

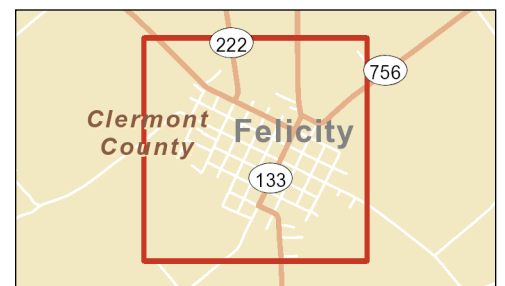
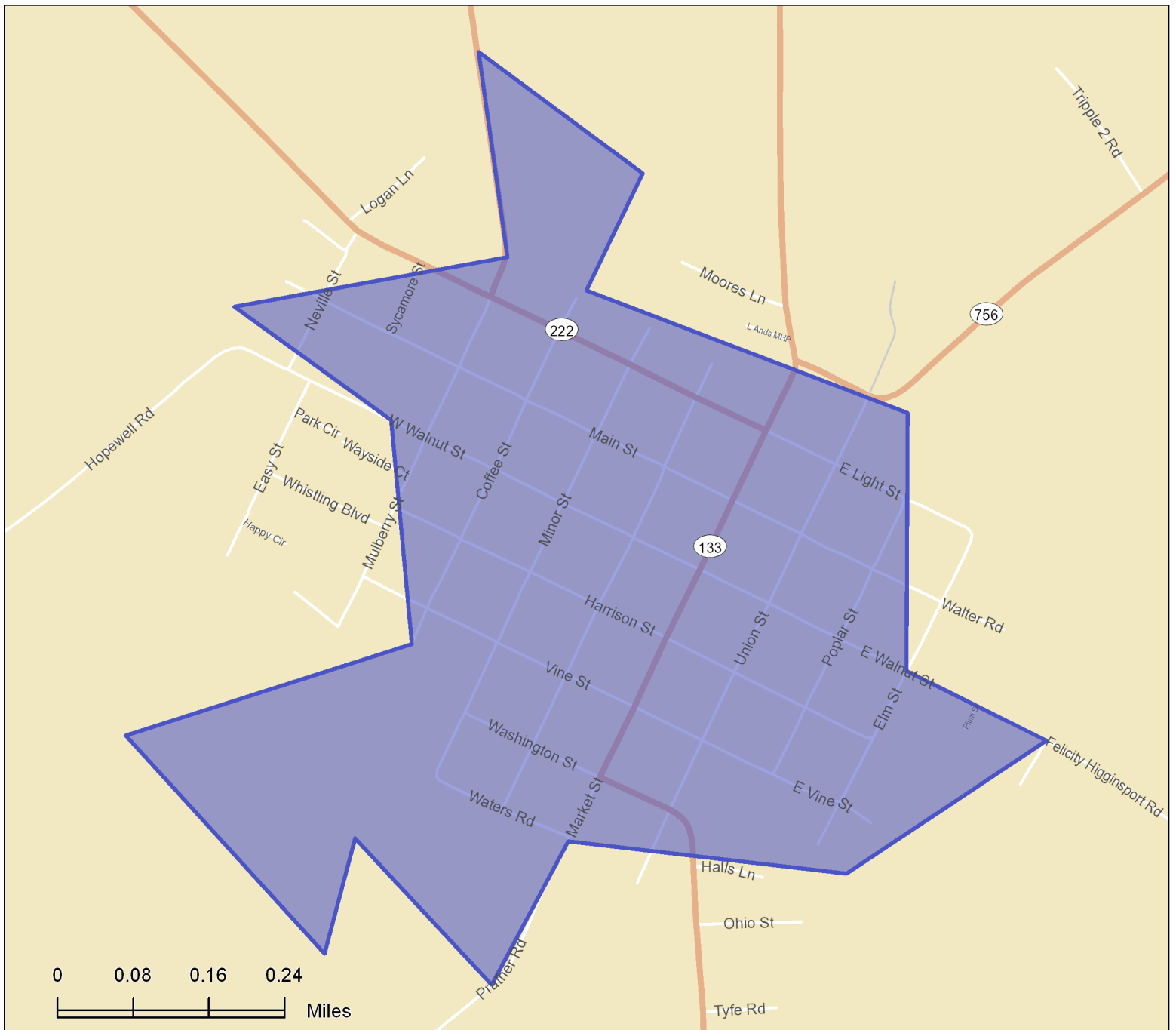


CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Site Map

Felicity 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

Felicity Village, OH  
Felicity village, OH (3926880)  
Geography: Place

www.ClermontCountyOhio.biz

Felicity village, OH (392...

### Population Summary

2000 Total Population	922
2000 Group Quarters	0
2010 Total Population	1,075
2015 Total Population	1,140
2010-2015 Annual Rate	1.18%

### Household Summary

2000 Households	344
2000 Average Household Size	2.68
2010 Households	411
2010 Average Household Size	2.62
2015 Households	439
2015 Average Household Size	2.60
2010-2015 Annual Rate	1.33%
2000 Families	233
2000 Average Family Size	3.27
2010 Families	283
2010 Average Family Size	3.14
2015 Families	300
2015 Average Family Size	3.12
2010-2015 Annual Rate	1.17%

### Housing Unit Summary

2000 Housing Units	370
Owner Occupied Housing Units	41.6%
Renter Occupied Housing Units	51.4%
Vacant Housing Units	7.0%
2010 Housing Units	458
Owner Occupied Housing Units	48.1%
Renter Occupied Housing Units	41.6%
Vacant Housing Units	10.2%
2015 Housing Units	500
Owner Occupied Housing Units	46.6%
Renter Occupied Housing Units	41.2%
Vacant Housing Units	12.2%

### Median Household Income

2000	\$21,157
2010	\$26,024
2015	\$28,369

### Median Home Value

2000	\$59,706
2010	\$43,654
2015	\$46,765

### Per Capita Income

2000	\$10,490
2010	\$13,481
2015	\$15,236

### Median Age

2000	31.6
2010	35.5
2015	36.7

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

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

March 23, 2012



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ECONOMIC DEVELOPMENT

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## 2000 Households by Income

Household Income Base	334
<\$15,000	38.6%
\$15,000 - \$24,999	15.6%
\$25,000 - \$34,999	15.6%
\$35,000 - \$49,999	15.9%
\$50,000 - \$74,999	9.0%
\$75,000 - \$99,999	4.2%
\$100,000 - \$149,999	1.2%
\$150,000 - \$199,999	0.0%
\$200,000+	0.0%
Average Household Income	\$27,672

## 2010 Households by Income

Household Income Base	409
<\$15,000	33.3%
\$15,000 - \$24,999	14.9%
\$25,000 - \$34,999	13.0%
\$35,000 - \$49,999	15.4%
\$50,000 - \$74,999	14.2%
\$75,000 - \$99,999	6.6%
\$100,000 - \$149,999	1.7%
\$150,000 - \$199,999	0.2%
\$200,000+	0.7%
Average Household Income	\$35,432

## 2015 Households by Income

Household Income Base	441
<\$15,000	32.7%
\$15,000 - \$24,999	12.7%
\$25,000 - \$34,999	10.7%
\$35,000 - \$49,999	13.2%
\$50,000 - \$74,999	18.4%
\$75,000 - \$99,999	8.2%
\$100,000 - \$149,999	2.9%
\$150,000 - \$199,999	0.2%
\$200,000+	1.1%
Average Household Income	\$39,392

## 2000 Owner Occupied Housing Units by Value

Total	149
<\$50,000	38.9%
\$50,000 - \$99,999	51.0%
\$100,000 - \$149,999	6.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$299,999	4.0%
\$300,000 - \$499,999	0.0%
\$500,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$63,070

## 2000 Specified Renter Occupied Housing Units by Contract Rent

Total	186
With Cash Rent	93.0%
No Cash Rent	7.0%
Median Rent	\$365
Average Rent	\$351

**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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# Market Profile

Felicity Village, OH  
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## 2000 Population by Age

Total	922
0 - 4	9.3%
5 - 9	9.2%
10 - 14	7.5%
15 - 24	14.8%
25 - 34	13.7%
35 - 44	13.2%
45 - 54	12.0%
55 - 64	8.0%
65 - 74	6.7%
75 - 84	4.0%
85 +	1.5%
18 +	68.4%

## 2010 Population by Age

Total	1,077
0 - 4	8.2%
5 - 9	8.4%
10 - 14	8.2%
15 - 24	12.4%
25 - 34	12.2%
35 - 44	13.1%
45 - 54	13.8%
55 - 64	12.3%
65 - 74	6.3%
75 - 84	3.6%
85 +	1.5%
18 +	70.6%

## 2015 Population by Age

Total	1,140
0 - 4	8.1%
5 - 9	7.9%
10 - 14	8.2%
15 - 24	13.6%
25 - 34	10.0%
35 - 44	13.0%
45 - 54	13.2%
55 - 64	13.0%
65 - 74	8.2%
75 - 84	3.5%
85 +	1.3%
18 +	71.1%

## 2000 Population by Sex

Males	47.8%
Females	52.2%

## 2010 Population by Sex

Males	49.4%
Females	50.6%

## 2015 Population by Sex

Males	49.6%
Females	50.4%

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

March 23, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Market Profile

Felicity Village, OH  
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### 2000 Population by Race/Ethnicity

Total	922
White Alone	97.7%
Black Alone	0.9%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.1%
Some Other Race Alone	0.0%
Two or More Races	1.2%
Hispanic Origin	1.1%
Diversity Index	6.5

### 2010 Population by Race/Ethnicity

Total	1,076
White Alone	96.6%
Black Alone	1.4%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	0.0%
Two or More Races	1.5%
Hispanic Origin	1.0%
Diversity Index	8.5

### 2015 Population by Race/Ethnicity

Total	1,141
White Alone	96.1%
Black Alone	1.7%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	0.0%
Two or More Races	1.8%
Hispanic Origin	1.3%
Diversity Index	9.9

### 2000 Population 3+ by School Enrollment

Total	835
Enrolled in Nursery/Preschool	1.0%
Enrolled in Kindergarten	1.9%
Enrolled in Grade 1-8	13.7%
Enrolled in Grade 9-12	6.5%
Enrolled in College	2.2%
Enrolled in Grad/Prof School	0.4%
Not Enrolled in School	74.5%

### 2010 Population 25+ by Educational Attainment

Total	675
Less Than 9th Grade	8.9%
9th to 12th Grade, No Diploma	25.0%
High School Graduate	42.1%
Some College, No Degree	13.8%
Associate Degree	3.7%
Bachelor's Degree	3.6%
Graduate/Professional Degree	3.0%

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

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

March 23, 2012



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ECONOMIC DEVELOPMENT

## Market Profile

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### 2010 Population 15+ by Marital Status

Total	809
Never Married	26.9%
Married	50.3%
Widowed	7.2%
Divorced	15.6%

### 2000 Population 16+ by Employment Status

Total	629
In Labor Force	50.2%
Civilian Employed	44.5%
Civilian Unemployed	5.7%
In Armed Forces	0.0%
Not In Labor Force	49.8%

### 2010 Civilian Population 16+ in Labor Force

Civilian Employed	77.6%
Civilian Unemployed	22.4%

### 2015 Civilian Population 16+ in Labor Force

Civilian Employed	81.3%
Civilian Unemployed	18.7%

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

Total	345
Own Children < 6 Only	9.3%
Employed/in Armed Forces	2.0%
Unemployed	0.6%
Not in Labor Force	6.7%
Own Children <6 and 6-17 Only	7.2%
Employed/in Armed Forces	3.8%
Unemployed	1.4%
Not in Labor Force	2.0%
Own Children 6-17 Only	19.7%
Employed/in Armed Forces	11.6%
Unemployed	1.4%
Not in Labor Force	6.7%
No Own Children < 18	63.8%
Employed/in Armed Forces	21.2%
Unemployed	2.9%
Not in Labor Force	39.7%

### 2010 Employed Population 16+ by Industry

Total	332
Agriculture/Mining	0.6%
Construction	13.3%
Manufacturing	12.0%
Wholesale Trade	0.9%
Retail Trade	9.3%
Transportation/Utilities	4.8%
Information	2.4%
Finance/Insurance/Real Estate	3.3%
Services	47.0%
Public Administration	6.3%

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	332
White Collar	41.3%
Management/Business/Financial	5.4%
Professional	14.2%
Sales	7.2%
Administrative Support	14.5%
Services	25.3%
Blue Collar	33.4%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	12.0%
Installation/Maintenance/Repair	5.4%
Production	8.1%
Transportation/Material Moving	7.2%

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

Total	268
Drove Alone - Car, Truck, or Van	69.0%
Carpooled - Car, Truck, or Van	13.1%
Public Transportation	0.0%
Walked	14.6%
Other Means	0.0%
Worked at Home	3.4%

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

Total	268
Did not Work at Home	96.6%
Less than 5 minutes	15.3%
5 to 9 minutes	10.8%
10 to 19 minutes	6.3%
20 to 24 minutes	2.2%
25 to 34 minutes	11.6%
35 to 44 minutes	6.0%
45 to 59 minutes	30.6%
60 to 89 minutes	10.8%
90 or more minutes	3.0%
Worked at Home	3.4%
Average Travel Time to Work (in min)	32.3

### 2000 Households by Vehicles Available

Total	335
None	21.8%
1	32.2%
2	31.6%
3	12.8%
4	0.0%
5+	1.5%
Average Number of Vehicles Available	1.4

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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# Market Profile

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## 2000 Households by Type

Total	344
Family Households	67.7%
Married-couple Family	45.6%
With Related Children	22.7%
Other Family (No Spouse)	22.1%
With Related Children	16.3%
Nonfamily Households	32.3%
Householder Living Alone	27.6%
Householder Not Living Alone	4.7%
Households with Related Children	39.0%
Households with Persons 65+	25.9%

## 2000 Households by Size

Total	344
1 Person Household	27.6%
2 Person Household	27.0%
3 Person Household	20.9%
4 Person Household	10.5%
5 Person Household	7.8%
6 Person Household	1.7%
7 + Person Household	4.4%

## 2000 Households by Year Householder Moved In

Total	335
Moved in 1999 to March 2000	31.9%
Moved in 1995 to 1998	24.8%
Moved in 1990 to 1994	11.3%
Moved in 1980 to 1989	12.2%
Moved in 1970 to 1979	6.9%
Moved in 1969 or Earlier	12.8%
Median Year Householder Moved In	1996

## 2000 Housing Units by Units in Structure

Total	366
1, Detached	51.1%
1, Attached	2.2%
2	8.7%
3 or 4	4.4%
5 to 9	3.6%
10 to 19	5.7%
20 +	0.0%
Mobile Home	22.7%
Other	1.6%

## 2000 Housing Units by Year Structure Built

Total	366
1999 to March 2000	0.0%
1995 to 1998	1.4%
1990 to 1994	3.8%
1980 to 1989	10.9%
1970 to 1979	16.1%
1969 or Earlier	67.8%
Median Year Structure Built	1950

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

March 23, 2012



# Market Profile

Felicity Village, OH  
 Felicity village, OH (3926880)  
 Geography: Place

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Felicity village, OH (392...

