

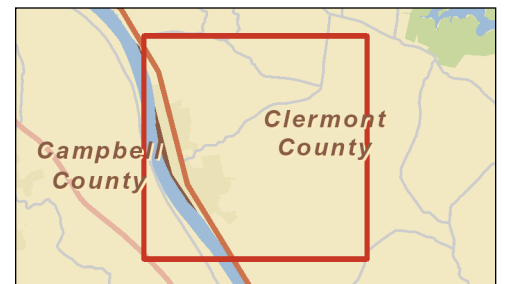
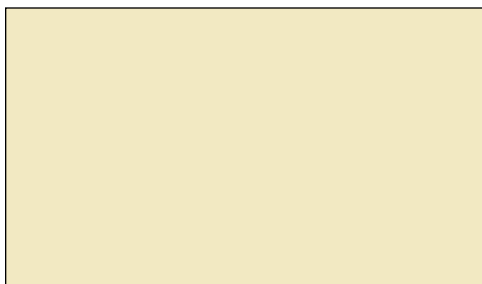
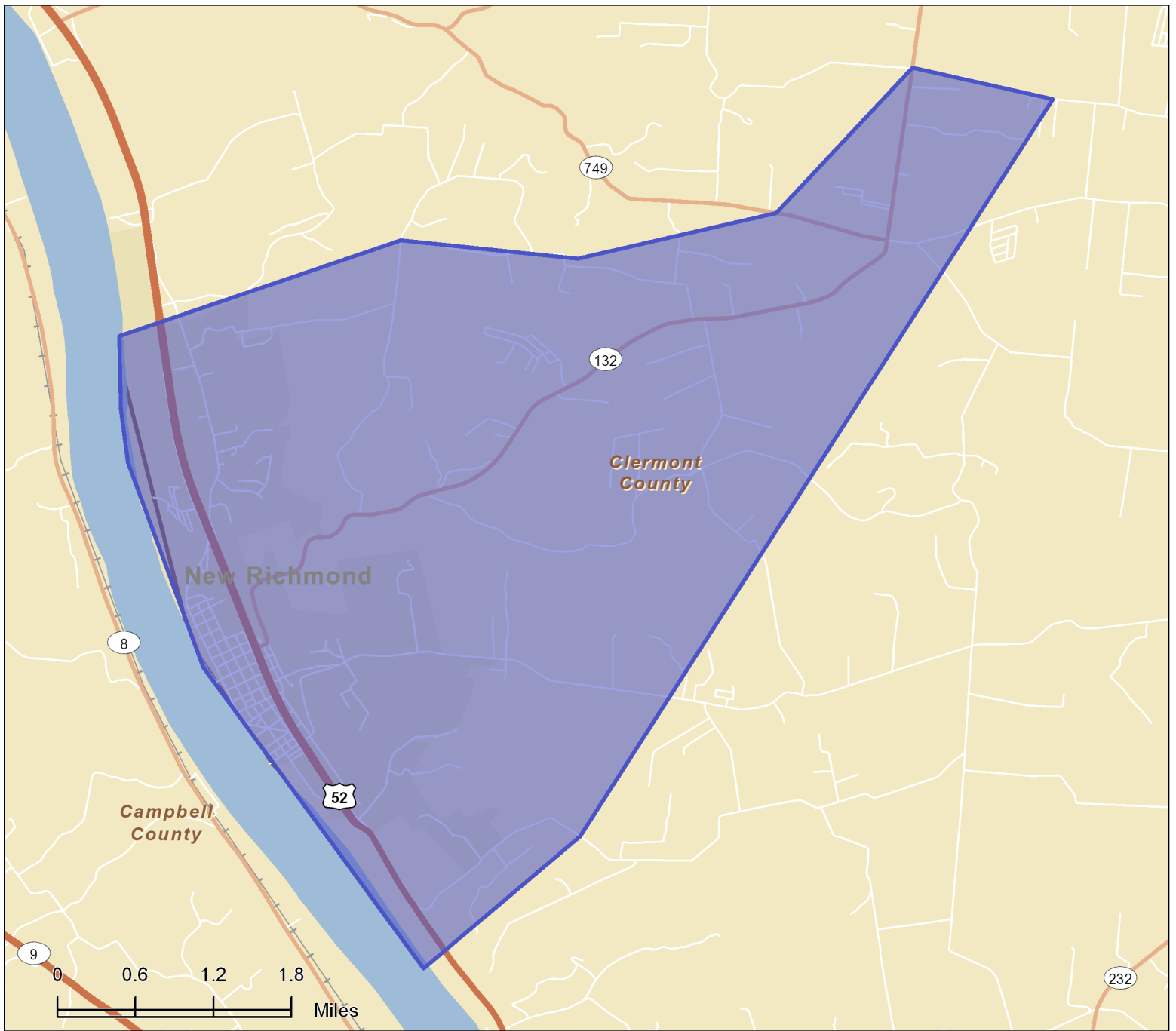


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Site Map

Ohio Township, OH
Standard Geography

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March 27, 2012



Market Profile

Ohio Township, OH
Ohio township, OH (3902557960)
Geography: County Subdivision

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Ohio township, OH (390255...

Population Summary

2000 Total Population	5,245
2000 Group Quarters	21
2010 Total Population	5,427
2015 Total Population	5,528
2010-2015 Annual Rate	0.37%

Household Summary

2000 Households	1,825
2000 Average Household Size	2.86
2010 Households	1,930
2010 Average Household Size	2.80
2015 Households	1,976
2015 Average Household Size	2.79
2010-2015 Annual Rate	0.47%
2000 Families	1,403
2000 Average Family Size	3.25
2010 Families	1,458
2010 Average Family Size	3.19
2015 Families	1,484
2015 Average Family Size	3.18
2010-2015 Annual Rate	0.35%

Housing Unit Summary

2000 Housing Units	1,996
Owner Occupied Housing Units	70.4%
Renter Occupied Housing Units	21.0%
Vacant Housing Units	8.6%
2010 Housing Units	2,194
Owner Occupied Housing Units	66.4%
Renter Occupied Housing Units	21.6%
Vacant Housing Units	12.0%
2015 Housing Units	2,294
Owner Occupied Housing Units	64.6%
Renter Occupied Housing Units	21.5%
Vacant Housing Units	13.9%

Median Household Income

2000	\$41,565
2010	\$50,000
2015	\$56,650

Median Home Value

2000	\$85,641
2010	\$79,130
2015	\$85,610

Per Capita Income

2000	\$18,354
2010	\$20,786
2015	\$23,942

Median Age

2000	33.9
2010	34.7
2015	35.1

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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2000 Households by Income

Household Income Base	1,831
<\$15,000	14.3%
\$15,000 - \$24,999	15.6%
\$25,000 - \$34,999	13.9%
\$35,000 - \$49,999	14.0%
\$50,000 - \$74,999	24.2%
\$75,000 - \$99,999	7.8%
\$100,000 - \$149,999	7.4%
\$150,000 - \$199,999	1.0%
\$200,000+	1.7%
Average Household Income	\$51,892

2010 Households by Income

Household Income Base	1,930
<\$15,000	12.2%
\$15,000 - \$24,999	12.5%
\$25,000 - \$34,999	11.7%
\$35,000 - \$49,999	13.6%
\$50,000 - \$74,999	25.4%
\$75,000 - \$99,999	12.3%
\$100,000 - \$149,999	9.0%
\$150,000 - \$199,999	1.5%
\$200,000+	1.8%
Average Household Income	\$58,293

2015 Households by Income

Household Income Base	1,976
<\$15,000	10.7%
\$15,000 - \$24,999	10.0%
\$25,000 - \$34,999	8.7%
\$35,000 - \$49,999	10.6%
\$50,000 - \$74,999	28.5%
\$75,000 - \$99,999	13.9%
\$100,000 - \$149,999	13.2%
\$150,000 - \$199,999	2.0%
\$200,000+	2.5%
Average Household Income	\$66,807

2000 Owner Occupied Housing Units by Value

Total	1,406
<\$50,000	33.1%
\$50,000 - \$99,999	21.8%
\$100,000 - \$149,999	16.9%
\$150,000 - \$199,999	8.7%
\$200,000 - \$299,999	13.7%
\$300,000 - \$499,999	3.1%
\$500,000 - \$999,999	1.8%
\$1,000,000 +	0.9%
Average Home Value	\$127,333

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	419
With Cash Rent	93.1%
No Cash Rent	6.9%
Median Rent	\$415
Average Rent	\$400

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.

March 27, 2012



Market Profile

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Ohio township, OH (390255...

2000 Population by Age

Total	5,245
0 - 4	6.9%
5 - 9	8.6%
10 - 14	8.4%
15 - 24	14.6%
25 - 34	12.9%
35 - 44	16.7%
45 - 54	14.2%
55 - 64	8.1%
65 - 74	5.5%
75 - 84	3.2%
85 +	0.8%
18 +	70.5%

2010 Population by Age

Total	5,427
0 - 4	7.4%
5 - 9	7.0%
10 - 14	6.4%
15 - 24	14.4%
25 - 34	15.2%
35 - 44	12.3%
45 - 54	15.2%
55 - 64	12.2%
65 - 74	5.8%
75 - 84	3.1%
85 +	1.1%
18 +	74.7%

2015 Population by Age

Total	5,528
0 - 4	7.2%
5 - 9	7.1%
10 - 14	6.8%
15 - 24	12.6%
25 - 34	16.2%
35 - 44	12.5%
45 - 54	13.0%
55 - 64	12.8%
65 - 74	7.8%
75 - 84	2.9%
85 +	1.1%
18 +	75.4%

2000 Population by Sex

Males	49.6%
Females	50.4%

2010 Population by Sex

Males	49.6%
Females	50.4%

2015 Population by Sex

Males	49.7%
Females	50.3%

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

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Ohio Township, OH
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Ohio township, OH (390255...

2000 Population by Race/Ethnicity

Total	5,245
White Alone	97.1%
Black Alone	1.3%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	0.3%
Two or More Races	0.9%
Hispanic Origin	0.9%
Diversity Index	7.4

2010 Population by Race/Ethnicity

Total	5,427
White Alone	95.8%
Black Alone	2.2%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	0.4%
Two or More Races	1.2%
Hispanic Origin	1.4%
Diversity Index	10.8

2015 Population by Race/Ethnicity

Total	5,528
White Alone	95.1%
Black Alone	2.5%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	0.5%
Two or More Races	1.4%
Hispanic Origin	1.7%
Diversity Index	12.6

2000 Population 3+ by School Enrollment

Total	5,045
Enrolled in Nursery/Preschool	1.2%
Enrolled in Kindergarten	1.6%
Enrolled in Grade 1-8	13.8%
Enrolled in Grade 9-12	8.4%
Enrolled in College	2.5%
Enrolled in Grad/Prof School	0.3%
Not Enrolled in School	72.2%

2010 Population 25+ by Educational Attainment

Total	3,518
Less Than 9th Grade	5.5%
9th to 12th Grade, No Diploma	13.3%
High School Graduate	34.2%
Some College, No Degree	18.7%
Associate Degree	7.7%
Bachelor's Degree	13.4%
Graduate/Professional Degree	7.2%

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

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

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Market Profile

Ohio Township, OH
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Ohio township, OH (390255...

2010 Population 15+ by Marital Status

Total	4,297
Never Married	27.0%
Married	55.8%
Widowed	5.1%
Divorced	12.1%

2000 Population 16+ by Employment Status

Total	3,882
In Labor Force	66.0%
Civilian Employed	61.6%
Civilian Unemployed	4.4%
In Armed Forces	0.0%
Not In Labor Force	34.0%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	82.6%
Civilian Unemployed	17.4%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	85.6%
Civilian Unemployed	14.4%

2000 Females 16+ by Employment Status and Age of Children

Total	1,974
Own Children < 6 Only	4.5%
Employed/in Armed Forces	1.5%
Unemployed	0.0%
Not in Labor Force	3.0%
Own Children <6 and 6-17 Only	7.8%
Employed/in Armed Forces	4.6%
Unemployed	0.7%
Not in Labor Force	2.6%
Own Children 6-17 Only	22.6%
Employed/in Armed Forces	15.0%
Unemployed	1.2%
Not in Labor Force	6.5%
No Own Children < 18	65.1%
Employed/in Armed Forces	32.8%
Unemployed	2.4%
Not in Labor Force	29.9%

2010 Employed Population 16+ by Industry

Total	2,372
Agriculture/Mining	0.4%
Construction	11.8%
Manufacturing	10.8%
Wholesale Trade	3.0%
Retail Trade	11.4%
Transportation/Utilities	5.4%
Information	1.3%
Finance/Insurance/Real Estate	4.1%
Services	47.9%
Public Administration	3.8%

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

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2010 Employed Population 16+ by Occupation

Total	2,372
White Collar	49.8%
Management/Business/Financial	11.7%
Professional	16.5%
Sales	9.9%
Administrative Support	11.7%
Services	20.2%
Blue Collar	29.9%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	11.1%
Installation/Maintenance/Repair	4.6%
Production	7.7%
Transportation/Material Moving	6.5%

2000 Workers 16+ by Means of Transportation to Work

Total	2,353
Drove Alone - Car, Truck, or Van	79.1%
Carpooled - Car, Truck, or Van	14.2%
Public Transportation	0.8%
Walked	2.4%
Other Means	1.8%
Worked at Home	1.7%

2000 Workers 16+ by Travel Time to Work

Total	2,353
Did not Work at Home	98.3%
Less than 5 minutes	4.0%
5 to 9 minutes	7.5%
10 to 19 minutes	19.6%
20 to 24 minutes	13.5%
25 to 34 minutes	22.2%
35 to 44 minutes	14.0%
45 to 59 minutes	11.5%
60 to 89 minutes	3.7%
90 or more minutes	2.3%
Worked at Home	1.7%
Average Travel Time to Work (in min)	28.4

2000 Households by Vehicles Available

Total	1,825
None	4.9%
1	29.9%
2	41.9%
3	16.1%
4	5.1%
5+	2.2%
Average Number of Vehicles Available	1.9

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

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2000 Households by Type

Total	1,825
Family Households	76.9%
Married-couple Family	59.3%
With Related Children	30.1%
Other Family (No Spouse)	17.6%
With Related Children	12.1%
Nonfamily Households	23.1%
Householder Living Alone	18.0%
Householder Not Living Alone	5.1%
Households with Related Children	42.2%
Households with Persons 65+	19.2%

2000 Households by Size

Total	1,825
1 Person Household	18.0%
2 Person Household	32.2%
3 Person Household	18.3%
4 Person Household	17.2%
5 Person Household	8.9%
6 Person Household	3.3%
7 + Person Household	2.0%

2000 Households by Year Householder Moved In

Total	1,825
Moved in 1999 to March 2000	16.3%
Moved in 1995 to 1998	26.1%
Moved in 1990 to 1994	22.0%
Moved in 1980 to 1989	20.4%
Moved in 1970 to 1979	7.9%
Moved in 1969 or Earlier	7.2%
Median Year Householder Moved In	1993

2000 Housing Units by Units in Structure

Total	1,996
1, Detached	59.2%
1, Attached	1.4%
2	6.1%
3 or 4	3.8%
5 to 9	3.1%
10 to 19	1.0%
20 +	1.3%
Mobile Home	24.2%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	1,996
1999 to March 2000	1.9%
1995 to 1998	7.9%
1990 to 1994	8.2%
1980 to 1989	17.9%
1970 to 1979	15.3%
1969 or Earlier	48.8%
Median Year Structure Built	1971

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

Ohio Township, OH
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Geography: County Subdivision

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Ohio township, OH (390255...

