bought costume jewelry in last 12 months	286	22.4%	108
Bought any fine jewelry in last 12 months	276	21.7%	98
Bought a watch in last 12 months	276	21.7%	112
Automobiles (Households)			
HH owns/leases any vehicle	635	88.7%	103
HH bought/leased new vehicle last 12 mo	57	8.0%	83
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,142	89.6%	103
Bought/changed motor oil in last 12 months	761	59.7%	115
Had tune-up in last 12 months	416	32.7%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	790	62.0%	100
Drank regular cola in last 6 months	715	56.1%	110
Drank beer/ale in last 6 months	547	42.9%	101
Cameras & Film (Adults)			
Bought any camera in last 12 months	153	12.0%	94
Bought film in last 12 months	234	18.4%	96
Bought digital camera in last 12 months	89	7.0%	102
Bought memory card for camera in last 12 months	87	6.8%	89
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	484	38.0%	107
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	253	19.9%	93
Avg monthly cell/mobile phone/PDA bill: \$50-99	423	33.2%	102
Avg monthly cell/mobile phone/PDA bill: \$100+	272	21.4%	101
Computers (Households)			
HH owns a personal computer	523	73.0%	99
Spent <\$500 on most recent home PC purchase	69	9.6%	111
Spent \$500-\$999 on most recent home PC purchase	139	19.4%	109
Spent \$1000-\$1499 on most recent home PC purchase	79	11.0%	85
Spent \$1500-\$1999 on most recent home PC purchase	47	6.6%	93
Spent \$2000+ on most recent home PC purchase	34	4.7%	76

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

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

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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	831	65.2%	108
Bought cigarettes at convenience store in last 30 days	246	19.3%	124
Bought gas at convenience store in last 30 days	523	41.1%	122
Spent at convenience store in last 30 days: <\$20	113	8.9%	92
Spent at convenience store in last 30 days: \$20-39	119	9.3%	92
Spent at convenience store in last 30 days: \$40+	537	42.2%	117
Entertainment (Adults)			
Attended movies in last 6 months	756	59.3%	101
Went to live theater in last 12 months	147	11.5%	88
Went to a bar/night club in last 12 months	248	19.5%	102
Dined out in last 12 months	593	46.5%	95
Gambled at a casino in last 12 months	185	14.5%	91
Visited a theme park in last 12 months	298	23.4%	109
DVDs rented in last 30 days: 1	37	2.9%	110
DVDs rented in last 30 days: 2	63	4.9%	107
DVDs rented in last 30 days: 3	25	2.0%	61
DVDs rented in last 30 days: 4	45	3.5%	91
DVDs rented in last 30 days: 5+	201	15.8%	120
DVDs purchased in last 30 days: 1	57	4.5%	90
DVDs purchased in last 30 days: 2	83	6.5%	138
DVDs purchased in last 30 days: 3-4	60	4.7%	102
DVDs purchased in last 30 days: 5+	63	4.9%	95
Spent on toys/games in last 12 months: <\$50	92	7.2%	119
Spent on toys/games in last 12 months: \$50-\$99	39	3.1%	111
Spent on toys/games in last 12 months: \$100-\$199	83	6.5%	91
Spent on toys/games in last 12 months: \$200-\$499	151	11.9%	109
Spent on toys/games in last 12 months: \$500+	65	5.1%	89
Financial (Adults)			
Have home mortgage (1st)	224	17.6%	91
Used ATM/cash machine in last 12 months	686	53.8%	106
Own any stock	67	5.3%	57
Own U.S. savings bond	50	3.9%	57
Own shares in mutual fund (stock)	84	6.6%	70
Own shares in mutual fund (bonds)	61	4.8%	81
Used full service brokerage firm in last 12 months	55	4.3%	70
Have savings account	442	34.7%	95
Have 401K retirement savings	217	17.0%	96
Did banking over the Internet in last 12 months	377	29.6%	108
Own any credit/debit card (in own name)	930	73.0%	99
Avg monthly credit card expenditures: <\$111	185	14.5%	105
Avg monthly credit card expenditures: \$111-225	91	7.1%	92
Avg monthly credit card expenditures: \$226-450	100	7.8%	105
Avg monthly credit card expenditures: \$451-700	65	5.1%	80
Avg monthly credit card expenditures: \$701+	134	10.5%	79

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

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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	953	74.8%	105
Used bread in last 6 months	1,246	97.8%	101
Used chicken/turkey (fresh or frozen) in last 6 months	992	77.9%	101
Used fish/seafood (fresh or frozen) in last 6 months	669	52.5%	99
Used fresh fruit/vegetables in last 6 months	1,090	85.6%	98
Used fresh milk in last 6 months	1,158	90.9%	100
Health (Adults)			
Exercise at home 2+ times per week	376	29.5%	98
Exercise at club 2+ times per week	147	11.5%	94
Visited a doctor in last 12 months	920	72.2%	93
Used vitamin/dietary supplement in last 6 months	583	45.8%	94
Home (Households)			
Any home improvement in last 12 months	205	28.6%	90
Used housekeeper/maid/prof HH cleaning service in the last 12 months	76	10.6%	68
Purchased any HH furnishing in last 12 months	218	30.4%	101
Purchased bedding/bath goods in last 12 months	411	57.4%	105
Purchased cooking/serving product in last 12 months	204	28.5%	104
Bought any kitchen appliance in last 12 months	125	17.5%	100
Insurance (Adults)			
Currently carry any life insurance	626	49.1%	103
Have medical/hospital/accident insurance	883	69.3%	97
Carry homeowner insurance	606	47.6%	90
Carry renter insurance	89	7.0%	114
Have auto/other vehicle insurance	1,074	84.3%	101
Pets (Households)			
HH owns any pet	383	53.5%	104
HH owns any cat	172	24.0%	100
HH owns any dog	270	37.7%	100
Reading Materials (Adults)			
Bought book in last 12 months	605	47.5%	95
Read any daily newspaper	466	36.6%	88
Heavy magazine reader	268	21.0%	106
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	925	72.6%	101
Went to family restaurant/steak house last mo: <2 times	326	25.6%	100
Went to family restaurant/steak house last mo: 2-4 times	328	25.7%	95
Went to family restaurant/steak house last mo: 5+ times	271	21.3%	109
Went to fast food/drive-in restaurant in last 6 mo	1,164	91.4%	103
Went to fast food/drive-in restaurant <6 times/mo	388	30.5%	87
Went to fast food/drive-in restaurant 6-13 times/mo	374	29.4%	101
Went to fast food/drive-in restaurant 14+ times/mo	403	31.6%	127
Fast food/drive-in last 6 mo: eat in	461	36.2%	96
Fast food/drive-in last 6 mo: home delivery	181	14.2%	136
Fast food/drive-in last 6 mo: take-out/drive-thru	754	59.2%	113
Fast food/drive-in last 6 mo: take-out/walk-in	286	22.4%	91

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

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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	428	59.8%	92
HH average monthly long distance phone bill: <\$16	198	27.7%	100
HH average monthly long distance phone bill: \$16-25	62	8.7%	76
HH average monthly long distance phone bill: \$26-59	51	7.1%	78
HH average monthly long distance phone bill: \$60+	25	3.5%	78
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	131	18.3%	93
HH owns 2 TVs	202	28.2%	107
HH owns 3 TVs	154	21.5%	96
HH owns 4+ TVs	141	19.7%	94
HH subscribes to cable TV	407	56.8%	98
HH Purchased audio equipment in last 12 months	82	11.5%	118
HH Purchased CD player in last 12 months	40	5.6%	144
HH Purchased DVD player in last 12 months	77	10.8%	111
HH Purchased MP3 player in last 12 months	137	10.8%	106
HH Purchased video game system in last 12 months	91	12.7%	118
Travel (Adults)			
Domestic travel in last 12 months	607	47.6%	91
Took 3+ domestic trips in last 12 months	168	13.2%	89
Spent on domestic vacations last 12 mo: <\$1000	166	13.0%	104
Spent on domestic vacations last 12 mo: \$1000-\$1499	65	5.1%	76
Spent on domestic vacations last 12 mo: \$1500-\$1999	47	3.7%	90
Spent on domestic vacations last 12 mo: \$2000-\$2999	46	3.6%	87
Spent on domestic vacations last 12 mo: \$3000+	36	2.8%	56
Foreign travel in last 3 years	267	21.0%	81
Took 3+ foreign trips by plane in last 3 years	39	3.1%	65
Spent on foreign vacations last 12 mo: <\$1000	57	4.5%	75
Spent on foreign vacations last 12 mo: \$1000-\$2999	34	2.7%	65
Spent on foreign vacations last 12 mo: \$3000+	38	3.0%	61
Stayed 1+ nights at hotel/motel in last 12 months	463	36.3%	90