## Top 3 Tapestry Segments

1. Rural Bypasses
2. Midland Crowd
3. Southern Satellites

## 2010 Consumer Spending

Apparel & Services: Total \$	\$333,514
Average Spent	\$811.47
Spending Potential Index	34
Computers & Accessories: Total \$	\$42,154
Average Spent	\$102.57
Spending Potential Index	47
Education: Total \$	\$179,711
Average Spent	\$437.25
Spending Potential Index	36
Entertainment/Recreation: Total \$	\$736,060
Average Spent	\$1,790.90
Spending Potential Index	56
Food at Home: Total \$	\$1,052,271
Average Spent	\$2,560.27
Spending Potential Index	57
Food Away from Home: Total \$	\$684,261
Average Spent	\$1,664.87
Spending Potential Index	52
Health Care: Total \$	\$985,678
Average Spent	\$2,398.24
Spending Potential Index	64
HH Furnishings & Equipment: Total \$	\$380,956
Average Spent	\$926.90
Spending Potential Index	45
Investments: Total \$	\$357,374
Average Spent	\$869.52
Spending Potential Index	50
Retail Goods: Total \$	\$5,680,538
Average Spent	\$13,821.26
Spending Potential Index	56
Shelter: Total \$	\$2,620,918
Average Spent	\$6,376.93
Spending Potential Index	40
TV/Video/Audio: Total \$	\$279,887
Average Spent	\$680.99
Spending Potential Index	55
Travel: Total \$	\$330,001
Average Spent	\$802.92
Spending Potential Index	42
Vehicle Maintenance & Repairs: Total \$	\$213,231
Average Spent	\$518.81
Spending Potential Index	55

**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.

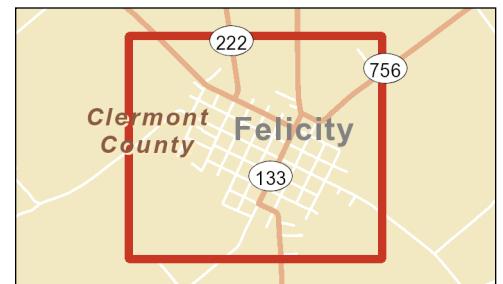
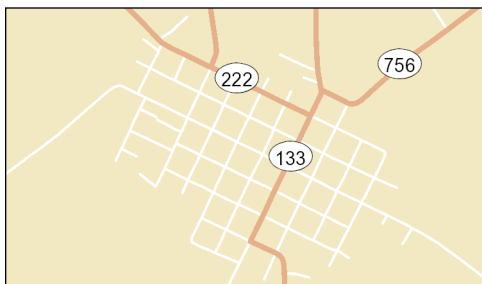
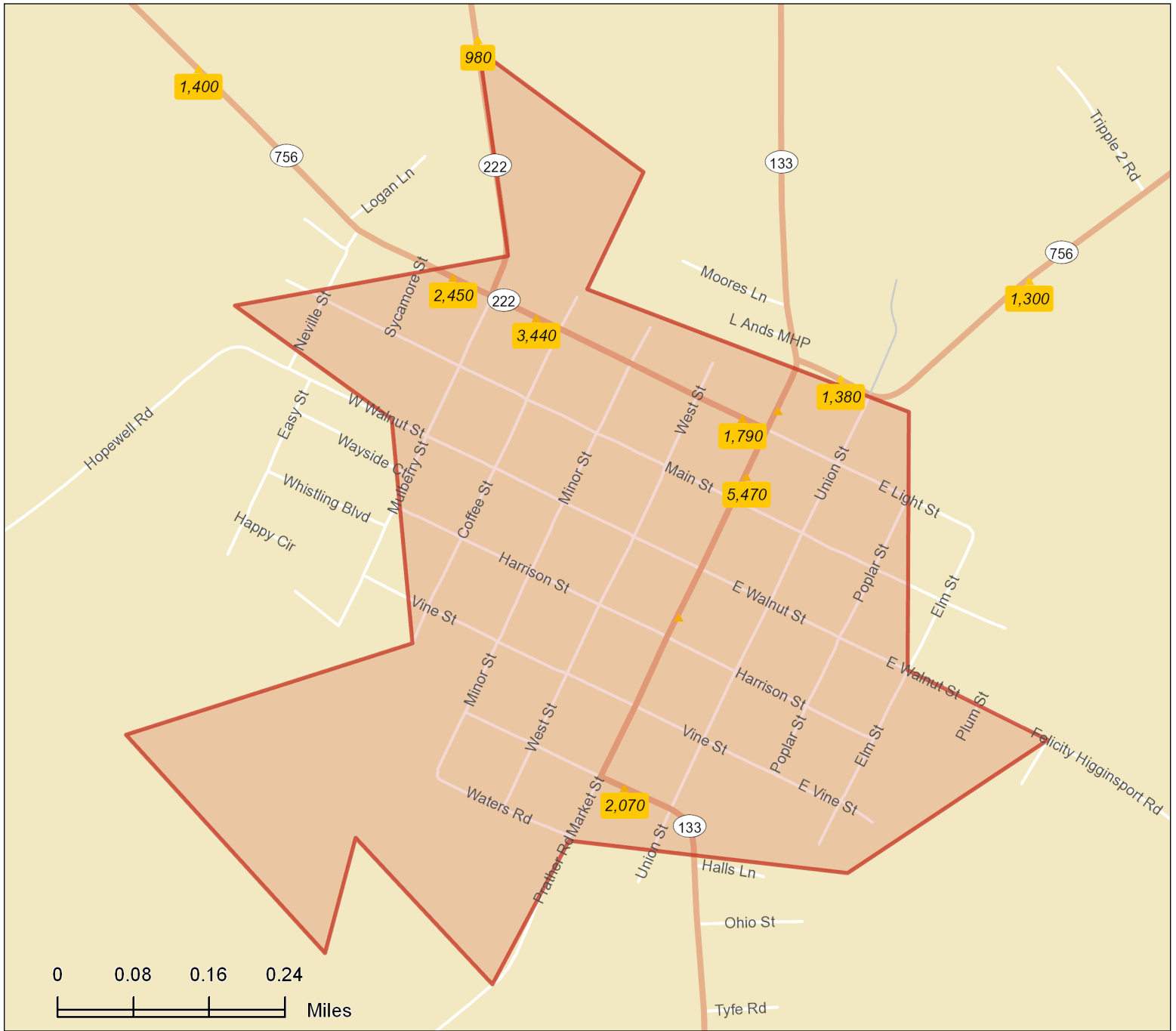
**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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

Felicity Village, OH  
 Felicity village, OH (3926880)  
 Geography: Place

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Data for all businesses in area	Felicity village, OH (392...
Total Businesses:	28
Total Employees:	135
Total Residential Population:	1,075
Employee/Residential Population Ratio:	0.13

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	0	0.0%	0	0.0%
Construction	0	0.0%	0	0.0%
Manufacturing	1	3.6%	1	0.7%
Transportation	1	3.6%	3	2.2%
Communication	0	0.0%	0	0.0%
Utility	0	0.0%	0	0.0%
Wholesale Trade	1	3.6%	0	0.0%
<b>Retail Trade Summary</b>	<b>8</b>	<b>28.6%</b>	<b>88</b>	<b>65.2%</b>
Home Improvement	0	0.0%	0	0.0%
General Merchandise Stores	1	3.6%	9	6.7%
Food Stores	1	3.6%	45	33.3%
Auto Dealers, Gas Stations, Auto Aftermarket	1	3.6%	5	3.7%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	4	14.3%	28	20.7%
Miscellaneous Retail	1	3.6%	1	0.7%
<b>Finance, Insurance, Real Estate Summary</b>	<b>1</b>	<b>3.6%</b>	<b>7</b>	<b>5.2%</b>
Banks, Savings & Lending Institutions	1	3.6%	7	5.2%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices	0	0.0%	0	0.0%
<b>Services Summary</b>	<b>9</b>	<b>32.1%</b>	<b>14</b>	<b>10.4%</b>
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	0	0.0%	0	0.0%
Motion Pictures & Amusements	0	0.0%	0	0.0%
Health Services	0	0.0%	0	0.0%
Legal Services	0	0.0%	0	0.0%
Education Institutions & Libraries	1	3.6%	1	0.7%
Other Services	8	28.6%	13	9.6%
<b>Government</b>	<b>7</b>	<b>25.0%</b>	<b>22</b>	<b>16.3%</b>
<b>Other</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
<b>Totals</b>	<b>28</b>	<b>100%</b>	<b>135</b>	<b>100%</b>

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

March 23, 2012



# Business Summary

Felicity Village, OH  
 Felicity village, OH (3926880)  
 Geography: Place

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	1	3.6%	2	1.5%
Manufacturing	1	3.6%	1	0.7%
Wholesale Trade	1	3.6%	0	0.0%
Retail Trade	4	14.3%	60	44.4%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%
Food & Beverage Stores	1	3.6%	45	33.3%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations	1	3.6%	5	3.7%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	1	3.6%	9	6.7%
Miscellaneous Store Retailers	1	3.6%	1	0.7%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	1	3.6%	3	2.2%
Information	0	0.0%	0	0.0%
Finance & Insurance	1	3.6%	7	5.2%
Central Bank/Credit Intermediation & Related Activities	1	3.6%	7	5.2%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	0	0.0%	0	0.0%
Professional, Scientific & Tech Services	1	3.6%	0	0.0%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	0	0.0%	0	0.0%
Educational Services	1	3.6%	1	0.7%
Health Care & Social Assistance	1	3.6%	0	0.0%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%
Accommodation & Food Services	4	14.3%	28	20.7%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	4	14.3%	28	20.7%
Other Services (except Public Administration)	5	17.9%	11	8.1%
Automotive Repair & Maintenance	0	0.0%	0	0.0%
Public Administration	7	25.0%	22	16.3%
Unclassified Establishments	0	0.0%	0	0.0%
<b>Total</b>	<b>28</b>	<b>100%</b>	<b>135</b>	<b>100%</b>

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

March 23, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail MarketPlace Profile

Felicity Village, OH  
Felicity village, OH (3926880)  
Geography: Place

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## Summary Demographics

2010 Population	1,075
2010 Households	411
2010 Median Disposable Income	\$21,518
2010 Per Capita Income	\$13,481

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	\$6,194,010	\$11,421,515	\$-5,227,505	-29.7	8
Total Retail Trade	44-45	\$5,424,080	\$10,442,666	\$-5,018,586	-31.6	4
Total Food & Drink	722	\$769,930	\$978,849	\$-208,919	-11.9	4

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,323,095	\$0	\$1,323,095	100.0	0
Automobile Dealers	4411	\$1,112,420	\$0	\$1,112,420	100.0	0
Other Motor Vehicle Dealers	4412	\$125,752	\$0	\$125,752	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$84,923	\$0	\$84,923	100.0	0
Furniture & Home Furnishings Stores	442	\$71,750	\$0	\$71,750	100.0	0
Furniture Stores	4421	\$36,895	\$0	\$36,895	100.0	0
Home Furnishings Stores	4422	\$34,855	\$0	\$34,855	100.0	0
Electronics & Appliance Stores	4431	\$197,167	\$0	\$197,167	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$188,422	\$0	\$188,422	100.0	0
Bldg Material & Supplies Dealers	4441	\$175,910	\$0	\$175,910	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$12,512	\$0	\$12,512	100.0	0
Food & Beverage Stores	445	\$938,684	\$1,713,376	\$-774,692	-29.2	1
Grocery Stores	4451	\$904,552	\$1,713,376	\$-808,824	-30.9	1
Specialty Food Stores	4452	\$13,244	\$0	\$13,244	100.0	0
Beer, Wine & Liquor Stores	4453	\$20,888	\$0	\$20,888	100.0	0
Health & Personal Care Stores	446,4461	\$117,784	\$0	\$117,784	100.0	0
Gasoline Stations	447,4471	\$1,021,030	\$3,294,628	\$-2,273,598	-52.7	1
Clothing & Clothing Accessories Stores	448	\$128,351	\$0	\$128,351	100.0	0
Clothing Stores	4481	\$92,764	\$0	\$92,764	100.0	0
Shoe Stores	4482	\$22,388	\$0	\$22,388	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$13,199	\$0	\$13,199	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$23,178	\$0	\$23,178	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$18,811	\$0	\$18,811	100.0	0
Book, Periodical & Music Stores	4512	\$4,367	\$0	\$4,367	100.0	0
General Merchandise Stores	452	\$846,093	\$5,410,919	\$-4,564,826	-73.0	1
Department Stores Excluding Leased Depts.	4521	\$346,010	\$0	\$346,010	100.0	0
Other General Merchandise Stores	4529	\$500,083	\$5,410,919	\$-4,910,836	-83.1	1
Miscellaneous Store Retailers	453	\$79,765	\$23,743	\$56,022	54.1	1
Florists	4531	\$4,674	\$23,743	\$-19,069	-67.1	1
Office Supplies, Stationery & Gift Stores	4532	\$24,193	\$0	\$24,193	100.0	0
Used Merchandise Stores	4533	\$1,375	\$0	\$1,375	100.0	0
Other Miscellaneous Store Retailers	4539	\$49,523	\$0	\$49,523	100.0	0
Nonstore Retailers	454	\$488,761	\$0	\$488,761	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$447,189	\$0	\$447,189	100.0	0
Vending Machine Operators	4542	\$662	\$0	\$662	100.0	0
Direct Selling Establishments	4543	\$40,910	\$0	\$40,910	100.0	0
Food Services & Drinking Places	722	\$769,930	\$978,849	\$-208,919	-11.9	4
Full-Service Restaurants	7221	\$262,328	\$592,768	\$-330,440	-38.6	2
Limited-Service Eating Places	7222	\$442,413	\$355,931	\$86,482	10.8	1
Special Food Services	7223	\$54,302	\$0	\$54,302	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$10,887	\$30,150	\$-19,263	-46.9	1

