

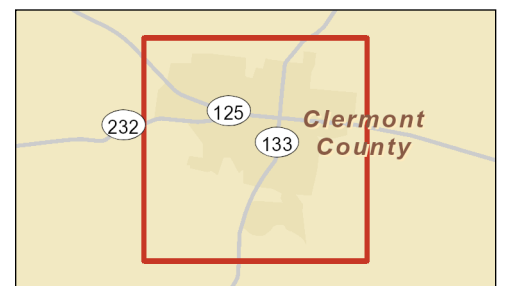
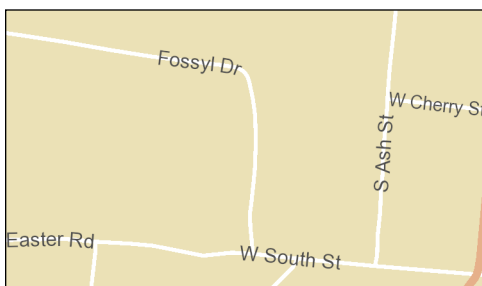
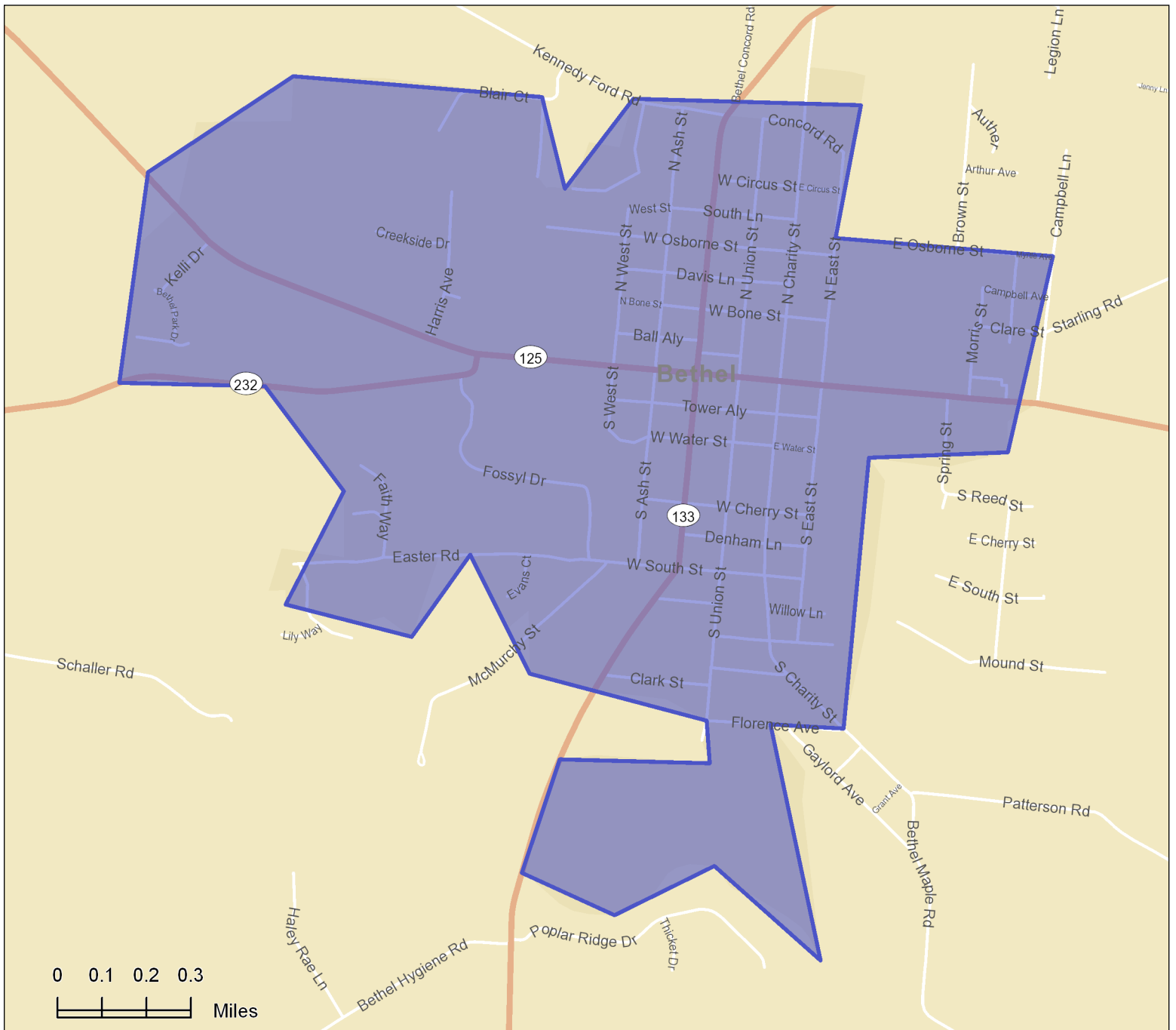


CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Site Map

Bethel Village, OH  
Standard Geography

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)



March 23, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Market Profile

Bethel Village, OH  
Bethel village, OH (3906068)  
Geography: Place

www.ClermontCountyOhio.biz

Bethel village, OH (39060...

## Population Summary

2000 Total Population	2,637
2000 Group Quarters	17
2010 Total Population	2,766
2015 Total Population	2,821
2010-2015 Annual Rate	0.40%

## Household Summary

2000 Households	1,012
2000 Average Household Size	2.59
2010 Households	1,067
2010 Average Household Size	2.58
2015 Households	1,090
2015 Average Household Size	2.57
2010-2015 Annual Rate	0.43%
2000 Families	682
2000 Average Family Size	3.22
2010 Families	736
2010 Average Family Size	3.14
2015 Families	745
2015 Average Family Size	3.15
2010-2015 Annual Rate	0.24%

## Housing Unit Summary

2000 Housing Units	1,099
Owner Occupied Housing Units	46.7%
Renter Occupied Housing Units	45.4%
Vacant Housing Units	7.9%
2010 Housing Units	1,197
Owner Occupied Housing Units	52.6%
Renter Occupied Housing Units	36.5%
Vacant Housing Units	10.9%
2015 Housing Units	1,247
Owner Occupied Housing Units	52.0%
Renter Occupied Housing Units	35.4%
Vacant Housing Units	12.6%

## Median Household Income

2000	\$31,166
2010	\$45,225
2015	\$50,290

## Median Home Value

2000	\$86,106
2010	\$103,967
2015	\$114,833

## Per Capita Income

2000	\$15,071
2010	\$19,345
2015	\$21,940

## Median Age

2000	31.3
2010	33.7
2015	33.6

**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.

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# Market Profile

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## 2000 Households by Income

Household Income Base	987
<\$15,000	25.0%
\$15,000 - \$24,999	16.5%
\$25,000 - \$34,999	14.3%
\$35,000 - \$49,999	19.9%
\$50,000 - \$74,999	16.2%
\$75,000 - \$99,999	4.3%
\$100,000 - \$149,999	3.4%
\$150,000 - \$199,999	0.0%
\$200,000+	0.4%
Average Household Income	\$38,455

## 2010 Households by Income

Household Income Base	1,067
<\$15,000	15.7%
\$15,000 - \$24,999	12.6%
\$25,000 - \$34,999	11.4%
\$35,000 - \$49,999	19.6%
\$50,000 - \$74,999	21.6%
\$75,000 - \$99,999	11.1%
\$100,000 - \$149,999	6.2%
\$150,000 - \$199,999	1.4%
\$200,000+	0.5%
Average Household Income	\$50,603

## 2015 Households by Income

Household Income Base	1,090
<\$15,000	14.2%
\$15,000 - \$24,999	10.0%
\$25,000 - \$34,999	8.9%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	25.3%
\$75,000 - \$99,999	13.2%
\$100,000 - \$149,999	9.5%
\$150,000 - \$199,999	1.9%
\$200,000+	0.6%
Average Household Income	\$57,307

## 2000 Owner Occupied Housing Units by Value

Total	491
<\$50,000	6.5%
\$50,000 - \$99,999	63.1%
\$100,000 - \$149,999	24.4%
\$150,000 - \$199,999	5.1%
\$200,000 - \$299,999	0.8%
\$300,000 - \$499,999	0.0%
\$500,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$92,261

## 2000 Specified Renter Occupied Housing Units by Contract Rent

Total	502
With Cash Rent	95.8%
No Cash Rent	4.2%
Median Rent	\$415
Average Rent	\$393

**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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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Market Profile

Bethel Village, OH  
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Bethel village, OH (39060...

### 2000 Population by Age

Total	2,637
0 - 4	8.2%
5 - 9	9.2%
10 - 14	9.1%
15 - 24	13.8%
25 - 34	15.2%
35 - 44	15.7%
45 - 54	9.6%
55 - 64	6.2%
65 - 74	5.7%
75 - 84	5.6%
85 +	1.7%
18 +	68.1%

### 2010 Population by Age

Total	2,766
0 - 4	8.5%
5 - 9	7.6%
10 - 14	6.8%
15 - 24	15.4%
25 - 34	13.0%
35 - 44	13.2%
45 - 54	14.2%
55 - 64	9.2%
65 - 74	5.9%
75 - 84	4.1%
85 +	2.0%
18 +	72.4%

### 2015 Population by Age

Total	2,821
0 - 4	8.1%
5 - 9	7.8%
10 - 14	7.2%
15 - 24	14.0%
25 - 34	14.9%
35 - 44	11.2%
45 - 54	13.0%
55 - 64	10.8%
65 - 74	7.1%
75 - 84	3.8%
85 +	2.0%
18 +	73.0%

### 2000 Population by Sex

Males	46.6%
Females	53.4%

### 2010 Population by Sex

Males	47.8%
Females	52.2%

### 2015 Population by Sex

Males	47.8%
Females	52.2%

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

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# Market Profile

Bethel Village, OH  
 Bethel village, OH (3906068)  
 Geography: Place

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## 2000 Population by Race/Ethnicity

Total	2,637
White Alone	98.3%
Black Alone	0.1%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	0.0%
Two or More Races	1.2%
Hispanic Origin	0.7%
Diversity Index	4.8

## 2010 Population by Race/Ethnicity

Total	2,766
White Alone	98.1%
Black Alone	0.3%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	0.0%
Two or More Races	1.1%
Hispanic Origin	1.0%
Diversity Index	5.6

## 2015 Population by Race/Ethnicity

Total	2,820
White Alone	97.9%
Black Alone	0.3%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.0%
Two or More Races	1.3%
Hispanic Origin	1.2%
Diversity Index	6.5

## 2000 Population 3+ by School Enrollment

Total	2,438
Enrolled in Nursery/Preschool	1.8%
Enrolled in Kindergarten	2.3%
Enrolled in Grade 1-8	15.1%
Enrolled in Grade 9-12	7.8%
Enrolled in College	2.3%
Enrolled in Grad/Prof School	0.5%
Not Enrolled in School	70.2%

## 2010 Population 25+ by Educational Attainment

Total	1,708
Less Than 9th Grade	5.8%
9th to 12th Grade, No Diploma	14.6%
High School Graduate	43.4%
Some College, No Degree	17.2%
Associate Degree	4.4%
Bachelor's Degree	9.4%
Graduate/Professional Degree	5.2%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Market Profile

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### 2010 Population 15+ by Marital Status

Total	2,135
Never Married	24.6%
Married	53.3%
Widowed	7.3%
Divorced	14.8%

### 2000 Population 16+ by Employment Status

Total	1,868
In Labor Force	60.4%
Civilian Employed	55.0%
Civilian Unemployed	5.4%
In Armed Forces	0.0%
Not In Labor Force	39.6%

### 2010 Civilian Population 16+ in Labor Force

Civilian Employed	81.7%
Civilian Unemployed	18.3%

### 2015 Civilian Population 16+ in Labor Force

Civilian Employed	84.9%
Civilian Unemployed	15.1%

### 2000 Females 16+ by Employment Status and Age of Children

Total	1,021
Own Children < 6 Only	10.1%
Employed/in Armed Forces	6.1%
Unemployed	1.3%
Not in Labor Force	2.7%
Own Children <6 and 6-17 Only	6.9%
Employed/in Armed Forces	3.2%
Unemployed	0.4%
Not in Labor Force	3.2%
Own Children 6-17 Only	21.2%
Employed/in Armed Forces	14.6%
Unemployed	2.2%
Not in Labor Force	4.4%
No Own Children < 18	61.9%
Employed/in Armed Forces	22.9%
Unemployed	1.9%
Not in Labor Force	37.1%

### 2010 Employed Population 16+ by Industry

Total	1,062
Agriculture/Mining	0.0%
Construction	9.2%
Manufacturing	13.5%
Wholesale Trade	3.4%
Retail Trade	10.9%
Transportation/Utilities	4.4%
Information	0.3%
Finance/Insurance/Real Estate	4.0%
Services	49.4%
Public Administration	4.8%

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

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## Market Profile

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### 2010 Employed Population 16+ by Occupation

Total	1,062
White Collar	47.0%
Management/Business/Financial	10.1%
Professional	14.4%
Sales	8.4%
Administrative Support	14.1%
Services	21.8%
Blue Collar	31.3%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	10.0%
Installation/Maintenance/Repair	4.7%
Production	8.9%
Transportation/Material Moving	7.7%

### 2000 Workers 16+ by Means of Transportation to Work

Total	1,021
Drove Alone - Car, Truck, or Van	74.3%
Carpooled - Car, Truck, or Van	15.9%
Public Transportation	2.3%
Walked	5.0%
Other Means	1.8%
Worked at Home	0.8%

### 2000 Workers 16+ by Travel Time to Work

Total	1,021
Did not Work at Home	99.2%
Less than 5 minutes	5.8%
5 to 9 minutes	15.2%
10 to 19 minutes	12.1%
20 to 24 minutes	13.0%
25 to 34 minutes	15.8%
35 to 44 minutes	6.5%
45 to 59 minutes	19.5%
60 to 89 minutes	10.3%
90 or more minutes	1.1%
Worked at Home	0.8%
Average Travel Time to Work (in min)	30.3

### 2000 Households by Vehicles Available

Total	993
None	11.5%
1	37.1%
2	36.7%
3	9.2%
4	3.3%
5+	2.3%
Average Number of Vehicles Available	1.6

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

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## 2000 Households by Type

Total	1,012
Family Households	67.4%
Married-couple Family	46.5%
With Related Children	26.9%
Other Family (No Spouse)	20.9%
With Related Children	15.4%
Nonfamily Households	32.6%
Householder Living Alone	29.2%
Householder Not Living Alone	3.5%
Households with Related Children	42.3%
Households with Persons 65+	26.2%

## 2000 Households by Size

Total	1,012
1 Person Household	29.2%
2 Person Household	25.3%
3 Person Household	18.6%
4 Person Household	15.6%
5 Person Household	8.3%
6 Person Household	2.4%
7 + Person Household	0.7%

## 2000 Households by Year Householder Moved In

Total	993
Moved in 1999 to March 2000	21.8%
Moved in 1995 to 1998	32.4%
Moved in 1990 to 1994	12.7%
Moved in 1980 to 1989	15.5%
Moved in 1970 to 1979	7.7%
Moved in 1969 or Earlier	10.0%
Median Year Householder Moved In	1995

## 2000 Housing Units by Units in Structure

Total	1,085
1, Detached	62.7%
1, Attached	2.7%
2	3.7%
3 or 4	8.4%
5 to 9	10.4%
10 to 19	8.6%
20 +	3.6%
Mobile Home	0.0%
Other	0.0%

## 2000 Housing Units by Year Structure Built

Total	1,085
1999 to March 2000	0.0%
1995 to 1998	4.4%
1990 to 1994	2.2%
1980 to 1989	9.5%
1970 to 1979	16.5%
1969 or Earlier	67.4%
Median Year Structure Built	1952

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

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# Market Profile

Bethel Village, OH  
Bethel village, OH (3906068)  
Geography: Place

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Bethel village, OH (39060...