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

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Demographic Summary		2010	2015	
Population		1,766	1,908	
Population 18+		1,274	1,381	
Households		716	774	
Median Household Income		\$55,811	\$63,738	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer		523	73.0%	99
Purchased home PC in last 12 months		112	15.6%	100
Purchased home PC 1-2 years ago		160	22.4%	99
Purchased home PC 3-4 years ago		129	18.0%	93
Purchased home PC 5+ years ago		62	8.6%	93
Spent <\$500 on home PC (most recent purchase)		69	9.7%	111
Spent \$500-999 on home PC (most recent purchase)		139	19.4%	109
Spent \$1000-1499 on home PC (most recent purchase)		79	11.1%	85
Spent \$1500-1999 on home PC (most recent purchase)		47	6.5%	93
Spent \$2000+ on home PC (most recent purchase)		34	4.7%	76
Purchased home PC at computer superstore		91	12.6%	100
Purchased home PC at department store		38	5.4%	108
Purchased home PC direct from manufacturer		78	10.9%	78
Purchased home PC at electronics store		78	10.9%	99
Purchased home PC on Internet		54	7.6%	88
Purchased home PC at warehouse discount outlet		12	1.7%	76
HH owns desktop PC		401	56.1%	97
HH owns laptop/notebook/tablet PC		210	29.3%	94
HH owns any Apple/Apple Mac clone brand PC		35	4.9%	78
HH owns any IBM/IBM compatible brand PC		476	66.5%	99
Brand of PC that HH owns: Compaq		66	9.2%	109
Brand of PC that HH owns: Dell		215	30.1%	97
Brand of PC that HH owns: Gateway		46	6.4%	96
Brand of PC that HH owns: Hewlett Packard		105	14.7%	94
Brand of PC that HH owns: Sony Vaio		17	2.4%	82
Child (under 18) uses home PC		166	23.2%	110
HH owns CD burner		253	35.4%	96
HH owns CD ROM drive		284	39.7%	101
HH owns DVD drive		158	22.1%	88
HH owns DVD-RW (DVD burner)		146	20.5%	99
HH owns external hard drive		93	13.0%	92
HH owns flash drive		148	20.7%	101
HH owns LAN/network interface card		75	10.5%	95
HH owns inkjet printer		300	41.9%	98
HH owns laser printer		95	13.3%	97
HH owns modem/fax modem		134	18.8%	90
HH owns removable cartridge storage device		42	5.9%	101
HH owns scanner		181	25.3%	89
HH owns PC speakers		285	39.7%	96
HH owns tape backup		15	2.1%	79
HH owns webcam		77	10.7%	95
HH owns software: accounting		51	7.1%	80
HH owns software: communications/fax		45	6.3%	77
HH owns software: database/filing		51	7.1%	87
HH owns software: desktop publishing		78	10.9%	90

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Electronics and Internet Market Potential

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns software: education/training	79	11.0%	110
HH owns software: entertainment/games	205	28.6%	99
HH owns software: online meeting/conference	23	3.2%	112
HH owns software: personal finance/tax prep	87	12.2%	86
HH owns software: presentation graphics	49	6.8%	86
HH owns software: multimedia	114	15.9%	104
HH owns software: networking	83	11.6%	103
HH owns software: security/anti-virus	192	26.8%	95
HH owns software: spreadsheet	160	22.3%	97
HH owns software: utility	43	6.0%	85
HH owns software: web authoring	22	3.1%	89
HH owns software: word processing	236	33.0%	98
Spent \$500+ on software for home PC in last 12 mo	16	2.3%	93
Purchased computer book in last 12 months	33	4.7%	107
HH owns fax machine	42	5.8%	98
Purchased audio equipment in last 12 months	82	11.4%	118
Purchased headphones in last 12 months	29	4.0%	102
HH owns camcorder	140	19.6%	100
Purchased camcorder in last 12 months	20	2.8%	131
HH owns CD player	364	50.9%	111
Purchased CD player in last 12 months	40	5.6%	144
HH owns DVD player	482	67.4%	102
Purchased DVD player in last 12 months	77	10.7%	111
HH owns 1 TV	131	18.3%	93
HH owns 2 TVs	202	28.3%	107
HH owns 3 TVs	154	21.5%	96
HH owns 4+ TVs	141	19.8%	94
HH owns miniature screen TV (<13 in)	66	9.2%	116
Most recent TV purchase: miniature screen (<13 in)	17	2.4%	86
HH owns regular screen TV (13-26 in)	308	43.1%	99
Most recent TV purchase: regular screen (13-26 in)	177	24.7%	106
HH owns large screen TV (27-35 in)	339	47.3%	102
Most recent TV purchase: large screen (27-35 in)	235	32.8%	104
HH owns big screen TV (36-42 in)	120	16.8%	89
Most recent TV purchase: big screen (36-42 in)	91	12.6%	90
HH owns giant screen TV (over 42 in)	93	13.0%	91
Most recent TV purchase: giant screen (over 42 in)	69	9.7%	86
HH owns LCD TV	116	16.2%	84
HH owns plasma TV	45	6.3%	76
HH owns projection TV	38	5.3%	98
HH owns video game system	275	38.5%	115
Purchased video game system in last 12 months	91	12.8%	118
HH owns video game system: handheld	128	17.9%	116
HH owns video game system: attached to TV/computer	239	33.4%	113
HH owns video game system: Game Boy	60	8.4%	122
HH owns video game system: Game Boy Advance/SP	52	7.3%	110
HH owns video game system: Nintendo DS	67	9.4%	123

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Electronics and Internet Market Potential

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	46	6.4%	128
HH owns video game system: Nintendo Wii	47	6.6%	97
HH owns video game system: PlayStation 2	144	20.2%	122
HH owns video game system: PlayStation 3	26	3.6%	100
HH owns video game system: Sony PlayStation/PS One	31	4.3%	107
HH owns video game system: Sony PSP	23	3.2%	110
HH owns video game system: Xbox	48	6.7%	113
HH owns video game system: Xbox 360	47	6.6%	102
HH purchased 5+ video games in last 12 months	54	7.5%	116
HH spent \$101+ on video games in last 12 months	68	9.6%	118
Owns MP3 player	331	26.0%	97
Purchased MP3 player in last 12 months	137	10.8%	106
Owns Apple iPod	121	9.5%	86
Purchased Apple iPod in last 12 months	43	3.4%	100
Have any access to the Internet	1,076	84.5%	100
Have access to Internet: at home	875	68.7%	98
Have access to Internet: at work	500	39.3%	105
Have access to Internet: at school/library	320	25.1%	100
Have access to Internet: not hm/work/school/library	216	16.9%	87
Use Internet less than once a week	50	3.9%	98
Use Internet 1-2 times per week	68	5.4%	97
Use Internet 3-6 times per week	99	7.8%	97
Use Internet once a day	174	13.7%	123
Use Internet 2-4 times per day	228	17.9%	102
Use Internet 5 or more times per day	301	23.7%	94
Any Internet or online usage in last 30 days	920	72.2%	102
Used Internet in last 30 days: at home	781	61.3%	99
Used Internet in last 30 days: at work	423	33.2%	104
Used Internet in last 30 days: at school/library	91	7.1%	93
Used Internet/30 days: not home/work/school/library	108	8.5%	92
Internet last 30 days: used email	789	61.9%	99
Internet last 30 days: used Instant Messenger	366	28.7%	113
Internet last 30 days: paid bills online	446	35.0%	106
Internet last 30 days: visited online blog	131	10.3%	107
Internet last 30 days: wrote online blog	65	5.1%	138
Internet last 30 days: visited chat room	71	5.6%	120
Internet last 30 days: looked for employment	197	15.4%	118
Internet last 30 days: played games online	327	25.7%	122
Internet last 30 days: traded/tracked investments	105	8.2%	74
Internet last 30 days: downloaded music	266	20.9%	113
Internet last 30 days: made phone call	36	2.8%	77
Internet last 30 days: made personal purchase	341	26.8%	87
Internet last 30 days: made business purchase	117	9.2%	96
Internet last 30 days: made travel plans	180	14.2%	82
Internet last 30 days: watched online video	263	20.6%	108
Internet last 30 days: obtained new/used car info	112	8.8%	99
Internet last 30 days: obtained financial info	315	24.7%	103
Internet last 30 days: obtained medical info	186	14.6%	87
Internet last 30 days: obtained latest news	478	37.5%	97
Internet last 30 days: obtained real estate info	119	9.3%	87

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



Electronics and Internet Market Potential

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	314	24.7%	106
Ordered anything on Internet in last 12 months	406	31.8%	92
Ordered on Internet/12 mo: airline ticket	174	13.6%	82
Ordered on Internet/12 mo: CD/tape	48	3.8%	86
Ordered on Internet/12 mo: clothing	147	11.6%	79
Ordered on Internet/12 mo: computer	44	3.5%	101
Ordered on Internet/12 mo: computer peripheral	52	4.1%	94
Ordered on Internet/12 mo: DVD	69	5.4%	82
Ordered on Internet/12 mo: flowers	51	4.0%	86
Ordered on Internet/12 mo: software	53	4.1%	73
Ordered on Internet/12 mo: tickets (concerts etc.)	95	7.5%	77
Ordered on Internet/12 mo: toy	59	4.6%	93
Purchased item from amazon.com in last 12 months	165	12.9%	92
Purchased item from barnes&noble.com in last 12 mo	43	3.4%	105
Purchased item from bestbuy.com in last 12 months	26	2.0%	81
Purchased item from ebay.com in last 12 months	119	9.4%	100
Purchased item from walmart.com in last 12 months	68	5.3%	130
Spent on Internet orders last 12 months: <\$100	75	5.9%	108
Spent on Internet orders last 12 months: \$100-199	65	5.1%	94
Spent on Internet orders last 12 months: \$200-499	97	7.6%	91
Spent on Internet orders last 12 months: \$500+	153	12.0%	83
Connection to Internet from home: dial-up modem	79	6.2%	74
Connection to Internet from home: cable modem	328	25.7%	96
Connection to Internet from home: DSL	337	26.4%	108
Connection to Internet from home: wireless	181	14.2%	103
Connection to Internet from home: any broadband	760	59.6%	101
DVDs rented in last 30 days: 1	37	2.9%	110
DVDs rented in last 30 days: 2	63	5.0%	107
DVDs rented in last 30 days: 3	25	2.0%	61
DVDs rented in last 30 days: 4	45	3.6%	91
DVDs rented in last 30 days: 5+	201	15.8%	120
Rented video tape/DVD last month: action/adventure	299	23.5%	116
Rented video tape/DVD last month: classic	62	4.9%	94
Rented video tape/DVD last month: comedy	311	24.4%	118
Rented video tape/DVD last month: drama	187	14.7%	108
Rented video tape/DVD last month: family/children	136	10.7%	120
Rented video tape/DVD last month: foreign	24	1.9%	95
Rented video tape/DVD last month: horror	129	10.1%	137
Rented video tape/DVD last month: romance	112	8.8%	117
Rented video tape/DVD last month: science fiction	75	5.9%	111
Rented video tape/DVD last mo at Blockbuster Video	168	13.2%	109
Rented video tape/DVD last mo at Hollywood Video	56	4.4%	106
Bought video tape/DVD last month: action/adventure	104	8.2%	98
Bought video tape/DVD last month: classic	24	1.8%	69
Bought video tape/DVD last month: comedy	111	8.7%	108
Bought video tape/DVD last month: drama	54	4.2%	98
Bought video tape/DVD last month: family/children	83	6.5%	110
Bought video tape/DVD last month: horror	40	3.2%	100
Bought video tape/DVD last month: romance	33	2.6%	102