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

March 23, 2012

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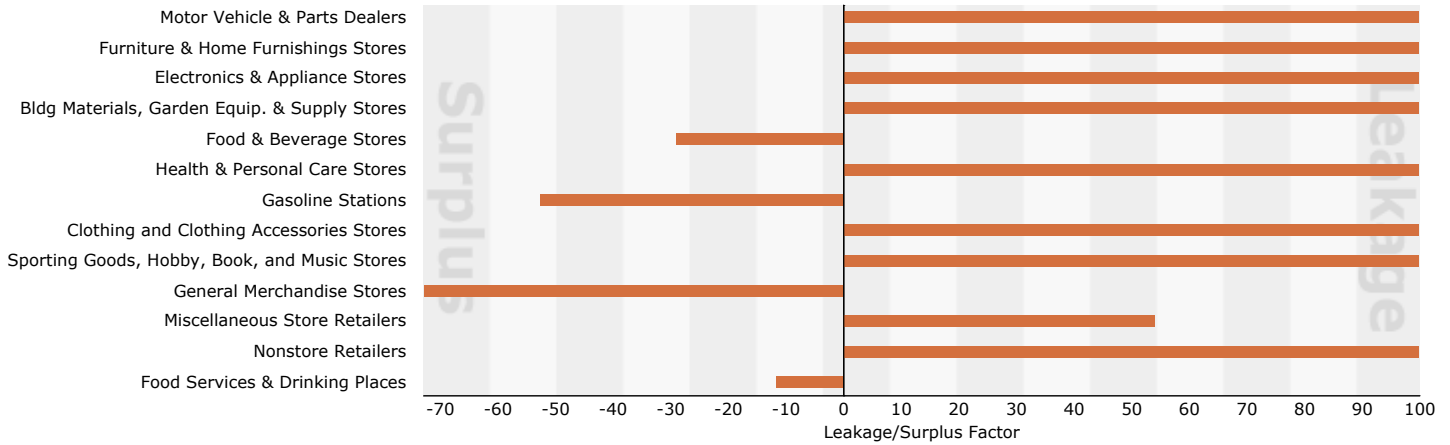


# Retail MarketPlace Profile

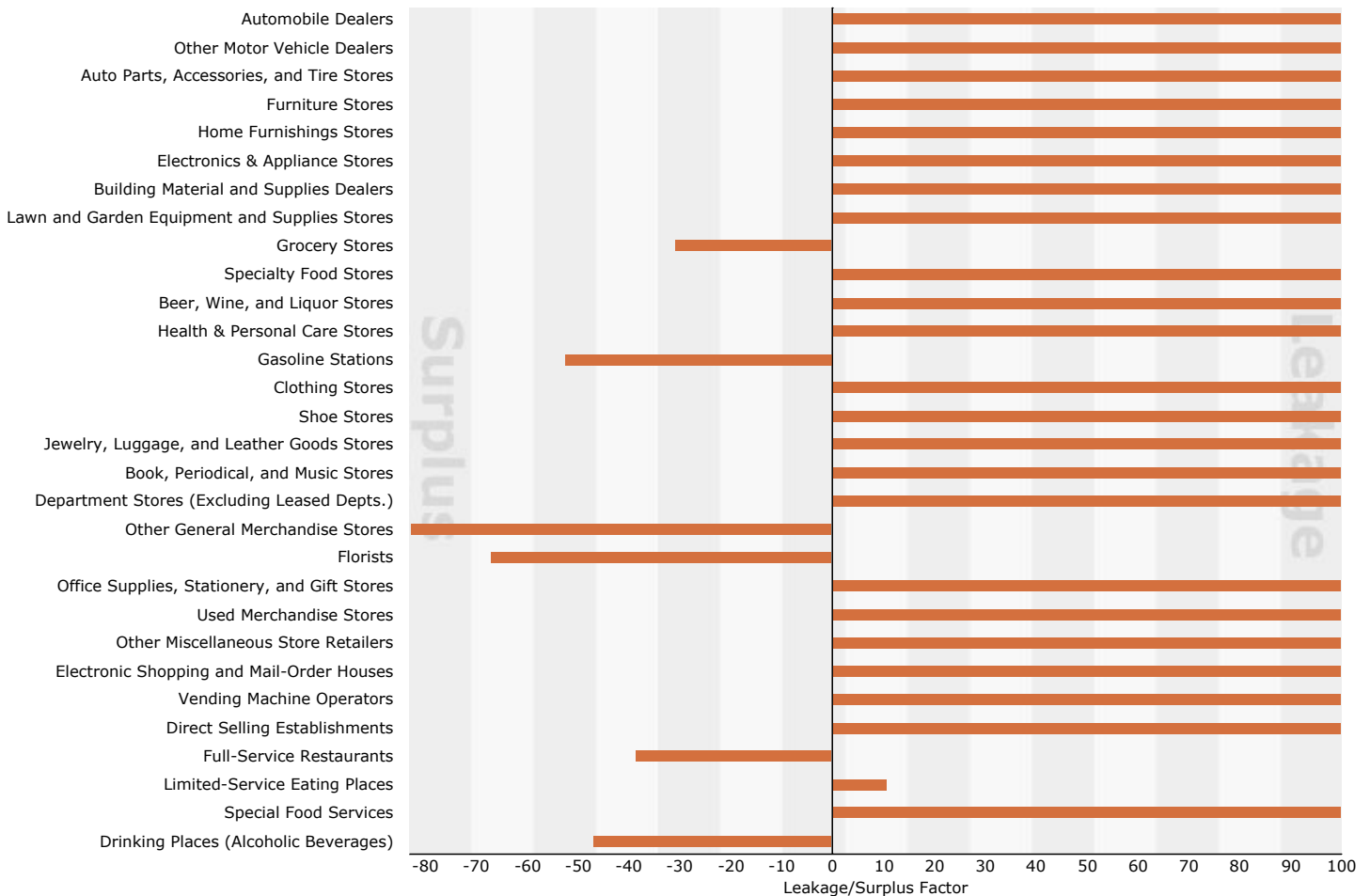
Felicity Village, OH  
 Felicity village, OH (3926880)  
 Geography: Place

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 23, 2012



# Retail Market Potential

Felicity Village, OH  
Felicity village, OH (3926880)  
Geography: Place

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Demographic Summary	2010	2015
Population	1,075	1,140
Total Number of Adults	759	810
Households	411	439
Median Household Income	\$26,024	\$28,369

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	342	45.1%	90
Bought any women's apparel in last 12 months	351	46.2%	101
Bought apparel for child <13 in last 6 months	278	36.6%	129
Bought any shoes in last 12 months	351	46.2%	89
Bought costume jewelry in last 12 months	177	23.3%	112
Bought any fine jewelry in last 12 months	206	27.1%	123
Bought a watch in last 12 months	196	25.8%	133
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	349	84.9%	99
HH bought/leased new vehicle last 12 mo	25	6.1%	64
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	642	84.6%	97
Bought/changed motor oil in last 12 months	471	62.1%	119
Had tune-up in last 12 months	210	27.7%	89
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	453	59.7%	96
Drank regular cola in last 6 months	420	55.3%	108
Drank beer/ale in last 6 months	278	36.6%	86
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	98	12.9%	101
Bought film in last 12 months	147	19.4%	101
Bought digital camera in last 12 months	42	5.5%	81
Bought memory card for camera in last 12 months	42	5.5%	72
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	258	34.0%	96
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	157	20.7%	97
Avg monthly cell/mobile phone/PDA bill: \$50-99	221	29.1%	90
Avg monthly cell/mobile phone/PDA bill: \$100+	147	19.4%	91
<b>Computers (Households)</b>			
HH owns a personal computer	237	57.7%	78
Spent <\$500 on most recent home PC purchase	32	7.8%	90
Spent \$500-\$999 on most recent home PC purchase	78	19.0%	106
Spent \$1000-\$1499 on most recent home PC purchase	26	6.3%	48
Spent \$1500-\$1999 on most recent home PC purchase	19	4.6%	65
Spent \$2000+ on most recent home PC purchase	12	2.9%	47

**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

Felicity Village, OH  
Felicity village, OH (3926880)  
Geography: Place

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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	454	59.8%	99
Bought cigarettes at convenience store in last 30 days	162	21.3%	137
Bought gas at convenience store in last 30 days	301	39.7%	118
Spent at convenience store in last 30 days: <\$20	62	8.2%	85
Spent at convenience store in last 30 days: \$20-39	54	7.1%	70
Spent at convenience store in last 30 days: \$40+	322	42.4%	118
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	345	45.5%	77
Went to live theater in last 12 months	33	4.3%	33
Went to a bar/night club in last 12 months	122	16.1%	84
Dined out in last 12 months	241	31.8%	64
Gambled at a casino in last 12 months	98	12.9%	80
Visited a theme park in last 12 months	96	12.6%	59
DVDs rented in last 30 days: 1	13	1.7%	65
DVDs rented in last 30 days: 2	20	2.6%	57
DVDs rented in last 30 days: 3	15	2.0%	62
DVDs rented in last 30 days: 4	22	2.9%	75
DVDs rented in last 30 days: 5+	69	9.1%	69
DVDs purchased in last 30 days: 1	31	4.1%	82
DVDs purchased in last 30 days: 2	32	4.2%	89
DVDs purchased in last 30 days: 3-4	46	6.1%	131
DVDs purchased in last 30 days: 5+	40	5.3%	101
Spent on toys/games in last 12 months: <\$50	45	5.9%	97
Spent on toys/games in last 12 months: \$50-\$99	21	2.8%	100
Spent on toys/games in last 12 months: \$100-\$199	46	6.1%	84
Spent on toys/games in last 12 months: \$200-\$499	89	11.7%	108
Spent on toys/games in last 12 months: \$500+	36	4.7%	82
<b>Financial (Adults)</b>			
Have home mortgage (1st)	80	10.5%	55
Used ATM/cash machine in last 12 months	248	32.7%	64
Own any stock	29	3.8%	42
Own U.S. savings bond	33	4.3%	63
Own shares in mutual fund (stock)	32	4.2%	45
Own shares in mutual fund (bonds)	20	2.6%	44
Used full service brokerage firm in last 12 months	28	3.7%	60
Have savings account	159	20.9%	58
Have 401K retirement savings	63	8.3%	47
Did banking over the Internet in last 12 months	108	14.2%	52
Own any credit/debit card (in own name)	455	59.9%	81
Avg monthly credit card expenditures: <\$111	110	14.5%	105
Avg monthly credit card expenditures: \$111-225	45	5.9%	76
Avg monthly credit card expenditures: \$226-450	49	6.5%	86
Avg monthly credit card expenditures: \$451-700	32	4.2%	66
Avg monthly credit card expenditures: \$701+	42	5.5%	41

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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>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	575	75.8%	107
Used bread in last 6 months	744	98.0%	102
Used chicken/turkey (fresh or frozen) in last 6 months	617	81.3%	105
Used fish/seafood (fresh or frozen) in last 6 months	436	57.4%	109
Used fresh fruit/vegetables in last 6 months	647	85.2%	98
Used fresh milk in last 6 months	697	91.8%	101
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	195	25.7%	86
Exercise at club 2+ times per week	29	3.8%	31
Visited a doctor in last 12 months	555	73.1%	94
Used vitamin/dietary supplement in last 6 months	309	40.7%	84
<b>Home (Households)</b>			
Any home improvement in last 12 months	92	22.4%	71
Used housekeeper/maid/prof HH cleaning service in the last 12 months	46	11.2%	72
Purchased any HH furnishing in last 12 months	112	27.3%	91
Purchased bedding/bath goods in last 12 months	229	55.7%	102
Purchased cooking/serving product in last 12 months	119	29.0%	105
Bought any kitchen appliance in last 12 months	73	17.8%	102
<b>Insurance (Adults)</b>			
Currently carry any life insurance	360	47.4%	99
Have medical/hospital/accident insurance	480	63.2%	88
Carry homeowner insurance	385	50.7%	96
Carry renter insurance	58	7.6%	124
Have auto/other vehicle insurance	629	82.9%	100
<b>Pets (Households)</b>			
HH owns any pet	197	47.9%	93
HH owns any cat	89	21.7%	90
HH owns any dog	164	39.9%	105
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	300	39.5%	79
Read any daily newspaper	237	31.2%	75
Heavy magazine reader	140	18.4%	93
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	473	62.3%	87
Went to family restaurant/steak house last mo: <2 times	151	19.9%	77
Went to family restaurant/steak house last mo: 2-4 times	184	24.2%	90
Went to family restaurant/steak house last mo: 5+ times	139	18.3%	94
Went to fast food/drive-in restaurant in last 6 mo	680	89.6%	101
Went to fast food/drive-in restaurant <6 times/mo	242	31.9%	91
Went to fast food/drive-in restaurant 6-13 times/mo	220	29.0%	100
Went to fast food/drive-in restaurant 14+ times/mo	218	28.7%	115
Fast food/drive-in last 6 mo: eat in	267	35.2%	93
Fast food/drive-in last 6 mo: home delivery	63	8.3%	80
Fast food/drive-in last 6 mo: take-out/drive-thru	408	53.8%	103
Fast food/drive-in last 6 mo: take-out/walk-in	171	22.5%	92

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Felicity Village, OH  
Felicity village, OH (3926880)  
Geography: Place

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	245	59.6%	92
HH average monthly long distance phone bill: <\$16	114	27.7%	100
HH average monthly long distance phone bill: \$16-25	44	10.7%	94
HH average monthly long distance phone bill: \$26-59	38	9.2%	101
HH average monthly long distance phone bill: \$60+	26	6.3%	142
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	72	17.5%	89
HH owns 2 TVs	112	27.3%	104
HH owns 3 TVs	99	24.1%	107
HH owns 4+ TVs	94	22.9%	109
HH subscribes to cable TV	163	39.7%	68
HH Purchased audio equipment in last 12 months	44	10.7%	110
HH Purchased CD player in last 12 months	14	3.4%	88
HH Purchased DVD player in last 12 months	41	10.0%	103
HH Purchased MP3 player in last 12 months	49	6.5%	63
HH Purchased video game system in last 12 months	47	11.4%	106
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	316	41.6%	80
Took 3+ domestic trips in last 12 months	88	11.6%	78
Spent on domestic vacations last 12 mo: <\$1000	58	7.6%	61
Spent on domestic vacations last 12 mo: \$1000-\$1499	45	5.9%	88
Spent on domestic vacations last 12 mo: \$1500-\$1999	24	3.2%	78
Spent on domestic vacations last 12 mo: \$2000-\$2999	16	2.1%	51
Spent on domestic vacations last 12 mo: \$3000+	19	2.5%	50
Foreign travel in last 3 years	66	8.7%	34
Took 3+ foreign trips by plane in last 3 years	7	0.9%	19
Spent on foreign vacations last 12 mo: <\$1000	15	2.0%	33
Spent on foreign vacations last 12 mo: \$1000-\$2999	10	1.3%	32
Spent on foreign vacations last 12 mo: \$3000+	9	1.2%	24
Stayed 1+ nights at hotel/motel in last 12 months	235	31.0%	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

