

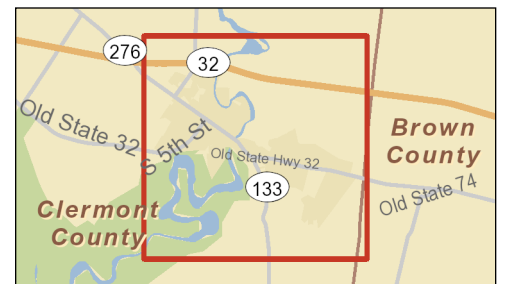
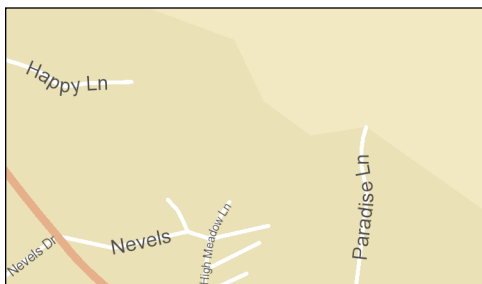
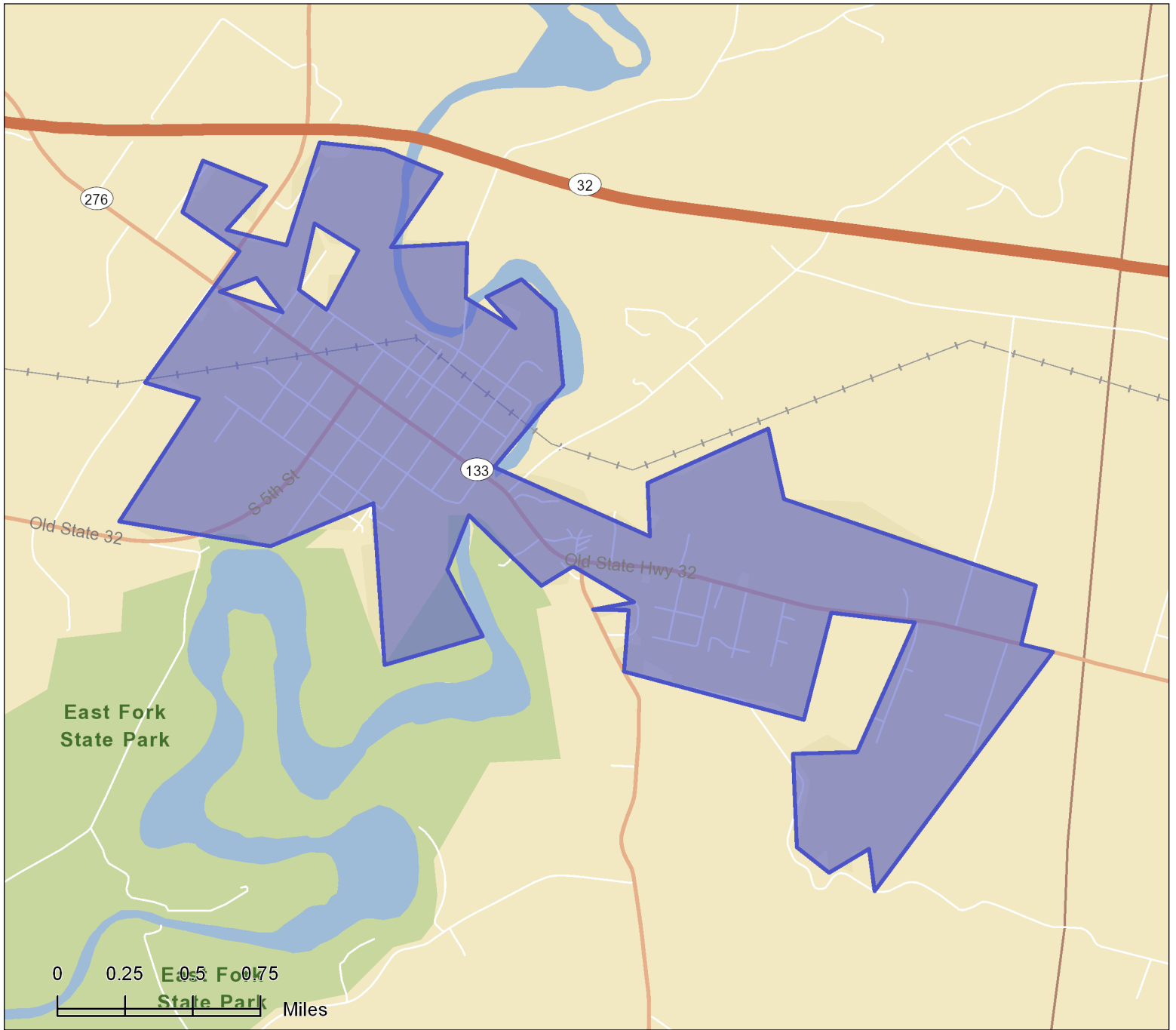


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Site Map

Williamsburg Village, OH
Standard Geography

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March 27, 2012



Market Profile

Williamsburg Village, OH
Williamsburg village, OH (3985288)
Geography: Place

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Williamsburg village, OH ...

Population Summary

2000 Total Population	2,358
2000 Group Quarters	38
2010 Total Population	2,603
2015 Total Population	2,710
2010-2015 Annual Rate	0.81%

Household Summary

2000 Households	927
2000 Average Household Size	2.50
2010 Households	1,046
2010 Average Household Size	2.47
2015 Households	1,096
2015 Average Household Size	2.45
2010-2015 Annual Rate	0.94%
2000 Families	620
2000 Average Family Size	3.05
2010 Families	739
2010 Average Family Size	2.90
2015 Families	768
2015 Average Family Size	2.89
2010-2015 Annual Rate	0.77%

Housing Unit Summary

2000 Housing Units	1,023
Owner Occupied Housing Units	54.4%
Renter Occupied Housing Units	36.3%
Vacant Housing Units	9.4%
2010 Housing Units	1,191
Owner Occupied Housing Units	60.7%
Renter Occupied Housing Units	27.1%
Vacant Housing Units	12.2%
2015 Housing Units	1,272
Owner Occupied Housing Units	59.4%
Renter Occupied Housing Units	26.8%
Vacant Housing Units	13.8%

Median Household Income

2000	\$36,847
2010	\$50,132
2015	\$56,181

Median Home Value

2000	\$85,987
2010	\$115,549
2015	\$129,474

Per Capita Income

2000	\$17,250
2010	\$21,950
2015	\$24,750

Median Age

2000	33.5
2010	38.2
2015	39.2

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

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

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Market Profile

Williamsburg Village, OH
Williamsburg village, OH (3985288)
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2000 Households by Income

Household Income Base	890
<\$15,000	15.8%
\$15,000 - \$24,999	16.3%
\$25,000 - \$34,999	15.4%
\$35,000 - \$49,999	18.1%
\$50,000 - \$74,999	22.7%
\$75,000 - \$99,999	7.5%
\$100,000 - \$149,999	2.6%
\$150,000 - \$199,999	0.0%
\$200,000+	1.6%
Average Household Income	\$44,577

2010 Households by Income

Household Income Base	1,046
<\$15,000	10.8%
\$15,000 - \$24,999	9.8%
\$25,000 - \$34,999	12.0%
\$35,000 - \$49,999	17.2%
\$50,000 - \$74,999	27.5%
\$75,000 - \$99,999	13.8%
\$100,000 - \$149,999	7.1%
\$150,000 - \$199,999	0.5%
\$200,000+	1.3%
Average Household Income	\$56,637

2015 Households by Income

Household Income Base	1,096
<\$15,000	9.6%
\$15,000 - \$24,999	7.8%
\$25,000 - \$34,999	9.0%
\$35,000 - \$49,999	13.2%
\$50,000 - \$74,999	31.3%
\$75,000 - \$99,999	16.0%
\$100,000 - \$149,999	10.7%
\$150,000 - \$199,999	0.6%
\$200,000+	1.7%
Average Household Income	\$63,476

2000 Owner Occupied Housing Units by Value

Total	559
<\$50,000	7.3%
\$50,000 - \$99,999	59.2%
\$100,000 - \$149,999	28.3%
\$150,000 - \$199,999	2.9%
\$200,000 - \$299,999	1.4%
\$300,000 - \$499,999	0.0%
\$500,000 - \$999,999	0.0%
\$1,000,000 +	0.9%
Average Home Value	\$102,379

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	358
With Cash Rent	96.1%
No Cash Rent	3.9%
Median Rent	\$448
Average Rent	\$425

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

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

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Market Profile

Williamsburg Village, OH
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Williamsburg village, OH ...

2000 Population by Age

Total	2,358
0 - 4	7.3%
5 - 9	8.3%
10 - 14	7.5%
15 - 24	13.8%
25 - 34	15.4%
35 - 44	16.5%
45 - 54	12.6%
55 - 64	7.7%
65 - 74	6.0%
75 - 84	4.0%
85 +	0.8%
18 +	72.8%

2010 Population by Age

Total	2,604
0 - 4	6.5%
5 - 9	6.5%
10 - 14	6.6%
15 - 24	13.1%
25 - 34	12.6%
35 - 44	14.4%
45 - 54	16.3%
55 - 64	12.2%
65 - 74	6.6%
75 - 84	3.8%
85 +	1.4%
18 +	75.7%

2015 Population by Age

Total	2,711
0 - 4	6.3%
5 - 9	6.5%
10 - 14	6.8%
15 - 24	12.2%
25 - 34	12.7%
35 - 44	13.6%
45 - 54	14.2%
55 - 64	14.1%
65 - 74	8.4%
75 - 84	3.7%
85 +	1.4%
18 +	76.5%

2000 Population by Sex

Males	46.9%
Females	53.1%

2010 Population by Sex

Males	47.8%
Females	52.2%

2015 Population by Sex

Males	48.0%
Females	52.0%

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

Williamsburg Village, OH
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Williamsburg village, OH ...

2000 Population by Race/Ethnicity

Total	2,358
White Alone	98.7%
Black Alone	0.2%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.1%
Some Other Race Alone	0.1%
Two or More Races	0.6%
Hispanic Origin	0.2%
Diversity Index	2.9

2010 Population by Race/Ethnicity

Total	2,603
White Alone	98.2%
Black Alone	0.4%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.1%
Some Other Race Alone	0.2%
Two or More Races	0.9%
Hispanic Origin	0.6%
Diversity Index	4.8

2015 Population by Race/Ethnicity

Total	2,710
White Alone	97.9%
Black Alone	0.4%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.1%
Some Other Race Alone	0.3%
Two or More Races	1.0%
Hispanic Origin	0.7%
Diversity Index	5.4

2000 Population 3+ by School Enrollment

Total	2,211
Enrolled in Nursery/Preschool	2.4%
Enrolled in Kindergarten	2.7%
Enrolled in Grade 1-8	11.4%
Enrolled in Grade 9-12	6.8%
Enrolled in College	4.1%
Enrolled in Grad/Prof School	0.3%
Not Enrolled in School	72.3%

2010 Population 25+ by Educational Attainment

Total	1,751
Less Than 9th Grade	4.5%
9th to 12th Grade, No Diploma	14.7%
High School Graduate	42.9%
Some College, No Degree	18.5%
Associate Degree	5.6%
Bachelor's Degree	9.0%
Graduate/Professional Degree	4.7%

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

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

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Williamsburg Village, OH
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2010 Population 15+ by Marital Status

Total	2,094
Never Married	24.7%
Married	52.3%
Widowed	6.6%
Divorced	16.4%

2000 Population 16+ by Employment Status

Total	1,748
In Labor Force	64.9%
Civilian Employed	61.3%
Civilian Unemployed	3.6%
In Armed Forces	0.0%
Not In Labor Force	35.1%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	85.0%
Civilian Unemployed	15.0%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	87.8%
Civilian Unemployed	12.2%

2000 Females 16+ by Employment Status and Age of Children

Total	975
Own Children < 6 Only	8.8%
Employed/in Armed Forces	6.3%
Unemployed	0.0%
Not in Labor Force	2.6%
Own Children <6 and 6-17 Only	6.7%
Employed/in Armed Forces	3.1%
Unemployed	0.0%
Not in Labor Force	3.6%
Own Children 6-17 Only	22.4%
Employed/in Armed Forces	18.6%
Unemployed	0.4%
Not in Labor Force	3.4%
No Own Children < 18	62.2%
Employed/in Armed Forces	27.2%
Unemployed	3.2%
Not in Labor Force	31.8%

2010 Employed Population 16+ by Industry

Total	1,168
Agriculture/Mining	0.0%
Construction	6.8%
Manufacturing	18.8%
Wholesale Trade	4.0%
Retail Trade	10.6%
Transportation/Utilities	4.4%
Information	1.4%
Finance/Insurance/Real Estate	8.0%
Services	41.9%
Public Administration	4.3%

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	1,168
White Collar	49.7%
Management/Business/Financial	12.0%
Professional	12.8%
Sales	9.8%
Administrative Support	15.2%
Services	15.9%
Blue Collar	34.3%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	5.8%
Installation/Maintenance/Repair	6.8%
Production	12.9%
Transportation/Material Moving	8.1%

2000 Workers 16+ by Means of Transportation to Work

Total	1,064
Drove Alone - Car, Truck, or Van	76.2%
Carpooled - Car, Truck, or Van	19.0%
Public Transportation	0.5%
Walked	2.3%
Other Means	1.5%
Worked at Home	0.6%

2000 Workers 16+ by Travel Time to Work

Total	1,064
Did not Work at Home	99.4%
Less than 5 minutes	3.5%
5 to 9 minutes	9.0%
10 to 19 minutes	19.3%
20 to 24 minutes	12.2%
25 to 34 minutes	17.6%
35 to 44 minutes	10.3%
45 to 59 minutes	19.5%
60 to 89 minutes	6.6%
90 or more minutes	1.5%
Worked at Home	0.6%
Average Travel Time to Work (in min)	29.7

2000 Households by Vehicles Available

Total	917
None	11.5%
1	34.4%
2	35.1%
3	13.7%
4	4.4%
5+	1.0%
Average Number of Vehicles Available	1.7

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

March 27, 2012



Market Profile

Williamsburg Village, OH
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2000 Households by Type

Total	927
Family Households	66.9%
Married-couple Family	48.8%
With Related Children	25.1%
Other Family (No Spouse)	18.1%
With Related Children	12.8%
Nonfamily Households	33.1%
Householder Living Alone	26.8%
Householder Not Living Alone	6.4%
Households with Related Children	38.0%
Households with Persons 65+	21.8%

2000 Households by Size

Total	927
1 Person Household	26.8%
2 Person Household	31.7%
3 Person Household	18.6%
4 Person Household	14.8%
5 Person Household	5.4%
6 Person Household	1.8%
7 + Person Household	1.0%

2000 Households by Year Householder Moved In

Total	917
Moved in 1999 to March 2000	25.2%
Moved in 1995 to 1998	27.8%
Moved in 1990 to 1994	14.7%
Moved in 1980 to 1989	12.3%
Moved in 1970 to 1979	9.9%
Moved in 1969 or Earlier	10.0%
Median Year Householder Moved In	1995

2000 Housing Units by Units in Structure

Total	1,016
1, Detached	66.6%
1, Attached	0.8%
2	4.2%
3 or 4	4.1%
5 to 9	4.7%
10 to 19	17.2%
20 +	1.2%
Mobile Home	1.1%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	1,016
1999 to March 2000	0.8%
1995 to 1998	5.8%
1990 to 1994	2.4%
1980 to 1989	9.4%
1970 to 1979	17.9%
1969 or Earlier	63.7%
Median Year Structure Built	1958

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

March 27, 2012



Market Profile

Williamsburg Village, OH
 Williamsburg village, OH (3985288)
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Williamsburg village, OH ...