Top 3 Tapestry Segments

1. Crossroads
2. Midland Crowd
3. Main Street, USA

2010 Consumer Spending

Apparel & Services: Total \$	\$2,701,496
Average Spent	\$1,399.74
Spending Potential Index	58
Computers & Accessories: Total \$	\$354,455
Average Spent	\$183.66
Spending Potential Index	83
Education: Total \$	\$1,941,158
Average Spent	\$1,005.78
Spending Potential Index	82
Entertainment/Recreation: Total \$	\$5,321,750
Average Spent	\$2,757.38
Spending Potential Index	86
Food at Home: Total \$	\$7,224,825
Average Spent	\$3,743.43
Spending Potential Index	84
Food Away from Home: Total \$	\$5,270,113
Average Spent	\$2,730.63
Spending Potential Index	85
Health Care: Total \$	\$6,055,076
Average Spent	\$3,137.35
Spending Potential Index	84
HH Furnishings & Equipment: Total \$	\$2,941,218
Average Spent	\$1,523.95
Spending Potential Index	74
Investments: Total \$	\$2,527,088
Average Spent	\$1,309.37
Spending Potential Index	75
Retail Goods: Total \$	\$39,135,923
Average Spent	\$20,277.68
Spending Potential Index	82
Shelter: Total \$	\$25,280,909
Average Spent	\$13,098.92
Spending Potential Index	83
TV/Video/Audio: Total \$	\$2,027,874
Average Spent	\$1,050.71
Spending Potential Index	85
Travel: Total \$	\$2,998,179
Average Spent	\$1,553.46
Spending Potential Index	82
Vehicle Maintenance & Repairs: Total \$	\$1,541,584
Average Spent	\$798.75
Spending Potential Index	85

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

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

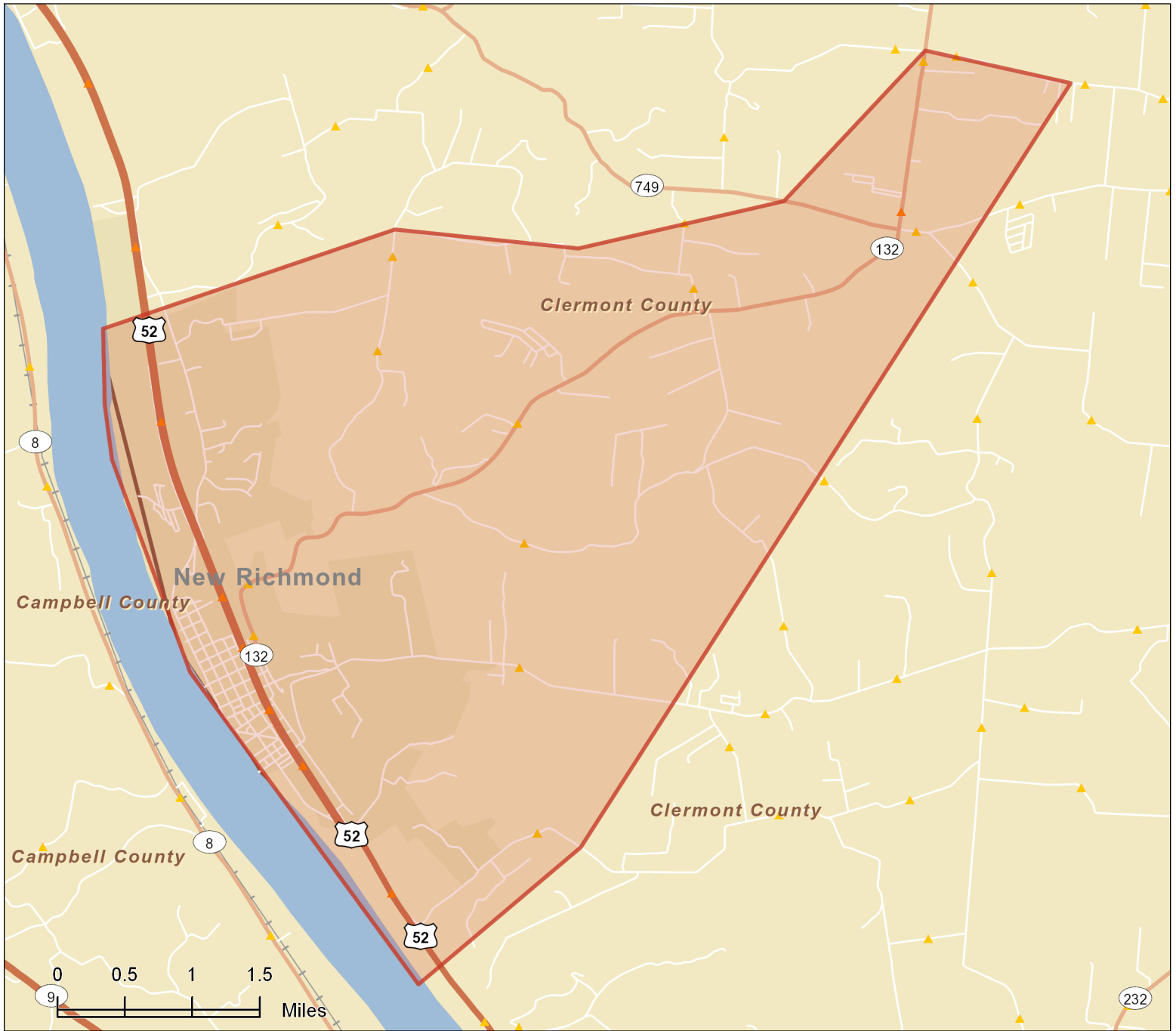
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012

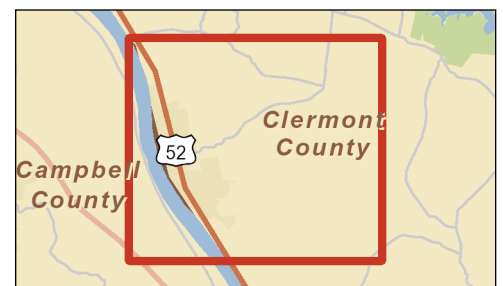
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Traffic Count Map



- 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

Ohio Township, OH
 Ohio township, OH (3902557960)
 Geography: County Subdivision

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Data for all businesses in area	Ohio township, OH (390255...
Total Businesses:	163
Total Employees:	919
Total Residential Population:	5,427
Employee/Residential Population Ratio:	0.17

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	8	4.9%	22	2.4%
Construction	19	11.7%	25	2.7%
Manufacturing	5	3.1%	15	1.6%
Transportation	4	2.5%	19	2.1%
Communication	0	0.0%	0	0.0%
Utility	1	0.6%	3	0.3%
Wholesale Trade	3	1.8%	26	2.8%
Retail Trade Summary	29	17.8%	242	26.3%
Home Improvement	2	1.2%	5	0.5%
General Merchandise Stores	1	0.6%	5	0.5%
Food Stores	5	3.1%	51	5.6%
Auto Dealers, Gas Stations, Auto Aftermarket	4	2.5%	29	3.2%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	1	0.6%	2	0.2%
Eating & Drinking Places	10	6.1%	125	13.6%
Miscellaneous Retail	6	3.7%	25	2.7%
Finance, Insurance, Real Estate Summary	11	6.7%	54	5.9%
Banks, Savings & Lending Institutions	4	2.5%	50	5.4%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices	7	4.3%	4	0.4%
Services Summary	70	42.9%	411	44.7%
Hotels & Lodging	1	0.6%	1	0.1%
Automotive Services	6	3.7%	11	1.2%
Motion Pictures & Amusements	3	1.8%	3	0.3%
Health Services	6	3.7%	104	11.3%
Legal Services	1	0.6%	0	0.0%
Education Institutions & Libraries	5	3.1%	188	20.5%
Other Services	48	29.4%	104	11.3%
Government	10	6.1%	101	11.0%
Other	3	1.8%	1	0.1%
Totals	163	100%	919	100%

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

March 27, 2012



Business Summary

Ohio Township, OH
Ohio township, OH (3902557960)
Geography: County Subdivision

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	4	2.5%	8	0.9%
Mining	0	0.0%	0	0.0%
Utilities	1	0.6%	3	0.3%
Construction	29	17.8%	36	3.9%
Manufacturing	5	3.1%	15	1.6%
Wholesale Trade	3	1.8%	26	2.8%
Retail Trade	19	11.7%	117	12.7%
Motor Vehicle & Parts Dealers	2	1.2%	11	1.2%
Furniture & Home Furnishings Stores	1	0.6%	2	0.2%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	2	1.2%	5	0.5%
Food & Beverage Stores	5	3.1%	51	5.6%
Health & Personal Care Stores	1	0.6%	13	1.4%
Gasoline Stations	2	1.2%	18	2.0%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	1	0.6%	2	0.2%
General Merchandise Stores	1	0.6%	5	0.5%
Miscellaneous Store Retailers	4	2.5%	10	1.1%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	5	3.1%	20	2.2%
Information	1	0.6%	9	1.0%
Finance & Insurance	4	2.5%	50	5.4%
Central Bank/Credit Intermediation & Related Activities	4	2.5%	50	5.4%
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	8	4.9%	4	0.4%
Professional, Scientific & Tech Services	14	8.6%	29	3.2%
Legal Services	1	0.6%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	4	2.5%	3	0.3%
Educational Services	4	2.5%	179	19.5%
Health Care & Social Assistance	8	4.9%	123	13.4%
Arts, Entertainment & Recreation	4	2.5%	4	0.4%
Accommodation & Food Services	11	6.7%	126	13.7%
Accommodation	1	0.6%	1	0.1%
Food Services & Drinking Places	10	6.1%	125	13.6%
Other Services (except Public Administration)	26	16.0%	65	7.1%
Automotive Repair & Maintenance	4	2.5%	10	1.1%
Public Administration	10	6.1%	101	11.0%
Unclassified Establishments	3	1.8%	1	0.1%
Total	163	100%	919	100%

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

March 27, 2012



Retail MarketPlace Profile

Ohio Township, OH
Ohio township, OH (3902557960)
Geography: County Subdivision

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Summary Demographics

2010 Population	5,427
2010 Households	1,930
2010 Median Disposable Income	\$38,207
2010 Per Capita Income	\$20,786

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	\$42,661,900	\$33,093,440	\$9,568,460	12.6	29
Total Retail Trade	44-45	\$36,540,415	\$28,200,404	\$8,340,011	12.9	20
Total Food & Drink	722	\$6,121,485	\$4,893,036	\$1,228,449	11.2	9

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$8,692,316	\$2,842,534	\$5,849,782	50.7	2
Automobile Dealers	4411	\$7,393,782	\$2,677,106	\$4,716,676	46.8	1
Other Motor Vehicle Dealers	4412	\$630,093	\$165,428	\$464,665	58.4	1
Auto Parts, Accessories & Tire Stores	4413	\$668,441	\$0	\$668,441	100.0	0
Furniture & Home Furnishings Stores	442	\$602,311	\$137,334	\$464,977	62.9	1
Furniture Stores	4421	\$309,888	\$0	\$309,888	100.0	0
Home Furnishings Stores	4422	\$292,423	\$137,334	\$155,089	36.1	1
Electronics & Appliance Stores	4431	\$1,495,862	\$0	\$1,495,862	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,365,010	\$130,645	\$1,234,365	82.5	2
Bldg Material & Supplies Dealers	4441	\$1,286,139	\$130,645	\$1,155,494	81.6	2
Lawn & Garden Equip & Supply Stores	4442	\$78,871	\$0	\$78,871	100.0	0
Food & Beverage Stores	445	\$6,431,789	\$6,053,927	\$377,862	3.0	5
Grocery Stores	4451	\$6,170,228	\$6,053,927	\$116,301	1.0	5
Specialty Food Stores	4452	\$91,492	\$0	\$91,492	100.0	0
Beer, Wine & Liquor Stores	4453	\$170,069	\$0	\$170,069	100.0	0
Health & Personal Care Stores	446,4461	\$741,006	\$1,052,780	-\$311,774	-17.4	1
Gasoline Stations	447,4471	\$6,219,246	\$15,155,290	-\$8,936,044	-41.8	3
Clothing & Clothing Accessories Stores	448	\$1,033,282	\$0	\$1,033,282	100.0	0
Clothing Stores	4481	\$751,292	\$0	\$751,292	100.0	0
Shoe Stores	4482	\$166,602	\$0	\$166,602	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$115,388	\$0	\$115,388	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$168,525	\$122,876	\$45,649	15.7	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$130,959	\$0	\$130,959	100.0	0
Book, Periodical & Music Stores	4512	\$37,566	\$122,876	-\$85,310	-53.2	1
General Merchandise Stores	452	\$5,950,905	\$2,387,170	\$3,563,735	42.7	1
Department Stores Excluding Leased Depts.	4521	\$2,540,856	\$0	\$2,540,856	100.0	0
Other General Merchandise Stores	4529	\$3,410,049	\$2,387,170	\$1,022,879	17.6	1
Miscellaneous Store Retailers	453	\$513,854	\$317,848	\$196,006	23.6	4
Florists	4531	\$29,371	\$0	\$29,371	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$173,475	\$148,074	\$25,401	7.9	1
Used Merchandise Stores	4533	\$11,415	\$46,194	-\$34,779	-60.4	1
Other Miscellaneous Store Retailers	4539	\$299,593	\$123,580	\$176,013	41.6	2
Nonstore Retailers	454	\$3,326,309	\$0	\$3,326,309	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$3,127,499	\$0	\$3,127,499	100.0	0
Vending Machine Operators	4542	\$4,750	\$0	\$4,750	100.0	0
Direct Selling Establishments	4543	\$194,060	\$0	\$194,060	100.0	0
Food Services & Drinking Places	722	\$6,121,485	\$4,893,036	\$1,228,449	11.2	9
Full-Service Restaurants	7221	\$2,163,046	\$1,333,729	\$829,317	23.7	5
Limited-Service Eating Places	7222	\$3,422,498	\$3,559,307	-\$136,809	-2.0	4
Special Food Services	7223	\$428,551	\$0	\$428,551	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$107,390	\$0	\$107,390	100.0	0

