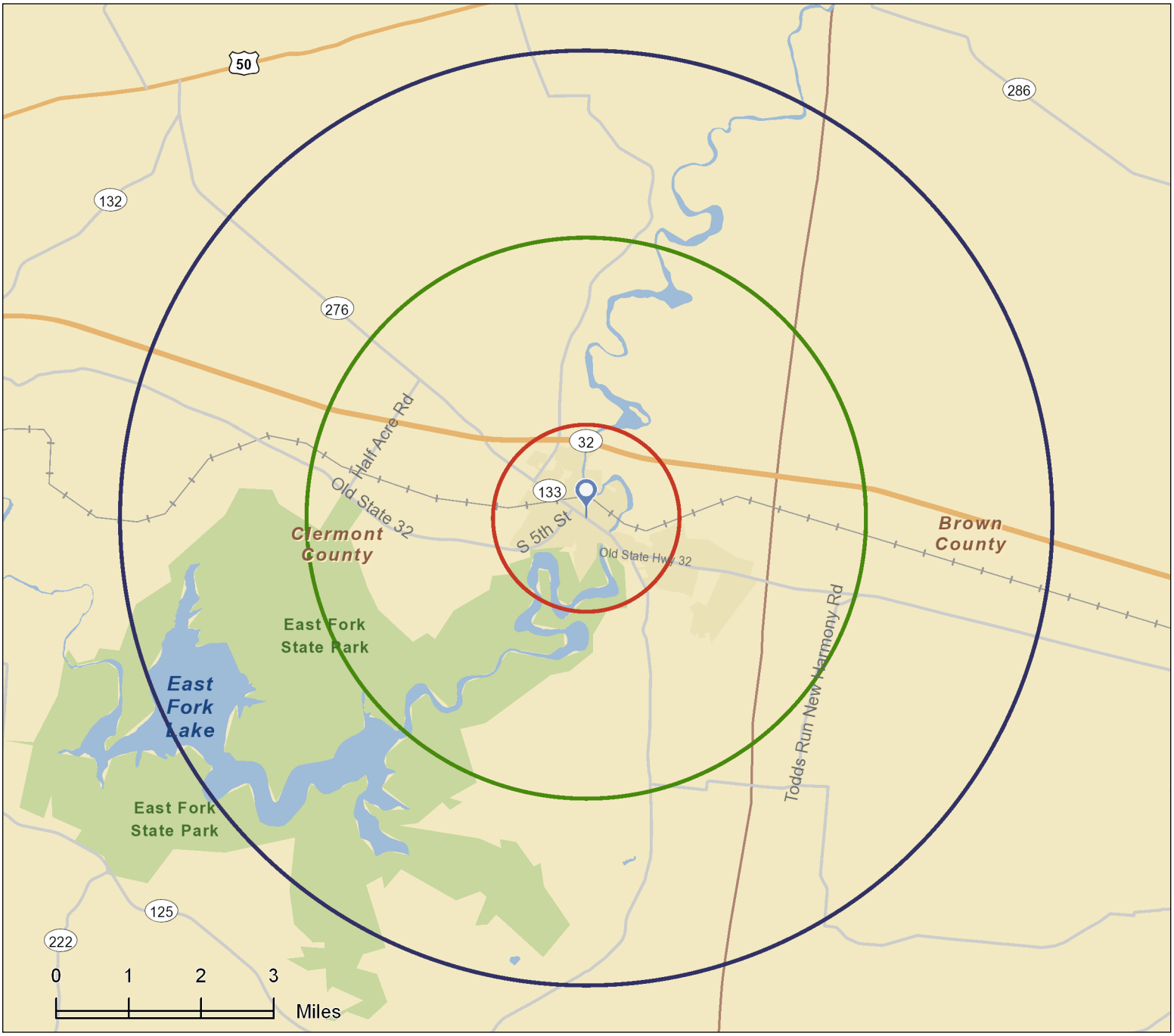
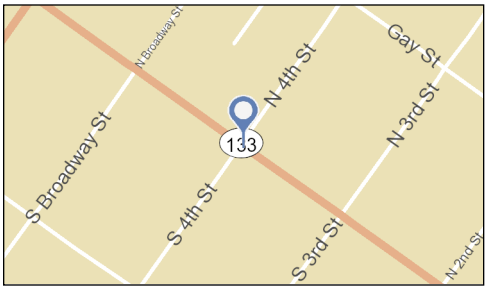
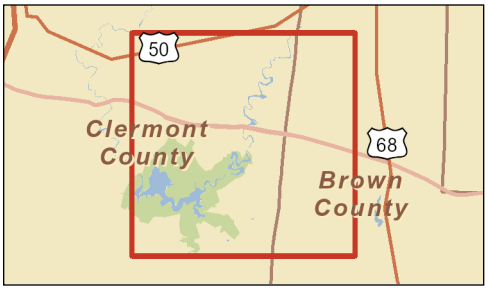
Site Map

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1, 3, 5 Miles

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478







March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Rings: 1, 3, 5 miles radii

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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	2,040	5,141	11,970
2000 Group Quarters	14	75	216
2010 Total Population	2,206	5,842	13,502
2015 Total Population	2,281	6,135	14,140
2010-2015 Annual Rate	0.67%	0.98%	0.93%
Household Summary			
2000 Households	796	1,917	4,245
2000 Average Household Size	2.55	2.64	2.77
2010 Households	878	2,227	4,905
2010 Average Household Size	2.50	2.59	2.71
2015 Households	913	2,353	5,173
2015 Average Household Size	2.48	2.58	2.70
2010-2015 Annual Rate	0.79%	1.11%	1.07%
2000 Families	566	1,436	3,288
2000 Average Family Size	3.00	3.05	3.13
2010 Families	612	1,638	3,727
2010 Average Family Size	2.95	3.00	3.09
2015 Families	630	1,717	3,903
2015 Average Family Size	2.94	2.99	3.07
2010-2015 Annual Rate	0.58%	0.95%	0.93%
Housing Unit Summary			
2000 Housing Units	884	2,063	4,536
Owner Occupied Housing Units	63.2%	69.4%	76.3%
Renter Occupied Housing Units	29.3%	23.9%	17.2%
Vacant Housing Units	7.5%	6.7%	6.5%
2010 Housing Units	1,009	2,466	5,407
Owner Occupied Housing Units	58.8%	66.4%	72.9%
Renter Occupied Housing Units	28.2%	24.0%	17.8%
Vacant Housing Units	13.0%	9.7%	9.3%
2015 Housing Units	1,070	2,652	5,798
Owner Occupied Housing Units	57.4%	64.9%	71.4%
Renter Occupied Housing Units	27.9%	23.8%	17.8%
Vacant Housing Units	14.7%	11.3%	10.8%
Median Household Income			
2000	$41,244	$44,243	$44,320
2010	$49,595	$52,579	$54,517
2015	$55,478	$58,336	$60,555
Median Home Value			
2000	$88,681	$103,894	$95,321
2010	$110,568	$130,931	$114,730
2015	$123,180	$145,891	$127,222
Per Capita Income			
2000	$18,715	$19,551	$18,741
2010	$21,783	$22,670	$23,059
2015	$24,532	$25,372	$25,825
Median Age			
2000	34.9	35.8	34.8
2010	38.0	39.1	37.8
2015	39.0	40.2	38.6

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

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

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	1 mile	3 miles	5 miles
2000 Households by Income			
Household Income Base	787	1,919	4,258
<$15,000	15.6%	10.4%	10.8%
$15,000 - $24,999	11.7%	12.4%	11.4%
$25,000 - $34,999	15.6%	14.6%	14.9%
$35,000 - $49,999	18.6%	20.1%	20.6%
$50,000 - $74,999	23.5%	24.4%	23.9%
$75,000 - $99,999	10.0%	12.0%	11.3%
$100,000 - $149,999	3.2%	4.4%	5.5%
$150,000 - $199,999	0.1%	0.5%	0.5%
$200,000+	1.7%	1.1%	1.1%
Average Household Income	$49,593	$52,295	$51,704
2010 Households by Income			
Household Income Base	877	2,227	4,906
<$15,000	11.9%	7.7%	7.1%
$15,000 - $24,999	10.0%	9.5%	8.2%
$25,000 - $34,999	12.0%	11.0%	9.3%
$35,000 - $49,999	16.8%	18.0%	19.3%
$50,000 - $74,999	27.6%	27.8%	27.3%
$75,000 - $99,999	13.8%	15.8%	16.1%
$100,000 - $149,999	6.3%	8.4%	10.3%
$150,000 - $199,999	0.2%	0.6%	1.4%
$200,000+	1.5%	1.2%	1.2%
Average Household Income	$55,821	$59,652	$62,929
2015 Households by Income			
Household Income Base	912	2,353	5,171
<$15,000	10.7%	6.8%	6.2%
$15,000 - $24,999	8.0%	7.4%	6.3%
$25,000 - $34,999	9.2%	8.2%	6.8%
$35,000 - $49,999	12.9%	13.3%	13.7%
$50,000 - $74,999	31.4%	31.6%	31.2%
$75,000 - $99,999	16.1%	18.0%	17.9%
$100,000 - $149,999	9.5%	12.3%	14.5%
$150,000 - $199,999	0.2%	0.9%	1.9%
$200,000+	1.9%	1.4%	1.5%
Average Household Income	$62,492	$66,362	$70,076
2000 Owner Occupied Housing Units by Value			
Total	551	1,426	3,451
<$50,000	6.5%	6.1%	16.5%
$50,000 - $99,999	55.7%	41.7%	37.5%
$100,000 - $149,999	19.6%	27.3%	23.3%
$150,000 - $199,999	9.3%	12.4%	11.7%
$200,000 - $299,999	4.2%	6.5%	6.2%
$300,000 - $499,999	2.4%	3.6%	2.9%
$500,000 - $999,999	0.2%	0.6%	0.9%
$1,000,000 +	2.2%	1.8%	1.0%
Average Home Value	$131,716	$143,835	$125,752
2000 Specified Renter Occupied Housing Units by Contract Rent			
Total	244	475	756
With Cash Rent	95.5%	95.8%	92.5%
No Cash Rent	4.5%	4.2%	7.5%
Median Rent	$449	$443	$426
Average Rent	$419	$421	$410

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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	1 mile	3 miles	5 miles
2000 Population by Age			
Total	2,040	5,140	11,968
0 - 4	6.3%	6.4%	6.8%
5 - 9	8.6%	7.7%	7.8%
10 - 14	8.1%	8.2%	8.5%
15 - 24	12.4%	12.8%	13.1%
25 - 34	14.8%	13.5%	14.1%
35 - 44	17.4%	17.8%	18.2%
45 - 54	13.4%	14.4%	13.7%
55 - 64	8.0%	9.0%	8.5%
65 - 74	6.1%	5.8%	5.5%
75 - 84	4.0%	3.7%	3.1%
85 +	0.9%	0.8%	0.7%
18 +	72.6%	72.7%	71.9%
2010 Population by Age			
Total	2,204	5,844	13,502
0 - 4	6.4%	6.3%	6.8%
5 - 9	6.4%	6.7%	7.0%
10 - 14	6.5%	6.8%	6.9%
15 - 24	13.4%	12.0%	12.6%
25 - 34	12.7%	12.1%	12.5%
35 - 44	14.7%	14.4%	14.4%
45 - 54	16.4%	16.9%	16.9%
55 - 64	11.8%	12.9%	12.1%
65 - 74	6.4%	7.0%	6.4%
75 - 84	3.7%	3.5%	3.2%
85 +	1.4%	1.3%	1.1%
18 +	75.7%	75.8%	74.9%
2015 Population by Age			
Total	2,281	6,137	14,141
0 - 4	6.3%	6.1%	6.6%
5 - 9	6.4%	6.5%	6.9%
10 - 14	6.7%	7.1%	7.3%
15 - 24	12.4%	11.5%	11.8%
25 - 34	12.9%	12.0%	12.9%
35 - 44	13.7%	13.7%	13.4%
45 - 54	14.5%	14.6%	14.7%
55 - 64	13.9%	14.9%	14.0%
65 - 74	8.0%	8.8%	7.9%
75 - 84	3.6%	3.7%	3.4%
85 +	1.5%	1.3%	1.2%
18 +	76.7%	76.3%	75.2%
2000 Population by Sex			
Males	46.5%	48.2%	49.3%
Females	53.5%	51.8%	50.7%
2010 Population by Sex			
Males	47.5%	48.9%	49.7%
Females	52.5%	51.1%	50.3%
2015 Population by Sex			
Males	47.7%	49.0%	49.8%
Females	52.3%	51.0%	50.2%

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

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	1 mile	3 miles	5 miles
2000 Population by Race/Ethnicity			
Total	2,041	5,140	11,970
White Alone	98.7%	98.7%	98.4%
Black Alone	0.2%	0.3%	0.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	0.0%	0.1%	0.2%
Some Other Race Alone	0.1%	0.1%	0.1%
Two or More Races	0.7%	0.5%	0.7%
Hispanic Origin	0.3%	0.4%	0.5%
Diversity Index	3.1	3.4	4.1
2010 Population by Race/Ethnicity			
Total	2,206	5,843	13,502
White Alone	98.3%	98.1%	97.9%
Black Alone	0.3%	0.5%	0.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	0.0%	0.1%	0.2%
Some Other Race Alone	0.2%	0.2%	0.2%
Two or More Races	0.9%	0.8%	0.9%
Hispanic Origin	0.5%	0.6%	0.8%
Diversity Index	4.3	4.9	5.7
2015 Population by Race/Ethnicity			
Total	2,281	6,135	14,140
White Alone	98.1%	97.9%	97.6%
Black Alone	0.4%	0.6%	0.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	0.0%	0.1%	0.2%
Some Other Race Alone	0.2%	0.2%	0.2%
Two or More Races	1.1%	0.8%	1.0%
Hispanic Origin	0.6%	0.8%	0.9%
Diversity Index	5.0	5.6	6.5
2000 Population 3+ by School Enrollment			
Total	1,956	4,951	11,410
Enrolled in Nursery/Preschool	2.8%	2.5%	1.9%
Enrolled in Kindergarten	2.9%	1.8%	1.5%
Enrolled in Grade 1-8	12.7%	12.7%	12.7%
Enrolled in Grade 9-12	5.9%	6.7%	7.3%
Enrolled in College	2.6%	3.0%	3.2%
Enrolled in Grad/Prof School	0.4%	0.6%	0.4%
Not Enrolled in School	72.8%	72.6%	72.9%
2010 Population 25+ by Educational Attainment			
Total	1,482	3,986	8,994
Less Than 9th Grade	4.3%	5.1%	4.7%
9th to 12th Grade, No Diploma	15.0%	12.9%	14.3%
High School Graduate	43.1%	44.2%	45.1%
Some College, No Degree	18.5%	17.3%	16.6%
Associate Degree	5.8%	6.8%	7.4%
Bachelor's Degree	8.7%	8.7%	7.4%
Graduate/Professional Degree	4.7%	4.9%	4.5%

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

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

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	1 mile	3 miles	5 miles
2010 Population 15+ by Marital Status			
Total	1,777	4,688	10,696
Never Married	24.9%	24.5%	25.8%
Married	51.0%	56.1%	58.1%
Widowed	6.9%	5.8%	4.7%
Divorced	17.2%	13.6%	11.5%
2000 Population 16+ by Employment Status			
Total	1,522	3,927	9,111
In Labor Force	66.0%	67.4%	68.3%
Civilian Employed	62.2%	64.9%	65.7%
Civilian Unemployed	3.7%	2.5%	2.7%
In Armed Forces	0.0%	0.0%	0.0%
Not In Labor Force	34.0%	32.6%	31.7%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	84.1%	87.9%	88.0%
Civilian Unemployed	15.9%	12.1%	12.0%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	87.1%	90.1%	90.2%
Civilian Unemployed	12.9%	9.9%	9.8%
2000 Females 16+ by Employment Status and Age of Children			
Total	842	2,039	4,590
Own Children < 6 Only	6.5%	6.9%	7.2%
Employed/in Armed Forces	5.3%	4.3%	4.2%
Unemployed	0.0%	0.0%	0.5%
Not in Labor Force	1.2%	2.6%	2.4%
Own Children <6 and 6-17 Only	7.8%	6.7%	5.6%
Employed/in Armed Forces	4.4%	4.2%	3.9%
Unemployed	0.1%	0.3%	0.2%
Not in Labor Force	3.3%	2.2%	1.6%
Own Children 6-17 Only	20.5%	22.9%	22.7%
Employed/in Armed Forces	16.5%	18.7%	17.5%
Unemployed	0.5%	0.2%	0.5%
Not in Labor Force	3.6%	4.0%	4.6%
No Own Children < 18	65.1%	63.5%	64.5%
Employed/in Armed Forces	28.7%	29.1%	32.6%
Unemployed	2.7%	1.9%	1.4%
Not in Labor Force	33.6%	32.5%	30.5%
2010 Employed Population 16+ by Industry			
Total	980	2,703	6,256
Agriculture/Mining	0.0%	0.1%	0.5%
Construction	6.5%	7.7%	7.8%
Manufacturing	18.5%	19.1%	18.0%
Wholesale Trade	4.2%	3.6%	3.5%
Retail Trade	10.5%	10.4%	13.9%
Transportation/Utilities	4.1%	4.5%	4.2%
Information	1.1%	1.6%	1.6%
Finance/Insurance/Real Estate	8.4%	6.3%	4.8%
Services	42.6%	42.1%	42.4%
Public Administration	4.2%	4.5%	3.2%

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

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	1 mile	3 miles	5 miles
2010 Employed Population 16+ by Occupation			
Total	982	2,704	6,257
White Collar	49.3%	49.9%	49.1%
Management/Business/Financial	12.8%	12.4%	9.9%
Professional	11.9%	13.8%	14.7%
Sales	9.4%	9.1%	9.5%
Administrative Support	15.2%	14.6%	15.0%
Services	16.1%	16.1%	17.6%
Blue Collar	34.6%	34.1%	33.2%
Farming/Forestry/Fishing	0.7%	0.3%	0.2%
Construction/Extraction	5.9%	6.8%	7.5%
Installation/Maintenance/Repair	6.7%	6.7%	8.0%
Production	12.8%	12.0%	10.3%
Transportation/Material Moving	8.5%	8.2%	7.2%
2000 Workers 16+ by Means of Transportation to Work			
Total	939	2,511	5,870
Drove Alone - Car, Truck, or Van	76.8%	79.5%	80.5%
Carpooled - Car, Truck, or Van	18.2%	16.2%	15.3%
Public Transportation	0.2%	0.8%	0.9%
Walked	2.1%	1.0%	0.6%
Other Means	1.4%	0.7%	0.6%
Worked at Home	1.3%	1.9%	2.1%
2000 Workers 16+ by Travel Time to Work			
Total	942	2,512	5,869
Did not Work at Home	98.7%	98.1%	97.9%
Less than 5 minutes	4.0%	2.6%	1.9%
5 to 9 minutes	8.7%	7.8%	6.0%
10 to 19 minutes	18.3%	17.8%	18.7%
20 to 24 minutes	12.1%	11.1%	10.6%
25 to 34 minutes	14.9%	17.1%	19.0%
35 to 44 minutes	11.7%	9.5%	10.1%
45 to 59 minutes	20.5%	21.6%	22.0%
60 to 89 minutes	6.9%	8.4%	7.9%
90 or more minutes	1.7%	2.2%	1.7%
Worked at Home	1.3%	1.9%	2.1%
Average Travel Time to Work (in min)	30.2	32.2	32.4
2000 Households by Vehicles Available			
Total	797	1,915	4,236
None	9.0%	6.8%	4.3%
1	29.5%	25.2%	22.5%
2	36.0%	40.8%	43.8%
3	18.6%	19.0%	19.6%
4	5.0%	5.7%	6.2%
5+	2.0%	2.5%	3.6%
Average Number of Vehicles Available	1.9	2.0	2.1

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

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2000 Households by Type			
Total	797	1,917	4,246
Family Households	71.0%	74.9%	77.4%
Married-couple Family	53.5%	59.6%	62.1%
With Related Children	26.6%	29.2%	31.4%
Other Family (No Spouse)	17.6%	15.3%	15.3%
With Related Children	11.4%	10.3%	10.6%
Nonfamily Households	28.9%	25.1%	22.5%
Householder Living Alone	23.6%	20.2%	17.9%
Householder Not Living Alone	5.4%	4.9%	4.6%
Households with Related Children	38.1%	39.5%	42.0%
Households with Persons 65+	22.6%	20.4%	18.4%
2000 Households by Size			
Total	796	1,917	4,245
1 Person Household	23.6%	20.3%	17.9%
2 Person Household	32.4%	34.0%	33.0%
3 Person Household	19.0%	18.7%	19.3%
4 Person Household	15.7%	17.2%	18.7%
5 Person Household	6.0%	6.4%	7.5%
6 Person Household	2.1%	2.3%	2.4%
7 + Person Household	1.1%	1.0%	1.1%
2000 Households by Year Householder Moved In			
Total	798	1,915	4,235
Moved in 1999 to March 2000	17.5%	19.1%	17.6%
Moved in 1995 to 1998	26.1%	25.7%	28.6%
Moved in 1990 to 1994	16.9%	15.1%	17.1%
Moved in 1980 to 1989	14.3%	15.0%	15.9%
Moved in 1970 to 1979	12.4%	13.6%	11.1%
Moved in 1969 or Earlier	12.8%	11.4%	9.7%
Median Year Householder Moved In	1993	1993	1994
2000 Housing Units by Units in Structure			
Total	888	2,047	4,479
1, Detached	80.1%	78.6%	70.5%
1, Attached	0.7%	0.9%	0.7%
2	4.4%	2.3%	1.5%
3 or 4	2.7%	3.0%	1.8%
5 to 9	1.2%	1.9%	1.1%
10 to 19	10.0%	8.5%	4.1%
20 +	0.1%	0.4%	0.3%
Mobile Home	0.8%	4.4%	20.2%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	890	2,046	4,478
1999 to March 2000	0.8%	1.6%	5.0%
1995 to 1998	4.2%	8.6%	12.3%
1990 to 1994	3.0%	5.8%	9.8%
1980 to 1989	7.6%	11.2%	16.4%
1970 to 1979	13.4%	20.7%	17.6%
1969 or Earlier	71.0%	52.1%	39.0%
Median Year Structure Built	1954	1968	1976

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

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		1 mile	3 miles	5 miles
Top 3 Tapestry Segments				
	1.	Rustbelt Traditions	Salt of the Earth	Midland Crowd
	2.	Green Acres	Green Acres	Salt of the Earth
	3.	Salt of the Earth	Rustbelt Traditions	Green Acres
2010 Consumer Spending				
Apparel & Services: Total $		$1,159,198	$3,106,026	$7,269,060
Average Spent		$1,320.12	$1,394.52	$1,481.84
Spending Potential Index		55	58	62
Computers & Accessories: Total $		$154,205	$414,058	$961,038
Average Spent		$175.61	$185.90	$195.91
Spending Potential Index		80	84	89
Education: Total $		$937,521	$2,428,432	$5,428,489
Average Spent		$1,067.67	$1,090.30	$1,106.63
Spending Potential Index		88	89	91
Entertainment/Recreation: Total $		$2,333,816	$6,386,574	$14,754,848
Average Spent		$2,657.80	$2,867.40	$3,007.86
Spending Potential Index		82	89	93
Food at Home: Total $		$3,140,985	$8,542,863	$19,842,591
Average Spent		$3,577.03	$3,835.52	$4,045.03
Spending Potential Index		80	86	90
Food Away from Home: Total $		$2,270,819	$6,109,824	$14,317,299
Average Spent		$2,586.06	$2,743.15	$2,918.67
Spending Potential Index		80	85	91
Health Care: Total $		$2,820,600	$7,749,346	$17,574,375
Average Spent		$3,212.16	$3,479.25	$3,582.64
Spending Potential Index		86	93	96
HH Furnishings & Equipment: Total $		$1,268,598	$3,458,147	$8,049,206
Average Spent		$1,444.71	$1,552.62	$1,640.88
Spending Potential Index		70	75	80
Investments: Total $		$1,262,940	$3,594,083	$7,671,662
Average Spent		$1,438.27	$1,613.65	$1,563.91
Spending Potential Index		83	93	90
Retail Goods: Total $		$16,988,552	$46,743,075	$108,760,128
Average Spent		$19,346.95	$20,986.39	$22,171.38
Spending Potential Index		78	84	89
Shelter: Total $		$10,640,825	$28,359,971	$66,633,609
Average Spent		$12,118.01	$12,732.87	$13,583.65
Spending Potential Index		77	81	86
TV/Video/Audio:Total $		$877,995	$2,373,426	$5,554,757
Average Spent		$999.88	$1,065.61	$1,132.37
Spending Potential Index		81	86	91
Travel: Total $		$1,319,398	$3,555,861	$8,160,260
Average Spent		$1,502.56	$1,596.49	$1,663.52
Spending Potential Index		79	84	88
Vehicle Maintenance & Repairs: Total $		$664,301	$1,821,166	$4,253,628
Average Spent		$756.52	$817.66	$867.13
Spending Potential Index		80	87	92

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
Source: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

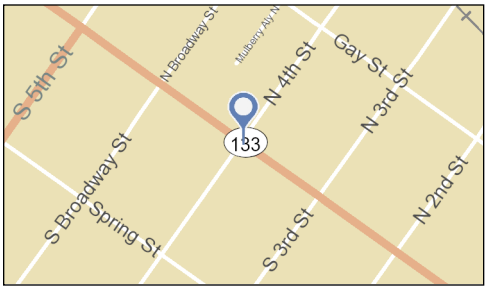
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012

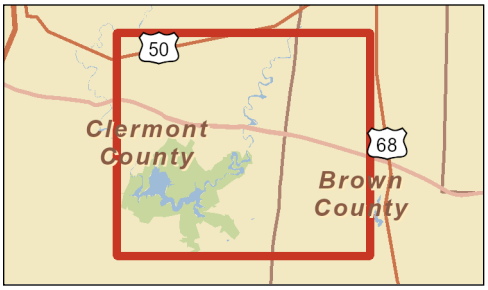
Traffic Count Map

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1, 3, 5 Miles

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478



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***



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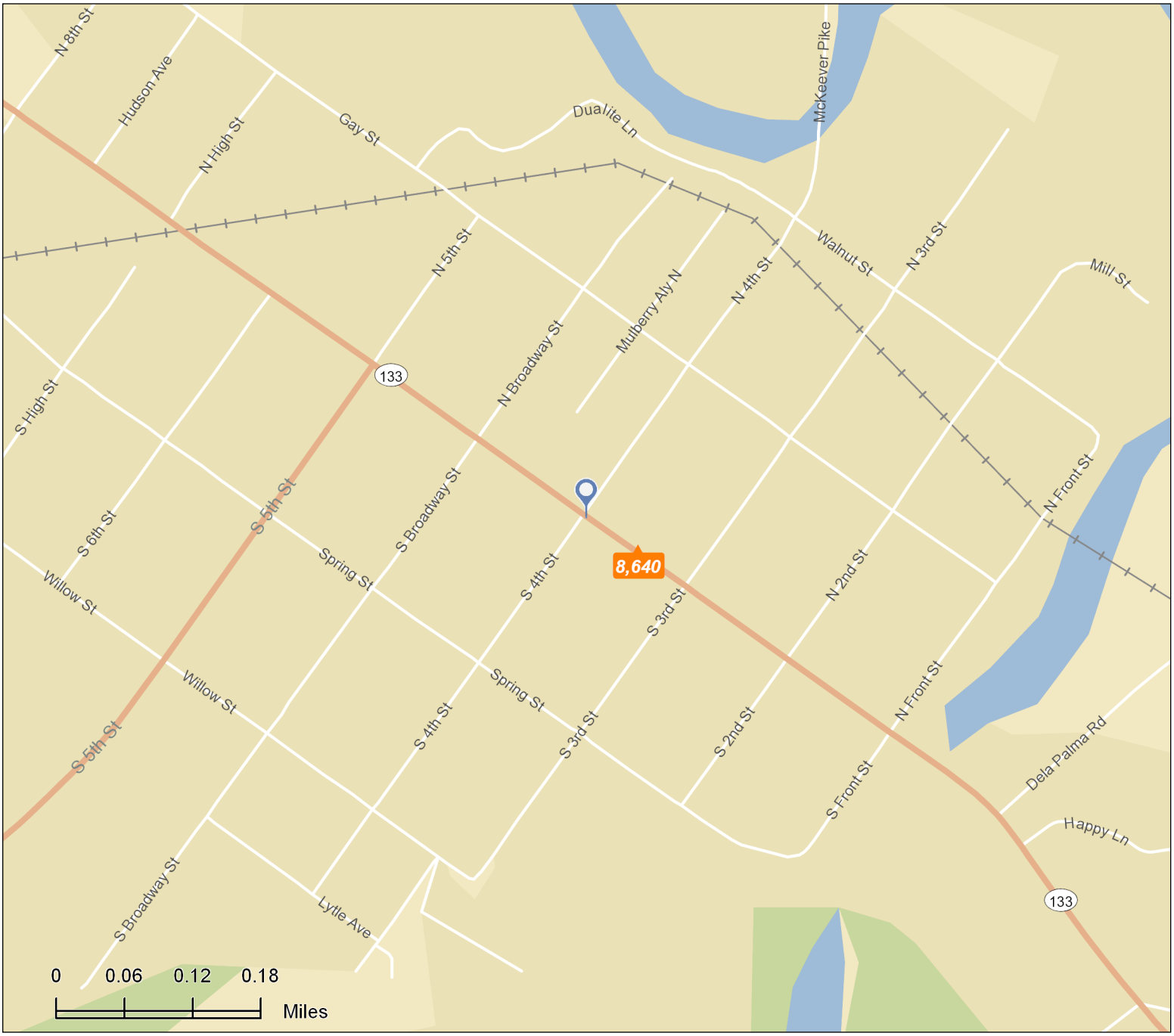
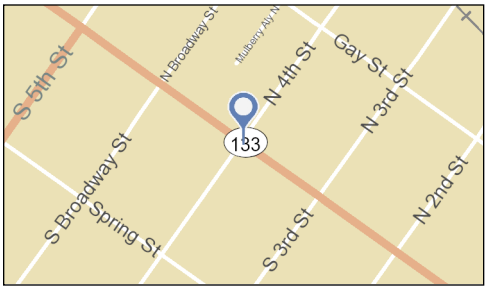
March 27, 2012