Top 3 Tapestry Segments

1. Rustbelt Traditions
2. Salt of the Earth
3. Green Acres

2010 Consumer Spending

Apparel & Services: Total \$	\$1,393,649
Average Spent	\$1,332.36
Spending Potential Index	56
Computers & Accessories: Total \$	\$185,795
Average Spent	\$177.62
Spending Potential Index	81
Education: Total \$	\$1,115,967
Average Spent	\$1,066.89
Spending Potential Index	87
Entertainment/Recreation: Total \$	\$2,835,483
Average Spent	\$2,710.79
Spending Potential Index	84
Food at Home: Total \$	\$3,819,906
Average Spent	\$3,651.92
Spending Potential Index	82
Food Away from Home: Total \$	\$2,737,114
Average Spent	\$2,616.74
Spending Potential Index	81
Health Care: Total \$	\$3,465,465
Average Spent	\$3,313.06
Spending Potential Index	89
HH Furnishings & Equipment: Total \$	\$1,534,546
Average Spent	\$1,467.06
Spending Potential Index	71
Investments: Total \$	\$1,587,217
Average Spent	\$1,517.42
Spending Potential Index	87
Retail Goods: Total \$	\$20,720,474
Average Spent	\$19,809.25
Spending Potential Index	80
Shelter: Total \$	\$12,694,713
Average Spent	\$12,136.44
Spending Potential Index	77
TV/Video/Audio: Total \$	\$1,063,203
Average Spent	\$1,016.45
Spending Potential Index	82
Travel: Total \$	\$1,581,623
Average Spent	\$1,512.07
Spending Potential Index	80
Vehicle Maintenance & Repairs: Total \$	\$807,753
Average Spent	\$772.23
Spending Potential Index	82

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

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

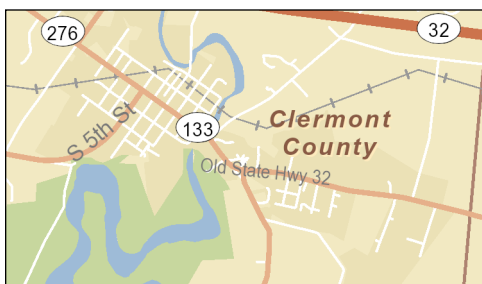
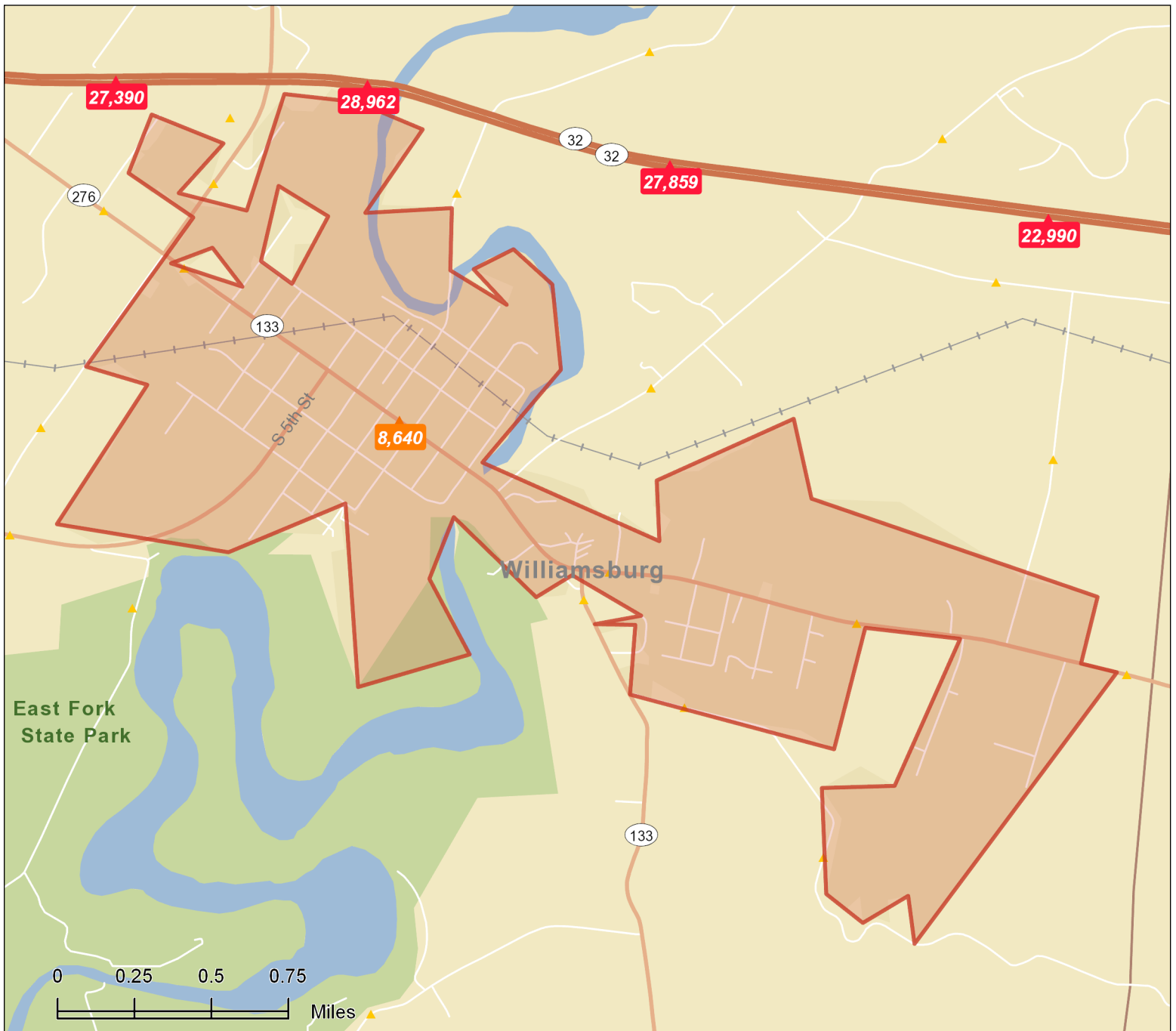
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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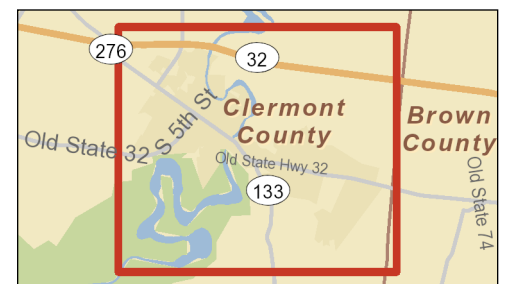
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Traffic Count Map



- 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

Williamsburg Village, OH
 Williamsburg village, OH (3985288)
 Geography: Place

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Data for all businesses in area

	Williamsburg village, OH ...
Total Businesses:	96
Total Employees:	863
Total Residential Population:	2,603
Employee/Residential Population Ratio:	0.33

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	0	0.0%	0	0.0%
Construction	5	5.2%	37	4.3%
Manufacturing	3	3.1%	307	35.6%
Transportation	2	2.1%	11	1.3%
Communication	0	0.0%	0	0.0%
Utility	0	0.0%	0	0.0%
Wholesale Trade	1	1.0%	4	0.5%
Retail Trade Summary	24	25.0%	113	13.1%
Home Improvement	1	1.0%	1	0.1%
General Merchandise Stores	1	1.0%	3	0.3%
Food Stores	2	2.1%	44	5.1%
Auto Dealers, Gas Stations, Auto Aftermarket	3	3.1%	29	3.4%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	2	2.1%	0	0.0%
Eating & Drinking Places	6	6.3%	16	1.9%
Miscellaneous Retail	9	9.4%	20	2.3%
Finance, Insurance, Real Estate Summary	10	10.4%	24	2.8%
Banks, Savings & Lending Institutions	2	2.1%	12	1.4%
Securities Brokers	2	2.1%	1	0.1%
Insurance Carriers & Agents	2	2.1%	4	0.5%
Real Estate, Holding, Other Investment Offices	4	4.2%	7	0.8%
Services Summary	44	45.8%	289	33.5%
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	6	6.3%	15	1.7%
Motion Pictures & Amusements	2	2.1%	11	1.3%
Health Services	2	2.1%	5	0.6%
Legal Services	1	1.0%	4	0.5%
Education Institutions & Libraries	6	6.3%	95	11.0%
Other Services	27	28.1%	159	18.4%
Government	5	5.2%	78	9.0%
Other	2	2.1%	0	0.0%
Totals	96	100%	863	100%

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

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Business Summary

Williamsburg Village, OH
 Williamsburg village, OH (3985288)
 Geography: Place

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	1.0%	1	0.1%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	6	6.3%	44	5.1%
Manufacturing	3	3.1%	307	35.6%
Wholesale Trade	1	1.0%	4	0.5%
Retail Trade	17	17.7%	97	11.2%
Motor Vehicle & Parts Dealers	1	1.0%	10	1.2%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	2	2.1%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	1	1.0%	1	0.1%
Food & Beverage Stores	1	1.0%	44	5.1%
Health & Personal Care Stores	1	1.0%	9	1.0%
Gasoline Stations	2	2.1%	19	2.2%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	1	1.0%	1	0.1%
General Merchandise Stores	1	1.0%	3	0.3%
Miscellaneous Store Retailers	6	6.3%	10	1.2%
Nonstore Retailers	1	1.0%	0	0.0%
Transportation & Warehousing	3	3.1%	14	1.6%
Information	1	1.0%	7	0.8%
Finance & Insurance	6	6.3%	17	2.0%
Central Bank/Credit Intermediation & Related Activities	2	2.1%	12	1.4%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	2	2.1%	1	0.1%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	2	2.1%	4	0.5%
Real Estate, Rental & Leasing	4	4.2%	4	0.5%
Professional, Scientific & Tech Services	8	8.3%	33	3.8%
Legal Services	1	1.0%	4	0.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	2	2.1%	13	1.5%
Educational Services	5	5.2%	88	10.2%
Health Care & Social Assistance	10	10.4%	91	10.5%
Arts, Entertainment & Recreation	1	1.0%	11	1.3%
Accommodation & Food Services	7	7.3%	16	1.9%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	7	7.3%	16	1.9%
Other Services (except Public Administration)	14	14.6%	38	4.4%
Automotive Repair & Maintenance	5	5.2%	12	1.4%
Public Administration	5	5.2%	78	9.0%
Unclassified Establishments	2	2.1%	0	0.0%
Total	96	100%	863	100%

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

March 27, 2012



Retail MarketPlace Profile

Williamsburg Village, OH
 Williamsburg village, OH (3985288)
 Geography: Place

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Summary Demographics

2010 Population	2,603
2010 Households	1,046
2010 Median Disposable Income	\$39,009
2010 Per Capita Income	\$21,950

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	\$22,548,122	\$18,861,256	\$3,686,866	8.9	23
Total Retail Trade	44-45	\$19,329,529	\$17,662,628	\$1,666,901	4.5	16
Total Food & Drink	722	\$3,218,593	\$1,198,628	\$2,019,965	45.7	7

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$4,479,318	\$190,137	\$4,289,181	91.9	1
Automobile Dealers	4411	\$3,785,805	\$0	\$3,785,805	100.0	0
Other Motor Vehicle Dealers	4412	\$345,478	\$0	\$345,478	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$348,035	\$190,137	\$157,898	29.3	1
Furniture & Home Furnishings Stores	442	\$315,893	\$0	\$315,893	100.0	0
Furniture Stores	4421	\$157,404	\$0	\$157,404	100.0	0
Home Furnishings Stores	4422	\$158,489	\$0	\$158,489	100.0	0
Electronics & Appliance Stores	4431	\$784,931	\$592,937	\$191,994	13.9	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$705,682	\$21,476	\$684,206	94.1	1
Bldg Material & Supplies Dealers	4441	\$661,239	\$0	\$661,239	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$44,443	\$21,476	\$22,967	34.8	1
Food & Beverage Stores	445	\$3,416,091	\$5,025,902	\$-1,609,811	-19.1	1
Grocery Stores	4451	\$3,277,911	\$5,025,902	\$-1,747,991	-21.1	1
Specialty Food Stores	4452	\$48,416	\$0	\$48,416	100.0	0
Beer, Wine & Liquor Stores	4453	\$89,764	\$0	\$89,764	100.0	0
Health & Personal Care Stores	446,4461	\$408,654	\$728,847	\$-320,193	-28.1	1
Gasoline Stations	447,4471	\$3,355,807	\$7,989,473	\$-4,633,666	-40.8	2
Clothing & Clothing Accessories Stores	448	\$537,181	\$0	\$537,181	100.0	0
Clothing Stores	4481	\$391,728	\$0	\$391,728	100.0	0
Shoe Stores	4482	\$84,640	\$0	\$84,640	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$60,813	\$0	\$60,813	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$90,833	\$40,299	\$50,534	38.5	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$70,785	\$40,299	\$30,486	27.4	1
Book, Periodical & Music Stores	4512	\$20,048	\$0	\$20,048	100.0	0
General Merchandise Stores	452	\$3,151,990	\$2,864,604	\$287,386	4.8	1
Department Stores Excluding Leased Depts.	4521	\$1,337,390	\$0	\$1,337,390	100.0	0
Other General Merchandise Stores	4529	\$1,814,600	\$2,864,604	\$-1,050,004	-22.4	1
Miscellaneous Store Retailers	453	\$276,550	\$208,953	\$67,597	13.9	6
Florists	4531	\$16,642	\$41,551	\$-24,909	-42.8	1
Office Supplies, Stationery & Gift Stores	4532	\$92,055	\$0	\$92,055	100.0	0
Used Merchandise Stores	4533	\$5,947	\$99,543	\$-93,596	-88.7	4
Other Miscellaneous Store Retailers	4539	\$161,906	\$67,859	\$94,047	40.9	1
Nonstore Retailers	454	\$1,806,599	\$0	\$1,806,599	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,671,316	\$0	\$1,671,316	100.0	0
Vending Machine Operators	4542	\$2,498	\$0	\$2,498	100.0	0
Direct Selling Establishments	4543	\$132,785	\$0	\$132,785	100.0	0
Food Services & Drinking Places	722	\$3,218,593	\$1,198,628	\$2,019,965	45.7	7
Full-Service Restaurants	7221	\$1,146,297	\$987,331	\$158,966	7.5	4
Limited-Service Eating Places	7222	\$1,784,756	\$79,096	\$1,705,660	91.5	1
Special Food Services	7223	\$225,469	\$68,163	\$157,306	53.6	1
Drinking Places - Alcoholic Beverages	7224	\$62,071	\$64,038	\$-1,967	-1.6	1