## Top 3 Tapestry Segments

1. Home Town
2. Midlife Junction
3. Green Acres

## 2010 Consumer Spending

Apparel & Services: Total \$	\$1,306,006
Average Spent	\$1,224.00
Spending Potential Index	51
Computers & Accessories: Total \$	\$173,109
Average Spent	\$162.24
Spending Potential Index	74
Education: Total \$	\$1,006,541
Average Spent	\$943.34
Spending Potential Index	77
Entertainment/Recreation: Total \$	\$2,558,382
Average Spent	\$2,397.73
Spending Potential Index	74
Food at Home: Total \$	\$3,654,671
Average Spent	\$3,425.18
Spending Potential Index	77
Food Away from Home: Total \$	\$2,560,927
Average Spent	\$2,400.12
Spending Potential Index	75
Health Care: Total \$	\$3,209,221
Average Spent	\$3,007.71
Spending Potential Index	81
HH Furnishings & Equipment: Total \$	\$1,387,941
Average Spent	\$1,300.79
Spending Potential Index	63
Investments: Total \$	\$1,337,030
Average Spent	\$1,253.07
Spending Potential Index	72
Retail Goods: Total \$	\$19,298,620
Average Spent	\$18,086.80
Spending Potential Index	73
Shelter: Total \$	\$11,384,334
Average Spent	\$10,669.48
Spending Potential Index	68
TV/Video/Audio: Total \$	\$1,019,771
Average Spent	\$955.74
Spending Potential Index	77
Travel: Total \$	\$1,328,696
Average Spent	\$1,245.26
Spending Potential Index	66
Vehicle Maintenance & Repairs: Total \$	\$753,503
Average Spent	\$706.19
Spending Potential Index	75

**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.

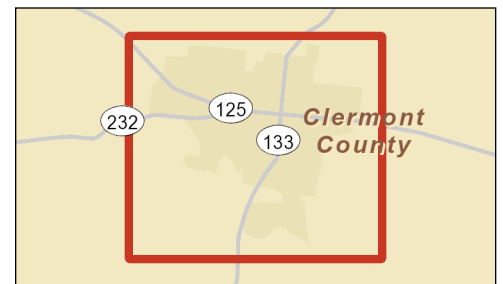
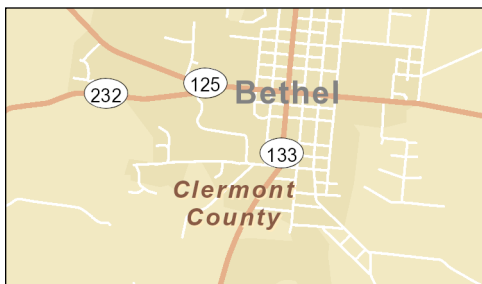
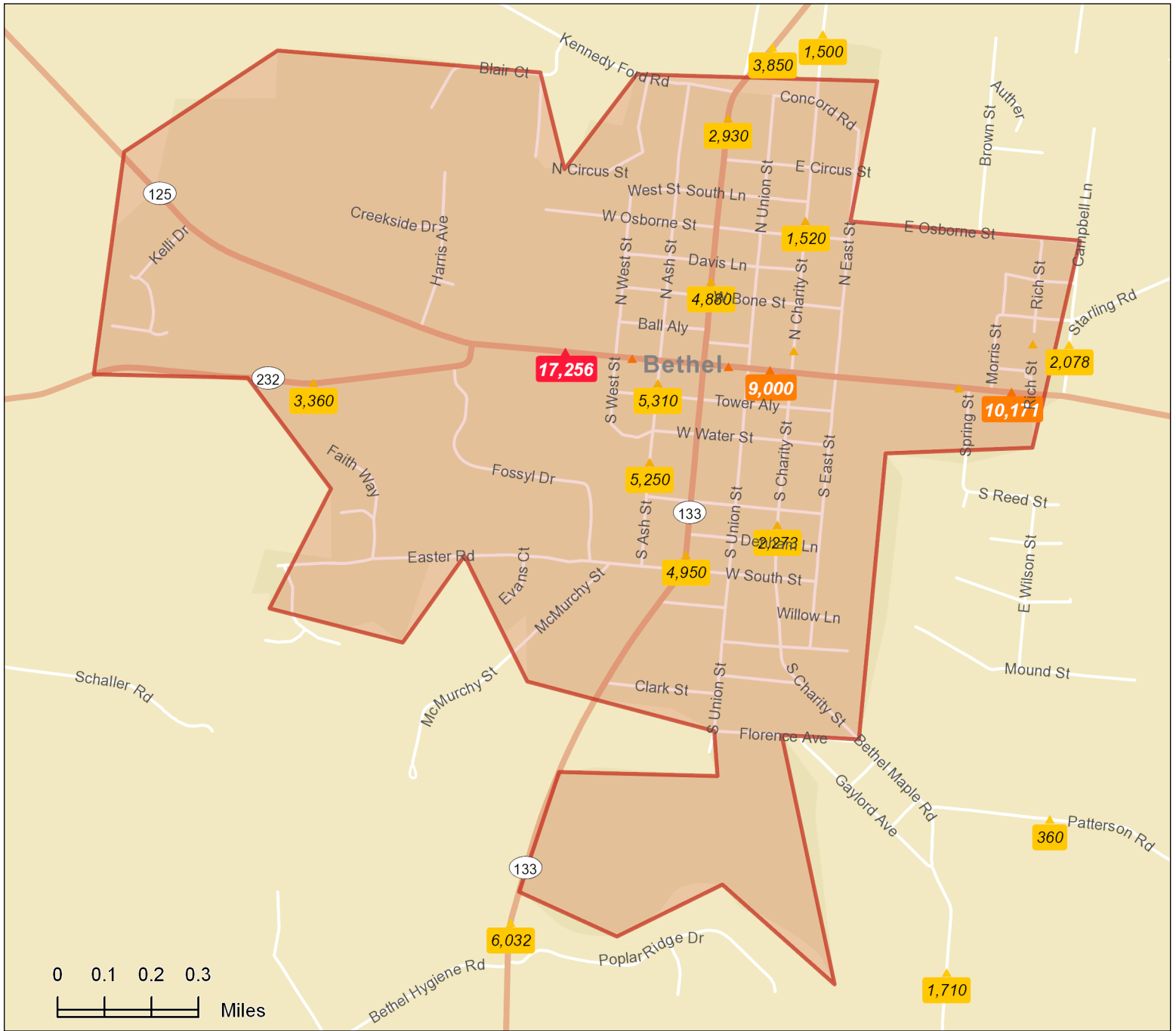
**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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

Bethel Village, OH  
 Bethel village, OH (3906068)  
 Geography: Place

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Data for all businesses in area	Bethel village, OH (39060...
Total Businesses:	144
Total Employees:	1,096
Total Residential Population:	2,766
Employee/Residential Population Ratio:	0.40

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	4	2.8%	2	0.2%
Construction	8	5.6%	27	2.5%
Manufacturing	2	1.4%	5	0.5%
Transportation	2	1.4%	13	1.2%
Communication	0	0.0%	0	0.0%
Utility	1	0.7%	3	0.3%
Wholesale Trade	4	2.8%	15	1.4%
<b>Retail Trade Summary</b>	<b>36</b>	<b>25.0%</b>	<b>379</b>	<b>34.6%</b>
Home Improvement	3	2.1%	10	0.9%
General Merchandise Stores	2	1.4%	10	0.9%
Food Stores	1	0.7%	40	3.7%
Auto Dealers, Gas Stations, Auto Aftermarket	9	6.3%	64	5.8%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	2	1.4%	13	1.2%
Eating & Drinking Places	11	7.6%	209	19.1%
Miscellaneous Retail	8	5.6%	33	3.0%
<b>Finance, Insurance, Real Estate Summary</b>	<b>11</b>	<b>7.6%</b>	<b>35</b>	<b>3.2%</b>
Banks, Savings & Lending Institutions	3	2.1%	20	1.8%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	3	2.1%	5	0.5%
Real Estate, Holding, Other Investment Offices	5	3.5%	10	0.9%
<b>Services Summary</b>	<b>68</b>	<b>47.2%</b>	<b>547</b>	<b>49.9%</b>
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	9	6.3%	41	3.7%
Motion Pictures & Amusements	5	3.5%	66	6.0%
Health Services	12	8.3%	64	5.8%
Legal Services	2	1.4%	6	0.5%
Education Institutions & Libraries	10	6.9%	208	19.0%
Other Services	30	20.8%	162	14.8%
<b>Government</b>	<b>6</b>	<b>4.2%</b>	<b>70</b>	<b>6.4%</b>
<b>Other</b>	<b>2</b>	<b>1.4%</b>	<b>0</b>	<b>0.0%</b>
<b>Totals</b>	<b>144</b>	<b>100%</b>	<b>1,096</b>	<b>100%</b>

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

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# Business Summary

Bethel Village, OH  
Bethel village, OH (3906068)  
Geography: Place

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.7%	1	0.1%
Mining	0	0.0%	0	0.0%
Utilities	1	0.7%	3	0.3%
Construction	8	5.6%	27	2.5%
Manufacturing	2	1.4%	5	0.5%
Wholesale Trade	4	2.8%	15	1.4%
Retail Trade	25	17.4%	170	15.5%
Motor Vehicle & Parts Dealers	6	4.2%	38	3.5%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	1	0.7%	10	0.9%
Bldg Material & Garden Equipment & Supplies Dealers	3	2.1%	10	0.9%
Food & Beverage Stores	1	0.7%	40	3.7%
Health & Personal Care Stores	3	2.1%	20	1.8%
Gasoline Stations	3	2.1%	26	2.4%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	3	2.1%	6	0.5%
General Merchandise Stores	2	1.4%	10	0.9%
Miscellaneous Store Retailers	3	2.1%	10	0.9%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	2	1.4%	13	1.2%
Information	2	1.4%	13	1.2%
Finance & Insurance	6	4.2%	25	2.3%
Central Bank/Credit Intermediation & Related Activities	3	2.1%	20	1.8%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	3	2.1%	5	0.5%
Real Estate, Rental & Leasing	8	5.6%	47	4.3%
Professional, Scientific & Tech Services	14	9.7%	87	7.9%
Legal Services	2	1.4%	6	0.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	1	0.7%	1	0.1%
Educational Services	10	6.9%	200	18.2%
Health Care & Social Assistance	16	11.1%	83	7.6%
Arts, Entertainment & Recreation	2	1.4%	46	4.2%
Accommodation & Food Services	11	7.6%	209	19.1%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	11	7.6%	209	19.1%
Other Services (except Public Administration)	23	16.0%	81	7.4%
Automotive Repair & Maintenance	7	4.9%	19	1.7%
Public Administration	6	4.2%	70	6.4%
Unclassified Establishments	2	1.4%	0	0.0%
<b>Total</b>	<b>144</b>	<b>100%</b>	<b>1,096</b>	<b>100%</b>

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

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail MarketPlace Profile

Bethel Village, OH  
Bethel village, OH (3906068)  
Geography: Place

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## Summary Demographics

2010 Population	2,766
2010 Households	1,067
2010 Median Disposable Income	\$34,441
2010 Per Capita Income	\$19,345

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	\$21,174,640	\$42,358,977	\$-21,184,337	-33.3	36
Total Retail Trade	44-45	\$18,210,663	\$34,582,092	\$-16,371,429	-31.0	25
Total Food & Drink	722	\$2,963,977	\$7,776,885	\$-4,812,908	-44.8	11

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$4,226,892	\$6,682,209	\$-2,455,317	-22.5	6
Automobile Dealers	4411	\$3,599,559	\$4,624,093	\$-1,024,534	-12.5	2
Other Motor Vehicle Dealers	4412	\$305,758	\$601,556	\$-295,798	-32.6	1
Auto Parts, Accessories & Tire Stores	4413	\$321,575	\$1,456,560	\$-1,134,985	-63.8	3
Furniture & Home Furnishings Stores	442	\$277,855	\$0	\$277,855	100.0	0
Furniture Stores	4421	\$141,490	\$0	\$141,490	100.0	0
Home Furnishings Stores	4422	\$136,365	\$0	\$136,365	100.0	0
Electronics & Appliance Stores	4431	\$722,135	\$673,792	\$48,343	3.5	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$607,284	\$339,677	\$267,607	28.3	3
Bldg Material & Supplies Dealers	4441	\$568,979	\$339,677	\$229,302	25.2	3
Lawn & Garden Equip & Supply Stores	4442	\$38,305	\$0	\$38,305	100.0	0
Food & Beverage Stores	445	\$3,255,379	\$4,153,638	\$-898,259	-12.1	1
Grocery Stores	4451	\$3,125,488	\$4,153,638	\$-1,028,150	-14.1	1
Specialty Food Stores	4452	\$46,067	\$0	\$46,067	100.0	0
Beer, Wine & Liquor Stores	4453	\$83,824	\$0	\$83,824	100.0	0
Health & Personal Care Stores	446,4461	\$384,905	\$1,472,419	\$-1,087,514	-58.6	2
Gasoline Stations	447,4471	\$3,251,648	\$16,173,631	\$-12,921,983	-66.5	3
Clothing & Clothing Accessories Stores	448	\$498,652	\$84,348	\$414,304	71.1	1
Clothing Stores	4481	\$362,552	\$0	\$362,552	100.0	0
Shoe Stores	4482	\$82,172	\$0	\$82,172	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$53,928	\$84,348	\$-30,420	-22.0	1
Sporting Goods, Hobby, Book & Music Stores	451	\$83,621	\$188,518	\$-104,897	-38.5	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$64,654	\$188,518	\$-123,864	-48.9	3
Book, Periodical & Music Stores	4512	\$18,967	\$0	\$18,967	100.0	0
General Merchandise Stores	452	\$2,954,124	\$4,557,325	\$-1,603,201	-21.3	2
Department Stores Excluding Leased Depts.	4521	\$1,239,048	\$0	\$1,239,048	100.0	0
Other General Merchandise Stores	4529	\$1,715,076	\$4,557,325	\$-2,842,249	-45.3	2
Miscellaneous Store Retailers	453	\$256,845	\$256,535	\$310	0.1	3
Florists	4531	\$14,224	\$23,743	\$-9,519	-25.1	1
Office Supplies, Stationery & Gift Stores	4532	\$84,559	\$0	\$84,559	100.0	0
Used Merchandise Stores	4533	\$5,515	\$0	\$5,515	100.0	0
Other Miscellaneous Store Retailers	4539	\$152,547	\$232,792	\$-80,245	-20.8	2
Nonstore Retailers	454	\$1,691,323	\$0	\$1,691,323	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,576,132	\$0	\$1,576,132	100.0	0
Vending Machine Operators	4542	\$2,362	\$0	\$2,362	100.0	0
Direct Selling Establishments	4543	\$112,829	\$0	\$112,829	100.0	0
Food Services & Drinking Places	722	\$2,963,977	\$7,776,885	\$-4,812,908	-44.8	11
Full-Service Restaurants	7221	\$1,043,079	\$1,787,183	\$-744,104	-26.3	6
Limited-Service Eating Places	7222	\$1,656,576	\$5,989,702	\$-4,333,126	-56.7	5
Special Food Services	7223	\$208,563	\$0	\$208,563	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$55,759	\$0	\$55,759	100.0	0