Traffic Count Map - Close Up

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1, 3, 5 Miles

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478





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***

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March 27, 2012

CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Business Summary

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	111	210	346
Total Employees:	1,183	2,803	5,733
Total Residential Population:	2,206	5,842	13,502
Employee/Residential Population Ratio:	0.54	0.48	0.43

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by SIC Codes	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Agriculture & Mining	2	2.0%	7	0.6%	9	4.1%	27	1.0%	17	5.1%	61	1.1%
Construction	12	11.1%	71	6.0%	30	14.4%	166	5.9%	50	14.4%	258	4.5%
Manufacturing	5	4.6%	548	46.4%	12	5.7%	1,538	54.8%	22	6.3%	2,851	49.7%
Transportation	4	3.6%	42	3.6%	9	4.4%	88	3.1%	14	4.0%	97	1.7%
Communication	0	0.4%	17	1.5%	1	0.5%	40	1.4%	1	0.3%	40	0.7%
Utility	0	0.0%	0	0.0%	0	0.1%	0	0.0%	2	0.6%	5	0.1%
Wholesale Trade	2	1.8%	5	0.4%	5	2.6%	14	0.5%	11	3.2%	70	1.2%
Retail Trade Summary	25	22.2%	116	9.8%	37	17.7%	179	6.4%	57	16.4%	308	5.4%
Home Improvement	1	1.2%	2	0.2%	4	1.7%	7	0.3%	7	2.0%	24	0.4%
General Merchandise Stores	2	1.7%	6	0.5%	3	1.4%	11	0.4%	3	0.9%	11	0.2%
Food Stores	2	2.0%	44	3.8%	3	1.4%	46	1.6%	4	1.0%	47	0.8%
Auto Dealers, Gas Stations, Auto Aftermarket	1	1.3%	13	1.1%	5	2.3%	32	1.1%	10	2.8%	43	0.7%
Apparel & Accessory Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Furniture & Home Furnishings	2	1.8%	0	0.0%	3	1.2%	3	0.1%	6	1.7%	20	0.3%
Eating & Drinking Places	6	5.2%	29	2.5%	8	3.8%	57	2.0%	13	3.7%	132	2.3%
Miscellaneous Retail	10	9.0%	21	1.8%	12	5.9%	23	0.8%	15	4.4%	32	0.6%
Finance, Insurance, Real Estate Summary	8	7.6%	20	1.7%	14	6.7%	33	1.2%	20	5.8%	73	1.3%
Banks, Savings & Lending Institutions	2	1.8%	12	1.0%	2	1.0%	13	0.5%	3	1.0%	22	0.4%
Securities Brokers	2	1.8%	1	0.1%	2	1.0%	1	0.0%	2	0.6%	1	0.0%
Insurance Carriers & Agents	2	1.7%	4	0.4%	3	1.4%	5	0.2%	4	1.2%	7	0.1%
Real Estate, Holding, Other Investment Offices	3	2.3%	2	0.2%	7	3.3%	14	0.5%	10	3.0%	43	0.8%
Services Summary	44	40.0%	302	25.6%	79	37.8%	621	22.1%	125	36.1%	1,609	28.1%
Hotels & Lodging	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Automotive Services	7	6.4%	19	1.6%	12	5.9%	40	1.4%	21	6.0%	76	1.3%
Motion Pictures & Amusements	2	1.7%	5	0.5%	6	3.0%	16	0.6%	11	3.1%	36	0.6%
Health Services	1	0.9%	2	0.2%	3	1.6%	28	1.0%	10	2.9%	401	7.0%
Legal Services	1	0.9%	4	0.3%	1	0.5%	4	0.1%	1	0.3%	4	0.1%
Education Institutions & Libraries	5	4.7%	96	8.1%	8	3.7%	158	5.6%	10	2.8%	222	3.9%
Other Services	28	25.3%	176	14.9%	48	23.0%	375	13.4%	73	21.1%	869	15.2%
Government	5	4.8%	53	4.5%	10	4.6%	98	3.5%	22	6.4%	361	6.3%
Other	2	2.0%	0	0.0%	3	1.4%	0	0.0%	5	1.5%	0	0.0%
Totals	111	100%	1,183	100%	210	100%	2,803	100%	346	100%	5,733	100%

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

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Business Summary

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by NAICS Codes	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Agriculture, Forestry, Fishing & Hunting	1	0.9%	3	0.2%	4	1.8%	12	0.4%	7	1.9%	18	0.3%
Mining	0	0.0%	0	0.0%	0	0.1%	4	0.2%	1	0.2%	26	0.4%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Construction	13	11.7%	73	6.2%	32	15.3%	174	6.2%	52	15.0%	268	4.7%
Manufacturing	5	4.6%	548	46.4%	12	5.7%	1,540	54.9%	22	6.3%	2,863	49.9%
Wholesale Trade	2	1.8%	5	0.4%	5	2.5%	14	0.5%	10	2.9%	70	1.2%
Retail Trade	18	16.1%	87	7.3%	28	13.3%	120	4.3%	42	12.2%	162	2.8%
Motor Vehicle & Parts Dealers	1	0.6%	5	0.4%	3	1.2%	12	0.4%	7	1.9%	19	0.3%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	0	0.0%
Electronics & Appliance Stores	2	1.8%	0	0.0%	2	1.1%	1	0.0%	5	1.4%	6	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.8%	1	0.1%	3	1.2%	4	0.2%	6	1.7%	21	0.4%
Food & Beverage Stores	1	1.1%	44	3.8%	2	1.0%	47	1.7%	3	1.0%	54	0.9%
Health & Personal Care Stores	1	0.9%	9	0.8%	1	0.5%	9	0.3%	1	0.3%	9	0.2%
Gasoline Stations	1	0.8%	8	0.7%	2	1.1%	20	0.7%	3	0.9%	24	0.4%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	1	1.1%	1	0.1%	2	1.0%	1	0.0%	3	0.8%	2	0.0%
General Merchandise Stores	2	1.7%	6	0.5%	3	1.4%	11	0.4%	3	0.9%	11	0.2%
Miscellaneous Store Retailers	7	6.6%	12	1.0%	9	4.3%	15	0.5%	9	2.7%	17	0.3%
Nonstore Retailers	1	0.9%	0	0.0%	1	0.6%	0	0.0%	2	0.5%	0	0.0%
Transportation & Warehousing	3	3.0%	41	3.5%	9	4.1%	86	3.1%	15	4.4%	98	1.7%
Information	2	1.7%	25	2.1%	3	1.5%	48	1.7%	4	1.1%	50	0.9%
Finance & Insurance	6	5.3%	17	1.5%	7	3.4%	19	0.7%	10	2.8%	30	0.5%
Central Bank/Credit Intermediation & Related Activities	2	1.8%	12	1.0%	2	1.0%	13	0.5%	3	1.0%	22	0.4%
Securities, Commodity Contracts & Other Financial	2	1.8%	1	0.1%	2	1.0%	1	0.0%	2	0.6%	1	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	2	1.7%	4	0.4%	3	1.4%	5	0.2%	4	1.2%	7	0.1%
Real Estate, Rental & Leasing	3	3.1%	3	0.3%	9	4.3%	17	0.6%	14	3.9%	50	0.9%
Professional, Scientific & Tech Services	9	7.9%	38	3.2%	14	6.8%	54	1.9%	19	5.4%	73	1.3%
Legal Services	1	0.9%	4	0.3%	1	0.5%	4	0.1%	1	0.3%	4	0.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	4	3.3%	16	1.3%	7	3.5%	20	0.7%	14	4.0%	33	0.6%
Educational Services	4	3.8%	89	7.5%	7	3.3%	151	5.4%	9	2.6%	215	3.8%
Health Care & Social Assistance	7	6.6%	66	5.6%	15	7.1%	209	7.4%	28	8.2%	1,022	17.8%
Arts, Entertainment & Recreation	1	0.9%	5	0.4%	4	2.1%	15	0.6%	8	2.3%	34	0.6%
Accommodation & Food Services	7	6.1%	29	2.5%	9	4.3%	57	2.0%	14	4.0%	132	2.3%
Accommodation	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Food Services & Drinking Places	7	6.1%	29	2.5%	9	4.3%	57	2.0%	14	4.0%	132	2.3%
Other Services (except Public Administration)	18	16.6%	84	7.1%	31	14.9%	165	5.9%	50	14.5%	228	4.0%
Automotive Repair & Maintenance	6	5.4%	16	1.3%	9	4.2%	32	1.1%	14	4.1%	63	1.1%
Public Administration	5	4.8%	53	4.5%	10	4.6%	98	3.5%	22	6.4%	361	6.3%
Unclassified Establishments	2	2.0%	0	0.0%	3	1.5%	0	0.0%	6	1.7%	1	0.0%
Total	111	100%	1,183	100%	210	100%	2,803	100%	346	100%	5,733	100%

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

March 27, 2012

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Retail MarketPlace Profile

Clermont County, Ohio
Economic Development

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Summary Demographics	
2010 Population	2,206
2010 Households	878
2010 Median Disposable Income	$38,432
2010 Per Capita Income	$21,782

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	$18,494,018	$19,661,804	$-1,167,786	-3.1	23
Total Retail Trade	44-45	$15,825,149	$18,404,740	$-2,579,591	-7.5	17
Total Food & Drink	722	$2,668,869	$1,257,064	$1,411,805	36.0	7

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$3,664,309	$250,795	$3,413,514	87.2	1
Automobile Dealers	4411	$3,101,413	$0	$3,101,413	100.0	0
Other Motor Vehicle Dealers	4412	$275,119	$30,635	$244,484	80.0	0
Auto Parts, Accessories & Tire Stores	4413	$287,777	$220,160	$67,617	13.3	0
Furniture & Home Furnishings Stores	442	$262,633	$0	$262,633	100.0	0
Furniture Stores	4421	$131,311	$0	$131,311	100.0	0
Home Furnishings Stores	4422	$131,322	$0	$131,322	100.0	0
Electronics & Appliance Stores	4431	$646,751	$592,937	$53,814	4.3	2
Bldg Materials, Garden Equip. & Supply Stores	444	$579,188	$24,867	$554,321	91.8	1
Bldg Material & Supplies Dealers	4441	$543,377	$0	$543,377	100.0	0
Lawn & Garden Equip & Supply Stores	4442	$35,811	$24,867	$10,944	18.0	1
Food & Beverage Stores	445	$2,802,763	$5,041,638	$-2,238,875	-28.5	1
Grocery Stores	4451	$2,688,569	$5,025,892	$-2,337,323	-30.3	1
Specialty Food Stores	4452	$39,739	$15,746	$23,993	43.2	0
Beer, Wine & Liquor Stores	4453	$74,456	$0	$74,456	100.0	0
Health & Personal Care Stores	446,4461	$333,807	$728,846	$-395,038	-37.2	1
Gasoline Stations	447,4471	$2,723,050	$8,418,667	$-5,695,617	-51.1	1
Clothing & Clothing Accessories Stores	448	$445,533	$0	$445,533	100.0	0
Clothing Stores	4481	$325,351	$0	$325,351	100.0	0
Shoe Stores	4482	$69,945	$0	$69,945	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	$50,237	$0	$50,237	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	$74,721	$39,180	$35,541	31.2	1
Sporting Goods/Hobby/Musical Instr Stores	4511	$58,041	$39,180	$18,861	19.4	1
Book, Periodical & Music Stores	4512	$16,679	$0	$16,679	100.0	0
General Merchandise Stores	452	$2,590,028	$3,090,767	$-500,739	-8.8	1
Department Stores Excluding Leased Depts.	4521	$1,102,628	$0	$1,102,628	100.0	0
Other General Merchandise Stores	4529	$1,487,400	$3,090,767	$-1,603,367	-35.0	1
Miscellaneous Store Retailers	453	$224,968	$217,043	$7,925	1.8	7
Florists	4531	$13,399	$44,362	$-30,964	-53.6	1
Office Supplies, Stationery & Gift Stores	4532	$75,567	$0	$75,567	100.0	0
Used Merchandise Stores	4533	$4,943	$99,543	$-94,600	-90.5	4
Other Miscellaneous Store Retailers	4539	$131,060	$73,138	$57,922	28.4	1
Nonstore Retailers	454	$1,477,398	$0	$1,477,398	100.0	0
Electronic Shopping & Mail-Order Houses	4541	$1,373,647	$0	$1,373,647	100.0	0
Vending Machine Operators	4542	$2,056	$0	$2,056	100.0	0
Direct Selling Establishments	4543	$101,696	$0	$101,696	100.0	0
Food Services & Drinking Places	722	$2,668,869	$1,257,064	$1,411,805	36.0	7
Full-Service Restaurants	7221	$952,690	$1,046,558	$-93,868	-4.7	4
Limited-Service Eating Places	7222	$1,477,423	$79,096	$1,398,328	89.8	1
Special Food Services	7223	$186,843	$68,163	$118,680	46.5	1
Drinking Places - Alcoholic Beverages	7224	$51,913	$63,247	$-11,335	-9.8	1

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

Source: Esri and Infogroup

March 27, 2012

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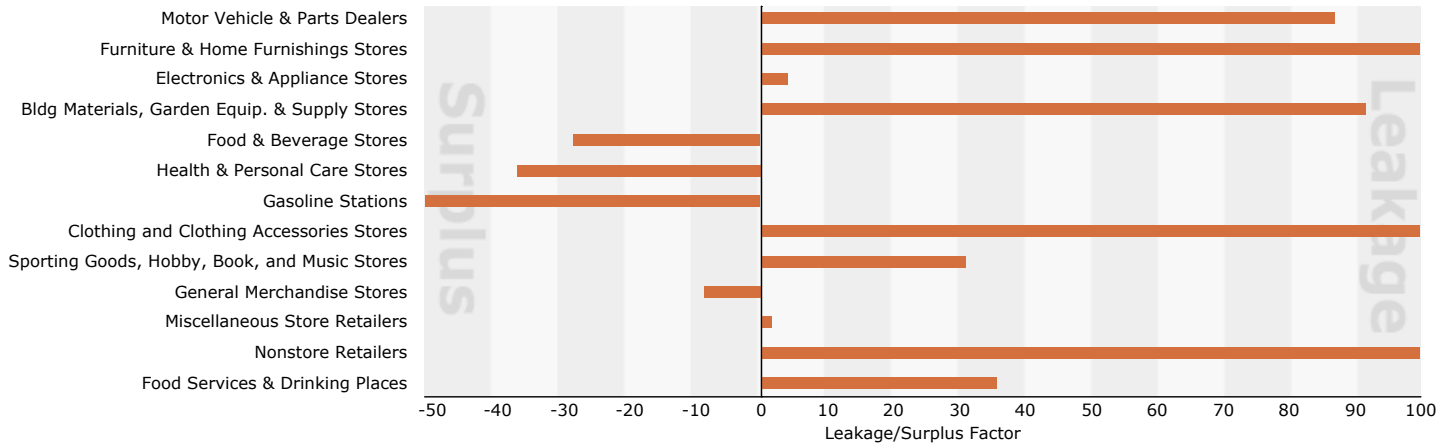
Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

Source: Esri and Infogroup

March 27, 2012

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Retail MarketPlace Profile

Clermont County, Ohio
Economic Development

Downtown Williamsburg
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Ring: 3 miles radius

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Latitude: 39.055
Longitude: -84.05478

Summary Demographics	
2010 Population	5,842
2010 Households	2,227
2010 Median Disposable Income	$41,155
2010 Per Capita Income	$22,669

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	$50,727,523	$29,205,881	$21,521,642	26.9	34
Total Retail Trade	44-45	$43,600,457	$26,653,259	$16,947,198	24.1	25
Total Food & Drink	722	$7,127,066	$2,552,622	$4,574,444	47.3	9

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$10,195,167	$911,983	$9,283,184	83.6	3
Automobile Dealers	4411	$8,588,972	$219,146	$8,369,826	95.0	0
Other Motor Vehicle Dealers	4412	$813,411	$140,921	$672,490	70.5	1
Auto Parts, Accessories & Tire Stores	4413	$792,784	$551,916	$240,867	17.9	1
Furniture & Home Furnishings Stores	442	$786,683	$0	$786,683	100.0	0
Furniture Stores	4421	$405,944	$0	$405,944	100.0	0
Home Furnishings Stores	4422	$380,739	$0	$380,739	100.0	0
Electronics & Appliance Stores	4431	$1,759,707	$660,331	$1,099,376	45.4	2
Bldg Materials, Garden Equip. & Supply Stores	444	$1,629,503	$170,495	$1,459,008	81.1	3
Bldg Material & Supplies Dealers	4441	$1,523,500	$113,226	$1,410,274	86.2	1
Lawn & Garden Equip & Supply Stores	4442	$106,003	$57,269	$48,734	29.8	2
Food & Beverage Stores	445	$7,727,473	$5,212,777	$2,514,696	19.4	2
Grocery Stores	4451	$7,417,027	$5,025,892	$2,391,135	19.2	1
Specialty Food Stores	4452	$112,880	$72,433	$40,447	21.8	1
Beer, Wine & Liquor Stores	4453	$197,566	$114,452	$83,114	26.6	0
Health & Personal Care Stores	446,4461	$993,620	$728,846	$264,774	15.4	1
Gasoline Stations	447,4471	$7,743,746	$13,159,084	$-5,415,339	-25.9	2
Clothing & Clothing Accessories Stores	448	$1,232,585	$27,528	$1,205,057	95.6	0
Clothing Stores	4481	$917,866	$27,528	$890,338	94.2	0
Shoe Stores	4482	$189,832	$0	$189,832	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	$124,886	$0	$124,886	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	$207,700	$93,751	$113,949	37.8	2
Sporting Goods/Hobby/Musical Instr Stores	4511	$167,201	$93,751	$73,450	28.1	2
Book, Periodical & Music Stores	4512	$40,499	$0	$40,499	100.0	0
General Merchandise Stores	452	$6,939,672	$5,251,771	$1,687,901	13.8	2
Department Stores Excluding Leased Depts.	4521	$2,847,040	$0	$2,847,040	100.0	0
Other General Merchandise Stores	4529	$4,092,632	$5,251,771	$-1,159,139	-12.4	2
Miscellaneous Store Retailers	453	$670,625	$294,353	$376,272	39.0	8
Florists	4531	$40,670	$71,230	$-30,560	-27.3	2
Office Supplies, Stationery & Gift Stores	4532	$226,811	$0	$226,811	100.0	0
Used Merchandise Stores	4533	$24,513	$99,543	$-75,030	-60.5	4
Other Miscellaneous Store Retailers	4539	$378,631	$123,580	$255,051	50.8	2
Nonstore Retailers	454	$3,713,978	$142,340	$3,571,638	92.6	0
Electronic Shopping & Mail-Order Houses	4541	$3,399,025	$0	$3,399,025	100.0	0
Vending Machine Operators	4542	$10,117	$0	$10,117	100.0	0
Direct Selling Establishments	4543	$304,836	$142,340	$162,496	36.3	0
Food Services & Drinking Places	722	$7,127,066	$2,552,622	$4,574,444	47.3	9
Full-Service Restaurants	7221	$2,650,850	$2,187,895	$462,954	9.6	5
Limited-Service Eating Places	7222	$3,873,572	$197,740	$3,675,833	90.3	1
Special Food Services	7223	$475,004	$68,163	$406,841	74.9	1
Drinking Places - Alcoholic Beverages	7224	$127,640	$98,824	$28,816	12.7	2

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

Source: Esri and Infogroup

March 27, 2012

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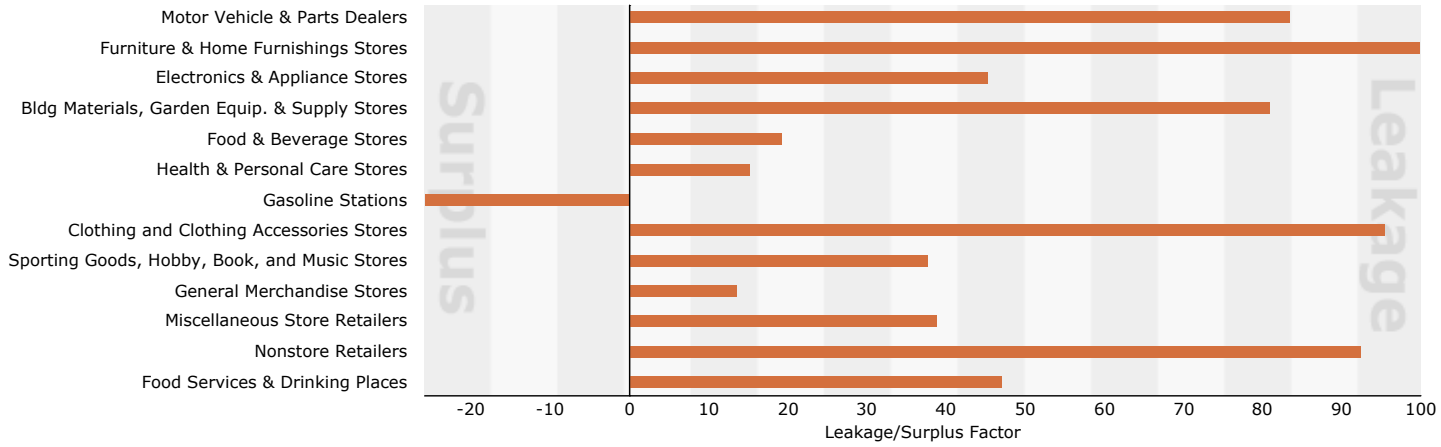
Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

Source: Esri and Infogroup

March 27, 2012

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Retail MarketPlace Profile

Clermont County, Ohio
Economic Development

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Summary Demographics	
2010 Population	13,502
2010 Households	4,905
2010 Median Disposable Income	$42,855
2010 Per Capita Income	$23,059

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	$117,987,782	$38,916,378	$79,071,404	50.4	53
Total Retail Trade	44-45	$101,531,671	$33,180,807	$68,350,864	50.7	39
Total Food & Drink	722	$16,456,110	$5,735,571	$10,720,539	48.3	13

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$24,062,424	$2,428,969	$21,633,455	81.7	7
Automobile Dealers	4411	$20,311,921	$1,083,313	$19,228,609	89.9	2
Other Motor Vehicle Dealers	4412	$1,846,624	$539,519	$1,307,105	54.8	1
Auto Parts, Accessories & Tire Stores	4413	$1,903,878	$806,137	$1,097,741	40.5	3
Furniture & Home Furnishings Stores	442	$2,169,634	$68,206	$2,101,428	93.9	0
Furniture Stores	4421	$1,185,791	$0	$1,185,791	100.0	0
Home Furnishings Stores	4422	$983,843	$68,206	$915,637	87.0	0
Electronics & Appliance Stores	4431	$4,074,770	$1,199,196	$2,875,575	54.5	5
Bldg Materials, Garden Equip. & Supply Stores	444	$3,796,697	$830,844	$2,965,853	64.1	5
Bldg Material & Supplies Dealers	4441	$3,541,653	$773,575	$2,768,079	64.1	3
Lawn & Garden Equip & Supply Stores	4442	$255,043	$57,269	$197,774	63.3	2
Food & Beverage Stores	445	$18,301,469	$5,769,699	$12,531,770	52.1	3
Grocery Stores	4451	$17,566,282	$5,025,892	$12,540,390	55.5	1
Specialty Food Stores	4452	$282,004	$106,144	$175,860	45.3	1
Beer, Wine & Liquor Stores	4453	$453,183	$637,663	$-184,480	-16.9	1
Health & Personal Care Stores	446,4461	$2,630,463	$728,846	$1,901,617	56.6	1
Gasoline Stations	447,4471	$18,702,399	$15,796,625	$2,905,774	8.4	3
Clothing & Clothing Accessories Stores	448	$3,033,037	$94,710	$2,938,327	93.9	1
Clothing Stores	4481	$2,347,405	$94,710	$2,252,695	92.2	1
Shoe Stores	4482	$451,058	$0	$451,058	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	$234,574	$0	$234,574	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	$498,136	$124,135	$374,001	60.1	3
Sporting Goods/Hobby/Musical Instr Stores	4511	$420,702	$124,135	$296,567	54.4	3
Book, Periodical & Music Stores	4512	$77,434	$0	$77,434	100.0	0
General Merchandise Stores	452	$15,531,583	$5,334,513	$10,197,069	48.9	2
Department Stores Excluding Leased Depts.	4521	$5,951,867	$0	$5,951,867	100.0	0
Other General Merchandise Stores	4529	$9,579,716	$5,334,513	$4,245,203	28.5	2
Miscellaneous Store Retailers	453	$1,737,477	$330,597	$1,406,880	68.0	9
Florists	4531	$101,679	$71,230	$30,449	17.6	2
Office Supplies, Stationery & Gift Stores	4532	$610,453	$0	$610,453	100.0	0
Used Merchandise Stores	4533	$107,206	$116,749	$-9,544	-4.3	4
Other Miscellaneous Store Retailers	4539	$918,139	$142,617	$775,522	73.1	2
Nonstore Retailers	454	$6,993,583	$474,468	$6,519,115	87.3	1
Electronic Shopping & Mail-Order Houses	4541	$6,347,120	$0	$6,347,120	100.0	0
Vending Machine Operators	4542	$43,691	$0	$43,691	100.0	0
Direct Selling Establishments	4543	$602,771	$474,468	$128,304	11.9	1
Food Services & Drinking Places	722	$16,456,110	$5,735,571	$10,720,539	48.3	13
Full-Service Restaurants	7221	$6,636,191	$3,296,096	$3,340,096	33.6	7
Limited-Service Eating Places	7222	$8,565,350	$1,647,744	$6,917,607	67.7	3
Special Food Services	7223	$989,974	$677,515	$312,460	18.7	1
Drinking Places - Alcoholic Beverages	7224	$264,594	$114,217	$150,377	39.7	2

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

Source: Esri and Infogroup

March 27, 2012

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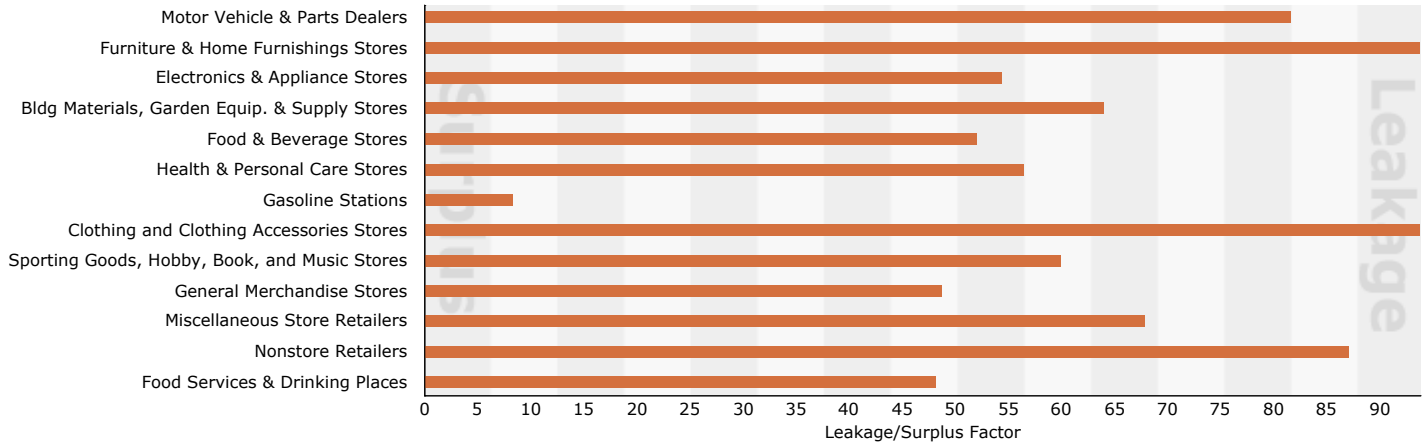
Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