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

Source: Esri and Infogroup

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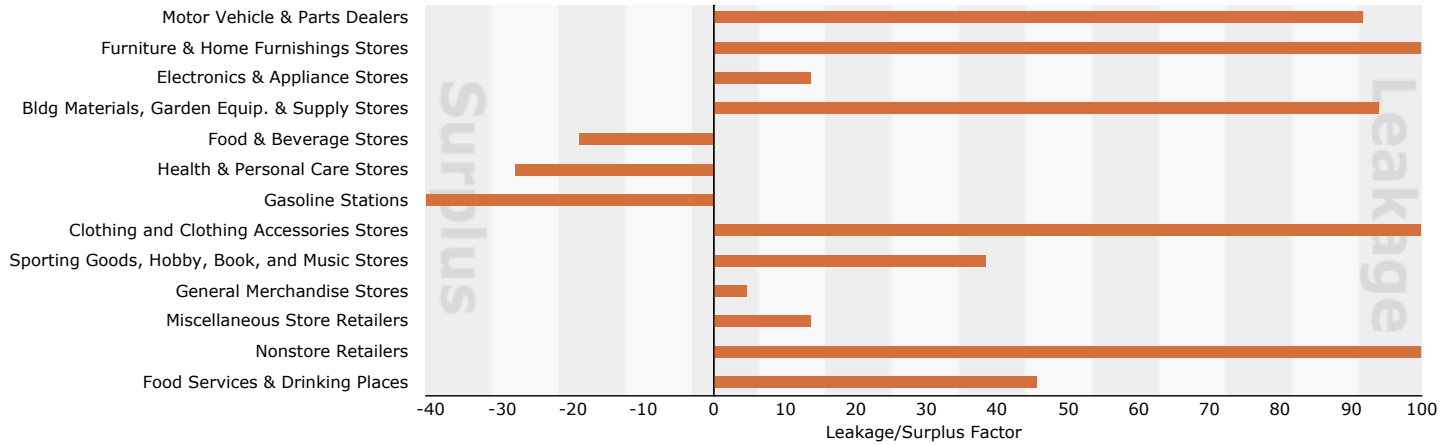


Retail MarketPlace Profile

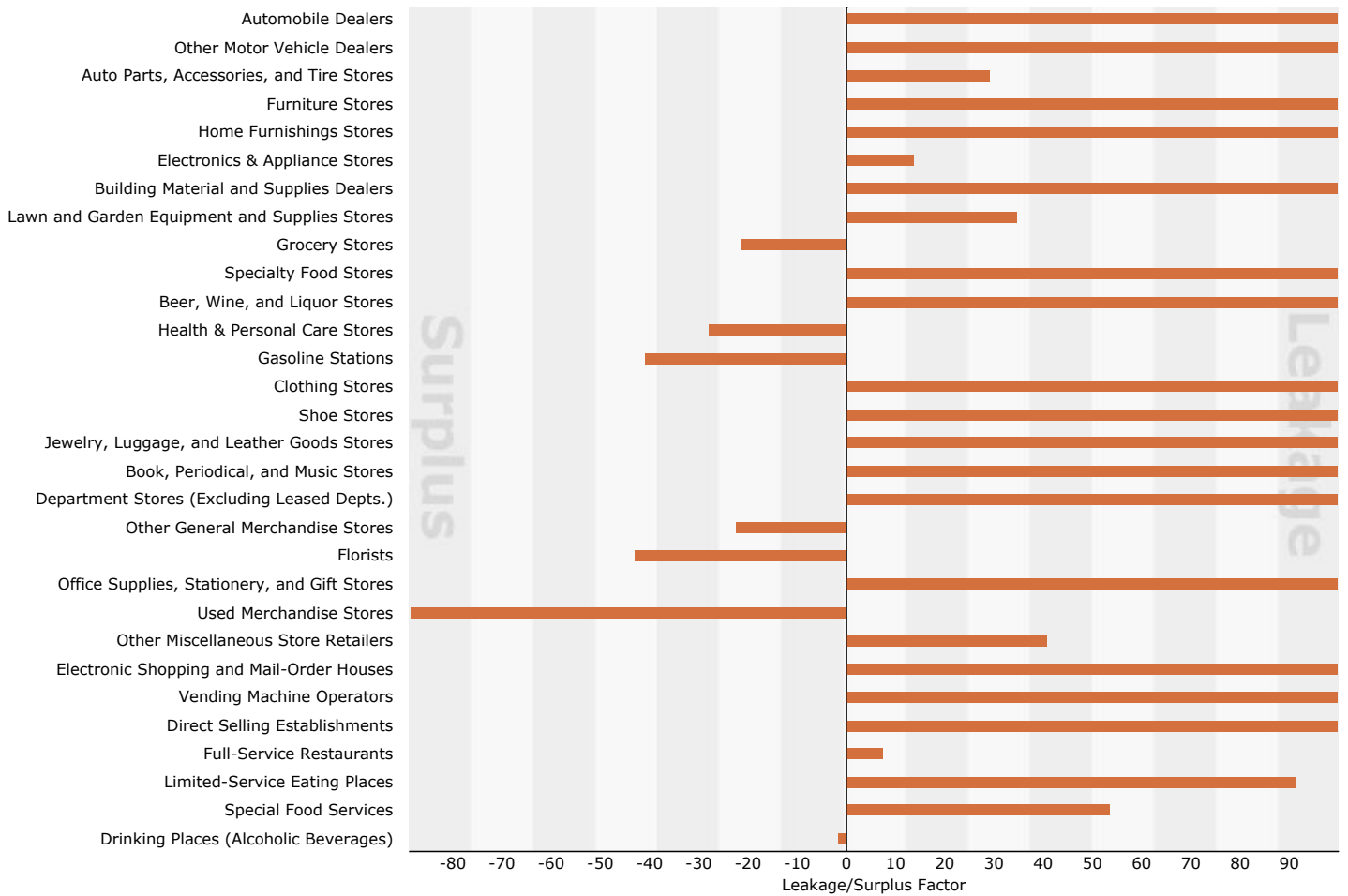
Williamsburg Village, OH
 Williamsburg village, OH (3985288)
 Geography: Place

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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

Williamsburg Village, OH
 Williamsburg village, OH (3985288)
 Geography: Place

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Demographic Summary	2010	2015
Population	2,603	2,710
Total Number of Adults	1,970	2,072
Households	1,046	1,096
Median Household Income	\$50,132	\$56,181

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	1,024	52.0%	104
Bought any women's apparel in last 12 months	927	47.1%	103
Bought apparel for child <13 in last 6 months	539	27.4%	96
Bought any shoes in last 12 months	1,039	52.7%	101
Bought costume jewelry in last 12 months	366	18.6%	89
Bought any fine jewelry in last 12 months	396	20.1%	91
Bought a watch in last 12 months	353	17.9%	93
Automobiles (Households)			
HH owns/leases any vehicle	945	90.3%	105
HH bought/leased new vehicle last 12 mo	84	8.0%	84
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,802	91.5%	105
Bought/changed motor oil in last 12 months	1,194	60.6%	116
Had tune-up in last 12 months	584	29.6%	95
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,090	55.3%	89
Drank regular cola in last 6 months	1,004	51.0%	100
Drank beer/ale in last 6 months	758	38.5%	90
Cameras & Film (Adults)			
Bought any camera in last 12 months	269	13.7%	106
Bought film in last 12 months	443	22.5%	118
Bought digital camera in last 12 months	119	6.0%	88
Bought memory card for camera in last 12 months	136	6.9%	90
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	663	33.7%	95
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	457	23.2%	108
Avg monthly cell/mobile phone/PDA bill: \$50-99	607	30.8%	95
Avg monthly cell/mobile phone/PDA bill: \$100+	374	19.0%	90
Computers (Households)			
HH owns a personal computer	725	69.3%	94
Spent <\$500 on most recent home PC purchase	93	8.9%	103
Spent \$500-\$999 on most recent home PC purchase	198	18.9%	106
Spent \$1000-\$1499 on most recent home PC purchase	133	12.7%	97
Spent \$1500-\$1999 on most recent home PC purchase	62	5.9%	84
Spent \$2000+ on most recent home PC purchase	45	4.3%	69

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

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Williamsburg Village, OH
Williamsburg village, OH (3985288)
Geography: Place

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	1,230	62.4%	104
Bought cigarettes at convenience store in last 30 days	383	19.4%	125
Bought gas at convenience store in last 30 days	793	40.3%	120
Spent at convenience store in last 30 days: <\$20	162	8.2%	85
Spent at convenience store in last 30 days: \$20-39	186	9.4%	93
Spent at convenience store in last 30 days: \$40+	817	41.5%	115
Entertainment (Adults)			
Attended movies in last 6 months	1,039	52.7%	90
Went to live theater in last 12 months	193	9.8%	75
Went to a bar/night club in last 12 months	383	19.4%	102
Dined out in last 12 months	984	49.9%	101
Gambled at a casino in last 12 months	262	13.3%	83
Visited a theme park in last 12 months	367	18.6%	87
DVDs rented in last 30 days: 1	42	2.1%	81
DVDs rented in last 30 days: 2	106	5.4%	116
DVDs rented in last 30 days: 3	58	2.9%	92
DVDs rented in last 30 days: 4	74	3.8%	97
DVDs rented in last 30 days: 5+	258	13.1%	99
DVDs purchased in last 30 days: 1	92	4.7%	94
DVDs purchased in last 30 days: 2	85	4.3%	91
DVDs purchased in last 30 days: 3-4	95	4.8%	104
DVDs purchased in last 30 days: 5+	125	6.3%	122
Spent on toys/games in last 12 months: <\$50	141	7.2%	118
Spent on toys/games in last 12 months: \$50-\$99	69	3.5%	127
Spent on toys/games in last 12 months: \$100-\$199	148	7.5%	104
Spent on toys/games in last 12 months: \$200-\$499	196	9.9%	92
Spent on toys/games in last 12 months: \$500+	110	5.6%	97
Financial (Adults)			
Have home mortgage (1st)	404	20.5%	107
Used ATM/cash machine in last 12 months	954	48.4%	95
Own any stock	139	7.1%	77
Own U.S. savings bond	148	7.5%	110
Own shares in mutual fund (stock)	168	8.5%	91
Own shares in mutual fund (bonds)	87	4.4%	74
Used full service brokerage firm in last 12 months	97	4.9%	79
Have savings account	759	38.5%	106
Have 401K retirement savings	354	18.0%	101
Did banking over the Internet in last 12 months	470	23.9%	87
Own any credit/debit card (in own name)	1,445	73.4%	99
Avg monthly credit card expenditures: <\$111	340	17.3%	125
Avg monthly credit card expenditures: \$111-225	172	8.7%	112
Avg monthly credit card expenditures: \$226-450	137	7.0%	93
Avg monthly credit card expenditures: \$451-700	107	5.4%	85
Avg monthly credit card expenditures: \$701+	162	8.2%	62

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Retail Market Potential

Williamsburg Village, OH
 Williamsburg village, OH (3985288)
 Geography: Place

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,451	73.7%	104
Used bread in last 6 months	1,920	97.5%	101
Used chicken/turkey (fresh or frozen) in last 6 months	1,506	76.4%	99
Used fish/seafood (fresh or frozen) in last 6 months	1,012	51.4%	97
Used fresh fruit/vegetables in last 6 months	1,718	87.2%	100
Used fresh milk in last 6 months	1,841	93.5%	103
Health (Adults)			
Exercise at home 2+ times per week	567	28.8%	96
Exercise at club 2+ times per week	138	7.0%	57
Visited a doctor in last 12 months	1,543	78.3%	101
Used vitamin/dietary supplement in last 6 months	895	45.4%	94
Home (Households)			
Any home improvement in last 12 months	370	35.4%	112
Used housekeeper/maid/prof HH cleaning service in the last 12 months	114	10.9%	70
Purchased any HH furnishing in last 12 months	281	26.9%	90
Purchased bedding/bath goods in last 12 months	561	53.6%	98
Purchased cooking/serving product in last 12 months	287	27.4%	100
Bought any kitchen appliance in last 12 months	194	18.5%	106
Insurance (Adults)			
Currently carry any life insurance	1,028	52.2%	109
Have medical/hospital/accident insurance	1,459	74.1%	103
Carry homeowner insurance	1,230	62.4%	118
Carry renter insurance	100	5.1%	83
Have auto/other vehicle insurance	1,711	86.9%	105
Pets (Households)			
HH owns any pet	641	61.3%	119
HH owns any cat	316	30.2%	125
HH owns any dog	496	47.4%	125
Reading Materials (Adults)			
Bought book in last 12 months	919	46.7%	93
Read any daily newspaper	903	45.8%	111
Heavy magazine reader	332	16.9%	85
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	1,429	72.5%	101
Went to family restaurant/steak house last mo: <2 times	514	26.1%	102
Went to family restaurant/steak house last mo: 2-4 times	521	26.4%	98
Went to family restaurant/steak house last mo: 5+ times	394	20.0%	103
Went to fast food/drive-in restaurant in last 6 mo	1,791	90.9%	102
Went to fast food/drive-in restaurant <6 times/mo	674	34.2%	98
Went to fast food/drive-in restaurant 6-13 times/mo	615	31.2%	108
Went to fast food/drive-in restaurant 14+ times/mo	503	25.5%	102
Fast food/drive-in last 6 mo: eat in	795	40.4%	107
Fast food/drive-in last 6 mo: home delivery	176	8.9%	86
Fast food/drive-in last 6 mo: take-out/drive-thru	1,171	59.4%	113
Fast food/drive-in last 6 mo: take-out/walk-in	402	20.4%	83