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

Source: Esri and Infogroup

March 27, 2012

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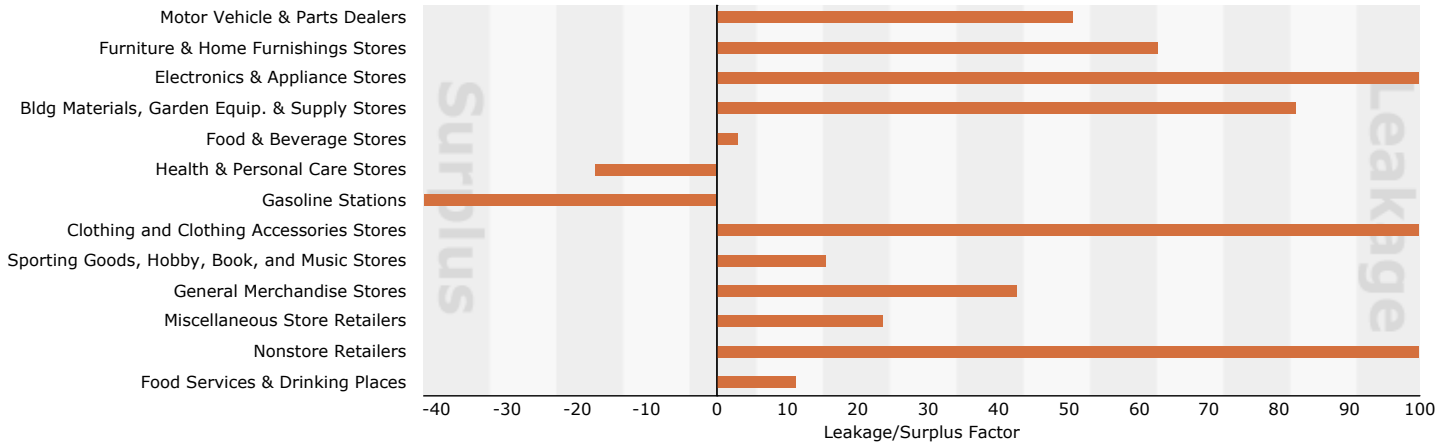


Retail MarketPlace Profile

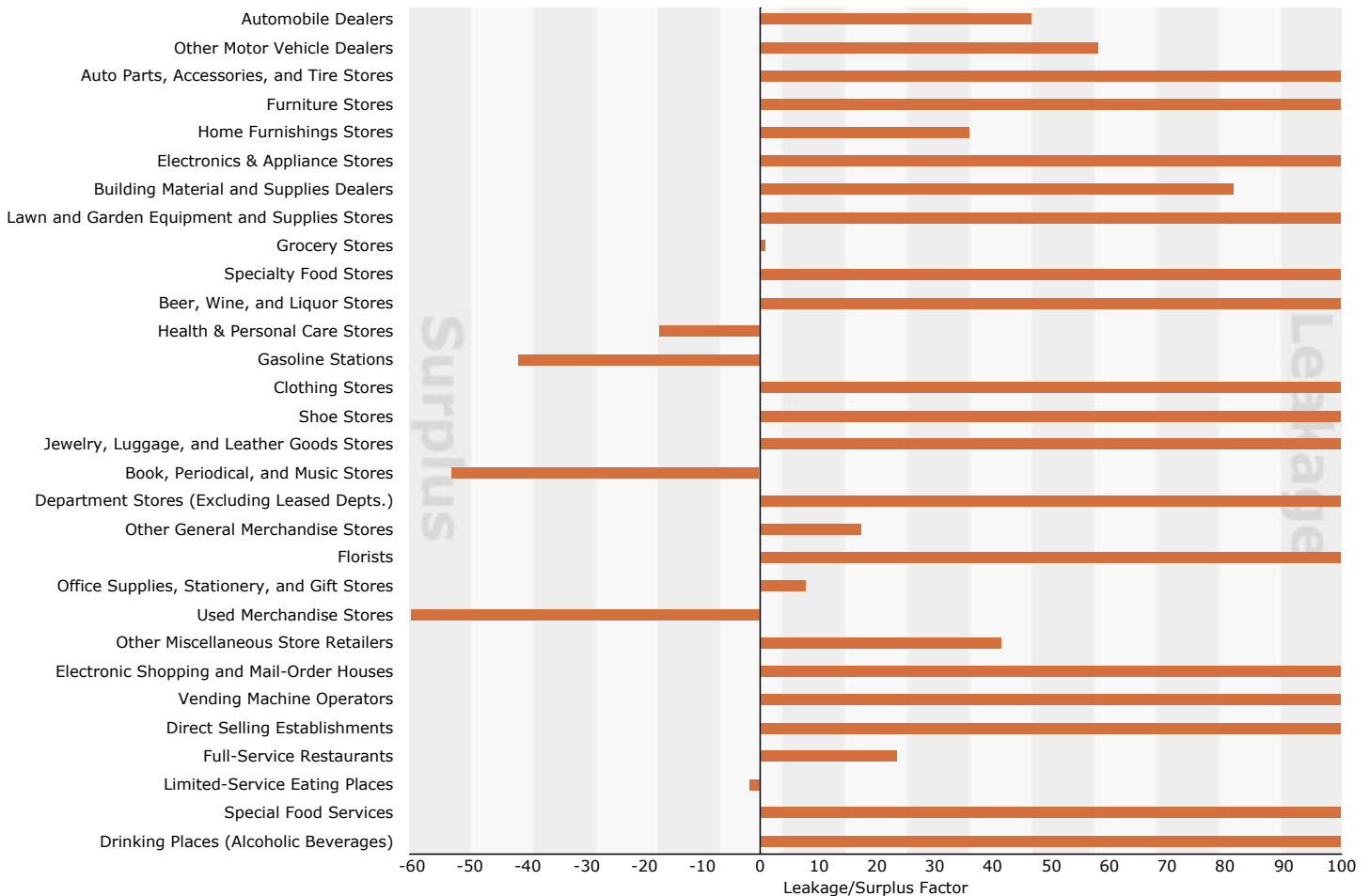
Ohio Township, OH
 Ohio township, OH (3902557960)
 Geography: County Subdivision

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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

Ohio Township, OH
Ohio township, OH (3902557960)
Geography: County Subdivision

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Demographic Summary	2010	2015
Population	5,427	5,528
Total Number of Adults	4,053	4,167
Households	1,930	1,976
Median Household Income	\$50,000	\$56,650

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	2,007	49.5%	99
Bought any women's apparel in last 12 months	1,918	47.3%	104
Bought apparel for child <13 in last 6 months	1,349	33.3%	117
Bought any shoes in last 12 months	2,099	51.8%	99
Bought costume jewelry in last 12 months	863	21.3%	102
Bought any fine jewelry in last 12 months	961	23.7%	108
Bought a watch in last 12 months	743	18.3%	95
Automobiles (Households)			
HH owns/leases any vehicle	1,748	90.6%	105
HH bought/leased new vehicle last 12 mo	158	8.2%	85
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,704	91.4%	105
Bought/changed motor oil in last 12 months	2,310	57.0%	109
Had tune-up in last 12 months	1,254	30.9%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,318	57.2%	92
Drank regular cola in last 6 months	2,197	54.2%	106
Drank beer/ale in last 6 months	1,666	41.1%	97
Cameras & Film (Adults)			
Bought any camera in last 12 months	523	12.9%	100
Bought film in last 12 months	818	20.2%	105
Bought digital camera in last 12 months	228	5.6%	82
Bought memory card for camera in last 12 months	265	6.5%	85
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	1,431	35.3%	100
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	876	21.6%	101
Avg monthly cell/mobile phone/PDA bill: \$50-99	1,317	32.5%	100
Avg monthly cell/mobile phone/PDA bill: \$100+	898	22.2%	105
Computers (Households)			
HH owns a personal computer	1,456	75.4%	102
Spent <\$500 on most recent home PC purchase	180	9.3%	108
Spent \$500-\$999 on most recent home PC purchase	386	20.0%	112
Spent \$1000-\$1499 on most recent home PC purchase	228	11.8%	91
Spent \$1500-\$1999 on most recent home PC purchase	110	5.7%	80
Spent \$2000+ on most recent home PC purchase	101	5.2%	84

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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Retail Market Potential

Ohio Township, OH
Ohio township, OH (3902557960)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	2,563	63.2%	105
Bought cigarettes at convenience store in last 30 days	828	20.4%	131
Bought gas at convenience store in last 30 days	1,617	39.9%	119
Spent at convenience store in last 30 days: <\$20	341	8.4%	87
Spent at convenience store in last 30 days: \$20-39	387	9.5%	94
Spent at convenience store in last 30 days: \$40+	1,688	41.6%	116
Entertainment (Adults)			
Attended movies in last 6 months	2,110	52.1%	88
Went to live theater in last 12 months	382	9.4%	72
Went to a bar/night club in last 12 months	847	20.9%	110
Dined out in last 12 months	1,953	48.2%	98
Gambled at a casino in last 12 months	564	13.9%	87
Visited a theme park in last 12 months	722	17.8%	83
DVDs rented in last 30 days: 1	117	2.9%	109
DVDs rented in last 30 days: 2	211	5.2%	112
DVDs rented in last 30 days: 3	109	2.7%	84
DVDs rented in last 30 days: 4	144	3.6%	92
DVDs rented in last 30 days: 5+	493	12.2%	92
DVDs purchased in last 30 days: 1	201	5.0%	100
DVDs purchased in last 30 days: 2	171	4.2%	89
DVDs purchased in last 30 days: 3-4	242	6.0%	129
DVDs purchased in last 30 days: 5+	208	5.1%	99
Spent on toys/games in last 12 months: <\$50	260	6.4%	105
Spent on toys/games in last 12 months: \$50-\$99	120	3.0%	107
Spent on toys/games in last 12 months: \$100-\$199	325	8.0%	111
Spent on toys/games in last 12 months: \$200-\$499	511	12.6%	116
Spent on toys/games in last 12 months: \$500+	247	6.1%	106
Financial (Adults)			
Have home mortgage (1st)	781	19.3%	100
Used ATM/cash machine in last 12 months	2,075	51.2%	101
Own any stock	279	6.9%	75
Own U.S. savings bond	220	5.4%	79
Own shares in mutual fund (stock)	285	7.0%	75
Own shares in mutual fund (bonds)	189	4.7%	79
Used full service brokerage firm in last 12 months	166	4.1%	66
Have savings account	1,459	36.0%	99
Have 401K retirement savings	705	17.4%	98
Did banking over the Internet in last 12 months	1,045	25.8%	94
Own any credit/debit card (in own name)	2,883	71.1%	96
Avg monthly credit card expenditures: <\$111	531	13.1%	95
Avg monthly credit card expenditures: \$111-225	282	7.0%	89
Avg monthly credit card expenditures: \$226-450	240	5.9%	79
Avg monthly credit card expenditures: \$451-700	242	6.0%	94
Avg monthly credit card expenditures: \$701+	406	10.0%	75

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Retail Market Potential

Ohio Township, OH
Ohio township, OH (3902557960)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	3,023	74.6%	105
Used bread in last 6 months	3,909	96.4%	100
Used chicken/turkey (fresh or frozen) in last 6 months	3,149	77.7%	100
Used fish/seafood (fresh or frozen) in last 6 months	2,050	50.6%	96
Used fresh fruit/vegetables in last 6 months	3,563	87.9%	101
Used fresh milk in last 6 months	3,761	92.8%	102
Health (Adults)			
Exercise at home 2+ times per week	1,218	30.1%	100
Exercise at club 2+ times per week	329	8.1%	66
Visited a doctor in last 12 months	3,127	77.2%	99
Used vitamin/dietary supplement in last 6 months	1,870	46.1%	95
Home (Households)			
Any home improvement in last 12 months	623	32.3%	102
Used housekeeper/maid/prof HH cleaning service in the last 12 months	233	12.1%	77
Purchased any HH furnishing in last 12 months	560	29.0%	97
Purchased bedding/bath goods in last 12 months	1,018	52.7%	97
Purchased cooking/serving product in last 12 months	571	29.6%	108
Bought any kitchen appliance in last 12 months	330	17.1%	98
Insurance (Adults)			
Currently carry any life insurance	1,892	46.7%	98
Have medical/hospital/accident insurance	2,741	67.6%	94
Carry homeowner insurance	2,044	50.4%	95
Carry renter insurance	221	5.5%	89
Have auto/other vehicle insurance	3,472	85.7%	103
Pets (Households)			
HH owns any pet	1,204	62.4%	121
HH owns any cat	558	28.9%	120
HH owns any dog	922	47.8%	126
Reading Materials (Adults)			
Bought book in last 12 months	2,033	50.2%	100
Read any daily newspaper	1,493	36.8%	89
Heavy magazine reader	788	19.4%	98
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	2,857	70.5%	98
Went to family restaurant/steak house last mo: <2 times	1,006	24.8%	97
Went to family restaurant/steak house last mo: 2-4 times	1,086	26.8%	99
Went to family restaurant/steak house last mo: 5+ times	764	18.9%	97
Went to fast food/drive-in restaurant in last 6 mo	3,602	88.9%	100
Went to fast food/drive-in restaurant <6 times/mo	1,331	32.8%	94
Went to fast food/drive-in restaurant 6-13 times/mo	1,151	28.4%	98
Went to fast food/drive-in restaurant 14+ times/mo	1,120	27.6%	111
Fast food/drive-in last 6 mo: eat in	1,452	35.8%	95
Fast food/drive-in last 6 mo: home delivery	454	11.2%	107
Fast food/drive-in last 6 mo: take-out/drive-thru	2,267	55.9%	107
Fast food/drive-in last 6 mo: take-out/walk-in	955	23.6%	96