Felicity Village, OH  
Felicity village, OH (3926880)  
Geography: Place

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<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		1,075	1,140	
Population 18+		759	810	
Households		411	439	
Median Household Income		\$26,024	\$28,369	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer		237	57.6%	78
Purchased home PC in last 12 months		63	15.4%	98
Purchased home PC 1-2 years ago		53	12.9%	57
Purchased home PC 3-4 years ago		67	16.4%	84
Purchased home PC 5+ years ago		29	7.1%	76
Spent <\$500 on home PC (most recent purchase)		32	7.7%	90
Spent \$500-999 on home PC (most recent purchase)		78	19.1%	106
Spent \$1000-1499 on home PC (most recent purchase)		26	6.4%	48
Spent \$1500-1999 on home PC (most recent purchase)		19	4.6%	65
Spent \$2000+ on home PC (most recent purchase)		12	3.0%	47
Purchased home PC at computer superstore		38	9.4%	73
Purchased home PC at department store		21	5.0%	104
Purchased home PC direct from manufacturer		40	9.7%	70
Purchased home PC at electronics store		17	4.2%	38
Purchased home PC on Internet		22	5.5%	62
Purchased home PC at warehouse discount outlet		11	2.7%	122
HH owns desktop PC		196	47.6%	83
HH owns laptop/notebook/tablet PC		81	19.7%	63
HH owns any Apple/Apple Mac clone brand PC		14	3.3%	55
HH owns any IBM/IBM compatible brand PC		219	53.3%	79
Brand of PC that HH owns: Compaq		22	5.5%	63
Brand of PC that HH owns: Dell		85	20.6%	67
Brand of PC that HH owns: Gateway		21	5.2%	77
Brand of PC that HH owns: Hewlett Packard		50	12.3%	78
Brand of PC that HH owns: Sony Vaio		6	1.4%	50
Child (under 18) uses home PC		94	23.0%	108
HH owns CD burner		98	23.8%	65
HH owns CD ROM drive		112	27.2%	70
HH owns DVD drive		58	14.1%	57
HH owns DVD-RW (DVD burner)		43	10.5%	51
HH owns external hard drive		39	9.5%	67
HH owns flash drive		44	10.7%	52
HH owns LAN/network interface card		23	5.7%	51
HH owns inkjet printer		140	34.0%	80
HH owns laser printer		33	8.0%	58
HH owns modem/fax modem		58	14.1%	68
HH owns removable cartridge storage device		9	2.3%	38
HH owns scanner		80	19.4%	68
HH owns PC speakers		120	29.2%	70
HH owns tape backup		6	1.5%	55
HH owns webcam		24	5.8%	52
HH owns software: accounting		22	5.4%	60
HH owns software: communications/fax		23	5.5%	69
HH owns software: database/filing		19	4.7%	57
HH owns software: desktop publishing		31	7.7%	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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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Felicity Village, OH  
Felicity village, OH (3926880)  
Geography: Place

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns software: education/training	22	5.5%	53
HH owns software: entertainment/games	103	25.1%	86
HH owns software: online meeting/conference	6	1.4%	51
HH owns software: personal finance/tax prep	38	9.3%	65
HH owns software: presentation graphics	18	4.5%	55
HH owns software: multimedia	40	9.8%	64
HH owns software: networking	28	6.9%	61
HH owns software: security/anti-virus	75	18.4%	65
HH owns software: spreadsheet	52	12.6%	55
HH owns software: utility	17	4.2%	58
HH owns software: web authoring	8	2.0%	56
HH owns software: word processing	93	22.6%	67
Spent \$500+ on software for home PC in last 12 mo	5	1.2%	51
Purchased computer book in last 12 months	16	3.9%	90
HH owns fax machine	19	4.7%	77
Purchased audio equipment in last 12 months	44	10.6%	110
Purchased headphones in last 12 months	15	3.6%	92
HH owns camcorder	65	15.8%	81
Purchased camcorder in last 12 months	6	1.4%	69
HH owns CD player	166	40.5%	88
Purchased CD player in last 12 months	14	3.5%	88
HH owns DVD player	243	59.0%	89
Purchased DVD player in last 12 months	41	9.9%	103
HH owns 1 TV	72	17.5%	89
HH owns 2 TVs	112	27.3%	104
HH owns 3 TVs	99	24.0%	107
HH owns 4+ TVs	94	22.8%	109
HH owns miniature screen TV (<13 in)	34	8.3%	104
Most recent TV purchase: miniature screen (<13 in)	18	4.3%	158
HH owns regular screen TV (13-26 in)	196	47.6%	110
Most recent TV purchase: regular screen (13-26 in)	108	26.3%	113
HH owns large screen TV (27-35 in)	203	49.5%	106
Most recent TV purchase: large screen (27-35 in)	154	37.6%	119
HH owns big screen TV (36-42 in)	42	10.2%	54
Most recent TV purchase: big screen (36-42 in)	33	8.1%	57
HH owns giant screen TV (over 42 in)	45	10.9%	77
Most recent TV purchase: giant screen (over 42 in)	34	8.3%	74
HH owns LCD TV	60	14.6%	76
HH owns plasma TV	28	6.9%	82
HH owns projection TV	15	3.7%	67
HH owns video game system	133	32.3%	97
Purchased video game system in last 12 months	47	11.4%	106
HH owns video game system: handheld	46	11.3%	73
HH owns video game system: attached to TV/computer	122	29.7%	100
HH owns video game system: Game Boy	22	5.4%	78
HH owns video game system: Game Boy Advance/SP	17	4.3%	63
HH owns video game system: Nintendo DS	23	5.5%	74

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



# Electronics and Internet Market Potential

Felicity Village, OH  
Felicity village, OH (3926880)  
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	16	3.8%	78
HH owns video game system: Nintendo Wii	14	3.5%	50
HH owns video game system: PlayStation 2	72	17.6%	106
HH owns video game system: PlayStation 3	20	4.9%	135
HH owns video game system: Sony PlayStation/PS One	17	4.2%	102
HH owns video game system: Sony PSP	6	1.5%	50
HH owns video game system: Xbox	21	5.0%	86
HH owns video game system: Xbox 360	21	5.2%	79
HH purchased 5+ video games in last 12 months	15	3.7%	56
HH spent \$101+ on video games in last 12 months	28	6.8%	84
Owns MP3 player	116	15.3%	57
Purchased MP3 player in last 12 months	49	6.4%	63
Owns Apple iPod	22	2.9%	26
Purchased Apple iPod in last 12 months	10	1.3%	39
Have any access to the Internet	506	66.7%	79
Have access to Internet: at home	354	46.6%	66
Have access to Internet: at work	193	25.4%	68
Have access to Internet: at school/library	139	18.3%	73
Have access to Internet: not hm/work/school/library	101	13.4%	69
Use Internet less than once a week	41	5.5%	136
Use Internet 1-2 times per week	54	7.2%	129
Use Internet 3-6 times per week	53	7.0%	87
Use Internet once a day	56	7.4%	67
Use Internet 2-4 times per day	99	13.1%	74
Use Internet 5 or more times per day	109	14.4%	57
Any Internet or online usage in last 30 days	389	51.2%	73
Used Internet in last 30 days: at home	298	39.3%	63
Used Internet in last 30 days: at work	147	19.4%	61
Used Internet in last 30 days: at school/library	59	7.8%	101
Used Internet/30 days: not home/work/school/library	45	6.0%	64
Internet last 30 days: used email	304	40.0%	64
Internet last 30 days: used Instant Messenger	130	17.2%	68
Internet last 30 days: paid bills online	164	21.6%	66
Internet last 30 days: visited online blog	38	5.1%	52
Internet last 30 days: wrote online blog	16	2.1%	57
Internet last 30 days: visited chat room	23	3.1%	65
Internet last 30 days: looked for employment	46	6.1%	46
Internet last 30 days: played games online	152	20.1%	95
Internet last 30 days: traded/tracked investments	28	3.7%	33
Internet last 30 days: downloaded music	92	12.2%	66
Internet last 30 days: made phone call	21	2.8%	75
Internet last 30 days: made personal purchase	128	16.9%	55
Internet last 30 days: made business purchase	59	7.8%	82
Internet last 30 days: made travel plans	36	4.7%	27
Internet last 30 days: watched online video	104	13.7%	71
Internet last 30 days: obtained new/used car info	56	7.4%	83
Internet last 30 days: obtained financial info	68	8.9%	37
Internet last 30 days: obtained medical info	80	10.5%	63
Internet last 30 days: obtained latest news	205	27.1%	70
Internet last 30 days: obtained real estate info	46	6.1%	56

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# Electronics and Internet Market Potential

Felicity Village, OH  
 Felicity village, OH (3926880)  
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	118	15.6%	67
Ordered anything on Internet in last 12 months	148	19.5%	56
Ordered on Internet/12 mo: airline ticket	45	6.0%	35
Ordered on Internet/12 mo: CD/tape	17	2.2%	51
Ordered on Internet/12 mo: clothing	60	7.9%	54
Ordered on Internet/12 mo: computer	15	2.0%	58
Ordered on Internet/12 mo: computer peripheral	18	2.4%	55
Ordered on Internet/12 mo: DVD	28	3.7%	56
Ordered on Internet/12 mo: flowers	10	1.4%	28
Ordered on Internet/12 mo: software	23	3.1%	53
Ordered on Internet/12 mo: tickets (concerts etc.)	33	4.3%	45
Ordered on Internet/12 mo: toy	25	3.3%	66
Purchased item from amazon.com in last 12 months	39	5.2%	37
Purchased item from barnes&noble.com in last 12 mo	8	1.0%	33
Purchased item from bestbuy.com in last 12 months	7	1.0%	37
Purchased item from ebay.com in last 12 months	52	6.8%	74
Purchased item from walmart.com in last 12 months	35	4.6%	113
Spent on Internet orders last 12 months: <\$100	31	4.1%	75
Spent on Internet orders last 12 months: \$100-199	22	2.9%	54
Spent on Internet orders last 12 months: \$200-499	43	5.7%	68
Spent on Internet orders last 12 months: \$500+	39	5.2%	35
Connection to Internet from home: dial-up modem	61	8.1%	97
Connection to Internet from home: cable modem	99	13.1%	48
Connection to Internet from home: DSL	133	17.6%	71
Connection to Internet from home: wireless	58	7.7%	56
Connection to Internet from home: any broadband	283	37.3%	63
DVDs rented in last 30 days: 1	13	1.7%	65
DVDs rented in last 30 days: 2	20	2.7%	57
DVDs rented in last 30 days: 3	15	1.9%	62
DVDs rented in last 30 days: 4	22	2.9%	75
DVDs rented in last 30 days: 5+	69	9.1%	69
Rented video tape/DVD last month: action/adventure	121	16.0%	79
Rented video tape/DVD last month: classic	21	2.7%	53
Rented video tape/DVD last month: comedy	143	18.8%	91
Rented video tape/DVD last month: drama	78	10.2%	76
Rented video tape/DVD last month: family/children	53	7.0%	78
Rented video tape/DVD last month: foreign	6	0.8%	40
Rented video tape/DVD last month: horror	65	8.6%	116
Rented video tape/DVD last month: romance	43	5.6%	75
Rented video tape/DVD last month: science fiction	28	3.7%	69
Rented video tape/DVD last mo at Blockbuster Video	88	11.5%	96
Rented video tape/DVD last mo at Hollywood Video	11	1.4%	35
Bought video tape/DVD last month: action/adventure	76	10.0%	120
Bought video tape/DVD last month: classic	29	3.8%	140
Bought video tape/DVD last month: comedy	69	9.2%	113
Bought video tape/DVD last month: drama	46	6.1%	140
Bought video tape/DVD last month: family/children	48	6.3%	107
Bought video tape/DVD last month: horror	37	4.9%	155
Bought video tape/DVD last month: romance	26	3.4%	135

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Felicity Village, OH  
Felicity village, OH (3926880)  
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought video tape/DVD last mo at Blockbuster Video	20	2.6%	106
Bought blank video tape in last 6 months	105	13.9%	122
Bought 7+ blank video tapes in last 6 months	22	2.9%	111
DVDs purchased in last 30 days: 1	31	4.1%	82
DVDs purchased in last 30 days: 2	32	4.2%	89
DVDs purchased in last 30 days: 3-4	46	6.0%	131
DVDs purchased in last 30 days: 5+	40	5.3%	101
Bought any camera in last 12 months	98	12.9%	101
Spent on cameras in last 12 months: <\$100	43	5.6%	128
Spent on cameras in last 12 months: \$100-199	20	2.6%	87
Spent on cameras in last 12 months: \$200+	26	3.4%	86
Own APS (point & shoot or SLR) camera	12	1.5%	57
Own digital camera	137	18.1%	55
Bought digital camera in last 12 months	42	5.6%	81
Own digital point & shoot camera	101	13.4%	54
Bought digital point & shoot camera in last 12 mo	28	3.7%	75
Own digital SLR camera	39	5.1%	55
Bought digital SLR camera in last 12 months	14	1.9%	82
Own 35mm auto focus point & shoot camera	39	5.2%	110
Own 35mm auto focus single lens reflex camera	13	1.7%	72
Own 35mm auto focus zoom camera	39	5.1%	91
Own 35mm single lens reflex camera	22	2.9%	97
Own Canon camera	62	8.1%	52
Bought Canon camera in last 12 months	9	1.2%	56
Own Fuji camera	30	4.0%	98
Own Kodak camera	86	11.3%	96
Bought Kodak camera in last 12 months	32	4.2%	142
Own Nikon camera	23	3.1%	56
Own Olympus camera	18	2.3%	52
Own Polaroid camera	24	3.2%	129
Bought any camera accessory in last 12 months	236	31.1%	73
Bought film in last 12 months	147	19.4%	101
Bought film in last 12 months: <3 rolls	44	5.7%	65
Bought film in last 12 months: 3-6 rolls	59	7.8%	124
Bought film in last 12 months: 7+ rolls	45	5.9%	140
Bought film in last 12 mo: APS (color prints)	24	3.2%	118
Bought film in last 12 mo: instant developing	17	2.3%	112
Bought film in last 12 mo: 35mm (black & white)	11	1.5%	152
Bought film in last 12 mo: 35mm (color prints)	109	14.4%	126
Bought Fuji film in last 12 months	61	8.1%	160
Bought Kodak film in last 12 months	95	12.5%	106
Bought store-brand film in last 12 months	15	1.9%	93
Purchased film in last 12 mo: department store	50	6.5%	177
Purchased film in last 12 mo: discount store	61	8.1%	168