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Williamsburg Village, OH
Williamsburg village, OH (3985288)
Geography: Place

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	704	67.3%	104
HH average monthly long distance phone bill: <\$16	317	30.3%	109
HH average monthly long distance phone bill: \$16-25	129	12.3%	108
HH average monthly long distance phone bill: \$26-59	76	7.3%	79
HH average monthly long distance phone bill: \$60+	35	3.3%	75
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	182	17.4%	88
HH owns 2 TVs	276	26.4%	100
HH owns 3 TVs	242	23.1%	103
HH owns 4+ TVs	233	22.3%	106
HH subscribes to cable TV	519	49.6%	86
HH Purchased audio equipment in last 12 months	90	8.6%	89
HH Purchased CD player in last 12 months	46	4.4%	114
HH Purchased DVD player in last 12 months	101	9.7%	99
HH Purchased MP3 player in last 12 months	164	8.3%	82
HH Purchased video game system in last 12 months	95	9.1%	84
Travel (Adults)			
Domestic travel in last 12 months	970	49.2%	94
Took 3+ domestic trips in last 12 months	254	12.9%	87
Spent on domestic vacations last 12 mo: <\$1000	259	13.1%	104
Spent on domestic vacations last 12 mo: \$1000-\$1499	137	7.0%	104
Spent on domestic vacations last 12 mo: \$1500-\$1999	46	2.3%	57
Spent on domestic vacations last 12 mo: \$2000-\$2999	75	3.8%	92
Spent on domestic vacations last 12 mo: \$3000+	63	3.2%	63
Foreign travel in last 3 years	344	17.5%	68
Took 3+ foreign trips by plane in last 3 years	36	1.8%	39
Spent on foreign vacations last 12 mo: <\$1000	73	3.7%	62
Spent on foreign vacations last 12 mo: \$1000-\$2999	49	2.5%	61
Spent on foreign vacations last 12 mo: \$3000+	42	2.1%	44
Stayed 1+ nights at hotel/motel in last 12 months	785	39.8%	98

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

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Electronics and Internet Market Potential

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Geography: Place

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Demographic Summary		2010	2015	
Population		2,603	2,710	
Population 18+		1,970	2,072	
Households		1,046	1,096	
Median Household Income		\$50,132	\$56,181	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer		725	69.4%	94
Purchased home PC in last 12 months		146	13.9%	89
Purchased home PC 1-2 years ago		211	20.2%	89
Purchased home PC 3-4 years ago		206	19.7%	101
Purchased home PC 5+ years ago		103	9.8%	106
Spent <\$500 on home PC (most recent purchase)		93	8.9%	103
Spent \$500-999 on home PC (most recent purchase)		198	19.0%	106
Spent \$1000-1499 on home PC (most recent purchase)		133	12.8%	97
Spent \$1500-1999 on home PC (most recent purchase)		62	5.9%	84
Spent \$2000+ on home PC (most recent purchase)		45	4.3%	69
Purchased home PC at computer superstore		102	9.7%	76
Purchased home PC at department store		64	6.1%	124
Purchased home PC direct from manufacturer		147	14.0%	101
Purchased home PC at electronics store		116	11.1%	101
Purchased home PC on Internet		64	6.1%	71
Purchased home PC at warehouse discount outlet		18	1.7%	78
HH owns desktop PC		585	56.0%	97
HH owns laptop/notebook/tablet PC		250	23.9%	77
HH owns any Apple/Apple Mac clone brand PC		34	3.3%	52
HH owns any IBM/IBM compatible brand PC		680	65.0%	96
Brand of PC that HH owns: Compaq		95	9.1%	107
Brand of PC that HH owns: Dell		310	29.6%	96
Brand of PC that HH owns: Gateway		62	5.9%	89
Brand of PC that HH owns: Hewlett Packard		155	14.9%	95
Brand of PC that HH owns: Sony Vaio		21	2.0%	69
Child (under 18) uses home PC		216	20.7%	98
HH owns CD burner		387	37.0%	100
HH owns CD ROM drive		409	39.1%	100
HH owns DVD drive		244	23.3%	94
HH owns DVD-RW (DVD burner)		198	18.9%	92
HH owns external hard drive		120	11.4%	81
HH owns flash drive		183	17.5%	85
HH owns LAN/network interface card		91	8.7%	79
HH owns inkjet printer		447	42.7%	100
HH owns laser printer		130	12.4%	91
HH owns modem/fax modem		213	20.3%	98
HH owns removable cartridge storage device		59	5.7%	97
HH owns scanner		307	29.3%	103
HH owns PC speakers		422	40.3%	97
HH owns tape backup		25	2.4%	90
HH owns webcam		103	9.8%	87
HH owns software: accounting		78	7.5%	84
HH owns software: communications/fax		72	6.9%	84
HH owns software: database/filing		76	7.3%	89
HH owns software: desktop publishing		104	9.9%	82

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Electronics and Internet Market Potential

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Geography: Place

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns software: education/training	91	8.7%	87
HH owns software: entertainment/games	307	29.3%	101
HH owns software: online meeting/conference	18	1.7%	60
HH owns software: personal finance/tax prep	128	12.2%	86
HH owns software: presentation graphics	62	5.9%	74
HH owns software: multimedia	134	12.8%	84
HH owns software: networking	94	9.0%	80
HH owns software: security/anti-virus	278	26.5%	95
HH owns software: spreadsheet	192	18.3%	79
HH owns software: utility	55	5.2%	74
HH owns software: web authoring	22	2.1%	61
HH owns software: word processing	300	28.7%	85
Spent \$500+ on software for home PC in last 12 mo	12	1.2%	48
Purchased computer book in last 12 months	31	2.9%	69
HH owns fax machine	47	4.5%	75
Purchased audio equipment in last 12 months	90	8.6%	89
Purchased headphones in last 12 months	33	3.2%	79
HH owns camcorder	195	18.6%	96
Purchased camcorder in last 12 months	17	1.6%	76
HH owns CD player	491	46.9%	102
Purchased CD player in last 12 months	46	4.4%	114
HH owns DVD player	693	66.2%	100
Purchased DVD player in last 12 months	101	9.7%	99
HH owns 1 TV	182	17.4%	88
HH owns 2 TVs	276	26.4%	100
HH owns 3 TVs	242	23.1%	103
HH owns 4+ TVs	233	22.3%	106
HH owns miniature screen TV (<13 in)	101	9.7%	122
Most recent TV purchase: miniature screen (<13 in)	40	3.8%	138
HH owns regular screen TV (13-26 in)	484	46.2%	106
Most recent TV purchase: regular screen (13-26 in)	250	23.9%	102
HH owns large screen TV (27-35 in)	496	47.5%	102
Most recent TV purchase: large screen (27-35 in)	346	33.1%	105
HH owns big screen TV (36-42 in)	179	17.1%	91
Most recent TV purchase: big screen (36-42 in)	139	13.3%	94
HH owns giant screen TV (over 42 in)	132	12.6%	89
Most recent TV purchase: giant screen (over 42 in)	100	9.5%	86
HH owns LCD TV	172	16.4%	86
HH owns plasma TV	68	6.5%	78
HH owns projection TV	59	5.6%	104
HH owns video game system	345	33.0%	99
Purchased video game system in last 12 months	95	9.1%	84
HH owns video game system: handheld	154	14.7%	96
HH owns video game system: attached to TV/computer	307	29.4%	99
HH owns video game system: Game Boy	75	7.1%	104
HH owns video game system: Game Boy Advance/SP	66	6.3%	96
HH owns video game system: Nintendo DS	80	7.6%	101

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Electronics and Internet Market Potential

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 Williamsburg village, OH (3985288)
 Geography: Place

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	51	4.9%	97
HH owns video game system: Nintendo Wii	56	5.3%	79
HH owns video game system: PlayStation 2	186	17.8%	108
HH owns video game system: PlayStation 3	34	3.2%	90
HH owns video game system: Sony PlayStation/PS One	43	4.1%	102
HH owns video game system: Sony PSP	22	2.1%	72
HH owns video game system: Xbox	65	6.2%	104
HH owns video game system: Xbox 360	51	4.8%	75
HH purchased 5+ video games in last 12 months	59	5.6%	87
HH spent \$101+ on video games in last 12 months	71	6.8%	84
Owns MP3 player	441	22.4%	83
Purchased MP3 player in last 12 months	164	8.3%	82
Owns Apple iPod	138	7.0%	63
Purchased Apple iPod in last 12 months	37	1.9%	56
Have any access to the Internet	1,640	83.3%	98
Have access to Internet: at home	1,302	66.1%	94
Have access to Internet: at work	633	32.1%	86
Have access to Internet: at school/library	481	24.4%	97
Have access to Internet: not hm/work/school/library	344	17.5%	90
Use Internet less than once a week	105	5.4%	134
Use Internet 1-2 times per week	129	6.5%	119
Use Internet 3-6 times per week	182	9.3%	115
Use Internet once a day	212	10.8%	97
Use Internet 2-4 times per day	322	16.4%	93
Use Internet 5 or more times per day	370	18.8%	75
Any Internet or online usage in last 30 days	1,321	67.1%	95
Used Internet in last 30 days: at home	1,110	56.3%	91
Used Internet in last 30 days: at work	515	26.2%	82
Used Internet in last 30 days: at school/library	123	6.2%	81
Used Internet/30 days: not home/work/school/library	160	8.1%	88
Internet last 30 days: used email	1,089	55.3%	89
Internet last 30 days: used Instant Messenger	439	22.3%	88
Internet last 30 days: paid bills online	536	27.2%	83
Internet last 30 days: visited online blog	139	7.1%	74
Internet last 30 days: wrote online blog	63	3.2%	87
Internet last 30 days: visited chat room	68	3.5%	74
Internet last 30 days: looked for employment	239	12.1%	93
Internet last 30 days: played games online	449	22.8%	109
Internet last 30 days: traded/tracked investments	135	6.9%	61
Internet last 30 days: downloaded music	297	15.1%	82
Internet last 30 days: made phone call	31	1.6%	43
Internet last 30 days: made personal purchase	486	24.6%	80
Internet last 30 days: made business purchase	138	7.0%	73
Internet last 30 days: made travel plans	220	11.2%	65
Internet last 30 days: watched online video	292	14.8%	77
Internet last 30 days: obtained new/used car info	165	8.4%	95
Internet last 30 days: obtained financial info	377	19.1%	80
Internet last 30 days: obtained medical info	278	14.1%	85
Internet last 30 days: obtained latest news	631	32.0%	83
Internet last 30 days: obtained real estate info	169	8.6%	80

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

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



Electronics and Internet Market Potential

Williamsburg Village, OH
 Williamsburg village, OH (3985288)
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	391	19.8%	86
Ordered anything on Internet in last 12 months	637	32.3%	94
Ordered on Internet/12 mo: airline ticket	200	10.2%	61
Ordered on Internet/12 mo: CD/tape	62	3.1%	72
Ordered on Internet/12 mo: clothing	244	12.4%	85
Ordered on Internet/12 mo: computer	48	2.4%	71
Ordered on Internet/12 mo: computer peripheral	59	3.0%	69
Ordered on Internet/12 mo: DVD	112	5.7%	87
Ordered on Internet/12 mo: flowers	51	2.6%	56
Ordered on Internet/12 mo: software	82	4.2%	73
Ordered on Internet/12 mo: tickets (concerts etc.)	141	7.1%	74
Ordered on Internet/12 mo: toy	81	4.1%	83
Purchased item from amazon.com in last 12 months	179	9.1%	65
Purchased item from barnes&noble.com in last 12 mo	35	1.8%	55
Purchased item from bestbuy.com in last 12 months	38	1.9%	77
Purchased item from ebay.com in last 12 months	182	9.2%	99
Purchased item from walmart.com in last 12 months	82	4.2%	102
Spent on Internet orders last 12 months: <\$100	137	7.0%	128
Spent on Internet orders last 12 months: \$100-199	103	5.2%	97
Spent on Internet orders last 12 months: \$200-499	164	8.3%	99
Spent on Internet orders last 12 months: \$500+	204	10.3%	71
Connection to Internet from home: dial-up modem	236	12.0%	144
Connection to Internet from home: cable modem	478	24.3%	90
Connection to Internet from home: DSL	409	20.8%	84
Connection to Internet from home: wireless	170	8.6%	63
Connection to Internet from home: any broadband	995	50.5%	86
DVDs rented in last 30 days: 1	42	2.1%	81
DVDs rented in last 30 days: 2	106	5.4%	116
DVDs rented in last 30 days: 3	58	2.9%	92
DVDs rented in last 30 days: 4	74	3.8%	97
DVDs rented in last 30 days: 5+	258	13.1%	99
Rented video tape/DVD last month: action/adventure	420	21.3%	105
Rented video tape/DVD last month: classic	92	4.7%	90
Rented video tape/DVD last month: comedy	424	21.5%	104
Rented video tape/DVD last month: drama	240	12.2%	90
Rented video tape/DVD last month: family/children	198	10.0%	113
Rented video tape/DVD last month: foreign	22	1.1%	56
Rented video tape/DVD last month: horror	176	8.9%	121
Rented video tape/DVD last month: romance	152	7.7%	103
Rented video tape/DVD last month: science fiction	109	5.5%	104
Rented video tape/DVD last mo at Blockbuster Video	201	10.2%	84
Rented video tape/DVD last mo at Hollywood Video	61	3.1%	75
Bought video tape/DVD last month: action/adventure	170	8.6%	103
Bought video tape/DVD last month: classic	64	3.2%	119
Bought video tape/DVD last month: comedy	196	10.0%	124
Bought video tape/DVD last month: drama	86	4.4%	101
Bought video tape/DVD last month: family/children	132	6.7%	114
Bought video tape/DVD last month: horror	75	3.8%	121
Bought video tape/DVD last month: romance	61	3.1%	122

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Electronics and Internet Market Potential