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Ohio Township, OH
Ohio township, OH (3902557960)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	1,255	65.0%	101
HH average monthly long distance phone bill: <\$16	509	26.4%	95
HH average monthly long distance phone bill: \$16-25	210	10.9%	95
HH average monthly long distance phone bill: \$26-59	144	7.5%	81
HH average monthly long distance phone bill: \$60+	104	5.4%	121
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	354	18.3%	93
HH owns 2 TVs	503	26.1%	99
HH owns 3 TVs	469	24.3%	108
HH owns 4+ TVs	413	21.4%	102
HH subscribes to cable TV	976	50.6%	87
HH Purchased audio equipment in last 12 months	175	9.1%	93
HH Purchased CD player in last 12 months	74	3.8%	99
HH Purchased DVD player in last 12 months	198	10.3%	106
HH Purchased MP3 player in last 12 months	346	8.5%	84
HH Purchased video game system in last 12 months	217	11.2%	104
Travel (Adults)			
Domestic travel in last 12 months	1,853	45.7%	88
Took 3+ domestic trips in last 12 months	470	11.6%	78
Spent on domestic vacations last 12 mo: <\$1000	442	10.9%	87
Spent on domestic vacations last 12 mo: \$1000-\$1499	272	6.7%	100
Spent on domestic vacations last 12 mo: \$1500-\$1999	131	3.2%	79
Spent on domestic vacations last 12 mo: \$2000-\$2999	138	3.4%	82
Spent on domestic vacations last 12 mo: \$3000+	185	4.6%	90
Foreign travel in last 3 years	821	20.3%	79
Took 3+ foreign trips by plane in last 3 years	90	2.2%	47
Spent on foreign vacations last 12 mo: <\$1000	208	5.1%	86
Spent on foreign vacations last 12 mo: \$1000-\$2999	103	2.5%	62
Spent on foreign vacations last 12 mo: \$3000+	149	3.7%	75
Stayed 1+ nights at hotel/motel in last 12 months	1,512	37.3%	92

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

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March 27, 2012

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Electronics and Internet Market Potential

Ohio Township, OH
Ohio township, OH (3902557960)
Geography: County Subdivision

Demographic Summary		2010	2015	
Population		5,427	5,528	
Population 18+		4,053	4,167	
Households		1,930	1,976	
Median Household Income		\$50,000	\$56,650	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer		1,456	75.4%	102
Purchased home PC in last 12 months		294	15.3%	97
Purchased home PC 1-2 years ago		467	24.2%	107
Purchased home PC 3-4 years ago		371	19.2%	99
Purchased home PC 5+ years ago		154	8.0%	86
Spent <\$500 on home PC (most recent purchase)		180	9.3%	108
Spent \$500-999 on home PC (most recent purchase)		386	20.0%	112
Spent \$1000-1499 on home PC (most recent purchase)		228	11.8%	91
Spent \$1500-1999 on home PC (most recent purchase)		110	5.7%	80
Spent \$2000+ on home PC (most recent purchase)		101	5.3%	84
Purchased home PC at computer superstore		247	12.8%	100
Purchased home PC at department store		91	4.7%	96
Purchased home PC direct from manufacturer		226	11.7%	84
Purchased home PC at electronics store		203	10.5%	95
Purchased home PC on Internet		151	7.8%	91
Purchased home PC at warehouse discount outlet		52	2.7%	123
HH owns desktop PC		1,131	58.6%	102
HH owns laptop/notebook/tablet PC		551	28.5%	92
HH owns any Apple/Apple Mac clone brand PC		96	5.0%	80
HH owns any IBM/IBM compatible brand PC		1,346	69.8%	103
Brand of PC that HH owns: Compaq		162	8.4%	99
Brand of PC that HH owns: Dell		574	29.7%	96
Brand of PC that HH owns: Gateway		138	7.1%	107
Brand of PC that HH owns: Hewlett Packard		336	17.4%	112
Brand of PC that HH owns: Sony Vaio		44	2.3%	79
Child (under 18) uses home PC		421	21.8%	103
HH owns CD burner		724	37.5%	102
HH owns CD ROM drive		767	39.8%	102
HH owns DVD drive		477	24.7%	99
HH owns DVD-RW (DVD burner)		398	20.6%	100
HH owns external hard drive		244	12.7%	89
HH owns flash drive		373	19.3%	94
HH owns LAN/network interface card		186	9.6%	87
HH owns inkjet printer		818	42.4%	99
HH owns laser printer		232	12.0%	88
HH owns modem/fax modem		397	20.6%	99
HH owns removable cartridge storage device		84	4.4%	75
HH owns scanner		595	30.8%	108
HH owns PC speakers		814	42.2%	101
HH owns tape backup		48	2.5%	93
HH owns webcam		193	10.0%	88
HH owns software: accounting		148	7.7%	86
HH owns software: communications/fax		129	6.7%	82
HH owns software: database/filing		115	6.0%	73
HH owns software: desktop publishing		224	11.6%	96

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Ohio Township, OH
Ohio township, OH (3902557960)
Geography: County Subdivision

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns software: education/training	174	9.0%	90
HH owns software: entertainment/games	559	29.0%	100
HH owns software: online meeting/conference	49	2.5%	89
HH owns software: personal finance/tax prep	214	11.1%	78
HH owns software: presentation graphics	120	6.2%	78
HH owns software: multimedia	255	13.2%	86
HH owns software: networking	194	10.1%	90
HH owns software: security/anti-virus	463	24.0%	85
HH owns software: spreadsheet	372	19.3%	83
HH owns software: utility	106	5.5%	77
HH owns software: web authoring	54	2.8%	81
HH owns software: word processing	578	30.0%	89
Spent \$500+ on software for home PC in last 12 mo	40	2.1%	87
Purchased computer book in last 12 months	69	3.6%	83
HH owns fax machine	97	5.0%	84
Purchased audio equipment in last 12 months	175	9.1%	93
Purchased headphones in last 12 months	71	3.7%	92
HH owns camcorder	402	20.8%	107
Purchased camcorder in last 12 months	32	1.7%	78
HH owns CD player	896	46.4%	101
Purchased CD player in last 12 months	74	3.8%	99
HH owns DVD player	1,259	65.2%	98
Purchased DVD player in last 12 months	198	10.3%	106
HH owns 1 TV	354	18.3%	93
HH owns 2 TVs	503	26.1%	99
HH owns 3 TVs	469	24.3%	108
HH owns 4+ TVs	413	21.4%	102
HH owns miniature screen TV (<13 in)	175	9.1%	114
Most recent TV purchase: miniature screen (<13 in)	51	2.6%	95
HH owns regular screen TV (13-26 in)	855	44.3%	102
Most recent TV purchase: regular screen (13-26 in)	453	23.5%	101
HH owns large screen TV (27-35 in)	946	49.0%	105
Most recent TV purchase: large screen (27-35 in)	626	32.4%	103
HH owns big screen TV (36-42 in)	360	18.7%	99
Most recent TV purchase: big screen (36-42 in)	281	14.6%	103
HH owns giant screen TV (over 42 in)	268	13.9%	98
Most recent TV purchase: giant screen (over 42 in)	220	11.4%	102
HH owns LCD TV	357	18.5%	96
HH owns plasma TV	169	8.7%	106
HH owns projection TV	94	4.9%	90
HH owns video game system	697	36.1%	108
Purchased video game system in last 12 months	217	11.3%	104
HH owns video game system: handheld	307	15.9%	103
HH owns video game system: attached to TV/computer	634	32.9%	111
HH owns video game system: Game Boy	139	7.2%	105
HH owns video game system: Game Boy Advance/SP	117	6.1%	92
HH owns video game system: Nintendo DS	155	8.0%	106

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Electronics and Internet Market Potential

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Geography: County Subdivision

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	91	4.7%	94
HH owns video game system: Nintendo Wii	143	7.4%	110
HH owns video game system: PlayStation 2	358	18.6%	113
HH owns video game system: PlayStation 3	83	4.3%	119
HH owns video game system: Sony PlayStation/PS One	101	5.2%	130
HH owns video game system: Sony PSP	67	3.5%	118
HH owns video game system: Xbox	140	7.2%	122
HH owns video game system: Xbox 360	114	5.9%	91
HH purchased 5+ video games in last 12 months	123	6.4%	98
HH spent \$101+ on video games in last 12 months	155	8.0%	100
Owns MP3 player	940	23.2%	86
Purchased MP3 player in last 12 months	346	8.5%	84
Owns Apple iPod	300	7.4%	67
Purchased Apple iPod in last 12 months	87	2.2%	63
Have any access to the Internet	3,468	85.6%	101
Have access to Internet: at home	2,822	69.6%	99
Have access to Internet: at work	1,285	31.7%	85
Have access to Internet: at school/library	971	24.0%	95
Have access to Internet: not hm/work/school/library	829	20.4%	105
Use Internet less than once a week	172	4.2%	106
Use Internet 1-2 times per week	285	7.0%	128
Use Internet 3-6 times per week	420	10.4%	129
Use Internet once a day	516	12.7%	115
Use Internet 2-4 times per day	637	15.7%	89
Use Internet 5 or more times per day	842	20.8%	83
Any Internet or online usage in last 30 days	2,871	70.8%	100
Used Internet in last 30 days: at home	2,474	61.1%	98
Used Internet in last 30 days: at work	1,091	26.9%	85
Used Internet in last 30 days: at school/library	288	7.1%	92
Used Internet/30 days: not home/work/school/library	328	8.1%	88
Internet last 30 days: used email	2,454	60.6%	97
Internet last 30 days: used Instant Messenger	988	24.4%	96
Internet last 30 days: paid bills online	1,303	32.1%	98
Internet last 30 days: visited online blog	326	8.0%	84
Internet last 30 days: wrote online blog	117	2.9%	78
Internet last 30 days: visited chat room	133	3.3%	70
Internet last 30 days: looked for employment	577	14.2%	109
Internet last 30 days: played games online	1,003	24.7%	118
Internet last 30 days: traded/tracked investments	291	7.2%	64
Internet last 30 days: downloaded music	742	18.3%	99
Internet last 30 days: made phone call	118	2.9%	79
Internet last 30 days: made personal purchase	1,048	25.9%	84
Internet last 30 days: made business purchase	309	7.6%	80
Internet last 30 days: made travel plans	466	11.5%	67
Internet last 30 days: watched online video	693	17.1%	89
Internet last 30 days: obtained new/used car info	276	6.8%	77
Internet last 30 days: obtained financial info	780	19.2%	80
Internet last 30 days: obtained medical info	636	15.7%	94
Internet last 30 days: obtained latest news	1,369	33.8%	88
Internet last 30 days: obtained real estate info	325	8.0%	75

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

Ohio Township, OH
Ohio township, OH (3902557960)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	798	19.7%	85
Ordered anything on Internet in last 12 months	1,218	30.0%	87
Ordered on Internet/12 mo: airline ticket	556	13.7%	82
Ordered on Internet/12 mo: CD/tape	193	4.8%	109
Ordered on Internet/12 mo: clothing	510	12.6%	87
Ordered on Internet/12 mo: computer	128	3.2%	92
Ordered on Internet/12 mo: computer peripheral	145	3.6%	82
Ordered on Internet/12 mo: DVD	191	4.7%	72
Ordered on Internet/12 mo: flowers	174	4.3%	93
Ordered on Internet/12 mo: software	185	4.6%	80
Ordered on Internet/12 mo: tickets (concerts etc.)	334	8.2%	86
Ordered on Internet/12 mo: toy	154	3.8%	76
Purchased item from amazon.com in last 12 months	462	11.4%	81
Purchased item from barnes&noble.com in last 12 mo	102	2.5%	79
Purchased item from bestbuy.com in last 12 months	74	1.8%	72
Purchased item from ebay.com in last 12 months	358	8.8%	95
Purchased item from walmart.com in last 12 months	154	3.8%	93
Spent on Internet orders last 12 months: <\$100	195	4.8%	88
Spent on Internet orders last 12 months: \$100-199	187	4.6%	85
Spent on Internet orders last 12 months: \$200-499	277	6.8%	82
Spent on Internet orders last 12 months: \$500+	480	11.8%	81
Connection to Internet from home: dial-up modem	429	10.6%	127
Connection to Internet from home: cable modem	976	24.1%	89
Connection to Internet from home: DSL	1,013	25.0%	102
Connection to Internet from home: wireless	455	11.2%	82
Connection to Internet from home: any broadband	2,268	56.0%	95
DVDs rented in last 30 days: 1	117	2.9%	109
DVDs rented in last 30 days: 2	211	5.2%	112
DVDs rented in last 30 days: 3	109	2.7%	84
DVDs rented in last 30 days: 4	144	3.5%	92
DVDs rented in last 30 days: 5+	493	12.2%	92
Rented video tape/DVD last month: action/adventure	823	20.3%	100
Rented video tape/DVD last month: classic	172	4.2%	82
Rented video tape/DVD last month: comedy	814	20.1%	97
Rented video tape/DVD last month: drama	493	12.2%	89
Rented video tape/DVD last month: family/children	387	9.5%	107
Rented video tape/DVD last month: foreign	42	1.0%	52
Rented video tape/DVD last month: horror	308	7.6%	103
Rented video tape/DVD last month: romance	265	6.5%	87
Rented video tape/DVD last month: science fiction	240	5.9%	111
Rented video tape/DVD last mo at Blockbuster Video	441	10.9%	90
Rented video tape/DVD last mo at Hollywood Video	136	3.4%	81
Bought video tape/DVD last month: action/adventure	349	8.6%	103
Bought video tape/DVD last month: classic	102	2.5%	93
Bought video tape/DVD last month: comedy	321	7.9%	98
Bought video tape/DVD last month: drama	160	4.0%	91
Bought video tape/DVD last month: family/children	314	7.7%	131
Bought video tape/DVD last month: horror	82	2.0%	64
Bought video tape/DVD last month: romance	96	2.4%	93

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Electronics and Internet Market Potential