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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March 23, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Felicity Village, OH  
Felicity village, OH (3926880)  
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	17	2.3%	48
Purchased film in last 12 mo: grocery store	13	1.7%	80
Purchased film in last 12 mo: 1 hour service store	26	3.4%	135
Had film processed at discount store	32	4.2%	127
Had film processed at drug store	35	4.6%	108
Had film processed at 1 hour service store	29	3.8%	132
Bought memory card for camera in last 12 months	42	5.5%	72
Own memory card for camera	106	14.0%	56

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March 23, 2012



# Financial Investments Market Potential

Felicity Village, OH  
 Felicity village, OH (3926880)  
 Geography: Place

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		1,075	1,140	
Population 18+		759	810	
Households		411	439	
Median Household Income		\$26,024	\$28,369	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Bank/financial institution: use full service bank		338	44.5%	90
Bank/financial institution: use savings & loan		60	7.9%	76
Bank/financial institution: use credit union		111	14.6%	65
Bank/financial institution: use fed savings bank		14	1.8%	80
Bank/financial institution: use mutual funds co		14	1.8%	57
Bank/financial institution: use Internet Bank		14	1.8%	43
Used ATM/cash machine in last 12 months		248	32.7%	64
Banked in person in last 12 months		290	38.2%	74
Banked by mail in last 12 months		25	3.3%	62
Banked by phone in last 12 months		81	10.7%	71
Did banking over the Internet in last 12 months		108	14.2%	52
Used direct deposit of paycheck in last 12 months		226	29.8%	77
Have interest checking account		148	19.5%	61
Have non-interest checking account		193	25.4%	96
Have money market account		37	4.9%	40
Have savings account		159	20.9%	58
Have 401K retirement savings		63	8.3%	47
Have IRA retirement savings		70	9.2%	61
Have auto loan for new car		77	10.1%	88
Have personal loan for education only		24	3.2%	78
Have personal loan-not for education		27	3.6%	141
Have home mortgage (1st)		80	10.5%	55
Have 2nd mortgage (equity loan)		33	4.3%	69
Have home equity line of credit		28	3.7%	61
Have personal line of credit		32	4.2%	93
Have overdraft protection		55	7.2%	54
Own any securities investment		124	16.3%	65
Own annuities		15	2.0%	65
Own certificate of deposit (6 months or less)		20	2.6%	75
Own certificate of deposit (more than 6 months)		43	5.7%	102
Own common/preferred stock in company you work for		13	1.7%	57
Own common stock in company you don't work for		20	2.6%	42
Own insured money market account (bank)		8	1.1%	51
Own shares in money market fund		20	2.6%	40
Own shares in mutual fund (bonds)		20	2.6%	44
Own shares in mutual fund (stock)		32	4.2%	45
Own any stock		29	3.8%	42
Own stock with market value <\$10000		16	2.1%	68
Own stock with market value \$10000-49999		9	1.2%	47
Own stock with market value \$50000+		10	1.3%	53

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March 23, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Felicity Village, OH  
Felicity village, OH (3926880)  
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	33	4.3%	63
Used financial planning counsel in last 12 months	38	5.0%	64
Used full service brokerage firm in last 12 months	28	3.7%	60
Own any credit/debit card (in own name)	455	59.9%	81
Own American Express card (in own name)	47	6.2%	50
Own Discover card (in own name)	56	7.4%	66
Own MasterCard (in own name)	196	25.8%	75
Own Visa (in own name)	265	34.9%	71
Own any department store credit card (in own name)	215	28.3%	91
Avg monthly credit card expenditures: <\$111	110	14.5%	105
Avg monthly credit card expenditures: \$111-225	45	5.9%	76
Avg monthly credit card expenditures: \$226-450	49	6.5%	86
Avg monthly credit card expenditures: \$451-700	32	4.2%	66
Avg monthly credit card expenditures: \$701+	42	5.5%	41

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Pets and Products Market Potential

Felicity Village, OH  
Felicity village, OH (3926880)  
Geography: Place

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		1,075	1,140	
Population 18+		759	810	
Households		411	439	
Median Household Income		\$26,024	\$28,369	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Households</b>	<b>Percent</b>	<b>MPI</b>
HH owns any pet		197	47.9%	93
HH owns any bird		12	2.9%	101
HH owns any cat		89	21.7%	90
HH owns any dog		164	39.9%	105
HH owns 1 cat		52	12.7%	99
HH owns 2+ cats		37	9.0%	78
HH owns 1 dog		83	20.2%	86
HH owns 2+ dogs		81	19.7%	134
HH used canned cat food in last 6 months		29	7.1%	61
HH used <4 cans of cat food in last 7 days		20	4.9%	112
HH used 8+ cans of cat food in last 7 days		16	3.9%	108
HH used packaged dry cat food in last 6 months		90	21.9%	94
HH used <5 pounds of packaged dry cat food last mo		23	5.6%	69
HH used 11+ pounds of packaged dry cat food last mo		29	7.1%	98
HH used cat treats in last 6 months		41	10.0%	97
HH used cat litter in last 6 months		55	13.4%	65
HH used canned dog food in last 6 months		70	17.0%	129
HH used packaged dry dog food in last 6 months		154	37.5%	103
HH used <10 pounds of pkgd dry dog food last month		75	18.2%	110
HH used 25+ pounds of pkgd dry dog food last month		41	10.0%	91
HH used dog biscuits/treats in last 6 months		115	28.0%	94
HH used <2 packages of dog biscuits/treats last mo		50	12.2%	82
HH used 4+ packages of dog biscuits/treats last mo		29	7.1%	127
HH used flea/tick care prod for cat/dog last 12 mo		164	39.9%	117
HH member took pet to vet in last 12 mo: 1 time		39	9.5%	75
HH member took pet to vet in last 12 mo: 2 times		34	8.3%	75
HH member took pet to vet in last 12 mo: 3 times		34	8.3%	147
HH member took pet to vet in last 12 mo: 4 times		18	4.4%	106
HH member took pet to vet in last 12 mo: 5+ times		25	6.1%	109
Bought pet food from vet in last 12 months		17	4.1%	81
Bought flea control product from vet in last 12 mo		46	11.2%	84

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# Health and Beauty Market Potential

Felicity Village, OH  
 Felicity village, OH (3926880)  
 Geography: Place

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		1,075	1,140	
Population 18+		759	810	
Households		411	439	
Median Household Income		\$26,024	\$28,369	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Exercise at home 2+ times per week		195	25.7%	86
Exercise at club 2+ times per week		29	3.8%	31
Exercise at other facility (not club) 2+ times/wk		33	4.3%	54
Own stationary bicycle		45	5.9%	105
Own treadmill		49	6.5%	66
Own weight lifting equipment		45	5.9%	46
Presently controlling diet		305	40.2%	97
Diet control for blood sugar level		70	9.2%	126
Diet control for cholesterol level		62	8.2%	81
Diet control to maintain weight		70	9.2%	82
Diet control for physical fitness		61	8.0%	81
Diet control for salt restriction		31	4.1%	122
Diet control for weight loss		80	10.5%	74
Used doctor's care/diet for diet method		38	5.0%	166
Used exercise program for diet method		50	6.6%	78
Used Weight Watchers as diet method		23	3.0%	99
Buy foods specifically labeled as fat-free		142	18.7%	107
Buy foods specifically labeled as high fiber		88	11.6%	101
Buy foods specifically labeled as high protein		41	5.4%	99
Buy foods specifically labeled as lactose-free		7	0.9%	50
Buy foods specifically labeled as low-calorie		68	9.0%	83
Buy foods specifically labeled as low-carb		70	9.2%	120
Buy foods specifically labeled as low-cholesterol		62	8.2%	99
Buy foods specifically labeled as low-fat		117	15.4%	116
Buy foods specifically labeled as low-sodium		66	8.7%	97
Buy foods specifically labeled as natural/organic		37	4.9%	58
Buy foods specifically labeled as sugar-free		127	16.7%	126
Used butter alternatives in last 6 months		18	2.4%	57
Used egg alternatives in last 6 months		128	16.9%	119
Used salt alternatives in last 6 months		241	31.8%	114
Drank meal/dietary supplement in last 6 months		60	7.9%	108
Used nutrition/energy bar in last 6 months		47	6.2%	44
Drank sports drink/thirst quencher in last 6 mo		272	35.8%	112
Used vitamin/dietary supplement in last 6 months		309	40.7%	84
Vitamin/dietary suppl used/6 mo: antioxidant		14	1.8%	63
Vitamin/dietary suppl used/6 mo: B complex		27	3.6%	73
Vitamin/dietary suppl used/6 mo: B complex+C		13	1.7%	88
Vitamin/dietary suppl used/6 mo: B-6		10	1.3%	65
Vitamin/dietary suppl used/6 mo: B-12		52	6.9%	121
Vitamin/dietary suppl used/6 mo: C		34	4.5%	53
Vitamin/dietary suppl used/6 mo: calcium		59	7.8%	72

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# Health and Beauty Market Potential

Felicity Village, OH  
 Felicity village, OH (3926880)  
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	28	3.7%	75
Vitamin/dietary suppl used/6 mo: E	21	2.8%	56
Vitamin/dietary suppl used/6 mo: garlic	8	1.1%	62
Vitamin/dietary suppl used/6 mo: glucosamine	24	3.2%	68
Vitamin/dietary suppl used/6 mo: multiple formula	81	10.7%	91
Vitamin/dietary suppl used/6 mo: multiple w/iron	23	3.0%	70
Vitamin/dietary suppl used/6 mo: mult w/minerals	26	3.4%	58
Vitamin/dietary suppl used/6 mo: zinc	10	1.3%	57
Vitamin/dietary suppl/6 mo: Caltrate 600	19	2.5%	94
Vitamin/dietary suppl/6 mo: Centrum	29	3.8%	65
Vitamin/dietary suppl/6 mo: Nature Made	29	3.8%	65
Visited doctor in last 12 months	555	73.1%	94
Visited doctor in last 12 months: 1-3 times	259	34.1%	101
Visited doctor in last 12 months: 4-7 times	162	21.3%	96
Visited doctor in last 12 months: 8+ times	135	17.8%	82
Visited doctor in last 12 mo: allergist	13	1.7%	72
Visited doctor in last 12 mo: cardiologist	57	7.5%	106
Visited doctor in last 12 mo: chiropractor	33	4.3%	58
Visited doctor in last 12 mo: dentist	208	27.4%	73
Visited doctor in last 12 mo: dermatologist	27	3.6%	50
Visited doctor in last 12 mo: ear/nose/throat	37	4.9%	106
Visited doctor in last 12 mo: eye	112	14.8%	71
Visited doctor in last 12 mo: general/family	265	34.9%	82
Visited doctor in last 12 mo: internist	34	4.5%	61
Visited doctor in last 12 mo: physical therapist	34	4.5%	99
Visited doctor in last 12 mo: podiatrist	18	2.4%	70
Visited doctor in last 12 mo: urologist	39	5.1%	133
Visited nurse practitioner in last 12 months	46	6.1%	145
Wear regular/sun/tinted prescription eyeglasses	228	30.0%	87
Wear bi-focals	136	17.9%	114
Wear disposable contact lenses	31	4.1%	63
Wear soft contact lenses	37	4.9%	55
Spent on contact lenses in last 12 mo: <\$100	16	2.1%	76
Spent on contact lenses in last 12 mo: \$100-199	22	2.9%	78
Spent on contact lenses in last 12 mo: \$200+	15	2.0%	65
Bought prescription eyewear: discount optical ctr	47	6.2%	78
Bought prescription eyewear: from eye doctor	186	24.5%	96
Bought prescription eyewear: retail optical chain	59	7.8%	70
Used prescription drug for allergy/hay fever	51	6.7%	96
Used prescription drug for anxiety/panic	36	4.7%	116
Used prescription drug for arthritis/rheumatism	21	2.8%	105
Used prescription drug for asthma	26	3.4%	84
Used prescription drug for backache/back pain	55	7.2%	98
Used prescription drug for depression	38	5.0%	85
Used prescr drug for diabetes (insulin dependent)	41	5.4%	273
Used prescr drug for diabetes (non-insulin)	42	5.5%	149
Used prescription drug for eczema/skin itch/rash	13	1.7%	82

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**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.