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March 23, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	36	2.8%	114
Bought blank video tape in last 6 months	149	11.7%	103
Bought 7+ blank video tapes in last 6 months	32	2.5%	96
DVDs purchased in last 30 days: 1	57	4.4%	90
DVDs purchased in last 30 days: 2	83	6.5%	138
DVDs purchased in last 30 days: 3-4	60	4.7%	102
DVDs purchased in last 30 days: 5+	63	4.9%	95
Bought any camera in last 12 months	153	12.0%	94
Spent on cameras in last 12 months: <\$100	41	3.2%	73
Spent on cameras in last 12 months: \$100-199	48	3.8%	125
Spent on cameras in last 12 months: \$200+	35	2.8%	69
Own APS (point & shoot or SLR) camera	35	2.7%	100
Own digital camera	425	33.4%	101
Bought digital camera in last 12 months	89	7.0%	102
Own digital point & shoot camera	313	24.6%	99
Bought digital point & shoot camera in last 12 mo	61	4.8%	97
Own digital SLR camera	120	9.5%	102
Bought digital SLR camera in last 12 months	29	2.2%	101
Own 35mm auto focus point & shoot camera	57	4.5%	95
Own 35mm auto focus single lens reflex camera	24	1.9%	79
Own 35mm auto focus zoom camera	68	5.3%	95
Own 35mm single lens reflex camera	46	3.6%	120
Own Canon camera	157	12.3%	78
Bought Canon camera in last 12 months	23	1.8%	85
Own Fuji camera	52	4.1%	101
Own Kodak camera	151	11.9%	100
Bought Kodak camera in last 12 months	38	3.0%	100
Own Nikon camera	58	4.6%	84
Own Olympus camera	67	5.3%	116
Own Polaroid camera	37	2.9%	118
Bought any camera accessory in last 12 months	513	40.3%	94
Bought film in last 12 months	234	18.4%	96
Bought film in last 12 months: <3 rolls	97	7.6%	86
Bought film in last 12 months: 3-6 rolls	86	6.8%	108
Bought film in last 12 months: 7+ rolls	51	4.0%	95
Bought film in last 12 mo: APS (color prints)	28	2.2%	82
Bought film in last 12 mo: instant developing	26	2.0%	102
Bought film in last 12 mo: 35mm (black & white)	13	1.0%	107
Bought film in last 12 mo: 35mm (color prints)	139	10.9%	96
Bought Fuji film in last 12 months	51	4.0%	79
Bought Kodak film in last 12 months	145	11.4%	96
Bought store-brand film in last 12 months	24	1.9%	88
Purchased film in last 12 mo: department store	38	3.0%	80
Purchased film in last 12 mo: discount store	56	4.4%	92

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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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	51	4.0%	85
Purchased film in last 12 mo: grocery store	27	2.1%	99
Purchased film in last 12 mo: 1 hour service store	24	1.8%	74
Had film processed at discount store	39	3.0%	93
Had film processed at drug store	53	4.1%	98
Had film processed at 1 hour service store	37	2.9%	100
Bought memory card for camera in last 12 months	87	6.8%	89
Own memory card for camera	310	24.3%	98

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March 23, 2012



Financial Investments Market Potential

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		1,766	1,908
Population 18+		1,274	1,381
Households		716	774
Median Household Income		\$55,811	\$63,738
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank	593	46.5%	94
Bank/financial institution: use savings & loan	110	8.6%	83
Bank/financial institution: use credit union	313	24.6%	109
Bank/financial institution: use fed savings bank	27	2.1%	92
Bank/financial institution: use mutual funds co	36	2.8%	87
Bank/financial institution: use Internet Bank	47	3.7%	85
Used ATM/cash machine in last 12 months	686	53.8%	106
Banked in person in last 12 months	625	49.1%	95
Banked by mail in last 12 months	68	5.3%	100
Banked by phone in last 12 months	211	16.6%	110
Did banking over the Internet in last 12 months	377	29.6%	108
Used direct deposit of paycheck in last 12 months	517	40.6%	105
Have interest checking account	374	29.4%	91
Have non-interest checking account	340	26.7%	100
Have money market account	111	8.7%	71
Have savings account	442	34.7%	95
Have 401K retirement savings	217	17.0%	96
Have IRA retirement savings	144	11.3%	75
Have auto loan for new car	142	11.1%	97
Have personal loan for education only	62	4.9%	120
Have personal loan-not for education	22	1.7%	69
Have home mortgage (1st)	224	17.6%	91
Have 2nd mortgage (equity loan)	74	5.8%	92
Have home equity line of credit	49	3.8%	64
Have personal line of credit	42	3.3%	73
Have overdraft protection	163	12.8%	96
Own any securities investment	225	17.7%	71
Own annuities	34	2.7%	88
Own certificate of deposit (6 months or less)	26	2.0%	58
Own certificate of deposit (more than 6 months)	45	3.5%	63
Own common/preferred stock in company you work for	28	2.2%	73
Own common stock in company you don't work for	50	3.9%	62
Own insured money market account (bank)	18	1.4%	69
Own shares in money market fund	60	4.7%	71
Own shares in mutual fund (bonds)	61	4.8%	81
Own shares in mutual fund (stock)	84	6.6%	70
Own any stock	67	5.3%	57
Own stock with market value <\$10000	24	1.9%	61
Own stock with market value \$10000-49999	28	2.2%	88
Own stock with market value \$50000+	12	0.9%	38

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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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	50	3.9%	57
Used financial planning counsel in last 12 months	78	6.1%	78
Used full service brokerage firm in last 12 months	55	4.3%	70
Own any credit/debit card (in own name)	930	73.0%	99
Own American Express card (in own name)	99	7.8%	63
Own Discover card (in own name)	119	9.3%	83
Own MasterCard (in own name)	425	33.4%	97
Own Visa (in own name)	624	49.0%	100
Own any department store credit card (in own name)	314	24.6%	79
Avg monthly credit card expenditures: <\$111	185	14.5%	105
Avg monthly credit card expenditures: \$111-225	91	7.1%	92
Avg monthly credit card expenditures: \$226-450	100	7.8%	105
Avg monthly credit card expenditures: \$451-700	65	5.1%	80
Avg monthly credit card expenditures: \$701+	134	10.5%	79

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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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		1,766	1,908	
Population 18+		1,274	1,381	
Households		716	774	
Median Household Income		\$55,811	\$63,738	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		383	53.5%	104
HH owns any bird		27	3.8%	130
HH owns any cat		172	24.0%	100
HH owns any dog		270	37.7%	100
HH owns 1 cat		88	12.3%	96
HH owns 2+ cats		84	11.7%	101
HH owns 1 dog		171	23.9%	102
HH owns 2+ dogs		98	13.7%	93
HH used canned cat food in last 6 months		77	10.8%	92
HH used <4 cans of cat food in last 7 days		33	4.6%	106
HH used 8+ cans of cat food in last 7 days		19	2.7%	74
HH used packaged dry cat food in last 6 months		164	22.9%	99
HH used <5 pounds of packaged dry cat food last mo		52	7.3%	89
HH used 11+ pounds of packaged dry cat food last mo		52	7.3%	101
HH used cat treats in last 6 months		71	9.9%	97
HH used cat litter in last 6 months		150	21.0%	102
HH used canned dog food in last 6 months		92	12.8%	97
HH used packaged dry dog food in last 6 months		260	36.3%	100
HH used <10 pounds of pkgd dry dog food last month		115	16.1%	97
HH used 25+ pounds of pkgd dry dog food last month		73	10.2%	93
HH used dog biscuits/treats in last 6 months		207	28.9%	98
HH used <2 packages of dog biscuits/treats last mo		95	13.3%	90
HH used 4+ packages of dog biscuits/treats last mo		40	5.6%	101
HH used flea/tick care prod for cat/dog last 12 mo		236	33.0%	97
HH member took pet to vet in last 12 mo: 1 time		92	12.8%	101
HH member took pet to vet in last 12 mo: 2 times		71	9.9%	90
HH member took pet to vet in last 12 mo: 3 times		46	6.4%	114
HH member took pet to vet in last 12 mo: 4 times		29	4.1%	98
HH member took pet to vet in last 12 mo: 5+ times		37	5.2%	93
Bought pet food from vet in last 12 months		27	3.8%	74
Bought flea control product from vet in last 12 mo		87	12.2%	91

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March 23, 2012

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Health and Beauty Market Potential

