

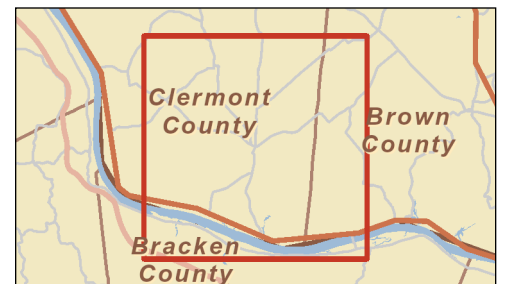
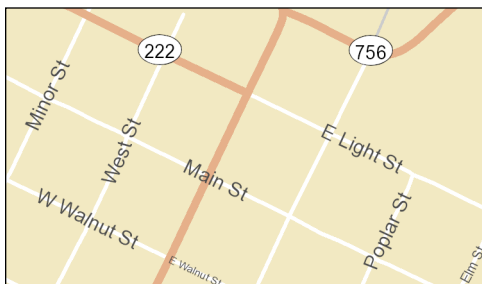


CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Site Map

Franklin Township, OH  
Standard Geography

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



March 27, 2012

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# Market Profile

Franklin Township, OH  
Franklin township, OH (3902528224)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

		Franklin township, OH (39...
<b>Population Summary</b>		
2000 Total Population		4,348
2000 Group Quarters		0
2010 Total Population		4,856
2015 Total Population		5,076
2010-2015 Annual Rate		0.89%
<b>Household Summary</b>		
2000 Households		1,525
2000 Average Household Size		2.85
2010 Households		1,746
2010 Average Household Size		2.78
2015 Households		1,838
2015 Average Household Size		2.76
2010-2015 Annual Rate		1.03%
2000 Families		1,165
2000 Average Family Size		3.26
2010 Families		1,314
2010 Average Family Size		3.19
2015 Families		1,373
2015 Average Family Size		3.18
2010-2015 Annual Rate		0.88%
<b>Housing Unit Summary</b>		
2000 Housing Units		1,647
Owner Occupied Housing Units		67.5%
Renter Occupied Housing Units		25.1%
Vacant Housing Units		7.4%
2010 Housing Units		1,957
Owner Occupied Housing Units		64.1%
Renter Occupied Housing Units		25.1%
Vacant Housing Units		10.8%
2015 Housing Units		2,107
Owner Occupied Housing Units		62.3%
Renter Occupied Housing Units		24.9%
Vacant Housing Units		12.8%
<b>Median Household Income</b>		
2000		\$33,522
2010		\$44,489
2015		\$49,766
<b>Median Home Value</b>		
2000		\$78,824
2010		\$79,727
2015		\$86,961
<b>Per Capita Income</b>		
2000		\$14,022
2010		\$18,580
2015		\$20,917
<b>Median Age</b>		
2000		33.6
2010		36.2
2015		37.0

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

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

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ECONOMIC DEVELOPMENT

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Franklin township, OH (39...

### 2000 Households by Income

Household Income Base	1,518
<\$15,000	20.8%
\$15,000 - \$24,999	15.4%
\$25,000 - \$34,999	15.8%
\$35,000 - \$49,999	17.3%
\$50,000 - \$74,999	18.1%
\$75,000 - \$99,999	9.2%
\$100,000 - \$149,999	3.2%
\$150,000 - \$199,999	0.0%
\$200,000+	0.3%
Average Household Income	\$39,847

### 2010 Households by Income

Household Income Base	1,745
<\$15,000	17.5%
\$15,000 - \$24,999	10.1%
\$25,000 - \$34,999	10.7%
\$35,000 - \$49,999	21.0%
\$50,000 - \$74,999	16.0%
\$75,000 - \$99,999	15.0%
\$100,000 - \$149,999	8.0%
\$150,000 - \$199,999	1.3%
\$200,000+	0.4%
Average Household Income	\$51,724

### 2015 Households by Income

Household Income Base	1,836
<\$15,000	16.5%
\$15,000 - \$24,999	8.3%
\$25,000 - \$34,999	8.3%
\$35,000 - \$49,999	17.3%
\$50,000 - \$74,999	19.5%
\$75,000 - \$99,999	15.9%
\$100,000 - \$149,999	11.9%
\$150,000 - \$199,999	1.9%
\$200,000+	0.5%
Average Household Income	\$57,860

### 2000 Owner Occupied Housing Units by Value

Total	1,120
<\$50,000	26.5%
\$50,000 - \$99,999	39.0%
\$100,000 - \$149,999	19.5%
\$150,000 - \$199,999	7.3%
\$200,000 - \$299,999	4.6%
\$300,000 - \$499,999	2.0%
\$500,000 - \$999,999	0.8%
\$1,000,000 +	0.3%
Average Home Value	\$99,411

### 2000 Specified Renter Occupied Housing Units by Contract Rent

Total	380
With Cash Rent	89.7%
No Cash Rent	10.3%
Median Rent	\$359
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

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		Franklin township, OH (39...
<b>2000 Population by Age</b>		
Total		4,348
0 - 4		7.5%
5 - 9		7.7%
10 - 14		8.9%
15 - 24		14.8%
25 - 34		13.1%
35 - 44		16.5%
45 - 54		13.5%
55 - 64		8.2%
65 - 74		6.1%
75 - 84		2.9%
85 +		0.8%
18 +		70.4%
<b>2010 Population by Age</b>		
Total		4,853
0 - 4		7.4%
5 - 9		7.6%
10 - 14		7.5%
15 - 24		12.3%
25 - 34		13.7%
35 - 44		13.2%
45 - 54		15.8%
55 - 64		12.1%
65 - 74		6.1%
75 - 84		3.3%
85 +		1.0%
18 +		73.4%
<b>2015 Population by Age</b>		
Total		5,079
0 - 4		7.2%
5 - 9		7.3%
10 - 14		7.7%
15 - 24		12.1%
25 - 34		12.8%
35 - 44		13.3%
45 - 54		13.5%
55 - 64		14.2%
65 - 74		7.2%
75 - 84		3.5%
85 +		1.0%
18 +		73.5%
<b>2000 Population by Sex</b>		
Males		49.6%
Females		50.4%
<b>2010 Population by Sex</b>		
Males		50.1%
Females		49.9%
<b>2015 Population by Sex</b>		
Males		50.3%
Females		49.7%

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

Franklin Township, OH  
Franklin township, OH (3902528224)  
Geography: County Subdivision

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		Franklin township, OH (39...
<b>2000 Population by Race/Ethnicity</b>		
Total		4,348
White Alone		98.2%
Black Alone		0.5%
American Indian Alone		0.1%
Asian or Pacific Islander Alone		0.1%
Some Other Race Alone		0.2%
Two or More Races		0.9%
Hispanic Origin		0.7%
Diversity Index		5.0
<b>2010 Population by Race/Ethnicity</b>		
Total		4,855
White Alone		97.4%
Black Alone		0.9%
American Indian Alone		0.2%
Asian or Pacific Islander Alone		0.1%
Some Other Race Alone		0.2%
Two or More Races		1.3%
Hispanic Origin		1.1%
Diversity Index		7.2
<b>2015 Population by Race/Ethnicity</b>		
Total		5,076
White Alone		97.0%
Black Alone		1.0%
American Indian Alone		0.2%
Asian or Pacific Islander Alone		0.1%
Some Other Race Alone		0.2%
Two or More Races		1.5%
Hispanic Origin		1.3%
Diversity Index		8.3
<b>2000 Population 3+ by School Enrollment</b>		
Total		4,160
Enrolled in Nursery/Preschool		0.6%
Enrolled in Kindergarten		0.9%
Enrolled in Grade 1-8		15.0%
Enrolled in Grade 9-12		8.0%
Enrolled in College		1.9%
Enrolled in Grad/Prof School		0.2%
Not Enrolled in School		73.3%
<b>2010 Population 25+ by Educational Attainment</b>		
Total		3,170
Less Than 9th Grade		7.5%
9th to 12th Grade, No Diploma		16.7%
High School Graduate		47.2%
Some College, No Degree		14.7%
Associate Degree		5.5%
Bachelor's Degree		3.9%
Graduate/Professional Degree		4.5%

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

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

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# Market Profile

Franklin Township, OH  
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Geography: County Subdivision

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		Franklin township, OH (39...
<b>2010 Population 15+ by Marital Status</b>		
Total		3,766
Never Married		25.4%
Married		57.1%
Widowed		6.2%
Divorced		11.2%
<b>2000 Population 16+ by Employment Status</b>		
Total		3,214
In Labor Force		58.7%
Civilian Employed		55.7%
Civilian Unemployed		3.0%
In Armed Forces		0.0%
Not In Labor Force		41.3%
<b>2010 Civilian Population 16+ in Labor Force</b>		
Civilian Employed		85.4%
Civilian Unemployed		14.6%
<b>2015 Civilian Population 16+ in Labor Force</b>		
Civilian Employed		87.9%
Civilian Unemployed		12.1%
<b>2000 Females 16+ by Employment Status and Age of Children</b>		
Total		1,655
Own Children < 6 Only		8.9%
Employed/in Armed Forces		3.2%
Unemployed		0.6%
Not in Labor Force		5.1%
Own Children <6 and 6-17 Only		5.8%
Employed/in Armed Forces		1.9%
Unemployed		0.5%
Not in Labor Force		3.4%
Own Children 6-17 Only		20.8%
Employed/in Armed Forces		14.9%
Unemployed		0.3%
Not in Labor Force		5.7%
No Own Children < 18		64.4%
Employed/in Armed Forces		26.0%
Unemployed		1.0%
Not in Labor Force		37.4%
<b>2010 Employed Population 16+ by Industry</b>		
Total		1,868
Agriculture/Mining		1.0%
Construction		13.8%
Manufacturing		12.6%
Wholesale Trade		2.2%
Retail Trade		10.1%
Transportation/Utilities		5.9%
Information		1.4%
Finance/Insurance/Real Estate		3.2%
Services		45.8%
Public Administration		4.1%

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

Franklin Township, OH  
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Franklin township, OH (39...

## 2010 Employed Population 16+ by Occupation

Total	1,867
White Collar	46.4%
Management/Business/Financial	9.6%
Professional	16.1%
Sales	8.2%
Administrative Support	12.5%
Services	18.9%
Blue Collar	34.8%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	12.3%
Installation/Maintenance/Repair	6.8%
Production	8.7%
Transportation/Material Moving	6.7%

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

Total	1,757
Drove Alone - Car, Truck, or Van	78.0%
Carpooled - Car, Truck, or Van	16.4%
Public Transportation	0.2%
Walked	3.1%
Other Means	0.2%
Worked at Home	2.2%

## 2000 Workers 16+ by Travel Time to Work

Total	1,757
Did not Work at Home	97.8%
Less than 5 minutes	4.2%
5 to 9 minutes	10.8%
10 to 19 minutes	8.8%
20 to 24 minutes	5.2%
25 to 34 minutes	13.0%
35 to 44 minutes	10.7%
45 to 59 minutes	23.8%
60 to 89 minutes	18.2%
90 or more minutes	3.2%
Worked at Home	2.2%
Average Travel Time to Work (in min)	38.1

## 2000 Households by Vehicles Available

Total	1,530
None	9.2%
1	24.3%
2	37.7%
3	18.4%
4	7.2%
5+	3.3%
Average Number of Vehicles Available	2.0



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		Franklin township, OH (39...
<b>2000 Households by Type</b>		
Total		1,525
Family Households		76.4%
Married-couple Family		62.1%
With Related Children		31.6%
Other Family (No Spouse)		14.3%
With Related Children		10.8%
Nonfamily Households		23.6%
Householder Living Alone		19.0%
Householder Not Living Alone		4.7%
Households with Related Children		42.4%
Households with Persons 65+		21.4%
<b>2000 Households by Size</b>		
Total		1,525
1 Person Household		19.0%
2 Person Household		30.5%
3 Person Household		19.6%
4 Person Household		17.4%
5 Person Household		8.3%
6 Person Household		2.9%
7 + Person Household		2.3%
<b>2000 Households by Year Householder Moved In</b>		
Total		1,530
Moved in 1999 to March 2000		20.0%
Moved in 1995 to 1998		26.7%
Moved in 1990 to 1994		20.1%
Moved in 1980 to 1989		13.8%
Moved in 1970 to 1979		11.4%
Moved in 1969 or Earlier		8.0%
Median Year Householder Moved In		1994
<b>2000 Housing Units by Units in Structure</b>		
Total		1,656
1, Detached		58.6%
1, Attached		1.4%
2		2.1%
3 or 4		1.0%
5 to 9		0.8%
10 to 19		1.4%
20 +		0.0%
Mobile Home		34.5%
Other		0.4%
<b>2000 Housing Units by Year Structure Built</b>		
Total		1,656
1999 to March 2000		3.6%
1995 to 1998		10.0%
1990 to 1994		9.7%
1980 to 1989		14.3%
1970 to 1979		21.7%
1969 or Earlier		40.7%
Median Year Structure Built		1974

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

Franklin Township, OH  
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 Geography: County Subdivision

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Franklin township, OH (39...