# Health and Beauty Market Potential

Felicity Village, OH  
 Felicity village, OH (3926880)  
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	65	8.6%	129
Used prescription drug for high blood pressure	111	14.6%	117
Used prescription drug for high cholesterol	89	11.7%	135
Used prescription drug for migraine headache	40	5.3%	142
Used prescription drug for sinus congest./headache	42	5.5%	114
Used prescription drug for urinary tract infection	26	3.4%	110
Used last 6 mo: adhesive bandages	374	49.3%	89
Used last 6 mo: athlete's foot/foot care product	123	16.2%	116
Used last 6 mo: cold/sinus/allergy med (nonprescr)	404	53.2%	112
Used last 6 mo: children's cold tablets/liquids	151	19.9%	132
Used last 6 mo: contact lens cleaning solution	51	6.7%	55
Used last 6 mo: cotton swabs	362	47.7%	99
Used last 6 mo: cough/sore throat drops (nonprescr)	384	50.6%	107
Used last 6 mo: cough syrup/suppressant (nonprescr)	302	39.8%	116
Used last 6 mo: children's cough syrup	159	20.9%	147
Used last 6 mo: diarrhea remedy	153	20.2%	123
Used last 6 mo: eye wash and drops	271	35.7%	117
Used last 6 mo: headache/pain reliever (nonprescr)	681	89.7%	107
Used last 6 mo: hemorrhoid remedy	89	11.7%	131
Used last 6 mo: indigestion/upset stomach remedy	388	51.1%	114
Used last 6 mo: lactose intolerance product	17	2.2%	63
Used last 6 mo: laxative/fiber supplement	159	20.9%	151
Used last 6 mo: medicated skin ointment	273	36.0%	114
Used last 6 mo: medicated throat remedy	128	16.9%	147
Used last 6 mo: nasal spray	134	17.7%	111
Used last 6 mo: pain reliever/fever reducer (kids)	224	29.5%	133
Used last 6 mo: pain relieving rub/liquid/patch	241	31.8%	126
Used last 6 mo: sleeping tablets (nonprescription)	30	4.0%	73
Used last 12 mo: sunburn remedy	98	12.9%	84
Used last 12 mo: suntan/sunscreen product	179	23.6%	61
Used last 12 mo: SPF 15+ suntan/sunscreen product	132	17.4%	58
Used last 6 mo: toothache/gum/canker sore remedy	187	24.6%	146
Used last 6 mo: vitamins for children	126	16.6%	113
Used body powder in last 6 months	323	42.6%	153
Used body powder <3 times in last 7 days	104	13.7%	116
Used body powder 8+ times in last 7 days	48	6.3%	289
Used body wash/shower gel in last 6 months	398	52.4%	101
Used breath freshener in last 6 months	366	48.2%	104
Used complexion care product in last 6 months	376	49.5%	105
Used complexion care product <7 times last week	114	15.0%	110
Used complexion care product 11+ times last week	132	17.4%	104
Used complexion care prod: dry facial skin type	60	7.9%	108
Used complexion care prod: normal facial skin type	107	14.1%	93
Used complexion care prod: oily facial skin type	60	7.9%	131
Used dental floss in last 6 months	384	50.6%	81

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	221	29.1%	144
Used denture adhesive/fixative in last 6 months	82	10.8%	172
Used denture cleaner in last 6 months	132	17.4%	157
Used deodorant/antiperspirant in last 6 months	733	96.6%	104
Used deodorant/antiperspirant <8 times last week	479	63.1%	92
Used deodorant/antiperspirant 15+ times last week	70	9.2%	153
Used disposable razor in last 6 months	411	54.2%	104
Used electric shaver in last 6 months	103	13.6%	72
Used hair coloring product (at home) last 6 months	212	27.9%	140
Used hair conditioner (at home) in last 6 months	462	60.9%	98
Used hair conditioning treatment (at home)/6 mo	261	34.4%	146
Used hair growth product in last 6 months	10	1.3%	58
Used hair mousse in last 6 months	157	20.7%	119
Used hair spray (at home) in last 6 months	318	41.9%	116
Used hair styling gel/lotion in last 6 months	215	28.3%	105
Used hand & body cream/lotion/oil in last 6 months	583	76.8%	106
Used hand & body cream/lotion/oil <5 times last wk	180	23.7%	111
Used hand & body cream/lotion/oil 9+ times last wk	196	25.8%	104
Used hand & body cream in last 6 months	92	12.1%	69
Used hand & body lotion in last 6 months	436	57.4%	117
Used hand & body oil in last 6 months	37	4.9%	94
Used lip care in last 6 months	491	64.7%	108
Used liquid soap/hand sanitizer in last 6 months	551	72.6%	94
Used mouthwash in last 6 months	575	75.8%	115
Used mouthwash <4 times in last 7 days	160	21.1%	98
Used mouthwash 8+ times in last 7 days	149	19.6%	124
Used shampoo (at home) in last 6 months	674	88.8%	96
Used shampoo plus conditioner prod (at home)/6 mo	175	23.1%	120
Used shaving cream/gel in last 6 months	441	58.1%	111
Used personal care soap (bar) in last 6 months	656	86.4%	103
Used personal care soap for antibacterial purpose	180	23.7%	123
Used personal care soap for complexion	55	7.2%	106
Used personal care soap for deodorant	175	23.1%	142
Use personal care soap for moisturizing	180	23.7%	109
Bought toothbrush in last 6 months	690	90.9%	107
Bought electric toothbrush in last 6 months	46	6.1%	91
Used toothpaste in last 6 months	732	96.4%	101
Used toothpaste <8 times in last 7 days	263	34.7%	108
Used toothpaste 15+ times in last 7 days	146	19.2%	118
Used toothpaste with baking soda in last 6 months	132	17.4%	152
Used toothpaste (gel) in last 6 months	192	25.3%	91
Used toothpaste (paste) in last 6 months	335	44.1%	91
Used whitening toothpaste in last 6 months	263	34.7%	99
Used tooth whitener (not toothpaste) last 6 months	121	15.9%	150
Had professional manicure/pedicure last 6 months	99	13.0%	76
Had professional facial/massage last 6 months	36	4.7%	50
Spent \$100+ at barber shops in last 6 months	32	4.2%	79
Spent \$100+ at beauty parlors in last 6 months	69	9.1%	57

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Felicity Village, OH  
Felicity village, OH (3926880)  
Geography: Place

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>	<b>2010</b>	<b>2015</b>
Population	1,075	1,140
Population 18+	759	810
Households	411	439
Median Household Income	\$26,024	\$28,369

<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	473	62.3%	87
Family restaurant/steak house last month: <2 times	151	19.9%	77
Family restaurant/steak house last month: 2-4 times	184	24.2%	90
Family restaurant/steak house last month: 5+ times	139	18.3%	94
Family restaurant/steak house last 6 months: breakfast	94	12.4%	94
Family restaurant/steak house last 6 months: lunch	166	21.9%	88
Family restaurant/steak house last 6 months: snack	21	2.8%	99
Family restaurant/steak house last 6 months: dinner	331	43.6%	82
Family restaurant/steak house last 6 months: weekday	246	32.4%	84
Family restaurant/steak house last 6 months: weekend	268	35.3%	79
Family restaurant/steak house last 6 months: Applebee's	137	18.1%	71
Family restaurant/steak house last 6 months: Bennigan's	5	0.7%	30
Family restaurant/steak house last 6 months: Bob Evans Farm	36	4.7%	103
Family restaurant/steak house last 6 months: Cheesecake Factory	13	1.7%	26
Family restaurant/steak house last 6 months: Chili's Grill & Bar	54	7.1%	61
Family restaurant/steak house last 6 months: Cracker Barrel	83	10.9%	99
Family restaurant/steak house last 6 months: Denny's	38	5.0%	55
Family restaurant/steak house last 6 months: Friendly's	14	1.8%	46
Family restaurant/steak house last 6 months: Golden Corral	74	9.8%	135
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	70	9.2%	79
Family restaurant/steak house last 6 months: Lone Star Steakhouse	21	2.8%	102
Family restaurant/steak house last 6 months: Old Country Buffet	13	1.7%	60
Family restaurant/steak house last 6 months: Olive Garden	92	12.1%	68
Family restaurant/steak house last 6 months: Outback Steakhouse	79	10.4%	91
Family restaurant/steak house last 6 months: Perkins	28	3.7%	102
Family restaurant/steak house last 6 months: Red Lobster	74	9.8%	73
Family restaurant/steak house last 6 months: Red Robin	18	2.4%	42
Family restaurant/steak house last 6 months: Ruby Tuesday	62	8.2%	98
Family restaurant/steak house last 6 months: Ryan's	98	12.9%	343
Family restaurant/steak house last 6 months: Sizzler	13	1.7%	57
Family restaurant/steak house last 6 months: T.G.I. Friday's	42	5.5%	54
Went to fast food/drive-in restaurant in last 6 months	680	89.6%	101
Went to fast food/drive-in restaurant <6 times/month	242	31.9%	91
Went to fast food/drive-in restaurant 6-13 times/month	220	29.0%	100
Went to fast food/drive-in restaurant 14+ times/month	218	28.7%	115
Fast food/drive-in last 6 months: breakfast	214	28.2%	103
Fast food/drive-in last 6 months: lunch	429	56.5%	96
Fast food/drive-in last 6 months: snack	107	14.1%	81
Fast food/drive-in last 6 months: dinner	341	44.9%	93

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March 23, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Felicity Village, OH  
Felicity village, OH (3926880)  
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	473	62.3%	94
Fast food/drive-in last 6 months: weekend	339	44.7%	92
Fast food/drive-in last 6 months: A & W	31	4.1%	90
Fast food/drive-in last 6 months: Arby's	117	15.4%	75
Fast food/drive-in last 6 months: Boston Market	7	0.9%	19
Fast food/drive-in last 6 months: Burger King	290	38.2%	105
Fast food/drive-in last 6 months: Captain D's	82	10.8%	210
Fast food/drive-in last 6 months: Carl's Jr.	5	0.7%	11
Fast food/drive-in last 6 months: Checkers	30	4.0%	124
Fast food/drive-in last 6 months: Chick-fil-A	99	13.0%	101
Fast food/drive-in last 6 months: Chipotle Mex. Grill	11	1.4%	24
Fast food/drive-in last 6 months: Chuck E. Cheese	26	3.4%	76
Fast food/drive-in last 6 months: Church's Fr. Chicken	61	8.0%	187
Fast food/drive-in last 6 months: Dairy Queen	106	14.0%	87
Fast food/drive-in last 6 months: Del Taco	4	0.5%	16
Fast food/drive-in last 6 months: Domino's Pizza	98	12.9%	96
Fast food/drive-in last 6 months: Dunkin' Donuts	28	3.7%	32
Fast food/drive-in last 6 months: Fuddruckers	9	1.2%	42
Fast food/drive-in last 6 months: Hardee's	76	10.0%	147
Fast food/drive-in last 6 months: Jack in the Box	36	4.7%	46
Fast food/drive-in last 6 months: KFC	267	35.2%	127
Fast food/drive-in last 6 months: Little Caesars	25	3.3%	45
Fast food/drive-in last 6 months: Long John Silver's	73	9.6%	152
Fast food/drive-in last 6 months: McDonald's	454	59.8%	107
Fast food/drive-in last 6 months: Panera Bread	29	3.8%	39
Fast food/drive-in last 6 months: Papa John's	68	9.0%	103
Fast food/drive-in last 6 months: Pizza Hut	188	24.8%	112
Fast food/drive-in last 6 months: Popeyes	124	16.3%	223
Fast food/drive-in last 6 months: Quiznos	26	3.4%	38
Fast food/drive-in last 6 months: Sonic Drive-In	180	23.7%	201
Fast food/drive-in last 6 months: Starbucks	35	4.6%	31
Fast food/drive-in last 6 months: Steak n Shake	36	4.7%	94
Fast food/drive-in last 6 months: Subway	214	28.2%	89
Fast food/drive-in last 6 months: Taco Bell	233	30.7%	95
Fast food/drive-in last 6 months: Wendy's	253	33.3%	107
Fast food/drive-in last 6 months: Whataburger	32	4.2%	87
Fast food/drive-in last 6 months: White Castle	20	2.6%	65
Fast food/drive-in last 6 months: eat in	267	35.2%	93
Fast food/drive-in last 6 months: home delivery	63	8.3%	80
Fast food/drive-in last 6 months: take-out/drive-thru	408	53.8%	103
Fast food/drive-in last 6 months: take-out/walk-in	171	22.5%	92

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March 23, 2012

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# Sports and Leisure Market Potential

Felicity Village, OH  
 Felicity village, OH (3926880)  
 Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		1,075	1,140
Population 18+		759	810
Households		411	439
Median Household Income		\$26,024	\$28,369
Product/Consumer Behavior		Expected Number of Adults	MPI
Participated in aerobics		34	45
Participated in archery		28	139
Participated in backpacking/hiking		31	43
Participated in baseball		43	109
Participated in basketball		66	93
Participated in bicycling (mountain)		13	47
Participated in bicycling (road)		40	55
Participated in boating (power)		52	111
Participated in bowling		59	67
Participated in canoeing/kayaking		22	61
Participated in downhill skiing		6	27
Participated in fishing (fresh water)		174	175
Participated in fishing (salt water)		52	150
Participated in football		39	82
Participated in Frisbee		30	72
Participated in golf		36	46
Play golf < once a month		14	47
Play golf 1+ times a month		25	61
Participated in horseback riding		25	108
Participated in hunting with rifle		74	201
Participated in hunting with shotgun		47	146
Participated in ice skating		12	55
Participated in jogging/running		40	50
Participated in martial arts		6	56
Participated in motorcycling		29	104
Participated in Pilates		11	44
Participated in roller skating		24	151
Participated in snowboarding		7	48
Participated in soccer		13	40
Participated in softball		31	105
Participated in swimming		102	69
Participated in target shooting		29	99
Participated in tennis		16	49
Participated in volleyball		24	90
Participated in walking for exercise		136	60
Participated in weight lifting		36	40
Participated in yoga		19	43
Spent on high end sports/recreation equipment/12 mo: <\$250		33	98
Spent on high end sports/recreation equipment/12 mo: \$250+		39	132
Attend sports event: auto racing (NASCAR)		57	102
Attend sports event: auto racing (not NASCAR)		53	110
Attend sports event: baseball game		84	75