Batavia, OH
 Batavia village, OH (3904150)
 Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		1,766	1,908	
Population 18+		1,274	1,381	
Households		716	774	
Median Household Income		\$55,811	\$63,738	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		376	29.5%	98
Exercise at club 2+ times per week		147	11.5%	94
Exercise at other facility (not club) 2+ times/wk		104	8.2%	101
Own stationary bicycle		47	3.7%	65
Own treadmill		89	7.0%	71
Own weight lifting equipment		174	13.7%	105
Presently controlling diet		514	40.3%	98
Diet control for blood sugar level		92	7.2%	98
Diet control for cholesterol level		129	10.1%	100
Diet control to maintain weight		124	9.7%	87
Diet control for physical fitness		113	8.9%	89
Diet control for salt restriction		43	3.4%	101
Diet control for weight loss		206	16.2%	114
Used doctor's care/diet for diet method		42	3.3%	109
Used exercise program for diet method		121	9.5%	112
Used Weight Watchers as diet method		35	2.7%	90
Buy foods specifically labeled as fat-free		221	17.3%	99
Buy foods specifically labeled as high fiber		133	10.4%	91
Buy foods specifically labeled as high protein		82	6.4%	118
Buy foods specifically labeled as lactose-free		19	1.5%	81
Buy foods specifically labeled as low-calorie		142	11.1%	103
Buy foods specifically labeled as low-carb		84	6.6%	86
Buy foods specifically labeled as low-cholesterol		93	7.3%	88
Buy foods specifically labeled as low-fat		161	12.6%	95
Buy foods specifically labeled as low-sodium		106	8.3%	92
Buy foods specifically labeled as natural/organic		95	7.5%	89
Buy foods specifically labeled as sugar-free		176	13.8%	104
Used butter alternatives in last 6 months		44	3.5%	83
Used egg alternatives in last 6 months		176	13.8%	97
Used salt alternatives in last 6 months		363	28.5%	102
Drank meal/dietary supplement in last 6 months		119	9.3%	128
Used nutrition/energy bar in last 6 months		172	13.5%	96
Drank sports drink/thirst quencher in last 6 mo		501	39.3%	123
Used vitamin/dietary supplement in last 6 months		583	45.8%	94
Vitamin/dietary suppl used/6 mo: antioxidant		28	2.2%	75
Vitamin/dietary suppl used/6 mo: B complex		60	4.7%	97
Vitamin/dietary suppl used/6 mo: B complex+C		19	1.5%	77
Vitamin/dietary suppl used/6 mo: B-6		24	1.9%	93
Vitamin/dietary suppl used/6 mo: B-12		58	4.6%	81
Vitamin/dietary suppl used/6 mo: C		115	9.0%	107
Vitamin/dietary suppl used/6 mo: calcium		113	8.9%	82

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

Batavia, OH
 Batavia village, OH (3904150)
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	36	2.8%	57
Vitamin/dietary suppl used/6 mo: E	46	3.6%	73
Vitamin/dietary suppl used/6 mo: garlic	19	1.5%	87
Vitamin/dietary suppl used/6 mo: glucosamine	55	4.3%	93
Vitamin/dietary suppl used/6 mo: multiple formula	138	10.8%	92
Vitamin/dietary suppl used/6 mo: multiple w/iron	54	4.2%	98
Vitamin/dietary suppl used/6 mo: mult w/minerals	57	4.5%	75
Vitamin/dietary suppl used/6 mo: zinc	23	1.8%	78
Vitamin/dietary suppl/6 mo: Caltrate 600	24	1.9%	71
Vitamin/dietary suppl/6 mo: Centrum	58	4.6%	78
Vitamin/dietary suppl/6 mo: Nature Made	59	4.6%	79
Visited doctor in last 12 months	920	72.2%	93
Visited doctor in last 12 months: 1-3 times	428	33.6%	99
Visited doctor in last 12 months: 4-7 times	256	20.1%	90
Visited doctor in last 12 months: 8+ times	235	18.4%	85
Visited doctor in last 12 mo: allergist	44	3.5%	144
Visited doctor in last 12 mo: cardiologist	72	5.7%	80
Visited doctor in last 12 mo: chiropractor	69	5.4%	73
Visited doctor in last 12 mo: dentist	417	32.7%	87
Visited doctor in last 12 mo: dermatologist	65	5.1%	71
Visited doctor in last 12 mo: ear/nose/throat	39	3.1%	67
Visited doctor in last 12 mo: eye	225	17.7%	85
Visited doctor in last 12 mo: general/family	488	38.3%	90
Visited doctor in last 12 mo: internist	64	5.0%	69
Visited doctor in last 12 mo: physical therapist	56	4.4%	97
Visited doctor in last 12 mo: podiatrist	38	3.0%	88
Visited doctor in last 12 mo: urologist	38	3.0%	77
Visited nurse practitioner in last 12 months	46	3.6%	86
Wear regular/sun/tinted prescription eyeglasses	422	33.1%	96
Wear bi-focals	175	13.7%	87
Wear disposable contact lenses	84	6.6%	102
Wear soft contact lenses	98	7.7%	88
Spent on contact lenses in last 12 mo: <\$100	42	3.3%	118
Spent on contact lenses in last 12 mo: \$100-199	51	4.0%	107
Spent on contact lenses in last 12 mo: \$200+	24	1.9%	62
Bought prescription eyewear: discount optical ctr	107	8.4%	105
Bought prescription eyewear: from eye doctor	260	20.4%	80
Bought prescription eyewear: retail optical chain	150	11.8%	106
Used prescription drug for allergy/hay fever	81	6.4%	91
Used prescription drug for anxiety/panic	58	4.6%	111
Used prescription drug for arthritis/rheumatism	38	3.0%	113
Used prescription drug for asthma	45	3.5%	86
Used prescription drug for backache/back pain	103	8.1%	110
Used prescription drug for depression	80	6.3%	107
Used prescr drug for diabetes (insulin dependent)	27	2.1%	107
Used prescr drug for diabetes (non-insulin)	46	3.6%	97
Used prescription drug for eczema/skin itch/rash	40	3.1%	151

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.



Health and Beauty Market Potential

Batavia, OH
 Batavia village, OH (3904150)
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	84	6.6%	100
Used prescription drug for high blood pressure	142	11.1%	89
Used prescription drug for high cholesterol	99	7.8%	89
Used prescription drug for migraine headache	57	4.5%	121
Used prescription drug for sinus congest./headache	65	5.1%	105
Used prescription drug for urinary tract infection	36	2.8%	90
Used last 6 mo: adhesive bandages	686	53.8%	97
Used last 6 mo: athlete's foot/foot care product	178	14.0%	100
Used last 6 mo: cold/sinus/allergy med (nonprescr)	627	49.2%	103
Used last 6 mo: children's cold tablets/liquids	229	18.0%	119
Used last 6 mo: contact lens cleaning solution	151	11.9%	97
Used last 6 mo: cotton swabs	620	48.7%	101
Used last 6 mo: cough/sore throat drops (nonprescr)	625	49.1%	103
Used last 6 mo: cough syrup/suppressant (nonprescr)	475	37.3%	109
Used last 6 mo: children's cough syrup	224	17.6%	123
Used last 6 mo: diarrhea remedy	216	17.0%	103
Used last 6 mo: eye wash and drops	376	29.5%	97
Used last 6 mo: headache/pain reliever (nonprescr)	1,077	84.5%	101
Used last 6 mo: hemorrhoid remedy	103	8.1%	91
Used last 6 mo: indigestion/upset stomach remedy	607	47.6%	106
Used last 6 mo: lactose intolerance product	43	3.4%	96
Used last 6 mo: laxative/fiber supplement	169	13.3%	96
Used last 6 mo: medicated skin ointment	374	29.4%	93
Used last 6 mo: medicated throat remedy	161	12.6%	110
Used last 6 mo: nasal spray	205	16.1%	101
Used last 6 mo: pain reliever/fever reducer (kids)	322	25.3%	114
Used last 6 mo: pain relieving rub/liquid/patch	326	25.6%	102
Used last 6 mo: sleeping tablets (nonprescription)	76	6.0%	110
Used last 12 mo: sunburn remedy	227	17.8%	115
Used last 12 mo: suntan/sunscreen product	445	34.9%	91
Used last 12 mo: SPF 15+ suntan/sunscreen product	354	27.8%	92
Used last 6 mo: toothache/gum/canker sore remedy	237	18.6%	111
Used last 6 mo: vitamins for children	217	17.0%	116
Used body powder in last 6 months	350	27.5%	99
Used body powder <3 times in last 7 days	155	12.2%	103
Used body powder 8+ times in last 7 days	22	1.7%	79
Used body wash/shower gel in last 6 months	691	54.2%	105
Used breath freshener in last 6 months	638	50.1%	108
Used complexion care product in last 6 months	584	45.8%	97
Used complexion care product <7 times last week	182	14.3%	104
Used complexion care product 11+ times last week	201	15.8%	95
Used complexion care prod: dry facial skin type	72	5.7%	77
Used complexion care prod: normal facial skin type	183	14.4%	94
Used complexion care prod: oily facial skin type	87	6.8%	113
Used dental floss in last 6 months	762	59.8%	96

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Health and Beauty Market Potential