Source: Esri and Infogroup

March 27, 2012

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Retail Market Potential

Clermont County, Ohio
Economic Development

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary	2010	2015
Population	2,206	2,281
Total Number of Adults	1,672	1,750
Households	878	913
Median Household Income	$49,595	$55,478

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	873	52.2%	105
Bought any women's apparel in last 12 months	788	47.1%	103
Bought apparel for child <13 in last 6 months	468	28.0%	98
Bought any shoes in last 12 months	888	53.1%	102
Bought costume jewelry in last 12 months	313	18.7%	90
Bought any fine jewelry in last 12 months	344	20.6%	93
Bought a watch in last 12 months	298	17.8%	92
Automobiles (Households)			
HH owns/leases any vehicle	793	90.3%	105
HH bought/leased new vehicle last 12 mo	70	8.0%	83
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,526	91.3%	105
Bought/changed motor oil in last 12 months	996	59.6%	114
Had tune-up in last 12 months	503	30.1%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	940	56.2%	91
Drank regular cola in last 6 months	843	50.4%	99
Drank beer/ale in last 6 months	651	38.9%	92
Cameras & Film (Adults)			
Bought any camera in last 12 months	226	13.5%	105
Bought film in last 12 months	372	22.2%	116
Bought digital camera in last 12 months	101	6.0%	88
Bought memory card for camera in last 12 months	120	7.2%	94
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	557	33.3%	94
Avg monthly cell/mobile phone/PDA bill: $1-$49	386	23.1%	108
Avg monthly cell/mobile phone/PDA bill: $50-99	522	31.2%	96
Avg monthly cell/mobile phone/PDA bill: $100+	313	18.7%	88
Computers (Households)			
HH owns a personal computer	616	70.2%	95
Spent <$500 on most recent home PC purchase	80	9.1%	105
Spent $500-$999 on most recent home PC purchase	164	18.7%	105
Spent $1000-$1499 on most recent home PC purchase	113	12.9%	99
Spent $1500-$1999 on most recent home PC purchase	56	6.4%	90
Spent $2000+ on most recent home PC purchase	37	4.2%	68

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

Retail Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	1,049	62.7%	104
Bought cigarettes at convenience store in last 30 days	333	19.9%	128
Bought gas at convenience store in last 30 days	664	39.7%	118
Spent at convenience store in last 30 days: <$20	143	8.6%	89
Spent at convenience store in last 30 days: $20-39	160	9.6%	94
Spent at convenience store in last 30 days: $40+	687	41.1%	114
Entertainment (Adults)			
Attended movies in last 6 months	897	53.6%	91
Went to live theater in last 12 months	175	10.5%	80
Went to a bar/night club in last 12 months	329	19.7%	103
Dined out in last 12 months	845	50.5%	103
Gambled at a casino in last 12 months	230	13.8%	86
Visited a theme park in last 12 months	315	18.8%	88
DVDs rented in last 30 days: 1	39	2.3%	88
DVDs rented in last 30 days: 2	97	5.8%	125
DVDs rented in last 30 days: 3	54	3.2%	101
DVDs rented in last 30 days: 4	69	4.1%	107
DVDs rented in last 30 days: 5+	219	13.1%	99
DVDs purchased in last 30 days: 1	79	4.7%	95
DVDs purchased in last 30 days: 2	73	4.4%	92
DVDs purchased in last 30 days: 3-4	86	5.1%	111
DVDs purchased in last 30 days: 5+	107	6.4%	123
Spent on toys/games in last 12 months: <$50	118	7.1%	116
Spent on toys/games in last 12 months: $50-$99	57	3.4%	124
Spent on toys/games in last 12 months: $100-$199	128	7.7%	106
Spent on toys/games in last 12 months: $200-$499	169	10.1%	93
Spent on toys/games in last 12 months: $500+	96	5.7%	100
Financial (Adults)			
Have home mortgage (1st)	352	21.1%	110
Used ATM/cash machine in last 12 months	829	49.6%	98
Own any stock	118	7.1%	77
Own U.S. savings bond	125	7.5%	109
Own shares in mutual fund (stock)	148	8.9%	94
Own shares in mutual fund (bonds)	77	4.6%	78
Used full service brokerage firm in last 12 months	86	5.1%	83
Have savings account	650	38.9%	107
Have 401K retirement savings	306	18.3%	103
Did banking over the Internet in last 12 months	409	24.5%	90
Own any credit/debit card (in own name)	1,233	73.7%	100
Avg monthly credit card expenditures: <$111	283	16.9%	122
Avg monthly credit card expenditures: $111-225	151	9.0%	116
Avg monthly credit card expenditures: $226-450	116	6.9%	93
Avg monthly credit card expenditures: $451-700	93	5.6%	87
Avg monthly credit card expenditures: $701+	145	8.7%	65

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Retail Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,242	74.3%	105
Used bread in last 6 months	1,627	97.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	1,285	76.9%	99
Used fish/seafood (fresh or frozen) in last 6 months	866	51.8%	98
Used fresh fruit/vegetables in last 6 months	1,453	86.9%	100
Used fresh milk in last 6 months	1,562	93.4%	103
Health (Adults)			
Exercise at home 2+ times per week	486	29.1%	97
Exercise at club 2+ times per week	123	7.4%	60
Visited a doctor in last 12 months	1,304	78.0%	100
Used vitamin/dietary supplement in last 6 months	768	45.9%	95
Home (Households)			
Any home improvement in last 12 months	313	35.6%	113
Used housekeeper/maid/prof HH cleaning service in the last 12 months	98	11.2%	72
Purchased any HH furnishing in last 12 months	241	27.4%	91
Purchased bedding/bath goods in last 12 months	476	54.2%	99
Purchased cooking/serving product in last 12 months	250	28.5%	104
Bought any kitchen appliance in last 12 months	167	19.0%	109
Insurance (Adults)			
Currently carry any life insurance	870	52.0%	109
Have medical/hospital/accident insurance	1,238	74.0%	103
Carry homeowner insurance	1,042	62.3%	118
Carry renter insurance	85	5.1%	83
Have auto/other vehicle insurance	1,447	86.5%	104
Pets (Households)			
HH owns any pet	530	60.4%	117
HH owns any cat	255	29.0%	120
HH owns any dog	411	46.8%	124
Reading Materials (Adults)			
Bought book in last 12 months	790	47.2%	94
Read any daily newspaper	762	45.6%	110
Heavy magazine reader	291	17.4%	88
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	1,229	73.5%	102
Went to family restaurant/steak house last mo: <2 times	436	26.1%	102
Went to family restaurant/steak house last mo: 2-4 times	448	26.8%	99
Went to family restaurant/steak house last mo: 5+ times	344	20.6%	106
Went to fast food/drive-in restaurant in last 6 mo	1,525	91.2%	103
Went to fast food/drive-in restaurant <6 times/mo	569	34.0%	97
Went to fast food/drive-in restaurant 6-13 times/mo	522	31.2%	108
Went to fast food/drive-in restaurant 14+ times/mo	434	26.0%	104
Fast food/drive-in last 6 mo: eat in	662	39.6%	105
Fast food/drive-in last 6 mo: home delivery	156	9.3%	90
Fast food/drive-in last 6 mo: take-out/drive-thru	1,005	60.1%	115
Fast food/drive-in last 6 mo: take-out/walk-in	348	20.8%	85

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

Retail Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	584	66.5%	103
HH average monthly long distance phone bill: <$16	263	30.0%	108
HH average monthly long distance phone bill: $16-25	106	12.1%	106
HH average monthly long distance phone bill: $26-59	64	7.3%	80
HH average monthly long distance phone bill: $60+	28	3.2%	72
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	156	17.8%	90
HH owns 2 TVs	226	25.7%	98
HH owns 3 TVs	199	22.7%	101
HH owns 4+ TVs	202	23.0%	109
HH subscribes to cable TV	464	52.8%	91
HH Purchased audio equipment in last 12 months	77	8.8%	90
HH Purchased CD player in last 12 months	41	4.7%	121
HH Purchased DVD player in last 12 months	87	9.9%	102
HH Purchased MP3 player in last 12 months	146	8.7%	86
HH Purchased video game system in last 12 months	80	9.1%	85
Travel (Adults)			
Domestic travel in last 12 months	833	49.8%	95
Took 3+ domestic trips in last 12 months	224	13.4%	90
Spent on domestic vacations last 12 mo: <$1000	227	13.6%	108
Spent on domestic vacations last 12 mo: $1000-$1499	108	6.5%	96
Spent on domestic vacations last 12 mo: $1500-$1999	42	2.5%	62
Spent on domestic vacations last 12 mo: $2000-$2999	69	4.1%	100
Spent on domestic vacations last 12 mo: $3000+	52	3.1%	62
Foreign travel in last 3 years	302	18.1%	70
Took 3+ foreign trips by plane in last 3 years	32	1.9%	40
Spent on foreign vacations last 12 mo: <$1000	69	4.1%	69
Spent on foreign vacations last 12 mo: $1000-$2999	43	2.6%	63
Spent on foreign vacations last 12 mo: $3000+	37	2.2%	45
Stayed 1+ nights at hotel/motel in last 12 months	678	40.6%	100

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

March 27, 2012

Demographic Summary	2010	2015
Population	5,842	6,135
Total Number of Adults	4,428	4,678
Households	2,227	2,353
Median Household Income	$52,579	$58,336

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	2,352	53.1%	106
Bought any women's apparel in last 12 months	2,063	46.6%	102
Bought apparel for child <13 in last 6 months	1,213	27.4%	96
Bought any shoes in last 12 months	2,315	52.3%	100
Bought costume jewelry in last 12 months	826	18.7%	89
Bought any fine jewelry in last 12 months	874	19.7%	90
Bought a watch in last 12 months	798	18.0%	93
Automobiles (Households)			
HH owns/leases any vehicle	2,045	91.8%	107
HH bought/leased new vehicle last 12 mo	206	9.3%	97
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,107	92.8%	107
Bought/changed motor oil in last 12 months	2,741	61.9%	119
Had tune-up in last 12 months	1,336	30.2%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,459	55.5%	90
Drank regular cola in last 6 months	2,265	51.2%	100
Drank beer/ale in last 6 months	1,735	39.2%	92
Cameras & Film (Adults)			
Bought any camera in last 12 months	593	13.4%	104
Bought film in last 12 months	968	21.9%	114
Bought digital camera in last 12 months	284	6.4%	94
Bought memory card for camera in last 12 months	312	7.0%	92
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	1,508	34.1%	96
Avg monthly cell/mobile phone/PDA bill: $1-$49	1,046	23.6%	110
Avg monthly cell/mobile phone/PDA bill: $50-99	1,382	31.2%	96
Avg monthly cell/mobile phone/PDA bill: $100+	882	19.9%	94
Computers (Households)			
HH owns a personal computer	1,597	71.7%	97
Spent <$500 on most recent home PC purchase	195	8.8%	101
Spent $500-$999 on most recent home PC purchase	439	19.7%	110
Spent $1000-$1499 on most recent home PC purchase	295	13.2%	101
Spent $1500-$1999 on most recent home PC purchase	137	6.2%	87
Spent $2000+ on most recent home PC purchase	106	4.8%	77

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March 27, 2012

Retail Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	2,778	62.7%	104
Bought cigarettes at convenience store in last 30 days	798	18.0%	116
Bought gas at convenience store in last 30 days	1,819	41.1%	122
Spent at convenience store in last 30 days: <$20	368	8.3%	86
Spent at convenience store in last 30 days: $20-39	423	9.6%	94
Spent at convenience store in last 30 days: $40+	1,830	41.3%	115
Entertainment (Adults)			
Attended movies in last 6 months	2,334	52.7%	90
Went to live theater in last 12 months	431	9.7%	74
Went to a bar/night club in last 12 months	844	19.1%	100
Dined out in last 12 months	2,264	51.1%	104
Gambled at a casino in last 12 months	591	13.3%	83
Visited a theme park in last 12 months	809	18.3%	85
DVDs rented in last 30 days: 1	94	2.1%	80
DVDs rented in last 30 days: 2	213	4.8%	104
DVDs rented in last 30 days: 3	118	2.7%	83
DVDs rented in last 30 days: 4	154	3.5%	90
DVDs rented in last 30 days: 5+	567	12.8%	97
DVDs purchased in last 30 days: 1	212	4.8%	96
DVDs purchased in last 30 days: 2	203	4.6%	97
DVDs purchased in last 30 days: 3-4	187	4.2%	91
DVDs purchased in last 30 days: 5+	262	5.9%	114
Spent on toys/games in last 12 months: <$50	312	7.0%	116
Spent on toys/games in last 12 months: $50-$99	141	3.2%	115
Spent on toys/games in last 12 months: $100-$199	322	7.3%	101
Spent on toys/games in last 12 months: $200-$499	458	10.3%	95
Spent on toys/games in last 12 months: $500+	252	5.7%	99
Financial (Adults)			
Have home mortgage (1st)	950	21.5%	112
Used ATM/cash machine in last 12 months	2,147	48.5%	95
Own any stock	360	8.1%	88
Own U.S. savings bond	354	8.0%	117
Own shares in mutual fund (stock)	398	9.0%	96
Own shares in mutual fund (bonds)	219	4.9%	83
Used full service brokerage firm in last 12 months	233	5.3%	85
Have savings account	1,747	39.5%	109
Have 401K retirement savings	833	18.8%	106
Did banking over the Internet in last 12 months	1,112	25.1%	92
Own any credit/debit card (in own name)	3,301	74.5%	101
Avg monthly credit card expenditures: <$111	751	17.0%	122
Avg monthly credit card expenditures: $111-225	366	8.3%	106
Avg monthly credit card expenditures: $226-450	330	7.5%	100
Avg monthly credit card expenditures: $451-700	258	5.8%	91
Avg monthly credit card expenditures: $701+	405	9.1%	68

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March 27, 2012

Retail Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	3,269	73.8%	104
Used bread in last 6 months	4,326	97.7%	101
Used chicken/turkey (fresh or frozen) in last 6 months	3,411	77.0%	99
Used fish/seafood (fresh or frozen) in last 6 months	2,328	52.6%	99
Used fresh fruit/vegetables in last 6 months	3,880	87.6%	100
Used fresh milk in last 6 months	4,137	93.4%	103
Health (Adults)			
Exercise at home 2+ times per week	1,288	29.1%	97
Exercise at club 2+ times per week	329	7.4%	61
Visited a doctor in last 12 months	3,488	78.8%	101
Used vitamin/dietary supplement in last 6 months	2,052	46.3%	95
Home (Households)			
Any home improvement in last 12 months	817	36.7%	116
Used housekeeper/maid/prof HH cleaning service in the last 12 months	253	11.4%	73
Purchased any HH furnishing in last 12 months	617	27.7%	92
Purchased bedding/bath goods in last 12 months	1,188	53.3%	98
Purchased cooking/serving product in last 12 months	603	27.1%	99
Bought any kitchen appliance in last 12 months	420	18.9%	108
Insurance (Adults)			
Currently carry any life insurance	2,389	54.0%	113
Have medical/hospital/accident insurance	3,303	74.6%	104
Carry homeowner insurance	2,837	64.1%	121
Carry renter insurance	222	5.0%	82
Have auto/other vehicle insurance	3,929	88.7%	107
Pets (Households)			
HH owns any pet	1,444	64.8%	125
HH owns any cat	736	33.0%	137
HH owns any dog	1,128	50.7%	134
Reading Materials (Adults)			
Bought book in last 12 months	2,090	47.2%	94
Read any daily newspaper	2,026	45.8%	110
Heavy magazine reader	709	16.0%	81
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	3,201	72.3%	100
Went to family restaurant/steak house last mo: <2 times	1,154	26.1%	102
Went to family restaurant/steak house last mo: 2-4 times	1,177	26.6%	98
Went to family restaurant/steak house last mo: 5+ times	870	19.6%	101
Went to fast food/drive-in restaurant in last 6 mo	4,024	90.9%	102
Went to fast food/drive-in restaurant <6 times/mo	1,535	34.7%	99
Went to fast food/drive-in restaurant 6-13 times/mo	1,400	31.6%	109
Went to fast food/drive-in restaurant 14+ times/mo	1,089	24.6%	99
Fast food/drive-in last 6 mo: eat in	1,848	41.7%	111
Fast food/drive-in last 6 mo: home delivery	382	8.6%	83
Fast food/drive-in last 6 mo: take-out/drive-thru	2,610	58.9%	112
Fast food/drive-in last 6 mo: take-out/walk-in	928	21.0%	85

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March 27, 2012

Retail Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	1,556	69.9%	108
HH average monthly long distance phone bill: <$16	669	30.0%	108
HH average monthly long distance phone bill: $16-25	282	12.7%	111
HH average monthly long distance phone bill: $26-59	173	7.8%	85
HH average monthly long distance phone bill: $60+	80	3.6%	81
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	370	16.6%	84
HH owns 2 TVs	585	26.3%	100
HH owns 3 TVs	531	23.8%	106
HH owns 4+ TVs	510	22.9%	109
HH subscribes to cable TV	967	43.4%	75
HH Purchased audio equipment in last 12 months	197	8.8%	91
HH Purchased CD player in last 12 months	89	4.0%	103
HH Purchased DVD player in last 12 months	212	9.5%	98
HH Purchased MP3 player in last 12 months	362	8.2%	80
HH Purchased video game system in last 12 months	219	9.8%	91
Travel (Adults)			
Domestic travel in last 12 months	2,270	51.3%	98
Took 3+ domestic trips in last 12 months	602	13.6%	92
Spent on domestic vacations last 12 mo: <$1000	572	12.9%	103
Spent on domestic vacations last 12 mo: $1000-$1499	352	7.9%	118
Spent on domestic vacations last 12 mo: $1500-$1999	124	2.8%	69
Spent on domestic vacations last 12 mo: $2000-$2999	162	3.7%	88
Spent on domestic vacations last 12 mo: $3000+	165	3.7%	74
Foreign travel in last 3 years	779	17.6%	68
Took 3+ foreign trips by plane in last 3 years	92	2.1%	44
Spent on foreign vacations last 12 mo: <$1000	169	3.8%	64
Spent on foreign vacations last 12 mo: $1000-$2999	105	2.4%	58
Spent on foreign vacations last 12 mo: $3000+	104	2.3%	48
Stayed 1+ nights at hotel/motel in last 12 months	1,811	40.9%	101

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March 27, 2012

Retail Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary	2010	2015
Population	13,502	14,140
Total Number of Adults	10,113	10,636
Households	4,905	5,173
Median Household Income	$54,517	$60,555

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	5,258	52.0%	104
Bought any women's apparel in last 12 months	4,735	46.8%	103
Bought apparel for child <13 in last 6 months	2,986	29.5%	104
Bought any shoes in last 12 months	5,280	52.2%	100
Bought costume jewelry in last 12 months	1,980	19.6%	94
Bought any fine jewelry in last 12 months	2,112	20.9%	95
Bought a watch in last 12 months	1,857	18.4%	95
Automobiles (Households)			
HH owns/leases any vehicle	4,510	91.9%	107
HH bought/leased new vehicle last 12 mo	453	9.2%	96
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	9,384	92.8%	107
Bought/changed motor oil in last 12 months	6,150	60.8%	117
Had tune-up in last 12 months	3,041	30.1%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	5,665	56.0%	91
Drank regular cola in last 6 months	5,295	52.4%	102
Drank beer/ale in last 6 months	4,003	39.6%	93
Cameras & Film (Adults)			
Bought any camera in last 12 months	1,343	13.3%	103
Bought film in last 12 months	2,094	20.7%	108
Bought digital camera in last 12 months	637	6.3%	92
Bought memory card for camera in last 12 months	690	6.8%	89
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	3,541	35.0%	99
Avg monthly cell/mobile phone/PDA bill: $1-$49	2,335	23.1%	108
Avg monthly cell/mobile phone/PDA bill: $50-99	3,203	31.7%	98
Avg monthly cell/mobile phone/PDA bill: $100+	2,148	21.2%	100
Computers (Households)			
HH owns a personal computer	3,590	73.2%	99
Spent <$500 on most recent home PC purchase	444	9.1%	104
Spent $500-$999 on most recent home PC purchase	985	20.1%	112
Spent $1000-$1499 on most recent home PC purchase	615	12.5%	96
Spent $1500-$1999 on most recent home PC purchase	288	5.9%	83
Spent $2000+ on most recent home PC purchase	250	5.1%	82

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March 27, 2012

Retail Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	6,416	63.4%	105
Bought cigarettes at convenience store in last 30 days	1,920	19.0%	122
Bought gas at convenience store in last 30 days	4,219	41.7%	124
Spent at convenience store in last 30 days: <$20	862	8.5%	89
Spent at convenience store in last 30 days: $20-39	952	9.4%	92
Spent at convenience store in last 30 days: $40+	4,247	42.0%	117
Entertainment (Adults)			
Attended movies in last 6 months	5,287	52.3%	89
Went to live theater in last 12 months	938	9.3%	71
Went to a bar/night club in last 12 months	1,931	19.1%	100
Dined out in last 12 months	5,004	49.5%	100
Gambled at a casino in last 12 months	1,324	13.1%	82
Visited a theme park in last 12 months	1,780	17.6%	82
DVDs rented in last 30 days: 1	235	2.3%	88
DVDs rented in last 30 days: 2	461	4.6%	98
DVDs rented in last 30 days: 3	260	2.6%	80
DVDs rented in last 30 days: 4	342	3.4%	87
DVDs rented in last 30 days: 5+	1,235	12.2%	93
DVDs purchased in last 30 days: 1	489	4.8%	97
DVDs purchased in last 30 days: 2	454	4.5%	95
DVDs purchased in last 30 days: 3-4	488	4.8%	104
DVDs purchased in last 30 days: 5+	580	5.7%	110
Spent on toys/games in last 12 months: <$50	676	6.7%	110
Spent on toys/games in last 12 months: $50-$99	302	3.0%	108
Spent on toys/games in last 12 months: $100-$199	748	7.4%	103
Spent on toys/games in last 12 months: $200-$499	1,125	11.1%	103
Spent on toys/games in last 12 months: $500+	592	5.9%	102
Financial (Adults)			
Have home mortgage (1st)	2,087	20.6%	107
Used ATM/cash machine in last 12 months	4,964	49.1%	97
Own any stock	797	7.9%	86
Own U.S. savings bond	703	7.0%	101
Own shares in mutual fund (stock)	850	8.4%	89
Own shares in mutual fund (bonds)	493	4.9%	82
Used full service brokerage firm in last 12 months	488	4.8%	78
Have savings account	3,833	37.9%	104
Have 401K retirement savings	1,832	18.1%	102
Did banking over the Internet in last 12 months	2,594	25.7%	94
Own any credit/debit card (in own name)	7,428	73.5%	99
Avg monthly credit card expenditures: <$111	1,544	15.3%	110
Avg monthly credit card expenditures: $111-225	791	7.8%	100
Avg monthly credit card expenditures: $226-450	690	6.8%	91
Avg monthly credit card expenditures: $451-700	598	5.9%	93
Avg monthly credit card expenditures: $701+	986	9.8%	73

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March 27, 2012

Retail Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
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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	7,517	74.3%	105
Used bread in last 6 months	9,839	97.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	7,838	77.5%	100
Used fish/seafood (fresh or frozen) in last 6 months	5,245	51.9%	98
Used fresh fruit/vegetables in last 6 months	8,829	87.3%	100
Used fresh milk in last 6 months	9,389	92.8%	102
Health (Adults)			
Exercise at home 2+ times per week	2,983	29.5%	98
Exercise at club 2+ times per week	759	7.5%	61
Visited a doctor in last 12 months	7,886	78.0%	100
Used vitamin/dietary supplement in last 6 months	4,664	46.1%	95
Home (Households)			
Any home improvement in last 12 months	1,729	35.3%	111
Used housekeeper/maid/prof HH cleaning service in the last 12 months	582	11.9%	76
Purchased any HH furnishing in last 12 months	1,377	28.1%	94
Purchased bedding/bath goods in last 12 months	2,586	52.7%	96
Purchased cooking/serving product in last 12 months	1,352	27.6%	100
Bought any kitchen appliance in last 12 months	876	17.9%	102
Insurance (Adults)			
Currently carry any life insurance	5,280	52.2%	109
Have medical/hospital/accident insurance	7,258	71.8%	100
Carry homeowner insurance	6,081	60.1%	114
Carry renter insurance	505	5.0%	81
Have auto/other vehicle insurance	8,919	88.2%	106
Pets (Households)			
HH owns any pet	3,224	65.7%	127
HH owns any cat	1,581	32.2%	134
HH owns any dog	2,514	51.3%	135
Reading Materials (Adults)			
Bought book in last 12 months	4,845	47.9%	95
Read any daily newspaper	4,275	42.3%	102
Heavy magazine reader	1,723	17.0%	86
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	7,262	71.8%	100
Went to family restaurant/steak house last mo: <2 times	2,590	25.6%	100
Went to family restaurant/steak house last mo: 2-4 times	2,709	26.8%	99
Went to family restaurant/steak house last mo: 5+ times	1,962	19.4%	100
Went to fast food/drive-in restaurant in last 6 mo	9,159	90.6%	102
Went to fast food/drive-in restaurant <6 times/mo	3,360	33.2%	95
Went to fast food/drive-in restaurant 6-13 times/mo	3,155	31.2%	108
Went to fast food/drive-in restaurant 14+ times/mo	2,644	26.1%	105
Fast food/drive-in last 6 mo: eat in	4,024	39.8%	106
Fast food/drive-in last 6 mo: home delivery	1,007	10.0%	95
Fast food/drive-in last 6 mo: take-out/drive-thru	5,897	58.3%	111
Fast food/drive-in last 6 mo: take-out/walk-in	2,204	21.8%	89

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Retail Market Potential

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Ring: 5 miles radius

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Latitude: 39.055
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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	3,350	68.3%	106
HH average monthly long distance phone bill: <$16	1,391	28.4%	102
HH average monthly long distance phone bill: $16-25	588	12.0%	105
HH average monthly long distance phone bill: $26-59	372	7.6%	83
HH average monthly long distance phone bill: $60+	220	4.5%	101
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	858	17.5%	89
HH owns 2 TVs	1,276	26.0%	99
HH owns 3 TVs	1,175	24.0%	107
HH owns 4+ TVs	1,100	22.4%	107
HH subscribes to cable TV	2,154	43.9%	76
HH Purchased audio equipment in last 12 months	439	9.0%	92
HH Purchased CD player in last 12 months	182	3.7%	96
HH Purchased DVD player in last 12 months	468	9.5%	98
HH Purchased MP3 player in last 12 months	831	8.2%	81
HH Purchased video game system in last 12 months	515	10.5%	97
Travel (Adults)			
Domestic travel in last 12 months	5,053	50.0%	96
Took 3+ domestic trips in last 12 months	1,324	13.1%	88
Spent on domestic vacations last 12 mo: <$1000	1,214	12.0%	95
Spent on domestic vacations last 12 mo: $1000-$1499	742	7.3%	109
Spent on domestic vacations last 12 mo: $1500-$1999	305	3.0%	74
Spent on domestic vacations last 12 mo: $2000-$2999	360	3.6%	86
Spent on domestic vacations last 12 mo: $3000+	411	4.1%	80
Foreign travel in last 3 years	1,859	18.4%	71
Took 3+ foreign trips by plane in last 3 years	210	2.1%	44
Spent on foreign vacations last 12 mo: <$1000	424	4.2%	70
Spent on foreign vacations last 12 mo: $1000-$2999	236	2.3%	57
Spent on foreign vacations last 12 mo: $3000+	273	2.7%	55
Stayed 1+ nights at hotel/motel in last 12 months	3,988	39.4%	97