## Top 3 Tapestry Segments

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

## 2010 Consumer Spending

Apparel & Services: Total \$	\$2,115,132
Average Spent	\$1,211.42
Spending Potential Index	51
Computers & Accessories: Total \$	\$271,121
Average Spent	\$155.28
Spending Potential Index	71
Education: Total \$	\$1,358,244
Average Spent	\$777.92
Spending Potential Index	64
Entertainment/Recreation: Total \$	\$4,372,927
Average Spent	\$2,504.54
Spending Potential Index	78
Food at Home: Total \$	\$6,052,935
Average Spent	\$3,466.74
Spending Potential Index	77
Food Away from Home: Total \$	\$4,248,684
Average Spent	\$2,433.38
Spending Potential Index	76
Health Care: Total \$	\$5,421,882
Average Spent	\$3,105.32
Spending Potential Index	83
HH Furnishings & Equipment: Total \$	\$2,351,038
Average Spent	\$1,346.53
Spending Potential Index	65
Investments: Total \$	\$2,000,372
Average Spent	\$1,145.69
Spending Potential Index	66
Retail Goods: Total \$	\$33,127,820
Average Spent	\$18,973.55
Spending Potential Index	76
Shelter: Total \$	\$18,384,892
Average Spent	\$10,529.72
Spending Potential Index	67
TV/Video/Audio: Total \$	\$1,681,938
Average Spent	\$963.31
Spending Potential Index	78
Travel: Total \$	\$2,210,049
Average Spent	\$1,265.78
Spending Potential Index	67
Vehicle Maintenance & Repairs: Total \$	\$1,280,461
Average Spent	\$733.37
Spending Potential Index	78

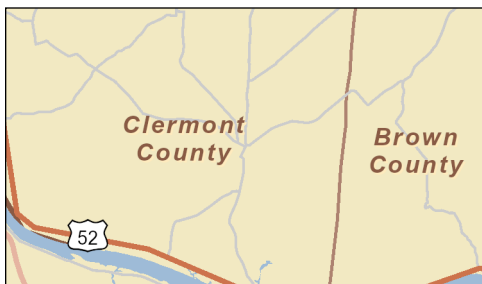
**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

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

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

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- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
  - ▲ 6,001 - 15,000
  - ▲ 15,001 - 30,000
  - ▲ 30,001 - 50,000
  - ▲ 50,001 - 100,000
  - ▲ More than 100,000 per day



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



# Business Summary

Franklin Township, OH  
 Franklin township, OH (3902528224)  
 Geography: County Subdivision

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Data for all businesses in area	Franklin township, OH (39...
Total Businesses:	99
Total Employees:	755
Total Residential Population:	4,856
Employee/Residential Population Ratio:	0.16

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	10	10.1%	29	3.8%
Construction	10	10.1%	116	15.4%
Manufacturing	4	4.0%	24	3.2%
Transportation	5	5.1%	32	4.2%
Communication	1	1.0%	1	0.1%
Utility	0	0.0%	0	0.0%
Wholesale Trade	5	5.1%	9	1.2%
<b>Retail Trade Summary</b>	<b>12</b>	<b>12.1%</b>	<b>97</b>	<b>12.8%</b>
Home Improvement	1	1.0%	1	0.1%
General Merchandise Stores	3	3.0%	16	2.1%
Food Stores	1	1.0%	45	6.0%
Auto Dealers, Gas Stations, Auto Aftermarket	1	1.0%	5	0.7%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	4	4.0%	28	3.7%
Miscellaneous Retail	2	2.0%	2	0.3%
<b>Finance, Insurance, Real Estate Summary</b>	<b>2</b>	<b>2.0%</b>	<b>7</b>	<b>0.9%</b>
Banks, Savings & Lending Institutions	1	1.0%	7	0.9%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices	1	1.0%	0	0.0%
<b>Services Summary</b>	<b>37</b>	<b>37.4%</b>	<b>357</b>	<b>47.3%</b>
Hotels & Lodging	1	1.0%	1	0.1%
Automotive Services	1	1.0%	1	0.1%
Motion Pictures & Amusements	2	2.0%	6	0.8%
Health Services	0	0.0%	0	0.0%
Legal Services	0	0.0%	0	0.0%
Education Institutions & Libraries	5	5.1%	290	38.4%
Other Services	28	28.3%	59	7.8%
<b>Government</b>	<b>13</b>	<b>13.1%</b>	<b>83</b>	<b>11.0%</b>
<b>Other</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
<b>Totals</b>	<b>99</b>	<b>100%</b>	<b>755</b>	<b>100%</b>

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

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# Business Summary

Franklin Township, OH  
Franklin township, OH (3902528224)  
Geography: County Subdivision

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	6	6.1%	17	2.3%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	13	13.1%	124	16.4%
Manufacturing	4	4.0%	24	3.2%
Wholesale Trade	5	5.1%	9	1.2%
Retail Trade	8	8.1%	69	9.1%
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	1	1.0%	1	0.1%
Food & Beverage Stores	1	1.0%	45	6.0%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations	1	1.0%	5	0.7%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	1	1.0%	1	0.1%
General Merchandise Stores	3	3.0%	16	2.1%
Miscellaneous Store Retailers	1	1.0%	1	0.1%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	3	3.0%	5	0.7%
Information	2	2.0%	8	1.1%
Finance & Insurance	1	1.0%	7	0.9%
Central Bank/Credit Intermediation & Related Activities	1	1.0%	7	0.9%
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	3	3.0%	2	0.3%
Professional, Scientific & Tech Services	7	7.1%	19	2.5%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	5	5.1%	36	4.8%
Educational Services	4	4.0%	283	37.5%
Health Care & Social Assistance	2	2.0%	0	0.0%
Arts, Entertainment & Recreation	2	2.0%	6	0.8%
Accommodation & Food Services	5	5.1%	29	3.8%
Accommodation	1	1.0%	1	0.1%
Food Services & Drinking Places	4	4.0%	28	3.7%
Other Services (except Public Administration)	16	16.2%	34	4.5%
Automotive Repair & Maintenance	1	1.0%	1	0.1%
Public Administration	13	13.1%	83	11.0%
Unclassified Establishments	0	0.0%	0	0.0%
<b>Total</b>	<b>99</b>	<b>100%</b>	<b>755</b>	<b>100%</b>

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

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# Retail MarketPlace Profile

Franklin Township, OH  
 Franklin township, OH (3902528224)  
 Geography: County Subdivision

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## Summary Demographics

2010 Population	4,856
2010 Households	1,746
2010 Median Disposable Income	\$35,243
2010 Per Capita Income	\$18,580

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	\$36,030,256	\$17,582,132	\$18,448,124	34.4	12
Total Retail Trade	44-45	\$31,188,120	\$16,158,706	\$15,029,414	31.7	8
Total Food & Drink	722	\$4,842,136	\$1,423,426	\$3,418,710	54.6	4

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$7,557,574	\$0	\$7,557,574	100.0	0
Automobile Dealers	4411	\$6,413,117	\$0	\$6,413,117	100.0	0
Other Motor Vehicle Dealers	4412	\$609,649	\$0	\$609,649	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$534,808	\$0	\$534,808	100.0	0
Furniture & Home Furnishings Stores	442	\$467,255	\$0	\$467,255	100.0	0
Furniture Stores	4421	\$240,636	\$0	\$240,636	100.0	0
Home Furnishings Stores	4422	\$226,619	\$0	\$226,619	100.0	0
Electronics & Appliance Stores	4431	\$1,209,636	\$0	\$1,209,636	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,118,384	\$36,077	\$1,082,307	93.7	1
Bldg Material & Supplies Dealers	4441	\$1,048,121	\$36,077	\$1,012,044	93.3	1
Lawn & Garden Equip & Supply Stores	4442	\$70,263	\$0	\$70,263	100.0	0
Food & Beverage Stores	445	\$5,412,163	\$5,140,127	\$272,036	2.6	1
Grocery Stores	4451	\$5,203,600	\$5,140,127	\$63,473	0.6	1
Specialty Food Stores	4452	\$76,511	\$0	\$76,511	100.0	0
Beer, Wine & Liquor Stores	4453	\$132,052	\$0	\$132,052	100.0	0
Health & Personal Care Stores	446,4461	\$655,064	\$0	\$655,064	100.0	0
Gasoline Stations	447,4471	\$5,600,600	\$3,294,628	\$2,305,972	25.9	1
Clothing & Clothing Accessories Stores	448	\$812,254	\$0	\$812,254	100.0	0
Clothing Stores	4481	\$589,391	\$0	\$589,391	100.0	0
Shoe Stores	4482	\$135,056	\$0	\$135,056	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$87,807	\$0	\$87,807	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$136,956	\$25,187	\$111,769	68.9	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$108,584	\$25,187	\$83,397	62.3	1
Book, Periodical & Music Stores	4512	\$28,372	\$0	\$28,372	100.0	0
General Merchandise Stores	452	\$4,960,333	\$7,638,944	\$-2,678,611	-21.3	3
Department Stores Excluding Leased Depts.	4521	\$2,078,019	\$0	\$2,078,019	100.0	0
Other General Merchandise Stores	4529	\$2,882,314	\$7,638,944	\$-4,756,630	-45.2	3
Miscellaneous Store Retailers	453	\$447,793	\$23,743	\$424,050	89.9	1
Florists	4531	\$26,230	\$23,743	\$2,487	5.0	1
Office Supplies, Stationery & Gift Stores	4532	\$144,116	\$0	\$144,116	100.0	0
Used Merchandise Stores	4533	\$8,786	\$0	\$8,786	100.0	0
Other Miscellaneous Store Retailers	4539	\$268,661	\$0	\$268,661	100.0	0
Nonstore Retailers	454	\$2,810,108	\$0	\$2,810,108	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$2,615,141	\$0	\$2,615,141	100.0	0
Vending Machine Operators	4542	\$3,918	\$0	\$3,918	100.0	0
Direct Selling Establishments	4543	\$191,049	\$0	\$191,049	100.0	0
Food Services & Drinking Places	722	\$4,842,136	\$1,423,426	\$3,418,710	54.6	4
Full-Service Restaurants	7221	\$1,678,718	\$1,037,345	\$641,373	23.6	2
Limited-Service Eating Places	7222	\$2,749,005	\$355,931	\$2,393,074	77.1	1
Special Food Services	7223	\$340,036	\$0	\$340,036	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$74,377	\$30,150	\$44,227	42.3	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 27, 2012

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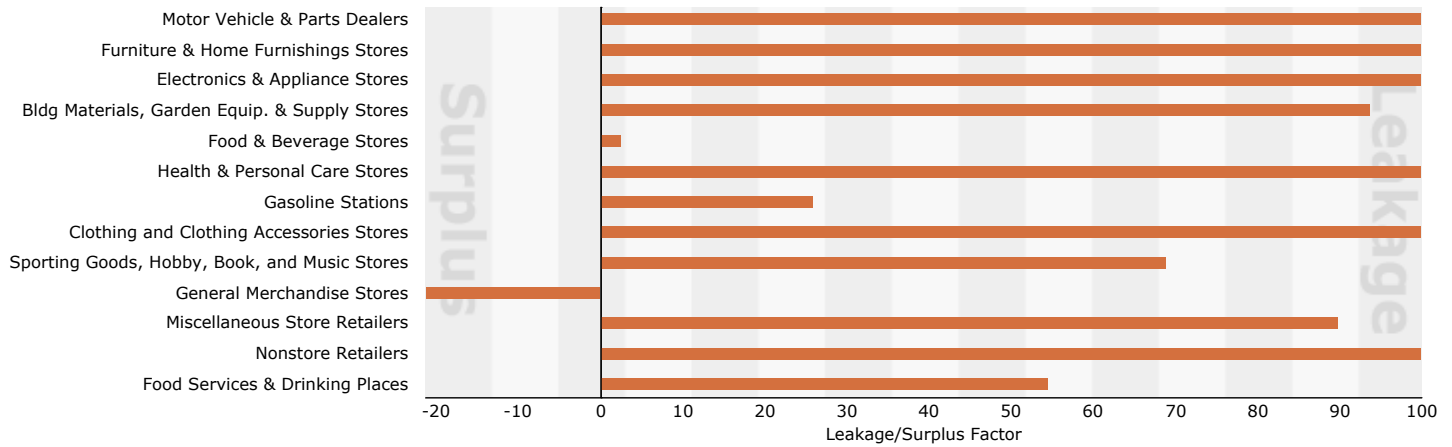


# Retail MarketPlace Profile

Franklin Township, OH  
 Franklin township, OH (3902528224)  
 Geography: County Subdivision

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 27, 2012



# Retail Market Potential

Franklin Township, OH  
Franklin township, OH (3902528224)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary	2010	2015
Population	4,856	5,076
Total Number of Adults	3,562	3,733
Households	1,746	1,838
Median Household Income	\$44,489	\$49,766

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	1,768	49.6%	99
Bought any women's apparel in last 12 months	1,626	45.6%	100
Bought apparel for child <13 in last 6 months	1,108	31.1%	109
Bought any shoes in last 12 months	1,773	49.8%	96
Bought costume jewelry in last 12 months	721	20.2%	97
Bought any fine jewelry in last 12 months	743	20.9%	95
Bought a watch in last 12 months	753	21.1%	109
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	1,572	90.0%	105
HH bought/leased new vehicle last 12 mo	165	9.5%	99
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	3,226	90.6%	104
Bought/changed motor oil in last 12 months	2,179	61.2%	117
Had tune-up in last 12 months	1,023	28.7%	92
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	2,065	58.0%	94
Drank regular cola in last 6 months	1,908	53.6%	105
Drank beer/ale in last 6 months	1,364	38.3%	90
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	474	13.3%	104
Bought film in last 12 months	658	18.5%	97
Bought digital camera in last 12 months	237	6.7%	97
Bought memory card for camera in last 12 months	239	6.7%	88
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	1,262	35.4%	100
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	809	22.7%	106
Avg monthly cell/mobile phone/PDA bill: \$50-99	1,093	30.7%	95
Avg monthly cell/mobile phone/PDA bill: \$100+	750	21.1%	99
<b>Computers (Households)</b>			
HH owns a personal computer	1,177	67.4%	91
Spent <\$500 on most recent home PC purchase	158	9.0%	104
Spent \$500-\$999 on most recent home PC purchase	341	19.5%	109
Spent \$1000-\$1499 on most recent home PC purchase	179	10.3%	79
Spent \$1500-\$1999 on most recent home PC purchase	98	5.6%	79
Spent \$2000+ on most recent home PC purchase	75	4.3%	69