Batavia, OH
 Batavia village, OH (3904150)
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	268	21.0%	104
Used denture adhesive/fixative in last 6 months	80	6.3%	100
Used denture cleaner in last 6 months	130	10.2%	92
Used deodorant/antiperspirant in last 6 months	1,212	95.1%	102
Used deodorant/antiperspirant <8 times last week	851	66.8%	97
Used deodorant/antiperspirant 15+ times last week	96	7.5%	125
Used disposable razor in last 6 months	712	55.9%	107
Used electric shaver in last 6 months	236	18.5%	98
Used hair coloring product (at home) last 6 months	276	21.7%	109
Used hair conditioner (at home) in last 6 months	826	64.8%	104
Used hair conditioning treatment (at home)/6 mo	331	26.0%	110
Used hair growth product in last 6 months	23	1.8%	79
Used hair mousse in last 6 months	224	17.6%	101
Used hair spray (at home) in last 6 months	432	33.9%	94
Used hair styling gel/lotion in last 6 months	348	27.3%	102
Used hand & body cream/lotion/oil in last 6 months	959	75.3%	104
Used hand & body cream/lotion/oil <5 times last wk	268	21.0%	98
Used hand & body cream/lotion/oil 9+ times last wk	314	24.6%	99
Used hand & body cream in last 6 months	197	15.5%	88
Used hand & body lotion in last 6 months	665	52.2%	106
Used hand & body oil in last 6 months	75	5.9%	114
Used lip care in last 6 months	791	62.1%	104
Used liquid soap/hand sanitizer in last 6 months	991	77.8%	101
Used mouthwash in last 6 months	827	64.9%	98
Used mouthwash <4 times in last 7 days	265	20.8%	97
Used mouthwash 8+ times in last 7 days	210	16.5%	104
Used shampoo (at home) in last 6 months	1,177	92.4%	100
Used shampoo plus conditioner prod (at home)/6 mo	242	19.0%	98
Used shaving cream/gel in last 6 months	700	54.9%	105
Used personal care soap (bar) in last 6 months	1,056	82.9%	99
Used personal care soap for antibacterial purpose	257	20.2%	105
Used personal care soap for complexion	81	6.4%	93
Used personal care soap for deodorant	205	16.1%	99
Use personal care soap for moisturizing	272	21.4%	99
Bought toothbrush in last 6 months	1,118	87.8%	103
Bought electric toothbrush in last 6 months	79	6.2%	93
Used toothpaste in last 6 months	1,227	96.3%	101
Used toothpaste <8 times in last 7 days	407	31.9%	99
Used toothpaste 15+ times in last 7 days	208	16.3%	100
Used toothpaste with baking soda in last 6 months	149	11.7%	102
Used toothpaste (gel) in last 6 months	388	30.5%	109
Used toothpaste (paste) in last 6 months	575	45.1%	93
Used whitening toothpaste in last 6 months	483	37.9%	109
Used tooth whitener (not toothpaste) last 6 months	132	10.4%	98
Had professional manicure/pedicure last 6 months	215	16.9%	98
Had professional facial/massage last 6 months	114	8.9%	95
Spent \$100+ at barber shops in last 6 months	73	5.7%	107
Spent \$100+ at beauty parlors in last 6 months	168	13.2%	83

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary	2010	2015
Population	1,766	1,908
Population 18+	1,274	1,381
Households	716	774
Median Household Income	\$55,811	\$63,738

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	925	72.6%	101
Family restaurant/steak house last month: <2 times	326	25.6%	100
Family restaurant/steak house last month: 2-4 times	328	25.7%	95
Family restaurant/steak house last month: 5+ times	271	21.3%	109
Family restaurant/steak house last 6 months: breakfast	174	13.7%	104
Family restaurant/steak house last 6 months: lunch	304	23.9%	96
Family restaurant/steak house last 6 months: snack	32	2.5%	90
Family restaurant/steak house last 6 months: dinner	694	54.5%	103
Family restaurant/steak house last 6 months: weekday	482	37.8%	98
Family restaurant/steak house last 6 months: weekend	604	47.4%	107
Family restaurant/steak house last 6 months: Applebee's	336	26.4%	104
Family restaurant/steak house last 6 months: Bennigan's	38	3.0%	136
Family restaurant/steak house last 6 months: Bob Evans Farm	53	4.2%	91
Family restaurant/steak house last 6 months: Cheesecake Factory	72	5.7%	86
Family restaurant/steak house last 6 months: Chili's Grill & Bar	161	12.6%	109
Family restaurant/steak house last 6 months: Cracker Barrel	140	11.0%	99
Family restaurant/steak house last 6 months: Denny's	135	10.6%	117
Family restaurant/steak house last 6 months: Friendly's	26	2.0%	51
Family restaurant/steak house last 6 months: Golden Corral	157	12.3%	171
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	148	11.6%	100
Family restaurant/steak house last 6 months: Lone Star Steakhouse	47	3.7%	135
Family restaurant/steak house last 6 months: Old Country Buffet	32	2.5%	88
Family restaurant/steak house last 6 months: Olive Garden	225	17.7%	99
Family restaurant/steak house last 6 months: Outback Steakhouse	136	10.7%	93
Family restaurant/steak house last 6 months: Perkins	32	2.5%	69
Family restaurant/steak house last 6 months: Red Lobster	173	13.6%	101
Family restaurant/steak house last 6 months: Red Robin	64	5.0%	89
Family restaurant/steak house last 6 months: Ruby Tuesday	96	7.5%	90
Family restaurant/steak house last 6 months: Ryan's	56	4.4%	117
Family restaurant/steak house last 6 months: Sizzler	37	2.9%	96
Family restaurant/steak house last 6 months: T.G.I. Friday's	126	9.9%	96
Went to fast food/drive-in restaurant in last 6 months	1,164	91.4%	103
Went to fast food/drive-in restaurant <6 times/month	388	30.5%	87
Went to fast food/drive-in restaurant 6-13 times/month	374	29.4%	101
Went to fast food/drive-in restaurant 14+ times/month	403	31.6%	127
Fast food/drive-in last 6 months: breakfast	374	29.4%	107
Fast food/drive-in last 6 months: lunch	793	62.2%	106
Fast food/drive-in last 6 months: snack	218	17.1%	98
Fast food/drive-in last 6 months: dinner	712	55.9%	115

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March 23, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	889	69.8%	105
Fast food/drive-in last 6 months: weekend	699	54.9%	114
Fast food/drive-in last 6 months: A & W	63	4.9%	109
Fast food/drive-in last 6 months: Arby's	326	25.6%	124
Fast food/drive-in last 6 months: Boston Market	49	3.8%	81
Fast food/drive-in last 6 months: Burger King	498	39.1%	108
Fast food/drive-in last 6 months: Captain D's	83	6.5%	127
Fast food/drive-in last 6 months: Carl's Jr.	53	4.2%	67
Fast food/drive-in last 6 months: Checkers	46	3.6%	113
Fast food/drive-in last 6 months: Chick-fil-A	228	17.9%	139
Fast food/drive-in last 6 months: Chipotle Mex. Grill	56	4.4%	72
Fast food/drive-in last 6 months: Chuck E. Cheese	72	5.7%	126
Fast food/drive-in last 6 months: Church's Fr. Chicken	102	8.0%	186
Fast food/drive-in last 6 months: Dairy Queen	235	18.4%	115
Fast food/drive-in last 6 months: Del Taco	46	3.6%	108
Fast food/drive-in last 6 months: Domino's Pizza	232	18.2%	136
Fast food/drive-in last 6 months: Dunkin' Donuts	90	7.1%	61
Fast food/drive-in last 6 months: Fuddruckers	39	3.1%	110
Fast food/drive-in last 6 months: Hardee's	99	7.8%	114
Fast food/drive-in last 6 months: Jack in the Box	167	13.1%	126
Fast food/drive-in last 6 months: KFC	385	30.2%	110
Fast food/drive-in last 6 months: Little Caesars	146	11.5%	157
Fast food/drive-in last 6 months: Long John Silver's	102	8.0%	127
Fast food/drive-in last 6 months: McDonald's	742	58.2%	104
Fast food/drive-in last 6 months: Panera Bread	98	7.7%	79
Fast food/drive-in last 6 months: Papa John's	143	11.2%	129
Fast food/drive-in last 6 months: Pizza Hut	315	24.7%	112
Fast food/drive-in last 6 months: Popeyes	108	8.5%	116
Fast food/drive-in last 6 months: Quiznos	115	9.0%	100
Fast food/drive-in last 6 months: Sonic Drive-In	177	13.9%	118
Fast food/drive-in last 6 months: Starbucks	171	13.4%	90
Fast food/drive-in last 6 months: Steak n Shake	87	6.8%	136
Fast food/drive-in last 6 months: Subway	403	31.6%	100
Fast food/drive-in last 6 months: Taco Bell	477	37.4%	116
Fast food/drive-in last 6 months: Wendy's	470	36.9%	118
Fast food/drive-in last 6 months: Whataburger	101	7.9%	164
Fast food/drive-in last 6 months: White Castle	61	4.8%	119
Fast food/drive-in last 6 months: eat in	461	36.2%	96
Fast food/drive-in last 6 months: home delivery	181	14.2%	136
Fast food/drive-in last 6 months: take-out/drive-thru	754	59.2%	113
Fast food/drive-in last 6 months: take-out/walk-in	286	22.4%	91

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March 23, 2012

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Sports and Leisure Market Potential

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		1,766	1,908
Population 18+		1,274	1,381
Households		716	774
Median Household Income		\$55,811	\$63,738
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	116	9.1%	92
Participated in archery	25	2.0%	74
Participated in backpacking/hiking	110	8.6%	92
Participated in baseball	72	5.7%	109
Participated in basketball	142	11.1%	119
Participated in bicycling (mountain)	46	3.6%	98
Participated in bicycling (road)	112	8.8%	91
Participated in boating (power)	61	4.8%	78
Participated in bowling	182	14.3%	122
Participated in canoeing/kayaking	63	4.9%	103
Participated in downhill skiing	24	1.9%	65
Participated in fishing (fresh water)	186	14.6%	111
Participated in fishing (salt water)	65	5.1%	112
Participated in football	108	8.5%	136
Participated in Frisbee	77	6.0%	111
Participated in golf	97	7.6%	73
Play golf < once a month	42	3.3%	83
Play golf 1+ times a month	44	3.5%	64
Participated in horseback riding	34	2.7%	88
Participated in hunting with rifle	48	3.8%	78
Participated in hunting with shotgun	52	4.1%	96
Participated in ice skating	36	2.8%	98
Participated in jogging/running	134	10.5%	100
Participated in martial arts	20	1.6%	112
Participated in motorcycling	36	2.8%	77
Participated in Pilates	32	2.5%	77
Participated in roller skating	28	2.2%	105
Participated in snowboarding	24	1.9%	98
Participated in soccer	59	4.6%	108
Participated in softball	57	4.5%	114
Participated in swimming	251	19.7%	101
Participated in target shooting	61	4.8%	124
Participated in tennis	41	3.2%	75
Participated in volleyball	49	3.8%	110
Participated in walking for exercise	370	29.0%	98
Participated in weight lifting	146	11.5%	97
Participated in yoga	53	4.2%	72
Spent on high end sports/recreation equipment/12 mo: <\$250	57	4.5%	101
Spent on high end sports/recreation equipment/12 mo: \$250+	46	3.6%	93
Attend sports event: auto racing (NASCAR)	78	6.1%	83
Attend sports event: auto racing (not NASCAR)	67	5.3%	83
Attend sports event: baseball game	165	13.0%	88