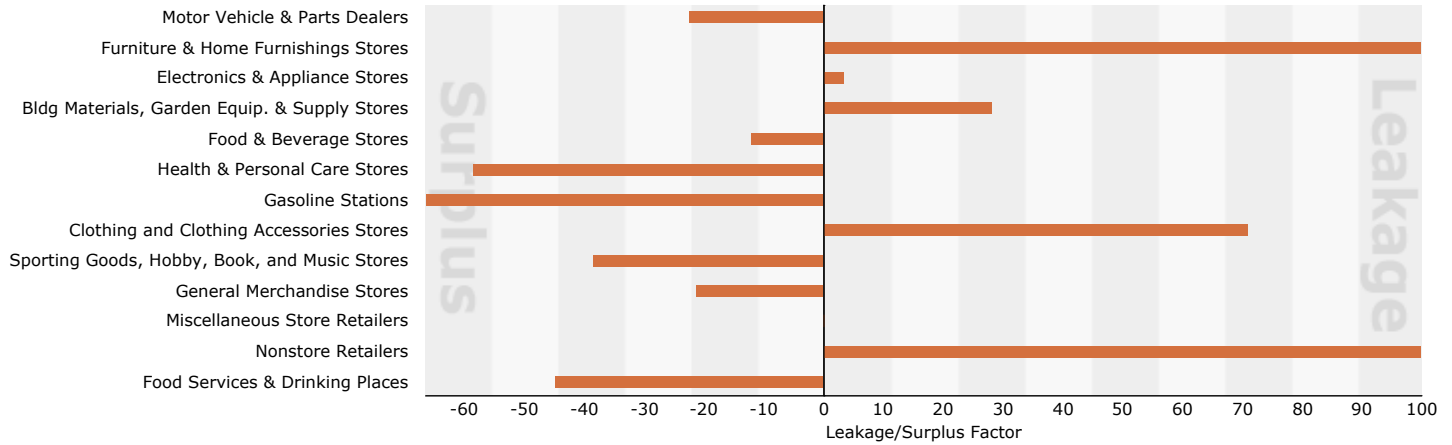
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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

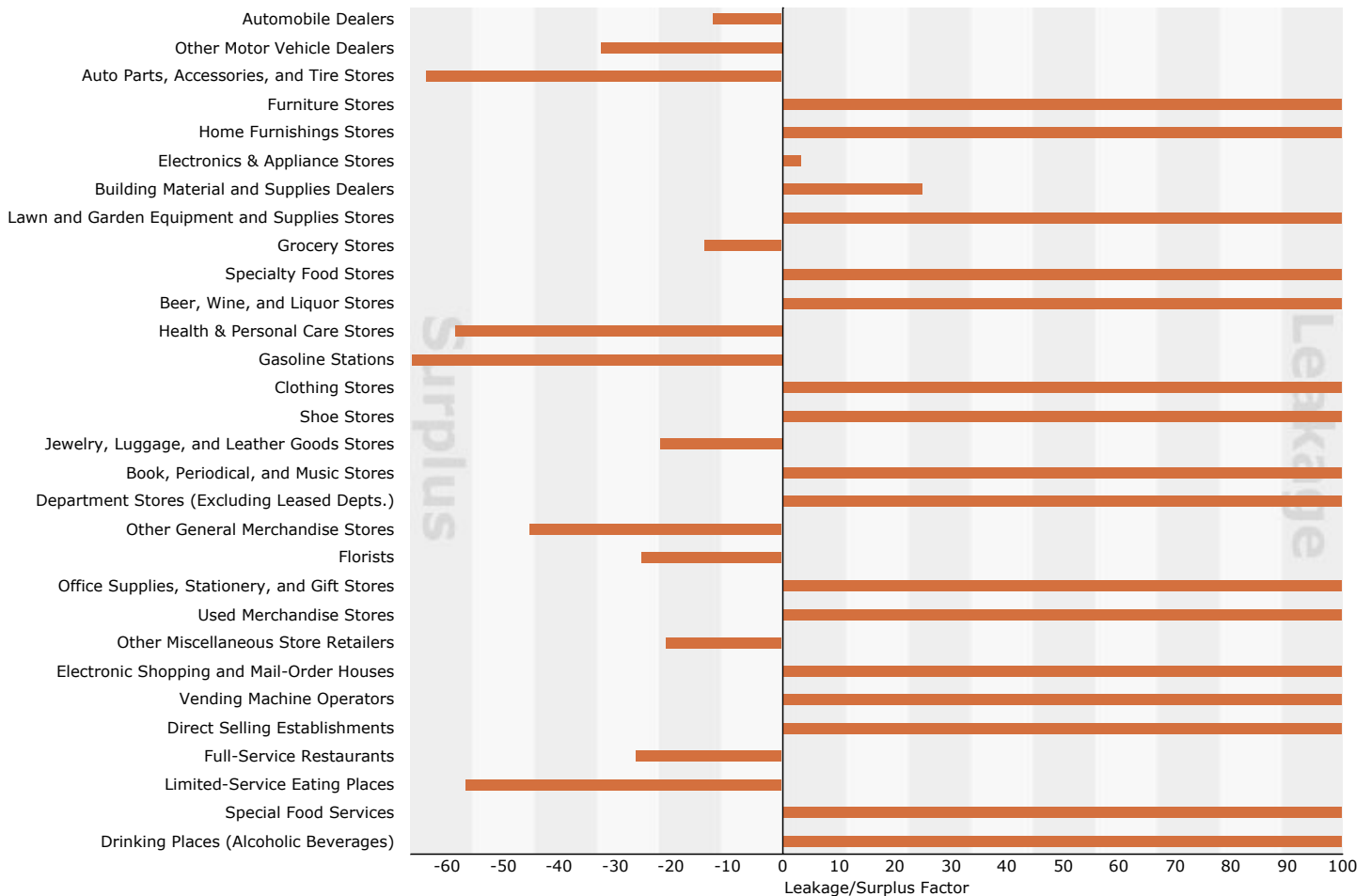
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Bethel Village, OH  
Bethel village, OH (3906068)  
Geography: Place

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>	<b>2010</b>	<b>2015</b>
Population	2,766	2,821
Total Number of Adults	2,002	2,060
Households	1,067	1,090
Median Household Income	\$45,225	\$50,290

<b>Product/Consumer Behavior</b>	<b>Expected Number Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	914	45.7%	91
Bought any women's apparel in last 12 months	835	41.7%	91
Bought apparel for child <13 in last 6 months	582	29.1%	102
Bought any shoes in last 12 months	983	49.1%	94
Bought costume jewelry in last 12 months	401	20.0%	96
Bought any fine jewelry in last 12 months	413	20.6%	94
Bought a watch in last 12 months	384	19.2%	99
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	910	85.3%	99
HH bought/leased new vehicle last 12 mo	54	5.1%	53
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	1,718	85.8%	99
Bought/changed motor oil in last 12 months	1,157	57.8%	111
Had tune-up in last 12 months	565	28.2%	91
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	1,081	54.0%	87
Drank regular cola in last 6 months	1,124	56.1%	110
Drank beer/ale in last 6 months	733	36.6%	86
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	219	10.9%	85
Bought film in last 12 months	363	18.1%	95
Bought digital camera in last 12 months	86	4.3%	63
Bought memory card for camera in last 12 months	80	4.0%	52
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	697	34.8%	98
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	419	20.9%	98
Avg monthly cell/mobile phone/PDA bill: \$50-99	543	27.1%	84
Avg monthly cell/mobile phone/PDA bill: \$100+	347	17.3%	82
<b>Computers (Households)</b>			
HH owns a personal computer	634	59.4%	80
Spent <\$500 on most recent home PC purchase	90	8.4%	97
Spent \$500-\$999 on most recent home PC purchase	156	14.6%	82
Spent \$1000-\$1499 on most recent home PC purchase	94	8.8%	67
Spent \$1500-\$1999 on most recent home PC purchase	49	4.6%	65
Spent \$2000+ on most recent home PC purchase	44	4.1%	66

**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.

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	1,247	62.3%	103
Bought cigarettes at convenience store in last 30 days	451	22.5%	144
Bought gas at convenience store in last 30 days	851	42.5%	127
Spent at convenience store in last 30 days: <\$20	154	7.7%	80
Spent at convenience store in last 30 days: \$20-39	174	8.7%	85
Spent at convenience store in last 30 days: \$40+	867	43.3%	120
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	1,030	51.4%	87
Went to live theater in last 12 months	158	7.9%	60
Went to a bar/night club in last 12 months	342	17.1%	90
Dined out in last 12 months	850	42.5%	86
Gambled at a casino in last 12 months	266	13.3%	83
Visited a theme park in last 12 months	330	16.5%	77
DVDs rented in last 30 days: 1	37	1.8%	70
DVDs rented in last 30 days: 2	72	3.6%	78
DVDs rented in last 30 days: 3	50	2.5%	78
DVDs rented in last 30 days: 4	60	3.0%	77
DVDs rented in last 30 days: 5+	280	14.0%	106
DVDs purchased in last 30 days: 1	86	4.3%	86
DVDs purchased in last 30 days: 2	70	3.5%	74
DVDs purchased in last 30 days: 3-4	101	5.0%	109
DVDs purchased in last 30 days: 5+	106	5.3%	102
Spent on toys/games in last 12 months: <\$50	144	7.2%	118
Spent on toys/games in last 12 months: \$50-\$99	48	2.4%	87
Spent on toys/games in last 12 months: \$100-\$199	112	5.6%	78
Spent on toys/games in last 12 months: \$200-\$499	218	10.9%	101
Spent on toys/games in last 12 months: \$500+	92	4.6%	80
<b>Financial (Adults)</b>			
Have home mortgage (1st)	240	12.0%	62
Used ATM/cash machine in last 12 months	782	39.1%	77
Own any stock	130	6.5%	71
Own U.S. savings bond	79	3.9%	58
Own shares in mutual fund (stock)	124	6.2%	66
Own shares in mutual fund (bonds)	81	4.0%	68
Used full service brokerage firm in last 12 months	94	4.7%	76
Have savings account	622	31.1%	85
Have 401K retirement savings	215	10.7%	61
Did banking over the Internet in last 12 months	335	16.7%	61
Own any credit/debit card (in own name)	1,297	64.8%	88
Avg monthly credit card expenditures: <\$111	322	16.1%	116
Avg monthly credit card expenditures: \$111-225	133	6.6%	85
Avg monthly credit card expenditures: \$226-450	120	6.0%	80
Avg monthly credit card expenditures: \$451-700	90	4.5%	71
Avg monthly credit card expenditures: \$701+	121	6.0%	45

**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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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	1,526	76.2%	107
Used bread in last 6 months	1,957	97.8%	101
Used chicken/turkey (fresh or frozen) in last 6 months	1,573	78.6%	101
Used fish/seafood (fresh or frozen) in last 6 months	967	48.3%	91
Used fresh fruit/vegetables in last 6 months	1,768	88.3%	101
Used fresh milk in last 6 months	1,848	92.3%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	459	22.9%	76
Exercise at club 2+ times per week	155	7.7%	63
Visited a doctor in last 12 months	1,539	76.9%	99
Used vitamin/dietary supplement in last 6 months	868	43.4%	89
<b>Home (Households)</b>			
Any home improvement in last 12 months	276	25.9%	82
Used housekeeper/maid/prof HH cleaning service in the last 12 months	109	10.2%	66
Purchased any HH furnishing in last 12 months	289	27.1%	90
Purchased bedding/bath goods in last 12 months	523	49.0%	90
Purchased cooking/serving product in last 12 months	302	28.3%	103
Bought any kitchen appliance in last 12 months	179	16.8%	96
<b>Insurance (Adults)</b>			
Currently carry any life insurance	806	40.3%	84
Have medical/hospital/accident insurance	1,289	64.4%	90
Carry homeowner insurance	913	45.6%	86
Carry renter insurance	122	6.1%	99
Have auto/other vehicle insurance	1,634	81.6%	98
<b>Pets (Households)</b>			
HH owns any pet	531	49.8%	96
HH owns any cat	254	23.8%	99
HH owns any dog	394	36.9%	98
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	822	41.1%	82
Read any daily newspaper	901	45.0%	109
Heavy magazine reader	348	17.4%	87
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	1,282	64.0%	89
Went to family restaurant/steak house last mo: <2 times	478	23.9%	93
Went to family restaurant/steak house last mo: 2-4 times	484	24.2%	89
Went to family restaurant/steak house last mo: 5+ times	320	16.0%	82
Went to fast food/drive-in restaurant in last 6 mo	1,768	88.3%	99
Went to fast food/drive-in restaurant <6 times/mo	703	35.1%	100
Went to fast food/drive-in restaurant 6-13 times/mo	572	28.6%	99
Went to fast food/drive-in restaurant 14+ times/mo	493	24.6%	99
Fast food/drive-in last 6 mo: eat in	657	32.8%	87
Fast food/drive-in last 6 mo: home delivery	187	9.3%	90
Fast food/drive-in last 6 mo: take-out/drive-thru	1,082	54.0%	103
Fast food/drive-in last 6 mo: take-out/walk-in	426	21.3%	86