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

Electronics and Internet Market Potential

Clermont County, Ohio
Economic Development

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary		2010	2015
Population		2,206	2,281
Population 18+		1,672	1,750
Households		878	913
Median Household Income		$49,595	$55,478
Product/Consumer Behavior	**Expected Number of Adults/HHs**	**Percent**	**MPI**
HH owns a personal computer	616	70.1%	95
Purchased home PC in last 12 months	128	14.6%	93
Purchased home PC 1-2 years ago	182	20.7%	92
Purchased home PC 3-4 years ago	171	19.5%	100
Purchased home PC 5+ years ago	82	9.3%	100
Spent <$500 on home PC (most recent purchase)	80	9.1%	105
Spent $500-999 on home PC (most recent purchase)	164	18.7%	105
Spent $1000-1499 on home PC (most recent purchase)	113	12.9%	99
Spent $1500-1999 on home PC (most recent purchase)	56	6.4%	90
Spent $2000+ on home PC (most recent purchase)	37	4.2%	68
Purchased home PC at computer superstore	87	9.9%	78
Purchased home PC at department store	51	5.8%	118
Purchased home PC direct from manufacturer	123	14.0%	101
Purchased home PC at electronics store	100	11.4%	103
Purchased home PC on Internet	55	6.2%	73
Purchased home PC at warehouse discount outlet	16	1.8%	83
HH owns desktop PC	496	56.4%	98
HH owns laptop/notebook/tablet PC	219	25.0%	80
HH owns any Apple/Apple Mac clone brand PC	30	3.4%	55
HH owns any IBM/IBM compatible brand PC	575	65.5%	97
Brand of PC that HH owns: Compaq	79	9.0%	106
Brand of PC that HH owns: Dell	260	29.6%	96
Brand of PC that HH owns: Gateway	54	6.1%	92
Brand of PC that HH owns: Hewlett Packard	135	15.4%	99
Brand of PC that HH owns: Sony Vaio	19	2.1%	75
Child (under 18) uses home PC	185	21.1%	100
HH owns CD burner	331	37.7%	102
HH owns CD ROM drive	345	39.3%	100
HH owns DVD drive	212	24.1%	97
HH owns DVD-RW (DVD burner)	170	19.4%	94
HH owns external hard drive	103	11.7%	83
HH owns flash drive	157	17.9%	87
HH owns LAN/network interface card	80	9.1%	82
HH owns inkjet printer	378	43.0%	101
HH owns laser printer	110	12.6%	91
HH owns modem/fax modem	176	20.0%	96
HH owns removable cartridge storage device	53	6.0%	104
HH owns scanner	256	29.2%	102
HH owns PC speakers	357	40.7%	98
HH owns tape backup	22	2.5%	94
HH owns webcam	88	10.0%	88
HH owns software: accounting	67	7.6%	86
HH owns software: communications/fax	61	6.9%	85
HH owns software: database/filing	63	7.2%	88
HH owns software: desktop publishing	88	10.0%	83

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

Electronics and Internet Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	81	9.2%	92
HH owns software: entertainment/games	258	29.4%	101
HH owns software: online meeting/conference	16	1.8%	64
HH owns software: personal finance/tax prep	110	12.5%	88
HH owns software: presentation graphics	54	6.1%	77
HH owns software: multimedia	114	13.0%	85
HH owns software: networking	85	9.7%	86
HH owns software: security/anti-virus	236	26.9%	96
HH owns software: spreadsheet	163	18.5%	80
HH owns software: utility	49	5.6%	79
HH owns software: web authoring	20	2.3%	66
HH owns software: word processing	255	29.0%	86
Spent $500+ on software for home PC in last 12 mo	10	1.2%	48
Purchased computer book in last 12 months	30	3.4%	79
HH owns fax machine	39	4.5%	74
Purchased audio equipment in last 12 months	77	8.8%	90
Purchased headphones in last 12 months	29	3.4%	83
HH owns camcorder	162	18.5%	95
Purchased camcorder in last 12 months	14	1.6%	75
HH owns CD player	415	47.3%	103
Purchased CD player in last 12 months	41	4.6%	121
HH owns DVD player	583	66.4%	100
Purchased DVD player in last 12 months	87	9.9%	102
HH owns 1 TV	156	17.8%	90
HH owns 2 TVs	226	25.7%	98
HH owns 3 TVs	199	22.6%	101
HH owns 4+ TVs	202	23.0%	109
HH owns miniature screen TV (<13 in)	83	9.5%	119
Most recent TV purchase: miniature screen (<13 in)	34	3.9%	140
HH owns regular screen TV (13-26 in)	401	45.7%	105
Most recent TV purchase: regular screen (13-26 in)	211	24.0%	103
HH owns large screen TV (27-35 in)	411	46.8%	101
Most recent TV purchase: large screen (27-35 in)	285	32.5%	103
HH owns big screen TV (36-42 in)	154	17.6%	93
Most recent TV purchase: big screen (36-42 in)	119	13.6%	96
HH owns giant screen TV (over 42 in)	115	13.0%	92
Most recent TV purchase: giant screen (over 42 in)	85	9.7%	87
HH owns LCD TV	147	16.7%	87
HH owns plasma TV	57	6.5%	78
HH owns projection TV	52	5.9%	110
HH owns video game system	292	33.3%	99
Purchased video game system in last 12 months	80	9.1%	85
HH owns video game system: handheld	130	14.8%	96
HH owns video game system: attached to TV/computer	260	29.6%	100
HH owns video game system: Game Boy	62	7.1%	102
HH owns video game system: Game Boy Advance/SP	53	6.1%	92
HH owns video game system: Nintendo DS	69	7.9%	104

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
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March 27, 2012

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Electronics and Internet Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	44	5.0%	100
HH owns video game system: Nintendo Wii	48	5.4%	81
HH owns video game system: PlayStation 2	157	17.9%	108
HH owns video game system: PlayStation 3	27	3.1%	85
HH owns video game system: Sony PlayStation/PS One	36	4.1%	101
HH owns video game system: Sony PSP	20	2.3%	78
HH owns video game system: Xbox	55	6.3%	105
HH owns video game system: Xbox 360	43	4.8%	76
HH purchased 5+ video games in last 12 months	52	5.9%	91
HH spent $101+ on video games in last 12 months	63	7.2%	89
Owns MP3 player	386	23.1%	86
Purchased MP3 player in last 12 months	146	8.7%	86
Owns Apple iPod	122	7.3%	66
Purchased Apple iPod in last 12 months	33	2.0%	58
Have any access to the Internet	1,404	84.0%	99
Have access to Internet: at home	1,127	67.5%	96
Have access to Internet: at work	556	33.3%	89
Have access to Internet: at school/library	405	24.2%	96
Have access to Internet:not hm/work/school/library	293	17.5%	90
Use Internet less than once a week	83	5.0%	125
Use Internet 1-2 times per week	104	6.2%	113
Use Internet 3-6 times per week	155	9.3%	115
Use Internet once a day	184	11.0%	100
Use Internet 2-4 times per day	280	16.7%	95
Use Internet 5 or more times per day	332	19.8%	79
Any Internet or online usage in last 30 days	1,137	68.0%	96
Used Internet in last 30 days: at home	966	57.8%	93
Used Internet in last 30 days: at work	459	27.5%	86
Used Internet in last 30 days: at school/library	103	6.2%	80
Used Internet/30 days: not home/work/school/library	137	8.2%	89
Internet last 30 days: used email	940	56.2%	90
Internet last 30 days: used Instant Messenger	381	22.8%	90
Internet last 30 days: paid bills online	470	28.1%	86
Internet last 30 days: visited online blog	119	7.1%	74
Internet last 30 days: wrote online blog	56	3.4%	91
Internet last 30 days: visited chat room	55	3.3%	71
Internet last 30 days: looked for employment	212	12.7%	97
Internet last 30 days: played games online	389	23.3%	111
Internet last 30 days: traded/tracked investments	118	7.1%	63
Internet last 30 days: downloaded music	264	15.8%	86
Internet last 30 days: made phone call	28	1.7%	45
Internet last 30 days: made personal purchase	420	25.1%	81
Internet last 30 days: made business purchase	121	7.3%	76
Internet last 30 days: made travel plans	193	11.6%	67
Internet last 30 days: watched online video	257	15.4%	80
Internet last 30 days: obtained new/used car info	143	8.6%	97
Internet last 30 days: obtained financial info	333	20.0%	83
Internet last 30 days: obtained medical info	237	14.2%	85
Internet last 30 days: obtained latest news	552	33.0%	86
Internet last 30 days: obtained real estate info	152	9.1%	85

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

Electronics and Internet Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	343	20.5%	89
Ordered anything on Internet in last 12 months	552	33.1%	95
Ordered on Internet/12 mo: airline ticket	182	10.9%	65
Ordered on Internet/12 mo: CD/tape	53	3.2%	72
Ordered on Internet/12 mo: clothing	213	12.7%	88
Ordered on Internet/12 mo: computer	44	2.6%	77
Ordered on Internet/12 mo: computer peripheral	50	3.0%	69
Ordered on Internet/12 mo: DVD	99	5.9%	90
Ordered on Internet/12 mo: flowers	47	2.8%	61
Ordered on Internet/12 mo: software	73	4.3%	77
Ordered on Internet/12 mo: tickets (concerts etc.)	129	7.7%	80
Ordered on Internet/12 mo: toy	71	4.3%	85
Purchased item from amazon.com in last 12 months	149	8.9%	63
Purchased item from barnes&noble.com in last 12 mo	32	1.9%	60
Purchased item from bestbuy.com in last 12 months	33	2.0%	78
Purchased item from ebay.com in last 12 months	154	9.2%	99
Purchased item from walmart.com in last 12 months	69	4.1%	101
Spent on Internet orders last 12 months: <$100	112	6.7%	123
Spent on Internet orders last 12 months: $100-199	90	5.4%	100
Spent on Internet orders last 12 months: $200-499	140	8.4%	100
Spent on Internet orders last 12 months: $500+	183	10.9%	75
Connection to Internet from home: dial-up modem	176	10.5%	126
Connection to Internet from home: cable modem	436	26.1%	97
Connection to Internet from home: DSL	355	21.2%	86
Connection to Internet from home: wireless	159	9.5%	69
Connection to Internet from home: any broadband	889	53.2%	90
DVDs rented in last 30 days: 1	39	2.3%	88
DVDs rented in last 30 days: 2	97	5.8%	125
DVDs rented in last 30 days: 3	54	3.2%	101
DVDs rented in last 30 days: 4	69	4.1%	107
DVDs rented in last 30 days: 5+	219	13.1%	99
Rented video tape/DVD last month: action/adventure	373	22.3%	110
Rented video tape/DVD last month: classic	80	4.8%	92
Rented video tape/DVD last month: comedy	372	22.2%	108
Rented video tape/DVD last month: drama	210	12.6%	92
Rented video tape/DVD last month: family/children	169	10.1%	114
Rented video tape/DVD last month: foreign	17	1.0%	51
Rented video tape/DVD last month: horror	151	9.0%	122
Rented video tape/DVD last month: romance	127	7.6%	101
Rented video tape/DVD last month: science fiction	96	5.8%	108
Rented video tape/DVD last mo at Blockbuster Video	185	11.1%	92
Rented video tape/DVD last mo at Hollywood Video	57	3.4%	83
Bought video tape/DVD last month: action/adventure	149	8.9%	106
Bought video tape/DVD last month: classic	54	3.2%	119
Bought video tape/DVD last month: comedy	174	10.4%	129
Bought video tape/DVD last month: drama	79	4.7%	109
Bought video tape/DVD last month: family/children	116	6.9%	118
Bought video tape/DVD last month: horror	63	3.8%	120
Bought video tape/DVD last month: romance	50	3.0%	117

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March 27, 2012

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Electronics and Internet Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	33	2.0%	79
Bought blank video tape in last 6 months	194	11.6%	102
Bought 7+ blank video tapes in last 6 months	44	2.6%	101
DVDs purchased in last 30 days: 1	79	4.7%	95
DVDs purchased in last 30 days: 2	73	4.4%	92
DVDs purchased in last 30 days: 3-4	86	5.1%	111
DVDs purchased in last 30 days: 5+	107	6.4%	123
Bought any camera in last 12 months	226	13.5%	105
Spent on cameras in last 12 months: <$100	101	6.0%	136
Spent on cameras in last 12 months: $100-199	46	2.7%	91
Spent on cameras in last 12 months: $200+	49	2.9%	74
Own APS (point & shoot or SLR) camera	36	2.1%	78
Own digital camera	514	30.7%	93
Bought digital camera in last 12 months	101	6.1%	88
Own digital point & shoot camera	391	23.4%	94
Bought digital point & shoot camera in last 12 mo	70	4.2%	85
Own digital SLR camera	132	7.9%	85
Bought digital SLR camera in last 12 months	32	1.9%	85
Own 35mm auto focus point & shoot camera	84	5.0%	107
Own 35mm auto focus single lens reflex camera	29	1.7%	73
Own 35mm auto focus zoom camera	112	6.7%	119
Own 35mm single lens reflex camera	40	2.4%	80
Own Canon camera	213	12.8%	81
Bought Canon camera in last 12 months	30	1.8%	84
Own Fuji camera	63	3.7%	93
Own Kodak camera	236	14.1%	119
Bought Kodak camera in last 12 months	51	3.1%	103
Own Nikon camera	65	3.9%	72
Own Olympus camera	66	3.9%	87
Own Polaroid camera	41	2.4%	100
Bought any camera accessory in last 12 months	742	44.4%	104
Bought film in last 12 months	372	22.2%	116
Bought film in last 12 months: <3 rolls	168	10.1%	113
Bought film in last 12 months: 3-6 rolls	132	7.9%	126
Bought film in last 12 months: 7+ rolls	71	4.3%	100
Bought film in last 12 mo: APS (color prints)	42	2.5%	94
Bought film in last 12 mo: instant developing	38	2.3%	114
Bought film in last 12 mo: 35mm (black & white)	15	0.9%	94
Bought film in last 12 mo: 35mm (color prints)	223	13.4%	117
Bought Fuji film in last 12 months	110	6.6%	131
Bought Kodak film in last 12 months	222	13.3%	112
Bought store-brand film in last 12 months	37	2.2%	104
Purchased film in last 12 mo: department store	90	5.4%	145
Purchased film in last 12 mo: discount store	87	5.2%	109

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
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March 27, 2012

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Electronics and Internet Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	70	4.2%	89
Purchased film in last 12 mo: grocery store	55	3.3%	153
Purchased film in last 12 mo: 1 hour service store	36	2.1%	85
Had film processed at discount store	63	3.8%	114
Had film processed at drug store	71	4.3%	100
Had film processed at 1 hour service store	49	2.9%	101
Bought memory card for camera in last 12 months	120	7.2%	94
Own memory card for camera	413	24.7%	100

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

Electronics and Internet Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary		2010	2015
Population		5,842	6,135
Population 18+		4,428	4,678
Households		2,227	2,353
Median Household Income		$52,579	$58,336
Product/Consumer Behavior	**Expected Number of Adults/HHs**	**Percent**	**MPI**
HH owns a personal computer	1,597	71.7%	97
Purchased home PC in last 12 months	314	14.1%	90
Purchased home PC 1-2 years ago	466	20.9%	93
Purchased home PC 3-4 years ago	456	20.5%	105
Purchased home PC 5+ years ago	235	10.5%	113
Spent <$500 on home PC (most recent purchase)	195	8.7%	101
Spent $500-999 on home PC (most recent purchase)	439	19.7%	110
Spent $1000-1499 on home PC (most recent purchase)	295	13.2%	101
Spent $1500-1999 on home PC (most recent purchase)	137	6.1%	87
Spent $2000+ on home PC (most recent purchase)	106	4.8%	77
Purchased home PC at computer superstore	235	10.6%	83
Purchased home PC at department store	132	5.9%	120
Purchased home PC direct from manufacturer	329	14.8%	106
Purchased home PC at electronics store	251	11.3%	102
Purchased home PC on Internet	146	6.6%	76
Purchased home PC at warehouse discount outlet	45	2.0%	92
HH owns desktop PC	1,306	58.6%	102
HH owns laptop/notebook/tablet PC	545	24.5%	78
HH owns any Apple/Apple Mac clone brand PC	77	3.5%	55
HH owns any IBM/IBM compatible brand PC	1,491	66.9%	99
Brand of PC that HH owns: Compaq	215	9.7%	114
Brand of PC that HH owns: Dell	678	30.4%	99
Brand of PC that HH owns: Gateway	135	6.1%	91
Brand of PC that HH owns: Hewlett Packard	343	15.4%	99
Brand of PC that HH owns: Sony Vaio	45	2.0%	70
Child (under 18) uses home PC	483	21.7%	103
HH owns CD burner	841	37.8%	102
HH owns CD ROM drive	896	40.2%	103
HH owns DVD drive	530	23.8%	95
HH owns DVD-RW (DVD burner)	434	19.5%	95
HH owns external hard drive	281	12.6%	89
HH owns flash drive	413	18.6%	90
HH owns LAN/network interface card	203	9.1%	82
HH owns inkjet printer	997	44.8%	105
HH owns laser printer	293	13.1%	96
HH owns modem/fax modem	481	21.6%	104
HH owns removable cartridge storage device	128	5.8%	99
HH owns scanner	690	31.0%	109
HH owns PC speakers	939	42.2%	101
HH owns tape backup	55	2.5%	93
HH owns webcam	217	9.7%	86
HH owns software: accounting	186	8.4%	94
HH owns software: communications/fax	162	7.3%	89
HH owns software: database/filing	174	7.8%	96
HH owns software: desktop publishing	255	11.5%	94

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
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March 27, 2012

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Electronics and Internet Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	194	8.7%	87
HH owns software: entertainment/games	673	30.2%	104
HH owns software: online meeting/conference	39	1.8%	61
HH owns software: personal finance/tax prep	289	13.0%	92
HH owns software: presentation graphics	141	6.3%	79
HH owns software: multimedia	306	13.7%	90
HH owns software: networking	207	9.3%	83
HH owns software: security/anti-virus	616	27.7%	98
HH owns software: spreadsheet	455	20.4%	88
HH owns software: utility	124	5.6%	79
HH owns software: web authoring	49	2.2%	64
HH owns software: word processing	681	30.6%	91
Spent $500+ on software for home PC in last 12 mo	32	1.5%	60
Purchased computer book in last 12 months	64	2.9%	67
HH owns fax machine	115	5.2%	86
Purchased audio equipment in last 12 months	197	8.9%	91
Purchased headphones in last 12 months	68	3.1%	77
HH owns camcorder	454	20.4%	105
Purchased camcorder in last 12 months	40	1.8%	84
HH owns CD player	1,066	47.9%	104
Purchased CD player in last 12 months	89	4.0%	103
HH owns DVD player	1,497	67.2%	101
Purchased DVD player in last 12 months	212	9.5%	98
HH owns 1 TV	370	16.6%	84
HH owns 2 TVs	585	26.3%	100
HH owns 3 TVs	531	23.8%	106
HH owns 4+ TVs	510	22.9%	109
HH owns miniature screen TV (<13 in)	213	9.6%	121
Most recent TV purchase: miniature screen (<13 in)	72	3.2%	117
HH owns regular screen TV (13-26 in)	1,045	46.9%	108
Most recent TV purchase: regular screen (13-26 in)	527	23.7%	101
HH owns large screen TV (27-35 in)	1,088	48.9%	105
Most recent TV purchase: large screen (27-35 in)	741	33.3%	105
HH owns big screen TV (36-42 in)	396	17.8%	94
Most recent TV purchase: big screen (36-42 in)	308	13.8%	98
HH owns giant screen TV (over 42 in)	297	13.3%	94
Most recent TV purchase: giant screen (over 42 in)	229	10.3%	92
HH owns LCD TV	378	17.0%	88
HH owns plasma TV	161	7.2%	87
HH owns projection TV	126	5.7%	105
HH owns video game system	743	33.4%	100
Purchased video game system in last 12 months	219	9.9%	91
HH owns video game system: handheld	337	15.1%	98
HH owns video game system: attached to TV/computer	658	29.5%	100
HH owns video game system: Game Boy	163	7.3%	106
HH owns video game system: Game Boy Advance/SP	151	6.8%	103
HH owns video game system: Nintendo DS	168	7.6%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
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March 27, 2012

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Electronics and Internet Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	104	4.7%	93
HH owns video game system: Nintendo Wii	131	5.9%	87
HH owns video game system: PlayStation 2	382	17.1%	104
HH owns video game system: PlayStation 3	74	3.3%	92
HH owns video game system: Sony PlayStation/PS One	97	4.3%	108
HH owns video game system: Sony PSP	45	2.0%	69
HH owns video game system: Xbox	139	6.2%	105
HH owns video game system: Xbox 360	114	5.1%	79
HH purchased 5+ video games in last 12 months	121	5.4%	84
HH spent $101+ on video games in last 12 months	153	6.9%	85
Owns MP3 player	976	22.1%	82
Purchased MP3 player in last 12 months	362	8.2%	80
Owns Apple iPod	317	7.2%	64
Purchased Apple iPod in last 12 months	89	2.0%	59
Have any access to the Internet	3,716	83.9%	99
Have access to Internet: at home	2,999	67.7%	96
Have access to Internet: at work	1,500	33.9%	91
Have access to Internet: at school/library	1,059	23.9%	95
Have access to Internet:not hm/work/school/library	797	18.0%	93
Use Internet less than once a week	246	5.6%	139
Use Internet 1-2 times per week	303	6.8%	124
Use Internet 3-6 times per week	397	9.0%	112
Use Internet once a day	497	11.2%	101
Use Internet 2-4 times per day	707	16.0%	91
Use Internet 5 or more times per day	873	19.7%	79
Any Internet or online usage in last 30 days	3,023	68.3%	97
Used Internet in last 30 days: at home	2,568	58.0%	93
Used Internet in last 30 days: at work	1,228	27.7%	87
Used Internet in last 30 days: at school/library	258	5.8%	76
Used Internet/30 days: not home/work/school/library	359	8.1%	88
Internet last 30 days: used email	2,534	57.2%	92
Internet last 30 days: used Instant Messenger	939	21.2%	84
Internet last 30 days: paid bills online	1,228	27.7%	84
Internet last 30 days: visited online blog	313	7.1%	74
Internet last 30 days: wrote online blog	118	2.7%	72
Internet last 30 days: visited chat room	167	3.8%	81
Internet last 30 days: looked for employment	510	11.5%	88
Internet last 30 days: played games online	935	21.1%	101
Internet last 30 days: traded/tracked investments	349	7.9%	71
Internet last 30 days: downloaded music	632	14.3%	78
Internet last 30 days: made phone call	75	1.7%	46
Internet last 30 days: made personal purchase	1,143	25.8%	84
Internet last 30 days: made business purchase	336	7.6%	80
Internet last 30 days: made travel plans	548	12.4%	72
Internet last 30 days: watched online video	651	14.7%	77
Internet last 30 days: obtained new/used car info	352	7.9%	90
Internet last 30 days: obtained financial info	885	20.0%	83
Internet last 30 days: obtained medical info	657	14.8%	89
Internet last 30 days: obtained latest news	1,490	33.6%	87
Internet last 30 days: obtained real estate info	376	8.5%	79

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	894	20.2%	87
Ordered anything on Internet in last 12 months	1,476	33.3%	96
Ordered on Internet/12 mo: airline ticket	483	10.9%	65
Ordered on Internet/12 mo: CD/tape	154	3.5%	79
Ordered on Internet/12 mo: clothing	590	13.3%	92
Ordered on Internet/12 mo: computer	108	2.4%	71
Ordered on Internet/12 mo: computer peripheral	147	3.3%	76
Ordered on Internet/12 mo: DVD	251	5.7%	86
Ordered on Internet/12 mo: flowers	121	2.7%	59
Ordered on Internet/12 mo: software	208	4.7%	82
Ordered on Internet/12 mo: tickets (concerts etc.)	314	7.1%	74
Ordered on Internet/12 mo: toy	189	4.3%	86
Purchased item from amazon.com in last 12 months	461	10.4%	74
Purchased item from barnes&noble.com in last 12 mo	89	2.0%	63
Purchased item from bestbuy.com in last 12 months	83	1.9%	74
Purchased item from ebay.com in last 12 months	432	9.8%	105
Purchased item from walmart.com in last 12 months	194	4.4%	107
Spent on Internet orders last 12 months: <$100	301	6.8%	125
Spent on Internet orders last 12 months: $100-199	245	5.5%	102
Spent on Internet orders last 12 months: $200-499	388	8.8%	105
Spent on Internet orders last 12 months: $500+	483	10.9%	75
Connection to Internet from home: dial-up modem	622	14.0%	169
Connection to Internet from home: cable modem	968	21.9%	81
Connection to Internet from home: DSL	1,004	22.7%	92
Connection to Internet from home: wireless	399	9.0%	65
Connection to Internet from home: any broadband	2,226	50.3%	85
DVDs rented in last 30 days: 1	94	2.1%	80
DVDs rented in last 30 days: 2	213	4.8%	104
DVDs rented in last 30 days: 3	118	2.7%	83
DVDs rented in last 30 days: 4	154	3.5%	90
DVDs rented in last 30 days: 5+	567	12.8%	97
Rented video tape/DVD last month: action/adventure	897	20.3%	100
Rented video tape/DVD last month: classic	199	4.5%	86
Rented video tape/DVD last month: comedy	911	20.6%	99
Rented video tape/DVD last month: drama	528	11.9%	88
Rented video tape/DVD last month: family/children	434	9.8%	110
Rented video tape/DVD last month: foreign	53	1.2%	61
Rented video tape/DVD last month: horror	354	8.0%	108
Rented video tape/DVD last month: romance	334	7.6%	100
Rented video tape/DVD last month: science fiction	235	5.3%	100
Rented video tape/DVD last mo at Blockbuster Video	420	9.5%	79
Rented video tape/DVD last mo at Hollywood Video	118	2.7%	65
Bought video tape/DVD last month: action/adventure	356	8.0%	96
Bought video tape/DVD last month: classic	140	3.2%	116
Bought video tape/DVD last month: comedy	386	8.7%	108
Bought video tape/DVD last month: drama	177	4.0%	93
Bought video tape/DVD last month: family/children	290	6.5%	111
Bought video tape/DVD last month: horror	145	3.3%	104
Bought video tape/DVD last month: romance	133	3.0%	118

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	81	1.8%	74
Bought blank video tape in last 6 months	508	11.5%	101
Bought 7+ blank video tapes in last 6 months	122	2.8%	106
DVDs purchased in last 30 days: 1	212	4.8%	96
DVDs purchased in last 30 days: 2	203	4.6%	97
DVDs purchased in last 30 days: 3-4	187	4.2%	91
DVDs purchased in last 30 days: 5+	262	5.9%	114
Bought any camera in last 12 months	593	13.4%	104
Spent on cameras in last 12 months: <$100	238	5.4%	121
Spent on cameras in last 12 months: $100-199	132	3.0%	99
Spent on cameras in last 12 months: $200+	149	3.4%	85
Own APS (point & shoot or SLR) camera	97	2.2%	80
Own digital camera	1,506	34.0%	103
Bought digital camera in last 12 months	284	6.4%	94
Own digital point & shoot camera	1,148	25.9%	104
Bought digital point & shoot camera in last 12 mo	199	4.5%	91
Own digital SLR camera	395	8.9%	96
Bought digital SLR camera in last 12 months	87	2.0%	87
Own 35mm auto focus point & shoot camera	267	6.0%	129
Own 35mm auto focus single lens reflex camera	92	2.1%	87
Own 35mm auto focus zoom camera	325	7.3%	131
Own 35mm single lens reflex camera	125	2.8%	94
Own Canon camera	654	14.8%	94
Bought Canon camera in last 12 months	89	2.0%	94
Own Fuji camera	173	3.9%	97
Own Kodak camera	663	15.0%	127
Bought Kodak camera in last 12 months	130	2.9%	99
Own Nikon camera	211	4.8%	88
Own Olympus camera	178	4.0%	89
Own Polaroid camera	124	2.8%	114
Bought any camera accessory in last 12 months	2,047	46.2%	108
Bought film in last 12 months	968	21.9%	114
Bought film in last 12 months: <3 rolls	432	9.8%	110
Bought film in last 12 months: 3-6 rolls	333	7.5%	120
Bought film in last 12 months: 7+ rolls	203	4.6%	108
Bought film in last 12 mo: APS (color prints)	111	2.5%	94
Bought film in last 12 mo: instant developing	100	2.3%	113
Bought film in last 12 mo: 35mm (black & white)	31	0.7%	74
Bought film in last 12 mo: 35mm (color prints)	616	13.9%	122
Bought Fuji film in last 12 months	261	5.9%	117
Bought Kodak film in last 12 months	617	13.9%	118
Bought store-brand film in last 12 months	90	2.0%	95
Purchased film in last 12 mo: department store	233	5.3%	141
Purchased film in last 12 mo: discount store	275	6.2%	130