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March 23, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	97	7.6%	96
Attend sports event: basketball game (pro)	106	8.3%	97
Attend sports event: football game (college)	131	10.3%	100
Attend sports event: football-Monday night game (pro)	74	5.8%	95
Attend sports event: football-weekend game (pro)	102	8.0%	88
Attend sports event: golf tournament	63	4.9%	89
Attend sports event: ice hockey game	67	5.3%	79
Attend sports event: soccer game	64	5.0%	81
Attend sports event: tennis match	46	3.6%	73
Attended adult education course in last 12 months	77	6.0%	91
Attended auto show in last 12 months	103	8.1%	98
Went to bar/night club in last 12 months	248	19.5%	102
Went to beach in last 12 months	283	22.2%	90
Attended dance performance in last 12 months	51	4.0%	90
Danced/went dancing in last 12 months	117	9.2%	97
Dined out in last 12 months	593	46.5%	95
Dine out < once a month	82	6.4%	137
Dine out once a month	76	6.0%	97
Dine out 2-3 times a month	140	11.0%	95
Dine out once a week	111	8.7%	76
Dine out 2+ times per week	108	8.5%	86
Gambled at casino in last 12 months	185	14.5%	91
Gambled at casino 6+ times in last 12 months	29	2.3%	84
Gambled in Atlantic City in last 12 months	19	1.5%	59
Gambled in Las Vegas in last 12 months	54	4.2%	89
Attended horse races in last 12 months	24	1.9%	64
Attended movies in last 6 months	756	59.3%	101
Attended movies in last 90 days: < once a month	423	33.2%	103
Attended movies in last 90 days: once a month	116	9.1%	89
Attended movies in last 90 days: 2-3 times a month	86	6.8%	100
Attended movies in last 90 days: once/week or more	22	1.7%	68
Prefer to see movie after second week of release	284	22.3%	94
Went to museum in last 12 months	133	10.4%	82
Attended music performance in last 12 months	283	22.2%	93
Attended country music performance in last 12 mo	60	4.7%	93
Attended rock music performance in last 12 months	140	11.0%	101
Attended classical music/opera performance/12 mo	38	3.0%	65
Went to live theater in last 12 months	147	11.5%	88
Visited a theme park in last 12 months	298	23.4%	109
Visited Disney World (FL)/12 mo: Magic Kingdom	48	3.8%	111
Visited any Sea World in last 12 months	52	4.1%	120
Visited any Six Flags in last 12 months	69	5.4%	93
Went to zoo in last 12 months	177	13.9%	109
Played backgammon in last 12 months	35	2.7%	137
Participated in book club in last 12 months	28	2.2%	69
Played billiards/pool in last 12 months	149	11.7%	121
Played bingo in last 12 months	65	5.1%	120
Did birdwatching in last 12 months	76	6.0%	96
Played board game in last 12 months	237	18.6%	114

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

Sports and Leisure Market Potential

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	271	21.3%	102
Played chess in last 12 months	51	4.0%	109
Cooked for fun in last 12 months	269	21.1%	102
Did crossword puzzle in last 12 months	177	13.9%	95
Participated in fantasy sports league last 12 mo	42	3.3%	101
Flew a kite in last 12 months	43	3.4%	119
Did furniture refinishing in last 12 months	54	4.2%	131
Did indoor gardening/plant care in last 12 months	117	9.2%	91
Participated in karaoke in last 12 months	57	4.5%	101
Bought lottery ticket in last 12 months	486	38.1%	110
Bought lottery ticket in last 12 mo: Daily Drawing	61	4.8%	99
Bought lottery ticket in last 12 mo: Instant Game	237	18.6%	117
Bought lottery ticket in last 12 mo: Lotto Drawing	274	21.5%	101
Played lottery: <3 times in last 30 days	205	16.1%	102
Played lottery: 3-7 times in last 30 days	145	11.4%	118
Played lottery: 8+ times in last 30 days	136	10.7%	115
Played musical instrument in last 12 months	120	9.4%	118
Did painting/drawing in last 12 months	98	7.7%	118
Did photography in last 12 months	142	11.1%	88
Read book in last 12 months	496	38.9%	95
Participated in trivia games in last 12 months	91	7.1%	118
Played video game in last 12 months	210	16.5%	124
Did woodworking in last 12 months	70	5.5%	117
Participated in word games in last 12 months	128	10.0%	105
Member of AARP	143	11.2%	73
Member of business club	36	2.8%	113
Member of charitable organization	64	5.0%	80
Member of church board	46	3.6%	84
Member of fraternal order	38	3.0%	84
Member of religious club	81	6.4%	99
Member of union	54	4.2%	80
Member of veterans club	31	2.4%	71
Bought any children`s toy/game in last 12 months	464	36.4%	105
Spent on toys/games in last 12 months: <\$50	92	7.2%	119
Spent on toys/games in last 12 months: \$50-99	39	3.1%	111
Spent on toys/games in last 12 months: \$100-199	83	6.5%	91
Spent on toys/games in last 12 months: \$200-499	151	11.9%	109
Spent on toys/games in last 12 months: \$500+	65	5.1%	89
Bought infant toy in last 12 months	121	9.5%	114
Bought pre-school toy in last 12 months	94	7.4%	91
Spent on toys/games (for child <6)/12 mo: <\$100	151	11.9%	107
Spent on toys/games (for child <6)/12 mo: \$100-199	89	7.0%	104
Spent on toys/games (for child <6)/12 mo: \$200+	95	7.5%	96
Bought for child in last 12 mo: boy action figure	111	8.7%	108
Bought for child in last 12 mo: girl action figure	32	2.5%	81
Bought for child in last 12 mo: bicycle	100	7.8%	115
Bought for child in last 12 mo: board game	164	12.9%	108

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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Sports and Leisure Market Potential

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	41	3.2%	95
Bought for child in last 12 mo: car	132	10.4%	112
Bought for child in last 12 mo: construction toy	61	4.8%	97
Bought for child in last 12 mo: large/baby doll	83	6.5%	100
Bought for child in last 12 mo: fashion doll	66	5.2%	101
Bought for child in last 12 mo: plush doll/animal	116	9.1%	108
Bought for child in last 12 mo: doll accessories	45	3.5%	88
Bought for child in last 12 mo: doll clothing	43	3.4%	82
Bought for child in last 12 mo: educational toy	208	16.3%	120
Bought for child in last 12 mo: electronic game	138	10.8%	116
Bought for child in last 12 mo: mechanical toy	55	4.3%	108
Bought for child in last 12 mo: model kit/set	36	2.8%	110
Bought for child in last 12 mo: sound game	37	2.9%	104
Bought for child in last 12 mo: water toy	131	10.3%	107
Bought for child in last 12 mo: word game	44	3.5%	90
Bought book in last 12 months	605	47.5%	95
Bought 1-3 books in last 12 months	233	18.3%	93
Bought 4-9 books in last 12 months	198	15.5%	100
Bought 10+ books in last 12 months	174	13.7%	90
Bought paperback book in last 12 months	455	35.7%	94
Bought <3 paperback books in last 12 months	157	12.3%	95
Bought 3-6 paperback books in last 12 months	154	12.1%	92
Bought 7+ paperback books in last 12 months	143	11.2%	95
Bought hardcover book in last 12 months	334	26.2%	94
Bought <3 hardcover books in last 12 months	154	12.1%	99
Bought 3-5 hardcover books in last 12 months	90	7.1%	88
Bought 6+ hardcover books in last 12 months	90	7.1%	90
Bought book (fiction) in last 12 months	320	25.1%	89
Bought book (non-fiction) in last 12 months	316	24.8%	98
Bought biography in last 12 months	70	5.5%	76
Bought children`s book in last 12 months	164	12.9%	101
Bought cookbook in last 12 months	136	10.7%	97
Bought desk dictionary in last 12 months	31	2.4%	120
Bought history book in last 12 months	95	7.5%	99
Bought mystery book in last 12 months	111	8.7%	78
Bought personal/business self-help book last 12 mo	84	6.6%	92
Bought religious book (not bible) last 12 months	107	8.4%	111
Bought romance book in last 12 months	77	6.0%	93
Bought science fiction book in last 12 months	62	4.9%	107
Bought book through book club in last 12 months	64	5.0%	116
Bought book at book store in last 12 months	391	30.7%	91
Bought book at Barnes & Noble in last 12 months	236	18.5%	94
Bought book at Borders in last 12 months	110	8.6%	78
Bought book at convenience store in last 12 months	24	1.9%	85
Bought book at department store in last 12 months	97	7.6%	100
Bought book at drug store in last 12 months	21	1.6%	73
Bought book through Internet in last 12 mo	139	10.9%	107
Bought book through mail order in last 12 months	33	2.6%	76
Bought book at supermarket in last 12 months	50	3.9%	75
Bought book at warehouse store in last 12 months	60	4.7%	81