Williamsburg Village, OH
Williamsburg village, OH (3985288)
Geography: Place

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	39	2.0%	80
Bought blank video tape in last 6 months	223	11.3%	100
Bought 7+ blank video tapes in last 6 months	52	2.6%	101
DVDs purchased in last 30 days: 1	92	4.7%	94
DVDs purchased in last 30 days: 2	85	4.3%	91
DVDs purchased in last 30 days: 3-4	95	4.8%	104
DVDs purchased in last 30 days: 5+	125	6.3%	122
Bought any camera in last 12 months	269	13.7%	106
Spent on cameras in last 12 months: <\$100	118	6.0%	135
Spent on cameras in last 12 months: \$100-199	56	2.8%	94
Spent on cameras in last 12 months: \$200+	59	3.0%	75
Own APS (point & shoot or SLR) camera	42	2.1%	77
Own digital camera	613	31.1%	94
Bought digital camera in last 12 months	119	6.0%	88
Own digital point & shoot camera	467	23.7%	95
Bought digital point & shoot camera in last 12 mo	83	4.2%	85
Own digital SLR camera	157	8.0%	86
Bought digital SLR camera in last 12 months	36	1.8%	81
Own 35mm auto focus point & shoot camera	108	5.5%	117
Own 35mm auto focus single lens reflex camera	36	1.8%	77
Own 35mm auto focus zoom camera	135	6.8%	122
Own 35mm single lens reflex camera	48	2.5%	81
Own Canon camera	255	13.0%	82
Bought Canon camera in last 12 months	38	1.9%	91
Own Fuji camera	74	3.7%	93
Own Kodak camera	289	14.6%	124
Bought Kodak camera in last 12 months	61	3.1%	104
Own Nikon camera	80	4.0%	75
Own Olympus camera	72	3.7%	80
Own Polaroid camera	52	2.7%	107
Bought any camera accessory in last 12 months	877	44.5%	104
Bought film in last 12 months	443	22.5%	118
Bought film in last 12 months: <3 rolls	199	10.1%	114
Bought film in last 12 months: 3-6 rolls	157	7.9%	127
Bought film in last 12 months: 7+ rolls	87	4.4%	104
Bought film in last 12 mo: APS (color prints)	51	2.6%	97
Bought film in last 12 mo: instant developing	47	2.4%	119
Bought film in last 12 mo: 35mm (black & white)	17	0.8%	91
Bought film in last 12 mo: 35mm (color prints)	271	13.8%	121
Bought Fuji film in last 12 months	123	6.2%	124
Bought Kodak film in last 12 months	273	13.9%	117
Bought store-brand film in last 12 months	42	2.1%	100
Purchased film in last 12 mo: department store	112	5.7%	153
Purchased film in last 12 mo: discount store	110	5.6%	117

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

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

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Williamsburg Village, OH
Williamsburg village, OH (3985288)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	84	4.3%	91
Purchased film in last 12 mo: grocery store	63	3.2%	149
Purchased film in last 12 mo: 1 hour service store	47	2.4%	94
Had film processed at discount store	76	3.9%	117
Had film processed at drug store	85	4.3%	101
Had film processed at 1 hour service store	61	3.1%	107
Bought memory card for camera in last 12 months	136	6.9%	90
Own memory card for camera	490	24.9%	100

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March 27, 2012



Financial Investments Market Potential

Williamsburg Village, OH
Williamsburg village, OH (3985288)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		2,603	2,710	
Population 18+		1,970	2,072	
Households		1,046	1,096	
Median Household Income		\$50,132	\$56,181	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		1,072	54.4%	110
Bank/financial institution: use savings & loan		218	11.1%	106
Bank/financial institution: use credit union		476	24.2%	107
Bank/financial institution: use fed savings bank		41	2.1%	90
Bank/financial institution: use mutual funds co		46	2.3%	72
Bank/financial institution: use Internet Bank		58	2.9%	68
Used ATM/cash machine in last 12 months		954	48.4%	95
Banked in person in last 12 months		1,099	55.8%	108
Banked by mail in last 12 months		104	5.3%	99
Banked by phone in last 12 months		334	17.0%	113
Did banking over the Internet in last 12 months		470	23.9%	87
Used direct deposit of paycheck in last 12 months		800	40.6%	105
Have interest checking account		662	33.6%	104
Have non-interest checking account		572	29.0%	109
Have money market account		188	9.5%	77
Have savings account		759	38.5%	106
Have 401K retirement savings		354	18.0%	101
Have IRA retirement savings		269	13.7%	91
Have auto loan for new car		247	12.5%	109
Have personal loan for education only		87	4.4%	109
Have personal loan-not for education		71	3.6%	143
Have home mortgage (1st)		404	20.5%	107
Have 2nd mortgage (equity loan)		108	5.5%	87
Have home equity line of credit		101	5.1%	85
Have personal line of credit		93	4.7%	104
Have overdraft protection		232	11.8%	88
Own any securities investment		480	24.4%	98
Own annuities		57	2.9%	95
Own certificate of deposit (6 months or less)		59	3.0%	85
Own certificate of deposit (more than 6 months)		120	6.1%	109
Own common/preferred stock in company you work for		43	2.2%	72
Own common stock in company you don't work for		93	4.7%	75
Own insured money market account (bank)		27	1.4%	66
Own shares in money market fund		118	6.0%	90
Own shares in mutual fund (bonds)		87	4.4%	74
Own shares in mutual fund (stock)		168	8.5%	91
Own any stock		139	7.1%	77
Own stock with market value <\$10000		50	2.5%	82
Own stock with market value \$10000-49999		40	2.0%	81
Own stock with market value \$50000+		30	1.5%	61

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

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

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Williamsburg Village, OH
Williamsburg village, OH (3985288)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	148	7.5%	110
Used financial planning counsel in last 12 months	143	7.3%	92
Used full service brokerage firm in last 12 months	97	4.9%	79
Own any credit/debit card (in own name)	1,445	73.4%	99
Own American Express card (in own name)	111	5.6%	45
Own Discover card (in own name)	206	10.5%	93
Own MasterCard (in own name)	617	31.3%	91
Own Visa (in own name)	954	48.4%	99
Own any department store credit card (in own name)	599	30.4%	98
Avg monthly credit card expenditures: <\$111	340	17.3%	125
Avg monthly credit card expenditures: \$111-225	172	8.7%	112
Avg monthly credit card expenditures: \$226-450	137	7.0%	93
Avg monthly credit card expenditures: \$451-700	107	5.4%	85
Avg monthly credit card expenditures: \$701+	162	8.2%	62

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

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

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Pets and Products Market Potential

Williamsburg Village, OH
 Williamsburg village, OH (3985288)
 Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary	2010	2015
Population	2,603	2,710
Population 18+	1,970	2,072
Households	1,046	1,096
Median Household Income	\$50,132	\$56,181

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	641	61.3%	119
HH owns any bird	39	3.7%	128
HH owns any cat	316	30.2%	125
HH owns any dog	496	47.4%	125
HH owns 1 cat	153	14.6%	114
HH owns 2+ cats	163	15.6%	135
HH owns 1 dog	288	27.5%	117
HH owns 2+ dogs	208	19.9%	135
HH used canned cat food in last 6 months	137	13.1%	113
HH used <4 cans of cat food in last 7 days	48	4.6%	105
HH used 8+ cans of cat food in last 7 days	36	3.4%	96
HH used packaged dry cat food in last 6 months	305	29.2%	126
HH used <5 pounds of packaged dry cat food last mo	88	8.4%	103
HH used 11+ pounds of packaged dry cat food last mo	114	10.9%	151
HH used cat treats in last 6 months	129	12.3%	120
HH used cat litter in last 6 months	268	25.6%	125
HH used canned dog food in last 6 months	156	14.9%	113
HH used packaged dry dog food in last 6 months	482	46.1%	127
HH used <10 pounds of pkgd dry dog food last month	207	19.8%	119
HH used 25+ pounds of pkgd dry dog food last month	155	14.8%	135
HH used dog biscuits/treats in last 6 months	399	38.1%	129
HH used <2 packages of dog biscuits/treats last mo	191	18.3%	123
HH used 4+ packages of dog biscuits/treats last mo	84	8.0%	145
HH used flea/tick care prod for cat/dog last 12 mo	448	42.8%	126
HH member took pet to vet in last 12 mo: 1 time	173	16.5%	130
HH member took pet to vet in last 12 mo: 2 times	136	13.0%	118
HH member took pet to vet in last 12 mo: 3 times	77	7.4%	131
HH member took pet to vet in last 12 mo: 4 times	49	4.7%	113
HH member took pet to vet in last 12 mo: 5+ times	61	5.8%	104
Bought pet food from vet in last 12 months	57	5.4%	107
Bought flea control product from vet in last 12 mo	181	17.3%	130

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

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

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Health and Beauty Market Potential

Williamsburg Village, OH
 Williamsburg village, OH (3985288)
 Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		2,603	2,710	
Population 18+		1,970	2,072	
Households		1,046	1,096	
Median Household Income		\$50,132	\$56,181	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		567	28.8%	96
Exercise at club 2+ times per week		138	7.0%	57
Exercise at other facility (not club) 2+ times/wk		129	6.5%	81
Own stationary bicycle		135	6.9%	121
Own treadmill		214	10.9%	111
Own weight lifting equipment		263	13.4%	103
Presently controlling diet		764	38.8%	94
Diet control for blood sugar level		165	8.4%	114
Diet control for cholesterol level		190	9.6%	95
Diet control to maintain weight		211	10.7%	96
Diet control for physical fitness		171	8.7%	87
Diet control for salt restriction		60	3.0%	91
Diet control for weight loss		246	12.5%	88
Used doctor's care/diet for diet method		70	3.6%	118
Used exercise program for diet method		137	7.0%	82
Used Weight Watchers as diet method		43	2.2%	72
Buy foods specifically labeled as fat-free		313	15.9%	91
Buy foods specifically labeled as high fiber		186	9.4%	82
Buy foods specifically labeled as high protein		75	3.8%	70
Buy foods specifically labeled as lactose-free		22	1.1%	60
Buy foods specifically labeled as low-calorie		183	9.3%	86
Buy foods specifically labeled as low-carb		138	7.0%	91
Buy foods specifically labeled as low-cholesterol		151	7.7%	93
Buy foods specifically labeled as low-fat		223	11.3%	85
Buy foods specifically labeled as low-sodium		161	8.2%	91
Buy foods specifically labeled as natural/organic		112	5.7%	68
Buy foods specifically labeled as sugar-free		258	13.1%	98
Used butter alternatives in last 6 months		74	3.8%	90
Used egg alternatives in last 6 months		228	11.6%	81
Used salt alternatives in last 6 months		533	27.1%	97
Drank meal/dietary supplement in last 6 months		113	5.7%	78
Used nutrition/energy bar in last 6 months		203	10.3%	73
Drank sports drink/thirst quencher in last 6 mo		575	29.2%	91
Used vitamin/dietary supplement in last 6 months		895	45.4%	94
Vitamin/dietary suppl used/6 mo: antioxidant		49	2.5%	85
Vitamin/dietary suppl used/6 mo: B complex		85	4.3%	89
Vitamin/dietary suppl used/6 mo: B complex+C		17	0.9%	44
Vitamin/dietary suppl used/6 mo: B-6		26	1.3%	65
Vitamin/dietary suppl used/6 mo: B-12		92	4.7%	83
Vitamin/dietary suppl used/6 mo: C		153	7.8%	92
Vitamin/dietary suppl used/6 mo: calcium		201	10.2%	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.

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Health and Beauty Market Potential

Williamsburg Village, OH
 Williamsburg village, OH (3985288)
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	86	4.4%	89
Vitamin/dietary suppl used/6 mo: E	92	4.7%	94
Vitamin/dietary suppl used/6 mo: garlic	21	1.1%	62
Vitamin/dietary suppl used/6 mo: glucosamine	79	4.0%	87
Vitamin/dietary suppl used/6 mo: multiple formula	198	10.1%	86
Vitamin/dietary suppl used/6 mo: multiple w/iron	89	4.5%	105
Vitamin/dietary suppl used/6 mo: mult w/minerals	96	4.9%	82
Vitamin/dietary suppl used/6 mo: zinc	46	2.3%	101
Vitamin/dietary suppl/6 mo: Caltrate 600	46	2.3%	88
Vitamin/dietary suppl/6 mo: Centrum	96	4.9%	83
Vitamin/dietary suppl/6 mo: Nature Made	90	4.6%	78
Visited doctor in last 12 months	1,543	78.3%	101
Visited doctor in last 12 months: 1-3 times	690	35.0%	103
Visited doctor in last 12 months: 4-7 times	412	20.9%	94
Visited doctor in last 12 months: 8+ times	442	22.4%	104
Visited doctor in last 12 mo: allergist	33	1.7%	70
Visited doctor in last 12 mo: cardiologist	139	7.1%	100
Visited doctor in last 12 mo: chiropractor	173	8.8%	118
Visited doctor in last 12 mo: dentist	703	35.7%	94
Visited doctor in last 12 mo: dermatologist	100	5.1%	71
Visited doctor in last 12 mo: ear/nose/throat	90	4.6%	99
Visited doctor in last 12 mo: eye	388	19.7%	95
Visited doctor in last 12 mo: general/family	935	47.5%	111
Visited doctor in last 12 mo: internist	104	5.3%	72
Visited doctor in last 12 mo: physical therapist	87	4.4%	97
Visited doctor in last 12 mo: podiatrist	53	2.7%	79
Visited doctor in last 12 mo: urologist	69	3.5%	91
Visited nurse practitioner in last 12 months	100	5.1%	121
Wear regular/sun/tinted prescription eyeglasses	725	36.8%	107
Wear bi-focals	396	20.1%	128
Wear disposable contact lenses	131	6.7%	103
Wear soft contact lenses	162	8.2%	94
Spent on contact lenses in last 12 mo: <\$100	49	2.5%	89
Spent on contact lenses in last 12 mo: \$100-199	64	3.2%	87
Spent on contact lenses in last 12 mo: \$200+	57	2.9%	96
Bought prescription eyewear: discount optical ctr	169	8.6%	108
Bought prescription eyewear: from eye doctor	593	30.1%	117
Bought prescription eyewear: retail optical chain	218	11.1%	100
Used prescription drug for allergy/hay fever	123	6.2%	89
Used prescription drug for anxiety/panic	106	5.4%	132
Used prescription drug for arthritis/rheumatism	53	2.7%	102
Used prescription drug for asthma	75	3.8%	93
Used prescription drug for backache/back pain	133	6.8%	92
Used prescription drug for depression	149	7.6%	128
Used prescr drug for diabetes (insulin dependent)	36	1.8%	92
Used prescr drug for diabetes (non-insulin)	105	5.3%	143
Used prescription drug for eczema/skin itch/rash	27	1.4%	66