**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 27, 2012

Made with Esri Business Analyst



# Retail Market Potential

Franklin Township, OH  
 Franklin township, OH (3902528224)  
 Geography: County Subdivision

www.ClermontCountyOhio.biz

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	2,273	63.8%	106
Bought cigarettes at convenience store in last 30 days	728	20.4%	131
Bought gas at convenience store in last 30 days	1,526	42.8%	128
Spent at convenience store in last 30 days: <\$20	324	9.1%	95
Spent at convenience store in last 30 days: \$20-39	319	9.0%	88
Spent at convenience store in last 30 days: \$40+	1,534	43.1%	120
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	1,783	50.1%	85
Went to live theater in last 12 months	265	7.4%	57
Went to a bar/night club in last 12 months	574	16.1%	84
Dined out in last 12 months	1,482	41.6%	84
Gambled at a casino in last 12 months	455	12.8%	80
Visited a theme park in last 12 months	522	14.7%	68
DVDs rented in last 30 days: 1	74	2.1%	79
DVDs rented in last 30 days: 2	97	2.7%	59
DVDs rented in last 30 days: 3	82	2.3%	72
DVDs rented in last 30 days: 4	125	3.5%	91
DVDs rented in last 30 days: 5+	362	10.2%	77
DVDs purchased in last 30 days: 1	160	4.5%	90
DVDs purchased in last 30 days: 2	160	4.5%	95
DVDs purchased in last 30 days: 3-4	173	4.9%	105
DVDs purchased in last 30 days: 5+	212	6.0%	114
Spent on toys/games in last 12 months: <\$50	215	6.0%	99
Spent on toys/games in last 12 months: \$50-\$99	82	2.3%	83
Spent on toys/games in last 12 months: \$100-\$199	239	6.7%	93
Spent on toys/games in last 12 months: \$200-\$499	404	11.3%	105
Spent on toys/games in last 12 months: \$500+	202	5.7%	99
<b>Financial (Adults)</b>			
Have home mortgage (1st)	602	16.9%	88
Used ATM/cash machine in last 12 months	1,544	43.3%	85
Own any stock	247	6.9%	75
Own U.S. savings bond	194	5.4%	80
Own shares in mutual fund (stock)	251	7.0%	75
Own shares in mutual fund (bonds)	132	3.7%	63
Used full service brokerage firm in last 12 months	147	4.1%	67
Have savings account	1,109	31.1%	86
Have 401K retirement savings	502	14.1%	79
Did banking over the Internet in last 12 months	801	22.5%	82
Own any credit/debit card (in own name)	2,459	69.0%	93
Avg monthly credit card expenditures: <\$111	501	14.1%	101
Avg monthly credit card expenditures: \$111-225	280	7.9%	101
Avg monthly credit card expenditures: \$226-450	224	6.3%	84
Avg monthly credit card expenditures: \$451-700	202	5.7%	89
Avg monthly credit card expenditures: \$701+	307	8.6%	65

**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.



# Retail Market Potential

Franklin Township, OH  
 Franklin township, OH (3902528224)  
 Geography: County Subdivision

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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	2,696	75.7%	107
Used bread in last 6 months	3,468	97.4%	101
Used chicken/turkey (fresh or frozen) in last 6 months	2,837	79.6%	103
Used fish/seafood (fresh or frozen) in last 6 months	1,941	54.5%	103
Used fresh fruit/vegetables in last 6 months	3,041	85.4%	98
Used fresh milk in last 6 months	3,256	91.4%	101
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	986	27.7%	92
Exercise at club 2+ times per week	231	6.5%	53
Visited a doctor in last 12 months	2,693	75.6%	97
Used vitamin/dietary supplement in last 6 months	1,579	44.3%	91
<b>Home (Households)</b>			
Any home improvement in last 12 months	531	30.4%	96
Used housekeeper/maid/prof HH cleaning service in the last 12 months	207	11.9%	76
Purchased any HH furnishing in last 12 months	489	28.0%	93
Purchased bedding/bath goods in last 12 months	921	52.7%	97
Purchased cooking/serving product in last 12 months	479	27.4%	100
Bought any kitchen appliance in last 12 months	298	17.1%	98
<b>Insurance (Adults)</b>			
Currently carry any life insurance	1,870	52.5%	110
Have medical/hospital/accident insurance	2,435	68.4%	95
Carry homeowner insurance	2,059	57.8%	109
Carry renter insurance	200	5.6%	91
Have auto/other vehicle insurance	3,116	87.5%	105
<b>Pets (Households)</b>			
HH owns any pet	1,064	60.9%	118
HH owns any cat	506	29.0%	120
HH owns any dog	836	47.9%	126
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	1,558	43.7%	87
Read any daily newspaper	1,357	38.1%	92
Heavy magazine reader	601	16.9%	85
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	2,463	69.1%	96
Went to family restaurant/steak house last mo: <2 times	854	24.0%	93
Went to family restaurant/steak house last mo: 2-4 times	955	26.8%	99
Went to family restaurant/steak house last mo: 5+ times	655	18.4%	95
Went to fast food/drive-in restaurant in last 6 mo	3,248	91.2%	103
Went to fast food/drive-in restaurant <6 times/mo	1,102	30.9%	88
Went to fast food/drive-in restaurant 6-13 times/mo	1,162	32.6%	113
Went to fast food/drive-in restaurant 14+ times/mo	984	27.6%	111
Fast food/drive-in last 6 mo: eat in	1,336	37.5%	100
Fast food/drive-in last 6 mo: home delivery	397	11.1%	107
Fast food/drive-in last 6 mo: take-out/drive-thru	2,053	57.6%	110
Fast food/drive-in last 6 mo: take-out/walk-in	807	22.7%	92

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

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Franklin Township, OH  
Franklin township, OH (3902528224)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	1,140	65.3%	101
HH average monthly long distance phone bill: <\$16	491	28.1%	102
HH average monthly long distance phone bill: \$16-25	198	11.3%	99
HH average monthly long distance phone bill: \$26-59	138	7.9%	86
HH average monthly long distance phone bill: \$60+	91	5.2%	117
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	332	19.0%	97
HH owns 2 TVs	453	25.9%	99
HH owns 3 TVs	407	23.3%	104
HH owns 4+ TVs	384	22.0%	105
HH subscribes to cable TV	703	40.3%	69
HH Purchased audio equipment in last 12 months	167	9.6%	98
HH Purchased CD player in last 12 months	55	3.2%	81
HH Purchased DVD player in last 12 months	153	8.8%	90
HH Purchased MP3 player in last 12 months	265	7.4%	73
HH Purchased video game system in last 12 months	198	11.3%	105
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	1,724	48.4%	93
Took 3+ domestic trips in last 12 months	471	13.2%	89
Spent on domestic vacations last 12 mo: <\$1000	372	10.4%	83
Spent on domestic vacations last 12 mo: \$1000-\$1499	203	5.7%	85
Spent on domestic vacations last 12 mo: \$1500-\$1999	113	3.2%	78
Spent on domestic vacations last 12 mo: \$2000-\$2999	102	2.9%	69
Spent on domestic vacations last 12 mo: \$3000+	129	3.6%	72
Foreign travel in last 3 years	520	14.6%	57
Took 3+ foreign trips by plane in last 3 years	49	1.4%	29
Spent on foreign vacations last 12 mo: <\$1000	118	3.3%	56
Spent on foreign vacations last 12 mo: \$1000-\$2999	64	1.8%	44
Spent on foreign vacations last 12 mo: \$3000+	68	1.9%	39
Stayed 1+ nights at hotel/motel in last 12 months	1,268	35.6%	88

**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 27, 2012

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# Electronics and Internet Market Potential

Franklin Township, OH  
Franklin township, OH (3902528224)  
Geography: County Subdivision

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		4,856	5,076
Population 18+		3,562	3,733
Households		1,746	1,838
Median Household Income		\$44,489	\$49,766
<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer	1,177	67.4%	91
Purchased home PC in last 12 months	271	15.5%	99
Purchased home PC 1-2 years ago	347	19.9%	88
Purchased home PC 3-4 years ago	320	18.3%	94
Purchased home PC 5+ years ago	156	8.9%	96
Spent <\$500 on home PC (most recent purchase)	158	9.0%	104
Spent \$500-999 on home PC (most recent purchase)	341	19.5%	109
Spent \$1000-1499 on home PC (most recent purchase)	179	10.2%	79
Spent \$1500-1999 on home PC (most recent purchase)	98	5.6%	79
Spent \$2000+ on home PC (most recent purchase)	75	4.3%	69
Purchased home PC at computer superstore	180	10.3%	81
Purchased home PC at department store	96	5.5%	111
Purchased home PC direct from manufacturer	215	12.3%	89
Purchased home PC at electronics store	144	8.2%	75
Purchased home PC on Internet	115	6.6%	77
Purchased home PC at warehouse discount outlet	52	3.0%	136
HH owns desktop PC	970	55.6%	97
HH owns laptop/notebook/tablet PC	424	24.3%	78
HH owns any Apple/Apple Mac clone brand PC	60	3.4%	55
HH owns any IBM/IBM compatible brand PC	1,091	62.5%	93
Brand of PC that HH owns: Compaq	132	7.5%	89
Brand of PC that HH owns: Dell	456	26.1%	85
Brand of PC that HH owns: Gateway	112	6.4%	96
Brand of PC that HH owns: Hewlett Packard	278	15.9%	102
Brand of PC that HH owns: Sony Vaio	33	1.9%	65
Child (under 18) uses home PC	390	22.4%	106
HH owns CD burner	572	32.7%	89
HH owns CD ROM drive	608	34.8%	89
HH owns DVD drive	348	19.9%	80
HH owns DVD-RW (DVD burner)	308	17.7%	86
HH owns external hard drive	193	11.0%	78
HH owns flash drive	276	15.8%	77
HH owns LAN/network interface card	145	8.3%	75
HH owns inkjet printer	715	41.0%	96
HH owns laser printer	208	11.9%	87
HH owns modem/fax modem	326	18.7%	90
HH owns removable cartridge storage device	70	4.0%	69
HH owns scanner	439	25.1%	88
HH owns PC speakers	675	38.7%	93
HH owns tape backup	35	2.0%	75
HH owns webcam	143	8.2%	72
HH owns software: accounting	128	7.3%	82
HH owns software: communications/fax	118	6.8%	83
HH owns software: database/filing	117	6.7%	82
HH owns software: desktop publishing	188	10.8%	89

**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.



# Electronics and Internet Market Potential

Franklin Township, OH  
Franklin township, OH (3902528224)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	150	8.6%	86
HH owns software: entertainment/games	478	27.4%	94
HH owns software: online meeting/conference	26	1.5%	52
HH owns software: personal finance/tax prep	210	12.0%	85
HH owns software: presentation graphics	111	6.3%	80
HH owns software: multimedia	232	13.3%	87
HH owns software: networking	172	9.8%	88
HH owns software: security/anti-virus	430	24.6%	88
HH owns software: spreadsheet	336	19.2%	83
HH owns software: utility	108	6.2%	87
HH owns software: web authoring	43	2.5%	71
HH owns software: word processing	496	28.4%	84
Spent \$500+ on software for home PC in last 12 mo	35	2.0%	84
Purchased computer book in last 12 months	69	3.9%	91
HH owns fax machine	98	5.6%	93
Purchased audio equipment in last 12 months	167	9.6%	98
Purchased headphones in last 12 months	50	2.9%	72
HH owns camcorder	333	19.1%	98
Purchased camcorder in last 12 months	27	1.5%	73
HH owns CD player	791	45.3%	99
Purchased CD player in last 12 months	55	3.2%	81
HH owns DVD player	1,098	62.9%	95
Purchased DVD player in last 12 months	153	8.8%	90
HH owns 1 TV	332	19.0%	97
HH owns 2 TVs	453	25.9%	99
HH owns 3 TVs	407	23.3%	104
HH owns 4+ TVs	384	22.0%	105
HH owns miniature screen TV (<13 in)	149	8.5%	108
Most recent TV purchase: miniature screen (<13 in)	54	3.1%	112
HH owns regular screen TV (13-26 in)	816	46.7%	108
Most recent TV purchase: regular screen (13-26 in)	427	24.5%	105
HH owns large screen TV (27-35 in)	882	50.5%	109
Most recent TV purchase: large screen (27-35 in)	628	36.0%	114
HH owns big screen TV (36-42 in)	260	14.9%	79
Most recent TV purchase: big screen (36-42 in)	196	11.2%	80
HH owns giant screen TV (over 42 in)	228	13.0%	92
Most recent TV purchase: giant screen (over 42 in)	178	10.2%	91
HH owns LCD TV	281	16.1%	84
HH owns plasma TV	134	7.7%	93
HH owns projection TV	84	4.8%	89
HH owns video game system	565	32.4%	97
Purchased video game system in last 12 months	198	11.3%	105
HH owns video game system: handheld	240	13.7%	89
HH owns video game system: attached to TV/computer	504	28.9%	98
HH owns video game system: Game Boy	107	6.1%	89
HH owns video game system: Game Boy Advance/SP	97	5.6%	84
HH owns video game system: Nintendo DS	120	6.9%	91