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	46	6.1%	76
Attend sports event: basketball game (pro)	37	4.9%	57
Attend sports event: football game (college)	94	12.4%	120
Attend sports event: football-Monday night game (pro)	45	5.9%	97
Attend sports event: football-weekend game (pro)	47	6.2%	68
Attend sports event: golf tournament	31	4.1%	74
Attend sports event: ice hockey game	30	4.0%	60
Attend sports event: soccer game	33	4.3%	70
Attend sports event: tennis match	30	4.0%	80
Attended adult education course in last 12 months	31	4.1%	62
Attended auto show in last 12 months	44	5.8%	70
Went to bar/night club in last 12 months	122	16.1%	84
Went to beach in last 12 months	153	20.2%	82
Attended dance performance in last 12 months	19	2.5%	56
Danced/went dancing in last 12 months	60	7.9%	83
Dined out in last 12 months	241	31.8%	64
Dine out < once a month	27	3.6%	76
Dine out once a month	44	5.8%	94
Dine out 2-3 times a month	55	7.2%	63
Dine out once a week	58	7.6%	66
Dine out 2+ times per week	60	7.9%	80
Gambled at casino in last 12 months	98	12.9%	80
Gambled at casino 6+ times in last 12 months	26	3.4%	126
Gambled in Atlantic City in last 12 months	5	0.7%	26
Gambled in Las Vegas in last 12 months	10	1.3%	28
Attended horse races in last 12 months	19	2.5%	84
Attended movies in last 6 months	345	45.5%	77
Attended movies in last 90 days: < once a month	190	25.0%	77
Attended movies in last 90 days: once a month	44	5.8%	57
Attended movies in last 90 days: 2-3 times a month	34	4.5%	66
Attended movies in last 90 days: once/week or more	11	1.4%	57
Prefer to see movie after second week of release	116	15.3%	65
Went to museum in last 12 months	38	5.0%	39
Attended music performance in last 12 months	128	16.9%	71
Attended country music performance in last 12 mo	35	4.6%	91
Attended rock music performance in last 12 months	39	5.1%	47
Attended classical music/opera performance/12 mo	14	1.8%	40
Went to live theater in last 12 months	33	4.3%	33
Visited a theme park in last 12 months	96	12.6%	59
Visited Disney World (FL)/12 mo: Magic Kingdom	25	3.3%	97
Visited any Sea World in last 12 months	8	1.1%	31
Visited any Six Flags in last 12 months	17	2.2%	39
Went to zoo in last 12 months	51	6.7%	53
Played backgammon in last 12 months	7	0.9%	46
Participated in book club in last 12 months	17	2.2%	71
Played billiards/pool in last 12 months	50	6.6%	68
Played bingo in last 12 months	36	4.7%	112
Did birdwatching in last 12 months	37	4.9%	78
Played board game in last 12 months	54	7.1%	44

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March 23, 2012

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# Sports and Leisure Market Potential

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 Felicity village, OH (3926880)  
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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	133	17.5%	84
Played chess in last 12 months	18	2.4%	65
Cooked for fun in last 12 months	111	14.6%	70
Did crossword puzzle in last 12 months	96	12.6%	87
Participated in fantasy sports league last 12 mo	8	1.1%	32
Flew a kite in last 12 months	13	1.7%	60
Did furniture refinishing in last 12 months	23	3.0%	94
Did indoor gardening/plant care in last 12 months	72	9.5%	94
Participated in karaoke in last 12 months	28	3.7%	83
Bought lottery ticket in last 12 months	202	26.6%	77
Bought lottery ticket in last 12 mo: Daily Drawing	28	3.7%	76
Bought lottery ticket in last 12 mo: Instant Game	101	13.3%	84
Bought lottery ticket in last 12 mo: Lotto Drawing	127	16.7%	78
Played lottery: <3 times in last 30 days	69	9.1%	58
Played lottery: 3-7 times in last 30 days	62	8.2%	85
Played lottery: 8+ times in last 30 days	71	9.4%	100
Played musical instrument in last 12 months	36	4.7%	59
Did painting/drawing in last 12 months	35	4.6%	70
Did photography in last 12 months	45	5.9%	47
Read book in last 12 months	226	29.8%	73
Participated in trivia games in last 12 months	40	5.3%	87
Played video game in last 12 months	57	7.5%	56
Did woodworking in last 12 months	34	4.5%	95
Participated in word games in last 12 months	63	8.3%	87
Member of AARP	95	12.5%	81
Member of business club	11	1.4%	58
Member of charitable organization	36	4.7%	75
Member of church board	46	6.1%	141
Member of fraternal order	21	2.8%	78
Member of religious club	33	4.3%	68
Member of union	28	3.7%	70
Member of veterans club	29	3.8%	112
Bought any children`s toy/game in last 12 months	254	33.5%	97
Spent on toys/games in last 12 months: <\$50	45	5.9%	97
Spent on toys/games in last 12 months: \$50-99	21	2.8%	100
Spent on toys/games in last 12 months: \$100-199	46	6.1%	84
Spent on toys/games in last 12 months: \$200-499	89	11.7%	108
Spent on toys/games in last 12 months: \$500+	36	4.7%	82
Bought infant toy in last 12 months	79	10.4%	124
Bought pre-school toy in last 12 months	66	8.7%	107
Spent on toys/games (for child <6)/12 mo: <\$100	84	11.1%	100
Spent on toys/games (for child <6)/12 mo: \$100-199	58	7.6%	113
Spent on toys/games (for child <6)/12 mo: \$200+	52	6.9%	89
Bought for child in last 12 mo: boy action figure	70	9.2%	114
Bought for child in last 12 mo: girl action figure	23	3.0%	98
Bought for child in last 12 mo: bicycle	36	4.7%	69
Bought for child in last 12 mo: board game	72	9.5%	80

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 23, 2012

Made with Esri Business Analyst



# Sports and Leisure Market Potential

Felicity Village, OH  
Felicity village, OH (3926880)  
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	26	3.4%	101
Bought for child in last 12 mo: car	64	8.4%	91
Bought for child in last 12 mo: construction toy	32	4.2%	85
Bought for child in last 12 mo: large/baby doll	45	5.9%	91
Bought for child in last 12 mo: fashion doll	22	2.9%	57
Bought for child in last 12 mo: plush doll/animal	38	5.0%	59
Bought for child in last 12 mo: doll accessories	22	2.9%	72
Bought for child in last 12 mo: doll clothing	30	4.0%	96
Bought for child in last 12 mo: educational toy	79	10.4%	76
Bought for child in last 12 mo: electronic game	73	9.6%	103
Bought for child in last 12 mo: mechanical toy	38	5.0%	125
Bought for child in last 12 mo: model kit/set	18	2.4%	92
Bought for child in last 12 mo: sound game	34	4.5%	160
Bought for child in last 12 mo: water toy	84	11.1%	115
Bought for child in last 12 mo: word game	31	4.1%	106
Bought book in last 12 months	300	39.5%	79
Bought 1-3 books in last 12 months	128	16.9%	86
Bought 4-9 books in last 12 months	93	12.3%	79
Bought 10+ books in last 12 months	79	10.4%	69
Bought paperback book in last 12 months	200	26.4%	70
Bought <3 paperback books in last 12 months	76	10.0%	77
Bought 3-6 paperback books in last 12 months	57	7.5%	57
Bought 7+ paperback books in last 12 months	66	8.7%	74
Bought hardcover book in last 12 months	147	19.4%	69
Bought <3 hardcover books in last 12 months	65	8.6%	70
Bought 3-5 hardcover books in last 12 months	44	5.8%	72
Bought 6+ hardcover books in last 12 months	37	4.9%	62
Bought book (fiction) in last 12 months	143	18.8%	67
Bought book (non-fiction) in last 12 months	110	14.5%	57
Bought biography in last 12 months	33	4.3%	60
Bought children`s book in last 12 months	103	13.6%	107
Bought cookbook in last 12 months	81	10.7%	97
Bought desk dictionary in last 12 months	15	2.0%	97
Bought history book in last 12 months	19	2.5%	33
Bought mystery book in last 12 months	53	7.0%	62
Bought personal/business self-help book last 12 mo	23	3.0%	42
Bought religious book (not bible) last 12 months	48	6.3%	83
Bought romance book in last 12 months	57	7.5%	115
Bought science fiction book in last 12 months	22	2.9%	64
Bought book through book club in last 12 months	31	4.1%	94
Bought book at book store in last 12 months	139	18.3%	55
Bought book at Barnes & Noble in last 12 months	54	7.1%	36
Bought book at Borders in last 12 months	28	3.7%	33
Bought book at convenience store in last 12 months	16	2.1%	95
Bought book at department store in last 12 months	83	10.9%	143
Bought book at drug store in last 12 months	14	1.8%	81
Bought book through Internet in last 12 mo	35	4.6%	45
Bought book through mail order in last 12 months	40	5.3%	155
Bought book at supermarket in last 12 months	49	6.5%	124
Bought book at warehouse store in last 12 months	22	2.9%	50

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 23, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Felicity Village, OH  
Felicity village, OH (3926880)  
Geography: Place

www.ClermontCountyOhio.biz

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Rural Bypasses	91.5%	Population	1,075	1,140
Midland Crowd	7.3%	Households	411	439
Southern Satellites	1.2%	Families	283	300
Top Rung	0.0%	Median Age	35.5	36.7
Suburban Splendor	0.0%	Median Household Income	\$26,024	\$28,369
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		34	\$811.47	\$333,514
Men's		31	\$143.06	\$58,799
Women's		29	\$237.23	\$97,502
Children's		43	\$172.90	\$71,062
Footwear		26	\$110.03	\$45,221
Watches & Jewelry		44	\$85.67	\$35,209
Apparel Products and Services (1)		67	\$62.58	\$25,722
<b>Computer</b>				
Computers and Hardware for Home Use		47	\$89.63	\$36,838
Software and Accessories for Home Use		45	\$12.93	\$5,316
<b>Entertainment &amp; Recreation</b>		56	\$1,790.90	\$736,060
Fees and Admissions		35	\$214.84	\$88,299
Membership Fees for Clubs (2)		33	\$54.45	\$22,381
Fees for Participant Sports, excl. Trips		39	\$41.92	\$17,229
Admission to Movie/Theatre/Opera/Ballet		38	\$57.14	\$23,486
Admission to Sporting Events, excl. Trips		40	\$23.73	\$9,754
Fees for Recreational Lessons		27	\$37.41	\$15,374
Dating Services		24	\$0.18	\$75
TV/Video/Audio		55	\$680.99	\$279,887
Community Antenna or Cable TV		61	\$441.27	\$181,361
Televisions		45	\$87.80	\$36,086
VCRs, Video Cameras, and DVD Players		50	\$10.22	\$4,200
Video Cassettes and DVDs		56	\$29.33	\$12,053
Video and Computer Game Hardware and Software		43	\$23.98	\$9,856
Satellite Dishes		72	\$0.91	\$373
Rental of Video Cassettes and DVDs		49	\$20.13	\$8,274
Streaming/Downloaded Video		27	\$0.38	\$156
Audio (3)		43	\$63.28	\$26,009
Rental and Repair of TV/Radio/Sound Equipment		48	\$3.69	\$1,518
Pets		77	\$329.90	\$135,587
Toys and Games (4)		57	\$82.97	\$34,100
Recreational Vehicles and Fees (5)		80	\$258.28	\$106,154
Sports/Recreation/Exercise Equipment (6)		50	\$89.77	\$36,896
Photo Equipment and Supplies (7)		50	\$51.29	\$21,081
Reading (8)		48	\$73.75	\$30,310
Catered Affairs (9)		37	\$9.12	\$3,747
<b>Food</b>		55	\$4,225.14	\$1,736,532
Food at Home		57	\$2,560.27	\$1,052,271
Bakery and Cereal Products		58	\$347.40	\$142,782
Meats, Poultry, Fish, and Eggs		57	\$593.14	\$243,779
Dairy Products		59	\$295.36	\$121,393
Fruits and Vegetables		53	\$412.68	\$169,612
Snacks and Other Food at Home (10)		58	\$911.69	\$374,706
Food Away from Home		52	\$1,664.87	\$684,261
Alcoholic Beverages		41	\$235.31	\$96,713
Nonalcoholic Beverages at Home		59	\$257.69	\$105,912

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

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

March 23, 2012

Made with Esri Business Analyst



# Retail Goods and Services Expenditures

Felicity Village, OH  
Felicity village, OH (3926880)  
Geography: Place

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	50	\$869.52	\$357,374
Vehicle Loans	69	\$3,412.99	\$1,402,737
<b>Health</b>			
Nonprescription Drugs	73	\$75.72	\$31,120
Prescription Drugs	78	\$388.07	\$159,498
Eyeglasses and Contact Lenses	52	\$40.23	\$16,534
<b>Home</b>			
Mortgage Payment and Basics (11)	43	\$3,996.29	\$1,642,477
Maintenance and Remodeling Services	38	\$762.26	\$313,287
Maintenance and Remodeling Materials (12)	64	\$237.46	\$97,597
Utilities, Fuel, and Public Services	61	\$2,772.75	\$1,139,599
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	53	\$69.88	\$28,721
Furniture	48	\$290.30	\$119,314
Floor Coverings	37	\$27.45	\$11,281
Major Appliances (14)	63	\$189.99	\$78,086
Housewares (15)	46	\$39.85	\$16,378
Small Appliances	57	\$18.66	\$7,670
Luggage	45	\$4.13	\$1,698
Telephones and Accessories	36	\$15.42	\$6,336
<b>Household Operations</b>			
Child Care	45	\$208.29	\$85,605
Lawn and Garden (16)	58	\$243.66	\$100,143
Moving/Storage/Freight Express	53	\$32.21	\$13,240
Housekeeping Supplies (17)	60	\$421.61	\$173,281
<b>Insurance</b>			
Owners and Renters Insurance	65	\$298.66	\$122,747
Vehicle Insurance	57	\$663.79	\$272,816
Life/Other Insurance	59	\$247.41	\$101,683
Health Insurance	63	\$1,225.91	\$503,849
Personal Care Products (18)	54	\$216.55	\$89,001
School Books and Supplies (19)	47	\$50.21	\$20,636
Smoking Products	76	\$324.05	\$133,184
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	61	\$2,698.38	\$1,109,035
Gasoline and Motor Oil	67	\$1,922.80	\$790,272
Vehicle Maintenance and Repairs	55	\$518.81	\$213,231
<b>Travel</b>			
Airline Fares	31	\$140.42	\$57,713
Lodging on Trips	43	\$186.80	\$76,775
Auto/Truck/Van Rental on Trips	29	\$10.60	\$4,356
Food and Drink on Trips	47	\$204.90	\$84,213

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

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



# Retail Goods and Services Expenditures

Felicity Village, OH  
Felicity village, OH (3926880)  
Geography: Place

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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

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

March 23, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Automotive Aftermarket Expenditures