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

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Bethel village, OH (3906068)  
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	602	56.4%	87
HH average monthly long distance phone bill: <\$16	282	26.4%	95
HH average monthly long distance phone bill: \$16-25	74	6.9%	61
HH average monthly long distance phone bill: \$26-59	79	7.4%	81
HH average monthly long distance phone bill: \$60+	37	3.5%	78
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	231	21.6%	110
HH owns 2 TVs	285	26.7%	102
HH owns 3 TVs	234	21.9%	98
HH owns 4+ TVs	192	18.0%	86
HH subscribes to cable TV	602	56.4%	97
HH Purchased audio equipment in last 12 months	98	9.2%	95
HH Purchased CD player in last 12 months	42	3.9%	102
HH Purchased DVD player in last 12 months	110	10.3%	106
HH Purchased MP3 player in last 12 months	148	7.4%	73
HH Purchased video game system in last 12 months	101	9.5%	88
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	805	40.2%	77
Took 3+ domestic trips in last 12 months	169	8.4%	57
Spent on domestic vacations last 12 mo: <\$1000	206	10.3%	82
Spent on domestic vacations last 12 mo: \$1000-\$1499	111	5.5%	83
Spent on domestic vacations last 12 mo: \$1500-\$1999	51	2.5%	62
Spent on domestic vacations last 12 mo: \$2000-\$2999	42	2.1%	51
Spent on domestic vacations last 12 mo: \$3000+	58	2.9%	57
Foreign travel in last 3 years	266	13.3%	51
Took 3+ foreign trips by plane in last 3 years	32	1.6%	34
Spent on foreign vacations last 12 mo: <\$1000	78	3.9%	65
Spent on foreign vacations last 12 mo: \$1000-\$2999	36	1.8%	44
Spent on foreign vacations last 12 mo: \$3000+	49	2.4%	50
Stayed 1+ nights at hotel/motel in last 12 months	618	30.9%	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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# Electronics and Internet Market Potential

Bethel Village, OH  
Bethel village, OH (3906068)  
Geography: Place

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		2,766	2,821
Population 18+		2,002	2,060
Households		1,067	1,090
Median Household Income		\$45,225	\$50,290
<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer	634	59.4%	80
Purchased home PC in last 12 months	126	11.8%	75
Purchased home PC 1-2 years ago	210	19.6%	87
Purchased home PC 3-4 years ago	151	14.2%	73
Purchased home PC 5+ years ago	96	9.0%	96
Spent <\$500 on home PC (most recent purchase)	90	8.4%	97
Spent \$500-999 on home PC (most recent purchase)	156	14.6%	82
Spent \$1000-1499 on home PC (most recent purchase)	94	8.8%	67
Spent \$1500-1999 on home PC (most recent purchase)	49	4.6%	65
Spent \$2000+ on home PC (most recent purchase)	44	4.1%	66
Purchased home PC at computer superstore	94	8.8%	69
Purchased home PC at department store	63	5.9%	120
Purchased home PC direct from manufacturer	92	8.6%	62
Purchased home PC at electronics store	91	8.5%	77
Purchased home PC on Internet	56	5.3%	61
Purchased home PC at warehouse discount outlet	19	1.8%	81
HH owns desktop PC	518	48.5%	84
HH owns laptop/notebook/tablet PC	221	20.7%	66
HH owns any Apple/Apple Mac clone brand PC	34	3.2%	51
HH owns any IBM/IBM compatible brand PC	594	55.6%	83
Brand of PC that HH owns: Compaq	71	6.6%	79
Brand of PC that HH owns: Dell	258	24.2%	78
Brand of PC that HH owns: Gateway	73	6.8%	103
Brand of PC that HH owns: Hewlett Packard	135	12.6%	81
Brand of PC that HH owns: Sony Vaio	21	1.9%	68
Child (under 18) uses home PC	216	20.2%	96
HH owns CD burner	335	31.4%	85
HH owns CD ROM drive	342	32.1%	82
HH owns DVD drive	224	21.0%	84
HH owns DVD-RW (DVD burner)	182	17.0%	83
HH owns external hard drive	109	10.2%	72
HH owns flash drive	162	15.1%	74
HH owns LAN/network interface card	70	6.6%	59
HH owns inkjet printer	376	35.2%	83
HH owns laser printer	86	8.1%	59
HH owns modem/fax modem	181	17.0%	82
HH owns removable cartridge storage device	57	5.3%	92
HH owns scanner	270	25.3%	89
HH owns PC speakers	383	35.9%	86
HH owns tape backup	19	1.8%	67
HH owns webcam	92	8.6%	76
HH owns software: accounting	67	6.2%	71
HH owns software: communications/fax	56	5.3%	64
HH owns software: database/filing	68	6.3%	78
HH owns software: desktop publishing	102	9.6%	79

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# Electronics and Internet Market Potential

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Bethel village, OH (3906068)  
Geography: Place

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	86	8.1%	80
HH owns software: entertainment/games	273	25.6%	88
HH owns software: online meeting/conference	15	1.4%	49
HH owns software: personal finance/tax prep	88	8.3%	58
HH owns software: presentation graphics	65	6.1%	76
HH owns software: multimedia	127	11.9%	78
HH owns software: networking	86	8.0%	72
HH owns software: security/anti-virus	244	22.9%	81
HH owns software: spreadsheet	192	18.0%	78
HH owns software: utility	51	4.8%	67
HH owns software: web authoring	26	2.4%	70
HH owns software: word processing	274	25.7%	76
Spent \$500+ on software for home PC in last 12 mo	15	1.4%	59
Purchased computer book in last 12 months	30	2.8%	65
HH owns fax machine	31	3.0%	48
Purchased audio equipment in last 12 months	98	9.2%	95
Purchased headphones in last 12 months	31	2.9%	73
HH owns camcorder	160	15.0%	77
Purchased camcorder in last 12 months	15	1.4%	66
HH owns CD player	461	43.2%	94
Purchased CD player in last 12 months	42	3.9%	102
HH owns DVD player	663	62.2%	94
Purchased DVD player in last 12 months	110	10.3%	106
HH owns 1 TV	231	21.6%	110
HH owns 2 TVs	285	26.7%	102
HH owns 3 TVs	234	21.9%	98
HH owns 4+ TVs	192	18.0%	86
HH owns miniature screen TV (<13 in)	74	6.9%	88
Most recent TV purchase: miniature screen (<13 in)	23	2.2%	78
HH owns regular screen TV (13-26 in)	470	44.1%	101
Most recent TV purchase: regular screen (13-26 in)	268	25.2%	108
HH owns large screen TV (27-35 in)	489	45.8%	98
Most recent TV purchase: large screen (27-35 in)	358	33.6%	106
HH owns big screen TV (36-42 in)	150	14.1%	74
Most recent TV purchase: big screen (36-42 in)	112	10.5%	74
HH owns giant screen TV (over 42 in)	125	11.7%	82
Most recent TV purchase: giant screen (over 42 in)	105	9.8%	88
HH owns LCD TV	158	14.8%	77
HH owns plasma TV	74	7.0%	84
HH owns projection TV	57	5.4%	99
HH owns video game system	331	31.0%	93
Purchased video game system in last 12 months	101	9.4%	88
HH owns video game system: handheld	168	15.8%	102
HH owns video game system: attached to TV/computer	289	27.1%	92
HH owns video game system: Game Boy	91	8.6%	124
HH owns video game system: Game Boy Advance/SP	72	6.8%	102
HH owns video game system: Nintendo DS	73	6.8%	90

**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

# Electronics and Internet Market Potential

Bethel Village, OH  
Bethel village, OH (3906068)  
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	50	4.7%	93
HH owns video game system: Nintendo Wii	44	4.1%	61
HH owns video game system: PlayStation 2	178	16.7%	101
HH owns video game system: PlayStation 3	32	3.0%	83
HH owns video game system: Sony PlayStation/PS One	49	4.6%	114
HH owns video game system: Sony PSP	21	2.0%	67
HH owns video game system: Xbox	73	6.8%	115
HH owns video game system: Xbox 360	45	4.2%	65
HH purchased 5+ video games in last 12 months	77	7.2%	111
HH spent \$101+ on video games in last 12 months	71	6.7%	82
Owns MP3 player	389	19.4%	72
Purchased MP3 player in last 12 months	148	7.4%	73
Owns Apple iPod	121	6.1%	54
Purchased Apple iPod in last 12 months	41	2.1%	61
Have any access to the Internet	1,513	75.6%	89
Have access to Internet: at home	1,096	54.7%	78
Have access to Internet: at work	491	24.5%	66
Have access to Internet: at school/library	504	25.2%	100
Have access to Internet: not hm/work/school/library	352	17.6%	91
Use Internet less than once a week	79	4.0%	99
Use Internet 1-2 times per week	113	5.7%	102
Use Internet 3-6 times per week	148	7.4%	92
Use Internet once a day	191	9.5%	86
Use Internet 2-4 times per day	257	12.8%	73
Use Internet 5 or more times per day	325	16.2%	65
Any Internet or online usage in last 30 days	1,113	55.6%	79
Used Internet in last 30 days: at home	916	45.8%	74
Used Internet in last 30 days: at work	366	18.3%	57
Used Internet in last 30 days: at school/library	98	4.9%	64
Used Internet/30 days: not home/work/school/library	192	9.6%	104
Internet last 30 days: used email	926	46.2%	74
Internet last 30 days: used Instant Messenger	396	19.8%	78
Internet last 30 days: paid bills online	447	22.3%	68
Internet last 30 days: visited online blog	112	5.6%	58
Internet last 30 days: wrote online blog	41	2.0%	55
Internet last 30 days: visited chat room	98	4.9%	105
Internet last 30 days: looked for employment	219	11.0%	83
Internet last 30 days: played games online	385	19.2%	92
Internet last 30 days: traded/tracked investments	113	5.6%	51
Internet last 30 days: downloaded music	263	13.1%	71
Internet last 30 days: made phone call	28	1.4%	38
Internet last 30 days: made personal purchase	422	21.1%	68
Internet last 30 days: made business purchase	124	6.2%	65
Internet last 30 days: made travel plans	192	9.6%	56
Internet last 30 days: watched online video	283	14.1%	74
Internet last 30 days: obtained new/used car info	142	7.1%	80
Internet last 30 days: obtained financial info	294	14.7%	61
Internet last 30 days: obtained medical info	251	12.6%	75
Internet last 30 days: obtained latest news	523	26.1%	68
Internet last 30 days: obtained real estate info	127	6.3%	59

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# Electronics and Internet Market Potential

Bethel Village, OH  
 Bethel village, OH (3906068)  
 Geography: Place

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	372	18.6%	80
Ordered anything on Internet in last 12 months	420	21.0%	61
Ordered on Internet/12 mo: airline ticket	147	7.3%	44
Ordered on Internet/12 mo: CD/tape	52	2.6%	59
Ordered on Internet/12 mo: clothing	164	8.2%	56
Ordered on Internet/12 mo: computer	40	2.0%	58
Ordered on Internet/12 mo: computer peripheral	51	2.6%	59
Ordered on Internet/12 mo: DVD	90	4.5%	68
Ordered on Internet/12 mo: flowers	40	2.0%	43
Ordered on Internet/12 mo: software	74	3.7%	65
Ordered on Internet/12 mo: tickets (concerts etc.)	106	5.3%	55
Ordered on Internet/12 mo: toy	60	3.0%	60
Purchased item from amazon.com in last 12 months	124	6.2%	44
Purchased item from barnes&noble.com in last 12 mo	27	1.3%	42
Purchased item from bestbuy.com in last 12 months	38	1.9%	75
Purchased item from ebay.com in last 12 months	128	6.4%	69
Purchased item from walmart.com in last 12 months	80	4.0%	98
Spent on Internet orders last 12 months: <\$100	89	4.4%	82
Spent on Internet orders last 12 months: \$100-199	76	3.8%	70
Spent on Internet orders last 12 months: \$200-499	109	5.4%	65
Spent on Internet orders last 12 months: \$500+	126	6.3%	43
Connection to Internet from home: dial-up modem	135	6.7%	81
Connection to Internet from home: cable modem	353	17.6%	66
Connection to Internet from home: DSL	452	22.6%	92
Connection to Internet from home: wireless	155	7.7%	56
Connection to Internet from home: any broadband	907	45.3%	77
DVDs rented in last 30 days: 1	37	1.9%	70
DVDs rented in last 30 days: 2	72	3.6%	78
DVDs rented in last 30 days: 3	50	2.5%	78
DVDs rented in last 30 days: 4	60	3.0%	77
DVDs rented in last 30 days: 5+	280	14.0%	106
Rented video tape/DVD last month: action/adventure	366	18.3%	90
Rented video tape/DVD last month: classic	76	3.8%	73
Rented video tape/DVD last month: comedy	332	16.6%	80
Rented video tape/DVD last month: drama	244	12.2%	90
Rented video tape/DVD last month: family/children	186	9.3%	104
Rented video tape/DVD last month: foreign	22	1.1%	56
Rented video tape/DVD last month: horror	191	9.5%	129
Rented video tape/DVD last month: romance	154	7.7%	102
Rented video tape/DVD last month: science fiction	84	4.2%	79
Rented video tape/DVD last mo at Blockbuster Video	157	7.8%	65
Rented video tape/DVD last mo at Hollywood Video	44	2.2%	53
Bought video tape/DVD last month: action/adventure	184	9.2%	110
Bought video tape/DVD last month: classic	56	2.8%	103
Bought video tape/DVD last month: comedy	147	7.3%	91
Bought video tape/DVD last month: drama	64	3.2%	74
Bought video tape/DVD last month: family/children	103	5.2%	87
Bought video tape/DVD last month: horror	85	4.2%	135
Bought video tape/DVD last month: romance	61	3.0%	120

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Bethel Village, OH  
Bethel village, OH (3906068)  
Geography: Place