**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 27, 2012

Made with Esri Business Analyst



# Electronics and Internet Market Potential

Franklin Township, OH  
Franklin township, OH (3902528224)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	75	4.3%	86
HH owns video game system: Nintendo Wii	93	5.3%	79
HH owns video game system: PlayStation 2	277	15.9%	96
HH owns video game system: PlayStation 3	65	3.7%	103
HH owns video game system: Sony PlayStation/PS One	71	4.1%	101
HH owns video game system: Sony PSP	33	1.9%	65
HH owns video game system: Xbox	103	5.9%	99
HH owns video game system: Xbox 360	97	5.5%	86
HH purchased 5+ video games in last 12 months	84	4.8%	74
HH spent \$101+ on video games in last 12 months	121	7.0%	86
Owns MP3 player	694	19.5%	73
Purchased MP3 player in last 12 months	265	7.4%	73
Owns Apple iPod	222	6.2%	56
Purchased Apple iPod in last 12 months	67	1.9%	56
Have any access to the Internet	2,799	78.6%	93
Have access to Internet: at home	2,131	59.8%	85
Have access to Internet: at work	1,132	31.8%	85
Have access to Internet: at school/library	787	22.1%	88
Have access to Internet: not hm/work/school/library	665	18.7%	96
Use Internet less than once a week	176	4.9%	124
Use Internet 1-2 times per week	251	7.1%	128
Use Internet 3-6 times per week	305	8.6%	107
Use Internet once a day	353	9.9%	90
Use Internet 2-4 times per day	481	13.5%	77
Use Internet 5 or more times per day	627	17.6%	70
Any Internet or online usage in last 30 days	2,160	60.7%	86
Used Internet in last 30 days: at home	1,793	50.3%	81
Used Internet in last 30 days: at work	909	25.5%	80
Used Internet in last 30 days: at school/library	214	6.0%	78
Used Internet/30 days: not home/work/school/library	257	7.2%	78
Internet last 30 days: used email	1,790	50.2%	81
Internet last 30 days: used Instant Messenger	623	17.5%	69
Internet last 30 days: paid bills online	896	25.1%	76
Internet last 30 days: visited online blog	210	5.9%	62
Internet last 30 days: wrote online blog	81	2.3%	62
Internet last 30 days: visited chat room	99	2.8%	60
Internet last 30 days: looked for employment	297	8.3%	64
Internet last 30 days: played games online	667	18.7%	89
Internet last 30 days: traded/tracked investments	248	7.0%	62
Internet last 30 days: downloaded music	424	11.9%	65
Internet last 30 days: made phone call	86	2.4%	65
Internet last 30 days: made personal purchase	774	21.7%	70
Internet last 30 days: made business purchase	286	8.0%	84
Internet last 30 days: made travel plans	320	9.0%	52
Internet last 30 days: watched online video	461	12.9%	67
Internet last 30 days: obtained new/used car info	223	6.3%	71
Internet last 30 days: obtained financial info	587	16.5%	69
Internet last 30 days: obtained medical info	499	14.0%	84
Internet last 30 days: obtained latest news	1,102	30.9%	80
Internet last 30 days: obtained real estate info	212	5.9%	55

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	634	17.8%	77
Ordered anything on Internet in last 12 months	932	26.2%	76
Ordered on Internet/12 mo: airline ticket	331	9.3%	56
Ordered on Internet/12 mo: CD/tape	123	3.4%	79
Ordered on Internet/12 mo: clothing	409	11.5%	79
Ordered on Internet/12 mo: computer	91	2.6%	75
Ordered on Internet/12 mo: computer peripheral	121	3.4%	78
Ordered on Internet/12 mo: DVD	182	5.1%	78
Ordered on Internet/12 mo: flowers	98	2.7%	59
Ordered on Internet/12 mo: software	131	3.7%	65
Ordered on Internet/12 mo: tickets (concerts etc.)	200	5.6%	58
Ordered on Internet/12 mo: toy	139	3.9%	78
Purchased item from amazon.com in last 12 months	313	8.8%	63
Purchased item from barnes&noble.com in last 12 mo	73	2.1%	64
Purchased item from bestbuy.com in last 12 months	45	1.3%	50
Purchased item from ebay.com in last 12 months	278	7.8%	84
Purchased item from walmart.com in last 12 months	174	4.9%	119
Spent on Internet orders last 12 months: <\$100	147	4.1%	76
Spent on Internet orders last 12 months: \$100-199	162	4.5%	84
Spent on Internet orders last 12 months: \$200-499	246	6.9%	82
Spent on Internet orders last 12 months: \$500+	315	8.8%	61
Connection to Internet from home: dial-up modem	412	11.6%	139
Connection to Internet from home: cable modem	553	15.5%	58
Connection to Internet from home: DSL	819	23.0%	93
Connection to Internet from home: wireless	300	8.4%	61
Connection to Internet from home: any broadband	1,617	45.4%	77
DVDs rented in last 30 days: 1	74	2.1%	79
DVDs rented in last 30 days: 2	97	2.7%	59
DVDs rented in last 30 days: 3	82	2.3%	72
DVDs rented in last 30 days: 4	125	3.5%	91
DVDs rented in last 30 days: 5+	362	10.2%	77
Rented video tape/DVD last month: action/adventure	637	17.9%	88
Rented video tape/DVD last month: classic	118	3.3%	64
Rented video tape/DVD last month: comedy	634	17.8%	86
Rented video tape/DVD last month: drama	381	10.7%	79
Rented video tape/DVD last month: family/children	277	7.8%	87
Rented video tape/DVD last month: foreign	27	0.8%	38
Rented video tape/DVD last month: horror	271	7.6%	103
Rented video tape/DVD last month: romance	252	7.1%	94
Rented video tape/DVD last month: science fiction	181	5.1%	96
Rented video tape/DVD last mo at Blockbuster Video	323	9.1%	75
Rented video tape/DVD last mo at Hollywood Video	69	1.9%	47
Bought video tape/DVD last month: action/adventure	310	8.7%	104
Bought video tape/DVD last month: classic	95	2.7%	98
Bought video tape/DVD last month: comedy	279	7.8%	97
Bought video tape/DVD last month: drama	165	4.6%	107
Bought video tape/DVD last month: family/children	225	6.3%	107
Bought video tape/DVD last month: horror	106	3.0%	95
Bought video tape/DVD last month: romance	87	2.4%	96

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# Electronics and Internet Market Potential

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Franklin township, OH (3902528224)  
Geography: County Subdivision

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	65	1.8%	73
Bought blank video tape in last 6 months	403	11.3%	100
Bought 7+ blank video tapes in last 6 months	66	1.8%	71
DVDs purchased in last 30 days: 1	160	4.5%	90
DVDs purchased in last 30 days: 2	160	4.5%	95
DVDs purchased in last 30 days: 3-4	173	4.9%	105
DVDs purchased in last 30 days: 5+	212	6.0%	114
Bought any camera in last 12 months	474	13.3%	104
Spent on cameras in last 12 months: <\$100	188	5.3%	119
Spent on cameras in last 12 months: \$100-199	102	2.9%	95
Spent on cameras in last 12 months: \$200+	119	3.3%	84
Own APS (point & shoot or SLR) camera	72	2.0%	73
Own digital camera	1,029	28.9%	88
Bought digital camera in last 12 months	237	6.6%	97
Own digital point & shoot camera	761	21.4%	86
Bought digital point & shoot camera in last 12 mo	167	4.7%	95
Own digital SLR camera	299	8.4%	91
Bought digital SLR camera in last 12 months	70	2.0%	87
Own 35mm auto focus point & shoot camera	158	4.4%	95
Own 35mm auto focus single lens reflex camera	64	1.8%	75
Own 35mm auto focus zoom camera	207	5.8%	103
Own 35mm single lens reflex camera	97	2.7%	91
Own Canon camera	438	12.3%	78
Bought Canon camera in last 12 months	47	1.3%	62
Own Fuji camera	158	4.4%	110
Own Kodak camera	437	12.3%	104
Bought Kodak camera in last 12 months	117	3.3%	111
Own Nikon camera	146	4.1%	76
Own Olympus camera	122	3.4%	75
Own Polaroid camera	78	2.2%	89
Bought any camera accessory in last 12 months	1,339	37.6%	88
Bought film in last 12 months	658	18.5%	97
Bought film in last 12 months: <3 rolls	271	7.6%	86
Bought film in last 12 months: 3-6 rolls	226	6.4%	101
Bought film in last 12 months: 7+ rolls	161	4.5%	107
Bought film in last 12 mo: APS (color prints)	91	2.5%	96
Bought film in last 12 mo: instant developing	66	1.9%	93
Bought film in last 12 mo: 35mm (black & white)	28	0.8%	83
Bought film in last 12 mo: 35mm (color prints)	447	12.6%	110
Bought Fuji film in last 12 months	217	6.1%	121
Bought Kodak film in last 12 months	411	11.5%	97
Bought store-brand film in last 12 months	59	1.7%	78
Purchased film in last 12 mo: department store	171	4.8%	129
Purchased film in last 12 mo: discount store	211	5.9%	124

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Franklin Township, OH  
Franklin township, OH (3902528224)  
Geography: County Subdivision

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

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	108	3.0%	65
Purchased film in last 12 mo: grocery store	50	1.4%	65
Purchased film in last 12 mo: 1 hour service store	105	2.9%	116
Had film processed at discount store	134	3.8%	114
Had film processed at drug store	145	4.1%	95
Had film processed at 1 hour service store	117	3.3%	113
Bought memory card for camera in last 12 months	239	6.7%	88
Own memory card for camera	764	21.5%	87

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March 27, 2012



# Financial Investments Market Potential

Franklin Township, OH  
 Franklin township, OH (3902528224)  
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		4,856	5,076
Population 18+		3,562	3,733
Households		1,746	1,838
Median Household Income		\$44,489	\$49,766

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Bank/financial institution: use full service bank	1,794	50.4%	102
Bank/financial institution: use savings & loan	313	8.8%	84
Bank/financial institution: use credit union	819	23.0%	102
Bank/financial institution: use fed savings bank	70	2.0%	85
Bank/financial institution: use mutual funds co	70	2.0%	60
Bank/financial institution: use Internet Bank	103	2.9%	67
Used ATM/cash machine in last 12 months	1,544	43.3%	85
Banked in person in last 12 months	1,716	48.2%	93
Banked by mail in last 12 months	147	4.1%	77
Banked by phone in last 12 months	493	13.8%	92
Did banking over the Internet in last 12 months	801	22.5%	82
Used direct deposit of paycheck in last 12 months	1,333	37.4%	97
Have interest checking account	1,054	29.6%	92
Have non-interest checking account	889	25.0%	94
Have money market account	262	7.4%	60
Have savings account	1,109	31.1%	86
Have 401K retirement savings	502	14.1%	79
Have IRA retirement savings	406	11.4%	76
Have auto loan for new car	459	12.9%	112
Have personal loan for education only	134	3.8%	93
Have personal loan-not for education	112	3.1%	125
Have home mortgage (1st)	602	16.9%	88
Have 2nd mortgage (equity loan)	197	5.5%	88
Have home equity line of credit	171	4.8%	80
Have personal line of credit	152	4.3%	94
Have overdraft protection	416	11.7%	88
Own any securities investment	747	21.0%	84
Own annuities	93	2.6%	86
Own certificate of deposit (6 months or less)	107	3.0%	85
Own certificate of deposit (more than 6 months)	168	4.7%	85
Own common/preferred stock in company you work for	75	2.1%	70
Own common stock in company you don't work for	166	4.7%	74
Own insured money market account (bank)	43	1.2%	59
Own shares in money market fund	156	4.4%	66
Own shares in mutual fund (bonds)	132	3.7%	63
Own shares in mutual fund (stock)	251	7.0%	75
Own any stock	247	6.9%	75
Own stock with market value <\$10000	89	2.5%	80
Own stock with market value \$10000-49999	60	1.7%	67
Own stock with market value \$50000+	61	1.7%	69

**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 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Franklin Township, OH  
Franklin township, OH (3902528224)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	194	5.4%	80
Used financial planning counsel in last 12 months	190	5.3%	68
Used full service brokerage firm in last 12 months	147	4.1%	67
Own any credit/debit card (in own name)	2,459	69.0%	93
Own American Express card (in own name)	282	7.9%	64
Own Discover card (in own name)	376	10.6%	94
Own MasterCard (in own name)	1,055	29.6%	87
Own Visa (in own name)	1,566	44.0%	90
Own any department store credit card (in own name)	1,030	28.9%	93
Avg monthly credit card expenditures: <\$111	501	14.1%	101
Avg monthly credit card expenditures: \$111-225	280	7.9%	101
Avg monthly credit card expenditures: \$226-450	224	6.3%	84
Avg monthly credit card expenditures: \$451-700	202	5.7%	89
Avg monthly credit card expenditures: \$701+	307	8.6%	65

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March 27, 2012

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# Pets and Products Market Potential

Franklin Township, OH  
Franklin township, OH (3902528224)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>	<b>2010</b>	<b>2015</b>
Population	4,856	5,076
Population 18+	3,562	3,733
Households	1,746	1,838
Median Household Income	\$44,489	\$49,766