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

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

March 27, 2012

Made with Esri Business Analyst



Health and Beauty Market Potential

Williamsburg Village, OH
 Williamsburg village, OH (3985288)
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	153	7.8%	117
Used prescription drug for high blood pressure	300	15.2%	122
Used prescription drug for high cholesterol	195	9.9%	114
Used prescription drug for migraine headache	85	4.3%	117
Used prescription drug for sinus congest./headache	110	5.6%	115
Used prescription drug for urinary tract infection	50	2.5%	81
Used last 6 mo: adhesive bandages	1,166	59.2%	107
Used last 6 mo: athlete's foot/foot care product	259	13.1%	94
Used last 6 mo: cold/sinus/allergy med (nonprescr)	918	46.6%	98
Used last 6 mo: children's cold tablets/liquids	290	14.7%	98
Used last 6 mo: contact lens cleaning solution	228	11.6%	95
Used last 6 mo: cotton swabs	966	49.0%	102
Used last 6 mo: cough/sore throat drops (nonprescr)	947	48.1%	101
Used last 6 mo: cough syrup/suppressant (nonprescr)	659	33.5%	98
Used last 6 mo: children's cough syrup	262	13.3%	93
Used last 6 mo: diarrhea remedy	307	15.6%	95
Used last 6 mo: eye wash and drops	569	28.9%	95
Used last 6 mo: headache/pain reliever (nonprescr)	1,649	83.7%	100
Used last 6 mo: hemorrhoid remedy	164	8.3%	93
Used last 6 mo: indigestion/upset stomach remedy	880	44.7%	99
Used last 6 mo: lactose intolerance product	36	1.8%	52
Used last 6 mo: laxative/fiber supplement	252	12.8%	92
Used last 6 mo: medicated skin ointment	623	31.6%	101
Used last 6 mo: medicated throat remedy	236	12.0%	105
Used last 6 mo: nasal spray	298	15.1%	95
Used last 6 mo: pain reliever/fever reducer (kids)	416	21.1%	95
Used last 6 mo: pain relieving rub/liquid/patch	524	26.6%	106
Used last 6 mo: sleeping tablets (nonprescription)	104	5.3%	98
Used last 12 mo: sunburn remedy	340	17.3%	112
Used last 12 mo: suntan/sunscreen product	685	34.8%	91
Used last 12 mo: SPF 15+ suntan/sunscreen product	536	27.2%	91
Used last 6 mo: toothache/gum/canker sore remedy	322	16.3%	97
Used last 6 mo: vitamins for children	268	13.6%	92
Used body powder in last 6 months	546	27.7%	100
Used body powder <3 times in last 7 days	227	11.5%	98
Used body powder 8+ times in last 7 days	39	2.0%	90
Used body wash/shower gel in last 6 months	1,030	52.3%	101
Used breath freshener in last 6 months	882	44.8%	96
Used complexion care product in last 6 months	859	43.6%	92
Used complexion care product <7 times last week	242	12.3%	90
Used complexion care product 11+ times last week	302	15.3%	92
Used complexion care prod: dry facial skin type	120	6.1%	83
Used complexion care prod: normal facial skin type	290	14.7%	97
Used complexion care prod: oily facial skin type	88	4.5%	74
Used dental floss in last 6 months	1,181	59.9%	96

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Health and Beauty Market Potential

Williamsburg Village, OH
 Williamsburg village, OH (3985288)
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	383	19.4%	96
Used denture adhesive/fixative in last 6 months	169	8.6%	137
Used denture cleaner in last 6 months	270	13.7%	124
Used deodorant/antiperspirant in last 6 months	1,858	94.3%	101
Used deodorant/antiperspirant <8 times last week	1,386	70.4%	102
Used deodorant/antiperspirant 15+ times last week	107	5.4%	90
Used disposable razor in last 6 months	1,085	55.1%	105
Used electric shaver in last 6 months	368	18.7%	99
Used hair coloring product (at home) last 6 months	384	19.5%	98
Used hair conditioner (at home) in last 6 months	1,221	62.0%	100
Used hair conditioning treatment (at home)/6 mo	406	20.6%	88
Used hair growth product in last 6 months	39	2.0%	87
Used hair mousse in last 6 months	363	18.4%	106
Used hair spray (at home) in last 6 months	773	39.2%	108
Used hair styling gel/lotion in last 6 months	490	24.9%	93
Used hand & body cream/lotion/oil in last 6 months	1,390	70.6%	97
Used hand & body cream/lotion/oil <5 times last wk	424	21.5%	100
Used hand & body cream/lotion/oil 9+ times last wk	467	23.7%	95
Used hand & body cream in last 6 months	303	15.4%	88
Used hand & body lotion in last 6 months	954	48.4%	99
Used hand & body oil in last 6 months	91	4.6%	89
Used lip care in last 6 months	1,179	59.8%	100
Used liquid soap/hand sanitizer in last 6 months	1,538	78.1%	102
Used mouthwash in last 6 months	1,289	65.4%	99
Used mouthwash <4 times in last 7 days	382	19.4%	90
Used mouthwash 8+ times in last 7 days	287	14.6%	92
Used shampoo (at home) in last 6 months	1,830	92.9%	101
Used shampoo plus conditioner prod (at home)/6 mo	342	17.4%	90
Used shaving cream/gel in last 6 months	1,102	55.9%	107
Used personal care soap (bar) in last 6 months	1,650	83.8%	100
Used personal care soap for antibacterial purpose	342	17.4%	90
Used personal care soap for complexion	111	5.6%	82
Used personal care soap for deodorant	313	15.9%	98
Use personal care soap for moisturizing	410	20.8%	96
Bought toothbrush in last 6 months	1,671	84.8%	100
Bought electric toothbrush in last 6 months	88	4.5%	67
Used toothpaste in last 6 months	1,869	94.9%	99
Used toothpaste <8 times in last 7 days	695	35.3%	110
Used toothpaste 15+ times in last 7 days	269	13.7%	84
Used toothpaste with baking soda in last 6 months	178	9.0%	79
Used toothpaste (gel) in last 6 months	575	29.2%	105
Used toothpaste (paste) in last 6 months	889	45.1%	93
Used whitening toothpaste in last 6 months	725	36.8%	106
Used tooth whitener (not toothpaste) last 6 months	169	8.6%	81
Had professional manicure/pedicure last 6 months	204	10.4%	60
Had professional facial/massage last 6 months	136	6.9%	73
Spent \$100+ at barber shops in last 6 months	54	2.7%	51
Spent \$100+ at beauty parlors in last 6 months	264	13.4%	84

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Restaurant Market Potential

Williamsburg Village, OH
 Williamsburg village, OH (3985288)
 Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary	2010	2015
Population	2,603	2,710
Population 18+	1,970	2,072
Households	1,046	1,096
Median Household Income	\$50,132	\$56,181

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	1,429	72.5%	101
Family restaurant/steak house last month: <2 times	514	26.1%	102
Family restaurant/steak house last month: 2-4 times	521	26.4%	98
Family restaurant/steak house last month: 5+ times	394	20.0%	103
Family restaurant/steak house last 6 months: breakfast	240	12.2%	93
Family restaurant/steak house last 6 months: lunch	483	24.5%	99
Family restaurant/steak house last 6 months: snack	32	1.6%	58
Family restaurant/steak house last 6 months: dinner	1,087	55.2%	104
Family restaurant/steak house last 6 months: weekday	753	38.2%	99
Family restaurant/steak house last 6 months: weekend	940	47.7%	107
Family restaurant/steak house last 6 months: Applebee's	568	28.8%	114
Family restaurant/steak house last 6 months: Bennigan's	29	1.5%	67
Family restaurant/steak house last 6 months: Bob Evans Farm	186	9.4%	206
Family restaurant/steak house last 6 months: Cheesecake Factory	66	3.4%	51
Family restaurant/steak house last 6 months: Chili's Grill & Bar	174	8.8%	76
Family restaurant/steak house last 6 months: Cracker Barrel	279	14.2%	128
Family restaurant/steak house last 6 months: Denny's	134	6.8%	75
Family restaurant/steak house last 6 months: Friendly's	81	4.1%	103
Family restaurant/steak house last 6 months: Golden Corral	176	8.9%	124
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	167	8.5%	73
Family restaurant/steak house last 6 months: Lone Star Steakhouse	72	3.7%	134
Family restaurant/steak house last 6 months: Old Country Buffet	80	4.1%	143
Family restaurant/steak house last 6 months: Olive Garden	346	17.6%	99
Family restaurant/steak house last 6 months: Outback Steakhouse	177	9.0%	78
Family restaurant/steak house last 6 months: Perkins	109	5.5%	152
Family restaurant/steak house last 6 months: Red Lobster	259	13.1%	98
Family restaurant/steak house last 6 months: Red Robin	92	4.7%	83
Family restaurant/steak house last 6 months: Ruby Tuesday	159	8.1%	97
Family restaurant/steak house last 6 months: Ryan's	60	3.0%	81
Family restaurant/steak house last 6 months: Sizzler	29	1.5%	49
Family restaurant/steak house last 6 months: T.G.I. Friday's	171	8.7%	84
Went to fast food/drive-in restaurant in last 6 months	1,791	90.9%	102
Went to fast food/drive-in restaurant <6 times/month	674	34.2%	98
Went to fast food/drive-in restaurant 6-13 times/month	615	31.2%	108
Went to fast food/drive-in restaurant 14+ times/month	503	25.5%	102
Fast food/drive-in last 6 months: breakfast	547	27.8%	101
Fast food/drive-in last 6 months: lunch	1,230	62.4%	106
Fast food/drive-in last 6 months: snack	282	14.3%	82
Fast food/drive-in last 6 months: dinner	1,065	54.1%	112

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

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Williamsburg Village, OH
Williamsburg village, OH (3985288)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	1,386	70.4%	106
Fast food/drive-in last 6 months: weekend	982	49.8%	103
Fast food/drive-in last 6 months: A & W	113	5.7%	126
Fast food/drive-in last 6 months: Arby's	616	31.3%	152
Fast food/drive-in last 6 months: Boston Market	44	2.2%	47
Fast food/drive-in last 6 months: Burger King	799	40.6%	112
Fast food/drive-in last 6 months: Captain D's	81	4.1%	80
Fast food/drive-in last 6 months: Carl's Jr.	50	2.5%	41
Fast food/drive-in last 6 months: Checkers	50	2.5%	80
Fast food/drive-in last 6 months: Chick-fil-A	229	11.6%	90
Fast food/drive-in last 6 months: Chipotle Mex. Grill	82	4.2%	68
Fast food/drive-in last 6 months: Chuck E. Cheese	75	3.8%	85
Fast food/drive-in last 6 months: Church's Fr. Chicken	66	3.4%	78
Fast food/drive-in last 6 months: Dairy Queen	440	22.3%	140
Fast food/drive-in last 6 months: Del Taco	13	0.7%	20
Fast food/drive-in last 6 months: Domino's Pizza	227	11.5%	86
Fast food/drive-in last 6 months: Dunkin' Donuts	155	7.9%	68
Fast food/drive-in last 6 months: Fuddruckers	35	1.8%	64
Fast food/drive-in last 6 months: Hardee's	165	8.4%	123
Fast food/drive-in last 6 months: Jack in the Box	98	5.0%	48
Fast food/drive-in last 6 months: KFC	632	32.1%	116
Fast food/drive-in last 6 months: Little Caesars	158	8.0%	110
Fast food/drive-in last 6 months: Long John Silver's	172	8.7%	138
Fast food/drive-in last 6 months: McDonald's	1,201	61.0%	109
Fast food/drive-in last 6 months: Panera Bread	180	9.1%	94
Fast food/drive-in last 6 months: Papa John's	137	7.0%	80
Fast food/drive-in last 6 months: Pizza Hut	541	27.5%	124
Fast food/drive-in last 6 months: Popeyes	98	5.0%	68
Fast food/drive-in last 6 months: Quiznos	133	6.8%	75
Fast food/drive-in last 6 months: Sonic Drive-In	206	10.5%	89
Fast food/drive-in last 6 months: Starbucks	185	9.4%	63
Fast food/drive-in last 6 months: Steak n Shake	147	7.5%	148
Fast food/drive-in last 6 months: Subway	671	34.1%	107
Fast food/drive-in last 6 months: Taco Bell	695	35.3%	110
Fast food/drive-in last 6 months: Wendy's	695	35.3%	113
Fast food/drive-in last 6 months: Whataburger	62	3.1%	65
Fast food/drive-in last 6 months: White Castle	108	5.5%	136
Fast food/drive-in last 6 months: eat in	795	40.4%	107
Fast food/drive-in last 6 months: home delivery	176	8.9%	86
Fast food/drive-in last 6 months: take-out/drive-thru	1,171	59.4%	113
Fast food/drive-in last 6 months: take-out/walk-in	402	20.4%	83

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March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Williamsburg Village, OH
 Williamsburg village, OH (3985288)
 Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		2,603	2,710
Population 18+		1,970	2,072
Households		1,046	1,096
Median Household Income		\$50,132	\$56,181
Product/Consumer Behavior		Expected Number of Adults	MPI
Participated in aerobics		152	78
Participated in archery		102	195
Participated in backpacking/hiking		166	89
Participated in baseball		97	95
Participated in basketball		165	90
Participated in bicycling (mountain)		75	103
Participated in bicycling (road)		166	87
Participated in boating (power)		132	109
Participated in bowling		241	105
Participated in canoeing/kayaking		107	113
Participated in downhill skiing		41	71
Participated in fishing (fresh water)		370	143
Participated in fishing (salt water)		59	66
Participated in football		103	84
Participated in Frisbee		105	98
Participated in golf		173	85
Play golf < once a month		68	87
Play golf 1+ times a month		79	74
Participated in horseback riding		72	120
Participated in hunting with rifle		159	166
Participated in hunting with shotgun		142	170
Participated in ice skating		44	78
Participated in jogging/running		132	64
Participated in martial arts		19	69
Participated in motorcycling		108	149
Participated in Pilates		48	74
Participated in roller skating		40	97
Participated in snowboarding		35	93
Participated in soccer		61	72
Participated in softball		86	112
Participated in swimming		361	94
Participated in target shooting		94	124
Participated in tennis		64	76
Participated in volleyball		75	109
Participated in walking for exercise		548	93
Participated in weight lifting		180	78
Participated in yoga		74	65
Spent on high end sports/recreation equipment/12 mo: <\$250		82	94
Spent on high end sports/recreation equipment/12 mo: \$250+		74	96
Attend sports event: auto racing (NASCAR)		162	112
Attend sports event: auto racing (not NASCAR)		122	98
Attend sports event: baseball game		268	92

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March 27, 2012

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Sports and Leisure Market Potential