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	51	2.6%	102
Bought blank video tape in last 6 months	235	11.7%	103
Bought 7+ blank video tapes in last 6 months	69	3.4%	132
DVDs purchased in last 30 days: 1	86	4.3%	86
DVDs purchased in last 30 days: 2	70	3.5%	74
DVDs purchased in last 30 days: 3-4	101	5.1%	109
DVDs purchased in last 30 days: 5+	106	5.3%	102
Bought any camera in last 12 months	219	11.0%	85
Spent on cameras in last 12 months: <\$100	94	4.7%	106
Spent on cameras in last 12 months: \$100-199	50	2.5%	83
Spent on cameras in last 12 months: \$200+	63	3.1%	79
Own APS (point & shoot or SLR) camera	44	2.2%	80
Own digital camera	462	23.1%	70
Bought digital camera in last 12 months	86	4.3%	63
Own digital point & shoot camera	350	17.5%	70
Bought digital point & shoot camera in last 12 mo	88	4.4%	89
Own digital SLR camera	122	6.1%	66
Bought digital SLR camera in last 12 months	31	1.5%	69
Own 35mm auto focus point & shoot camera	69	3.4%	74
Own 35mm auto focus single lens reflex camera	38	1.9%	80
Own 35mm auto focus zoom camera	95	4.7%	84
Own 35mm single lens reflex camera	52	2.6%	87
Own Canon camera	174	8.7%	55
Bought Canon camera in last 12 months	27	1.4%	63
Own Fuji camera	71	3.5%	88
Own Kodak camera	244	12.2%	103
Bought Kodak camera in last 12 months	87	4.3%	146
Own Nikon camera	77	3.8%	71
Own Olympus camera	54	2.7%	59
Own Polaroid camera	55	2.8%	112
Bought any camera accessory in last 12 months	693	34.6%	81
Bought film in last 12 months	363	18.2%	95
Bought film in last 12 months: <3 rolls	167	8.3%	94
Bought film in last 12 months: 3-6 rolls	126	6.3%	100
Bought film in last 12 months: 7+ rolls	70	3.5%	83
Bought film in last 12 mo: APS (color prints)	42	2.1%	79
Bought film in last 12 mo: instant developing	40	2.0%	100
Bought film in last 12 mo: 35mm (black & white)	12	0.6%	63
Bought film in last 12 mo: 35mm (color prints)	218	10.9%	95
Bought Fuji film in last 12 months	85	4.3%	84
Bought Kodak film in last 12 months	222	11.1%	94
Bought store-brand film in last 12 months	39	2.0%	91
Purchased film in last 12 mo: department store	91	4.6%	122
Purchased film in last 12 mo: discount store	90	4.5%	94

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Bethel Village, OH  
Bethel village, OH (3906068)  
Geography: Place

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	73	3.6%	78
Purchased film in last 12 mo: grocery store	49	2.5%	114
Purchased film in last 12 mo: 1 hour service store	70	3.5%	138
Had film processed at discount store	57	2.9%	86
Had film processed at drug store	74	3.7%	87
Had film processed at 1 hour service store	52	2.6%	90
Bought memory card for camera in last 12 months	80	4.0%	52
Own memory card for camera	371	18.6%	75

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March 23, 2012



# Financial Investments Market Potential

Bethel Village, OH  
 Bethel village, OH (3906068)  
 Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		2,766	2,821	
Population 18+		2,002	2,060	
Households		1,067	1,090	
Median Household Income		\$45,225	\$50,290	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		888	44.4%	90
Bank/financial institution: use savings & loan		166	8.3%	79
Bank/financial institution: use credit union		429	21.4%	95
Bank/financial institution: use fed savings bank		40	2.0%	87
Bank/financial institution: use mutual funds co		42	2.1%	64
Bank/financial institution: use Internet Bank		48	2.4%	56
Used ATM/cash machine in last 12 months		782	39.1%	77
Banked in person in last 12 months		935	46.7%	90
Banked by mail in last 12 months		72	3.6%	67
Banked by phone in last 12 months		262	13.1%	87
Did banking over the Internet in last 12 months		335	16.7%	61
Used direct deposit of paycheck in last 12 months		629	31.4%	81
Have interest checking account		521	26.0%	81
Have non-interest checking account		490	24.5%	92
Have money market account		116	5.8%	47
Have savings account		622	31.1%	85
Have 401K retirement savings		215	10.7%	61
Have IRA retirement savings		170	8.5%	56
Have auto loan for new car		180	9.0%	78
Have personal loan for education only		42	2.1%	52
Have personal loan-not for education		59	2.9%	117
Have home mortgage (1st)		240	12.0%	62
Have 2nd mortgage (equity loan)		90	4.5%	72
Have home equity line of credit		80	4.0%	67
Have personal line of credit		73	3.6%	81
Have overdraft protection		223	11.1%	84
Own any securities investment		316	15.8%	63
Own annuities		57	2.8%	94
Own certificate of deposit (6 months or less)		57	2.8%	81
Own certificate of deposit (more than 6 months)		88	4.4%	79
Own common/preferred stock in company you work for		33	1.6%	55
Own common stock in company you don't work for		89	4.4%	70
Own insured money market account (bank)		25	1.2%	61
Own shares in money market fund		90	4.5%	68
Own shares in mutual fund (bonds)		81	4.0%	68
Own shares in mutual fund (stock)		124	6.2%	66
Own any stock		130	6.5%	71
Own stock with market value <\$10000		49	2.4%	79
Own stock with market value \$10000-49999		34	1.7%	68
Own stock with market value \$50000+		31	1.5%	62

**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

Bethel Village, OH  
Bethel village, OH (3906068)  
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	79	3.9%	58
Used financial planning counsel in last 12 months	89	4.4%	57
Used full service brokerage firm in last 12 months	94	4.7%	76
Own any credit/debit card (in own name)	1,297	64.8%	88
Own American Express card (in own name)	119	5.9%	48
Own Discover card (in own name)	200	10.0%	89
Own MasterCard (in own name)	543	27.1%	79
Own Visa (in own name)	819	40.9%	83
Own any department store credit card (in own name)	509	25.4%	82
Avg monthly credit card expenditures: <\$111	322	16.1%	116
Avg monthly credit card expenditures: \$111-225	133	6.6%	85
Avg monthly credit card expenditures: \$226-450	120	6.0%	80
Avg monthly credit card expenditures: \$451-700	90	4.5%	71
Avg monthly credit card expenditures: \$701+	121	6.0%	45

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# Pets and Products Market Potential

Bethel Village, OH  
Bethel village, OH (3906068)  
Geography: Place

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		2,766	2,821	
Population 18+		2,002	2,060	
Households		1,067	1,090	
Median Household Income		\$45,225	\$50,290	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Households</b>	<b>Percent</b>	<b>MPI</b>
HH owns any pet		531	49.8%	96
HH owns any bird		27	2.5%	87
HH owns any cat		254	23.8%	99
HH owns any dog		394	36.9%	98
HH owns 1 cat		147	13.8%	108
HH owns 2+ cats		107	10.0%	87
HH owns 1 dog		234	21.9%	93
HH owns 2+ dogs		160	15.0%	102
HH used canned cat food in last 6 months		126	11.8%	101
HH used <4 cans of cat food in last 7 days		56	5.2%	121
HH used 8+ cans of cat food in last 7 days		38	3.6%	99
HH used packaged dry cat food in last 6 months		246	23.1%	99
HH used <5 pounds of packaged dry cat food last mo		77	7.2%	88
HH used 11+ pounds of packaged dry cat food last mo		88	8.2%	114
HH used cat treats in last 6 months		99	9.3%	90
HH used cat litter in last 6 months		223	20.9%	102
HH used canned dog food in last 6 months		144	13.5%	102
HH used packaged dry dog food in last 6 months		386	36.2%	99
HH used <10 pounds of pkgd dry dog food last month		179	16.8%	101
HH used 25+ pounds of pkgd dry dog food last month		123	11.5%	105
HH used dog biscuits/treats in last 6 months		296	27.7%	94
HH used <2 packages of dog biscuits/treats last mo		131	12.3%	83
HH used 4+ packages of dog biscuits/treats last mo		87	8.2%	147
HH used flea/tick care prod for cat/dog last 12 mo		375	35.1%	103
HH member took pet to vet in last 12 mo: 1 time		114	10.7%	84
HH member took pet to vet in last 12 mo: 2 times		128	12.0%	109
HH member took pet to vet in last 12 mo: 3 times		53	5.0%	88
HH member took pet to vet in last 12 mo: 4 times		34	3.2%	77
HH member took pet to vet in last 12 mo: 5+ times		47	4.4%	79
Bought pet food from vet in last 12 months		38	3.6%	70
Bought flea control product from vet in last 12 mo		109	10.2%	77

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# Health and Beauty Market Potential

Bethel Village, OH  
 Bethel village, OH (3906068)  
 Geography: Place

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		2,766	2,821	
Population 18+		2,002	2,060	
Households		1,067	1,090	
Median Household Income		\$45,225	\$50,290	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Exercise at home 2+ times per week		459	22.9%	76
Exercise at club 2+ times per week		155	7.7%	63
Exercise at other facility (not club) 2+ times/wk		100	5.0%	62
Own stationary bicycle		83	4.1%	73
Own treadmill		136	6.8%	69
Own weight lifting equipment		176	8.8%	68
Presently controlling diet		769	38.4%	93
Diet control for blood sugar level		190	9.5%	129
Diet control for cholesterol level		221	11.0%	109
Diet control to maintain weight		157	7.8%	70
Diet control for physical fitness		163	8.1%	82
Diet control for salt restriction		94	4.7%	141
Diet control for weight loss		271	13.5%	95
Used doctor's care/diet for diet method		66	3.3%	109
Used exercise program for diet method		104	5.2%	61
Used Weight Watchers as diet method		41	2.0%	67
Buy foods specifically labeled as fat-free		304	15.2%	87
Buy foods specifically labeled as high fiber		181	9.0%	79
Buy foods specifically labeled as high protein		91	4.5%	83
Buy foods specifically labeled as lactose-free		21	1.0%	57
Buy foods specifically labeled as low-calorie		162	8.1%	75
Buy foods specifically labeled as low-carb		153	7.6%	99
Buy foods specifically labeled as low-cholesterol		180	9.0%	109
Buy foods specifically labeled as low-fat		228	11.4%	86
Buy foods specifically labeled as low-sodium		189	9.4%	105
Buy foods specifically labeled as natural/organic		90	4.5%	53
Buy foods specifically labeled as sugar-free		263	13.1%	99
Used butter alternatives in last 6 months		84	4.2%	100
Used egg alternatives in last 6 months		263	13.1%	92
Used salt alternatives in last 6 months		571	28.5%	102
Drank meal/dietary supplement in last 6 months		116	5.8%	79
Used nutrition/energy bar in last 6 months		175	8.7%	62
Drank sports drink/thirst quencher in last 6 mo		621	31.0%	97
Used vitamin/dietary supplement in last 6 months		868	43.4%	89
Vitamin/dietary suppl used/6 mo: antioxidant		47	2.3%	81
Vitamin/dietary suppl used/6 mo: B complex		88	4.4%	90
Vitamin/dietary suppl used/6 mo: B complex+C		23	1.1%	59
Vitamin/dietary suppl used/6 mo: B-6		32	1.6%	79
Vitamin/dietary suppl used/6 mo: B-12		107	5.3%	95
Vitamin/dietary suppl used/6 mo: C		141	7.0%	84
Vitamin/dietary suppl used/6 mo: calcium		187	9.3%	87

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# Health and Beauty Market Potential

Bethel Village, OH  
 Bethel village, OH (3906068)  
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	97	4.8%	98
Vitamin/dietary suppl used/6 mo: E	79	3.9%	79
Vitamin/dietary suppl used/6 mo: garlic	24	1.2%	70
Vitamin/dietary suppl used/6 mo: glucosamine	84	4.2%	91
Vitamin/dietary suppl used/6 mo: multiple formula	198	9.9%	84
Vitamin/dietary suppl used/6 mo: multiple w/iron	72	3.6%	83
Vitamin/dietary suppl used/6 mo: mult w/minerals	92	4.6%	78
Vitamin/dietary suppl used/6 mo: zinc	42	2.1%	91
Vitamin/dietary suppl/6 mo: Caltrate 600	62	3.1%	117
Vitamin/dietary suppl/6 mo: Centrum	87	4.3%	74
Vitamin/dietary suppl/6 mo: Nature Made	91	4.5%	77
Visited doctor in last 12 months	1,539	76.9%	99
Visited doctor in last 12 months: 1-3 times	692	34.6%	102
Visited doctor in last 12 months: 4-7 times	432	21.6%	97
Visited doctor in last 12 months: 8+ times	415	20.7%	96
Visited doctor in last 12 mo: allergist	32	1.6%	67
Visited doctor in last 12 mo: cardiologist	129	6.4%	91
Visited doctor in last 12 mo: chiropractor	157	7.8%	105
Visited doctor in last 12 mo: dentist	566	28.3%	75
Visited doctor in last 12 mo: dermatologist	91	4.5%	64
Visited doctor in last 12 mo: ear/nose/throat	88	4.4%	96
Visited doctor in last 12 mo: eye	372	18.6%	90
Visited doctor in last 12 mo: general/family	876	43.8%	103
Visited doctor in last 12 mo: internist	127	6.3%	87
Visited doctor in last 12 mo: physical therapist	66	3.3%	73
Visited doctor in last 12 mo: podiatrist	49	2.4%	72
Visited doctor in last 12 mo: urologist	67	3.3%	87
Visited nurse practitioner in last 12 months	89	4.4%	106
Wear regular/sun/tinted prescription eyeglasses	664	33.2%	96
Wear bi-focals	356	17.8%	113
Wear disposable contact lenses	90	4.5%	69
Wear soft contact lenses	131	6.5%	74
Spent on contact lenses in last 12 mo: <\$100	53	2.6%	95
Spent on contact lenses in last 12 mo: \$100-199	57	2.8%	76
Spent on contact lenses in last 12 mo: \$200+	39	1.9%	64
Bought prescription eyewear: discount optical ctr	142	7.1%	89
Bought prescription eyewear: from eye doctor	496	24.8%	97
Bought prescription eyewear: retail optical chain	178	8.9%	80
Used prescription drug for allergy/hay fever	152	7.6%	108
Used prescription drug for anxiety/panic	102	5.1%	125
Used prescription drug for arthritis/rheumatism	60	3.0%	114
Used prescription drug for asthma	110	5.5%	134
Used prescription drug for backache/back pain	183	9.1%	124
Used prescription drug for depression	173	8.6%	147
Used prescr drug for diabetes (insulin dependent)	47	2.3%	119
Used prescr drug for diabetes (non-insulin)	98	4.9%	131
Used prescription drug for eczema/skin itch/rash	32	1.6%	77

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# Health and Beauty Market Potential