<b>Product/Consumer Behavior</b>	<b>Expected Number of Households</b>	<b>Percent</b>	<b>MPI</b>
HH owns any pet	1,064	60.9%	118
HH owns any bird	53	3.0%	104
HH owns any cat	506	29.0%	120
HH owns any dog	836	47.9%	126
HH owns 1 cat	256	14.7%	115
HH owns 2+ cats	250	14.3%	124
HH owns 1 dog	431	24.7%	105
HH owns 2+ dogs	405	23.2%	158
HH used canned cat food in last 6 months	200	11.5%	98
HH used <4 cans of cat food in last 7 days	89	5.1%	117
HH used 8+ cans of cat food in last 7 days	67	3.8%	107
HH used packaged dry cat food in last 6 months	485	27.8%	120
HH used <5 pounds of packaged dry cat food last mo	139	8.0%	98
HH used 11+ pounds of packaged dry cat food last mo	164	9.4%	130
HH used cat treats in last 6 months	202	11.6%	113
HH used cat litter in last 6 months	360	20.6%	101
HH used canned dog food in last 6 months	299	17.1%	129
HH used packaged dry dog food in last 6 months	801	45.9%	126
HH used <10 pounds of pkgd dry dog food last month	347	19.9%	120
HH used 25+ pounds of pkgd dry dog food last month	260	14.9%	135
HH used dog biscuits/treats in last 6 months	628	36.0%	121
HH used <2 packages of dog biscuits/treats last mo	295	16.9%	114
HH used 4+ packages of dog biscuits/treats last mo	135	7.7%	140
HH used flea/tick care prod for cat/dog last 12 mo	802	45.9%	135
HH member took pet to vet in last 12 mo: 1 time	231	13.2%	104
HH member took pet to vet in last 12 mo: 2 times	217	12.4%	113
HH member took pet to vet in last 12 mo: 3 times	122	7.0%	124
HH member took pet to vet in last 12 mo: 4 times	87	5.0%	120
HH member took pet to vet in last 12 mo: 5+ times	132	7.6%	135
Bought pet food from vet in last 12 months	102	5.8%	114
Bought flea control product from vet in last 12 mo	302	17.3%	130

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March 27, 2012

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# Health and Beauty Market Potential

Franklin Township, OH  
 Franklin township, OH (3902528224)  
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		4,856	5,076
Population 18+		3,562	3,733
Households		1,746	1,838
Median Household Income		\$44,489	\$49,766

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Exercise at home 2+ times per week	986	27.7%	92
Exercise at club 2+ times per week	231	6.5%	53
Exercise at other facility (not club) 2+ times/wk	204	5.7%	71
Own stationary bicycle	255	7.2%	127
Own treadmill	307	8.6%	88
Own weight lifting equipment	395	11.1%	86
Presently controlling diet	1,473	41.4%	100
Diet control for blood sugar level	318	8.9%	122
Diet control for cholesterol level	375	10.5%	104
Diet control to maintain weight	377	10.6%	95
Diet control for physical fitness	298	8.4%	84
Diet control for salt restriction	148	4.2%	124
Diet control for weight loss	461	12.9%	91
Used doctor's care/diet for diet method	138	3.9%	129
Used exercise program for diet method	256	7.2%	85
Used Weight Watchers as diet method	103	2.9%	95
Buy foods specifically labeled as fat-free	634	17.8%	101
Buy foods specifically labeled as high fiber	355	10.0%	87
Buy foods specifically labeled as high protein	196	5.5%	100
Buy foods specifically labeled as lactose-free	38	1.1%	58
Buy foods specifically labeled as low-calorie	317	8.9%	82
Buy foods specifically labeled as low-carb	294	8.3%	107
Buy foods specifically labeled as low-cholesterol	315	8.8%	107
Buy foods specifically labeled as low-fat	504	14.1%	106
Buy foods specifically labeled as low-sodium	323	9.1%	101
Buy foods specifically labeled as natural/organic	237	6.7%	79
Buy foods specifically labeled as sugar-free	554	15.6%	117
Used butter alternatives in last 6 months	114	3.2%	77
Used egg alternatives in last 6 months	436	12.2%	86
Used salt alternatives in last 6 months	968	27.2%	97
Drank meal/dietary supplement in last 6 months	213	6.0%	82
Used nutrition/energy bar in last 6 months	294	8.3%	58
Drank sports drink/thirst quencher in last 6 mo	1,130	31.7%	99
Used vitamin/dietary supplement in last 6 months	1,579	44.3%	91
Vitamin/dietary suppl used/6 mo: antioxidant	67	1.9%	65
Vitamin/dietary suppl used/6 mo: B complex	145	4.1%	84
Vitamin/dietary suppl used/6 mo: B complex+C	63	1.8%	91
Vitamin/dietary suppl used/6 mo: B-6	66	1.9%	91
Vitamin/dietary suppl used/6 mo: B-12	235	6.6%	117
Vitamin/dietary suppl used/6 mo: C	233	6.5%	78
Vitamin/dietary suppl used/6 mo: calcium	347	9.7%	91

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# Health and Beauty Market Potential

Franklin Township, OH  
 Franklin township, OH (3902528224)  
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	162	4.5%	92
Vitamin/dietary suppl used/6 mo: E	145	4.1%	82
Vitamin/dietary suppl used/6 mo: garlic	73	2.0%	120
Vitamin/dietary suppl used/6 mo: glucosamine	159	4.5%	97
Vitamin/dietary suppl used/6 mo: multiple formula	410	11.5%	98
Vitamin/dietary suppl used/6 mo: multiple w/iron	96	2.7%	62
Vitamin/dietary suppl used/6 mo: mult w/minerals	145	4.1%	69
Vitamin/dietary suppl used/6 mo: zinc	53	1.5%	64
Vitamin/dietary suppl/6 mo: Caltrate 600	85	2.4%	90
Vitamin/dietary suppl/6 mo: Centrum	156	4.4%	75
Vitamin/dietary suppl/6 mo: Nature Made	212	6.0%	101
Visited doctor in last 12 months	2,693	75.6%	97
Visited doctor in last 12 months: 1-3 times	1,207	33.9%	100
Visited doctor in last 12 months: 4-7 times	762	21.4%	96
Visited doctor in last 12 months: 8+ times	724	20.3%	94
Visited doctor in last 12 mo: allergist	68	1.9%	80
Visited doctor in last 12 mo: cardiologist	283	7.9%	113
Visited doctor in last 12 mo: chiropractor	210	5.9%	79
Visited doctor in last 12 mo: dentist	1,112	31.2%	83
Visited doctor in last 12 mo: dermatologist	189	5.3%	74
Visited doctor in last 12 mo: ear/nose/throat	153	4.3%	93
Visited doctor in last 12 mo: eye	701	19.7%	95
Visited doctor in last 12 mo: general/family	1,504	42.2%	99
Visited doctor in last 12 mo: internist	177	5.0%	68
Visited doctor in last 12 mo: physical therapist	151	4.2%	94
Visited doctor in last 12 mo: podiatrist	87	2.4%	72
Visited doctor in last 12 mo: urologist	171	4.8%	124
Visited nurse practitioner in last 12 months	213	6.0%	143
Wear regular/sun/tinted prescription eyeglasses	1,204	33.8%	98
Wear bi-focals	677	19.0%	121
Wear disposable contact lenses	204	5.7%	88
Wear soft contact lenses	242	6.8%	77
Spent on contact lenses in last 12 mo: <\$100	84	2.4%	85
Spent on contact lenses in last 12 mo: \$100-199	105	2.9%	79
Spent on contact lenses in last 12 mo: \$200+	88	2.5%	82
Bought prescription eyewear: discount optical ctr	304	8.5%	107
Bought prescription eyewear: from eye doctor	989	27.8%	108
Bought prescription eyewear: retail optical chain	303	8.5%	77
Used prescription drug for allergy/hay fever	236	6.6%	94
Used prescription drug for anxiety/panic	186	5.2%	128
Used prescription drug for arthritis/rheumatism	103	2.9%	110
Used prescription drug for asthma	154	4.3%	106
Used prescription drug for backache/back pain	311	8.7%	118
Used prescription drug for depression	257	7.2%	122
Used prescr drug for diabetes (insulin dependent)	112	3.1%	159
Used prescr drug for diabetes (non-insulin)	138	3.9%	104
Used prescription drug for eczema/skin itch/rash	55	1.5%	74

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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.

March 27, 2012

Made with Esri Business Analyst



# Health and Beauty Market Potential

Franklin Township, OH  
 Franklin township, OH (3902528224)  
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	347	9.7%	147
Used prescription drug for high blood pressure	541	15.2%	122
Used prescription drug for high cholesterol	394	11.1%	127
Used prescription drug for migraine headache	140	3.9%	106
Used prescription drug for sinus congest./headache	170	4.8%	98
Used prescription drug for urinary tract infection	118	3.3%	106
Used last 6 mo: adhesive bandages	1,915	53.8%	97
Used last 6 mo: athlete's foot/foot care product	471	13.2%	95
Used last 6 mo: cold/sinus/allergy med (nonprescr)	1,754	49.2%	103
Used last 6 mo: children's cold tablets/liquids	572	16.1%	106
Used last 6 mo: contact lens cleaning solution	350	9.8%	81
Used last 6 mo: cotton swabs	1,715	48.1%	100
Used last 6 mo: cough/sore throat drops (nonprescr)	1,619	45.5%	96
Used last 6 mo: cough syrup/suppressant (nonprescr)	1,242	34.9%	102
Used last 6 mo: children's cough syrup	585	16.4%	115
Used last 6 mo: diarrhea remedy	595	16.7%	102
Used last 6 mo: eye wash and drops	1,160	32.6%	107
Used last 6 mo: headache/pain reliever (nonprescr)	3,118	87.5%	104
Used last 6 mo: hemorrhoid remedy	387	10.9%	122
Used last 6 mo: indigestion/upset stomach remedy	1,689	47.4%	105
Used last 6 mo: lactose intolerance product	76	2.1%	60
Used last 6 mo: laxative/fiber supplement	586	16.5%	118
Used last 6 mo: medicated skin ointment	1,191	33.4%	106
Used last 6 mo: medicated throat remedy	477	13.4%	117
Used last 6 mo: nasal spray	588	16.5%	104
Used last 6 mo: pain reliever/fever reducer (kids)	898	25.2%	114
Used last 6 mo: pain relieving rub/liquid/patch	951	26.7%	106
Used last 6 mo: sleeping tablets (nonprescription)	134	3.8%	70
Used last 12 mo: sunburn remedy	523	14.7%	95
Used last 12 mo: suntan/sunscreen product	1,058	29.7%	77
Used last 12 mo: SPF 15+ suntan/sunscreen product	828	23.2%	77
Used last 6 mo: toothache/gum/canker sore remedy	682	19.1%	114
Used last 6 mo: vitamins for children	516	14.5%	98
Used body powder in last 6 months	1,174	33.0%	119
Used body powder <3 times in last 7 days	394	11.1%	94
Used body powder 8+ times in last 7 days	142	4.0%	182
Used body wash/shower gel in last 6 months	1,880	52.8%	102
Used breath freshener in last 6 months	1,629	45.7%	98
Used complexion care product in last 6 months	1,542	43.3%	92
Used complexion care product <7 times last week	449	12.6%	92
Used complexion care product 11+ times last week	540	15.2%	91
Used complexion care prod: dry facial skin type	268	7.5%	103
Used complexion care prod: normal facial skin type	454	12.7%	84
Used complexion care prod: oily facial skin type	219	6.1%	102
Used dental floss in last 6 months	1,983	55.7%	89

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	755	21.2%	105
Used denture adhesive/fixative in last 6 months	309	8.7%	138
Used denture cleaner in last 6 months	489	13.7%	124
Used deodorant/antiperspirant in last 6 months	3,406	95.6%	103
Used deodorant/antiperspirant <8 times last week	2,478	69.6%	101
Used deodorant/antiperspirant 15+ times last week	240	6.7%	111
Used disposable razor in last 6 months	1,959	55.0%	105
Used electric shaver in last 6 months	649	18.2%	97
Used hair coloring product (at home) last 6 months	707	19.8%	99
Used hair conditioner (at home) in last 6 months	2,182	61.3%	99
Used hair conditioning treatment (at home)/6 mo	872	24.5%	104
Used hair growth product in last 6 months	36	1.0%	44
Used hair mousse in last 6 months	641	18.0%	104
Used hair spray (at home) in last 6 months	1,407	39.5%	109
Used hair styling gel/lotion in last 6 months	850	23.9%	89
Used hand & body cream/lotion/oil in last 6 months	2,564	72.0%	99
Used hand & body cream/lotion/oil <5 times last wk	765	21.5%	100
Used hand & body cream/lotion/oil 9+ times last wk	858	24.1%	97
Used hand & body cream in last 6 months	478	13.4%	76
Used hand & body lotion in last 6 months	1,847	51.9%	106
Used hand & body oil in last 6 months	165	4.6%	89
Used lip care in last 6 months	2,132	59.9%	100
Used liquid soap/hand sanitizer in last 6 months	2,702	75.9%	99
Used mouthwash in last 6 months	2,483	69.7%	106
Used mouthwash <4 times in last 7 days	718	20.2%	94
Used mouthwash 8+ times in last 7 days	604	17.0%	107
Used shampoo (at home) in last 6 months	3,277	92.0%	100
Used shampoo plus conditioner prod (at home)/6 mo	693	19.5%	101
Used shaving cream/gel in last 6 months	1,968	55.3%	106
Used personal care soap (bar) in last 6 months	3,023	84.9%	101
Used personal care soap for antibacterial purpose	724	20.3%	106
Used personal care soap for complexion	234	6.6%	96
Used personal care soap for deodorant	686	19.3%	119
Use personal care soap for moisturizing	772	21.7%	100
Bought toothbrush in last 6 months	3,165	88.9%	104
Bought electric toothbrush in last 6 months	196	5.5%	82
Used toothpaste in last 6 months	3,416	95.9%	100
Used toothpaste <8 times in last 7 days	1,137	31.9%	99
Used toothpaste 15+ times in last 7 days	610	17.1%	105
Used toothpaste with baking soda in last 6 months	442	12.4%	108
Used toothpaste (gel) in last 6 months	1,006	28.2%	101
Used toothpaste (paste) in last 6 months	1,603	45.0%	93
Used whitening toothpaste in last 6 months	1,264	35.5%	102
Used tooth whitener (not toothpaste) last 6 months	376	10.6%	99
Had professional manicure/pedicure last 6 months	477	13.4%	78
Had professional facial/massage last 6 months	179	5.0%	53
Spent \$100+ at barber shops in last 6 months	156	4.4%	82
Spent \$100+ at beauty parlors in last 6 months	435	12.2%	77