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	181	4.1%	87
Purchased film in last 12 mo: grocery store	116	2.6%	122
Purchased film in last 12 mo: 1 hour service store	112	2.5%	99
Had film processed at discount store	191	4.3%	130
Had film processed at drug store	185	4.2%	98
Had film processed at 1 hour service store	140	3.2%	109
Bought memory card for camera in last 12 months	312	7.0%	92
Own memory card for camera	1,187	26.8%	108

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Demographic Summary		2010	2015
Population		13,502	14,140
Population 18+		10,113	10,636
Households		4,905	5,173
Median Household Income		$54,517	$60,555
Product/Consumer Behavior	**Expected Number of Adults/HHs**	**Percent**	**MPI**
HH owns a personal computer	3,590	73.2%	99
Purchased home PC in last 12 months	715	14.6%	93
Purchased home PC 1-2 years ago	1,103	22.5%	100
Purchased home PC 3-4 years ago	987	20.1%	103
Purchased home PC 5+ years ago	475	9.7%	104
Spent <$500 on home PC (most recent purchase)	444	9.1%	104
Spent $500-999 on home PC (most recent purchase)	985	20.1%	112
Spent $1000-1499 on home PC (most recent purchase)	615	12.5%	96
Spent $1500-1999 on home PC (most recent purchase)	288	5.9%	83
Spent $2000+ on home PC (most recent purchase)	250	5.1%	82
Purchased home PC at computer superstore	558	11.4%	89
Purchased home PC at department store	271	5.5%	112
Purchased home PC direct from manufacturer	676	13.8%	99
Purchased home PC at electronics store	531	10.8%	98
Purchased home PC on Internet	348	7.1%	83
Purchased home PC at warehouse discount outlet	119	2.4%	111
HH owns desktop PC	2,899	59.1%	103
HH owns laptop/notebook/tablet PC	1,275	26.0%	83
HH owns any Apple/Apple Mac clone brand PC	197	4.0%	64
HH owns any IBM/IBM compatible brand PC	3,338	68.0%	101
Brand of PC that HH owns: Compaq	458	9.3%	110
Brand of PC that HH owns: Dell	1,481	30.2%	98
Brand of PC that HH owns: Gateway	319	6.5%	98
Brand of PC that HH owns: Hewlett Packard	806	16.4%	106
Brand of PC that HH owns: Sony Vaio	105	2.1%	74
Child (under 18) uses home PC	1,075	21.9%	104
HH owns CD burner	1,850	37.7%	102
HH owns CD ROM drive	1,960	40.0%	102
HH owns DVD drive	1,170	23.8%	96
HH owns DVD-RW (DVD burner)	993	20.3%	98
HH owns external hard drive	620	12.6%	89
HH owns flash drive	933	19.0%	93
HH owns LAN/network interface card	457	9.3%	84
HH owns inkjet printer	2,171	44.2%	104
HH owns laser printer	632	12.9%	94
HH owns modem/fax modem	1,048	21.4%	103
HH owns removable cartridge storage device	248	5.0%	87
HH owns scanner	1,510	30.8%	108
HH owns PC speakers	2,094	42.7%	102
HH owns tape backup	121	2.5%	93
HH owns webcam	471	9.6%	85
HH owns software: accounting	405	8.2%	93
HH owns software: communications/fax	346	7.1%	86
HH owns software: database/filing	356	7.3%	89
HH owns software: desktop publishing	577	11.8%	97

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	441	9.0%	90
HH owns software: entertainment/games	1,460	29.8%	103
HH owns software: online meeting/conference	97	2.0%	69
HH owns software: personal finance/tax prep	620	12.6%	89
HH owns software: presentation graphics	323	6.6%	82
HH owns software: multimedia	670	13.7%	89
HH owns software: networking	475	9.7%	86
HH owns software: security/anti-virus	1,297	26.4%	94
HH owns software: spreadsheet	1,014	20.7%	89
HH owns software: utility	281	5.7%	81
HH owns software: web authoring	119	2.4%	70
HH owns software: word processing	1,497	30.5%	91
Spent $500+ on software for home PC in last 12 mo	89	1.8%	76
Purchased computer book in last 12 months	157	3.2%	74
HH owns fax machine	264	5.4%	90
Purchased audio equipment in last 12 months	439	9.0%	92
Purchased headphones in last 12 months	156	3.2%	80
HH owns camcorder	1,029	21.0%	108
Purchased camcorder in last 12 months	86	1.7%	82
HH owns CD player	2,333	47.6%	103
Purchased CD player in last 12 months	182	3.7%	96
HH owns DVD player	3,245	66.2%	100
Purchased DVD player in last 12 months	468	9.5%	98
HH owns 1 TV	858	17.5%	89
HH owns 2 TVs	1,276	26.0%	99
HH owns 3 TVs	1,175	24.0%	107
HH owns 4+ TVs	1,100	22.4%	107
HH owns miniature screen TV (<13 in)	454	9.3%	117
Most recent TV purchase: miniature screen (<13 in)	142	2.9%	104
HH owns regular screen TV (13-26 in)	2,262	46.1%	106
Most recent TV purchase: regular screen (13-26 in)	1,146	23.4%	100
HH owns large screen TV (27-35 in)	2,438	49.7%	107
Most recent TV purchase: large screen (27-35 in)	1,645	33.5%	106
HH owns big screen TV (36-42 in)	885	18.0%	95
Most recent TV purchase: big screen (36-42 in)	682	13.9%	98
HH owns giant screen TV (over 42 in)	683	13.9%	98
Most recent TV purchase: giant screen (over 42 in)	541	11.0%	99
HH owns LCD TV	866	17.7%	92
HH owns plasma TV	391	8.0%	96
HH owns projection TV	268	5.5%	101
HH owns video game system	1,677	34.2%	102
Purchased video game system in last 12 months	515	10.5%	97
HH owns video game system: handheld	755	15.4%	100
HH owns video game system: attached to TV/computer	1,499	30.6%	103
HH owns video game system: Game Boy	349	7.1%	103
HH owns video game system: Game Boy Advance/SP	320	6.5%	99
HH owns video game system: Nintendo DS	384	7.8%	103

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	224	4.6%	91
HH owns video game system: Nintendo Wii	317	6.5%	96
HH owns video game system: PlayStation 2	844	17.2%	104
HH owns video game system: PlayStation 3	179	3.7%	101
HH owns video game system: Sony PlayStation/PS One	224	4.6%	113
HH owns video game system: Sony PSP	119	2.4%	83
HH owns video game system: Xbox	322	6.6%	110
HH owns video game system: Xbox 360	267	5.4%	84
HH purchased 5+ video games in last 12 months	278	5.7%	87
HH spent $101+ on video games in last 12 months	358	7.3%	90
Owns MP3 player	2,255	22.3%	83
Purchased MP3 player in last 12 months	831	8.2%	81
Owns Apple iPod	737	7.3%	66
Purchased Apple iPod in last 12 months	210	2.1%	61
Have any access to the Internet	8,566	84.7%	100
Have access to Internet: at home	6,882	68.1%	97
Have access to Internet: at work	3,401	33.6%	90
Have access to Internet: at school/library	2,441	24.1%	96
Have access to Internet:not hm/work/school/library	1,966	19.4%	100
Use Internet less than once a week	520	5.1%	129
Use Internet 1-2 times per week	703	7.0%	126
Use Internet 3-6 times per week	958	9.5%	118
Use Internet once a day	1,170	11.6%	105
Use Internet 2-4 times per day	1,575	15.6%	88
Use Internet 5 or more times per day	2,020	20.0%	80
Any Internet or online usage in last 30 days	6,948	68.7%	97
Used Internet in last 30 days: at home	5,921	58.5%	94
Used Internet in last 30 days: at work	2,813	27.8%	87
Used Internet in last 30 days: at school/library	620	6.1%	80
Used Internet/30 days: not home/work/school/library	818	8.1%	88
Internet last 30 days: used email	5,864	58.0%	93
Internet last 30 days: used Instant Messenger	2,163	21.4%	84
Internet last 30 days: paid bills online	2,927	28.9%	88
Internet last 30 days: visited online blog	733	7.3%	76
Internet last 30 days: wrote online blog	264	2.6%	71
Internet last 30 days: visited chat room	350	3.5%	74
Internet last 30 days: looked for employment	1,199	11.9%	90
Internet last 30 days: played games online	2,179	21.5%	103
Internet last 30 days: traded/tracked investments	802	7.9%	71
Internet last 30 days: downloaded music	1,505	14.9%	81
Internet last 30 days: made phone call	220	2.2%	59
Internet last 30 days: made personal purchase	2,593	25.6%	83
Internet last 30 days: made business purchase	785	7.8%	81
Internet last 30 days: made travel plans	1,209	12.0%	69
Internet last 30 days: watched online video	1,520	15.0%	78
Internet last 30 days: obtained new/used car info	733	7.2%	82
Internet last 30 days: obtained financial info	2,007	19.9%	83
Internet last 30 days: obtained medical info	1,537	15.2%	91
Internet last 30 days: obtained latest news	3,411	33.7%	88
Internet last 30 days: obtained real estate info	777	7.7%	71

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	2,007	19.8%	86
Ordered anything on Internet in last 12 months	3,217	31.8%	92
Ordered on Internet/12 mo: airline ticket	1,200	11.9%	71
Ordered on Internet/12 mo: CD/tape	398	3.9%	90
Ordered on Internet/12 mo: clothing	1,329	13.1%	91
Ordered on Internet/12 mo: computer	265	2.6%	77
Ordered on Internet/12 mo: computer peripheral	356	3.5%	81
Ordered on Internet/12 mo: DVD	540	5.3%	81
Ordered on Internet/12 mo: flowers	340	3.4%	73
Ordered on Internet/12 mo: software	463	4.6%	80
Ordered on Internet/12 mo: tickets (concerts etc.)	748	7.4%	77
Ordered on Internet/12 mo: toy	414	4.1%	82
Purchased item from amazon.com in last 12 months	1,102	10.9%	78
Purchased item from barnes&noble.com in last 12 mo	230	2.3%	71
Purchased item from bestbuy.com in last 12 months	173	1.7%	68
Purchased item from ebay.com in last 12 months	948	9.4%	101
Purchased item from walmart.com in last 12 months	445	4.4%	107
Spent on Internet orders last 12 months: <$100	587	5.8%	107
Spent on Internet orders last 12 months: $100-199	523	5.2%	96
Spent on Internet orders last 12 months: $200-499	820	8.1%	97
Spent on Internet orders last 12 months: $500+	1,125	11.1%	76
Connection to Internet from home: dial-up modem	1,348	13.3%	160
Connection to Internet from home: cable modem	2,175	21.5%	80
Connection to Internet from home: DSL	2,395	23.7%	96
Connection to Internet from home: wireless	973	9.6%	70
Connection to Internet from home: any broadband	5,201	51.4%	87
DVDs rented in last 30 days: 1	235	2.3%	88
DVDs rented in last 30 days: 2	461	4.6%	98
DVDs rented in last 30 days: 3	260	2.6%	80
DVDs rented in last 30 days: 4	342	3.4%	87
DVDs rented in last 30 days: 5+	1,235	12.2%	93
Rented video tape/DVD last month: action/adventure	2,001	19.8%	98
Rented video tape/DVD last month: classic	422	4.2%	80
Rented video tape/DVD last month: comedy	1,991	19.7%	95
Rented video tape/DVD last month: drama	1,187	11.7%	86
Rented video tape/DVD last month: family/children	948	9.4%	105
Rented video tape/DVD last month: foreign	108	1.1%	54
Rented video tape/DVD last month: horror	785	7.8%	105
Rented video tape/DVD last month: romance	729	7.2%	96
Rented video tape/DVD last month: science fiction	559	5.5%	104
Rented video tape/DVD last mo at Blockbuster Video	967	9.6%	79
Rented video tape/DVD last mo at Hollywood Video	262	2.6%	63
Bought video tape/DVD last month: action/adventure	824	8.2%	97
Bought video tape/DVD last month: classic	288	2.9%	105
Bought video tape/DVD last month: comedy	829	8.2%	102
Bought video tape/DVD last month: drama	399	4.0%	91
Bought video tape/DVD last month: family/children	700	6.9%	117
Bought video tape/DVD last month: horror	273	2.7%	86
Bought video tape/DVD last month: romance	270	2.7%	105

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

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Electronics and Internet Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	175	1.7%	70
Bought blank video tape in last 6 months	1,107	10.9%	96
Bought 7+ blank video tapes in last 6 months	247	2.4%	94
DVDs purchased in last 30 days: 1	489	4.8%	97
DVDs purchased in last 30 days: 2	454	4.5%	95
DVDs purchased in last 30 days: 3-4	488	4.8%	104
DVDs purchased in last 30 days: 5+	580	5.7%	110
Bought any camera in last 12 months	1,343	13.3%	103
Spent on cameras in last 12 months: <$100	552	5.5%	123
Spent on cameras in last 12 months: $100-199	298	2.9%	98
Spent on cameras in last 12 months: $200+	342	3.4%	85
Own APS (point & shoot or SLR) camera	229	2.3%	82
Own digital camera	3,426	33.9%	103
Bought digital camera in last 12 months	637	6.3%	92
Own digital point & shoot camera	2,596	25.7%	103
Bought digital point & shoot camera in last 12 mo	473	4.7%	95
Own digital SLR camera	928	9.2%	99
Bought digital SLR camera in last 12 months	204	2.0%	90
Own 35mm auto focus point & shoot camera	530	5.2%	112
Own 35mm auto focus single lens reflex camera	211	2.1%	88
Own 35mm auto focus zoom camera	705	7.0%	124
Own 35mm single lens reflex camera	305	3.0%	100
Own Canon camera	1,486	14.7%	93
Bought Canon camera in last 12 months	183	1.8%	85
Own Fuji camera	413	4.1%	101
Own Kodak camera	1,534	15.2%	128
Bought Kodak camera in last 12 months	322	3.2%	107
Own Nikon camera	491	4.9%	90
Own Olympus camera	414	4.1%	90
Own Polaroid camera	282	2.8%	113
Bought any camera accessory in last 12 months	4,561	45.1%	106
Bought film in last 12 months	2,094	20.7%	108
Bought film in last 12 months: <3 rolls	952	9.4%	106
Bought film in last 12 months: 3-6 rolls	685	6.8%	108
Bought film in last 12 months: 7+ rolls	456	4.5%	107
Bought film in last 12 mo: APS (color prints)	260	2.6%	96
Bought film in last 12 mo: instant developing	220	2.2%	109
Bought film in last 12 mo: 35mm (black & white)	63	0.6%	65
Bought film in last 12 mo: 35mm (color prints)	1,276	12.6%	111
Bought Fuji film in last 12 months	544	5.4%	107
Bought Kodak film in last 12 months	1,351	13.4%	113
Bought store-brand film in last 12 months	186	1.8%	86
Purchased film in last 12 mo: department store	487	4.8%	129
Purchased film in last 12 mo: discount store	578	5.7%	120

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

Electronics and Internet Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	389	3.8%	82
Purchased film in last 12 mo: grocery store	209	2.1%	96
Purchased film in last 12 mo: 1 hour service store	265	2.6%	103
Had film processed at discount store	392	3.9%	117
Had film processed at drug store	408	4.0%	95
Had film processed at 1 hour service store	327	3.2%	111
Bought memory card for camera in last 12 months	690	6.8%	89
Own memory card for camera	2,659	26.3%	106

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary		2010	2015
Population		2,206	2,281
Population 18+		1,672	1,750
Households		878	913
Median Household Income		$49,595	$55,478
Product/Consumer Behavior	**Expected Number of Adults**	**Percent**	**MPI**
Bank/financial institution: use full service bank	907	54.2%	110
Bank/financial institution: use savings & loan	183	10.9%	105
Bank/financial institution: use credit union	407	24.3%	108
Bank/financial institution: use fed savings bank	33	2.0%	86
Bank/financial institution: use mutual funds co	40	2.4%	73
Bank/financial institution: use Internet Bank	50	3.0%	69
Used ATM/cash machine in last 12 months	829	49.6%	98
Banked in person in last 12 months	931	55.7%	107
Banked by mail in last 12 months	86	5.1%	96
Banked by phone in last 12 months	287	17.2%	114
Did banking over the Internet in last 12 months	409	24.5%	90
Used direct deposit of paycheck in last 12 months	679	40.6%	105
Have interest checking account	562	33.6%	104
Have non-interest checking account	482	28.8%	108
Have money market account	160	9.6%	78
Have savings account	650	38.9%	107
Have 401K retirement savings	306	18.3%	103
Have IRA retirement savings	236	14.1%	94
Have auto loan for new car	209	12.5%	108
Have personal loan for education only	71	4.2%	105
Have personal loan-not for education	56	3.3%	133
Have home mortgage (1st)	352	21.1%	110
Have 2nd mortgage (equity loan)	92	5.5%	88
Have home equity line of credit	88	5.3%	88
Have personal line of credit	76	4.5%	100
Have overdraft protection	200	12.0%	90
Own any securities investment	405	24.2%	97
Own annuities	49	2.9%	97
Own certificate of deposit (6 months or less)	49	2.9%	83
Own certificate of deposit (more than 6 months)	102	6.1%	110
Own common/preferred stock in company you work for	36	2.2%	71
Own common stock in company you don't work for	79	4.7%	75
Own insured money market account (bank)	22	1.3%	64
Own shares in money market fund	99	5.9%	89
Own shares in mutual fund (bonds)	77	4.6%	78
Own shares in mutual fund (stock)	148	8.9%	94
Own any stock	118	7.1%	77
Own stock with market value <$10000	43	2.6%	83
Own stock with market value $10000-49999	34	2.0%	81
Own stock with market value $50000+	26	1.6%	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.

March 27, 2012

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Financial Investments Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Own U.S. savings bond	125	7.5%	109
Used financial planning counsel in last 12 months	126	7.5%	96
Used full service brokerage firm in last 12 months	86	5.1%	83
Own any credit/debit card (in own name)	1,233	73.7%	100
Own American Express card (in own name)	99	5.9%	48
Own Discover card (in own name)	170	10.2%	91
Own MasterCard (in own name)	525	31.4%	92
Own Visa (in own name)	820	49.0%	100
Own any department store credit card (in own name)	510	30.5%	98
Avg monthly credit card expenditures:<$111	283	16.9%	122
Avg monthly credit card expenditures: $111-225	151	9.0%	116
Avg monthly credit card expenditures: $226-450	116	6.9%	93
Avg monthly credit card expenditures: $451-700	93	5.6%	87
Avg monthly credit card expenditures: $701+	145	8.7%	65

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
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March 27, 2012

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Financial Investments Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary		2010	2015
Population		5,842	6,135
Population 18+		4,428	4,678
Households		2,227	2,353
Median Household Income		$52,579	$58,336
Product/Consumer Behavior	**Expected Number of Adults**	**Percent**	**MPI**
Bank/financial institution: use full service bank	2,435	55.0%	111
Bank/financial institution: use savings & loan	482	10.9%	104
Bank/financial institution: use credit union	1,121	25.3%	112
Bank/financial institution: use fed savings bank	93	2.1%	91
Bank/financial institution: use mutual funds co	123	2.8%	85
Bank/financial institution: use Internet Bank	132	3.0%	69
Used ATM/cash machine in last 12 months	2,147	48.5%	95
Banked in person in last 12 months	2,491	56.3%	109
Banked by mail in last 12 months	236	5.3%	100
Banked by phone in last 12 months	733	16.6%	110
Did banking over the Internet in last 12 months	1,112	25.1%	92
Used direct deposit of paycheck in last 12 months	1,838	41.5%	108
Have interest checking account	1,535	34.7%	108
Have non-interest checking account	1,308	29.5%	111
Have money market account	446	10.1%	82
Have savings account	1,747	39.5%	109
Have 401K retirement savings	833	18.8%	106
Have IRA retirement savings	653	14.7%	98
Have auto loan for new car	579	13.1%	113
Have personal loan for education only	194	4.4%	108
Have personal loan-not for education	167	3.8%	150
Have home mortgage (1st)	950	21.5%	112
Have 2nd mortgage (equity loan)	287	6.5%	103
Have home equity line of credit	272	6.1%	102
Have personal line of credit	217	4.9%	108
Have overdraft protection	581	13.1%	99
Own any securities investment	1,156	26.1%	105
Own annuities	127	2.9%	95
Own certificate of deposit (6 months or less)	137	3.1%	88
Own certificate of deposit (more than 6 months)	258	5.8%	105
Own common/preferred stock in company you work for	109	2.5%	82
Own common stock in company you don't work for	246	5.6%	88
Own insured money market account (bank)	71	1.6%	78
Own shares in money market fund	298	6.7%	101
Own shares in mutual fund (bonds)	219	4.9%	83
Own shares in mutual fund (stock)	398	9.0%	96
Own any stock	360	8.1%	88
Own stock with market value <$10000	125	2.8%	91
Own stock with market value $10000-49999	103	2.3%	93
Own stock with market value $50000+	80	1.8%	72

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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Financial Investments Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Own U.S. savings bond	354	8.0%	117
Used financial planning counsel in last 12 months	329	7.4%	95
Used full service brokerage firm in last 12 months	233	5.3%	85
Own any credit/debit card (in own name)	3,301	74.5%	101
Own American Express card (in own name)	307	6.9%	56
Own Discover card (in own name)	528	11.9%	107
Own MasterCard (in own name)	1,464	33.1%	97
Own Visa (in own name)	2,184	49.3%	101
Own any department store credit card (in own name)	1,393	31.5%	101
Avg monthly credit card expenditures:<$111	751	17.0%	122
Avg monthly credit card expenditures: $111-225	366	8.3%	106
Avg monthly credit card expenditures: $226-450	330	7.5%	100
Avg monthly credit card expenditures: $451-700	258	5.8%	91
Avg monthly credit card expenditures: $701+	405	9.1%	68

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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Financial Investments Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary		2010	2015
Population		13,502	14,140
Population 18+		10,113	10,636
Households		4,905	5,173
Median Household Income		$54,517	$60,555
Product/Consumer Behavior	**Expected Number of Adults**	**Percent**	**MPI**
Bank/financial institution: use full service bank	5,306	52.5%	106
Bank/financial institution: use savings & loan	1,051	10.4%	99
Bank/financial institution: use credit union	2,550	25.2%	111
Bank/financial institution: use fed savings bank	211	2.1%	91
Bank/financial institution: use mutual funds co	267	2.6%	81
Bank/financial institution: use Internet Bank	342	3.4%	78
Used ATM/cash machine in last 12 months	4,964	49.1%	97
Banked in person in last 12 months	5,471	54.1%	104
Banked by mail in last 12 months	513	5.1%	95
Banked by phone in last 12 months	1,633	16.1%	108
Did banking over the Internet in last 12 months	2,594	25.7%	94
Used direct deposit of paycheck in last 12 months	4,151	41.0%	106
Have interest checking account	3,410	33.7%	105
Have non-interest checking account	2,775	27.4%	103
Have money market account	1,000	9.9%	80
Have savings account	3,833	37.9%	104
Have 401K retirement savings	1,832	18.1%	102
Have IRA retirement savings	1,392	13.8%	91
Have auto loan for new car	1,310	13.0%	112
Have personal loan for education only	447	4.4%	109
Have personal loan-not for education	347	3.4%	136
Have home mortgage (1st)	2,087	20.6%	107
Have 2nd mortgage (equity loan)	639	6.3%	101
Have home equity line of credit	608	6.0%	100
Have personal line of credit	476	4.7%	104
Have overdraft protection	1,371	13.6%	102
Own any securities investment	2,432	24.0%	96
Own annuities	292	2.9%	95
Own certificate of deposit (6 months or less)	316	3.1%	89
Own certificate of deposit (more than 6 months)	532	5.3%	94
Own common/preferred stock in company you work for	251	2.5%	82
Own common stock in company you don't work for	561	5.5%	88
Own insured money market account (bank)	163	1.6%	78
Own shares in money market fund	647	6.4%	96
Own shares in mutual fund (bonds)	493	4.9%	82
Own shares in mutual fund (stock)	850	8.4%	89
Own any stock	797	7.9%	86
Own stock with market value <$10000	279	2.8%	89
Own stock with market value $10000-49999	221	2.2%	87
Own stock with market value $50000+	200	2.0%	79

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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Financial Investments Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Own U.S. savings bond	703	7.0%	101
Used financial planning counsel in last 12 months	669	6.6%	84
Used full service brokerage firm in last 12 months	488	4.8%	78
Own any credit/debit card (in own name)	7,428	73.5%	99
Own American Express card (in own name)	797	7.9%	63
Own Discover card (in own name)	1,147	11.3%	101
Own MasterCard (in own name)	3,316	32.8%	96
Own Visa (in own name)	4,914	48.6%	99
Own any department store credit card (in own name)	3,053	30.2%	97
Avg monthly credit card expenditures:<$111	1,544	15.3%	110
Avg monthly credit card expenditures: $111-225	791	7.8%	100
Avg monthly credit card expenditures: $226-450	690	6.8%	91
Avg monthly credit card expenditures: $451-700	598	5.9%	93
Avg monthly credit card expenditures: $701+	986	9.8%	73

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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Pets and Products Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary		2010	2015
Population		2,206	2,281
Population 18+		1,672	1,750
Households		878	913
Median Household Income		$49,595	$55,478
Product/Consumer Behavior	**Expected Number of Households**	**Percent**	**MPI**
HH owns any pet	530	60.4%	117
HH owns any bird	31	3.5%	122
HH owns any cat	255	29.0%	120
HH owns any dog	411	46.8%	124
HH owns 1 cat	126	14.4%	112
HH owns 2+ cats	130	14.8%	128
HH owns 1 dog	245	27.9%	119
HH owns 2+ dogs	166	18.9%	129
HH used canned cat food in last 6 months	113	12.9%	111
HH used <4 cans of cat food in last 7 days	39	4.4%	102
HH used 8+ cans of cat food in last 7 days	30	3.4%	95
HH used packaged dry cat food in last 6 months	247	28.1%	121
HH used <5 pounds of packaged dry cat food last mo	71	8.1%	99
HH used 11+ pounds of packaged dry cat food last mo	90	10.3%	142
HH used cat treats in last 6 months	105	12.0%	116
HH used cat litter in last 6 months	218	24.8%	121
HH used canned dog food in last 6 months	127	14.5%	109
HH used packaged dry dog food in last 6 months	398	45.3%	125
HH used <10 pounds of pkgd dry dog food last month	174	19.8%	119
HH used 25+ pounds of pkgd dry dog food last month	126	14.4%	130
HH used dog biscuits/treats in last 6 months	330	37.6%	127
HH used <2 packages of dog biscuits/treats last mo	162	18.5%	125
HH used 4+ packages of dog biscuits/treats last mo	66	7.5%	136
HH used flea/tick care prod for cat/dog last 12 mo	362	41.2%	121
HH member took pet to vet in last 12 mo: 1 time	144	16.4%	129
HH member took pet to vet in last 12 mo: 2 times	114	13.0%	118
HH member took pet to vet in last 12 mo: 3 times	62	7.1%	125
HH member took pet to vet in last 12 mo: 4 times	39	4.4%	107
HH member took pet to vet in last 12 mo: 5+ times	50	5.7%	102
Bought pet food from vet in last 12 months	47	5.4%	105
Bought flea control product from vet in last 12 mo	144	16.4%	123

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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Pets and Products Market Potential