Felicity Village, OH  
Felicity village, OH (3926880)  
Geography: Place

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		1,075	1,140
Households		411	439
Families		283	300
Median Age		35.5	36.7
Median Household Income		\$26,024	\$28,369
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
<b>Products</b>			<b>Total</b>
Vehicle Coolant/Brake/Transmission Fluids	75	\$3.57	\$1,469
Gasoline	66	\$1,854.40	\$762,157
Motor Oil	87	\$10.32	\$4,241
Vehicle Parts/Equipment and Accessories	70	\$39.38	\$16,187
Tire Purchase/Replacement	68	\$98.86	\$40,631
Vehicle Audio/Video Equipment and Installation	39	\$2.75	\$1,129
Vehicle Cleaning Products and Services	42	\$3.45	\$1,417
<b>Services</b>			
Auto Repair Service Policy	53	\$8.74	\$3,594
Membership Fees for Automobile Service Clubs	45	\$9.99	\$4,105
Global Positioning Services	48	\$1.21	\$495
Vehicle Air Conditioning Repair	43	\$7.53	\$3,095
Vehicle Body Work and Painting	50	\$19.13	\$7,861
Vehicle Brake Work	44	\$34.78	\$14,295
Vehicle Clutch/Transmission Repair	70	\$32.09	\$13,190
Vehicle Cooling System Repair	48	\$13.86	\$5,696
Vehicle Drive Shaft and Rear-end Repair	55	\$4.71	\$1,935
Vehicle Electrical System Repair	49	\$17.05	\$7,007
Vehicle Exhaust System Repair	45	\$6.07	\$2,493
Vehicle Front End Alignment/Wheel Balance & Rotation	60	\$11.16	\$4,586
Lube/Oil Change and Oil Filters	63	\$56.63	\$23,273
Vehicle Motor Repair/Replacement	54	\$49.37	\$20,289
Vehicle Motor Tune-up	40	\$24.85	\$10,215
Vehicle Shock Absorber Replacement	40	\$2.69	\$1,104
Vehicle Steering/Front End Repair	46	\$12.63	\$5,190
Tire Repair and Other Repair Work	45	\$29.02	\$11,928

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.  
**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 23, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Expenditures

Felicity Village, OH  
Felicity village, OH (3926880)  
Geography: Place

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		1,075	1,140
Households		411	439
Families		283	300
Median Age		35.5	36.7
Median Household Income		\$26,024	\$28,369
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	44	\$2,555.06	\$1,050,129
Savings Accounts	44	\$5,858.51	\$2,407,846
U.S. Savings Bonds	53	\$219.57	\$90,244
Stocks, Bonds & Mutual Funds	38	\$14,840.18	\$6,099,315
<b>Annual Changes</b>			
Checking Accounts	27	\$69.29	\$28,479
Savings Accounts	31	\$120.40	\$49,486
U.S. Savings Bonds	97	\$2.32	\$954
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	48	\$472.41	\$194,159
Interest from Savings Accounts or Bonds	48	\$437.99	\$180,016
Retirement Plan Contributions	41	\$567.87	\$233,395
<b>Liabilities</b>			
Original Mortgage Amount	32	\$6,872.05	\$2,824,411
Vehicle Loan Amount 1	70	\$1,901.19	\$781,388
<b>Amount Paid: Interest</b>			
Home Mortgage	40	\$1,861.36	\$765,019
Lump Sum Home Equity Loan	42	\$55.01	\$22,610
New Car/Truck/Van Loan	62	\$129.86	\$53,372
Used Car/Truck/Van Loan	78	\$127.08	\$52,229
<b>Amount Paid: Principal</b>			
Home Mortgage	46	\$902.91	\$371,097
Lump Sum Home Equity Loan	46	\$77.43	\$31,823
New Car/Truck/Van Loan	61	\$678.39	\$278,819
Used Car/Truck/Van Loan	78	\$593.32	\$243,855
Checking Account and Banking Service Charges	53	\$14.84	\$6,099
Finance Charges, excluding Mortgage/Vehicle	52	\$128.47	\$52,802

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

**1 Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

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

March 23, 2012

Made with Esri Business Analyst



# House and Home Expenditures

Felicity Village, OH  
 Felicity village, OH (3926880)  
 Geography: Place

www.ClermontCountyOhio.biz

2010 Housing Summary		2010 Demographic Summary		
Housing Units	458	Population	1,075	
2010-2015 Percent Change	9.17%	Households	411	
Percent Occupied	90.0%	Families	283	
Percent Owner HHS	53.6%	Median Age	35.5	
Median Home Value	\$43,654	Median Household Income	\$26,024	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		42	\$5,014.62	\$2,061,011
Mortgage Interest		40	\$1,861.36	\$765,019
Mortgage Principal		46	\$902.91	\$371,097
Property Taxes		40	\$883.01	\$362,917
Homeowners Insurance		65	\$293.32	\$120,556
Ground Rent		77	\$55.69	\$22,888
Maintenance and Remodeling Services		38	\$762.26	\$313,287
Maintenance and Remodeling Materials		64	\$237.46	\$97,597
Property Management and Security		22	\$18.61	\$7,650
<b>Rented Dwellings</b>		35	\$1,204.61	\$495,094
Rent		33	\$1,076.03	\$442,249
Rent Received as Pay		69	\$63.02	\$25,900
Renters' Insurance		41	\$5.33	\$2,192
Maintenance and Repair Services		85	\$18.01	\$7,403
Maintenance and Repair Materials		80	\$42.22	\$17,351
<b>Owned Vacation Homes</b>		27	\$126.57	\$52,020
Mortgage Payment		30	\$61.04	\$25,088
Property Taxes		31	\$34.48	\$14,173
Homeowners Insurance		33	\$4.82	\$1,980
Maintenance and Remodeling		19	\$21.60	\$8,878
Property Management and Security		27	\$4.63	\$1,901
Housing While Attending School		38	\$31.13	\$12,794
<b>Household Operations</b>		49	\$778.09	\$319,796
Child Care		45	\$208.29	\$85,605
Care for Elderly or Handicapped		48	\$34.59	\$14,217
Appliance Rental and Repair		52	\$12.61	\$5,182
Computer Information Services		51	\$124.51	\$51,172
Home Security System Services		49	\$12.86	\$5,285
Non-Apparel Household Laundry/Dry Cleaning		6	\$2.13	\$874
Housekeeping Services		41	\$63.43	\$26,069
Lawn and Garden		58	\$243.66	\$100,143
Moving/Storage/Freight Express		53	\$32.21	\$13,240
PC Repair (Personal Use)		58	\$5.17	\$2,123
Reupholstering/Furniture Repair		40	\$3.16	\$1,298
Termite/Pest Control		71	\$17.39	\$7,147
Water Softening Services		100	\$5.59	\$2,296
Internet Services Away from Home		43	\$1.16	\$475
Voice Over IP Service		23	\$1.51	\$621
Other Home Services (1)		43	\$9.85	\$4,048

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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Felicity Village, OH  
Felicity village, OH (3926880)  
Geography: Place

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	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	61	\$2,772.75	\$1,139,599
Bottled Gas	138	\$93.68	\$38,503
Electricity	69	\$1,167.34	\$479,778
Fuel Oil	39	\$43.93	\$18,057
Natural Gas	40	\$262.53	\$107,901
Telephone Services	62	\$890.15	\$365,853
Water and Other Public Services	55	\$302.16	\$124,187
Coal/Wood/Other Fuel	150	\$12.94	\$5,320
<b>Housekeeping Supplies</b>	60	\$421.61	\$173,281
Laundry and Cleaning Supplies	64	\$121.67	\$50,007
Postage and Stationery	56	\$115.31	\$47,393
Other HH Products (2)	60	\$184.63	\$75,881
<b>Household Textiles</b>	53	\$69.88	\$28,721
Bathroom Linens	51	\$9.10	\$3,738
Bedroom Linens	52	\$32.06	\$13,177
Kitchen and Dining Room Linens	54	\$1.66	\$682
Curtains and Draperies	49	\$14.26	\$5,862
Slipcovers, Decorative Pillows	48	\$2.04	\$837
Materials for Slipcovers/Curtains	66	\$10.05	\$4,129
Other Linens	41	\$0.72	\$296
<b>Furniture</b>	48	\$290.30	\$119,314
Mattresses and Box Springs	51	\$41.05	\$16,873
Other Bedroom Furniture	54	\$57.83	\$23,769
Sofas	40	\$61.05	\$25,090
Living Room Tables and Chairs	53	\$44.03	\$18,096
Kitchen, Dining Room Furniture	50	\$31.21	\$12,828
Infant Furniture	50	\$5.59	\$2,297
Outdoor Furniture	38	\$10.23	\$4,206
Wall Units, Cabinets, Other Furniture (3)	49	\$39.30	\$16,154
<b>Major Appliances</b>	63	\$189.99	\$78,086
Dishwashers and Disposals	50	\$13.79	\$5,668
Refrigerators and Freezers	68	\$56.09	\$23,052
Clothes Washers	64	\$31.89	\$13,108
Clothes Dryers	64	\$24.62	\$10,118
Cooking Stoves and Ovens	52	\$24.70	\$10,152
Microwave Ovens	50	\$6.44	\$2,647
Window Air Conditioners	82	\$5.76	\$2,367
Electric Floor Cleaning Equipment	79	\$17.76	\$7,297
Sewing Machines and Miscellaneous Appliances	55	\$8.95	\$3,677

**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

Felicity Village, OH  
Felicity village, OH (3926880)  
Geography: Place

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	37	\$27.45	\$11,281
Housewares	46	\$39.85	\$16,378
Small Appliances	57	\$18.66	\$7,670
Window Coverings	34	\$13.11	\$5,389
Lamps and Other Lighting Fixtures	47	\$11.05	\$4,542
Infant Equipment	12	\$2.45	\$1,007
Rental of Furniture	68	\$3.15	\$1,295
Laundry and Cleaning Equipment	64	\$14.25	\$5,855
Closet and Storage Items	9	\$2.17	\$893
Luggage	45	\$4.13	\$1,698
Clocks and Other Household Decoratives	11	\$22.41	\$9,210
Telephones and Accessories	36	\$15.42	\$6,336
Telephone Answering Devices	47	\$0.40	\$163
Grills and Outdoor Equipment	11	\$5.94	\$2,441
Power Tools	56	\$17.80	\$7,315
Hand Tools	55	\$5.69	\$2,339
Office Furniture/Equipment for Home Use	46	\$7.55	\$3,104
Computers and Hardware for Home Use	47	\$89.63	\$36,838
Software and Accessories for Home Use	45	\$12.93	\$5,316
Other Household Items (4)	60	\$62.69	\$25,767

**(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

Felicity Village, OH  
Felicity village, OH (3926880)  
Geography: Place

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		1,075	1,140
Households		411	439
Families		283	300
Median Household Income		\$26,024	\$28,369
Males per 100 Females		97.6	98.3
<b>Population By Age</b>			
Population <5 Years		8.2%	8.1%
Population 5-17 Years		21.4%	21.1%
Population 65+ Years		11.4%	13.0%
Median Age		35.5	36.7
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	64	\$2,398.24	\$985,678
<b>Medical Care</b>	65	\$1,172.33	\$481,829
Physician Services	65	\$148.10	\$60,869
Dental Services	50	\$161.68	\$66,451
Eyecare Services	57	\$28.65	\$11,775
Lab Tests, X-Rays	73	\$40.09	\$16,475
Hospital Room and Hospital Services	66	\$90.63	\$37,247
Convalescent or Nursing Home Care	14	\$3.17	\$1,303
Other Medical services (1)	65	\$72.50	\$29,797
Nonprescription Drugs	73	\$75.72	\$31,120
Prescription Drugs	78	\$388.07	\$159,498
Nonprescription Vitamins	61	\$34.56	\$14,203
Medicare Prescription Drug Premium	79	\$39.33	\$16,163
Eyeglasses and Contact Lenses	52	\$40.23	\$16,534
Hearing Aids	84	\$18.18	\$7,472
Medical Equipment for General Use	48	\$3.01	\$1,236
Other Medical Supplies (2)	56	\$28.43	\$11,684
<b>Health Insurance</b>	63	\$1,225.91	\$503,849
Blue Cross/Blue Shield	67	\$374.27	\$153,826
Commercial Health Insurance	54	\$200.51	\$82,411
Health Maintenance Organization	50	\$165.79	\$68,142
Medicare Payments	74	\$307.18	\$126,250
Long Term Care Insurance	53	\$44.16	\$18,150
Other Health Insurance (3)	79	\$133.99	\$55,070

**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



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Recreation Expenditures

Felicity Village, OH  
Felicity village, OH (3926880)  
Geography: Place

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		1,075	1,140
Households		411	439
Families		283	300
Median Age		35.5	36.7
Median Household Income		\$26,024	\$28,369
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	35	\$214.84	\$88,299
Admission to Movies, Theater, Opera, Ballet	38	\$57.14	\$23,486
Admission to Sporting Events, excl.Trips	40	\$23.73	\$9,754
Fees for Participant Sports, excl.Trips	39	\$41.92	\$17,229
Fees for Recreational Lessons	27	\$37.41	\$15,374
Membership Fees for Social/Recreation/Civic Clubs	33	\$54.45	\$22,381
Dating Services	24	\$0.18	\$75
Rental of Video Cassettes and DVDs	49	\$20.13	\$8,274
<b>Toys &amp; Games</b>	57	\$82.97	\$34,100
Toys and Playground Equipment	58	\$81.38	\$33,448
Play Arcade Pinball/Video Games	40	\$0.75	\$309
Online Entertainment and Games	36	\$0.84	\$344
<b>Recreational Vehicles and Fees</b>	80	\$258.28	\$106,154
Docking and Landing Fees for Boats and Planes	28	\$1.98	\$815
Camp Fees	36	\$10.27	\$4,219
Purchase of RVs or Boats	87	\$242.41	\$99,630
Rental of RVs or Boats	42	\$3.62	\$1,489
<b>Sports, Recreation and Exercise Equipment</b>	50	\$89.77	\$36,896
Exercise Equipment and Gear, Game Tables	49	\$40.26	\$16,549
Bicycles	42	\$8.21	\$3,376
Camping Equipment	25	\$3.66	\$1,504
Hunting and Fishing Equipment	53	\$20.45	\$8,405
Winter Sports Equipment	60	\$3.85	\$1,583
Water Sports Equipment	89	\$5.93	\$2,436
Other Sports Equipment	54	\$5.10	\$2,096
Rental/Repair of Sports/Recreation/Exercise Equipment	58	\$2.30	\$947
<b>Photographic Equipment and Supplies</b>	50	\$51.29	\$21,081
Film	69	\$5.11	\$2,099
Film Processing	61	\$13.63	\$5,604
Photographic Equipment	42	\$18.08	\$7,432
Photographer Fees/Other Supplies & Equip Rental/Repair	47	\$14.47	\$5,946
<b>Reading</b>	48	\$73.75	\$30,310
Magazine/Newspaper Subscriptions	50	\$31.95	\$13,131
Magazine/Newspaper Single Copies	56	\$10.70	\$4,397
Books	43	\$31.10	\$12,782

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

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

March 23, 2012

Made with Esri Business Analyst