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# Restaurant Market Potential

Franklin Township, OH  
 Franklin township, OH (3902528224)  
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		4,856	5,076
Population 18+		3,562	3,733
Households		1,746	1,838
Median Household Income		\$44,489	\$49,766

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	2,463	69.1%	96
Family restaurant/steak house last month: <2 times	854	24.0%	93
Family restaurant/steak house last month: 2-4 times	955	26.8%	99
Family restaurant/steak house last month: 5+ times	655	18.4%	95
Family restaurant/steak house last 6 months: breakfast	427	12.0%	91
Family restaurant/steak house last 6 months: lunch	830	23.3%	94
Family restaurant/steak house last 6 months: snack	60	1.7%	60
Family restaurant/steak house last 6 months: dinner	1,847	51.9%	98
Family restaurant/steak house last 6 months: weekday	1,298	36.4%	95
Family restaurant/steak house last 6 months: weekend	1,473	41.4%	93
Family restaurant/steak house last 6 months: Applebee's	785	22.0%	87
Family restaurant/steak house last 6 months: Bennigan's	41	1.2%	52
Family restaurant/steak house last 6 months: Bob Evans Farm	154	4.3%	94
Family restaurant/steak house last 6 months: Cheesecake Factory	91	2.6%	39
Family restaurant/steak house last 6 months: Chili's Grill & Bar	351	9.9%	85
Family restaurant/steak house last 6 months: Cracker Barrel	522	14.7%	132
Family restaurant/steak house last 6 months: Denny's	236	6.6%	73
Family restaurant/steak house last 6 months: Friendly's	52	1.5%	37
Family restaurant/steak house last 6 months: Golden Corral	335	9.4%	130
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	352	9.9%	85
Family restaurant/steak house last 6 months: Lone Star Steakhouse	123	3.5%	127
Family restaurant/steak house last 6 months: Old Country Buffet	47	1.3%	46
Family restaurant/steak house last 6 months: Olive Garden	541	15.2%	85
Family restaurant/steak house last 6 months: Outback Steakhouse	453	12.7%	111
Family restaurant/steak house last 6 months: Perkins	117	3.3%	90
Family restaurant/steak house last 6 months: Red Lobster	475	13.3%	99
Family restaurant/steak house last 6 months: Red Robin	124	3.5%	62
Family restaurant/steak house last 6 months: Ruby Tuesday	357	10.0%	120
Family restaurant/steak house last 6 months: Ryan's	312	8.8%	232
Family restaurant/steak house last 6 months: Sizzler	96	2.7%	89
Family restaurant/steak house last 6 months: T.G.I. Friday's	234	6.6%	64
Went to fast food/drive-in restaurant in last 6 months	3,248	91.2%	103
Went to fast food/drive-in restaurant <6 times/month	1,102	30.9%	88
Went to fast food/drive-in restaurant 6-13 times/month	1,162	32.6%	113
Went to fast food/drive-in restaurant 14+ times/month	984	27.6%	111
Fast food/drive-in last 6 months: breakfast	1,043	29.3%	107
Fast food/drive-in last 6 months: lunch	2,224	62.4%	106
Fast food/drive-in last 6 months: snack	518	14.5%	84
Fast food/drive-in last 6 months: dinner	1,810	50.8%	105

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March 27, 2012

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# Restaurant Market Potential

Franklin Township, OH  
Franklin township, OH (3902528224)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	2,463	69.1%	104
Fast food/drive-in last 6 months: weekend	1,716	48.2%	100
Fast food/drive-in last 6 months: A & W	132	3.7%	82
Fast food/drive-in last 6 months: Arby's	805	22.6%	110
Fast food/drive-in last 6 months: Boston Market	63	1.8%	37
Fast food/drive-in last 6 months: Burger King	1,396	39.2%	108
Fast food/drive-in last 6 months: Captain D's	365	10.2%	199
Fast food/drive-in last 6 months: Carl's Jr.	97	2.7%	44
Fast food/drive-in last 6 months: Checkers	137	3.8%	121
Fast food/drive-in last 6 months: Chick-fil-A	579	16.3%	126
Fast food/drive-in last 6 months: Chipotle Mex. Grill	69	1.9%	32
Fast food/drive-in last 6 months: Chuck E. Cheese	105	2.9%	66
Fast food/drive-in last 6 months: Church's Fr. Chicken	194	5.4%	127
Fast food/drive-in last 6 months: Dairy Queen	624	17.5%	110
Fast food/drive-in last 6 months: Del Taco	66	1.9%	55
Fast food/drive-in last 6 months: Domino's Pizza	522	14.7%	109
Fast food/drive-in last 6 months: Dunkin' Donuts	167	4.7%	41
Fast food/drive-in last 6 months: Fuddruckers	63	1.8%	63
Fast food/drive-in last 6 months: Hardee's	404	11.3%	167
Fast food/drive-in last 6 months: Jack in the Box	265	7.4%	72
Fast food/drive-in last 6 months: KFC	1,120	31.4%	114
Fast food/drive-in last 6 months: Little Caesars	239	6.7%	92
Fast food/drive-in last 6 months: Long John Silver's	317	8.9%	141
Fast food/drive-in last 6 months: McDonald's	2,080	58.4%	104
Fast food/drive-in last 6 months: Panera Bread	147	4.1%	42
Fast food/drive-in last 6 months: Papa John's	373	10.5%	120
Fast food/drive-in last 6 months: Pizza Hut	895	25.1%	114
Fast food/drive-in last 6 months: Popeyes	311	8.7%	119
Fast food/drive-in last 6 months: Quiznos	191	5.4%	60
Fast food/drive-in last 6 months: Sonic Drive-In	712	20.0%	170
Fast food/drive-in last 6 months: Starbucks	289	8.1%	55
Fast food/drive-in last 6 months: Steak n Shake	162	4.5%	90
Fast food/drive-in last 6 months: Subway	1,169	32.8%	103
Fast food/drive-in last 6 months: Taco Bell	1,205	33.8%	105
Fast food/drive-in last 6 months: Wendy's	1,217	34.2%	110
Fast food/drive-in last 6 months: Whataburger	208	5.8%	121
Fast food/drive-in last 6 months: White Castle	70	2.0%	49
Fast food/drive-in last 6 months: eat in	1,336	37.5%	100
Fast food/drive-in last 6 months: home delivery	397	11.1%	107
Fast food/drive-in last 6 months: take-out/drive-thru	2,053	57.6%	110
Fast food/drive-in last 6 months: take-out/walk-in	807	22.7%	92

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March 27, 2012

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# Sports and Leisure Market Potential

Franklin Township, OH  
 Franklin township, OH (3902528224)  
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		4,856	5,076	
Population 18+		3,562	3,733	
Households		1,746	1,838	
Median Household Income		\$44,489	\$49,766	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Participated in aerobics		225	6.3%	64
Participated in archery		123	3.5%	130
Participated in backpacking/hiking		249	7.0%	74
Participated in baseball		148	4.2%	80
Participated in basketball		259	7.3%	78
Participated in bicycling (mountain)		74	2.1%	56
Participated in bicycling (road)		220	6.2%	64
Participated in boating (power)		220	6.2%	100
Participated in bowling		333	9.3%	80
Participated in canoeing/kayaking		144	4.0%	84
Participated in downhill skiing		44	1.2%	42
Participated in fishing (fresh water)		709	19.9%	152
Participated in fishing (salt water)		176	4.9%	108
Participated in football		186	5.2%	84
Participated in Frisbee		144	4.0%	74
Participated in golf		277	7.8%	75
Play golf < once a month		108	3.0%	77
Play golf 1+ times a month		145	4.1%	75
Participated in horseback riding		110	3.1%	102
Participated in hunting with rifle		312	8.8%	181
Participated in hunting with shotgun		240	6.7%	159
Participated in ice skating		53	1.5%	52
Participated in jogging/running		242	6.8%	64
Participated in martial arts		25	0.7%	50
Participated in motorcycling		144	4.0%	110
Participated in Pilates		51	1.4%	44
Participated in roller skating		60	1.7%	80
Participated in snowboarding		33	0.9%	48
Participated in soccer		68	1.9%	44
Participated in softball		128	3.6%	92
Participated in swimming		607	17.0%	88
Participated in target shooting		142	4.0%	103
Participated in tennis		84	2.4%	55
Participated in volleyball		101	2.8%	81
Participated in walking for exercise		818	23.0%	77
Participated in weight lifting		251	7.0%	60
Participated in yoga		111	3.1%	54
Spent on high end sports/recreation equipment/12 mo: <\$250		159	4.5%	101
Spent on high end sports/recreation equipment/12 mo: \$250+		130	3.7%	94
Attend sports event: auto racing (NASCAR)		306	8.6%	117
Attend sports event: auto racing (not NASCAR)		264	7.4%	117
Attend sports event: baseball game		389	10.9%	74

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March 27, 2012

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# Sports and Leisure Market Potential

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 Franklin township, OH (3902528224)  
 Geography: County Subdivision

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	231	6.5%	82
Attend sports event: basketball game (pro)	210	5.9%	69
Attend sports event: football game (college)	379	10.6%	103
Attend sports event: football-Monday night game (pro)	190	5.3%	87
Attend sports event: football-weekend game (pro)	251	7.0%	78
Attend sports event: golf tournament	161	4.5%	82
Attend sports event: ice hockey game	182	5.1%	77
Attend sports event: soccer game	169	4.7%	77
Attend sports event: tennis match	151	4.2%	86
Attended adult education course in last 12 months	144	4.0%	61
Attended auto show in last 12 months	291	8.2%	99
Went to bar/night club in last 12 months	574	16.1%	84
Went to beach in last 12 months	708	19.9%	81
Attended dance performance in last 12 months	88	2.5%	56
Danced/went dancing in last 12 months	302	8.5%	89
Dined out in last 12 months	1,482	41.6%	84
Dine out < once a month	175	4.9%	104
Dine out once a month	204	5.7%	93
Dine out 2-3 times a month	308	8.6%	75
Dine out once a week	357	10.0%	87
Dine out 2+ times per week	315	8.8%	89
Gambled at casino in last 12 months	455	12.8%	80
Gambled at casino 6+ times in last 12 months	109	3.1%	113
Gambled in Atlantic City in last 12 months	22	0.6%	24
Gambled in Las Vegas in last 12 months	103	2.9%	61
Attended horse races in last 12 months	96	2.7%	91
Attended movies in last 6 months	1,783	50.1%	85
Attended movies in last 90 days: < once a month	1,019	28.6%	89
Attended movies in last 90 days: once a month	254	7.1%	70
Attended movies in last 90 days: 2-3 times a month	186	5.2%	77
Attended movies in last 90 days: once/week or more	63	1.8%	69
Prefer to see movie after second week of release	667	18.7%	79
Went to museum in last 12 months	259	7.3%	57
Attended music performance in last 12 months	712	20.0%	84
Attended country music performance in last 12 mo	219	6.1%	121
Attended rock music performance in last 12 months	269	7.6%	69
Attended classical music/opera performance/12 mo	92	2.6%	56
Went to live theater in last 12 months	265	7.4%	57
Visited a theme park in last 12 months	522	14.7%	68
Visited Disney World (FL)/12 mo: Magic Kingdom	105	2.9%	87
Visited any Sea World in last 12 months	82	2.3%	68
Visited any Six Flags in last 12 months	98	2.8%	47
Went to zoo in last 12 months	318	8.9%	70
Played backgammon in last 12 months	41	1.2%	57
Participated in book club in last 12 months	70	2.0%	62
Played billiards/pool in last 12 months	304	8.5%	89
Played bingo in last 12 months	119	3.3%	79
Did birdwatching in last 12 months	218	6.1%	98
Played board game in last 12 months	422	11.8%	73