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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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

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Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Milk and Cookies	49.4%	Population	1,766	1,908
Great Expectations	42.7%	Households	716	774
Inner City Tenants	5.9%	Families	502	539
Salt of the Earth	1.8%	Median Age	32.5	32.2
Exurbanites	0.1%	Median Household Income	\$55,811	\$63,738
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		63	\$1,520.32	\$1,088,552
Men's		59	\$272.83	\$195,344
Women's		56	\$462.54	\$331,178
Children's		70	\$280.97	\$201,176
Footwear		45	\$188.44	\$134,926
Watches & Jewelry		87	\$169.92	\$121,661
Apparel Products and Services (1)		156	\$145.62	\$104,267
Computer				
Computers and Hardware for Home Use		93	\$177.91	\$127,384
Software and Accessories for Home Use		92	\$26.11	\$18,691
Entertainment & Recreation		90	\$2,891.14	\$2,070,056
Fees and Admissions		88	\$541.63	\$387,810
Membership Fees for Clubs (2)		85	\$138.46	\$99,139
Fees for Participant Sports, excl. Trips		89	\$95.13	\$68,115
Admission to Movie/Theatre/Opera/Ballet		90	\$136.39	\$97,652
Admission to Sporting Events, excl. Trips		92	\$54.92	\$39,320
Fees for Recreational Lessons		85	\$116.11	\$83,133
Dating Services		82	\$0.63	\$451
TV/Video/Audio		91	\$1,129.92	\$809,021
Community Antenna or Cable TV		90	\$650.90	\$466,045
Televisions		93	\$179.00	\$128,165
VCRs, Video Cameras, and DVD Players		93	\$18.96	\$13,576
Video Cassettes and DVDs		95	\$50.24	\$35,974
Video and Computer Game Hardware and Software		99	\$55.00	\$39,380
Satellite Dishes		92	\$1.16	\$829
Rental of Video Cassettes and DVDs		97	\$40.15	\$28,750
Streaming/Downloaded Video		90	\$1.26	\$900
Audio (3)		86	\$126.87	\$90,840
Rental and Repair of TV/Radio/Sound Equipment		84	\$6.37	\$4,562
Pets		109	\$467.19	\$334,508
Toys and Games (4)		93	\$134.65	\$96,411
Recreational Vehicles and Fees (5)		75	\$241.74	\$173,085
Sports/Recreation/Exercise Equipment (6)		70	\$127.21	\$91,084
Photo Equipment and Supplies (7)		90	\$92.93	\$66,534
Reading (8)		85	\$131.38	\$94,065
Catered Affairs (9)		99	\$24.49	\$17,537
Food		91	\$6,969.79	\$4,990,370
Food at Home		90	\$4,018.36	\$2,877,143
Bakery and Cereal Products		89	\$532.13	\$381,006
Meats, Poultry, Fish, and Eggs		90	\$933.55	\$668,420
Dairy Products		89	\$443.42	\$317,490
Fruits and Vegetables		89	\$694.68	\$497,390
Snacks and Other Food at Home (10)		91	\$1,414.58	\$1,012,838
Food Away from Home		92	\$2,951.43	\$2,113,227
Alcoholic Beverages		93	\$530.68	\$379,970
Nonalcoholic Beverages at Home		91	\$398.95	\$285,648

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

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	74	\$1,278.96	\$915,737
Vehicle Loans	93	\$4,582.91	\$3,281,361
Health			
Nonprescription Drugs	88	\$90.26	\$64,624
Prescription Drugs	85	\$423.44	\$303,185
Eyeglasses and Contact Lenses	88	\$67.82	\$48,558
Home			
Mortgage Payment and Basics (11)	89	\$8,292.14	\$5,937,172
Maintenance and Remodeling Services	84	\$1,656.69	\$1,186,189
Maintenance and Remodeling Materials (12)	83	\$306.91	\$219,744
Utilities, Fuel, and Public Services	90	\$4,087.56	\$2,926,692
Household Furnishings and Equipment			
Household Textiles (13)	87	\$116.41	\$83,351
Furniture	89	\$533.38	\$381,897
Floor Coverings	84	\$62.84	\$44,994
Major Appliances (14)	86	\$261.87	\$187,500
Housewares (15)	79	\$68.23	\$48,853
Small Appliances	88	\$28.82	\$20,634
Luggage	87	\$8.10	\$5,797
Telephones and Accessories	65	\$27.71	\$19,843
Household Operations			
Child Care	97	\$447.69	\$320,544
Lawn and Garden (16)	83	\$346.23	\$247,898
Moving/Storage/Freight Express	85	\$51.36	\$36,772
Housekeeping Supplies (17)	90	\$631.35	\$452,049
Insurance			
Owners and Renters Insurance	89	\$410.76	\$294,104
Vehicle Insurance	90	\$1,053.06	\$753,993
Life/Other Insurance	85	\$356.14	\$254,999
Health Insurance	86	\$1,662.63	\$1,190,440
Personal Care Products (18)	92	\$367.46	\$263,100
School Books and Supplies (19)	103	\$109.75	\$78,583
Smoking Products	93	\$398.42	\$285,267
Transportation			
Vehicle Purchases (Net Outlay) (20)	91	\$4,015.12	\$2,874,826
Gasoline and Motor Oil	92	\$2,647.59	\$1,895,675
Vehicle Maintenance and Repairs	90	\$848.08	\$607,224
Travel			
Airline Fares	86	\$393.64	\$281,842
Lodging on Trips	83	\$363.55	\$260,303
Auto/Truck/Van Rental on Trips	88	\$32.29	\$23,121
Food and Drink on Trips	85	\$370.06	\$264,966

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

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

www.ClermontCountyOhio.biz

- (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

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		1,766	1,908
Households		716	774
Families		502	539
Median Age		32.5	32.2
Median Household Income		\$55,811	\$63,738
		Spending Potential Index	Average Amount Spent
			Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	93	\$4.43	\$3,172
Gasoline	93	\$2,595.08	\$1,858,074
Motor Oil	91	\$10.77	\$7,709
Vehicle Parts/Equipment and Accessories	87	\$48.91	\$35,018
Tire Purchase/Replacement	89	\$129.38	\$92,634
Vehicle Audio/Video Equipment and Installation	92	\$6.52	\$4,667
Vehicle Cleaning Products and Services	86	\$7.02	\$5,029
Services			
Auto Repair Service Policy	96	\$15.79	\$11,308
Membership Fees for Automobile Service Clubs	80	\$17.64	\$12,633
Global Positioning Services	84	\$2.13	\$1,526
Vehicle Air Conditioning Repair	95	\$16.76	\$11,998
Vehicle Body Work and Painting	86	\$32.91	\$23,566
Vehicle Brake Work	87	\$69.21	\$49,551
Vehicle Clutch/Transmission Repair	90	\$41.38	\$29,627
Vehicle Cooling System Repair	94	\$27.18	\$19,461
Vehicle Drive Shaft and Rear-end Repair	92	\$7.95	\$5,696
Vehicle Electrical System Repair	91	\$31.51	\$22,560
Vehicle Exhaust System Repair	89	\$11.89	\$8,514
Vehicle Front End Alignment/Wheel Balance & Rotation	88	\$16.25	\$11,638
Lube/Oil Change and Oil Filters	91	\$81.95	\$58,677
Vehicle Motor Repair/Replacement	91	\$83.88	\$60,055
Vehicle Motor Tune-up	89	\$55.14	\$39,479
Vehicle Shock Absorber Replacement	93	\$6.19	\$4,430
Vehicle Steering/Front End Repair	88	\$24.46	\$17,512
Tire Repair and Other Repair Work	88	\$57.40	\$41,095

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

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		1,766	1,908
Households		716	774
Families		502	539
Median Age		32.5	32.2
Median Household Income		\$55,811	\$63,738
		Spending Potential Index	Average Amount Spent
			Total
Assets			
Market Value			
Checking Accounts	81	\$4,886.04	\$3,498,402
Savings Accounts	81	\$10,674.29	\$7,642,793
U.S. Savings Bonds	82	\$337.32	\$241,520
Stocks, Bonds & Mutual Funds	81	\$31,448.98	\$22,517,466
Annual Changes			
Checking Accounts	100	\$260.50	\$186,517
Savings Accounts	68	\$264.95	\$189,702
U.S. Savings Bonds	-129	-\$3.08	-\$2,208
Earnings			
Dividends, Royalties, Estates, Trusts	79	\$774.73	\$554,710
Interest from Savings Accounts or Bonds	79	\$723.85	\$518,279
Retirement Plan Contributions	88	\$1,214.37	\$869,487
Liabilities			
Original Mortgage Amount	94	\$20,150.00	\$14,427,401
Vehicle Loan Amount 1	93	\$2,534.08	\$1,814,404
Amount Paid: Interest			
Home Mortgage	92	\$4,260.23	\$3,050,323
Lump Sum Home Equity Loan	83	\$108.30	\$77,542
New Car/Truck/Van Loan	92	\$193.12	\$138,272
Used Car/Truck/Van Loan	95	\$154.17	\$110,387
Amount Paid: Principal			
Home Mortgage	88	\$1,749.26	\$1,252,473
Lump Sum Home Equity Loan	82	\$136.55	\$97,769
New Car/Truck/Van Loan	93	\$1,032.31	\$739,132
Used Car/Truck/Van Loan	95	\$718.39	\$514,371
Checking Account and Banking Service Charges	95	\$26.48	\$18,956
Finance Charges, excluding Mortgage/Vehicle	91	\$223.68	\$160,158