Ohio Township, OH
Ohio township, OH (3902557960)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	70	1.7%	69
Bought blank video tape in last 6 months	423	10.4%	92
Bought 7+ blank video tapes in last 6 months	93	2.3%	88
DVDs purchased in last 30 days: 1	201	5.0%	100
DVDs purchased in last 30 days: 2	171	4.2%	89
DVDs purchased in last 30 days: 3-4	242	6.0%	129
DVDs purchased in last 30 days: 5+	208	5.1%	99
Bought any camera in last 12 months	523	12.9%	100
Spent on cameras in last 12 months: <\$100	239	5.9%	133
Spent on cameras in last 12 months: \$100-199	114	2.8%	93
Spent on cameras in last 12 months: \$200+	130	3.2%	81
Own APS (point & shoot or SLR) camera	95	2.3%	85
Own digital camera	1,325	32.7%	99
Bought digital camera in last 12 months	228	5.6%	82
Own digital point & shoot camera	1,001	24.7%	99
Bought digital point & shoot camera in last 12 mo	184	4.5%	92
Own digital SLR camera	367	9.0%	98
Bought digital SLR camera in last 12 months	89	2.2%	98
Own 35mm auto focus point & shoot camera	169	4.2%	89
Own 35mm auto focus single lens reflex camera	88	2.2%	91
Own 35mm auto focus zoom camera	280	6.9%	123
Own 35mm single lens reflex camera	140	3.5%	115
Own Canon camera	586	14.5%	92
Bought Canon camera in last 12 months	67	1.6%	78
Own Fuji camera	174	4.3%	106
Own Kodak camera	671	16.6%	140
Bought Kodak camera in last 12 months	154	3.8%	128
Own Nikon camera	201	5.0%	92
Own Olympus camera	177	4.4%	96
Own Polaroid camera	121	3.0%	121
Bought any camera accessory in last 12 months	1,828	45.1%	106
Bought film in last 12 months	818	20.2%	105
Bought film in last 12 months: <3 rolls	397	9.8%	110
Bought film in last 12 months: 3-6 rolls	238	5.9%	94
Bought film in last 12 months: 7+ rolls	183	4.5%	107
Bought film in last 12 mo: APS (color prints)	111	2.7%	103
Bought film in last 12 mo: instant developing	95	2.4%	117
Bought film in last 12 mo: 35mm (black & white)	26	0.6%	67
Bought film in last 12 mo: 35mm (color prints)	437	10.8%	95
Bought Fuji film in last 12 months	194	4.8%	95
Bought Kodak film in last 12 months	543	13.4%	113
Bought store-brand film in last 12 months	70	1.7%	81
Purchased film in last 12 mo: department store	163	4.0%	108
Purchased film in last 12 mo: discount store	198	4.9%	102

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Ohio Township, OH
Ohio township, OH (3902557960)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	166	4.1%	87
Purchased film in last 12 mo: grocery store	62	1.5%	71
Purchased film in last 12 mo: 1 hour service store	106	2.6%	103
Had film processed at discount store	136	3.3%	101
Had film processed at drug store	161	4.0%	93
Had film processed at 1 hour service store	128	3.2%	109
Bought memory card for camera in last 12 months	265	6.5%	85
Own memory card for camera	1,040	25.7%	104

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March 27, 2012



Financial Investments Market Potential

Ohio Township, OH
 Ohio township, OH (3902557960)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		5,427	5,528	
Population 18+		4,053	4,167	
Households		1,930	1,976	
Median Household Income		\$50,000	\$56,650	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		1,889	46.6%	94
Bank/financial institution: use savings & loan		409	10.1%	96
Bank/financial institution: use credit union		948	23.4%	103
Bank/financial institution: use fed savings bank		76	1.9%	81
Bank/financial institution: use mutual funds co		107	2.6%	81
Bank/financial institution: use Internet Bank		164	4.0%	94
Used ATM/cash machine in last 12 months		2,075	51.2%	101
Banked in person in last 12 months		2,037	50.3%	97
Banked by mail in last 12 months		204	5.0%	94
Banked by phone in last 12 months		653	16.1%	107
Did banking over the Internet in last 12 months		1,045	25.8%	94
Used direct deposit of paycheck in last 12 months		1,605	39.6%	103
Have interest checking account		1,254	30.9%	96
Have non-interest checking account		1,029	25.4%	95
Have money market account		412	10.2%	83
Have savings account		1,459	36.0%	99
Have 401K retirement savings		705	17.4%	98
Have IRA retirement savings		482	11.9%	79
Have auto loan for new car		480	11.8%	103
Have personal loan for education only		185	4.6%	113
Have personal loan-not for education		110	2.7%	108
Have home mortgage (1st)		781	19.3%	100
Have 2nd mortgage (equity loan)		240	5.9%	94
Have home equity line of credit		232	5.7%	95
Have personal line of credit		177	4.4%	96
Have overdraft protection		557	13.7%	103
Own any securities investment		825	20.4%	82
Own annuities		113	2.8%	92
Own certificate of deposit (6 months or less)		122	3.0%	86
Own certificate of deposit (more than 6 months)		185	4.6%	82
Own common/preferred stock in company you work for		97	2.4%	79
Own common stock in company you don't work for		215	5.3%	84
Own insured money market account (bank)		67	1.7%	80
Own shares in money market fund		232	5.7%	86
Own shares in mutual fund (bonds)		189	4.7%	79
Own shares in mutual fund (stock)		285	7.0%	75
Own any stock		279	6.9%	75
Own stock with market value <\$10000		104	2.6%	83
Own stock with market value \$10000-49999		94	2.3%	93
Own stock with market value \$50000+		79	1.9%	78

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

Ohio Township, OH
Ohio township, OH (3902557960)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	220	5.4%	79
Used financial planning counsel in last 12 months	217	5.4%	68
Used full service brokerage firm in last 12 months	166	4.1%	66
Own any credit/debit card (in own name)	2,883	71.1%	96
Own American Express card (in own name)	342	8.4%	68
Own Discover card (in own name)	399	9.8%	88
Own MasterCard (in own name)	1,310	32.3%	94
Own Visa (in own name)	1,912	47.2%	96
Own any department store credit card (in own name)	1,135	28.0%	90
Avg monthly credit card expenditures: <\$111	531	13.1%	95
Avg monthly credit card expenditures: \$111-225	282	7.0%	89
Avg monthly credit card expenditures: \$226-450	240	5.9%	79
Avg monthly credit card expenditures: \$451-700	242	6.0%	94
Avg monthly credit card expenditures: \$701+	406	10.0%	75

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Ohio Township, OH
Ohio township, OH (3902557960)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary	2010	2015
Population	5,427	5,528
Population 18+	4,053	4,167
Households	1,930	1,976
Median Household Income	\$50,000	\$56,650

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	1,204	62.4%	121
HH owns any bird	59	3.1%	105
HH owns any cat	558	28.9%	120
HH owns any dog	922	47.8%	126
HH owns 1 cat	279	14.5%	113
HH owns 2+ cats	279	14.5%	125
HH owns 1 dog	532	27.6%	117
HH owns 2+ dogs	390	20.2%	138
HH used canned cat food in last 6 months	245	12.7%	109
HH used <4 cans of cat food in last 7 days	94	4.9%	112
HH used 8+ cans of cat food in last 7 days	71	3.7%	102
HH used packaged dry cat food in last 6 months	549	28.4%	123
HH used <5 pounds of packaged dry cat food last mo	202	10.5%	128
HH used 11+ pounds of packaged dry cat food last mo	165	8.5%	119
HH used cat treats in last 6 months	225	11.7%	114
HH used cat litter in last 6 months	464	24.0%	118
HH used canned dog food in last 6 months	296	15.3%	116
HH used packaged dry dog food in last 6 months	901	46.7%	128
HH used <10 pounds of pkgd dry dog food last month	400	20.7%	125
HH used 25+ pounds of pkgd dry dog food last month	319	16.5%	150
HH used dog biscuits/treats in last 6 months	724	37.5%	127
HH used <2 packages of dog biscuits/treats last mo	377	19.5%	132
HH used 4+ packages of dog biscuits/treats last mo	129	6.7%	121
HH used flea/tick care prod for cat/dog last 12 mo	831	43.1%	127
HH member took pet to vet in last 12 mo: 1 time	311	16.1%	127
HH member took pet to vet in last 12 mo: 2 times	263	13.6%	123
HH member took pet to vet in last 12 mo: 3 times	99	5.1%	91
HH member took pet to vet in last 12 mo: 4 times	76	3.9%	95
HH member took pet to vet in last 12 mo: 5+ times	140	7.3%	130
Bought pet food from vet in last 12 months	123	6.4%	125
Bought flea control product from vet in last 12 mo	322	16.7%	125

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March 27, 2012

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Health and Beauty Market Potential

Ohio Township, OH
 Ohio township, OH (3902557960)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		5,427	5,528	
Population 18+		4,053	4,167	
Households		1,930	1,976	
Median Household Income		\$50,000	\$56,650	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		1,218	30.1%	100
Exercise at club 2+ times per week		329	8.1%	66
Exercise at other facility (not club) 2+ times/wk		315	7.8%	96
Own stationary bicycle		224	5.5%	98
Own treadmill		363	9.0%	91
Own weight lifting equipment		495	12.2%	94
Presently controlling diet		1,583	39.1%	95
Diet control for blood sugar level		298	7.4%	100
Diet control for cholesterol level		367	9.1%	89
Diet control to maintain weight		370	9.1%	82
Diet control for physical fitness		304	7.5%	75
Diet control for salt restriction		127	3.1%	94
Diet control for weight loss		572	14.1%	99
Used doctor's care/diet for diet method		138	3.4%	113
Used exercise program for diet method		298	7.4%	87
Used Weight Watchers as diet method		113	2.8%	92
Buy foods specifically labeled as fat-free		625	15.4%	88
Buy foods specifically labeled as high fiber		379	9.4%	82
Buy foods specifically labeled as high protein		163	4.0%	73
Buy foods specifically labeled as lactose-free		65	1.6%	87
Buy foods specifically labeled as low-calorie		379	9.4%	86
Buy foods specifically labeled as low-carb		279	6.9%	89
Buy foods specifically labeled as low-cholesterol		276	6.8%	82
Buy foods specifically labeled as low-fat		481	11.9%	89
Buy foods specifically labeled as low-sodium		330	8.1%	90
Buy foods specifically labeled as natural/organic		304	7.5%	89
Buy foods specifically labeled as sugar-free		553	13.6%	102
Used butter alternatives in last 6 months		186	4.6%	110
Used egg alternatives in last 6 months		543	13.4%	94
Used salt alternatives in last 6 months		1,180	29.1%	104
Drank meal/dietary supplement in last 6 months		218	5.4%	74
Used nutrition/energy bar in last 6 months		453	11.2%	79
Drank sports drink/thirst quencher in last 6 mo		1,250	30.8%	97
Used vitamin/dietary supplement in last 6 months		1,870	46.1%	95
Vitamin/dietary suppl used/6 mo: antioxidant		80	2.0%	68
Vitamin/dietary suppl used/6 mo: B complex		173	4.3%	88
Vitamin/dietary suppl used/6 mo: B complex+C		67	1.7%	85
Vitamin/dietary suppl used/6 mo: B-6		81	2.0%	98
Vitamin/dietary suppl used/6 mo: B-12		238	5.9%	104
Vitamin/dietary suppl used/6 mo: C		284	7.0%	83
Vitamin/dietary suppl used/6 mo: calcium		388	9.6%	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.

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March 27, 2012

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Health and Beauty Market Potential

Ohio Township, OH
 Ohio township, OH (3902557960)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	197	4.9%	99
Vitamin/dietary suppl used/6 mo: E	235	5.8%	117
Vitamin/dietary suppl used/6 mo: garlic	80	2.0%	116
Vitamin/dietary suppl used/6 mo: glucosamine	173	4.3%	92
Vitamin/dietary suppl used/6 mo: multiple formula	448	11.1%	94
Vitamin/dietary suppl used/6 mo: multiple w/iron	139	3.4%	79
Vitamin/dietary suppl used/6 mo: mult w/minerals	234	5.8%	97
Vitamin/dietary suppl used/6 mo: zinc	81	2.0%	86
Vitamin/dietary suppl/6 mo: Caltrate 600	74	1.8%	69
Vitamin/dietary suppl/6 mo: Centrum	201	5.0%	85
Vitamin/dietary suppl/6 mo: Nature Made	224	5.5%	94
Visited doctor in last 12 months	3,127	77.2%	99
Visited doctor in last 12 months: 1-3 times	1,466	36.2%	107
Visited doctor in last 12 months: 4-7 times	827	20.4%	92
Visited doctor in last 12 months: 8+ times	834	20.6%	95
Visited doctor in last 12 mo: allergist	81	2.0%	83
Visited doctor in last 12 mo: cardiologist	284	7.0%	99
Visited doctor in last 12 mo: chiropractor	258	6.4%	85
Visited doctor in last 12 mo: dentist	1,368	33.8%	89
Visited doctor in last 12 mo: dermatologist	234	5.8%	81
Visited doctor in last 12 mo: ear/nose/throat	164	4.0%	88
Visited doctor in last 12 mo: eye	748	18.5%	89
Visited doctor in last 12 mo: general/family	1,740	42.9%	101
Visited doctor in last 12 mo: internist	185	4.6%	62
Visited doctor in last 12 mo: physical therapist	167	4.1%	91
Visited doctor in last 12 mo: podiatrist	114	2.8%	83
Visited doctor in last 12 mo: urologist	157	3.9%	100
Visited nurse practitioner in last 12 months	162	4.0%	95
Wear regular/sun/tinted prescription eyeglasses	1,372	33.9%	98
Wear bi-focals	579	14.3%	91
Wear disposable contact lenses	294	7.3%	112
Wear soft contact lenses	417	10.3%	117
Spent on contact lenses in last 12 mo: <\$100	136	3.4%	120
Spent on contact lenses in last 12 mo: \$100-199	137	3.4%	91
Spent on contact lenses in last 12 mo: \$200+	123	3.0%	100
Bought prescription eyewear: discount optical ctr	374	9.2%	116
Bought prescription eyewear: from eye doctor	998	24.6%	96
Bought prescription eyewear: retail optical chain	412	10.2%	92
Used prescription drug for allergy/hay fever	297	7.3%	104
Used prescription drug for anxiety/panic	173	4.3%	104
Used prescription drug for arthritis/rheumatism	93	2.3%	87
Used prescription drug for asthma	160	3.9%	96
Used prescription drug for backache/back pain	325	8.0%	109
Used prescription drug for depression	273	6.7%	114
Used prescr drug for diabetes (insulin dependent)	89	2.2%	111
Used prescr drug for diabetes (non-insulin)	152	3.8%	101
Used prescription drug for eczema/skin itch/rash	87	2.1%	103