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# Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	629	17.7%	84
Played chess in last 12 months	100	2.8%	77
Cooked for fun in last 12 months	631	17.7%	85
Did crossword puzzle in last 12 months	479	13.4%	92
Participated in fantasy sports league last 12 mo	75	2.1%	65
Flew a kite in last 12 months	81	2.3%	80
Did furniture refinishing in last 12 months	111	3.1%	97
Did indoor gardening/plant care in last 12 months	323	9.1%	90
Participated in karaoke in last 12 months	117	3.3%	74
Bought lottery ticket in last 12 months	1,152	32.3%	93
Bought lottery ticket in last 12 mo: Daily Drawing	107	3.0%	62
Bought lottery ticket in last 12 mo: Instant Game	520	14.6%	92
Bought lottery ticket in last 12 mo: Lotto Drawing	760	21.3%	100
Played lottery: <3 times in last 30 days	482	13.5%	86
Played lottery: 3-7 times in last 30 days	352	9.9%	103
Played lottery: 8+ times in last 30 days	319	9.0%	96
Played musical instrument in last 12 months	228	6.4%	80
Did painting/drawing in last 12 months	194	5.4%	83
Did photography in last 12 months	360	10.1%	80
Read book in last 12 months	1,262	35.4%	87
Participated in trivia games in last 12 months	166	4.7%	77
Played video game in last 12 months	357	10.0%	75
Did woodworking in last 12 months	222	6.2%	133
Participated in word games in last 12 months	293	8.2%	86
Member of AARP	551	15.5%	100
Member of business club	56	1.6%	63
Member of charitable organization	155	4.4%	69
Member of church board	181	5.1%	118
Member of fraternal order	93	2.6%	74
Member of religious club	207	5.8%	91
Member of union	133	3.7%	71
Member of veterans club	123	3.5%	101
Bought any children`s toy/game in last 12 months	1,221	34.3%	99
Spent on toys/games in last 12 months: <\$50	215	6.0%	99
Spent on toys/games in last 12 months: \$50-99	82	2.3%	83
Spent on toys/games in last 12 months: \$100-199	239	6.7%	93
Spent on toys/games in last 12 months: \$200-499	404	11.3%	105
Spent on toys/games in last 12 months: \$500+	202	5.7%	99
Bought infant toy in last 12 months	317	8.9%	106
Bought pre-school toy in last 12 months	303	8.5%	105
Spent on toys/games (for child <6)/12 mo: <\$100	374	10.5%	95
Spent on toys/games (for child <6)/12 mo: \$100-199	267	7.5%	111
Spent on toys/games (for child <6)/12 mo: \$200+	265	7.4%	96
Bought for child in last 12 mo: boy action figure	304	8.5%	106
Bought for child in last 12 mo: girl action figure	103	2.9%	94
Bought for child in last 12 mo: bicycle	204	5.7%	84
Bought for child in last 12 mo: board game	373	10.5%	88

**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 27, 2012

Made with Esri Business Analyst



# Sports and Leisure Market Potential

Franklin Township, OH  
Franklin township, OH (3902528224)  
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	98	2.8%	81
Bought for child in last 12 mo: car	324	9.1%	99
Bought for child in last 12 mo: construction toy	164	4.6%	93
Bought for child in last 12 mo: large/baby doll	220	6.2%	95
Bought for child in last 12 mo: fashion doll	143	4.0%	79
Bought for child in last 12 mo: plush doll/animal	274	7.7%	91
Bought for child in last 12 mo: doll accessories	137	3.8%	96
Bought for child in last 12 mo: doll clothing	126	3.5%	86
Bought for child in last 12 mo: educational toy	428	12.0%	88
Bought for child in last 12 mo: electronic game	357	10.0%	107
Bought for child in last 12 mo: mechanical toy	135	3.8%	95
Bought for child in last 12 mo: model kit/set	92	2.6%	100
Bought for child in last 12 mo: sound game	88	2.5%	88
Bought for child in last 12 mo: water toy	368	10.3%	108
Bought for child in last 12 mo: word game	123	3.5%	90
Bought book in last 12 months	1,558	43.7%	87
Bought 1-3 books in last 12 months	624	17.5%	89
Bought 4-9 books in last 12 months	452	12.7%	82
Bought 10+ books in last 12 months	483	13.6%	90
Bought paperback book in last 12 months	1,133	31.8%	84
Bought <3 paperback books in last 12 months	384	10.8%	83
Bought 3-6 paperback books in last 12 months	383	10.8%	82
Bought 7+ paperback books in last 12 months	365	10.2%	87
Bought hardcover book in last 12 months	852	23.9%	86
Bought <3 hardcover books in last 12 months	379	10.6%	87
Bought 3-5 hardcover books in last 12 months	204	5.7%	72
Bought 6+ hardcover books in last 12 months	270	7.6%	96
Bought book (fiction) in last 12 months	836	23.5%	84
Bought book (non-fiction) in last 12 months	722	20.3%	80
Bought biography in last 12 months	190	5.3%	73
Bought children`s book in last 12 months	427	12.0%	94
Bought cookbook in last 12 months	341	9.6%	87
Bought desk dictionary in last 12 months	49	1.4%	68
Bought history book in last 12 months	192	5.4%	71
Bought mystery book in last 12 months	312	8.8%	78
Bought personal/business self-help book last 12 mo	171	4.8%	67
Bought religious book (not bible) last 12 months	259	7.3%	96
Bought romance book in last 12 months	247	6.9%	106
Bought science fiction book in last 12 months	137	3.8%	85
Bought book through book club in last 12 months	171	4.8%	111
Bought book at book store in last 12 months	866	24.3%	72
Bought book at Barnes & Noble in last 12 months	428	12.0%	61
Bought book at Borders in last 12 months	185	5.2%	47
Bought book at convenience store in last 12 months	58	1.6%	73
Bought book at department store in last 12 months	359	10.1%	132
Bought book at drug store in last 12 months	56	1.6%	69
Bought book through Internet in last 12 mo	243	6.8%	67
Bought book through mail order in last 12 months	133	3.7%	110
Bought book at supermarket in last 12 months	183	5.1%	98
Bought book at warehouse store in last 12 months	159	4.5%	77

**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 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Franklin Township, OH  
Franklin township, OH (3902528224)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Midland Crowd	66.7%	Population	4,856	5,076
Rural Bypasses	29.0%	Households	1,746	1,838
Southern Satellites	4.3%	Families	1,314	1,373
Top Rung	0.0%	Median Age	36.2	37.0
Suburban Splendor	0.0%	Median Household Income	\$44,489	\$49,766
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		51	\$1,211.42	\$2,115,132
Men's		47	\$214.68	\$374,824
Women's		44	\$364.57	\$636,537
Children's		60	\$240.97	\$420,735
Footwear		37	\$155.78	\$272,000
Watches & Jewelry		69	\$134.15	\$234,224
Apparel Products and Services (1)		108	\$101.27	\$176,811
<b>Computer</b>				
Computers and Hardware for Home Use		71	\$135.56	\$236,694
Software and Accessories for Home Use		69	\$19.72	\$34,428
<b>Entertainment &amp; Recreation</b>		78	\$2,504.54	\$4,372,927
Fees and Admissions		63	\$386.97	\$675,653
Membership Fees for Clubs (2)		60	\$98.90	\$172,671
Fees for Participant Sports, excl. Trips		67	\$71.87	\$125,489
Admission to Movie/Theatre/Opera/Ballet		64	\$96.42	\$168,346
Admission to Sporting Events, excl. Trips		71	\$42.18	\$73,649
Fees for Recreational Lessons		57	\$77.28	\$134,922
Dating Services		43	\$0.33	\$576
TV/Video/Audio		78	\$963.31	\$1,681,938
Community Antenna or Cable TV		82	\$592.98	\$1,035,347
Televisions		74	\$142.25	\$248,370
VCRs, Video Cameras, and DVD Players		72	\$14.67	\$25,614
Video Cassettes and DVDs		77	\$40.66	\$70,989
Video and Computer Game Hardware and Software		70	\$39.29	\$68,606
Satellite Dishes		93	\$1.17	\$2,039
Rental of Video Cassettes and DVDs		72	\$29.86	\$52,140
Streaming/Downloaded Video		60	\$0.83	\$1,457
Audio (3)		65	\$96.10	\$167,791
Rental and Repair of TV/Radio/Sound Equipment		73	\$5.49	\$9,585
Pets		103	\$441.48	\$770,831
Toys and Games (4)		80	\$116.33	\$203,119
Recreational Vehicles and Fees (5)		87	\$282.54	\$493,316
Sports/Recreation/Exercise Equipment (6)		64	\$116.34	\$203,129
Photo Equipment and Supplies (7)		72	\$74.69	\$130,416
Reading (8)		69	\$107.00	\$186,813
Catered Affairs (9)		64	\$15.87	\$27,713
<b>Food</b>		77	\$5,900.13	\$10,301,619
Food at Home		77	\$3,466.74	\$6,052,935
Bakery and Cereal Products		78	\$466.21	\$814,007
Meats, Poultry, Fish, and Eggs		78	\$806.64	\$1,408,396
Dairy Products		79	\$390.51	\$681,822
Fruits and Vegetables		74	\$578.05	\$1,009,274
Snacks and Other Food at Home (10)		79	\$1,225.34	\$2,139,437
Food Away from Home		76	\$2,433.38	\$4,248,684
Alcoholic Beverages		66	\$375.96	\$656,427
Nonalcoholic Beverages at Home		79	\$346.32	\$604,680

**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 27, 2012

Made with Esri Business Analyst



# Retail Goods and Services Expenditures

Franklin Township, OH  
Franklin township, OH (3902528224)  
Geography: County Subdivision

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	66	\$1,145.69	\$2,000,372
Vehicle Loans	90	\$4,443.75	\$7,758,790
<b>Health</b>			
Nonprescription Drugs	90	\$92.86	\$162,135
Prescription Drugs	93	\$461.64	\$806,025
Eyeglasses and Contact Lenses	75	\$57.31	\$100,057
<b>Home</b>			
Mortgage Payment and Basics (11)	73	\$6,820.71	\$11,908,956
Maintenance and Remodeling Services	69	\$1,377.18	\$2,404,554
Maintenance and Remodeling Materials (12)	85	\$315.84	\$551,461
Utilities, Fuel, and Public Services	83	\$3,745.34	\$6,539,367
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	74	\$98.58	\$172,127
Furniture	73	\$438.08	\$764,895
Floor Coverings	65	\$49.08	\$85,691
Major Appliances (14)	83	\$252.35	\$440,604
Housewares (15)	65	\$56.08	\$97,910
Small Appliances	77	\$25.09	\$43,798
Luggage	68	\$6.28	\$10,958
Telephones and Accessories	51	\$21.75	\$37,966
<b>Household Operations</b>			
Child Care	74	\$340.71	\$594,881
Lawn and Garden (16)	81	\$338.48	\$590,993
Moving/Storage/Freight Express	69	\$41.75	\$72,893
Housekeeping Supplies (17)	82	\$573.25	\$1,000,892
<b>Insurance</b>			
Owners and Renters Insurance	91	\$419.53	\$732,498
Vehicle Insurance	79	\$923.88	\$1,613,091
Life/Other Insurance	82	\$342.42	\$597,862
Health Insurance	83	\$1,607.65	\$2,806,959
Personal Care Products (18)	78	\$310.82	\$542,693
School Books and Supplies (19)	71	\$76.41	\$133,405
Smoking Products	88	\$374.26	\$653,457
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	83	\$3,661.40	\$6,392,808
Gasoline and Motor Oil	87	\$2,503.92	\$4,371,845
Vehicle Maintenance and Repairs	78	\$733.37	\$1,280,461
<b>Travel</b>			
Airline Fares	59	\$269.62	\$470,751
Lodging on Trips	67	\$293.36	\$512,207
Auto/Truck/Van Rental on Trips	57	\$21.25	\$37,104
Food and Drink on Trips	70	\$305.86	\$534,031

**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

Franklin Township, OH  
Franklin township, OH (3902528224)  
Geography: County Subdivision

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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 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Automotive Aftermarket Expenditures

Franklin Township, OH  
Franklin township, OH (3902528224)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		4,856	5,076
Households		1,746	1,838
Families		1,314	1,373
Median Age		36.2	37.0
Median Household Income		\$44,489	\$49,766
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
<b>Products</b>			<b>Total</b>
Vehicle Coolant/Brake/Transmission Fluids	91	\$4.35	\$7,589
Gasoline	87	\$2,432.52	\$4,247,183
Motor Oil	97	\$11.53	\$20,127
Vehicle Parts/Equipment and Accessories	84	\$46.86	\$81,820
Tire Purchase/Replacement	88	\$126.94	\$221,637
Vehicle Audio/Video Equipment and Installation	65	\$4.63	\$8,087
Vehicle Cleaning Products and Services	64	\$5.18	\$9,049
<b>Services</b>			
Auto Repair Service Policy	84	\$13.87	\$24,217
Membership Fees for Automobile Service Clubs	66	\$14.57	\$25,440
Global Positioning Services	70	\$1.76	\$3,074
Vehicle Air Conditioning Repair	75	\$13.19	\$23,033
Vehicle Body Work and Painting	73	\$27.82	\$48,565
Vehicle Brake Work	67	\$53.47	\$93,350
Vehicle Clutch/Transmission Repair	88	\$40.32	\$70,405
Vehicle Cooling System Repair	75	\$21.92	\$38,267
Vehicle Drive Shaft and Rear-end Repair	79	\$6.81	\$11,891
Vehicle Electrical System Repair	73	\$25.36	\$44,283
Vehicle Exhaust System Repair	67	\$8.94	\$15,612
Vehicle Front End Alignment/Wheel Balance & Rotation	79	\$14.66	\$25,593
Lube/Oil Change and Oil Filters	84	\$75.33	\$131,534
Vehicle Motor Repair/Replacement	77	\$71.07	\$124,088
Vehicle Motor Tune-up	68	\$42.24	\$73,746
Vehicle Shock Absorber Replacement	70	\$4.65	\$8,110
Vehicle Steering/Front End Repair	68	\$18.97	\$33,122
Tire Repair and Other Repair Work	70	\$45.59	\$79,596