Clermont County, Ohio
Economic Development

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary		2010	2015
Population		5,842	6,135
Population 18+		4,428	4,678
Households		2,227	2,353
Median Household Income		$52,579	$58,336
Product/Consumer Behavior	**Expected Number of Households**	**Percent**	**MPI**
HH owns any pet	1,444	64.8%	125
HH owns any bird	88	4.0%	136
HH owns any cat	736	33.0%	137
HH owns any dog	1,128	50.7%	134
HH owns 1 cat	345	15.5%	121
HH owns 2+ cats	391	17.6%	152
HH owns 1 dog	627	28.2%	120
HH owns 2+ dogs	501	22.5%	153
HH used canned cat food in last 6 months	310	13.9%	120
HH used <4 cans of cat food in last 7 days	108	4.9%	111
HH used 8+ cans of cat food in last 7 days	83	3.7%	104
HH used packaged dry cat food in last 6 months	711	31.9%	138
HH used <5 pounds of packaged dry cat food last mo	205	9.2%	113
HH used 11+ pounds of packaged dry cat food last mo	263	11.8%	164
HH used cat treats in last 6 months	292	13.1%	128
HH used cat litter in last 6 months	613	27.5%	135
HH used canned dog food in last 6 months	352	15.8%	119
HH used packaged dry dog food in last 6 months	1,094	49.1%	135
HH used <10 pounds of pkgd dry dog food last month	448	20.1%	121
HH used 25+ pounds of pkgd dry dog food last month	374	16.8%	153
HH used dog biscuits/treats in last 6 months	898	40.3%	136
HH used <2 packages of dog biscuits/treats last mo	435	19.5%	132
HH used 4+ packages of dog biscuits/treats last mo	191	8.6%	155
HH used flea/tick care prod for cat/dog last 12 mo	1,027	46.1%	136
HH member took pet to vet in last 12 mo: 1 time	377	16.9%	133
HH member took pet to vet in last 12 mo: 2 times	303	13.6%	123
HH member took pet to vet in last 12 mo: 3 times	173	7.8%	138
HH member took pet to vet in last 12 mo: 4 times	119	5.3%	129
HH member took pet to vet in last 12 mo: 5+ times	149	6.7%	120
Bought pet food from vet in last 12 months	138	6.2%	121
Bought flea control product from vet in last 12 mo	430	19.3%	145

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

Pets and Products Market Potential

Clermont County, Ohio
Economic Development

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary	2010	2015
Population	13,502	14,140
Population 18+	10,113	10,636
Households	4,905	5,173
Median Household Income	$54,517	$60,555

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	3,224	65.7%	127
HH owns any bird	179	3.6%	126
HH owns any cat	1,581	32.2%	134
HH owns any dog	2,514	51.3%	135
HH owns 1 cat	746	15.2%	119
HH owns 2+ cats	835	17.0%	147
HH owns 1 dog	1,384	28.2%	120
HH owns 2+ dogs	1,131	23.1%	157
HH used canned cat food in last 6 months	665	13.6%	117
HH used <4 cans of cat food in last 7 days	244	5.0%	114
HH used 8+ cans of cat food in last 7 days	182	3.7%	103
HH used packaged dry cat food in last 6 months	1,534	31.3%	135
HH used <5 pounds of packaged dry cat food last mo	480	9.8%	120
HH used 11+ pounds of packaged dry cat food last mo	539	11.0%	153
HH used cat treats in last 6 months	622	12.7%	124
HH used cat litter in last 6 months	1,294	26.4%	129
HH used canned dog food in last 6 months	796	16.2%	123
HH used packaged dry dog food in last 6 months	2,448	49.9%	137
HH used <10 pounds of pkgd dry dog food last month	1,024	20.9%	126
HH used 25+ pounds of pkgd dry dog food last month	860	17.5%	159
HH used dog biscuits/treats in last 6 months	1,985	40.5%	137
HH used <2 packages of dog biscuits/treats last mo	982	20.0%	135
HH used 4+ packages of dog biscuits/treats last mo	398	8.1%	146
HH used flea/tick care prod for cat/dog last 12 mo	2,299	46.9%	138
HH member took pet to vet in last 12 mo: 1 time	829	16.9%	133
HH member took pet to vet in last 12 mo: 2 times	684	13.9%	126
HH member took pet to vet in last 12 mo: 3 times	336	6.9%	122
HH member took pet to vet in last 12 mo: 4 times	246	5.0%	121
HH member took pet to vet in last 12 mo: 5+ times	363	7.4%	132
Bought pet food from vet in last 12 months	319	6.5%	127
Bought flea control product from vet in last 12 mo	943	19.2%	144

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary		2010	2015
Population		2,206	2,281
Population 18+		1,672	1,750
Households		878	913
Median Household Income		$49,595	$55,478
Product/Consumer Behavior	**Expected Number of Adults**	**Percent**	**MPI**
Exercise at home 2+ times per week	486	29.1%	97
Exercise at club 2+ times per week	123	7.4%	60
Exercise at other facility (not club) 2+ times/wk	112	6.7%	83
Own stationary bicycle	109	6.5%	116
Own treadmill	177	10.6%	108
Own weight lifting equipment	221	13.2%	102
Presently controlling diet	660	39.5%	96
Diet control for blood sugar level	141	8.4%	115
Diet control for cholesterol level	161	9.6%	95
Diet control to maintain weight	189	11.3%	101
Diet control for physical fitness	153	9.2%	92
Diet control for salt restriction	49	2.9%	88
Diet control for weight loss	211	12.6%	89
Used doctor's care/diet for diet method	61	3.6%	121
Used exercise program for diet method	124	7.4%	87
Used Weight Watchers as diet method	41	2.5%	81
Buy foods specifically labeled as fat-free	264	15.8%	90
Buy foods specifically labeled as high fiber	164	9.8%	86
Buy foods specifically labeled as high protein	69	4.1%	75
Buy foods specifically labeled as lactose-free	19	1.1%	62
Buy foods specifically labeled as low-calorie	158	9.5%	87
Buy foods specifically labeled as low-carb	119	7.1%	92
Buy foods specifically labeled as low-cholesterol	127	7.6%	92
Buy foods specifically labeled as low-fat	187	11.2%	84
Buy foods specifically labeled as low-sodium	144	8.6%	96
Buy foods specifically labeled as natural/organic	99	5.9%	70
Buy foods specifically labeled as sugar-free	222	13.3%	100
Used butter alternatives in last 6 months	61	3.6%	87
Used egg alternatives in last 6 months	195	11.7%	82
Used salt alternatives in last 6 months	448	26.8%	96
Drank meal/dietary supplement in last 6 months	98	5.9%	80
Used nutrition/energy bar in last 6 months	183	10.9%	78
Drank sports drink/thirst quencher in last 6 mo	492	29.4%	92
Used vitamin/dietary supplement in last 6 months	768	45.9%	95
Vitamin/dietary suppl used/6 mo: antioxidant	44	2.6%	90
Vitamin/dietary suppl used/6 mo: B complex	70	4.2%	86
Vitamin/dietary suppl used/6 mo: B complex+C	15	0.9%	46
Vitamin/dietary suppl used/6 mo: B-6	22	1.3%	65
Vitamin/dietary suppl used/6 mo: B-12	79	4.7%	84
Vitamin/dietary suppl used/6 mo: C	132	7.9%	94
Vitamin/dietary suppl used/6 mo: calcium	170	10.2%	94

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

Health and Beauty Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: D	73	4.4%	89
Vitamin/dietary suppl used/6 mo: E	78	4.7%	94
Vitamin/dietary suppl used/6 mo: garlic	18	1.1%	63
Vitamin/dietary suppl used/6 mo: glucosamine	65	3.9%	84
Vitamin/dietary suppl used/6 mo: multiple formula	167	10.0%	85
Vitamin/dietary suppl used/6 mo: multiple w/iron	76	4.5%	105
Vitamin/dietary suppl used/6 mo: mult w/minerals	80	4.8%	81
Vitamin/dietary suppl used/6 mo: zinc	42	2.5%	109
Vitamin/dietary suppl/6 mo: Caltrate 600	39	2.3%	88
Vitamin/dietary suppl/6 mo: Centrum	87	5.2%	89
Vitamin/dietary suppl/6 mo: Nature Made	78	4.7%	79
Visited doctor in last 12 months	1,304	78.0%	100
Visited doctor in last 12 months: 1-3 times	579	34.6%	102
Visited doctor in last 12 months: 4-7 times	353	21.1%	95
Visited doctor in last 12 months: 8+ times	372	22.2%	103
Visited doctor in last 12 mo: allergist	27	1.6%	67
Visited doctor in last 12 mo: cardiologist	118	7.1%	100
Visited doctor in last 12 mo: chiropractor	139	8.3%	112
Visited doctor in last 12 mo: dentist	596	35.6%	94
Visited doctor in last 12 mo: dermatologist	84	5.0%	70
Visited doctor in last 12 mo: ear/nose/throat	75	4.5%	98
Visited doctor in last 12 mo: eye	327	19.6%	95
Visited doctor in last 12 mo: general/family	791	47.3%	111
Visited doctor in last 12 mo: internist	87	5.2%	71
Visited doctor in last 12 mo: physical therapist	78	4.7%	103
Visited doctor in last 12 mo: podiatrist	47	2.8%	83
Visited doctor in last 12 mo: urologist	61	3.6%	94
Visited nurse practitioner in last 12 months	79	4.7%	113
Wear regular/sun/tinted prescription eyeglasses	614	36.7%	107
Wear bi-focals	329	19.7%	125
Wear disposable contact lenses	109	6.5%	101
Wear soft contact lenses	134	8.0%	91
Spent on contact lenses in last 12 mo:<$100	43	2.6%	92
Spent on contact lenses in last 12 mo:$100-199	52	3.1%	83
Spent on contact lenses in last 12 mo:$200+	49	2.9%	97
Bought prescription eyewear: discount optical ctr	146	8.7%	110
Bought prescription eyewear: from eye doctor	495	29.6%	115
Bought prescription eyewear: retail optical chain	185	11.1%	100
Used prescription drug for allergy/hay fever	103	6.2%	88
Used prescription drug for anxiety/panic	94	5.6%	138
Used prescription drug for arthritis/rheumatism	45	2.7%	102
Used prescription drug for asthma	60	3.6%	88
Used prescription drug for backache/back pain	105	6.3%	85
Used prescription drug for depression	116	6.9%	118
Used prescr drug for diabetes (insulin dependent)	30	1.8%	91
Used prescr drug for diabetes (non-insulin)	91	5.4%	146
Used prescription drug for eczema/skin itch/rash	23	1.4%	66

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March 27, 2012

Health and Beauty Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used prescription drug for heartburn/acid reflux	121	7.2%	109
Used prescription drug for high blood pressure	247	14.8%	119
Used prescription drug for high cholesterol	162	9.7%	111
Used prescription drug for migraine headache	72	4.3%	116
Used prescription drug for sinus congest./headache	95	5.7%	117
Used prescription drug for urinary tract infection	43	2.6%	82
Used last 6 mo: adhesive bandages	980	58.6%	106
Used last 6 mo: athlete's foot/foot care product	216	12.9%	93
Used last 6 mo: cold/sinus/allergy med (nonprescr)	789	47.2%	99
Used last 6 mo: children's cold tablets/liquids	248	14.8%	98
Used last 6 mo: contact lens cleaning solution	189	11.3%	93
Used last 6 mo: cotton swabs	838	50.1%	104
Used last 6 mo: cough/sore throat drops (nonprescr)	806	48.2%	102
Used last 6 mo: cough syrup/suppressant (nonprescr)	560	33.5%	98
Used last 6 mo: children's cough syrup	231	13.8%	97
Used last 6 mo: diarrhea remedy	258	15.4%	94
Used last 6 mo: eye wash and drops	481	28.8%	94
Used last 6 mo: headache/pain reliever (nonprescr)	1,403	83.9%	100
Used last 6 mo: hemorrhoid remedy	130	7.8%	87
Used last 6 mo: indigestion/upset stomach remedy	744	44.5%	99
Used last 6 mo: lactose intolerance product	33	2.0%	56
Used last 6 mo: laxative/fiber supplement	213	12.7%	92
Used last 6 mo: medicated skin ointment	519	31.0%	99
Used last 6 mo: medicated throat remedy	209	12.5%	109
Used last 6 mo: nasal spray	259	15.5%	97
Used last 6 mo: pain reliever/fever reducer (kids)	362	21.7%	98
Used last 6 mo: pain relieving rub/liquid/patch	436	26.1%	104
Used last 6 mo: sleeping tablets (nonprescription)	92	5.5%	102
Used last 12 mo: sunburn remedy	289	17.3%	112
Used last 12 mo: suntan/sunscreen product	599	35.8%	93
Used last 12 mo: SPF 15+ suntan/sunscreen product	467	27.9%	93
Used last 6 mo: toothache/gum/canker sore remedy	269	16.1%	96
Used last 6 mo: vitamins for children	233	13.9%	95
Used body powder in last 6 months	454	27.2%	98
Used body powder <3 times in last 7 days	196	11.7%	99
Used body powder 8+ times in last 7 days	31	1.9%	85
Used body wash/shower gel in last 6 months	879	52.6%	102
Used breath freshener in last 6 months	754	45.1%	97
Used complexion care product in last 6 months	738	44.1%	93
Used complexion care product <7 times last week	216	12.9%	94
Used complexion care product 11+ times last week	259	15.5%	93
Used complexion care prod: dry facial skin type	105	6.3%	86
Used complexion care prod: normal facial skin type	250	15.0%	98
Used complexion care prod: oily facial skin type	76	4.5%	75
Used dental floss in last 6 months	1,006	60.2%	96

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March 27, 2012

Health and Beauty Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used dental rinse in last 6 months	333	19.9%	99
Used denture adhesive/fixative in last 6 months	145	8.7%	138
Used denture cleaner in last 6 months	223	13.3%	120
Used deodorant/antiperspirant in last 6 months	1,578	94.4%	101
Used deodorant/antiperspirant <8 times last week	1,183	70.8%	103
Used deodorant/antiperspirant 15+ times last week	92	5.5%	91
Used disposable razor in last 6 months	926	55.4%	106
Used electric shaver in last 6 months	309	18.5%	98
Used hair coloring product (at home) last 6 months	323	19.3%	97
Used hair conditioner (at home) in last 6 months	1,048	62.7%	101
Used hair conditioning treatment (at home)/6 mo	352	21.1%	90
Used hair growth product in last 6 months	35	2.1%	92
Used hair mousse in last 6 months	308	18.4%	106
Used hair spray (at home) in last 6 months	646	38.6%	107
Used hair styling gel/lotion in last 6 months	423	25.3%	94
Used hand & body cream/lotion/oil in last 6 months	1,184	70.8%	98
Used hand & body cream/lotion/oil <5 times last wk	360	21.5%	100
Used hand & body cream/lotion/oil 9+ times last wk	406	24.3%	98
Used hand & body cream in last 6 months	261	15.6%	89
Used hand & body lotion in last 6 months	813	48.6%	99
Used hand & body oil in last 6 months	78	4.7%	90
Used lip care in last 6 months	1,003	60.0%	100
Used liquid soap/hand sanitizer in last 6 months	1,309	78.3%	102
Used mouthwash in last 6 months	1,099	65.7%	100
Used mouthwash <4 times in last 7 days	323	19.3%	90
Used mouthwash 8+ times in last 7 days	243	14.5%	92
Used shampoo (at home) in last 6 months	1,556	93.1%	101
Used shampoo plus conditioner prod (at home)/6 mo	303	18.1%	94
Used shaving cream/gel in last 6 months	930	55.6%	106
Used personal care soap (bar) in last 6 months	1,402	83.9%	100
Used personal care soap for antibacterial purpose	285	17.0%	89
Used personal care soap for complexion	99	5.9%	86
Used personal care soap for deodorant	259	15.5%	96
Use personal care soap for moisturizing	357	21.4%	99
Bought toothbrush in last 6 months	1,421	85.0%	100
Bought electric toothbrush in last 6 months	78	4.7%	70
Used toothpaste in last 6 months	1,587	94.9%	99
Used toothpaste <8 times in last 7 days	586	35.0%	109
Used toothpaste 15+ times in last 7 days	242	14.5%	89
Used toothpaste with baking soda in last 6 months	154	9.2%	80
Used toothpaste (gel) in last 6 months	490	29.3%	105
Used toothpaste (paste) in last 6 months	762	45.6%	94
Used whitening toothpaste in last 6 months	611	36.5%	105
Used tooth whitener (not toothpaste) last 6 months	151	9.0%	85
Had professional manicure/pedicure last 6 months	182	10.9%	63
Had professional facial/massage last 6 months	122	7.3%	78
Spent $100+ at barber shops in last 6 months	44	2.6%	49
Spent $100+ at beauty parlors in last 6 months	231	13.8%	87

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

Health and Beauty Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary		2010	2015
Population		5,842	6,135
Population 18+		4,428	4,678
Households		2,227	2,353
Median Household Income		$52,579	$58,336
Product/Consumer Behavior	**Expected Number of Adults**	**Percent**	**MPI**
Exercise at home 2+ times per week	1,288	29.1%	97
Exercise at club 2+ times per week	329	7.4%	61
Exercise at other facility (not club) 2+ times/wk	292	6.6%	82
Own stationary bicycle	331	7.5%	132
Own treadmill	543	12.3%	125
Own weight lifting equipment	640	14.5%	112
Presently controlling diet	1,749	39.5%	96
Diet control for blood sugar level	348	7.9%	107
Diet control for cholesterol level	454	10.3%	101
Diet control to maintain weight	479	10.8%	97
Diet control for physical fitness	381	8.6%	86
Diet control for salt restriction	151	3.4%	102
Diet control for weight loss	582	13.1%	93
Used doctor's care/diet for diet method	145	3.3%	109
Used exercise program for diet method	304	6.9%	81
Used Weight Watchers as diet method	107	2.4%	79
Buy foods specifically labeled as fat-free	742	16.8%	96
Buy foods specifically labeled as high fiber	438	9.9%	86
Buy foods specifically labeled as high protein	176	4.0%	73
Buy foods specifically labeled as lactose-free	48	1.1%	59
Buy foods specifically labeled as low-calorie	433	9.8%	90
Buy foods specifically labeled as low-carb	312	7.0%	91
Buy foods specifically labeled as low-cholesterol	349	7.9%	95
Buy foods specifically labeled as low-fat	544	12.3%	92
Buy foods specifically labeled as low-sodium	374	8.4%	94
Buy foods specifically labeled as natural/organic	278	6.3%	75
Buy foods specifically labeled as sugar-free	594	13.4%	101
Used butter alternatives in last 6 months	167	3.8%	90
Used egg alternatives in last 6 months	503	11.4%	80
Used salt alternatives in last 6 months	1,231	27.8%	100
Drank meal/dietary supplement in last 6 months	238	5.4%	73
Used nutrition/energy bar in last 6 months	455	10.3%	73
Drank sports drink/thirst quencher in last 6 mo	1,273	28.7%	90
Used vitamin/dietary supplement in last 6 months	2,052	46.3%	95
Vitamin/dietary suppl used/6 mo: antioxidant	102	2.3%	79
Vitamin/dietary suppl used/6 mo: B complex	189	4.3%	88
Vitamin/dietary suppl used/6 mo: B complex+C	43	1.0%	50
Vitamin/dietary suppl used/6 mo: B-6	67	1.5%	75
Vitamin/dietary suppl used/6 mo: B-12	206	4.7%	82
Vitamin/dietary suppl used/6 mo: C	352	7.9%	95
Vitamin/dietary suppl used/6 mo: calcium	459	10.4%	96

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Health and Beauty Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: D	202	4.6%	93
Vitamin/dietary suppl used/6 mo: E	216	4.9%	98
Vitamin/dietary suppl used/6 mo: garlic	54	1.2%	71
Vitamin/dietary suppl used/6 mo: glucosamine	182	4.1%	89
Vitamin/dietary suppl used/6 mo: multiple formula	510	11.5%	98
Vitamin/dietary suppl used/6 mo: multiple w/iron	192	4.3%	100
Vitamin/dietary suppl used/6 mo: mult w/minerals	240	5.4%	91
Vitamin/dietary suppl used/6 mo: zinc	95	2.1%	93
Vitamin/dietary suppl/6 mo: Caltrate 600	104	2.3%	89
Vitamin/dietary suppl/6 mo: Centrum	220	5.0%	85
Vitamin/dietary suppl/6 mo: Nature Made	217	4.9%	83
Visited doctor in last 12 months	3,488	78.8%	101
Visited doctor in last 12 months: 1-3 times	1,537	34.7%	102
Visited doctor in last 12 months: 4-7 times	954	21.5%	97
Visited doctor in last 12 months: 8+ times	996	22.5%	104
Visited doctor in last 12 mo: allergist	81	1.8%	76
Visited doctor in last 12 mo: cardiologist	307	6.9%	98
Visited doctor in last 12 mo: chiropractor	407	9.2%	123
Visited doctor in last 12 mo: dentist	1,645	37.2%	98
Visited doctor in last 12 mo: dermatologist	232	5.2%	73
Visited doctor in last 12 mo: ear/nose/throat	189	4.3%	93
Visited doctor in last 12 mo: eye	914	20.6%	100
Visited doctor in last 12 mo: general/family	2,109	47.6%	112
Visited doctor in last 12 mo: internist	249	5.6%	77
Visited doctor in last 12 mo: physical therapist	185	4.2%	92
Visited doctor in last 12 mo: podiatrist	108	2.4%	72
Visited doctor in last 12 mo: urologist	160	3.6%	94
Visited nurse practitioner in last 12 months	236	5.3%	127
Wear regular/sun/tinted prescription eyeglasses	1,647	37.2%	108
Wear bi-focals	887	20.0%	127
Wear disposable contact lenses	297	6.7%	104
Wear soft contact lenses	383	8.7%	98
Spent on contact lenses in last 12 mo:<$100	114	2.6%	92
Spent on contact lenses in last 12 mo:$100-199	151	3.4%	92
Spent on contact lenses in last 12 mo:$200+	125	2.8%	93
Bought prescription eyewear: discount optical ctr	378	8.5%	107
Bought prescription eyewear: from eye doctor	1,337	30.2%	118
Bought prescription eyewear: retail optical chain	490	11.1%	100
Used prescription drug for allergy/hay fever	287	6.5%	92
Used prescription drug for anxiety/panic	212	4.8%	117
Used prescription drug for arthritis/rheumatism	126	2.8%	108
Used prescription drug for asthma	182	4.1%	100
Used prescription drug for backache/back pain	331	7.5%	101
Used prescription drug for depression	344	7.8%	132
Used prescr drug for diabetes (insulin dependent)	81	1.8%	93
Used prescr drug for diabetes (non-insulin)	200	4.5%	121
Used prescription drug for eczema/skin itch/rash	65	1.5%	70

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

Health and Beauty Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used prescription drug for heartburn/acid reflux	367	8.3%	125
Used prescription drug for high blood pressure	692	15.6%	125
Used prescription drug for high cholesterol	448	10.1%	116
Used prescription drug for migraine headache	177	4.0%	108
Used prescription drug for sinus congest./headache	231	5.2%	107
Used prescription drug for urinary tract infection	117	2.6%	85
Used last 6 mo: adhesive bandages	2,627	59.3%	107
Used last 6 mo: athlete's foot/foot care product	567	12.8%	92
Used last 6 mo: cold/sinus/allergy med (nonprescr)	2,065	46.6%	98
Used last 6 mo: children's cold tablets/liquids	639	14.4%	96
Used last 6 mo: contact lens cleaning solution	534	12.1%	99
Used last 6 mo: cotton swabs	2,180	49.2%	103
Used last 6 mo: cough/sore throat drops (nonprescr)	2,065	46.6%	98
Used last 6 mo: cough syrup/suppressant (nonprescr)	1,448	32.7%	95
Used last 6 mo: children's cough syrup	565	12.8%	90
Used last 6 mo: diarrhea remedy	671	15.2%	92
Used last 6 mo: eye wash and drops	1,272	28.7%	94
Used last 6 mo: headache/pain reliever (nonprescr)	3,756	84.8%	101
Used last 6 mo: hemorrhoid remedy	413	9.3%	104
Used last 6 mo: indigestion/upset stomach remedy	1,986	44.9%	100
Used last 6 mo: lactose intolerance product	84	1.9%	54
Used last 6 mo: laxative/fiber supplement	561	12.7%	91
Used last 6 mo: medicated skin ointment	1,415	32.0%	102
Used last 6 mo: medicated throat remedy	470	10.6%	93
Used last 6 mo: nasal spray	649	14.7%	92
Used last 6 mo: pain reliever/fever reducer (kids)	931	21.0%	95
Used last 6 mo: pain relieving rub/liquid/patch	1,145	25.9%	103
Used last 6 mo: sleeping tablets (nonprescription)	216	4.9%	90
Used last 12 mo: sunburn remedy	763	17.2%	112
Used last 12 mo: suntan/sunscreen product	1,591	35.9%	94
Used last 12 mo: SPF 15+ suntan/sunscreen product	1,266	28.6%	95
Used last 6 mo: toothache/gum/canker sore remedy	734	16.6%	99
Used last 6 mo: vitamins for children	596	13.5%	91
Used body powder in last 6 months	1,186	26.8%	96
Used body powder <3 times in last 7 days	466	10.5%	89
Used body powder 8+ times in last 7 days	97	2.2%	100
Used body wash/shower gel in last 6 months	2,265	51.2%	99
Used breath freshener in last 6 months	1,949	44.0%	95
Used complexion care product in last 6 months	1,882	42.5%	90
Used complexion care product <7 times last week	495	11.2%	82
Used complexion care product 11+ times last week	671	15.2%	91
Used complexion care prod: dry facial skin type	266	6.0%	82
Used complexion care prod: normal facial skin type	632	14.3%	94
Used complexion care prod: oily facial skin type	205	4.6%	77
Used dental floss in last 6 months	2,695	60.9%	98

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used dental rinse in last 6 months	817	18.5%	92
Used denture adhesive/fixative in last 6 months	328	7.4%	118
Used denture cleaner in last 6 months	559	12.6%	114
Used deodorant/antiperspirant in last 6 months	4,175	94.3%	101
Used deodorant/antiperspirant <8 times last week	3,120	70.5%	103
Used deodorant/antiperspirant 15+ times last week	241	5.4%	90
Used disposable razor in last 6 months	2,394	54.1%	103
Used electric shaver in last 6 months	861	19.4%	103
Used hair coloring product (at home) last 6 months	818	18.5%	93
Used hair conditioner (at home) in last 6 months	2,692	60.8%	98
Used hair conditioning treatment (at home)/6 mo	848	19.2%	81
Used hair growth product in last 6 months	72	1.6%	71
Used hair mousse in last 6 months	776	17.5%	101
Used hair spray (at home) in last 6 months	1,738	39.3%	108
Used hair styling gel/lotion in last 6 months	1,098	24.8%	92
Used hand & body cream/lotion/oil in last 6 months	3,086	69.7%	96
Used hand & body cream/lotion/oil <5 times last wk	939	21.2%	99
Used hand & body cream/lotion/oil 9+ times last wk	1,013	22.9%	92
Used hand & body cream in last 6 months	661	14.9%	85
Used hand & body lotion in last 6 months	2,119	47.9%	98
Used hand & body oil in last 6 months	189	4.3%	82
Used lip care in last 6 months	2,615	59.1%	99
Used liquid soap/hand sanitizer in last 6 months	3,458	78.1%	102
Used mouthwash in last 6 months	2,839	64.1%	97
Used mouthwash <4 times in last 7 days	867	19.6%	91
Used mouthwash 8+ times in last 7 days	630	14.2%	90
Used shampoo (at home) in last 6 months	4,108	92.8%	101
Used shampoo plus conditioner prod (at home)/6 mo	727	16.4%	85
Used shaving cream/gel in last 6 months	2,476	55.9%	107
Used personal care soap (bar) in last 6 months	3,692	83.4%	99
Used personal care soap for antibacterial purpose	802	18.1%	94
Used personal care soap for complexion	248	5.6%	82
Used personal care soap for deodorant	735	16.6%	103
Use personal care soap for moisturizing	873	19.7%	91
Bought toothbrush in last 6 months	3,766	85.1%	100
Bought electric toothbrush in last 6 months	208	4.7%	70
Used toothpaste in last 6 months	4,212	95.1%	99
Used toothpaste <8 times in last 7 days	1,530	34.6%	107
Used toothpaste 15+ times in last 7 days	581	13.1%	81
Used toothpaste with baking soda in last 6 months	397	9.0%	78
Used toothpaste (gel) in last 6 months	1,294	29.2%	105
Used toothpaste (paste) in last 6 months	2,028	45.8%	95
Used whitening toothpaste in last 6 months	1,645	37.2%	107
Used tooth whitener (not toothpaste) last 6 months	367	8.3%	78
Had professional manicure/pedicure last 6 months	466	10.5%	61
Had professional facial/massage last 6 months	290	6.5%	70
Spent $100+ at barber shops in last 6 months	138	3.1%	58
Spent $100+ at beauty parlors in last 6 months	626	14.1%	89