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



Health and Beauty Market Potential

Ohio Township, OH
 Ohio township, OH (3902557960)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	297	7.3%	111
Used prescription drug for high blood pressure	465	11.5%	92
Used prescription drug for high cholesterol	354	8.7%	100
Used prescription drug for migraine headache	184	4.5%	123
Used prescription drug for sinus congest./headache	191	4.7%	97
Used prescription drug for urinary tract infection	138	3.4%	109
Used last 6 mo: adhesive bandages	2,221	54.8%	99
Used last 6 mo: athlete's foot/foot care product	481	11.9%	85
Used last 6 mo: cold/sinus/allergy med (nonprescr)	1,988	49.1%	103
Used last 6 mo: children's cold tablets/liquids	740	18.3%	121
Used last 6 mo: contact lens cleaning solution	566	14.0%	115
Used last 6 mo: cotton swabs	1,997	49.3%	103
Used last 6 mo: cough/sore throat drops (nonprescr)	1,902	46.9%	99
Used last 6 mo: cough syrup/suppressant (nonprescr)	1,408	34.7%	101
Used last 6 mo: children's cough syrup	647	16.0%	112
Used last 6 mo: diarrhea remedy	605	14.9%	91
Used last 6 mo: eye wash and drops	1,218	30.1%	99
Used last 6 mo: headache/pain reliever (nonprescr)	3,514	86.7%	103
Used last 6 mo: hemorrhoid remedy	332	8.2%	92
Used last 6 mo: indigestion/upset stomach remedy	1,888	46.6%	104
Used last 6 mo: lactose intolerance product	109	2.7%	76
Used last 6 mo: laxative/fiber supplement	467	11.5%	83
Used last 6 mo: medicated skin ointment	1,225	30.2%	96
Used last 6 mo: medicated throat remedy	478	11.8%	103
Used last 6 mo: nasal spray	647	16.0%	100
Used last 6 mo: pain reliever/fever reducer (kids)	1,133	28.0%	126
Used last 6 mo: pain relieving rub/liquid/patch	954	23.5%	93
Used last 6 mo: sleeping tablets (nonprescription)	244	6.0%	111
Used last 12 mo: sunburn remedy	677	16.7%	108
Used last 12 mo: suntan/sunscreen product	1,522	37.6%	98
Used last 12 mo: SPF 15+ suntan/sunscreen product	1,166	28.8%	96
Used last 6 mo: toothache/gum/canker sore remedy	654	16.1%	96
Used last 6 mo: vitamins for children	651	16.1%	109
Used body powder in last 6 months	1,227	30.3%	109
Used body powder <3 times in last 7 days	509	12.6%	106
Used body powder 8+ times in last 7 days	90	2.2%	101
Used body wash/shower gel in last 6 months	2,278	56.2%	109
Used breath freshener in last 6 months	1,899	46.9%	101
Used complexion care product in last 6 months	1,904	47.0%	99
Used complexion care product <7 times last week	651	16.1%	117
Used complexion care product 11+ times last week	607	15.0%	90
Used complexion care prod: dry facial skin type	250	6.2%	84
Used complexion care prod: normal facial skin type	641	15.8%	104
Used complexion care prod: oily facial skin type	304	7.5%	124
Used dental floss in last 6 months	2,390	59.0%	95

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Health and Beauty Market Potential

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	843	20.8%	103
Used denture adhesive/fixative in last 6 months	227	5.6%	89
Used denture cleaner in last 6 months	365	9.0%	81
Used deodorant/antiperspirant in last 6 months	3,841	94.8%	102
Used deodorant/antiperspirant <8 times last week	2,713	66.9%	97
Used deodorant/antiperspirant 15+ times last week	302	7.5%	123
Used disposable razor in last 6 months	2,160	53.3%	102
Used electric shaver in last 6 months	722	17.8%	95
Used hair coloring product (at home) last 6 months	827	20.4%	102
Used hair conditioner (at home) in last 6 months	2,692	66.4%	107
Used hair conditioning treatment (at home)/6 mo	962	23.7%	101
Used hair growth product in last 6 months	54	1.3%	58
Used hair mousse in last 6 months	795	19.6%	113
Used hair spray (at home) in last 6 months	1,604	39.6%	109
Used hair styling gel/lotion in last 6 months	1,053	26.0%	97
Used hand & body cream/lotion/oil in last 6 months	3,017	74.4%	103
Used hand & body cream/lotion/oil <5 times last wk	1,000	24.7%	115
Used hand & body cream/lotion/oil 9+ times last wk	928	22.9%	92
Used hand & body cream in last 6 months	650	16.0%	91
Used hand & body lotion in last 6 months	2,045	50.5%	103
Used hand & body oil in last 6 months	205	5.1%	98
Used lip care in last 6 months	2,561	63.2%	106
Used liquid soap/hand sanitizer in last 6 months	3,148	77.7%	101
Used mouthwash in last 6 months	2,752	67.9%	103
Used mouthwash <4 times in last 7 days	932	23.0%	107
Used mouthwash 8+ times in last 7 days	632	15.6%	99
Used shampoo (at home) in last 6 months	3,799	93.7%	102
Used shampoo plus conditioner prod (at home)/6 mo	749	18.5%	96
Used shaving cream/gel in last 6 months	2,116	52.2%	100
Used personal care soap (bar) in last 6 months	3,363	83.0%	99
Used personal care soap for antibacterial purpose	813	20.1%	104
Used personal care soap for complexion	271	6.7%	97
Used personal care soap for deodorant	726	17.9%	111
Use personal care soap for moisturizing	1,008	24.9%	115
Bought toothbrush in last 6 months	3,552	87.6%	103
Bought electric toothbrush in last 6 months	270	6.7%	100
Used toothpaste in last 6 months	3,898	96.2%	101
Used toothpaste <8 times in last 7 days	1,355	33.4%	104
Used toothpaste 15+ times in last 7 days	723	17.8%	110
Used toothpaste with baking soda in last 6 months	455	11.2%	98
Used toothpaste (gel) in last 6 months	1,176	29.0%	104
Used toothpaste (paste) in last 6 months	1,947	48.0%	99
Used whitening toothpaste in last 6 months	1,576	38.9%	112
Used tooth whitener (not toothpaste) last 6 months	436	10.8%	101
Had professional manicure/pedicure last 6 months	588	14.5%	85
Had professional facial/massage last 6 months	309	7.6%	81
Spent \$100+ at barber shops in last 6 months	154	3.8%	71
Spent \$100+ at beauty parlors in last 6 months	546	13.5%	85

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Restaurant Market Potential

Ohio Township, OH
 Ohio township, OH (3902557960)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary	2010	2015
Population	5,427	5,528
Population 18+	4,053	4,167
Households	1,930	1,976
Median Household Income	\$50,000	\$56,650

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	2,857	70.5%	98
Family restaurant/steak house last month: <2 times	1,006	24.8%	97
Family restaurant/steak house last month: 2-4 times	1,086	26.8%	99
Family restaurant/steak house last month: 5+ times	764	18.9%	97
Family restaurant/steak house last 6 months: breakfast	511	12.6%	96
Family restaurant/steak house last 6 months: lunch	928	22.9%	92
Family restaurant/steak house last 6 months: snack	58	1.4%	51
Family restaurant/steak house last 6 months: dinner	2,167	53.5%	101
Family restaurant/steak house last 6 months: weekday	1,529	37.7%	98
Family restaurant/steak house last 6 months: weekend	1,759	43.4%	98
Family restaurant/steak house last 6 months: Applebee's	1,007	24.8%	98
Family restaurant/steak house last 6 months: Bennigan's	59	1.5%	66
Family restaurant/steak house last 6 months: Bob Evans Farm	194	4.8%	104
Family restaurant/steak house last 6 months: Cheesecake Factory	178	4.4%	67
Family restaurant/steak house last 6 months: Chili's Grill & Bar	479	11.8%	102
Family restaurant/steak house last 6 months: Cracker Barrel	479	11.8%	107
Family restaurant/steak house last 6 months: Denny's	324	8.0%	89
Family restaurant/steak house last 6 months: Friendly's	135	3.3%	84
Family restaurant/steak house last 6 months: Golden Corral	361	8.9%	123
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	441	10.9%	94
Family restaurant/steak house last 6 months: Lone Star Steakhouse	119	2.9%	108
Family restaurant/steak house last 6 months: Old Country Buffet	92	2.3%	80
Family restaurant/steak house last 6 months: Olive Garden	675	16.7%	94
Family restaurant/steak house last 6 months: Outback Steakhouse	428	10.6%	92
Family restaurant/steak house last 6 months: Perkins	135	3.3%	92
Family restaurant/steak house last 6 months: Red Lobster	498	12.3%	91
Family restaurant/steak house last 6 months: Red Robin	212	5.2%	93
Family restaurant/steak house last 6 months: Ruby Tuesday	315	7.8%	93
Family restaurant/steak house last 6 months: Ryan's	191	4.7%	125
Family restaurant/steak house last 6 months: Sizzler	109	2.7%	89
Family restaurant/steak house last 6 months: T.G.I. Friday's	354	8.7%	85
Went to fast food/drive-in restaurant in last 6 months	3,602	88.9%	100
Went to fast food/drive-in restaurant <6 times/month	1,331	32.8%	94
Went to fast food/drive-in restaurant 6-13 times/month	1,151	28.4%	98
Went to fast food/drive-in restaurant 14+ times/month	1,120	27.6%	111
Fast food/drive-in last 6 months: breakfast	1,075	26.5%	96
Fast food/drive-in last 6 months: lunch	2,375	58.6%	99
Fast food/drive-in last 6 months: snack	594	14.7%	84
Fast food/drive-in last 6 months: dinner	2,126	52.5%	108

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Restaurant Market Potential

Ohio Township, OH
Ohio township, OH (3902557960)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	2,758	68.0%	102
Fast food/drive-in last 6 months: weekend	1,938	47.8%	99
Fast food/drive-in last 6 months: A & W	195	4.8%	106
Fast food/drive-in last 6 months: Arby's	990	24.4%	118
Fast food/drive-in last 6 months: Boston Market	132	3.3%	68
Fast food/drive-in last 6 months: Burger King	1,637	40.4%	111
Fast food/drive-in last 6 months: Captain D's	274	6.8%	132
Fast food/drive-in last 6 months: Carl's Jr.	148	3.7%	59
Fast food/drive-in last 6 months: Checkers	120	3.0%	93
Fast food/drive-in last 6 months: Chick-fil-A	551	13.6%	106
Fast food/drive-in last 6 months: Chipotle Mex. Grill	145	3.6%	59
Fast food/drive-in last 6 months: Chuck E. Cheese	171	4.2%	94
Fast food/drive-in last 6 months: Church's Fr. Chicken	163	4.0%	94
Fast food/drive-in last 6 months: Dairy Queen	782	19.3%	121
Fast food/drive-in last 6 months: Del Taco	102	2.5%	75
Fast food/drive-in last 6 months: Domino's Pizza	503	12.4%	92
Fast food/drive-in last 6 months: Dunkin' Donuts	373	9.2%	80
Fast food/drive-in last 6 months: Fuddruckers	92	2.3%	81
Fast food/drive-in last 6 months: Hardee's	253	6.2%	92
Fast food/drive-in last 6 months: Jack in the Box	399	9.8%	95
Fast food/drive-in last 6 months: KFC	1,094	27.0%	98
Fast food/drive-in last 6 months: Little Caesars	333	8.2%	112
Fast food/drive-in last 6 months: Long John Silver's	303	7.5%	118
Fast food/drive-in last 6 months: McDonald's	2,331	57.5%	103
Fast food/drive-in last 6 months: Panera Bread	327	8.1%	83
Fast food/drive-in last 6 months: Papa John's	351	8.7%	99
Fast food/drive-in last 6 months: Pizza Hut	1,018	25.1%	114
Fast food/drive-in last 6 months: Popeyes	254	6.3%	86
Fast food/drive-in last 6 months: Quiznos	277	6.8%	76
Fast food/drive-in last 6 months: Sonic Drive-In	559	13.8%	117
Fast food/drive-in last 6 months: Starbucks	479	11.8%	80
Fast food/drive-in last 6 months: Steak n Shake	179	4.4%	88
Fast food/drive-in last 6 months: Subway	1,413	34.9%	110
Fast food/drive-in last 6 months: Taco Bell	1,461	36.0%	112
Fast food/drive-in last 6 months: Wendy's	1,386	34.2%	110
Fast food/drive-in last 6 months: Whataburger	297	7.3%	152
Fast food/drive-in last 6 months: White Castle	85	2.1%	52
Fast food/drive-in last 6 months: eat in	1,452	35.8%	95
Fast food/drive-in last 6 months: home delivery	454	11.2%	107
Fast food/drive-in last 6 months: take-out/drive-thru	2,267	55.9%	107
Fast food/drive-in last 6 months: take-out/walk-in	955	23.6%	96

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March 27, 2012

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Sports and Leisure Market Potential

Ohio Township, OH
 Ohio township, OH (3902557960)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		5,427	5,528	
Population 18+		4,053	4,167	
Households		1,930	1,976	
Median Household Income		\$50,000	\$56,650	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Participated in aerobics		337	8.3%	84
Participated in archery		129	3.2%	120
Participated in backpacking/hiking		337	8.3%	88
Participated in baseball		206	5.1%	98
Participated in basketball		339	8.4%	90
Participated in bicycling (mountain)		131	3.2%	88
Participated in bicycling (road)		411	10.1%	105
Participated in boating (power)		256	6.3%	103
Participated in bowling		529	13.1%	112
Participated in canoeing/kayaking		228	5.6%	117
Participated in downhill skiing		123	3.0%	104
Participated in fishing (fresh water)		586	14.5%	110
Participated in fishing (salt water)		195	4.8%	105
Participated in football		242	6.0%	96
Participated in Frisbee		200	4.9%	90
Participated in golf		422	10.4%	100
Play golf < once a month		142	3.5%	89
Play golf 1+ times a month		215	5.3%	98
Participated in horseback riding		143	3.5%	116
Participated in hunting with rifle		248	6.1%	126
Participated in hunting with shotgun		192	4.7%	112
Participated in ice skating		130	3.2%	111
Participated in jogging/running		371	9.2%	87
Participated in martial arts		69	1.7%	121
Participated in motorcycling		177	4.4%	119
Participated in Pilates		147	3.6%	111
Participated in roller skating		132	3.3%	156
Participated in snowboarding		71	1.8%	91
Participated in soccer		164	4.0%	94
Participated in softball		161	4.0%	102
Participated in swimming		899	22.2%	114
Participated in target shooting		154	3.8%	98
Participated in tennis		139	3.4%	80
Participated in volleyball		166	4.1%	117
Participated in walking for exercise		1,124	27.7%	93
Participated in weight lifting		475	11.7%	100
Participated in yoga		152	3.8%	65
Spent on high end sports/recreation equipment/12 mo: <\$250		175	4.3%	98
Spent on high end sports/recreation equipment/12 mo: \$250+		151	3.7%	96
Attend sports event: auto racing (NASCAR)		329	8.1%	111
Attend sports event: auto racing (not NASCAR)		264	6.5%	103
Attend sports event: baseball game		612	15.1%	102