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

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

2010 Housing Summary		2010 Demographic Summary	
Housing Units	783	Population	1,766
2010-2015 Percent Change	10.09%	Households	716
Percent Occupied	91.6%	Families	502
Percent Owner HHS	64.6%	Median Age	32.5
Median Home Value	\$137,074	Median Household Income	\$55,811
		Spending Potential Index	Average Amount Spent
			Total
Owned Dwellings		87	\$7,390,298
Mortgage Interest		92	\$3,050,323
Mortgage Principal		88	\$1,252,473
Property Taxes		82	\$1,305,988
Homeowners Insurance		88	\$284,543
Ground Rent		84	\$43,845
Maintenance and Remodeling Services		84	\$1,186,189
Maintenance and Remodeling Materials		83	\$219,744
Property Management and Security		77	\$47,193
Rented Dwellings		99	\$2,441,720
Rent		100	\$2,326,312
Rent Received as Pay		91	\$59,825
Renters' Insurance		102	\$9,561
Maintenance and Repair Services		87	\$13,221
Maintenance and Repair Materials		86	\$32,801
Owned Vacation Homes		75	\$250,877
Mortgage Payment		78	\$114,051
Property Taxes		72	\$57,914
Homeowners Insurance		71	\$7,499
Maintenance and Remodeling		75	\$62,289
Property Management and Security		74	\$9,124
Housing While Attending School		91	\$53,237
Household Operations		87	\$982,746
Child Care		97	\$320,544
Care for Elderly or Handicapped		82	\$42,198
Appliance Rental and Repair		89	\$15,490
Computer Information Services		92	\$159,884
Home Security System Services		92	\$17,149
Non-Apparel Household Laundry/Dry Cleaning		14	\$3,698
Housekeeping Services		83	\$90,589
Lawn and Garden		83	\$247,898
Moving/Storage/Freight Express		85	\$36,772
PC Repair (Personal Use)		88	\$5,560
Reupholstering/Furniture Repair		85	\$4,818
Termite/Pest Control		91	\$15,939
Water Softening Services		79	\$3,159
Internet Services Away from Home		95	\$1,822
Voice Over IP Service		87	\$4,133
Other Home Services (1)		80	\$13,093

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

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	90	\$4,087.56	\$2,926,692
Bottled Gas	67	\$45.40	\$32,505
Electricity	92	\$1,565.18	\$1,120,672
Fuel Oil	55	\$61.15	\$43,784
Natural Gas	88	\$573.91	\$410,921
Telephone Services	92	\$1,331.32	\$953,226
Water and Other Public Services	92	\$504.98	\$361,563
Coal/Wood/Other Fuel	65	\$5.62	\$4,021
Housekeeping Supplies	90	\$631.35	\$452,049
Laundry and Cleaning Supplies	93	\$177.31	\$126,954
Postage and Stationery	86	\$175.81	\$125,883
Other HH Products (2)	91	\$278.23	\$199,212
Household Textiles	87	\$116.41	\$83,351
Bathroom Linens	92	\$16.31	\$11,675
Bedroom Linens	90	\$56.11	\$40,177
Kitchen and Dining Room Linens	88	\$2.72	\$1,950
Curtains and Draperies	80	\$23.20	\$16,610
Slipcovers, Decorative Pillows	94	\$4.03	\$2,887
Materials for Slipcovers/Curtains	81	\$12.47	\$8,927
Other Linens	90	\$1.57	\$1,125
Furniture	89	\$533.38	\$381,897
Mattresses and Box Springs	88	\$70.20	\$50,266
Other Bedroom Furniture	94	\$100.82	\$72,190
Sofas	88	\$132.81	\$95,093
Living Room Tables and Chairs	85	\$70.33	\$50,353
Kitchen, Dining Room Furniture	89	\$54.91	\$39,316
Infant Furniture	94	\$10.47	\$7,494
Outdoor Furniture	83	\$22.20	\$15,897
Wall Units, Cabinets, Other Furniture (3)	90	\$71.63	\$51,288
Major Appliances	86	\$261.87	\$187,500
Dishwashers and Disposals	82	\$22.51	\$16,120
Refrigerators and Freezers	88	\$72.24	\$51,726
Clothes Washers	90	\$45.18	\$32,352
Clothes Dryers	91	\$34.82	\$24,928
Cooking Stoves and Ovens	84	\$39.47	\$28,259
Microwave Ovens	88	\$11.21	\$8,023
Window Air Conditioners	80	\$5.60	\$4,008
Electric Floor Cleaning Equipment	82	\$18.40	\$13,173
Sewing Machines and Miscellaneous Appliances	77	\$12.44	\$8,910

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



House and Home Expenditures

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	84	\$62.84	\$44,994
Housewares	79	\$68.23	\$48,853
Small Appliances	88	\$28.82	\$20,634
Window Coverings	84	\$32.80	\$23,486
Lamps and Other Lighting Fixtures	87	\$20.48	\$14,663
Infant Equipment	27	\$5.48	\$3,927
Rental of Furniture	100	\$4.62	\$3,309
Laundry and Cleaning Equipment	90	\$19.99	\$14,311
Closet and Storage Items	18	\$4.41	\$3,157
Luggage	87	\$8.10	\$5,797
Clocks and Other Household Decoratives	25	\$51.48	\$36,860
Telephones and Accessories	65	\$27.71	\$19,843
Telephone Answering Devices	89	\$0.75	\$534
Grills and Outdoor Equipment	22	\$11.39	\$8,157
Power Tools	79	\$25.16	\$18,012
Hand Tools	87	\$9.01	\$6,449
Office Furniture/Equipment for Home Use	92	\$15.03	\$10,761
Computers and Hardware for Home Use	93	\$177.91	\$127,384
Software and Accessories for Home Use	92	\$26.10	\$18,691
Other Household Items (4)	84	\$87.48	\$62,636

(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.



Medical Expenditures

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		1,766	1,908
Households		716	774
Families		502	539
Median Household Income		\$55,811	\$63,738
Males per 100 Females		96.9	97.8
Population By Age			
Population <5 Years		8.3%	8.4%
Population 5-17 Years		19.7%	19.1%
Population 65+ Years		9.1%	9.9%
Median Age		32.5	32.2
	Spending Potential Index	Average Amount Spent	Total
Health Care	86	\$3,204.74	\$2,294,597
Medical Care	86	\$1,542.12	\$1,104,157
Physician Services	89	\$202.70	\$145,136
Dental Services	84	\$272.66	\$195,227
Eyecare Services	90	\$44.78	\$32,061
Lab Tests, X-Rays	90	\$49.33	\$35,323
Hospital Room and Hospital Services	94	\$129.20	\$92,508
Convalescent or Nursing Home Care	65	\$14.91	\$10,674
Other Medical services (1)	86	\$95.76	\$68,565
Nonprescription Drugs	88	\$90.26	\$64,624
Prescription Drugs	85	\$423.44	\$303,185
Nonprescription Vitamins	86	\$48.81	\$34,945
Medicare Prescription Drug Premium	75	\$37.44	\$26,804
Eyeglasses and Contact Lenses	88	\$67.82	\$48,558
Hearing Aids	64	\$13.82	\$9,894
Medical Equipment for General Use	98	\$6.18	\$4,428
Other Medical Supplies (2)	88	\$45.00	\$32,223
Health Insurance	86	\$1,662.63	\$1,190,440
Blue Cross/Blue Shield	88	\$493.91	\$353,638
Commercial Health Insurance	93	\$349.66	\$250,356
Health Maintenance Organization	89	\$296.90	\$212,580
Medicare Payments	77	\$318.08	\$227,748
Long Term Care Insurance	80	\$66.52	\$47,625
Other Health Insurance (3)	82	\$137.56	\$98,492

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

Batavia, OH
Batavia village, OH (3904150)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		1,766	1,908
Households		716	774
Families		502	539
Median Age		32.5	32.2
Median Household Income		\$55,811	\$63,738
		Spending Potential Index	Average Amount Spent
			Total
Entertainment/Recreation Fees and Admissions		88	\$387,810
Admission to Movies, Theater, Opera, Ballet		90	\$97,652
Admission to Sporting Events, excl.Trips		92	\$39,320
Fees for Participant Sports, excl.Trips		89	\$68,115
Fees for Recreational Lessons		85	\$83,133
Membership Fees for Social/Recreation/Civic Clubs		85	\$99,139
Dating Services		82	\$451
Rental of Video Cassettes and DVDs		97	\$28,750
Toys & Games		93	\$96,411
Toys and Playground Equipment		93	\$93,626
Play Arcade Pinball/Video Games		86	\$1,160
Online Entertainment and Games		98	\$1,626
Recreational Vehicles and Fees		75	\$173,085
Docking and Landing Fees for Boats and Planes		81	\$4,118
Camp Fees		80	\$16,529
Purchase of RVs or Boats		74	\$147,300
Rental of RVs or Boats		84	\$5,139
Sports, Recreation and Exercise Equipment		70	\$91,084
Exercise Equipment and Gear, Game Tables		75	\$44,123
Bicycles		92	\$12,973
Camping Equipment		37	\$3,818
Hunting and Fishing Equipment		52	\$14,383
Winter Sports Equipment		77	\$3,572
Water Sports Equipment		76	\$3,642
Other Sports Equipment		92	\$6,205
Rental/Repair of Sports/Recreation/Exercise Equipment		83	\$2,368
Photographic Equipment and Supplies		90	\$66,534
Film		87	\$4,585
Film Processing		87	\$13,956
Photographic Equipment		92	\$28,183
Photographer Fees/Other Supplies & Equip Rental/Repair		90	\$19,810
Reading		85	\$94,065
Magazine/Newspaper Subscriptions		83	\$37,450
Magazine/Newspaper Single Copies		86	\$11,746
Books		87	\$44,869

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.

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