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Demographic Summary		2010	2015
Population		13,502	14,140
Population 18+		10,113	10,636
Households		4,905	5,173
Median Household Income		$54,517	$60,555
Product/Consumer Behavior	**Expected Number of Adults**	**Percent**	**MPI**
Exercise at home 2+ times per week	2,983	29.5%	98
Exercise at club 2+ times per week	759	7.5%	61
Exercise at other facility (not club) 2+ times/wk	695	6.9%	85
Own stationary bicycle	725	7.2%	127
Own treadmill	1,127	11.1%	114
Own weight lifting equipment	1,404	13.9%	107
Presently controlling diet	4,012	39.7%	96
Diet control for blood sugar level	779	7.7%	105
Diet control for cholesterol level	1,017	10.1%	99
Diet control to maintain weight	1,041	10.3%	92
Diet control for physical fitness	837	8.3%	83
Diet control for salt restriction	347	3.4%	103
Diet control for weight loss	1,366	13.5%	95
Used doctor's care/diet for diet method	327	3.2%	107
Used exercise program for diet method	719	7.1%	84
Used Weight Watchers as diet method	262	2.6%	85
Buy foods specifically labeled as fat-free	1,674	16.6%	94
Buy foods specifically labeled as high fiber	960	9.5%	83
Buy foods specifically labeled as high protein	427	4.2%	77
Buy foods specifically labeled as lactose-free	127	1.3%	68
Buy foods specifically labeled as low-calorie	961	9.5%	88
Buy foods specifically labeled as low-carb	710	7.0%	91
Buy foods specifically labeled as low-cholesterol	786	7.8%	94
Buy foods specifically labeled as low-fat	1,256	12.4%	93
Buy foods specifically labeled as low-sodium	852	8.4%	94
Buy foods specifically labeled as natural/organic	693	6.9%	81
Buy foods specifically labeled as sugar-free	1,399	13.8%	104
Used butter alternatives in last 6 months	397	3.9%	94
Used egg alternatives in last 6 months	1,189	11.8%	83
Used salt alternatives in last 6 months	2,799	27.7%	99
Drank meal/dietary supplement in last 6 months	536	5.3%	72
Used nutrition/energy bar in last 6 months	1,032	10.2%	72
Drank sports drink/thirst quencher in last 6 mo	2,986	29.5%	92
Used vitamin/dietary supplement in last 6 months	4,664	46.1%	95
Vitamin/dietary suppl used/6 mo: antioxidant	214	2.1%	73
Vitamin/dietary suppl used/6 mo: B complex	436	4.3%	89
Vitamin/dietary suppl used/6 mo: B complex+C	132	1.3%	67
Vitamin/dietary suppl used/6 mo: B-6	176	1.7%	86
Vitamin/dietary suppl used/6 mo: B-12	541	5.4%	95
Vitamin/dietary suppl used/6 mo: C	762	7.5%	90
Vitamin/dietary suppl used/6 mo: calcium	1,027	10.2%	94

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: D	477	4.7%	96
Vitamin/dietary suppl used/6 mo: E	517	5.1%	103
Vitamin/dietary suppl used/6 mo: garlic	166	1.6%	96
Vitamin/dietary suppl used/6 mo: glucosamine	448	4.4%	96
Vitamin/dietary suppl used/6 mo: multiple formula	1,163	11.5%	98
Vitamin/dietary suppl used/6 mo: multiple w/iron	382	3.8%	87
Vitamin/dietary suppl used/6 mo: mult w/minerals	541	5.4%	90
Vitamin/dietary suppl used/6 mo: zinc	201	2.0%	86
Vitamin/dietary suppl/6 mo: Caltrate 600	223	2.2%	83
Vitamin/dietary suppl/6 mo: Centrum	483	4.8%	82
Vitamin/dietary suppl/6 mo: Nature Made	553	5.5%	93
Visited doctor in last 12 months	7,886	78.0%	100
Visited doctor in last 12 months: 1-3 times	3,555	35.2%	104
Visited doctor in last 12 months: 4-7 times	2,140	21.2%	95
Visited doctor in last 12 months: 8+ times	2,190	21.7%	100
Visited doctor in last 12 mo: allergist	187	1.8%	77
Visited doctor in last 12 mo: cardiologist	720	7.1%	101
Visited doctor in last 12 mo: chiropractor	820	8.1%	109
Visited doctor in last 12 mo: dentist	3,581	35.4%	94
Visited doctor in last 12 mo: dermatologist	574	5.7%	80
Visited doctor in last 12 mo: ear/nose/throat	416	4.1%	89
Visited doctor in last 12 mo: eye	2,037	20.1%	97
Visited doctor in last 12 mo: general/family	4,624	45.7%	107
Visited doctor in last 12 mo: internist	527	5.2%	71
Visited doctor in last 12 mo: physical therapist	409	4.0%	89
Visited doctor in last 12 mo: podiatrist	247	2.4%	72
Visited doctor in last 12 mo: urologist	393	3.9%	101
Visited nurse practitioner in last 12 months	521	5.2%	123
Wear regular/sun/tinted prescription eyeglasses	3,616	35.8%	104
Wear bi-focals	1,851	18.3%	116
Wear disposable contact lenses	682	6.7%	104
Wear soft contact lenses	912	9.0%	103
Spent on contact lenses in last 12 mo:<$100	277	2.7%	98
Spent on contact lenses in last 12 mo:$100-199	343	3.4%	91
Spent on contact lenses in last 12 mo:$200+	289	2.9%	94
Bought prescription eyewear: discount optical ctr	912	9.0%	113
Bought prescription eyewear: from eye doctor	2,864	28.3%	110
Bought prescription eyewear: retail optical chain	1,053	10.4%	94
Used prescription drug for allergy/hay fever	681	6.7%	96
Used prescription drug for anxiety/panic	474	4.7%	115
Used prescription drug for arthritis/rheumatism	273	2.7%	103
Used prescription drug for asthma	413	4.1%	100
Used prescription drug for backache/back pain	800	7.9%	107
Used prescription drug for depression	780	7.7%	131
Used prescr drug for diabetes (insulin dependent)	202	2.0%	101
Used prescr drug for diabetes (non-insulin)	396	3.9%	105
Used prescription drug for eczema/skin itch/rash	170	1.7%	81

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used prescription drug for heartburn/acid reflux	856	8.5%	128
Used prescription drug for high blood pressure	1,456	14.4%	116
Used prescription drug for high cholesterol	997	9.9%	113
Used prescription drug for migraine headache	402	4.0%	107
Used prescription drug for sinus congest./headache	504	5.0%	102
Used prescription drug for urinary tract infection	298	2.9%	94
Used last 6 mo: adhesive bandages	5,809	57.4%	104
Used last 6 mo: athlete's foot/foot care product	1,249	12.4%	89
Used last 6 mo: cold/sinus/allergy med (nonprescr)	4,805	47.5%	100
Used last 6 mo: children's cold tablets/liquids	1,576	15.6%	103
Used last 6 mo: contact lens cleaning solution	1,267	12.5%	103
Used last 6 mo: cotton swabs	4,961	49.1%	102
Used last 6 mo: cough/sore throat drops (nonprescr)	4,637	45.9%	97
Used last 6 mo: cough syrup/suppressant (nonprescr)	3,360	33.2%	97
Used last 6 mo: children's cough syrup	1,423	14.1%	99
Used last 6 mo: diarrhea remedy	1,526	15.1%	92
Used last 6 mo: eye wash and drops	3,012	29.8%	98
Used last 6 mo: headache/pain reliever (nonprescr)	8,691	85.9%	102
Used last 6 mo: hemorrhoid remedy	936	9.3%	104
Used last 6 mo: indigestion/upset stomach remedy	4,612	45.6%	101
Used last 6 mo: lactose intolerance product	212	2.1%	59
Used last 6 mo: laxative/fiber supplement	1,276	12.6%	91
Used last 6 mo: medicated skin ointment	3,205	31.7%	101
Used last 6 mo: medicated throat remedy	1,123	11.1%	97
Used last 6 mo: nasal spray	1,538	15.2%	96
Used last 6 mo: pain reliever/fever reducer (kids)	2,388	23.6%	107
Used last 6 mo: pain relieving rub/liquid/patch	2,533	25.0%	99
Used last 6 mo: sleeping tablets (nonprescription)	501	5.0%	92
Used last 12 mo: sunburn remedy	1,701	16.8%	109
Used last 12 mo: suntan/sunscreen product	3,611	35.7%	93
Used last 12 mo: SPF 15+ suntan/sunscreen product	2,851	28.2%	94
Used last 6 mo: toothache/gum/canker sore remedy	1,672	16.5%	98
Used last 6 mo: vitamins for children	1,440	14.2%	97
Used body powder in last 6 months	2,858	28.3%	102
Used body powder <3 times in last 7 days	1,113	11.0%	93
Used body powder 8+ times in last 7 days	243	2.4%	110
Used body wash/shower gel in last 6 months	5,340	52.8%	102
Used breath freshener in last 6 months	4,529	44.8%	96
Used complexion care product in last 6 months	4,392	43.4%	92
Used complexion care product <7 times last week	1,276	12.6%	92
Used complexion care product 11+ times last week	1,503	14.9%	89
Used complexion care prod: dry facial skin type	625	6.2%	85
Used complexion care prod: normal facial skin type	1,459	14.4%	95
Used complexion care prod: oily facial skin type	575	5.7%	94
Used dental floss in last 6 months	6,032	59.6%	96

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used dental rinse in last 6 months	1,904	18.8%	93
Used denture adhesive/fixative in last 6 months	686	6.8%	108
Used denture cleaner in last 6 months	1,141	11.3%	102
Used deodorant/antiperspirant in last 6 months	9,572	94.7%	102
Used deodorant/antiperspirant <8 times last week	7,055	69.8%	102
Used deodorant/antiperspirant 15+ times last week	618	6.1%	101
Used disposable razor in last 6 months	5,440	53.8%	103
Used electric shaver in last 6 months	1,925	19.0%	101
Used hair coloring product (at home) last 6 months	1,875	18.5%	93
Used hair conditioner (at home) in last 6 months	6,311	62.4%	100
Used hair conditioning treatment (at home)/6 mo	2,072	20.5%	87
Used hair growth product in last 6 months	138	1.4%	60
Used hair mousse in last 6 months	1,841	18.2%	105
Used hair spray (at home) in last 6 months	4,004	39.6%	109
Used hair styling gel/lotion in last 6 months	2,491	24.6%	92
Used hand & body cream/lotion/oil in last 6 months	7,181	71.0%	98
Used hand & body cream/lotion/oil <5 times last wk	2,238	22.1%	103
Used hand & body cream/lotion/oil 9+ times last wk	2,323	23.0%	92
Used hand & body cream in last 6 months	1,526	15.1%	86
Used hand & body lotion in last 6 months	4,939	48.8%	100
Used hand & body oil in last 6 months	460	4.5%	88
Used lip care in last 6 months	6,078	60.1%	101
Used liquid soap/hand sanitizer in last 6 months	7,875	77.9%	101
Used mouthwash in last 6 months	6,636	65.6%	100
Used mouthwash <4 times in last 7 days	2,101	20.8%	97
Used mouthwash 8+ times in last 7 days	1,490	14.7%	93
Used shampoo (at home) in last 6 months	9,422	93.2%	101
Used shampoo plus conditioner prod (at home)/6 mo	1,734	17.1%	89
Used shaving cream/gel in last 6 months	5,509	54.5%	104
Used personal care soap (bar) in last 6 months	8,422	83.3%	99
Used personal care soap for antibacterial purpose	1,925	19.0%	99
Used personal care soap for complexion	607	6.0%	87
Used personal care soap for deodorant	1,744	17.2%	107
Use personal care soap for moisturizing	2,158	21.3%	99
Bought toothbrush in last 6 months	8,745	86.5%	101
Bought electric toothbrush in last 6 months	555	5.5%	82
Used toothpaste in last 6 months	9,668	95.6%	100
Used toothpaste <8 times in last 7 days	3,417	33.8%	105
Used toothpaste 15+ times in last 7 days	1,505	14.9%	92
Used toothpaste with baking soda in last 6 months	988	9.8%	85
Used toothpaste (gel) in last 6 months	2,954	29.2%	105
Used toothpaste (paste) in last 6 months	4,682	46.3%	96
Used whitening toothpaste in last 6 months	3,814	37.7%	108
Used tooth whitener (not toothpaste) last 6 months	905	8.9%	84
Had professional manicure/pedicure last 6 months	1,227	12.1%	71
Had professional facial/massage last 6 months	660	6.5%	69
Spent $100+ at barber shops in last 6 months	365	3.6%	67
Spent $100+ at beauty parlors in last 6 months	1,406	13.9%	88

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Restaurant Market Potential

Clermont County, Ohio
Economic Development

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary	2010	2015
Population	2,206	2,281
Population 18+	1,672	1,750
Households	878	913
Median Household Income	$49,595	$55,478

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	1,229	73.5%	102
Family restaurant/steak house last month: <2 times	436	26.1%	102
Family restaurant/steak house last month: 2-4 times	448	26.8%	99
Family restaurant/steak house last month: 5+ times	344	20.6%	106
Family restaurant/steak house last 6 months: breakfast	208	12.4%	95
Family restaurant/steak house last 6 months: lunch	418	25.0%	101
Family restaurant/steak house last 6 months: snack	30	1.8%	64
Family restaurant/steak house last 6 months: dinner	935	55.9%	106
Family restaurant/steak house last 6 months: weekday	649	38.8%	101
Family restaurant/steak house last 6 months: weekend	805	48.1%	108
Family restaurant/steak house last 6 months: Applebee's	495	29.6%	117
Family restaurant/steak house last 6 months: Bennigan's	27	1.6%	73
Family restaurant/steak house last 6 months: Bob Evans Farm	159	9.5%	207
Family restaurant/steak house last 6 months: Cheesecake Factory	62	3.7%	56
Family restaurant/steak house last 6 months: Chili's Grill & Bar	154	9.2%	79
Family restaurant/steak house last 6 months: Cracker Barrel	226	13.5%	122
Family restaurant/steak house last 6 months: Denny's	120	7.2%	80
Family restaurant/steak house last 6 months: Friendly's	69	4.1%	104
Family restaurant/steak house last 6 months: Golden Corral	147	8.8%	122
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	144	8.6%	74
Family restaurant/steak house last 6 months: Lone Star Steakhouse	63	3.8%	138
Family restaurant/steak house last 6 months: Old Country Buffet	73	4.4%	153
Family restaurant/steak house last 6 months: Olive Garden	309	18.5%	104
Family restaurant/steak house last 6 months: Outback Steakhouse	150	9.0%	78
Family restaurant/steak house last 6 months: Perkins	93	5.6%	153
Family restaurant/steak house last 6 months: Red Lobster	216	12.9%	96
Family restaurant/steak house last 6 months: Red Robin	85	5.1%	90
Family restaurant/steak house last 6 months: Ruby Tuesday	133	8.0%	95
Family restaurant/steak house last 6 months: Ryan's	44	2.6%	70
Family restaurant/steak house last 6 months: Sizzler	28	1.7%	56
Family restaurant/steak house last 6 months: T.G.I. Friday's	154	9.2%	90
Went to fast food/drive-in restaurant in last 6 months	1,525	91.2%	103
Went to fast food/drive-in restaurant <6 times/month	569	34.0%	97
Went to fast food/drive-in restaurant 6-13 times/month	522	31.2%	108
Went to fast food/drive-in restaurant 14+ times/month	434	26.0%	104
Fast food/drive-in last 6 months: breakfast	452	27.0%	98
Fast food/drive-in last 6 months: lunch	1,044	62.4%	106
Fast food/drive-in last 6 months: snack	242	14.5%	83
Fast food/drive-in last 6 months: dinner	908	54.3%	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.
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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Restaurant Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	1,176	70.3%	106
Fast food/drive-in last 6 months: weekend	836	50.0%	104
Fast food/drive-in last 6 months: A & W	96	5.7%	127
Fast food/drive-in last 6 months: Arby's	517	30.9%	150
Fast food/drive-in last 6 months: Boston Market	44	2.6%	55
Fast food/drive-in last 6 months: Burger King	680	40.7%	112
Fast food/drive-in last 6 months: Captain D's	61	3.6%	71
Fast food/drive-in last 6 months: Carl's Jr.	51	3.1%	49
Fast food/drive-in last 6 months: Checkers	43	2.6%	81
Fast food/drive-in last 6 months: Chick-fil-A	192	11.5%	89
Fast food/drive-in last 6 months: Chipotle Mex. Grill	76	4.5%	75
Fast food/drive-in last 6 months: Chuck E. Cheese	68	4.1%	91
Fast food/drive-in last 6 months: Church's Fr. Chicken	63	3.8%	88
Fast food/drive-in last 6 months: Dairy Queen	371	22.2%	139
Fast food/drive-in last 6 months: Del Taco	13	0.8%	23
Fast food/drive-in last 6 months: Domino's Pizza	199	11.9%	89
Fast food/drive-in last 6 months: Dunkin' Donuts	134	8.0%	69
Fast food/drive-in last 6 months: Fuddruckers	30	1.8%	64
Fast food/drive-in last 6 months: Hardee's	127	7.6%	112
Fast food/drive-in last 6 months: Jack in the Box	91	5.4%	52
Fast food/drive-in last 6 months: KFC	537	32.1%	116
Fast food/drive-in last 6 months: Little Caesars	134	8.0%	110
Fast food/drive-in last 6 months: Long John Silver's	139	8.3%	132
Fast food/drive-in last 6 months: McDonald's	1,023	61.2%	110
Fast food/drive-in last 6 months: Panera Bread	160	9.6%	98
Fast food/drive-in last 6 months: Papa John's	120	7.2%	82
Fast food/drive-in last 6 months: Pizza Hut	462	27.6%	125
Fast food/drive-in last 6 months: Popeyes	92	5.5%	75
Fast food/drive-in last 6 months: Quiznos	121	7.2%	80
Fast food/drive-in last 6 months: Sonic Drive-In	168	10.0%	85
Fast food/drive-in last 6 months: Starbucks	168	10.0%	68
Fast food/drive-in last 6 months: Steak n Shake	126	7.5%	150
Fast food/drive-in last 6 months: Subway	573	34.3%	108
Fast food/drive-in last 6 months: Taco Bell	601	35.9%	112
Fast food/drive-in last 6 months: Wendy's	589	35.2%	113
Fast food/drive-in last 6 months: Whataburger	59	3.5%	73
Fast food/drive-in last 6 months: White Castle	98	5.9%	145
Fast food/drive-in last 6 months: eat in	662	39.6%	105
Fast food/drive-in last 6 months: home delivery	156	9.3%	90
Fast food/drive-in last 6 months: take-out/drive-thru	1,005	60.1%	115
Fast food/drive-in last 6 months: take-out/walk-in	348	20.8%	85

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

Restaurant Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary	2010	2015
Population	5,842	6,135
Population 18+	4,428	4,678
Households	2,227	2,353
Median Household Income	$52,579	$58,336

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	3,201	72.3%	100
Family restaurant/steak house last month: <2 times	1,154	26.1%	102
Family restaurant/steak house last month: 2-4 times	1,177	26.6%	98
Family restaurant/steak house last month: 5+ times	870	19.6%	101
Family restaurant/steak house last 6 months: breakfast	563	12.7%	97
Family restaurant/steak house last 6 months: lunch	1,091	24.6%	99
Family restaurant/steak house last 6 months: snack	55	1.2%	44
Family restaurant/steak house last 6 months: dinner	2,454	55.4%	105
Family restaurant/steak house last 6 months: weekday	1,691	38.2%	99
Family restaurant/steak house last 6 months: weekend	2,107	47.6%	107
Family restaurant/steak house last 6 months: Applebee's	1,236	27.9%	110
Family restaurant/steak house last 6 months: Bennigan's	64	1.4%	66
Family restaurant/steak house last 6 months: Bob Evans Farm	366	8.3%	180
Family restaurant/steak house last 6 months: Cheesecake Factory	142	3.2%	49
Family restaurant/steak house last 6 months: Chili's Grill & Bar	409	9.2%	80
Family restaurant/steak house last 6 months: Cracker Barrel	685	15.5%	140
Family restaurant/steak house last 6 months: Denny's	296	6.7%	74
Family restaurant/steak house last 6 months: Friendly's	168	3.8%	95
Family restaurant/steak house last 6 months: Golden Corral	389	8.8%	122
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	392	8.9%	76
Family restaurant/steak house last 6 months: Lone Star Steakhouse	154	3.5%	128
Family restaurant/steak house last 6 months: Old Country Buffet	143	3.2%	113
Family restaurant/steak house last 6 months: Olive Garden	788	17.8%	100
Family restaurant/steak house last 6 months: Outback Steakhouse	442	10.0%	87
Family restaurant/steak house last 6 months: Perkins	238	5.4%	148
Family restaurant/steak house last 6 months: Red Lobster	612	13.8%	103
Family restaurant/steak house last 6 months: Red Robin	191	4.3%	76
Family restaurant/steak house last 6 months: Ruby Tuesday	393	8.9%	106
Family restaurant/steak house last 6 months: Ryan's	169	3.8%	101
Family restaurant/steak house last 6 months: Sizzler	74	1.7%	55
Family restaurant/steak house last 6 months: T.G.I. Friday's	371	8.4%	81
Went to fast food/drive-in restaurant in last 6 months	4,024	90.9%	102
Went to fast food/drive-in restaurant <6 times/month	1,535	34.7%	99
Went to fast food/drive-in restaurant 6-13 times/month	1,400	31.6%	109
Went to fast food/drive-in restaurant 14+ times/month	1,089	24.6%	99
Fast food/drive-in last 6 months: breakfast	1,259	28.4%	103
Fast food/drive-in last 6 months: lunch	2,803	63.3%	107
Fast food/drive-in last 6 months: snack	651	14.7%	84
Fast food/drive-in last 6 months: dinner	2,379	53.7%	111

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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Restaurant Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	3,162	71.4%	107
Fast food/drive-in last 6 months: weekend	2,190	49.5%	102
Fast food/drive-in last 6 months: A & W	249	5.6%	124
Fast food/drive-in last 6 months: Arby's	1,329	30.0%	145
Fast food/drive-in last 6 months: Boston Market	90	2.0%	43
Fast food/drive-in last 6 months: Burger King	1,785	40.3%	111
Fast food/drive-in last 6 months: Captain D's	224	5.1%	98
Fast food/drive-in last 6 months: Carl's Jr.	99	2.2%	36
Fast food/drive-in last 6 months: Checkers	111	2.5%	79
Fast food/drive-in last 6 months: Chick-fil-A	570	12.9%	100
Fast food/drive-in last 6 months: Chipotle Mex. Grill	156	3.5%	58
Fast food/drive-in last 6 months: Chuck E. Cheese	159	3.6%	80
Fast food/drive-in last 6 months: Church's Fr. Chicken	111	2.5%	58
Fast food/drive-in last 6 months: Dairy Queen	986	22.3%	139
Fast food/drive-in last 6 months: Del Taco	40	0.9%	27
Fast food/drive-in last 6 months: Domino's Pizza	501	11.3%	84
Fast food/drive-in last 6 months: Dunkin' Donuts	352	7.9%	69
Fast food/drive-in last 6 months: Fuddruckers	95	2.1%	77
Fast food/drive-in last 6 months: Hardee's	402	9.1%	133
Fast food/drive-in last 6 months: Jack in the Box	223	5.0%	48
Fast food/drive-in last 6 months: KFC	1,388	31.3%	114
Fast food/drive-in last 6 months: Little Caesars	331	7.5%	102
Fast food/drive-in last 6 months: Long John Silver's	376	8.5%	134
Fast food/drive-in last 6 months: McDonald's	2,669	60.3%	108
Fast food/drive-in last 6 months: Panera Bread	388	8.8%	90
Fast food/drive-in last 6 months: Papa John's	317	7.2%	82
Fast food/drive-in last 6 months: Pizza Hut	1,186	26.8%	121
Fast food/drive-in last 6 months: Popeyes	183	4.1%	57
Fast food/drive-in last 6 months: Quiznos	302	6.8%	76
Fast food/drive-in last 6 months: Sonic Drive-In	525	11.9%	101
Fast food/drive-in last 6 months: Starbucks	425	9.6%	65
Fast food/drive-in last 6 months: Steak n Shake	300	6.8%	135
Fast food/drive-in last 6 months: Subway	1,547	34.9%	110
Fast food/drive-in last 6 months: Taco Bell	1,498	33.8%	105
Fast food/drive-in last 6 months: Wendy's	1,559	35.2%	113
Fast food/drive-in last 6 months: Whataburger	125	2.8%	58
Fast food/drive-in last 6 months: White Castle	183	4.1%	102
Fast food/drive-in last 6 months: eat in	1,848	41.7%	111
Fast food/drive-in last 6 months: home delivery	382	8.6%	83
Fast food/drive-in last 6 months: take-out/drive-thru	2,610	58.9%	112
Fast food/drive-in last 6 months: take-out/walk-in	928	21.0%	85

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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Restaurant Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary	2010	2015
Population	13,502	14,140
Population 18+	10,113	10,636
Households	4,905	5,173
Median Household Income	$54,517	$60,555

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	7,262	71.8%	100
Family restaurant/steak house last month: <2 times	2,590	25.6%	100
Family restaurant/steak house last month: 2-4 times	2,709	26.8%	99
Family restaurant/steak house last month: 5+ times	1,962	19.4%	100
Family restaurant/steak house last 6 months: breakfast	1,264	12.5%	95
Family restaurant/steak house last 6 months: lunch	2,438	24.1%	97
Family restaurant/steak house last 6 months: snack	122	1.2%	43
Family restaurant/steak house last 6 months: dinner	5,570	55.1%	104
Family restaurant/steak house last 6 months: weekday	3,866	38.2%	99
Family restaurant/steak house last 6 months: weekend	4,642	45.9%	103
Family restaurant/steak house last 6 months: Applebee's	2,653	26.2%	104
Family restaurant/steak house last 6 months: Bennigan's	143	1.4%	64
Family restaurant/steak house last 6 months: Bob Evans Farm	666	6.6%	143
Family restaurant/steak house last 6 months: Cheesecake Factory	356	3.5%	53
Family restaurant/steak house last 6 months: Chili's Grill & Bar	1,068	10.6%	91
Family restaurant/steak house last 6 months: Cracker Barrel	1,515	15.0%	135
Family restaurant/steak house last 6 months: Denny's	715	7.1%	78
Family restaurant/steak house last 6 months: Friendly's	297	2.9%	74
Family restaurant/steak house last 6 months: Golden Corral	938	9.3%	128
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	994	9.8%	85
Family restaurant/steak house last 6 months: Lone Star Steakhouse	344	3.4%	125
Family restaurant/steak house last 6 months: Old Country Buffet	242	2.4%	84
Family restaurant/steak house last 6 months: Olive Garden	1,728	17.1%	96
Family restaurant/steak house last 6 months: Outback Steakhouse	1,103	10.9%	95
Family restaurant/steak house last 6 months: Perkins	449	4.4%	122
Family restaurant/steak house last 6 months: Red Lobster	1,379	13.6%	101
Family restaurant/steak house last 6 months: Red Robin	454	4.5%	80
Family restaurant/steak house last 6 months: Ruby Tuesday	908	9.0%	108
Family restaurant/steak house last 6 months: Ryan's	476	4.7%	125
Family restaurant/steak house last 6 months: Sizzler	223	2.2%	73
Family restaurant/steak house last 6 months: T.G.I. Friday's	840	8.3%	81
Went to fast food/drive-in restaurant in last 6 months	9,159	90.6%	102
Went to fast food/drive-in restaurant <6 times/month	3,360	33.2%	95
Went to fast food/drive-in restaurant 6-13 times/month	3,155	31.2%	108
Went to fast food/drive-in restaurant 14+ times/month	2,644	26.1%	105
Fast food/drive-in last 6 months: breakfast	2,858	28.3%	103
Fast food/drive-in last 6 months: lunch	6,341	62.7%	106
Fast food/drive-in last 6 months: snack	1,464	14.5%	83
Fast food/drive-in last 6 months: dinner	5,415	53.5%	111