**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 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Financial Expenditures

Franklin Township, OH  
Franklin township, OH (3902528224)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		4,856	5,076
Households		1,746	1,838
Families		1,314	1,373
Median Age		36.2	37.0
Median Household Income		\$44,489	\$49,766
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
			<b>Total</b>
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	68	\$3,949.52	\$6,895,864
Savings Accounts	68	\$8,931.76	\$15,594,854
U.S. Savings Bonds	74	\$302.83	\$528,736
Stocks, Bonds & Mutual Funds	64	\$24,872.77	\$43,427,849
<b>Annual Changes</b>			
Checking Accounts	64	\$165.85	\$289,570
Savings Accounts	34	\$133.39	\$232,897
U.S. Savings Bonds	-62	-\$1.48	-\$2,590
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	69	\$677.14	\$1,182,289
Interest from Savings Accounts or Bonds	70	\$639.38	\$1,116,364
Retirement Plan Contributions	70	\$959.24	\$1,674,838
<b>Liabilities</b>			
Original Mortgage Amount	66	\$14,265.62	\$24,907,773
Vehicle Loan Amount 1	90	\$2,449.68	\$4,277,140
<b>Amount Paid: Interest</b>			
Home Mortgage	73	\$3,380.26	\$5,901,933
Lump Sum Home Equity Loan	69	\$89.87	\$156,911
New Car/Truck/Van Loan	87	\$182.95	\$319,431
Used Car/Truck/Van Loan	95	\$153.54	\$268,082
<b>Amount Paid: Principal</b>			
Home Mortgage	75	\$1,487.51	\$2,597,187
Lump Sum Home Equity Loan	72	\$120.91	\$211,110
New Car/Truck/Van Loan	87	\$972.73	\$1,698,390
Used Car/Truck/Van Loan	95	\$717.79	\$1,253,261
Checking Account and Banking Service Charges	75	\$20.79	\$36,296
Finance Charges, excluding Mortgage/Vehicle	75	\$183.13	\$319,746

**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 27, 2012

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# House and Home Expenditures

Franklin Township, OH  
 Franklin township, OH (3902528224)  
 Geography: County Subdivision

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2010 Housing Summary		2010 Demographic Summary		
Housing Units	1,957	Population	4,856	
2010-2015 Percent Change	7.67%	Households	1,746	
Percent Occupied	89.2%	Families	1,314	
Percent Owner HHS	71.9%	Median Age	36.2	
Median Home Value	\$79,727	Median Household Income	\$44,489	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		72	\$8,558.17	\$14,942,572
Mortgage Interest		73	\$3,380.26	\$5,901,933
Mortgage Principal		75	\$1,487.51	\$2,597,187
Property Taxes		67	\$1,475.02	\$2,575,381
Homeowners Insurance		92	\$411.92	\$719,209
Ground Rent		91	\$66.01	\$115,247
Maintenance and Remodeling Services		69	\$1,377.18	\$2,404,554
Maintenance and Remodeling Materials		85	\$315.84	\$551,461
Property Management and Security		52	\$44.44	\$77,601
<b>Rented Dwellings</b>		49	\$1,673.25	\$2,921,494
Rent		48	\$1,547.12	\$2,701,266
Rent Received as Pay		67	\$61.27	\$106,978
Renters' Insurance		58	\$7.61	\$13,289
Maintenance and Repair Services		84	\$17.70	\$30,910
Maintenance and Repair Materials		75	\$39.55	\$69,050
<b>Owned Vacation Homes</b>		52	\$243.06	\$424,391
Mortgage Payment		56	\$113.95	\$198,955
Property Taxes		52	\$59.04	\$103,081
Homeowners Insurance		53	\$7.87	\$13,735
Maintenance and Remodeling		46	\$53.19	\$92,866
Property Management and Security		53	\$9.02	\$15,754
Housing While Attending School		68	\$55.23	\$96,435
<b>Household Operations</b>		74	\$1,161.21	\$2,027,478
Child Care		74	\$340.71	\$594,881
Care for Elderly or Handicapped		61	\$43.84	\$76,548
Appliance Rental and Repair		79	\$19.16	\$33,450
Computer Information Services		75	\$183.37	\$320,170
Home Security System Services		82	\$21.56	\$37,641
Non-Apparel Household Laundry/Dry Cleaning		8	\$3.10	\$5,419
Housekeeping Services		69	\$105.08	\$183,475
Lawn and Garden		81	\$338.48	\$590,993
Moving/Storage/Freight Express		69	\$41.75	\$72,893
PC Repair (Personal Use)		80	\$7.05	\$12,301
Reupholstering/Furniture Repair		69	\$5.51	\$9,618
Termite/Pest Control		102	\$24.88	\$43,446
Water Softening Services		106	\$5.93	\$10,351
Internet Services Away from Home		73	\$1.94	\$3,383
Voice Over IP Service		49	\$3.27	\$5,714
Other Home Services (1)		68	\$15.58	\$27,197

**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 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Franklin Township, OH  
Franklin township, OH (3902528224)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	83	\$3,745.34	\$6,539,367
Bottled Gas	123	\$83.26	\$145,373
Electricity	91	\$1,540.91	\$2,690,435
Fuel Oil	51	\$56.81	\$99,185
Natural Gas	63	\$411.25	\$718,049
Telephone Services	83	\$1,195.98	\$2,088,186
Water and Other Public Services	82	\$446.18	\$779,023
Coal/Wood/Other Fuel	127	\$10.95	\$19,116
<b>Housekeeping Supplies</b>	82	\$573.25	\$1,000,892
Laundry and Cleaning Supplies	85	\$162.27	\$283,322
Postage and Stationery	77	\$157.97	\$275,810
Other HH Products (2)	83	\$253.01	\$441,760
<b>Household Textiles</b>	74	\$98.58	\$172,127
Bathroom Linens	74	\$13.16	\$22,969
Bedroom Linens	75	\$46.34	\$80,906
Kitchen and Dining Room Linens	76	\$2.36	\$4,124
Curtains and Draperies	70	\$20.31	\$35,462
Slipcovers, Decorative Pillows	74	\$3.16	\$5,517
Materials for Slipcovers/Curtains	79	\$12.08	\$21,098
Other Linens	67	\$1.17	\$2,051
<b>Furniture</b>	73	\$438.08	\$764,895
Mattresses and Box Springs	72	\$57.79	\$100,907
Other Bedroom Furniture	80	\$85.80	\$149,801
Sofas	65	\$98.35	\$171,723
Living Room Tables and Chairs	74	\$61.73	\$107,781
Kitchen, Dining Room Furniture	76	\$47.09	\$82,216
Infant Furniture	72	\$8.06	\$14,081
Outdoor Furniture	68	\$18.08	\$31,572
Wall Units, Cabinets, Other Furniture (3)	77	\$61.18	\$106,814
<b>Major Appliances</b>	83	\$252.35	\$440,604
Dishwashers and Disposals	74	\$20.22	\$35,303
Refrigerators and Freezers	89	\$73.41	\$128,171
Clothes Washers	86	\$42.97	\$75,021
Clothes Dryers	86	\$33.01	\$57,630
Cooking Stoves and Ovens	76	\$36.05	\$62,948
Microwave Ovens	73	\$9.31	\$16,248
Window Air Conditioners	88	\$6.19	\$10,812
Electric Floor Cleaning Equipment	85	\$19.16	\$33,452
Sewing Machines and Miscellaneous Appliances	75	\$12.04	\$21,019

**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 27, 2012



# House and Home Expenditures

Franklin Township, OH  
Franklin township, OH (3902528224)  
Geography: County Subdivision

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	65	\$49.08	\$85,691
Housewares	65	\$56.08	\$97,910
Small Appliances	77	\$25.08	\$43,798
Window Coverings	59	\$22.95	\$40,068
Lamps and Other Lighting Fixtures	72	\$16.91	\$29,517
Infant Equipment	20	\$4.02	\$7,015
Rental of Furniture	81	\$3.76	\$6,569
Laundry and Cleaning Equipment	84	\$18.80	\$32,822
Closet and Storage Items	13	\$3.30	\$5,758
Luggage	68	\$6.28	\$10,958
Clocks and Other Household Decoratives	19	\$38.96	\$68,030
Telephones and Accessories	51	\$21.74	\$37,966
Telephone Answering Devices	76	\$0.64	\$1,122
Grills and Outdoor Equipment	18	\$9.34	\$16,312
Power Tools	73	\$23.27	\$40,621
Hand Tools	71	\$7.36	\$12,856
Office Furniture/Equipment for Home Use	75	\$12.28	\$21,443
Computers and Hardware for Home Use	71	\$135.56	\$236,694
Software and Accessories for Home Use	69	\$19.72	\$34,428
Other Household Items (4)	79	\$82.38	\$143,836

**(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

Franklin Township, OH  
 Franklin township, OH (3902528224)  
 Geography: County Subdivision

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		4,856	5,076
Households		1,746	1,838
Families		1,314	1,373
Median Household Income		\$44,489	\$49,766
Males per 100 Females		100.5	101.1
<b>Population By Age</b>			
Population <5 Years		7.4%	7.2%
Population 5-17 Years		19.2%	19.4%
Population 65+ Years		10.4%	11.8%
Median Age		36.2	37.0
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	83	\$3,105.32	\$5,421,882
<b>Medical Care</b>	84	\$1,497.66	\$2,614,923
Physician Services	85	\$191.63	\$334,579
Dental Services	72	\$233.91	\$408,405
Eyecare Services	81	\$40.40	\$70,547
Lab Tests, X-Rays	91	\$50.10	\$87,479
Hospital Room and Hospital Services	88	\$120.86	\$211,017
Convalescent or Nursing Home Care	33	\$7.72	\$13,477
Other Medical services (1)	81	\$90.13	\$157,375
Nonprescription Drugs	90	\$92.86	\$162,135
Prescription Drugs	93	\$461.64	\$806,025
Nonprescription Vitamins	81	\$46.13	\$80,539
Medicare Prescription Drug Premium	86	\$42.49	\$74,186
Eyeglasses and Contact Lenses	75	\$57.31	\$100,057
Hearing Aids	84	\$18.17	\$31,730
Medical Equipment for General Use	81	\$5.15	\$8,983
Other Medical Supplies (2)	77	\$39.17	\$68,389
<b>Health Insurance</b>	83	\$1,607.65	\$2,806,959
Blue Cross/Blue Shield	88	\$494.37	\$863,168
Commercial Health Insurance	79	\$296.83	\$518,263
Health Maintenance Organization	74	\$246.42	\$430,245
Medicare Payments	86	\$354.56	\$619,055
Long Term Care Insurance	75	\$63.08	\$110,140
Other Health Insurance (3)	90	\$152.40	\$266,089

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

**(1) Other Medical Services** includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

**(2) Other Medical Supplies** includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

**(3) Other Health Insurance** includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Recreation Expenditures

Franklin Township, OH  
Franklin township, OH (3902528224)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		4,856	5,076	
Households		1,746	1,838	
Families		1,314	1,373	
Median Age		36.2	37.0	
Median Household Income		\$44,489	\$49,766	
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	
			<b>Total</b>	
<b>Entertainment/Recreation Fees and Admissions</b>		63	\$386.97	\$675,653
Admission to Movies, Theater, Opera, Ballet		64	\$96.42	\$168,346
Admission to Sporting Events, excl.Trips		71	\$42.18	\$73,649
Fees for Participant Sports, excl.Trips		67	\$71.87	\$125,489
Fees for Recreational Lessons		57	\$77.28	\$134,922
Membership Fees for Social/Recreation/Civic Clubs		60	\$98.90	\$172,671
Dating Services		43	\$0.33	\$576
Rental of Video Cassettes and DVDs		72	\$29.86	\$52,140
<b>Toys &amp; Games</b>		80	\$116.33	\$203,119
Toys and Playground Equipment		80	\$113.70	\$198,516
Play Arcade Pinball/Video Games		62	\$1.16	\$2,032
Online Entertainment and Games		63	\$1.47	\$2,570
<b>Recreational Vehicles and Fees</b>		87	\$282.54	\$493,316
Docking and Landing Fees for Boats and Planes		58	\$4.09	\$7,136
Camp Fees		60	\$17.32	\$30,249
Purchase of RVs or Boats		92	\$255.70	\$446,449
Rental of RVs or Boats		63	\$5.43	\$9,482
<b>Sports, Recreation and Exercise Equipment</b>		64	\$116.34	\$203,129
Exercise Equipment and Gear, Game Tables		68	\$56.01	\$97,794
Bicycles		62	\$12.35	\$21,561
Camping Equipment		32	\$4.65	\$8,119
Hunting and Fishing Equipment		59	\$22.68	\$39,598
Winter Sports Equipment		67	\$4.32	\$7,545
Water Sports Equipment		95	\$6.34	\$11,075
Other Sports Equipment		74	\$7.01	\$12,233
Rental/Repair of Sports/Recreation/Exercise Equipment		74	\$2.98	\$5,203
<b>Photographic Equipment and Supplies</b>		72	\$74.69	\$130,416
Film		86	\$6.30	\$11,005
Film Processing		77	\$17.40	\$30,382
Photographic Equipment		67	\$28.57	\$49,887
Photographer Fees/Other Supplies & Equip Rental/Repair		73	\$22.42	\$39,141
<b>Reading</b>		69	\$106.99	\$186,813
Magazine/Newspaper Subscriptions		71	\$45.30	\$79,087
Magazine/Newspaper Single Copies		73	\$13.95	\$24,349
Books		66	\$47.75	\$83,377

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

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

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