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March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Ohio Township, OH
 Ohio township, OH (3902557960)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	283	7.0%	88
Attend sports event: basketball game (pro)	295	7.3%	85
Attend sports event: football game (college)	405	10.0%	97
Attend sports event: football-Monday night game (pro)	237	5.8%	95
Attend sports event: football-weekend game (pro)	341	8.4%	93
Attend sports event: golf tournament	185	4.6%	82
Attend sports event: ice hockey game	260	6.4%	97
Attend sports event: soccer game	231	5.7%	92
Attend sports event: tennis match	187	4.6%	94
Attended adult education course in last 12 months	257	6.3%	96
Attended auto show in last 12 months	388	9.6%	116
Went to bar/night club in last 12 months	847	20.9%	110
Went to beach in last 12 months	912	22.5%	92
Attended dance performance in last 12 months	122	3.0%	68
Danced/went dancing in last 12 months	362	8.9%	94
Dined out in last 12 months	1,953	48.2%	98
Dine out < once a month	180	4.4%	94
Dine out once a month	285	7.0%	114
Dine out 2-3 times a month	415	10.2%	89
Dine out once a week	465	11.5%	99
Dine out 2+ times per week	327	8.1%	82
Gambled at casino in last 12 months	564	13.9%	87
Gambled at casino 6+ times in last 12 months	115	2.8%	104
Gambled in Atlantic City in last 12 months	54	1.3%	53
Gambled in Las Vegas in last 12 months	136	3.4%	70
Attended horse races in last 12 months	111	2.7%	92
Attended movies in last 6 months	2,110	52.1%	88
Attended movies in last 90 days: < once a month	1,137	28.1%	87
Attended movies in last 90 days: once a month	381	9.4%	92
Attended movies in last 90 days: 2-3 times a month	249	6.1%	91
Attended movies in last 90 days: once/week or more	72	1.8%	69
Prefer to see movie after second week of release	961	23.7%	100
Went to museum in last 12 months	392	9.7%	76
Attended music performance in last 12 months	932	23.0%	97
Attended country music performance in last 12 mo	239	5.9%	116
Attended rock music performance in last 12 months	469	11.6%	106
Attended classical music/opera performance/12 mo	145	3.6%	78
Went to live theater in last 12 months	382	9.4%	72
Visited a theme park in last 12 months	722	17.8%	83
Visited Disney World (FL)/12 mo: Magic Kingdom	104	2.6%	76
Visited any Sea World in last 12 months	105	2.6%	76
Visited any Six Flags in last 12 months	182	4.5%	77
Went to zoo in last 12 months	537	13.2%	104
Played backgammon in last 12 months	62	1.5%	76
Participated in book club in last 12 months	96	2.4%	75
Played billiards/pool in last 12 months	461	11.4%	118
Played bingo in last 12 months	149	3.7%	87
Did birdwatching in last 12 months	228	5.6%	90
Played board game in last 12 months	634	15.6%	96

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Sports and Leisure Market Potential

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 Ohio township, OH (3902557960)
 Geography: County Subdivision

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	787	19.4%	93
Played chess in last 12 months	121	3.0%	82
Cooked for fun in last 12 months	827	20.4%	98
Did crossword puzzle in last 12 months	601	14.8%	102
Participated in fantasy sports league last 12 mo	103	2.5%	78
Flew a kite in last 12 months	116	2.9%	101
Did furniture refinishing in last 12 months	119	2.9%	91
Did indoor gardening/plant care in last 12 months	376	9.3%	92
Participated in karaoke in last 12 months	198	4.9%	110
Bought lottery ticket in last 12 months	1,378	34.0%	98
Bought lottery ticket in last 12 mo: Daily Drawing	150	3.7%	76
Bought lottery ticket in last 12 mo: Instant Game	701	17.3%	109
Bought lottery ticket in last 12 mo: Lotto Drawing	760	18.8%	88
Played lottery: <3 times in last 30 days	601	14.8%	94
Played lottery: 3-7 times in last 30 days	379	9.4%	97
Played lottery: 8+ times in last 30 days	399	9.8%	106
Played musical instrument in last 12 months	301	7.4%	93
Did painting/drawing in last 12 months	248	6.1%	94
Did photography in last 12 months	482	11.9%	94
Read book in last 12 months	1,562	38.5%	95
Participated in trivia games in last 12 months	253	6.2%	103
Played video game in last 12 months	605	14.9%	112
Did woodworking in last 12 months	203	5.0%	107
Participated in word games in last 12 months	319	7.9%	83
Member of AARP	540	13.3%	86
Member of business club	88	2.2%	87
Member of charitable organization	171	4.2%	67
Member of church board	158	3.9%	91
Member of fraternal order	120	3.0%	84
Member of religious club	176	4.3%	68
Member of union	191	4.7%	89
Member of veterans club	137	3.4%	99
Bought any children`s toy/game in last 12 months	1,550	38.2%	111
Spent on toys/games in last 12 months: <\$50	260	6.4%	105
Spent on toys/games in last 12 months: \$50-99	120	3.0%	107
Spent on toys/games in last 12 months: \$100-199	325	8.0%	111
Spent on toys/games in last 12 months: \$200-499	511	12.6%	116
Spent on toys/games in last 12 months: \$500+	247	6.1%	106
Bought infant toy in last 12 months	388	9.6%	114
Bought pre-school toy in last 12 months	341	8.4%	104
Spent on toys/games (for child <6)/12 mo: <\$100	461	11.4%	102
Spent on toys/games (for child <6)/12 mo: \$100-199	354	8.7%	130
Spent on toys/games (for child <6)/12 mo: \$200+	378	9.3%	121
Bought for child in last 12 mo: boy action figure	396	9.8%	121
Bought for child in last 12 mo: girl action figure	146	3.6%	117
Bought for child in last 12 mo: bicycle	299	7.4%	108
Bought for child in last 12 mo: board game	444	11.0%	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.

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

Ohio Township, OH
 Ohio township, OH (3902557960)
 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	137	3.4%	100
Bought for child in last 12 mo: car	401	9.9%	107
Bought for child in last 12 mo: construction toy	191	4.7%	96
Bought for child in last 12 mo: large/baby doll	396	9.8%	150
Bought for child in last 12 mo: fashion doll	201	5.0%	97
Bought for child in last 12 mo: plush doll/animal	438	10.8%	128
Bought for child in last 12 mo: doll accessories	205	5.1%	126
Bought for child in last 12 mo: doll clothing	203	5.0%	121
Bought for child in last 12 mo: educational toy	613	15.1%	111
Bought for child in last 12 mo: electronic game	440	10.9%	116
Bought for child in last 12 mo: mechanical toy	199	4.9%	123
Bought for child in last 12 mo: model kit/set	103	2.5%	99
Bought for child in last 12 mo: sound game	107	2.6%	94
Bought for child in last 12 mo: water toy	462	11.4%	119
Bought for child in last 12 mo: word game	131	3.2%	84
Bought book in last 12 months	2,033	50.2%	100
Bought 1-3 books in last 12 months	825	20.4%	104
Bought 4-9 books in last 12 months	650	16.0%	103
Bought 10+ books in last 12 months	557	13.7%	91
Bought paperback book in last 12 months	1,515	37.4%	99
Bought <3 paperback books in last 12 months	526	13.0%	100
Bought 3-6 paperback books in last 12 months	528	13.0%	99
Bought 7+ paperback books in last 12 months	461	11.4%	96
Bought hardcover book in last 12 months	1,111	27.4%	98
Bought <3 hardcover books in last 12 months	578	14.3%	116
Bought 3-5 hardcover books in last 12 months	259	6.4%	80
Bought 6+ hardcover books in last 12 months	274	6.8%	86
Bought book (fiction) in last 12 months	1,094	27.0%	96
Bought book (non-fiction) in last 12 months	963	23.8%	93
Bought biography in last 12 months	207	5.1%	70
Bought children`s book in last 12 months	551	13.6%	107
Bought cookbook in last 12 months	450	11.1%	101
Bought desk dictionary in last 12 months	50	1.2%	61
Bought history book in last 12 months	253	6.2%	83
Bought mystery book in last 12 months	444	11.0%	97
Bought personal/business self-help book last 12 mo	281	6.9%	97
Bought religious book (not bible) last 12 months	338	8.3%	110
Bought romance book in last 12 months	343	8.5%	130
Bought science fiction book in last 12 months	206	5.1%	112
Bought book through book club in last 12 months	183	4.5%	104
Bought book at book store in last 12 months	1,218	30.1%	90
Bought book at Barnes & Noble in last 12 months	682	16.8%	85
Bought book at Borders in last 12 months	357	8.8%	79
Bought book at convenience store in last 12 months	77	1.9%	85
Bought book at department store in last 12 months	480	11.8%	155
Bought book at drug store in last 12 months	69	1.7%	75
Bought book through Internet in last 12 mo	316	7.8%	77
Bought book through mail order in last 12 months	130	3.2%	94
Bought book at supermarket in last 12 months	304	7.5%	144
Bought book at warehouse store in last 12 months	224	5.5%	95

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

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

March 27, 2012

Made with Esri Business Analyst



Retail Goods and Services Expenditures

Ohio Township, OH
Ohio township, OH (3902557960)
Geography: County Subdivision

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Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Crossroads	45.8%	Population	5,427	5,528
Midland Crowd	23.2%	Households	1,930	1,976
Main Street, USA	18.7%	Families	1,458	1,484
Green Acres	12.4%	Median Age	34.7	35.1
Top Rung	0.0%	Median Household Income	\$50,000	\$56,650
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		58	\$1,399.74	\$2,701,496
Men's		54	\$250.08	\$482,654
Women's		52	\$429.83	\$829,571
Children's		65	\$260.50	\$502,760
Footwear		42	\$173.40	\$334,661
Watches & Jewelry		82	\$159.46	\$307,762
Apparel Products and Services (1)		135	\$126.47	\$244,090
Computer				
Computers and Hardware for Home Use		83	\$159.96	\$308,719
Software and Accessories for Home Use		83	\$23.70	\$45,736
Entertainment & Recreation		86	\$2,757.38	\$5,321,750
Fees and Admissions		83	\$511.31	\$986,825
Membership Fees for Clubs (2)		81	\$133.32	\$257,306
Fees for Participant Sports, excl. Trips		85	\$90.55	\$174,757
Admission to Movie/Theatre/Opera/Ballet		82	\$124.85	\$240,969
Admission to Sporting Events, excl. Trips		87	\$51.52	\$99,426
Fees for Recreational Lessons		81	\$110.55	\$213,353
Dating Services		68	\$0.53	\$1,014
TV/Video/Audio		85	\$1,050.71	\$2,027,874
Community Antenna or Cable TV		85	\$613.93	\$1,184,888
Televisions		87	\$167.48	\$323,241
VCRs, Video Cameras, and DVD Players		84	\$17.00	\$32,809
Video Cassettes and DVDs		85	\$44.90	\$86,647
Video and Computer Game Hardware and Software		87	\$48.38	\$93,363
Satellite Dishes		89	\$1.12	\$2,164
Rental of Video Cassettes and DVDs		85	\$35.19	\$67,920
Streaming/Downloaded Video		81	\$1.13	\$2,184
Audio (3)		78	\$115.26	\$222,456
Rental and Repair of TV/Radio/Sound Equipment		84	\$6.32	\$12,200
Pets		106	\$455.56	\$879,221
Toys and Games (4)		86	\$125.57	\$242,353
Recreational Vehicles and Fees (5)		80	\$258.20	\$498,325
Sports/Recreation/Exercise Equipment (6)		67	\$121.82	\$235,109
Photo Equipment and Supplies (7)		84	\$87.28	\$168,445
Reading (8)		81	\$125.77	\$242,735
Catered Affairs (9)		86	\$21.17	\$40,864
Food		84	\$6,474.06	\$12,494,938
Food at Home		84	\$3,743.43	\$7,224,825
Bakery and Cereal Products		84	\$499.08	\$963,217
Meats, Poultry, Fish, and Eggs		84	\$870.33	\$1,679,745
Dairy Products		83	\$414.71	\$800,392
Fruits and Vegetables		82	\$647.14	\$1,248,986
Snacks and Other Food at Home (10)		84	\$1,312.17	\$2,532,484
Food Away from Home		85	\$2,730.63	\$5,270,113
Alcoholic Beverages		83	\$471.08	\$909,177
Nonalcoholic Beverages at Home		84	\$369.12	\$712,403

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

Ohio Township, OH
Ohio township, OH (3902557960)
Geography: County Subdivision

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	75	\$1,309.37	\$2,527,088
Vehicle Loans	89	\$4,363.29	\$8,421,149
Health			
Nonprescription Drugs	85	\$87.18	\$168,253
Prescription Drugs	85	\$422.57	\$815,553
Eyeglasses and Contact Lenses	84	\$64.70	\$124,869
Home			
Mortgage Payment and Basics (11)	88	\$8,270.47	\$15,961,999
Maintenance and Remodeling Services	85	\$1,693.20	\$3,267,868
Maintenance and Remodeling Materials (12)	87	\$322.45	\$622,334
Utilities, Fuel, and Public Services	86	\$3,895.16	\$7,517,665
Household Furnishings and Equipment			
Household Textiles (13)	84	\$111.19	\$214,587
Furniture	84	\$506.76	\$978,038
Floor Coverings	83	\$62.54	\$120,697
Major Appliances (14)	85	\$259.35	\$500,546
Housewares (15)	74	\$63.41	\$122,387
Small Appliances	83	\$27.28	\$52,659
Luggage	83	\$7.64	\$14,746
Telephones and Accessories	57	\$24.43	\$47,147
Household Operations			
Child Care	87	\$403.32	\$778,409
Lawn and Garden (16)	85	\$354.84	\$684,845
Moving/Storage/Freight Express	77	\$46.90	\$90,526
Housekeeping Supplies (17)	86	\$601.09	\$1,160,098
Insurance			
Owners and Renters Insurance	91	\$419.32	\$809,280
Vehicle Insurance	85	\$994.83	\$1,920,027
Life/Other Insurance	86	\$357.20	\$689,396
Health Insurance	84	\$1,628.41	\$3,142,827
Personal Care Products (18)	86	\$340.92	\$657,974
School Books and Supplies (19)	84	\$89.49	\$172,717
Smoking Products	83	\$353.75	\$682,745
Transportation			
Vehicle Purchases (Net Outlay) (20)	87	\$3,816.21	\$7,365,289
Gasoline and Motor Oil	87	\$2,503.42	\$4,831,605
Vehicle Maintenance and Repairs	85	\$798.75	\$1,541,584
Travel			
Airline Fares	81	\$372.41	\$718,754
Lodging on Trips	82	\$357.51	\$689,988
Auto/Truck/Van Rental on Trips	81	\$30.19	\$58,259
Food and Drink on Trips	82	\$358.98	\$692,839

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

Ohio Township, OH
Ohio township, OH (3902557960)
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