Bethel Village, OH  
 Bethel village, OH (3906068)  
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	132	6.6%	100
Used prescription drug for high blood pressure	304	15.2%	122
Used prescription drug for high cholesterol	169	8.4%	97
Used prescription drug for migraine headache	90	4.5%	121
Used prescription drug for sinus congest./headache	77	3.8%	79
Used prescription drug for urinary tract infection	69	3.4%	110
Used last 6 mo: adhesive bandages	1,174	58.6%	106
Used last 6 mo: athlete's foot/foot care product	260	13.0%	93
Used last 6 mo: cold/sinus/allergy med (nonprescr)	947	47.3%	99
Used last 6 mo: children's cold tablets/liquids	316	15.8%	105
Used last 6 mo: contact lens cleaning solution	167	8.3%	68
Used last 6 mo: cotton swabs	1,012	50.5%	105
Used last 6 mo: cough/sore throat drops (nonprescr)	1,014	50.6%	107
Used last 6 mo: cough syrup/suppressant (nonprescr)	740	37.0%	108
Used last 6 mo: children's cough syrup	298	14.9%	104
Used last 6 mo: diarrhea remedy	434	21.7%	132
Used last 6 mo: eye wash and drops	575	28.7%	94
Used last 6 mo: headache/pain reliever (nonprescr)	1,726	86.2%	103
Used last 6 mo: hemorrhoid remedy	153	7.6%	86
Used last 6 mo: indigestion/upset stomach remedy	967	48.3%	107
Used last 6 mo: lactose intolerance product	47	2.3%	67
Used last 6 mo: laxative/fiber supplement	335	16.7%	120
Used last 6 mo: medicated skin ointment	590	29.5%	94
Used last 6 mo: medicated throat remedy	235	11.7%	102
Used last 6 mo: nasal spray	293	14.6%	92
Used last 6 mo: pain reliever/fever reducer (kids)	483	24.1%	109
Used last 6 mo: pain relieving rub/liquid/patch	555	27.7%	110
Used last 6 mo: sleeping tablets (nonprescription)	94	4.7%	87
Used last 12 mo: sunburn remedy	313	15.6%	101
Used last 12 mo: suntan/sunscreen product	644	32.2%	84
Used last 12 mo: SPF 15+ suntan/sunscreen product	474	23.7%	79
Used last 6 mo: toothache/gum/canker sore remedy	411	20.5%	122
Used last 6 mo: vitamins for children	267	13.3%	91
Used body powder in last 6 months	597	29.8%	107
Used body powder <3 times in last 7 days	265	13.2%	112
Used body powder 8+ times in last 7 days	41	2.0%	94
Used body wash/shower gel in last 6 months	1,078	53.8%	104
Used breath freshener in last 6 months	998	49.9%	107
Used complexion care product in last 6 months	891	44.5%	94
Used complexion care product <7 times last week	255	12.7%	93
Used complexion care product 11+ times last week	312	15.6%	94
Used complexion care prod: dry facial skin type	144	7.2%	98
Used complexion care prod: normal facial skin type	279	13.9%	92
Used complexion care prod: oily facial skin type	105	5.2%	87
Used dental floss in last 6 months	1,029	51.4%	82

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# Health and Beauty Market Potential

Bethel Village, OH  
 Bethel village, OH (3906068)  
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	396	19.8%	98
Used denture adhesive/fixative in last 6 months	182	9.1%	145
Used denture cleaner in last 6 months	311	15.5%	140
Used deodorant/antiperspirant in last 6 months	1,892	94.5%	101
Used deodorant/antiperspirant <8 times last week	1,343	67.1%	98
Used deodorant/antiperspirant 15+ times last week	182	9.1%	150
Used disposable razor in last 6 months	1,043	52.1%	100
Used electric shaver in last 6 months	402	20.1%	107
Used hair coloring product (at home) last 6 months	436	21.8%	109
Used hair conditioner (at home) in last 6 months	1,211	60.5%	97
Used hair conditioning treatment (at home)/6 mo	515	25.7%	109
Used hair growth product in last 6 months	28	1.4%	61
Used hair mousse in last 6 months	326	16.3%	94
Used hair spray (at home) in last 6 months	740	37.0%	102
Used hair styling gel/lotion in last 6 months	462	23.1%	86
Used hand & body cream/lotion/oil in last 6 months	1,453	72.6%	100
Used hand & body cream/lotion/oil <5 times last wk	432	21.6%	101
Used hand & body cream/lotion/oil 9+ times last wk	527	26.3%	106
Used hand & body cream in last 6 months	276	13.8%	79
Used hand & body lotion in last 6 months	1,035	51.7%	105
Used hand & body oil in last 6 months	145	7.2%	140
Used lip care in last 6 months	1,196	59.7%	100
Used liquid soap/hand sanitizer in last 6 months	1,497	74.8%	97
Used mouthwash in last 6 months	1,352	67.5%	102
Used mouthwash <4 times in last 7 days	410	20.5%	95
Used mouthwash 8+ times in last 7 days	310	15.5%	98
Used shampoo (at home) in last 6 months	1,827	91.3%	99
Used shampoo plus conditioner prod (at home)/6 mo	456	22.8%	118
Used shaving cream/gel in last 6 months	1,074	53.6%	103
Used personal care soap (bar) in last 6 months	1,691	84.5%	101
Used personal care soap for antibacterial purpose	437	21.8%	114
Used personal care soap for complexion	140	7.0%	102
Used personal care soap for deodorant	327	16.3%	101
Use personal care soap for moisturizing	409	20.4%	94
Bought toothbrush in last 6 months	1,761	88.0%	103
Bought electric toothbrush in last 6 months	67	3.3%	50
Used toothpaste in last 6 months	1,882	94.0%	98
Used toothpaste <8 times in last 7 days	751	37.5%	117
Used toothpaste 15+ times in last 7 days	289	14.4%	89
Used toothpaste with baking soda in last 6 months	200	10.0%	87
Used toothpaste (gel) in last 6 months	573	28.6%	103
Used toothpaste (paste) in last 6 months	872	43.6%	90
Used whitening toothpaste in last 6 months	703	35.1%	101
Used tooth whitener (not toothpaste) last 6 months	171	8.5%	80
Had professional manicure/pedicure last 6 months	224	11.2%	65
Had professional facial/massage last 6 months	97	4.8%	52
Spent \$100+ at barber shops in last 6 months	91	4.5%	85
Spent \$100+ at beauty parlors in last 6 months	177	8.8%	56

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Bethel Village, OH  
Bethel village, OH (3906068)  
Geography: Place

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>	<b>2010</b>	<b>2015</b>
Population	2,766	2,821
Population 18+	2,002	2,060
Households	1,067	1,090
Median Household Income	\$45,225	\$50,290

<b>Product/Consumer Behavior</b>	<b>Expected Number of</b>		
	<b>Adults</b>	<b>Percent</b>	<b>MPI</b>
Went to family restaurant/steak house in last 6 months	1,282	64.0%	89
Family restaurant/steak house last month: <2 times	478	23.9%	93
Family restaurant/steak house last month: 2-4 times	484	24.2%	89
Family restaurant/steak house last month: 5+ times	320	16.0%	82
Family restaurant/steak house last 6 months: breakfast	226	11.3%	86
Family restaurant/steak house last 6 months: lunch	478	23.9%	96
Family restaurant/steak house last 6 months: snack	33	1.6%	59
Family restaurant/steak house last 6 months: dinner	819	40.9%	77
Family restaurant/steak house last 6 months: weekday	617	30.8%	80
Family restaurant/steak house last 6 months: weekend	751	37.5%	84
Family restaurant/steak house last 6 months: Applebee's	410	20.5%	81
Family restaurant/steak house last 6 months: Bennigan's	24	1.2%	55
Family restaurant/steak house last 6 months: Bob Evans Farm	103	5.1%	112
Family restaurant/steak house last 6 months: Cheesecake Factory	51	2.5%	39
Family restaurant/steak house last 6 months: Chili's Grill & Bar	141	7.0%	61
Family restaurant/steak house last 6 months: Cracker Barrel	232	11.6%	105
Family restaurant/steak house last 6 months: Denny's	123	6.1%	68
Family restaurant/steak house last 6 months: Friendly's	40	2.0%	50
Family restaurant/steak house last 6 months: Golden Corral	177	8.8%	122
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	165	8.2%	71
Family restaurant/steak house last 6 months: Lone Star Steakhouse	59	2.9%	108
Family restaurant/steak house last 6 months: Old Country Buffet	38	1.9%	67
Family restaurant/steak house last 6 months: Olive Garden	243	12.1%	68
Family restaurant/steak house last 6 months: Outback Steakhouse	151	7.5%	66
Family restaurant/steak house last 6 months: Perkins	93	4.6%	128
Family restaurant/steak house last 6 months: Red Lobster	208	10.4%	77
Family restaurant/steak house last 6 months: Red Robin	71	3.5%	63
Family restaurant/steak house last 6 months: Ruby Tuesday	90	4.5%	54
Family restaurant/steak house last 6 months: Ryan's	132	6.6%	175
Family restaurant/steak house last 6 months: Sizzler	43	2.1%	71
Family restaurant/steak house last 6 months: T.G.I. Friday's	102	5.1%	49
Went to fast food/drive-in restaurant in last 6 months	1,768	88.3%	99
Went to fast food/drive-in restaurant <6 times/month	703	35.1%	100
Went to fast food/drive-in restaurant 6-13 times/month	572	28.6%	99
Went to fast food/drive-in restaurant 14+ times/month	493	24.6%	99
Fast food/drive-in last 6 months: breakfast	491	24.5%	89
Fast food/drive-in last 6 months: lunch	1,080	53.9%	92
Fast food/drive-in last 6 months: snack	277	13.8%	80
Fast food/drive-in last 6 months: dinner	989	49.4%	102

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March 23, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Bethel Village, OH  
Bethel village, OH (3906068)  
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	1,254	62.6%	94
Fast food/drive-in last 6 months: weekend	947	47.3%	98
Fast food/drive-in last 6 months: A & W	72	3.6%	79
Fast food/drive-in last 6 months: Arby's	501	25.0%	121
Fast food/drive-in last 6 months: Boston Market	39	1.9%	41
Fast food/drive-in last 6 months: Burger King	854	42.7%	118
Fast food/drive-in last 6 months: Captain D's	149	7.4%	145
Fast food/drive-in last 6 months: Carl's Jr.	58	2.9%	47
Fast food/drive-in last 6 months: Checkers	51	2.5%	80
Fast food/drive-in last 6 months: Chick-fil-A	181	9.0%	70
Fast food/drive-in last 6 months: Chipotle Mex. Grill	48	2.4%	39
Fast food/drive-in last 6 months: Chuck E. Cheese	76	3.8%	85
Fast food/drive-in last 6 months: Church's Fr. Chicken	56	2.8%	65
Fast food/drive-in last 6 months: Dairy Queen	379	18.9%	119
Fast food/drive-in last 6 months: Del Taco	20	1.0%	30
Fast food/drive-in last 6 months: Domino's Pizza	249	12.4%	93
Fast food/drive-in last 6 months: Dunkin' Donuts	114	5.7%	49
Fast food/drive-in last 6 months: Fuddruckers	28	1.4%	50
Fast food/drive-in last 6 months: Hardee's	218	10.9%	160
Fast food/drive-in last 6 months: Jack in the Box	175	8.7%	84
Fast food/drive-in last 6 months: KFC	586	29.3%	106
Fast food/drive-in last 6 months: Little Caesars	169	8.4%	115
Fast food/drive-in last 6 months: Long John Silver's	203	10.1%	160
Fast food/drive-in last 6 months: McDonald's	1,102	55.0%	98
Fast food/drive-in last 6 months: Panera Bread	71	3.5%	36
Fast food/drive-in last 6 months: Papa John's	166	8.3%	95
Fast food/drive-in last 6 months: Pizza Hut	543	27.1%	123
Fast food/drive-in last 6 months: Popeyes	49	2.4%	33
Fast food/drive-in last 6 months: Quiznos	137	6.8%	76
Fast food/drive-in last 6 months: Sonic Drive-In	283	14.1%	120
Fast food/drive-in last 6 months: Starbucks	139	6.9%	47
Fast food/drive-in last 6 months: Steak n Shake	66	3.3%	65
Fast food/drive-in last 6 months: Subway	599	29.9%	94
Fast food/drive-in last 6 months: Taco Bell	611	30.5%	95
Fast food/drive-in last 6 months: Wendy's	652	32.6%	104
Fast food/drive-in last 6 months: Whataburger	56	2.8%	58
Fast food/drive-in last 6 months: White Castle	71	3.5%	88
Fast food/drive-in last 6 months: eat in	657	32.8%	87
Fast food/drive-in last 6 months: home delivery	187	9.3%	90
Fast food/drive-in last 6 months: take-out/drive-thru	1,082	54.0%	103
Fast food/drive-in last 6 months: take-out/walk-in	426	21.3%	86

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March 23, 2012

Made with Esri Business Analyst



# Sports and Leisure Market Potential

Bethel Village, OH  
 Bethel village, OH (3906068)  
 Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		2,766	2,821	
Population 18+		2,002	2,060	
Households		1,067	1,090	
Median Household Income		\$45,225	\$50,290	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Participated in aerobics		134	6.7%	68
Participated in archery		64	3.2%	120
Participated in backpacking/hiking		106	5.3%	56
Participated in baseball		94	4.7%	90
Participated in basketball		197	9.8%	105
Participated in bicycling (mountain)		44	2.2%	60
Participated in bicycling (road)		139	6.9%	72
Participated in boating (power)		88	4.4%	71
Participated in bowling		211	10.5%	90
Participated in canoeing/kayaking		69	3.4%	72
Participated in downhill skiing		26	1.3%	45
Participated in fishing (fresh water)		312	15.6%	119
Participated in fishing (salt water)		69	3.4%	76
Participated in football		110	5.5%	88
Participated in Frisbee		114	5.7%	104
Participated in golf		128	6.4%	62
Play golf < once a month		41	2.0%	52
Play golf 1+ times a month		78	3.9%	72
Participated in horseback riding		65	3.2%	107
Participated in hunting with rifle		102	5.1%	105
Participated in hunting with shotgun		82	4.1%	96
Participated in ice skating		31	1.5%	54
Participated in jogging/running		128	6.4%	61
Participated in martial arts		20	1.0%	71
Participated in motorcycling		95	4.7%	129
Participated in Pilates		40	2.0%	61
Participated in roller skating		38	1.9%	91
Participated in snowboarding		21	1.0%	55
Participated in soccer		49	2.4%	57
Participated in softball		56	2.8%	72
Participated in swimming		337	16.8%	87
Participated in target shooting		54	2.7%	70
Participated in tennis		49	2.4%	57
Participated in volleyball		55	2.7%	79
Participated in walking for exercise		506	25.3%	85
Participated in weight lifting		167	8.3%	71
Participated in yoga		56	2.8%	48
Spent on high end sports/recreation equipment/12 mo: <\$250		116	5.8%	131
Spent on high end sports/recreation equipment/12 mo: \$250+		60	3.0%	77
Attend sports event: auto racing (NASCAR)		124	6.2%	84
Attend sports event: auto racing (not NASCAR)		115	5.7%	91
Attend sports event: baseball game		258	12.9%	87