Williamsburg Village, OH
Williamsburg village, OH (3985288)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	143	7.3%	91
Attend sports event: basketball game (pro)	125	6.3%	74
Attend sports event: football game (college)	185	9.4%	91
Attend sports event: football-Monday night game (pro)	114	5.8%	94
Attend sports event: football-weekend game (pro)	147	7.5%	82
Attend sports event: golf tournament	96	4.9%	88
Attend sports event: ice hockey game	129	6.5%	99
Attend sports event: soccer game	102	5.2%	84
Attend sports event: tennis match	82	4.2%	84
Attended adult education course in last 12 months	130	6.6%	100
Attended auto show in last 12 months	195	9.9%	119
Went to bar/night club in last 12 months	383	19.4%	102
Went to beach in last 12 months	361	18.3%	75
Attended dance performance in last 12 months	62	3.1%	71
Danced/went dancing in last 12 months	153	7.8%	82
Dined out in last 12 months	984	49.9%	101
Dine out < once a month	101	5.1%	109
Dine out once a month	141	7.2%	116
Dine out 2-3 times a month	242	12.3%	107
Dine out once a week	210	10.7%	92
Dine out 2+ times per week	192	9.7%	99
Gambled at casino in last 12 months	262	13.3%	83
Gambled at casino 6+ times in last 12 months	39	2.0%	73
Gambled in Atlantic City in last 12 months	27	1.4%	54
Gambled in Las Vegas in last 12 months	47	2.4%	50
Attended horse races in last 12 months	53	2.7%	91
Attended movies in last 6 months	1,039	52.7%	90
Attended movies in last 90 days: < once a month	603	30.6%	95
Attended movies in last 90 days: once a month	169	8.6%	84
Attended movies in last 90 days: 2-3 times a month	106	5.4%	80
Attended movies in last 90 days: once/week or more	34	1.7%	67
Prefer to see movie after second week of release	453	23.0%	97
Went to museum in last 12 months	158	8.0%	63
Attended music performance in last 12 months	421	21.4%	90
Attended country music performance in last 12 mo	126	6.4%	126
Attended rock music performance in last 12 months	181	9.2%	84
Attended classical music/opera performance/12 mo	58	2.9%	64
Went to live theater in last 12 months	193	9.8%	75
Visited a theme park in last 12 months	367	18.6%	87
Visited Disney World (FL)/12 mo: Magic Kingdom	41	2.1%	61
Visited any Sea World in last 12 months	40	2.0%	60
Visited any Six Flags in last 12 months	57	2.9%	50
Went to zoo in last 12 months	268	13.6%	107
Played backgammon in last 12 months	25	1.3%	63
Participated in book club in last 12 months	65	3.3%	104
Played billiards/pool in last 12 months	200	10.2%	105
Played bingo in last 12 months	95	4.8%	114
Did birdwatching in last 12 months	178	9.0%	145
Played board game in last 12 months	336	17.1%	105

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March 27, 2012

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Sports and Leisure Market Potential

Williamsburg Village, OH
 Williamsburg village, OH (3985288)
 Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	458	23.2%	111
Played chess in last 12 months	57	2.9%	79
Cooked for fun in last 12 months	387	19.6%	95
Did crossword puzzle in last 12 months	298	15.1%	104
Participated in fantasy sports league last 12 mo	42	2.1%	65
Flew a kite in last 12 months	47	2.4%	84
Did furniture refinishing in last 12 months	70	3.6%	110
Did indoor gardening/plant care in last 12 months	200	10.2%	101
Participated in karaoke in last 12 months	74	3.8%	85
Bought lottery ticket in last 12 months	750	38.1%	110
Bought lottery ticket in last 12 mo: Daily Drawing	76	3.9%	79
Bought lottery ticket in last 12 mo: Instant Game	428	21.7%	137
Bought lottery ticket in last 12 mo: Lotto Drawing	410	20.8%	97
Played lottery: <3 times in last 30 days	291	14.8%	94
Played lottery: 3-7 times in last 30 days	230	11.7%	121
Played lottery: 8+ times in last 30 days	229	11.6%	125
Played musical instrument in last 12 months	133	6.8%	85
Did painting/drawing in last 12 months	123	6.2%	95
Did photography in last 12 months	222	11.3%	89
Read book in last 12 months	770	39.1%	96
Participated in trivia games in last 12 months	116	5.9%	98
Played video game in last 12 months	266	13.5%	101
Did woodworking in last 12 months	136	6.9%	147
Participated in word games in last 12 months	193	9.8%	103
Member of AARP	302	15.3%	99
Member of business club	31	1.6%	63
Member of charitable organization	117	5.9%	94
Member of church board	80	4.1%	94
Member of fraternal order	76	3.9%	109
Member of religious club	131	6.7%	104
Member of union	102	5.2%	98
Member of veterans club	84	4.3%	125
Bought any children`s toy/game in last 12 months	711	36.1%	104
Spent on toys/games in last 12 months: <\$50	141	7.2%	118
Spent on toys/games in last 12 months: \$50-99	69	3.5%	127
Spent on toys/games in last 12 months: \$100-199	148	7.5%	104
Spent on toys/games in last 12 months: \$200-499	196	9.9%	92
Spent on toys/games in last 12 months: \$500+	110	5.6%	97
Bought infant toy in last 12 months	164	8.3%	100
Bought pre-school toy in last 12 months	139	7.1%	87
Spent on toys/games (for child <6)/12 mo: <\$100	273	13.9%	125
Spent on toys/games (for child <6)/12 mo: \$100-199	120	6.1%	90
Spent on toys/games (for child <6)/12 mo: \$200+	136	6.9%	89
Bought for child in last 12 mo: boy action figure	186	9.4%	117
Bought for child in last 12 mo: girl action figure	56	2.8%	92
Bought for child in last 12 mo: bicycle	144	7.3%	107
Bought for child in last 12 mo: board game	256	13.0%	110

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

Williamsburg Village, OH
 Williamsburg village, OH (3985288)
 Geography: Place

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	73	3.7%	110
Bought for child in last 12 mo: car	202	10.3%	111
Bought for child in last 12 mo: construction toy	98	5.0%	101
Bought for child in last 12 mo: large/baby doll	140	7.1%	109
Bought for child in last 12 mo: fashion doll	129	6.5%	128
Bought for child in last 12 mo: plush doll/animal	169	8.6%	102
Bought for child in last 12 mo: doll accessories	97	4.9%	122
Bought for child in last 12 mo: doll clothing	92	4.7%	113
Bought for child in last 12 mo: educational toy	264	13.4%	98
Bought for child in last 12 mo: electronic game	180	9.1%	98
Bought for child in last 12 mo: mechanical toy	84	4.3%	107
Bought for child in last 12 mo: model kit/set	51	2.6%	101
Bought for child in last 12 mo: sound game	45	2.3%	81
Bought for child in last 12 mo: water toy	198	10.1%	105
Bought for child in last 12 mo: word game	73	3.7%	96
Bought book in last 12 months	919	46.7%	93
Bought 1-3 books in last 12 months	373	18.9%	96
Bought 4-9 books in last 12 months	284	14.4%	93
Bought 10+ books in last 12 months	262	13.3%	88
Bought paperback book in last 12 months	673	34.2%	90
Bought <3 paperback books in last 12 months	237	12.0%	93
Bought 3-6 paperback books in last 12 months	238	12.1%	92
Bought 7+ paperback books in last 12 months	199	10.1%	86
Bought hardcover book in last 12 months	472	24.0%	86
Bought <3 hardcover books in last 12 months	210	10.7%	87
Bought 3-5 hardcover books in last 12 months	142	7.2%	90
Bought 6+ hardcover books in last 12 months	120	6.1%	78
Bought book (fiction) in last 12 months	514	26.1%	93
Bought book (non-fiction) in last 12 months	416	21.1%	83
Bought biography in last 12 months	103	5.2%	72
Bought children`s book in last 12 months	242	12.3%	96
Bought cookbook in last 12 months	194	9.8%	90
Bought desk dictionary in last 12 months	20	1.0%	50
Bought history book in last 12 months	108	5.5%	73
Bought mystery book in last 12 months	226	11.5%	102
Bought personal/business self-help book last 12 mo	104	5.3%	74
Bought religious book (not bible) last 12 months	128	6.5%	86
Bought romance book in last 12 months	117	5.9%	91
Bought science fiction book in last 12 months	79	4.0%	88
Bought book through book club in last 12 months	106	5.4%	124
Bought book at book store in last 12 months	569	28.9%	86
Bought book at Barnes & Noble in last 12 months	294	14.9%	76
Bought book at Borders in last 12 months	161	8.2%	74
Bought book at convenience store in last 12 months	37	1.9%	84
Bought book at department store in last 12 months	188	9.5%	125
Bought book at drug store in last 12 months	40	2.0%	89
Bought book through Internet in last 12 mo	132	6.7%	66
Bought book through mail order in last 12 months	77	3.9%	115
Bought book at supermarket in last 12 months	127	6.4%	124
Bought book at warehouse store in last 12 months	69	3.5%	60

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



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Williamsburg Village, OH
Williamsburg village, OH (3985288)
Geography: Place

www.ClermontCountyOhio.biz

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Rustbelt Traditions	50.9%	Population	2,603	2,710
Salt of the Earth	29.1%	Households	1,046	1,096
Green Acres	20.1%	Families	739	768
Top Rung	0.0%	Median Age	38.2	39.2
Suburban Splendor	0.0%	Median Household Income	\$50,132	\$56,181
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		56	\$1,332.36	\$1,393,649
Men's		53	\$242.46	\$253,610
Women's		50	\$418.08	\$437,308
Children's		61	\$242.54	\$253,691
Footwear		39	\$162.36	\$169,832
Watches & Jewelry		80	\$155.07	\$162,204
Apparel Products and Services (1)		119	\$111.86	\$117,004
Computer				
Computers and Hardware for Home Use		81	\$154.80	\$161,918
Software and Accessories for Home Use		80	\$22.83	\$23,877
Entertainment & Recreation		84	\$2,710.79	\$2,835,483
Fees and Admissions		81	\$499.28	\$522,249
Membership Fees for Clubs (2)		82	\$134.38	\$140,558
Fees for Participant Sports, excl. Trips		82	\$87.06	\$91,062
Admission to Movie/Theatre/Opera/Ballet		78	\$117.96	\$123,390
Admission to Sporting Events, excl. Trips		87	\$51.51	\$53,874
Fees for Recreational Lessons		79	\$107.86	\$112,819
Dating Services		68	\$0.52	\$546
TV/Video/Audio		82	\$1,016.45	\$1,063,203
Community Antenna or Cable TV		84	\$604.28	\$632,077
Televisions		79	\$153.33	\$160,382
VCRs, Video Cameras, and DVD Players		81	\$16.45	\$17,205
Video Cassettes and DVDs		79	\$41.84	\$43,761
Video and Computer Game Hardware and Software		88	\$49.04	\$51,293
Satellite Dishes		78	\$0.98	\$1,023
Rental of Video Cassettes and DVDs		84	\$34.57	\$36,159
Streaming/Downloaded Video		76	\$1.07	\$1,116
Audio (3)		75	\$109.85	\$114,905
Rental and Repair of TV/Radio/Sound Equipment		66	\$5.05	\$5,282
Pets		104	\$449.33	\$469,999
Toys and Games (4)		85	\$123.69	\$129,384
Recreational Vehicles and Fees (5)		79	\$255.04	\$266,766
Sports/Recreation/Exercise Equipment (6)		67	\$120.94	\$126,506
Photo Equipment and Supplies (7)		86	\$88.52	\$92,594
Reading (8)		87	\$134.12	\$140,285
Catered Affairs (9)		95	\$23.42	\$24,496
Food		81	\$6,268.66	\$6,557,019
Food at Home		82	\$3,651.92	\$3,819,906
Bakery and Cereal Products		83	\$497.98	\$520,887
Meats, Poultry, Fish, and Eggs		80	\$829.97	\$868,150
Dairy Products		83	\$414.88	\$433,967
Fruits and Vegetables		79	\$619.42	\$647,917
Snacks and Other Food at Home (10)		83	\$1,289.66	\$1,348,986
Food Away from Home		81	\$2,616.74	\$2,737,114
Alcoholic Beverages		83	\$473.85	\$495,646
Nonalcoholic Beverages at Home		82	\$358.05	\$374,519

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

Williamsburg Village, OH
Williamsburg village, OH (3985288)
Geography: Place

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	87	\$1,517.42	\$1,587,217
Vehicle Loans	85	\$4,159.05	\$4,350,363
Health			
Nonprescription Drugs	84	\$86.45	\$90,425
Prescription Drugs	91	\$454.30	\$475,199
Eyeglasses and Contact Lenses	90	\$69.44	\$72,633
Home			
Mortgage Payment and Basics (11)	84	\$7,828.35	\$8,188,454
Maintenance and Remodeling Services	83	\$1,648.91	\$1,724,760
Maintenance and Remodeling Materials (12)	89	\$330.83	\$346,045
Utilities, Fuel, and Public Services	86	\$3,873.83	\$4,052,026
Household Furnishings and Equipment			
Household Textiles (13)	80	\$107.10	\$112,024
Furniture	78	\$469.03	\$490,610
Floor Coverings	91	\$67.91	\$71,033
Major Appliances (14)	86	\$259.62	\$271,558
Housewares (15)	70	\$60.27	\$63,047
Small Appliances	87	\$28.44	\$29,749
Luggage	83	\$7.70	\$8,050
Telephones and Accessories	54	\$22.97	\$24,023
Household Operations			
Child Care	78	\$359.46	\$375,994
Lawn and Garden (16)	85	\$356.86	\$373,279
Moving/Storage/Freight Express	62	\$37.70	\$39,431
Housekeeping Supplies (17)	84	\$589.08	\$616,177
Insurance			
Owners and Renters Insurance	89	\$412.15	\$431,111
Vehicle Insurance	82	\$959.51	\$1,003,651
Life/Other Insurance	93	\$386.14	\$403,903
Health Insurance	90	\$1,738.22	\$1,818,175
Personal Care Products (18)	80	\$320.49	\$335,233
School Books and Supplies (19)	87	\$92.76	\$97,025
Smoking Products	90	\$384.71	\$402,404
Transportation			
Vehicle Purchases (Net Outlay) (20)	82	\$3,617.12	\$3,783,506
Gasoline and Motor Oil	85	\$2,452.02	\$2,564,814
Vehicle Maintenance and Repairs	82	\$772.23	\$807,753
Travel			
Airline Fares	75	\$344.21	\$360,046
Lodging on Trips	82	\$355.68	\$372,042
Auto/Truck/Van Rental on Trips	75	\$27.76	\$29,040
Food and Drink on Trips	81	\$353.26	\$369,511