Ohio Township, OH
Ohio township, OH (3902557960)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		5,427	5,528
Households		1,930	1,976
Families		1,458	1,484
Median Age		34.7	35.1
Median Household Income		\$50,000	\$56,650
		Spending Potential Index	Average Amount Spent
Products			Total
Vehicle Coolant/Brake/Transmission Fluids	88	\$4.19	\$8,080
Gasoline	87	\$2,447.73	\$4,724,117
Motor Oil	86	\$10.18	\$19,654
Vehicle Parts/Equipment and Accessories	83	\$46.24	\$89,234
Tire Purchase/Replacement	86	\$124.89	\$241,030
Vehicle Audio/Video Equipment and Installation	82	\$5.79	\$11,168
Vehicle Cleaning Products and Services	81	\$6.58	\$12,706
Services			
Auto Repair Service Policy	90	\$14.90	\$28,747
Membership Fees for Automobile Service Clubs	79	\$17.32	\$33,423
Global Positioning Services	80	\$2.02	\$3,890
Vehicle Air Conditioning Repair	89	\$15.61	\$30,137
Vehicle Body Work and Painting	83	\$31.63	\$61,043
Vehicle Brake Work	82	\$64.65	\$124,768
Vehicle Clutch/Transmission Repair	86	\$39.44	\$76,119
Vehicle Cooling System Repair	87	\$25.16	\$48,557
Vehicle Drive Shaft and Rear-end Repair	86	\$7.43	\$14,332
Vehicle Electrical System Repair	84	\$29.09	\$56,139
Vehicle Exhaust System Repair	82	\$11.00	\$21,224
Vehicle Front End Alignment/Wheel Balance & Rotation	83	\$15.36	\$29,652
Lube/Oil Change and Oil Filters	87	\$77.62	\$149,801
Vehicle Motor Repair/Replacement	85	\$78.31	\$151,134
Vehicle Motor Tune-up	84	\$51.63	\$99,638
Vehicle Shock Absorber Replacement	85	\$5.66	\$10,915
Vehicle Steering/Front End Repair	83	\$22.93	\$44,248
Tire Repair and Other Repair Work	83	\$54.10	\$104,417

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

Ohio Township, OH
Ohio township, OH (3902557960)
Geography: County Subdivision

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Demographic Summary		2010	2015
Population		5,427	5,528
Households		1,930	1,976
Families		1,458	1,484
Median Age		34.7	35.1
Median Household Income		\$50,000	\$56,650
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	81	\$4,776.95	\$9,219,515
Savings Accounts	81	\$10,684.13	\$20,620,380
U.S. Savings Bonds	82	\$338.93	\$654,143
Stocks, Bonds & Mutual Funds	82	\$31,988.31	\$61,737,446
Annual Changes			
Checking Accounts	91	\$238.45	\$460,216
Savings Accounts	58	\$226.31	\$436,780
U.S. Savings Bonds	-80	-\$1.91	-\$3,684
Earnings			
Dividends, Royalties, Estates, Trusts	80	\$790.94	\$1,526,509
Interest from Savings Accounts or Bonds	80	\$736.46	\$1,421,377
Retirement Plan Contributions	85	\$1,166.46	\$2,251,261
Liabilities			
Original Mortgage Amount	90	\$19,429.65	\$37,499,229
Vehicle Loan Amount 1	88	\$2,403.96	\$4,639,646
Amount Paid: Interest			
Home Mortgage	90	\$4,189.88	\$8,086,471
Lump Sum Home Equity Loan	85	\$109.92	\$212,144
New Car/Truck/Van Loan	89	\$186.88	\$360,678
Used Car/Truck/Van Loan	89	\$144.14	\$278,185
Amount Paid: Principal			
Home Mortgage	88	\$1,752.93	\$3,383,160
Lump Sum Home Equity Loan	85	\$141.83	\$273,725
New Car/Truck/Van Loan	90	\$996.97	\$1,924,153
Used Car/Truck/Van Loan	89	\$672.25	\$1,297,448
Checking Account and Banking Service Charges	83	\$23.15	\$44,688
Finance Charges, excluding Mortgage/Vehicle	84	\$206.34	\$398,234

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

Made with Esri Business Analyst



House and Home Expenditures

Ohio Township, OH
 Ohio township, OH (3902557960)
 Geography: County Subdivision

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2010 Housing Summary		2010 Demographic Summary	
Housing Units	2,194	Population	5,427
2010-2015 Percent Change	4.56%	Households	1,930
Percent Occupied	88.0%	Families	1,458
Percent Owner HHS	75.4%	Median Age	34.7
Median Home Value	\$79,130	Median Household Income	\$50,000
		Spending Potential Index	Average Amount Spent
			Total
Owned Dwellings		88	\$10,353.26
Mortgage Interest		90	\$4,189.88
Mortgage Principal		88	\$1,752.93
Property Taxes		84	\$1,854.08
Homeowners Insurance		91	\$409.68
Ground Rent		88	\$63.89
Maintenance and Remodeling Services		85	\$1,693.20
Maintenance and Remodeling Materials		87	\$322.45
Property Management and Security		78	\$67.14
Rented Dwellings		68	\$2,322.49
Rent		68	\$2,197.31
Rent Received as Pay		66	\$60.45
Renters' Insurance		74	\$9.63
Maintenance and Repair Services		71	\$15.05
Maintenance and Repair Materials		75	\$40.05
Owned Vacation Homes		76	\$354.44
Mortgage Payment		79	\$160.51
Property Taxes		74	\$83.88
Homeowners Insurance		74	\$10.95
Maintenance and Remodeling		74	\$85.86
Property Management and Security		77	\$13.25
Housing While Attending School		84	\$68.73
Household Operations		83	\$1,312.37
Child Care		87	\$403.32
Care for Elderly or Handicapped		79	\$57.16
Appliance Rental and Repair		87	\$21.29
Computer Information Services		85	\$207.20
Home Security System Services		91	\$23.74
Non-Apparel Household Laundry/Dry Cleaning		11	\$4.07
Housekeeping Services		82	\$126.14
Lawn and Garden		85	\$354.84
Moving/Storage/Freight Express		77	\$46.90
PC Repair (Personal Use)		83	\$7.34
Reupholstering/Furniture Repair		84	\$6.64
Termite/Pest Control		93	\$22.74
Water Softening Services		88	\$4.95
Internet Services Away from Home		87	\$2.33
Voice Over IP Service		75	\$5.03
Other Home Services (1)		82	\$18.67

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



House and Home Expenditures

Ohio Township, OH
Ohio township, OH (3902557960)
Geography: County Subdivision

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	86	\$3,895.16	\$7,517,665
Bottled Gas	80	\$53.85	\$103,931
Electricity	88	\$1,500.11	\$2,895,206
Fuel Oil	62	\$69.01	\$133,183
Natural Gas	82	\$537.65	\$1,037,659
Telephone Services	86	\$1,240.24	\$2,393,672
Water and Other Public Services	89	\$487.76	\$941,386
Coal/Wood/Other Fuel	76	\$6.54	\$12,628
Housekeeping Supplies	86	\$601.09	\$1,160,098
Laundry and Cleaning Supplies	87	\$165.98	\$320,338
Postage and Stationery	83	\$170.59	\$329,238
Other HH Products (2)	86	\$264.52	\$510,522
Household Textiles	84	\$111.18	\$214,587
Bathroom Linens	85	\$15.06	\$29,056
Bedroom Linens	84	\$52.32	\$100,969
Kitchen and Dining Room Linens	85	\$2.64	\$5,093
Curtains and Draperies	82	\$23.56	\$45,474
Slipcovers, Decorative Pillows	86	\$3.66	\$7,069
Materials for Slipcovers/Curtains	82	\$12.50	\$24,131
Other Linens	83	\$1.45	\$2,794
Furniture	84	\$506.76	\$978,038
Mattresses and Box Springs	83	\$66.18	\$127,725
Other Bedroom Furniture	87	\$93.68	\$180,809
Sofas	82	\$124.44	\$240,160
Living Room Tables and Chairs	83	\$68.93	\$133,033
Kitchen, Dining Room Furniture	86	\$53.01	\$102,304
Infant Furniture	86	\$9.59	\$18,508
Outdoor Furniture	83	\$22.27	\$42,976
Wall Units, Cabinets, Other Furniture (3)	86	\$68.66	\$132,523
Major Appliances	85	\$259.35	\$500,546
Dishwashers and Disposals	84	\$22.86	\$44,116
Refrigerators and Freezers	88	\$71.89	\$138,757
Clothes Washers	88	\$43.80	\$84,541
Clothes Dryers	88	\$33.53	\$64,715
Cooking Stoves and Ovens	85	\$40.13	\$77,453
Microwave Ovens	82	\$10.51	\$20,283
Window Air Conditioners	79	\$5.52	\$10,663
Electric Floor Cleaning Equipment	81	\$18.17	\$35,075
Sewing Machines and Miscellaneous Appliances	80	\$12.92	\$24,942

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.



House and Home Expenditures

Ohio Township, OH
Ohio township, OH (3902557960)
Geography: County Subdivision

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	83	\$62.54	\$120,697
Housewares	74	\$63.41	\$122,387
Small Appliances	83	\$27.28	\$52,659
Window Coverings	83	\$32.18	\$62,100
Lamps and Other Lighting Fixtures	84	\$19.79	\$38,203
Infant Equipment	24	\$4.82	\$9,297
Rental of Furniture	81	\$3.75	\$7,238
Laundry and Cleaning Equipment	86	\$19.17	\$36,997
Closet and Storage Items	16	\$4.09	\$7,903
Luggage	83	\$7.64	\$14,746
Clocks and Other Household Decoratives	24	\$48.68	\$93,956
Telephones and Accessories	57	\$24.43	\$47,147
Telephone Answering Devices	85	\$0.71	\$1,376
Grills and Outdoor Equipment	21	\$10.97	\$21,177
Power Tools	77	\$24.72	\$47,702
Hand Tools	80	\$8.22	\$15,857
Office Furniture/Equipment for Home Use	87	\$14.24	\$27,480
Computers and Hardware for Home Use	83	\$159.96	\$308,719
Software and Accessories for Home Use	83	\$23.70	\$45,736
Other Household Items (4)	83	\$86.36	\$166,672

(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

Ohio Township, OH
Ohio township, OH (3902557960)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		5,427	5,528
Households		1,930	1,976
Families		1,458	1,484
Median Household Income		\$50,000	\$56,650
Males per 100 Females		98.5	98.8
Population By Age			
Population <5 Years		7.4%	7.2%
Population 5-17 Years		17.9%	17.5%
Population 65+ Years		10.0%	11.8%
Median Age		34.7	35.1
	Spending Potential Index	Average Amount Spent	Total
Health Care	84	\$3,137.35	\$6,055,076
Medical Care	84	\$1,508.94	\$2,912,250
Physician Services	86	\$194.20	\$374,797
Dental Services	82	\$266.99	\$515,283
Eyecare Services	86	\$42.92	\$82,836
Lab Tests, X-Rays	88	\$48.48	\$93,568
Hospital Room and Hospital Services	89	\$121.67	\$234,819
Convalescent or Nursing Home Care	69	\$15.92	\$30,720
Other Medical services (1)	84	\$94.46	\$182,315
Nonprescription Drugs	85	\$87.18	\$168,253
Prescription Drugs	85	\$422.57	\$815,553
Nonprescription Vitamins	83	\$47.24	\$91,174
Medicare Prescription Drug Premium	77	\$38.25	\$73,831
Eyeglasses and Contact Lenses	84	\$64.70	\$124,869
Hearing Aids	72	\$15.65	\$30,199
Medical Equipment for General Use	91	\$5.74	\$11,073
Other Medical Supplies (2)	84	\$42.98	\$82,959
Health Insurance	84	\$1,628.41	\$3,142,827
Blue Cross/Blue Shield	86	\$484.30	\$934,699
Commercial Health Insurance	88	\$329.18	\$635,319
Health Maintenance Organization	84	\$281.05	\$542,422
Medicare Payments	79	\$327.86	\$632,776
Long Term Care Insurance	82	\$68.91	\$132,994
Other Health Insurance (3)	81	\$137.11	\$264,617

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



Recreation Expenditures

Ohio Township, OH
Ohio township, OH (3902557960)
Geography: County Subdivision

Demographic Summary		2010	2015
Population		5,427	5,528
Households		1,930	1,976
Families		1,458	1,484
Median Age		34.7	35.1
Median Household Income		\$50,000	\$56,650
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	83	\$511.31	\$986,825
Admission to Movies, Theater, Opera, Ballet	82	\$124.85	\$240,969
Admission to Sporting Events, excl.Trips	87	\$51.52	\$99,426
Fees for Participant Sports, excl.Trips	85	\$90.55	\$174,757
Fees for Recreational Lessons	81	\$110.55	\$213,353
Membership Fees for Social/Recreation/Civic Clubs	81	\$133.32	\$257,306
Dating Services	68	\$0.53	\$1,014
Rental of Video Cassettes and DVDs	85	\$35.19	\$67,920
Toys & Games	86	\$125.57	\$242,353
Toys and Playground Equipment	86	\$122.11	\$235,674
Play Arcade Pinball/Video Games	83	\$1.56	\$3,019
Online Entertainment and Games	82	\$1.90	\$3,661
Recreational Vehicles and Fees	80	\$258.20	\$498,325
Docking and Landing Fees for Boats and Planes	80	\$5.64	\$10,886
Camp Fees	79	\$22.80	\$44,010
Purchase of RVs or Boats	80	\$222.92	\$430,244
Rental of RVs or Boats	80	\$6.83	\$13,184
Sports, Recreation and Exercise Equipment	67	\$121.82	\$235,109
Exercise Equipment and Gear, Game Tables	72	\$59.42	\$114,679
Bicycles	81	\$16.00	\$30,886
Camping Equipment	35	\$5.03	\$9,714
Hunting and Fishing Equipment	52	\$19.96	\$38,521
Winter Sports Equipment	74	\$4.75	\$9,166
Water Sports Equipment	80	\$5.34	\$10,308
Other Sports Equipment	84	\$7.94	\$15,318
Rental/Repair of Sports/Recreation/Exercise Equipment	84	\$3.38	\$6,517
Photographic Equipment and Supplies	84	\$87.28	\$168,445
Film	84	\$6.18	\$11,932
Film Processing	83	\$18.69	\$36,067
Photographic Equipment	83	\$35.70	\$68,903
Photographer Fees/Other Supplies & Equip Rental/Repair	86	\$26.71	\$51,543
Reading	81	\$125.77	\$242,735
Magazine/Newspaper Subscriptions	82	\$51.79	\$99,953
Magazine/Newspaper Single Copies	80	\$15.24	\$29,412
Books	81	\$58.74	\$113,370

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.