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March 23, 2012

Made with Esri Business Analyst



# Sports and Leisure Market Potential

Bethel Village, OH  
 Bethel village, OH (3906068)  
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	139	6.9%	87
Attend sports event: basketball game (pro)	129	6.4%	75
Attend sports event: football game (college)	187	9.3%	90
Attend sports event: football-Monday night game (pro)	91	4.5%	74
Attend sports event: football-weekend game (pro)	145	7.2%	80
Attend sports event: golf tournament	96	4.8%	86
Attend sports event: ice hockey game	98	4.9%	74
Attend sports event: soccer game	102	5.1%	82
Attend sports event: tennis match	85	4.2%	86
Attended adult education course in last 12 months	84	4.2%	63
Attended auto show in last 12 months	131	6.5%	79
Went to bar/night club in last 12 months	342	17.1%	90
Went to beach in last 12 months	328	16.4%	67
Attended dance performance in last 12 months	61	3.0%	69
Danced/went dancing in last 12 months	141	7.0%	74
Dined out in last 12 months	850	42.5%	86
Dine out < once a month	60	3.0%	64
Dine out once a month	107	5.3%	86
Dine out 2-3 times a month	206	10.3%	89
Dine out once a week	198	9.9%	86
Dine out 2+ times per week	157	7.8%	79
Gambled at casino in last 12 months	266	13.3%	83
Gambled at casino 6+ times in last 12 months	51	2.5%	94
Gambled in Atlantic City in last 12 months	23	1.1%	45
Gambled in Las Vegas in last 12 months	37	1.8%	39
Attended horse races in last 12 months	50	2.5%	84
Attended movies in last 6 months	1,030	51.4%	87
Attended movies in last 90 days: < once a month	601	30.0%	93
Attended movies in last 90 days: once a month	157	7.8%	77
Attended movies in last 90 days: 2-3 times a month	103	5.1%	76
Attended movies in last 90 days: once/week or more	26	1.3%	51
Prefer to see movie after second week of release	393	19.6%	83
Went to museum in last 12 months	102	5.1%	40
Attended music performance in last 12 months	331	16.5%	70
Attended country music performance in last 12 mo	89	4.4%	88
Attended rock music performance in last 12 months	136	6.8%	62
Attended classical music/opera performance/12 mo	40	2.0%	43
Went to live theater in last 12 months	158	7.9%	60
Visited a theme park in last 12 months	330	16.5%	77
Visited Disney World (FL)/12 mo: Magic Kingdom	38	1.9%	56
Visited any Sea World in last 12 months	30	1.5%	44
Visited any Six Flags in last 12 months	66	3.3%	57
Went to zoo in last 12 months	198	9.9%	78
Played backgammon in last 12 months	20	1.0%	50
Participated in book club in last 12 months	61	3.0%	96
Played billiards/pool in last 12 months	189	9.4%	98
Played bingo in last 12 months	97	4.8%	114
Did birdwatching in last 12 months	108	5.4%	87
Played board game in last 12 months	265	13.2%	81

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March 23, 2012

Made with Esri Business Analyst



# Sports and Leisure Market Potential

Bethel Village, OH  
 Bethel village, OH (3906068)  
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	393	19.6%	94
Played chess in last 12 months	55	2.7%	75
Cooked for fun in last 12 months	383	19.1%	92
Did crossword puzzle in last 12 months	287	14.3%	99
Participated in fantasy sports league last 12 mo	43	2.1%	66
Flew a kite in last 12 months	34	1.7%	60
Did furniture refinishing in last 12 months	69	3.4%	107
Did indoor gardening/plant care in last 12 months	169	8.4%	84
Participated in karaoke in last 12 months	107	5.3%	121
Bought lottery ticket in last 12 months	667	33.3%	96
Bought lottery ticket in last 12 mo: Daily Drawing	99	4.9%	102
Bought lottery ticket in last 12 mo: Instant Game	382	19.1%	120
Bought lottery ticket in last 12 mo: Lotto Drawing	383	19.1%	89
Played lottery: <3 times in last 30 days	285	14.2%	90
Played lottery: 3-7 times in last 30 days	190	9.5%	99
Played lottery: 8+ times in last 30 days	192	9.6%	103
Played musical instrument in last 12 months	88	4.4%	55
Did painting/drawing in last 12 months	115	5.7%	88
Did photography in last 12 months	223	11.1%	88
Read book in last 12 months	711	35.5%	87
Participated in trivia games in last 12 months	95	4.7%	79
Played video game in last 12 months	257	12.8%	96
Did woodworking in last 12 months	99	4.9%	105
Participated in word games in last 12 months	159	7.9%	83
Member of AARP	264	13.2%	85
Member of business club	23	1.1%	46
Member of charitable organization	85	4.2%	67
Member of church board	71	3.5%	82
Member of fraternal order	62	3.1%	88
Member of religious club	91	4.5%	71
Member of union	103	5.1%	98
Member of veterans club	58	2.9%	85
Bought any children`s toy/game in last 12 months	680	34.0%	98
Spent on toys/games in last 12 months: <\$50	144	7.2%	118
Spent on toys/games in last 12 months: \$50-99	48	2.4%	87
Spent on toys/games in last 12 months: \$100-199	112	5.6%	78
Spent on toys/games in last 12 months: \$200-499	218	10.9%	101
Spent on toys/games in last 12 months: \$500+	92	4.6%	80
Bought infant toy in last 12 months	181	9.0%	108
Bought pre-school toy in last 12 months	161	8.0%	99
Spent on toys/games (for child <6)/12 mo: <\$100	203	10.1%	91
Spent on toys/games (for child <6)/12 mo: \$100-199	141	7.0%	105
Spent on toys/games (for child <6)/12 mo: \$200+	149	7.4%	96
Bought for child in last 12 mo: boy action figure	142	7.1%	88
Bought for child in last 12 mo: girl action figure	80	4.0%	129
Bought for child in last 12 mo: bicycle	139	6.9%	101
Bought for child in last 12 mo: board game	227	11.3%	96

**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.

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# Sports and Leisure Market Potential

Bethel Village, OH  
Bethel village, OH (3906068)  
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	57	2.8%	84
Bought for child in last 12 mo: car	177	8.8%	96
Bought for child in last 12 mo: construction toy	98	4.9%	99
Bought for child in last 12 mo: large/baby doll	138	6.9%	106
Bought for child in last 12 mo: fashion doll	108	5.4%	106
Bought for child in last 12 mo: plush doll/animal	184	9.2%	109
Bought for child in last 12 mo: doll accessories	61	3.0%	76
Bought for child in last 12 mo: doll clothing	85	4.2%	103
Bought for child in last 12 mo: educational toy	270	13.5%	99
Bought for child in last 12 mo: electronic game	151	7.5%	81
Bought for child in last 12 mo: mechanical toy	71	3.5%	89
Bought for child in last 12 mo: model kit/set	51	2.5%	99
Bought for child in last 12 mo: sound game	57	2.8%	102
Bought for child in last 12 mo: water toy	210	10.5%	109
Bought for child in last 12 mo: word game	62	3.1%	80
Bought book in last 12 months	822	41.1%	82
Bought 1-3 books in last 12 months	358	17.9%	91
Bought 4-9 books in last 12 months	222	11.1%	71
Bought 10+ books in last 12 months	243	12.1%	80
Bought paperback book in last 12 months	643	32.1%	85
Bought <3 paperback books in last 12 months	259	12.9%	100
Bought 3-6 paperback books in last 12 months	189	9.4%	72
Bought 7+ paperback books in last 12 months	195	9.7%	83
Bought hardcover book in last 12 months	420	21.0%	75
Bought <3 hardcover books in last 12 months	203	10.1%	83
Bought 3-5 hardcover books in last 12 months	113	5.6%	70
Bought 6+ hardcover books in last 12 months	105	5.2%	67
Bought book (fiction) in last 12 months	426	21.3%	76
Bought book (non-fiction) in last 12 months	385	19.2%	76
Bought biography in last 12 months	142	7.1%	98
Bought children`s book in last 12 months	210	10.5%	82
Bought cookbook in last 12 months	188	9.4%	86
Bought desk dictionary in last 12 months	25	1.2%	61
Bought history book in last 12 months	109	5.4%	72
Bought mystery book in last 12 months	163	8.1%	72
Bought personal/business self-help book last 12 mo	79	3.9%	55
Bought religious book (not bible) last 12 months	170	8.5%	112
Bought romance book in last 12 months	144	7.2%	110
Bought science fiction book in last 12 months	66	3.3%	72
Bought book through book club in last 12 months	70	3.5%	81
Bought book at book store in last 12 months	468	23.4%	70
Bought book at Barnes & Noble in last 12 months	267	13.3%	68
Bought book at Borders in last 12 months	111	5.5%	50
Bought book at convenience store in last 12 months	49	2.4%	110
Bought book at department store in last 12 months	204	10.2%	133
Bought book at drug store in last 12 months	41	2.0%	90
Bought book through Internet in last 12 mo	107	5.3%	53
Bought book through mail order in last 12 months	60	3.0%	88
Bought book at supermarket in last 12 months	118	5.9%	113
Bought book at warehouse store in last 12 months	77	3.8%	66

**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.

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Bethel Village, OH  
Bethel village, OH (3906068)  
Geography: Place

www.ClermontCountyOhio.biz

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Home Town	64.7%	Population	2,766	2,821
Midlife Junction	33.8%	Households	1,067	1,090
Green Acres	0.8%	Families	736	745
Salt of the Earth	0.7%	Median Age	33.7	33.6
Top Rung	0.0%	Median Household Income	\$45,225	\$50,290
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		51	\$1,224.00	\$1,306,006
Men's		48	\$219.64	\$234,359
Women's		45	\$374.77	\$399,876
Children's		57	\$229.68	\$245,071
Footwear		37	\$154.91	\$165,291
Watches & Jewelry		69	\$134.82	\$143,848
Apparel Products and Services (1)		118	\$110.18	\$117,561
<b>Computer</b>				
Computers and Hardware for Home Use		74	\$141.70	\$151,193
Software and Accessories for Home Use		72	\$20.54	\$21,915
<b>Entertainment &amp; Recreation</b>		74	\$2,397.73	\$2,558,382
Fees and Admissions		65	\$399.61	\$426,379
Membership Fees for Clubs (2)		65	\$106.54	\$113,676
Fees for Participant Sports, excl. Trips		68	\$72.41	\$77,261
Admission to Movie/Theatre/Opera/Ballet		67	\$100.87	\$107,632
Admission to Sporting Events, excl. Trips		70	\$41.67	\$44,459
Fees for Recreational Lessons		57	\$77.66	\$82,865
Dating Services		59	\$0.46	\$486
TV/Video/Audio		77	\$955.74	\$1,019,771
Community Antenna or Cable TV		81	\$582.08	\$621,079
Televisions		71	\$137.67	\$146,890
VCRs, Video Cameras, and DVD Players		75	\$15.21	\$16,230
Video Cassettes and DVDs		78	\$40.99	\$43,735
Video and Computer Game Hardware and Software		77	\$42.69	\$45,551
Satellite Dishes		71	\$0.90	\$956
Rental of Video Cassettes and DVDs		78	\$32.31	\$34,474
Streaming/Downloaded Video		62	\$0.86	\$919
Audio (3)		67	\$98.09	\$104,667
Rental and Repair of TV/Radio/Sound Equipment		65	\$4.94	\$5,271
Pets		93	\$399.84	\$426,624
Toys and Games (4)		77	\$112.17	\$119,687
Recreational Vehicles and Fees (5)		67	\$214.84	\$229,235
Sports/Recreation/Exercise Equipment (6)		59	\$106.54	\$113,675
Photo Equipment and Supplies (7)		73	\$75.88	\$80,964
Reading (8)		74	\$114.18	\$121,832
Catered Affairs (9)		77	\$18.95	\$20,215
<b>Food</b>		76	\$5,825.30	\$6,215,598
Food at Home		77	\$3,425.18	\$3,654,671
Bakery and Cereal Products		77	\$461.39	\$492,303
Meats, Poultry, Fish, and Eggs		76	\$791.62	\$844,657
Dairy Products		77	\$384.66	\$410,428
Fruits and Vegetables		73	\$573.70	\$612,134
Snacks and Other Food at Home (10)		78	\$1,213.82	\$1,295,148
Food Away from Home		75	\$2,400.12	\$2,560,927
Alcoholic Beverages		74	\$424.66	\$453,116
Nonalcoholic Beverages at Home		78	\$341.16	\$364,016

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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

March 23, 2012

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# Retail Goods and Services Expenditures

Bethel Village, OH  
 Bethel village, OH (3906068)  
 Geography: Place

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	72	\$1,253.07	\$1,337,030
Vehicle Loans	80	\$3,917.17	\$4,179,623
<b>Health</b>			
Nonprescription Drugs	81	\$83.31	\$88,894
Prescription Drugs	86	\$429.83	\$458,625
Eyeglasses and Contact Lenses	76	\$58.76	\$62,696
<b>Home</b>			
Mortgage Payment and Basics (11)	65	\$6,088.07	\$6,495,967
Maintenance and Remodeling Services	65	\$1,285.10	\$1,371,197
Maintenance and Remodeling Materials (12)	72	\$267.68	\$285,614
Utilities, Fuel, and Public Services	81	\$3,651.64	\$3,896,302
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	72	\$96.00	\$102,432
Furniture	70	\$420.76	\$448,952
Floor Coverings	71	\$53.57	\$57,161
Major Appliances (14)	75	\$228.17	\$243,456
Housewares (15)	64	\$55.13	\$58,822
Small Appliances	78	\$25.71	\$27,429
Luggage	68	\$6.25	\$6,672
Telephones and Accessories	53	\$22.55	\$24,056
<b>Household Operations</b>			
Child Care	67	\$311.15	\$331,994
Lawn and Garden (16)	72	\$301.92	\$322,151
Moving/Storage/Freight Express	64	\$38.76	\$41,356
Housekeeping Supplies (17)	78	\$549.22	\$586,016
<b>Insurance</b>			
Owners and Renters Insurance	77	\$357.13	\$381,053
Vehicle Insurance	76	\$886.23	\$945,602
Life/Other Insurance	78	\$324.52	\$346,262
Health Insurance	82	\$1,580.85	\$1,686,767
Personal Care Products (18)	75	\$300.10	\$320,207
School Books and Supplies (19)	90	\$96.28	\$102,729
Smoking Products	92	\$391.06	\$417,261
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	77	\$3,368.32	\$3,593,999
Gasoline and Motor Oil	82	\$2,351.23	\$2,508,761
Vehicle Maintenance and Repairs	75	\$706.19	\$753,503
<b>Travel</b>			
Airline Fares	61	\$278.67	\$297,339
Lodging on Trips	65	\$283.98	\$303,010
Auto/Truck/Van Rental on Trips	60	\$22.18	\$23,664
Food and Drink on Trips	68	\$295.58	\$315,383

**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



# Retail Goods and Services Expenditures

Bethel Village, OH  
Bethel village, OH (3906068)  
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