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

Williamsburg Village, OH
Williamsburg village, OH (3985288)
Geography: Place

www.ClermontCountyOhio.biz

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

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

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

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Williamsburg Village, OH
Williamsburg village, OH (3985288)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		2,603	2,710
Households		1,046	1,096
Families		739	768
Median Age		38.2	39.2
Median Household Income		\$50,132	\$56,181
		Spending Potential Index	Average Amount Spent
			Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	81	\$3.88	\$4,055
Gasoline	85	\$2,396.75	\$2,507,000
Motor Oil	86	\$10.24	\$10,712
Vehicle Parts/Equipment and Accessories	81	\$45.49	\$47,581
Tire Purchase/Replacement	84	\$121.16	\$126,729
Vehicle Audio/Video Equipment and Installation	69	\$4.87	\$5,093
Vehicle Cleaning Products and Services	76	\$6.18	\$6,469
Services			
Auto Repair Service Policy	78	\$12.85	\$13,438
Membership Fees for Automobile Service Clubs	82	\$18.09	\$18,921
Global Positioning Services	91	\$2.31	\$2,421
Vehicle Air Conditioning Repair	83	\$14.62	\$15,296
Vehicle Body Work and Painting	83	\$31.77	\$33,236
Vehicle Brake Work	84	\$66.80	\$69,871
Vehicle Clutch/Transmission Repair	76	\$35.20	\$36,819
Vehicle Cooling System Repair	79	\$22.96	\$24,018
Vehicle Drive Shaft and Rear-end Repair	79	\$6.80	\$7,116
Vehicle Electrical System Repair	83	\$28.68	\$30,000
Vehicle Exhaust System Repair	88	\$11.77	\$12,314
Vehicle Front End Alignment/Wheel Balance & Rotation	84	\$15.66	\$16,377
Lube/Oil Change and Oil Filters	90	\$80.74	\$84,453
Vehicle Motor Repair/Replacement	76	\$69.86	\$73,076
Vehicle Motor Tune-up	69	\$42.84	\$44,809
Vehicle Shock Absorber Replacement	90	\$6.01	\$6,287
Vehicle Steering/Front End Repair	88	\$24.40	\$25,527
Tire Repair and Other Repair Work	86	\$55.80	\$58,362

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

Williamsburg Village, OH
Williamsburg village, OH (3985288)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary	2010	2015	
Population	2,603	2,710	
Households	1,046	1,096	
Families	739	768	
Median Age	38.2	39.2	
Median Household Income	\$50,132	\$56,181	
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	89	\$5,130.60	\$5,366,607
Savings Accounts	89	\$11,774.56	\$12,316,194
U.S. Savings Bonds	100	\$412.73	\$431,719
Stocks, Bonds & Mutual Funds	92	\$35,902.99	\$37,554,525
Annual Changes			
Checking Accounts	62	\$162.23	\$169,687
Savings Accounts	90	\$351.85	\$368,035
U.S. Savings Bonds	217	\$5.20	\$5,435
Earnings			
Dividends, Royalties, Estates, Trusts	87	\$852.62	\$891,838
Interest from Savings Accounts or Bonds	85	\$778.85	\$814,672
Retirement Plan Contributions	87	\$1,200.75	\$1,255,981
Liabilities			
Original Mortgage Amount	72	\$15,514.24	\$16,227,899
Vehicle Loan Amount 1	83	\$2,252.35	\$2,355,954
Amount Paid: Interest			
Home Mortgage	79	\$3,675.58	\$3,844,657
Lump Sum Home Equity Loan	84	\$108.82	\$113,829
New Car/Truck/Van Loan	80	\$168.31	\$176,048
Used Car/Truck/Van Loan	86	\$139.34	\$145,745
Amount Paid: Principal			
Home Mortgage	85	\$1,681.52	\$1,758,868
Lump Sum Home Equity Loan	88	\$146.69	\$153,437
New Car/Truck/Van Loan	85	\$941.85	\$985,175
Used Car/Truck/Van Loan	89	\$676.70	\$707,830
Checking Account and Banking Service Charges	77	\$21.54	\$22,526
Finance Charges, excluding Mortgage/Vehicle	81	\$198.64	\$207,775

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.



House and Home Expenditures

Williamsburg Village, OH
 Williamsburg village, OH (3985288)
 Geography: Place

www.ClermontCountyOhio.biz

2010 Housing Summary		2010 Demographic Summary		
Housing Units	1,191	Population	2,603	
2010-2015 Percent Change	6.80%	Households	1,046	
Percent Occupied	87.8%	Families	739	
Percent Owner HHS	69.1%	Median Age	38.2	
Median Home Value	\$115,549	Median Household Income	\$50,132	
		Spending Potential Index	Average Amount Spent	
			Total	
Owned Dwellings		84	\$9,865.59	\$10,319,402
Mortgage Interest		79	\$3,675.58	\$3,844,657
Mortgage Principal		85	\$1,681.52	\$1,758,868
Property Taxes		91	\$2,006.61	\$2,098,918
Homeowners Insurance		90	\$403.32	\$421,872
Ground Rent		84	\$61.32	\$64,139
Maintenance and Remodeling Services		83	\$1,648.91	\$1,724,760
Maintenance and Remodeling Materials		89	\$330.83	\$346,045
Property Management and Security		67	\$57.50	\$60,143
Rented Dwellings		54	\$1,849.21	\$1,934,278
Rent		54	\$1,750.73	\$1,831,264
Rent Received as Pay		55	\$50.14	\$52,450
Renters' Insurance		68	\$8.83	\$9,239
Maintenance and Repair Services		61	\$12.83	\$13,422
Maintenance and Repair Materials		50	\$26.68	\$27,903
Owned Vacation Homes		74	\$343.36	\$359,157
Mortgage Payment		76	\$156.04	\$163,214
Property Taxes		81	\$91.40	\$95,603
Homeowners Insurance		82	\$12.16	\$12,716
Maintenance and Remodeling		60	\$70.24	\$73,468
Property Management and Security		79	\$13.53	\$14,155
Housing While Attending School		96	\$78.27	\$81,875
Household Operations		80	\$1,259.93	\$1,317,885
Child Care		78	\$359.46	\$375,994
Care for Elderly or Handicapped		117	\$84.16	\$88,033
Appliance Rental and Repair		89	\$21.78	\$22,779
Computer Information Services		83	\$201.31	\$210,573
Home Security System Services		78	\$20.29	\$21,220
Non-Apparel Household Laundry/Dry Cleaning		10	\$3.93	\$4,108
Housekeeping Services		73	\$111.09	\$116,203
Lawn and Garden		85	\$356.86	\$373,279
Moving/Storage/Freight Express		62	\$37.70	\$39,431
PC Repair (Personal Use)		77	\$6.82	\$7,137
Reupholstering/Furniture Repair		73	\$5.82	\$6,085
Termite/Pest Control		73	\$17.89	\$18,713
Water Softening Services		114	\$6.42	\$6,710
Internet Services Away from Home		76	\$2.02	\$2,110
Voice Over IP Service		82	\$5.47	\$5,725
Other Home Services (1)		83	\$18.91	\$19,784

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

Williamsburg Village, OH
Williamsburg village, OH (3985288)
Geography: Place

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	86	\$3,873.83	\$4,052,026
Bottled Gas	116	\$78.42	\$82,031
Electricity	83	\$1,411.14	\$1,476,048
Fuel Oil	88	\$98.46	\$102,988
Natural Gas	98	\$642.50	\$672,056
Telephone Services	82	\$1,191.03	\$1,245,814
Water and Other Public Services	81	\$443.06	\$463,442
Coal/Wood/Other Fuel	107	\$9.22	\$9,647
Housekeeping Supplies	84	\$589.08	\$616,177
Laundry and Cleaning Supplies	83	\$157.14	\$164,370
Postage and Stationery	83	\$170.52	\$178,367
Other HH Products (2)	85	\$261.42	\$273,440
Household Textiles	80	\$107.10	\$112,024
Bathroom Linens	79	\$14.03	\$14,678
Bedroom Linens	81	\$49.99	\$52,290
Kitchen and Dining Room Linens	78	\$2.41	\$2,520
Curtains and Draperies	74	\$21.36	\$22,341
Slipcovers, Decorative Pillows	81	\$3.49	\$3,648
Materials for Slipcovers/Curtains	95	\$14.54	\$15,211
Other Linens	73	\$1.28	\$1,336
Furniture	78	\$469.03	\$490,610
Mattresses and Box Springs	74	\$59.28	\$62,005
Other Bedroom Furniture	73	\$78.37	\$81,976
Sofas	78	\$118.08	\$123,513
Living Room Tables and Chairs	81	\$67.01	\$70,093
Kitchen, Dining Room Furniture	79	\$49.03	\$51,282
Infant Furniture	85	\$9.43	\$9,868
Outdoor Furniture	92	\$24.61	\$25,746
Wall Units, Cabinets, Other Furniture (3)	79	\$63.22	\$66,127
Major Appliances	86	\$259.62	\$271,558
Dishwashers and Disposals	86	\$23.43	\$24,503
Refrigerators and Freezers	81	\$66.51	\$69,574
Clothes Washers	88	\$44.06	\$46,087
Clothes Dryers	93	\$35.37	\$36,993
Cooking Stoves and Ovens	86	\$40.67	\$42,541
Microwave Ovens	78	\$10.01	\$10,475
Window Air Conditioners	81	\$5.72	\$5,981
Electric Floor Cleaning Equipment	86	\$19.47	\$20,363
Sewing Machines and Miscellaneous Appliances	89	\$14.38	\$15,040

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



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Williamsburg Village, OH
Williamsburg village, OH (3985288)
Geography: Place

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	91	\$67.91	\$71,033
Housewares	70	\$60.27	\$63,047
Small Appliances	87	\$28.44	\$29,749
Window Coverings	71	\$27.47	\$28,735
Lamps and Other Lighting Fixtures	83	\$19.58	\$20,485
Infant Equipment	21	\$4.27	\$4,470
Rental of Furniture	63	\$2.91	\$3,041
Laundry and Cleaning Equipment	83	\$18.48	\$19,326
Closet and Storage Items	16	\$4.09	\$4,282
Luggage	83	\$7.70	\$8,050
Clocks and Other Household Decoratives	24	\$48.55	\$50,780
Telephones and Accessories	54	\$22.97	\$24,023
Telephone Answering Devices	87	\$0.73	\$763
Grills and Outdoor Equipment	20	\$10.43	\$10,911
Power Tools	78	\$24.94	\$26,091
Hand Tools	81	\$8.35	\$8,733
Office Furniture/Equipment for Home Use	82	\$13.40	\$14,019
Computers and Hardware for Home Use	81	\$154.80	\$161,918
Software and Accessories for Home Use	80	\$22.83	\$23,877
Other Household Items (4)	80	\$83.20	\$87,023

(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.

March 27, 2012

Made with Esri Business Analyst



Medical Expenditures

Williamsburg Village, OH
Williamsburg village, OH (3985288)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary	2010	2015	
Population	2,603	2,710	
Households	1,046	1,096	
Families	739	768	
Median Household Income	\$50,132	\$56,181	
Males per 100 Females	91.6	92.3	
Population By Age			
Population <5 Years	6.5%	6.3%	
Population 5-17 Years	17.9%	17.2%	
Population 65+ Years	11.8%	13.5%	
Median Age	38.2	39.2	
	Spending Potential Index	Average Amount Spent	Total
Health Care	89	\$3,313.06	\$3,465,465
Medical Care	88	\$1,574.85	\$1,647,290
Physician Services	86	\$194.66	\$203,616
Dental Services	84	\$273.96	\$286,561
Eyecare Services	89	\$44.31	\$46,349
Lab Tests, X-Rays	92	\$50.74	\$53,072
Hospital Room and Hospital Services	89	\$121.49	\$127,082
Convalescent or Nursing Home Care	63	\$14.66	\$15,330
Other Medical services (1)	95	\$105.91	\$110,779
Nonprescription Drugs	84	\$86.45	\$90,425
Prescription Drugs	91	\$454.30	\$475,199
Nonprescription Vitamins	82	\$46.41	\$48,548
Medicare Prescription Drug Premium	90	\$44.73	\$46,790
Eyeglasses and Contact Lenses	90	\$69.44	\$72,633
Hearing Aids	77	\$16.83	\$17,603
Medical Equipment for General Use	90	\$5.69	\$5,953
Other Medical Supplies (2)	88	\$45.27	\$47,348
Health Insurance	90	\$1,738.22	\$1,818,175
Blue Cross/Blue Shield	90	\$501.83	\$524,916
Commercial Health Insurance	94	\$350.32	\$366,431
Health Maintenance Organization	83	\$275.76	\$288,445
Medicare Payments	89	\$369.26	\$386,250
Long Term Care Insurance	87	\$72.66	\$76,002
Other Health Insurance (3)	100	\$168.39	\$176,133

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Williamsburg Village, OH
Williamsburg village, OH (3985288)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		2,603	2,710
Households		1,046	1,096
Families		739	768
Median Age		38.2	39.2
Median Household Income		\$50,132	\$56,181
		Spending Potential Index	Average Amount Spent
			Total
Entertainment/Recreation Fees and Admissions		81	\$522,249
Admission to Movies, Theater, Opera, Ballet		78	\$123,390
Admission to Sporting Events, excl.Trips		87	\$53,874
Fees for Participant Sports, excl.Trips		82	\$91,062
Fees for Recreational Lessons		79	\$112,819
Membership Fees for Social/Recreation/Civic Clubs		82	\$140,558
Dating Services		68	\$546
Rental of Video Cassettes and DVDs		84	\$36,159
Toys & Games		85	\$129,384
Toys and Playground Equipment		85	\$125,874
Play Arcade Pinball/Video Games		82	\$1,630
Online Entertainment and Games		77	\$1,881
Recreational Vehicles and Fees		79	\$266,766
Docking and Landing Fees for Boats and Planes		85	\$6,330
Camp Fees		89	\$26,805
Purchase of RVs or Boats		78	\$227,272
Rental of RVs or Boats		71	\$6,360
Sports, Recreation and Exercise Equipment		67	\$126,506
Exercise Equipment and Gear, Game Tables		69	\$59,554
Bicycles		79	\$16,289
Camping Equipment		34	\$5,120
Hunting and Fishing Equipment		55	\$22,077
Winter Sports Equipment		72	\$4,887
Water Sports Equipment		93	\$6,454
Other Sports Equipment		95	\$9,438
Rental/Repair of Sports/Recreation/Exercise Equipment		64	\$2,688
Photographic Equipment and Supplies		86	\$92,594
Film		88	\$6,768
Film Processing		93	\$21,755
Photographic Equipment		83	\$37,225
Photographer Fees/Other Supplies & Equip Rental/Repair		83	\$26,845
Reading		87	\$140,285
Magazine/Newspaper Subscriptions		92	\$61,115
Magazine/Newspaper Single Copies		89	\$17,916
Books		81	\$61,255

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

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

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