Bethel Village, OH  
Bethel village, OH (3906068)  
Geography: Place

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		2,766	2,821
Households		1,067	1,090
Families		736	745
Median Age		33.7	33.6
Median Household Income		\$45,225	\$50,290
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
<b>Products</b>			<b>Total</b>
Vehicle Coolant/Brake/Transmission Fluids	88	\$4.18	\$4,462
Gasoline	82	\$2,297.90	\$2,451,858
Motor Oil	87	\$10.28	\$10,972
Vehicle Parts/Equipment and Accessories	77	\$43.00	\$45,885
Tire Purchase/Replacement	78	\$112.75	\$120,299
Vehicle Audio/Video Equipment and Installation	64	\$4.57	\$4,878
Vehicle Cleaning Products and Services	66	\$5.34	\$5,693
<b>Services</b>			
Auto Repair Service Policy	78	\$12.81	\$13,665
Membership Fees for Automobile Service Clubs	68	\$15.02	\$16,028
Global Positioning Services	74	\$1.88	\$2,003
Vehicle Air Conditioning Repair	78	\$13.69	\$14,607
Vehicle Body Work and Painting	74	\$28.19	\$30,081
Vehicle Brake Work	71	\$56.32	\$60,093
Vehicle Clutch/Transmission Repair	75	\$34.47	\$36,776
Vehicle Cooling System Repair	75	\$21.73	\$23,189
Vehicle Drive Shaft and Rear-end Repair	71	\$6.11	\$6,515
Vehicle Electrical System Repair	77	\$26.62	\$28,401
Vehicle Exhaust System Repair	75	\$10.02	\$10,690
Vehicle Front End Alignment/Wheel Balance & Rotation	74	\$13.77	\$14,693
Lube/Oil Change and Oil Filters	83	\$74.34	\$79,318
Vehicle Motor Repair/Replacement	73	\$66.61	\$71,071
Vehicle Motor Tune-up	64	\$39.40	\$42,040
Vehicle Shock Absorber Replacement	76	\$5.08	\$5,419
Vehicle Steering/Front End Repair	75	\$20.82	\$22,211
Tire Repair and Other Repair Work	74	\$48.00	\$51,216

**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

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Expenditures

Bethel Village, OH  
Bethel village, OH (3906068)  
Geography: Place

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		2,766	2,821
Households		1,067	1,090
Families		736	745
Median Age		33.7	33.6
Median Household Income		\$45,225	\$50,290
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	73	\$4,221.58	\$4,504,427
Savings Accounts	73	\$9,599.36	\$10,242,522
U.S. Savings Bonds	77	\$317.44	\$338,703
Stocks, Bonds & Mutual Funds	69	\$26,968.05	\$28,774,910
<b>Annual Changes</b>			
Checking Accounts	48	\$124.99	\$133,363
Savings Accounts	60	\$234.68	\$250,402
U.S. Savings Bonds	-116	-\$2.77	-\$2,951
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	72	\$704.21	\$751,392
Interest from Savings Accounts or Bonds	72	\$656.96	\$700,978
Retirement Plan Contributions	67	\$920.24	\$981,898
<b>Liabilities</b>			
Original Mortgage Amount	56	\$12,149.81	\$12,963,849
Vehicle Loan Amount 1	79	\$2,158.78	\$2,303,420
<b>Amount Paid: Interest</b>			
Home Mortgage	62	\$2,883.33	\$3,076,508
Lump Sum Home Equity Loan	63	\$82.23	\$87,738
New Car/Truck/Van Loan	74	\$154.31	\$164,653
Used Car/Truck/Van Loan	86	\$139.42	\$148,766
<b>Amount Paid: Principal</b>			
Home Mortgage	66	\$1,298.23	\$1,385,209
Lump Sum Home Equity Loan	68	\$112.89	\$120,455
New Car/Truck/Van Loan	75	\$839.53	\$895,782
Used Car/Truck/Van Loan	87	\$661.41	\$705,727
Checking Account and Banking Service Charges	78	\$21.63	\$23,083
Finance Charges, excluding Mortgage/Vehicle	72	\$176.56	\$188,391

**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

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# House and Home Expenditures

Bethel Village, OH  
 Bethel village, OH (3906068)  
 Geography: Place

www.ClermontCountyOhio.biz

2010 Housing Summary		2010 Demographic Summary		
Housing Units	1,197	Population	2,766	
2010-2015 Percent Change	4.18%	Households	1,067	
Percent Occupied	89.1%	Families	736	
Percent Owner HHS	59.0%	Median Age	33.7	
Median Home Value	\$103,967	Median Household Income	\$45,225	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		65	\$7,686.74	\$8,201,752
Mortgage Interest		62	\$2,883.33	\$3,076,508
Mortgage Principal		66	\$1,298.23	\$1,385,209
Property Taxes		68	\$1,498.95	\$1,599,378
Homeowners Insurance		77	\$346.15	\$369,337
Ground Rent		84	\$61.42	\$65,534
Maintenance and Remodeling Services		65	\$1,285.10	\$1,371,197
Maintenance and Remodeling Materials		72	\$267.68	\$285,614
Property Management and Security		54	\$45.90	\$48,975
<b>Rented Dwellings</b>		78	\$2,668.54	\$2,847,336
Rent		78	\$2,525.82	\$2,695,049
Rent Received as Pay		88	\$81.06	\$86,491
Renters' Insurance		84	\$10.98	\$11,716
Maintenance and Repair Services		79	\$16.84	\$17,967
Maintenance and Repair Materials		64	\$33.84	\$36,112
<b>Owned Vacation Homes</b>		54	\$249.47	\$266,181
Mortgage Payment		55	\$111.53	\$119,004
Property Taxes		58	\$65.49	\$69,876
Homeowners Insurance		59	\$8.71	\$9,289
Maintenance and Remodeling		46	\$53.90	\$57,510
Property Management and Security		57	\$9.84	\$10,501
Housing While Attending School		79	\$64.73	\$69,065
<b>Household Operations</b>		69	\$1,087.77	\$1,160,649
Child Care		67	\$311.15	\$331,994
Care for Elderly or Handicapped		87	\$62.95	\$67,163
Appliance Rental and Repair		77	\$18.79	\$20,044
Computer Information Services		74	\$179.74	\$191,777
Home Security System Services		68	\$17.89	\$19,092
Non-Apparel Household Laundry/Dry Cleaning		12	\$4.39	\$4,684
Housekeeping Services		62	\$94.62	\$100,960
Lawn and Garden		72	\$301.92	\$322,151
Moving/Storage/Freight Express		64	\$38.76	\$41,356
PC Repair (Personal Use)		75	\$6.59	\$7,035
Reupholstering/Furniture Repair		61	\$4.86	\$5,182
Termite/Pest Control		73	\$17.87	\$19,069
Water Softening Services		118	\$6.60	\$7,045
Internet Services Away from Home		71	\$1.89	\$2,015
Voice Over IP Service		67	\$4.47	\$4,767
Other Home Services (1)		67	\$15.29	\$16,316

**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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Bethel Village, OH  
Bethel village, OH (3906068)  
Geography: Place

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	81	\$3,651.64	\$3,896,302
Bottled Gas	107	\$72.43	\$77,284
Electricity	83	\$1,412.81	\$1,507,470
Fuel Oil	60	\$67.68	\$72,213
Natural Gas	79	\$514.17	\$548,620
Telephone Services	80	\$1,160.95	\$1,238,729
Water and Other Public Services	76	\$414.94	\$442,740
Coal/Wood/Other Fuel	100	\$8.67	\$9,246
<b>Housekeeping Supplies</b>	78	\$549.22	\$586,016
Laundry and Cleaning Supplies	81	\$153.50	\$163,786
Postage and Stationery	75	\$152.44	\$162,654
Other HH Products (2)	79	\$243.28	\$259,577
<b>Household Textiles</b>	72	\$96.00	\$102,432
Bathroom Linens	75	\$13.24	\$14,125
Bedroom Linens	74	\$45.93	\$49,007
Kitchen and Dining Room Linens	72	\$2.23	\$2,375
Curtains and Draperies	63	\$18.22	\$19,445
Slipcovers, Decorative Pillows	74	\$3.18	\$3,397
Materials for Slipcovers/Curtains	79	\$12.04	\$12,843
Other Linens	66	\$1.16	\$1,241
<b>Furniture</b>	70	\$420.76	\$448,952
Mattresses and Box Springs	71	\$56.58	\$60,366
Other Bedroom Furniture	73	\$78.03	\$83,253
Sofas	68	\$103.42	\$110,352
Living Room Tables and Chairs	71	\$58.59	\$62,511
Kitchen, Dining Room Furniture	70	\$43.13	\$46,024
Infant Furniture	73	\$8.19	\$8,740
Outdoor Furniture	67	\$17.91	\$19,112
Wall Units, Cabinets, Other Furniture (3)	69	\$54.91	\$58,594
<b>Major Appliances</b>	75	\$228.17	\$243,456
Dishwashers and Disposals	68	\$18.60	\$19,847
Refrigerators and Freezers	75	\$61.74	\$65,873
Clothes Washers	78	\$39.11	\$41,726
Clothes Dryers	81	\$30.98	\$33,057
Cooking Stoves and Ovens	72	\$33.97	\$36,242
Microwave Ovens	74	\$9.44	\$10,069
Window Air Conditioners	88	\$6.17	\$6,581
Electric Floor Cleaning Equipment	75	\$16.99	\$18,129
Sewing Machines and Miscellaneous Appliances	69	\$11.18	\$11,931

**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



# House and Home Expenditures

Bethel Village, OH  
Bethel village, OH (3906068)  
Geography: Place

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	71	\$53.57	\$57,161
Housewares	64	\$55.13	\$58,822
Small Appliances	78	\$25.71	\$27,429
Window Coverings	54	\$20.83	\$22,222
Lamps and Other Lighting Fixtures	70	\$16.40	\$17,501
Infant Equipment	20	\$4.06	\$4,329
Rental of Furniture	100	\$4.64	\$4,948
Laundry and Cleaning Equipment	78	\$17.36	\$18,524
Closet and Storage Items	14	\$3.46	\$3,690
Luggage	68	\$6.25	\$6,672
Clocks and Other Household Decoratives	19	\$39.34	\$41,977
Telephones and Accessories	53	\$22.55	\$24,056
Telephone Answering Devices	78	\$0.66	\$702
Grills and Outdoor Equipment	16	\$8.51	\$9,079
Power Tools	68	\$21.62	\$23,065
Hand Tools	71	\$7.31	\$7,798
Office Furniture/Equipment for Home Use	71	\$11.56	\$12,339
Computers and Hardware for Home Use	74	\$141.70	\$151,193
Software and Accessories for Home Use	72	\$20.54	\$21,915
Other Household Items (4)	72	\$74.67	\$79,677

**(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

Bethel Village, OH  
Bethel village, OH (3906068)  
Geography: Place

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		2,766	2,821
Households		1,067	1,090
Families		736	745
Median Household Income		\$45,225	\$50,290
Males per 100 Females		91.4	91.6
<b>Population By Age</b>			
Population <5 Years		8.5%	8.1%
Population 5-17 Years		19.1%	18.9%
Population 65+ Years		12.1%	12.9%
Median Age		33.7	33.6
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	81	\$3,007.70	\$3,209,221
<b>Medical Care</b>	80	\$1,426.86	\$1,522,454
Physician Services	77	\$174.95	\$186,667
Dental Services	72	\$233.63	\$249,282
Eyecare Services	79	\$39.47	\$42,111
Lab Tests, X-Rays	82	\$45.17	\$48,198
Hospital Room and Hospital Services	81	\$110.76	\$118,179
Convalescent or Nursing Home Care	51	\$11.80	\$12,591
Other Medical services (1)	78	\$87.40	\$93,250
Nonprescription Drugs	81	\$83.31	\$88,894
Prescription Drugs	86	\$429.83	\$458,625
Nonprescription Vitamins	78	\$43.97	\$46,916
Medicare Prescription Drug Premium	92	\$45.69	\$48,751
Eyeglasses and Contact Lenses	76	\$58.76	\$62,696
Hearing Aids	73	\$15.92	\$16,988
Medical Equipment for General Use	84	\$5.34	\$5,698
Other Medical Supplies (2)	80	\$40.87	\$43,607
<b>Health Insurance</b>	82	\$1,580.85	\$1,686,767
Blue Cross/Blue Shield	79	\$442.29	\$471,922
Commercial Health Insurance	79	\$296.92	\$316,813
Health Maintenance Organization	72	\$239.29	\$255,321
Medicare Payments	91	\$376.30	\$401,514
Long Term Care Insurance	76	\$63.59	\$67,851
Other Health Insurance (3)	96	\$162.46	\$173,347

**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



# Recreation Expenditures

Bethel Village, OH  
Bethel village, OH (3906068)  
Geography: Place

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		2,766	2,821
Households		1,067	1,090
Families		736	745
Median Age		33.7	33.6
Median Household Income		\$45,225	\$50,290
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
			<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>		65	\$426,379
Admission to Movies, Theater, Opera, Ballet		67	\$107,632
Admission to Sporting Events, excl.Trips		70	\$44,459
Fees for Participant Sports, excl.Trips		68	\$77,261
Fees for Recreational Lessons		57	\$82,865
Membership Fees for Social/Recreation/Civic Clubs		65	\$113,676
Dating Services		59	\$486
Rental of Video Cassettes and DVDs		78	\$34,474
<b>Toys &amp; Games</b>		77	\$119,687
Toys and Playground Equipment		77	\$116,312
Play Arcade Pinball/Video Games		77	\$1,544
Online Entertainment and Games		74	\$1,831
<b>Recreational Vehicles and Fees</b>		67	\$229,235
Docking and Landing Fees for Boats and Planes		63	\$4,737
Camp Fees		58	\$17,871
Purchase of RVs or Boats		68	\$201,208
Rental of RVs or Boats		59	\$5,419
<b>Sports, Recreation and Exercise Equipment</b>		59	\$113,675
Exercise Equipment and Gear, Game Tables		62	\$53,973
Bicycles		69	\$14,514
Camping Equipment		29	\$4,441
Hunting and Fishing Equipment		51	\$20,733
Winter Sports Equipment		63	\$4,317
Water Sports Equipment		75	\$5,330
Other Sports Equipment		78	\$7,876
Rental/Repair of Sports/Recreation/Exercise Equipment		58	\$2,492
<b>Photographic Equipment and Supplies</b>		73	\$80,964
Film		81	\$6,350
Film Processing		78	\$18,608
Photographic Equipment		71	\$32,263
Photographer Fees/Other Supplies & Equip Rental/Repair		72	\$23,744
<b>Reading</b>		74	\$121,832
Magazine/Newspaper Subscriptions		77	\$52,103
Magazine/Newspaper Single Copies		80	\$16,367
Books		69	\$53,361

**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.