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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Restaurant Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	7,180	71.0%	107
Fast food/drive-in last 6 months: weekend	4,962	49.1%	102
Fast food/drive-in last 6 months: A & W	509	5.0%	111
Fast food/drive-in last 6 months: Arby's	2,826	27.9%	135
Fast food/drive-in last 6 months: Boston Market	227	2.2%	47
Fast food/drive-in last 6 months: Burger King	4,064	40.2%	111
Fast food/drive-in last 6 months: Captain D's	665	6.6%	128
Fast food/drive-in last 6 months: Carl's Jr.	286	2.8%	45
Fast food/drive-in last 6 months: Checkers	290	2.9%	90
Fast food/drive-in last 6 months: Chick-fil-A	1,450	14.3%	111
Fast food/drive-in last 6 months: Chipotle Mex. Grill	324	3.2%	53
Fast food/drive-in last 6 months: Chuck E. Cheese	355	3.5%	78
Fast food/drive-in last 6 months: Church's Fr. Chicken	338	3.3%	78
Fast food/drive-in last 6 months: Dairy Queen	2,131	21.1%	132
Fast food/drive-in last 6 months: Del Taco	162	1.6%	48
Fast food/drive-in last 6 months: Domino's Pizza	1,238	12.2%	91
Fast food/drive-in last 6 months: Dunkin' Donuts	743	7.3%	64
Fast food/drive-in last 6 months: Fuddruckers	228	2.3%	81
Fast food/drive-in last 6 months: Hardee's	908	9.0%	132
Fast food/drive-in last 6 months: Jack in the Box	701	6.9%	67
Fast food/drive-in last 6 months: KFC	3,009	29.8%	108
Fast food/drive-in last 6 months: Little Caesars	787	7.8%	106
Fast food/drive-in last 6 months: Long John Silver's	853	8.4%	133
Fast food/drive-in last 6 months: McDonald's	5,957	58.9%	105
Fast food/drive-in last 6 months: Panera Bread	773	7.6%	78
Fast food/drive-in last 6 months: Papa John's	850	8.4%	97
Fast food/drive-in last 6 months: Pizza Hut	2,658	26.3%	119
Fast food/drive-in last 6 months: Popeyes	494	4.9%	67
Fast food/drive-in last 6 months: Quiznos	675	6.7%	74
Fast food/drive-in last 6 months: Sonic Drive-In	1,426	14.1%	120
Fast food/drive-in last 6 months: Starbucks	1,019	10.1%	68
Fast food/drive-in last 6 months: Steak n Shake	592	5.9%	116
Fast food/drive-in last 6 months: Subway	3,568	35.3%	111
Fast food/drive-in last 6 months: Taco Bell	3,498	34.6%	107
Fast food/drive-in last 6 months: Wendy's	3,550	35.1%	113
Fast food/drive-in last 6 months: Whataburger	498	4.9%	102
Fast food/drive-in last 6 months: White Castle	301	3.0%	74
Fast food/drive-in last 6 months: eat in	4,024	39.8%	106
Fast food/drive-in last 6 months: home delivery	1,007	10.0%	95
Fast food/drive-in last 6 months: take-out/drive-thru	5,897	58.3%	111
Fast food/drive-in last 6 months: take-out/walk-in	2,204	21.8%	89

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Sports and Leisure Market Potential

Clermont County, Ohio
Economic Development

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary		2010	2015
Population		2,206	2,281
Population 18+		1,672	1,750
Households		878	913
Median Household Income		$49,595	$55,478
Product/Consumer Behavior	**Expected Number of Adults**	**Percent**	**MPI**
Participated in aerobics	127	7.6%	77
Participated in archery	86	5.1%	194
Participated in backpacking/hiking	143	8.6%	91
Participated in baseball	77	4.6%	89
Participated in basketball	140	8.4%	90
Participated in bicycling (mountain)	65	3.9%	106
Participated in bicycling (road)	139	8.3%	86
Participated in boating (power)	112	6.7%	109
Participated in bowling	214	12.8%	110
Participated in canoeing/kayaking	93	5.6%	116
Participated in downhill skiing	39	2.3%	80
Participated in fishing (fresh water)	308	18.4%	141
Participated in fishing (salt water)	50	3.0%	66
Participated in football	84	5.0%	81
Participated in Frisbee	88	5.3%	96
Participated in golf	150	9.0%	87
Play golf < once a month	60	3.6%	91
Play golf 1+ times a month	68	4.1%	75
Participated in horseback riding	61	3.6%	120
Participated in hunting with rifle	125	7.5%	154
Participated in hunting with shotgun	116	6.9%	163
Participated in ice skating	39	2.3%	81
Participated in jogging/running	116	6.9%	66
Participated in martial arts	17	1.0%	72
Participated in motorcycling	97	5.8%	158
Participated in Pilates	42	2.5%	77
Participated in roller skating	35	2.1%	100
Participated in snowboarding	34	2.0%	106
Participated in soccer	54	3.2%	75
Participated in softball	71	4.2%	109
Participated in swimming	306	18.3%	94
Participated in target shooting	78	4.7%	121
Participated in tennis	55	3.3%	77
Participated in volleyball	60	3.6%	103
Participated in walking for exercise	474	28.3%	95
Participated in weight lifting	156	9.3%	79
Participated in yoga	64	3.8%	66
Spent on high end sports/recreation equipment/12 mo: <$250	72	4.3%	98
Spent on high end sports/recreation equipment/12 mo: $250+	66	3.9%	101
Attend sports event: auto racing (NASCAR)	136	8.1%	111
Attend sports event: auto racing (not NASCAR)	102	6.1%	96
Attend sports event: baseball game	236	14.1%	96

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
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March 27, 2012

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Sports and Leisure Market Potential

Clermont County, Ohio
Economic Development

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	123	7.4%	93
Attend sports event: basketball game (pro)	111	6.6%	78
Attend sports event: football game (college)	160	9.6%	93
Attend sports event: football-Monday night game (pro)	100	6.0%	98
Attend sports event: football-weekend game (pro)	130	7.8%	86
Attend sports event: golf tournament	82	4.9%	88
Attend sports event: ice hockey game	117	7.0%	106
Attend sports event: soccer game	88	5.3%	85
Attend sports event: tennis match	70	4.2%	85
Attended adult education course in last 12 months	112	6.7%	101
Attended auto show in last 12 months	164	9.8%	118
Went to bar/night club in last 12 months	329	19.7%	103
Went to beach in last 12 months	317	19.0%	77
Attended dance performance in last 12 months	54	3.2%	73
Danced/went dancing in last 12 months	136	8.1%	86
Dined out in last 12 months	845	50.5%	103
Dine out < once a month	89	5.3%	113
Dine out once a month	119	7.1%	115
Dine out 2-3 times a month	211	12.6%	110
Dine out once a week	173	10.3%	90
Dine out 2+ times per week	165	9.9%	100
Gambled at casino in last 12 months	230	13.8%	86
Gambled at casino 6+ times in last 12 months	35	2.1%	77
Gambled in Atlantic City in last 12 months	22	1.3%	52
Gambled in Las Vegas in last 12 months	44	2.6%	55
Attended horse races in last 12 months	50	3.0%	101
Attended movies in last 6 months	897	53.6%	91
Attended movies in last 90 days: < once a month	518	31.0%	96
Attended movies in last 90 days: once a month	148	8.9%	86
Attended movies in last 90 days: 2-3 times a month	89	5.3%	79
Attended movies in last 90 days: once/week or more	31	1.9%	73
Prefer to see movie after second week of release	405	24.2%	102
Went to museum in last 12 months	146	8.7%	68
Attended music performance in last 12 months	364	21.8%	92
Attended country music performance in last 12 mo	105	6.3%	124
Attended rock music performance in last 12 months	161	9.6%	88
Attended classical music/opera performance/12 mo	51	3.1%	66
Went to live theater in last 12 months	175	10.5%	80
Visited a theme park in last 12 months	315	18.8%	88
Visited Disney World (FL)/12 mo: Magic Kingdom	38	2.3%	67
Visited any Sea World in last 12 months	37	2.2%	65
Visited any Six Flags in last 12 months	49	2.9%	51
Went to zoo in last 12 months	236	14.1%	111
Played backgammon in last 12 months	22	1.3%	66
Participated in book club in last 12 months	58	3.5%	110
Played billiards/pool in last 12 months	180	10.8%	112
Played bingo in last 12 months	83	5.0%	117
Did birdwatching in last 12 months	151	9.0%	145
Played board game in last 12 months	289	17.3%	106

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	391	23.4%	112
Played chess in last 12 months	49	2.9%	80
Cooked for fun in last 12 months	342	20.5%	98
Did crossword puzzle in last 12 months	256	15.3%	105
Participated in fantasy sports league last 12 mo	40	2.4%	73
Flew a kite in last 12 months	42	2.5%	89
Did furniture refinishing in last 12 months	56	3.3%	104
Did indoor gardening/plant care in last 12 months	172	10.3%	102
Participated in karaoke in last 12 months	65	3.9%	88
Bought lottery ticket in last 12 months	638	38.2%	110
Bought lottery ticket in last 12 mo: Daily Drawing	68	4.1%	84
Bought lottery ticket in last 12 mo: Instant Game	354	21.2%	133
Bought lottery ticket in last 12 mo: Lotto Drawing	353	21.1%	99
Played lottery: <3 times in last 30 days	248	14.8%	94
Played lottery: 3-7 times in last 30 days	189	11.3%	117
Played lottery: 8+ times in last 30 days	201	12.0%	129
Played musical instrument in last 12 months	117	7.0%	88
Did painting/drawing in last 12 months	105	6.3%	96
Did photography in last 12 months	179	10.7%	85
Read book in last 12 months	663	39.7%	97
Participated in trivia games in last 12 months	95	5.7%	94
Played video game in last 12 months	225	13.5%	101
Did woodworking in last 12 months	112	6.7%	143
Participated in word games in last 12 months	161	9.6%	101
Member of AARP	258	15.4%	100
Member of business club	30	1.8%	72
Member of charitable organization	97	5.8%	92
Member of church board	63	3.8%	88
Member of fraternal order	63	3.8%	107
Member of religious club	113	6.8%	106
Member of union	87	5.2%	99
Member of veterans club	69	4.1%	121
Bought any children`s toy/game in last 12 months	610	36.5%	105
Spent on toys/games in last 12 months: <$50	118	7.1%	116
Spent on toys/games in last 12 months: $50-99	57	3.4%	124
Spent on toys/games in last 12 months: $100-199	128	7.7%	106
Spent on toys/games in last 12 months: $200-499	169	10.1%	93
Spent on toys/games in last 12 months: $500+	96	5.7%	100
Bought infant toy in last 12 months	141	8.4%	101
Bought pre-school toy in last 12 months	116	6.9%	86
Spent on toys/games (for child <6)/12 mo: <$100	234	14.0%	126
Spent on toys/games (for child <6)/12 mo: $100-199	105	6.3%	93
Spent on toys/games (for child <6)/12 mo: $200+	122	7.3%	94
Bought for child in last 12 mo: boy action figure	167	10.0%	124
Bought for child in last 12 mo: girl action figure	53	3.2%	103
Bought for child in last 12 mo: bicycle	123	7.4%	107
Bought for child in last 12 mo: board game	216	12.9%	109

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	62	3.7%	110
Bought for child in last 12 mo: car	170	10.2%	110
Bought for child in last 12 mo: construction toy	86	5.1%	104
Bought for child in last 12 mo: large/baby doll	122	7.3%	112
Bought for child in last 12 mo: fashion doll	112	6.7%	131
Bought for child in last 12 mo: plush doll/animal	144	8.6%	102
Bought for child in last 12 mo: doll accessories	85	5.1%	126
Bought for child in last 12 mo: doll clothing	82	4.9%	119
Bought for child in last 12 mo: educational toy	234	14.0%	103
Bought for child in last 12 mo: electronic game	149	8.9%	96
Bought for child in last 12 mo: mechanical toy	67	4.0%	100
Bought for child in last 12 mo: model kit/set	41	2.5%	95
Bought for child in last 12 mo: sound game	38	2.3%	81
Bought for child in last 12 mo: water toy	175	10.5%	109
Bought for child in last 12 mo: word game	59	3.5%	92
Bought book in last 12 months	790	47.2%	94
Bought 1-3 books in last 12 months	314	18.8%	96
Bought 4-9 books in last 12 months	243	14.5%	93
Bought 10+ books in last 12 months	233	13.9%	92
Bought paperback book in last 12 months	579	34.6%	92
Bought <3 paperback books in last 12 months	198	11.8%	91
Bought 3-6 paperback books in last 12 months	205	12.3%	93
Bought 7+ paperback books in last 12 months	176	10.5%	89
Bought hardcover book in last 12 months	408	24.4%	87
Bought <3 hardcover books in last 12 months	178	10.6%	87
Bought 3-5 hardcover books in last 12 months	124	7.4%	93
Bought 6+ hardcover books in last 12 months	105	6.3%	80
Bought book (fiction) in last 12 months	447	26.7%	95
Bought book (non-fiction) in last 12 months	359	21.5%	85
Bought biography in last 12 months	88	5.3%	72
Bought children`s book in last 12 months	217	13.0%	102
Bought cookbook in last 12 months	164	9.8%	90
Bought desk dictionary in last 12 months	16	1.0%	47
Bought history book in last 12 months	97	5.8%	77
Bought mystery book in last 12 months	202	12.1%	108
Bought personal/business self-help book last 12 mo	89	5.3%	74
Bought religious book (not bible) last 12 months	109	6.5%	86
Bought romance book in last 12 months	103	6.2%	94
Bought science fiction book in last 12 months	70	4.2%	92
Bought book through book club in last 12 months	92	5.5%	127
Bought book at book store in last 12 months	500	29.9%	89
Bought book at Barnes & Noble in last 12 months	268	16.0%	81
Bought book at Borders in last 12 months	144	8.6%	78
Bought book at convenience store in last 12 months	31	1.9%	83
Bought book at department store in last 12 months	155	9.3%	121
Bought book at drug store in last 12 months	34	2.0%	90
Bought book through Internet in last 12 mo	116	6.9%	68
Bought book through mail order in last 12 months	62	3.7%	109
Bought book at supermarket in last 12 months	111	6.6%	127
Bought book at warehouse store in last 12 months	60	3.6%	62

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Ring: 3 miles radius

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Latitude: 39.055
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Demographic Summary		2010	2015
Population		5,842	6,135
Population 18+		4,428	4,678
Households		2,227	2,353
Median Household Income		$52,579	$58,336
Product/Consumer Behavior	**Expected Number of Adults**	**Percent**	**MPI**
Participated in aerobics	355	8.0%	81
Participated in archery	216	4.9%	184
Participated in backpacking/hiking	403	9.1%	97
Participated in baseball	222	5.0%	96
Participated in basketball	357	8.1%	86
Participated in bicycling (mountain)	163	3.7%	100
Participated in bicycling (road)	389	8.8%	91
Participated in boating (power)	318	7.2%	117
Participated in bowling	534	12.1%	103
Participated in canoeing/kayaking	256	5.8%	121
Participated in downhill skiing	100	2.3%	77
Participated in fishing (fresh water)	893	20.2%	154
Participated in fishing (salt water)	154	3.5%	76
Participated in football	242	5.5%	88
Participated in Frisbee	235	5.3%	97
Participated in golf	425	9.6%	93
Play golf < once a month	156	3.5%	89
Play golf 1+ times a month	208	4.7%	87
Participated in horseback riding	167	3.8%	124
Participated in hunting with rifle	407	9.2%	189
Participated in hunting with shotgun	342	7.7%	182
Participated in ice skating	102	2.3%	80
Participated in jogging/running	323	7.3%	69
Participated in martial arts	40	0.9%	64
Participated in motorcycling	231	5.2%	142
Participated in Pilates	105	2.4%	72
Participated in roller skating	87	2.0%	94
Participated in snowboarding	66	1.5%	78
Participated in soccer	136	3.1%	71
Participated in softball	202	4.6%	117
Participated in swimming	886	20.0%	103
Participated in target shooting	224	5.1%	131
Participated in tennis	142	3.2%	75
Participated in volleyball	173	3.9%	112
Participated in walking for exercise	1,273	28.7%	97
Participated in weight lifting	415	9.4%	80
Participated in yoga	162	3.7%	63
Spent on high end sports/recreation equipment/12 mo: <$250	193	4.4%	99
Spent on high end sports/recreation equipment/12 mo: $250+	161	3.6%	93
Attend sports event: auto racing (NASCAR)	366	8.3%	113
Attend sports event: auto racing (not NASCAR)	298	6.7%	106
Attend sports event: baseball game	588	13.3%	90

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Clermont County, Ohio
Economic Development

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	320	7.2%	91
Attend sports event: basketball game (pro)	274	6.2%	72
Attend sports event: football game (college)	428	9.7%	94
Attend sports event: football-Monday night game (pro)	243	5.5%	89
Attend sports event: football-weekend game (pro)	331	7.5%	82
Attend sports event: golf tournament	223	5.0%	91
Attend sports event: ice hockey game	277	6.3%	94
Attend sports event: soccer game	232	5.2%	85
Attend sports event: tennis match	183	4.1%	84
Attended adult education course in last 12 months	289	6.5%	99
Attended auto show in last 12 months	440	9.9%	120
Went to bar/night club in last 12 months	844	19.1%	100
Went to beach in last 12 months	870	19.6%	80
Attended dance performance in last 12 months	133	3.0%	68
Danced/went dancing in last 12 months	333	7.5%	79
Dined out in last 12 months	2,264	51.1%	104
Dine out < once a month	224	5.1%	108
Dine out once a month	328	7.4%	120
Dine out 2-3 times a month	552	12.5%	108
Dine out once a week	508	11.5%	99
Dine out 2+ times per week	428	9.7%	98
Gambled at casino in last 12 months	591	13.3%	83
Gambled at casino 6+ times in last 12 months	92	2.1%	76
Gambled in Atlantic City in last 12 months	59	1.3%	53
Gambled in Las Vegas in last 12 months	108	2.4%	51
Attended horse races in last 12 months	99	2.2%	75
Attended movies in last 6 months	2,334	52.7%	90
Attended movies in last 90 days: < once a month	1,371	31.0%	96
Attended movies in last 90 days: once a month	366	8.3%	81
Attended movies in last 90 days: 2-3 times a month	233	5.3%	78
Attended movies in last 90 days: once/week or more	72	1.6%	64
Prefer to see movie after second week of release	983	22.2%	94
Went to museum in last 12 months	375	8.5%	66
Attended music performance in last 12 months	975	22.0%	93
Attended country music performance in last 12 mo	295	6.7%	131
Attended rock music performance in last 12 months	407	9.2%	84
Attended classical music/opera performance/12 mo	133	3.0%	65
Went to live theater in last 12 months	431	9.7%	74
Visited a theme park in last 12 months	809	18.3%	85
Visited Disney World (FL)/12 mo: Magic Kingdom	104	2.3%	69
Visited any Sea World in last 12 months	85	1.9%	57
Visited any Six Flags in last 12 months	134	3.0%	52
Went to zoo in last 12 months	582	13.1%	103
Played backgammon in last 12 months	58	1.3%	65
Participated in book club in last 12 months	131	3.0%	93
Played billiards/pool in last 12 months	423	9.6%	99
Played bingo in last 12 months	187	4.2%	100
Did birdwatching in last 12 months	413	9.3%	150
Played board game in last 12 months	758	17.1%	105

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	1,028	23.2%	111
Played chess in last 12 months	127	2.9%	78
Cooked for fun in last 12 months	878	19.8%	95
Did crossword puzzle in last 12 months	670	15.1%	104
Participated in fantasy sports league last 12 mo	104	2.3%	72
Flew a kite in last 12 months	109	2.5%	87
Did furniture refinishing in last 12 months	154	3.5%	108
Did indoor gardening/plant care in last 12 months	457	10.3%	102
Participated in karaoke in last 12 months	163	3.7%	83
Bought lottery ticket in last 12 months	1,655	37.4%	108
Bought lottery ticket in last 12 mo: Daily Drawing	148	3.3%	69
Bought lottery ticket in last 12 mo: Instant Game	916	20.7%	130
Bought lottery ticket in last 12 mo: Lotto Drawing	954	21.5%	101
Played lottery: <3 times in last 30 days	681	15.4%	98
Played lottery: 3-7 times in last 30 days	513	11.6%	120
Played lottery: 8+ times in last 30 days	462	10.4%	112
Played musical instrument in last 12 months	305	6.9%	86
Did painting/drawing in last 12 months	266	6.0%	92
Did photography in last 12 months	574	13.0%	103
Read book in last 12 months	1,754	39.6%	97
Participated in trivia games in last 12 months	263	5.9%	98
Played video game in last 12 months	595	13.4%	101
Did woodworking in last 12 months	317	7.2%	152
Participated in word games in last 12 months	433	9.8%	103
Member of AARP	692	15.6%	101
Member of business club	74	1.7%	67
Member of charitable organization	261	5.9%	93
Member of church board	205	4.6%	108
Member of fraternal order	176	4.0%	113
Member of religious club	289	6.5%	102
Member of union	241	5.4%	103
Member of veterans club	184	4.2%	122
Bought any children`s toy/game in last 12 months	1,589	35.9%	104
Spent on toys/games in last 12 months: <$50	312	7.0%	116
Spent on toys/games in last 12 months: $50-99	141	3.2%	115
Spent on toys/games in last 12 months: $100-199	322	7.3%	101
Spent on toys/games in last 12 months: $200-499	458	10.3%	95
Spent on toys/games in last 12 months: $500+	252	5.7%	99
Bought infant toy in last 12 months	379	8.6%	102
Bought pre-school toy in last 12 months	339	7.7%	95
Spent on toys/games (for child <6)/12 mo: <$100	590	13.3%	120
Spent on toys/games (for child <6)/12 mo: $100-199	278	6.3%	93
Spent on toys/games (for child <6)/12 mo: $200+	296	6.7%	86
Bought for child in last 12 mo: boy action figure	377	8.5%	105
Bought for child in last 12 mo: girl action figure	112	2.5%	82
Bought for child in last 12 mo: bicycle	307	6.9%	101
Bought for child in last 12 mo: board game	565	12.8%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	159	3.6%	106
Bought for child in last 12 mo: car	465	10.5%	114
Bought for child in last 12 mo: construction toy	226	5.1%	103
Bought for child in last 12 mo: large/baby doll	284	6.4%	98
Bought for child in last 12 mo: fashion doll	264	6.0%	117
Bought for child in last 12 mo: plush doll/animal	401	9.1%	108
Bought for child in last 12 mo: doll accessories	193	4.4%	108
Bought for child in last 12 mo: doll clothing	187	4.2%	102
Bought for child in last 12 mo: educational toy	600	13.6%	100
Bought for child in last 12 mo: electronic game	448	10.1%	108
Bought for child in last 12 mo: mechanical toy	186	4.2%	105
Bought for child in last 12 mo: model kit/set	121	2.7%	106
Bought for child in last 12 mo: sound game	96	2.2%	77
Bought for child in last 12 mo: water toy	434	9.8%	102
Bought for child in last 12 mo: word game	166	3.7%	97
Bought book in last 12 months	2,090	47.2%	94
Bought 1-3 books in last 12 months	848	19.2%	97
Bought 4-9 books in last 12 months	648	14.6%	94
Bought 10+ books in last 12 months	593	13.4%	89
Bought paperback book in last 12 months	1,575	35.6%	94
Bought <3 paperback books in last 12 months	550	12.4%	96
Bought 3-6 paperback books in last 12 months	561	12.7%	96
Bought 7+ paperback books in last 12 months	463	10.5%	89
Bought hardcover book in last 12 months	1,089	24.6%	88
Bought <3 hardcover books in last 12 months	499	11.3%	92
Bought 3-5 hardcover books in last 12 months	311	7.0%	88
Bought 6+ hardcover books in last 12 months	278	6.3%	80
Bought book (fiction) in last 12 months	1,165	26.3%	94
Bought book (non-fiction) in last 12 months	972	22.0%	86
Bought biography in last 12 months	249	5.6%	77
Bought children`s book in last 12 months	529	11.9%	94
Bought cookbook in last 12 months	459	10.4%	95
Bought desk dictionary in last 12 months	48	1.1%	53
Bought history book in last 12 months	251	5.7%	75
Bought mystery book in last 12 months	487	11.0%	98
Bought personal/business self-help book last 12 mo	253	5.7%	80
Bought religious book (not bible) last 12 months	308	7.0%	92
Bought romance book in last 12 months	273	6.2%	95
Bought science fiction book in last 12 months	186	4.2%	92
Bought book through book club in last 12 months	229	5.2%	119
Bought book at book store in last 12 months	1,290	29.1%	87
Bought book at Barnes & Noble in last 12 months	653	14.7%	75
Bought book at Borders in last 12 months	372	8.4%	76
Bought book at convenience store in last 12 months	80	1.8%	81
Bought book at department store in last 12 months	436	9.8%	129
Bought book at drug store in last 12 months	81	1.8%	81
Bought book through Internet in last 12 mo	317	7.2%	70
Bought book through mail order in last 12 months	177	4.0%	118
Bought book at supermarket in last 12 months	270	6.1%	117
Bought book at warehouse store in last 12 months	181	4.1%	70

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

Sports and Leisure Market Potential

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary		2010	2015
Population		13,502	14,140
Population 18+		10,113	10,636
Households		4,905	5,173
Median Household Income		$54,517	$60,555
Product/Consumer Behavior	**Expected Number of Adults**	**Percent**	**MPI**
Participated in aerobics	821	8.1%	82
Participated in archery	422	4.2%	157
Participated in backpacking/hiking	886	8.8%	93
Participated in baseball	496	4.9%	94
Participated in basketball	815	8.1%	86
Participated in bicycling (mountain)	335	3.3%	90
Participated in bicycling (road)	889	8.8%	91
Participated in boating (power)	699	6.9%	112
Participated in bowling	1,219	12.1%	103
Participated in canoeing/kayaking	566	5.6%	117
Participated in downhill skiing	235	2.3%	80
Participated in fishing (fresh water)	1,872	18.5%	141
Participated in fishing (salt water)	401	4.0%	87
Participated in football	577	5.7%	92
Participated in Frisbee	519	5.1%	94
Participated in golf	999	9.9%	95
Play golf < once a month	361	3.6%	90
Play golf 1+ times a month	494	4.9%	91
Participated in horseback riding	371	3.7%	121
Participated in hunting with rifle	852	8.4%	174
Participated in hunting with shotgun	696	6.9%	162
Participated in ice skating	242	2.4%	83
Participated in jogging/running	814	8.0%	76
Participated in martial arts	112	1.1%	79
Participated in motorcycling	485	4.8%	130
Participated in Pilates	263	2.6%	79
Participated in roller skating	220	2.2%	104
Participated in snowboarding	146	1.4%	75
Participated in soccer	321	3.2%	74
Participated in softball	438	4.3%	111
Participated in swimming	2,084	20.6%	106
Participated in target shooting	464	4.6%	119
Participated in tennis	324	3.2%	75
Participated in volleyball	396	3.9%	112
Participated in walking for exercise	2,815	27.8%	93
Participated in weight lifting	1,011	10.0%	85
Participated in yoga	363	3.6%	62
Spent on high end sports/recreation equipment/12 mo: <$250	440	4.4%	99
Spent on high end sports/recreation equipment/12 mo: $250+	357	3.5%	91
Attend sports event: auto racing (NASCAR)	853	8.4%	115
Attend sports event: auto racing (not NASCAR)	705	7.0%	110
Attend sports event: baseball game	1,345	13.3%	90

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Sports and Leisure Market Potential

Clermont County, Ohio
Economic Development

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	729	7.2%	91
Attend sports event: basketball game (pro)	658	6.5%	76
Attend sports event: football game (college)	1,018	10.1%	97
Attend sports event: football-Monday night game (pro)	548	5.4%	88
Attend sports event: football-weekend game (pro)	780	7.7%	85
Attend sports event: golf tournament	496	4.9%	88
Attend sports event: ice hockey game	619	6.1%	92
Attend sports event: soccer game	544	5.4%	87
Attend sports event: tennis match	441	4.4%	88
Attended adult education course in last 12 months	618	6.1%	92
Attended auto show in last 12 months	998	9.9%	119
Went to bar/night club in last 12 months	1,931	19.1%	100
Went to beach in last 12 months	2,073	20.5%	83
Attended dance performance in last 12 months	294	2.9%	65
Danced/went dancing in last 12 months	819	8.1%	85
Dined out in last 12 months	5,004	49.5%	100
Dine out < once a month	496	4.9%	104
Dine out once a month	709	7.0%	113
Dine out 2-3 times a month	1,138	11.3%	98
Dine out once a week	1,170	11.6%	100
Dine out 2+ times per week	928	9.2%	93
Gambled at casino in last 12 months	1,324	13.1%	82
Gambled at casino 6+ times in last 12 months	246	2.4%	89
Gambled in Atlantic City in last 12 months	108	1.1%	42
Gambled in Las Vegas in last 12 months	291	2.9%	60
Attended horse races in last 12 months	248	2.5%	83
Attended movies in last 6 months	5,287	52.3%	89
Attended movies in last 90 days: < once a month	3,017	29.8%	92
Attended movies in last 90 days: once a month	870	8.6%	84
Attended movies in last 90 days: 2-3 times a month	565	5.6%	83
Attended movies in last 90 days: once/week or more	170	1.7%	66
Prefer to see movie after second week of release	2,244	22.2%	94
Went to museum in last 12 months	880	8.7%	68
Attended music performance in last 12 months	2,255	22.3%	94
Attended country music performance in last 12 mo	663	6.6%	129
Attended rock music performance in last 12 months	992	9.8%	90
Attended classical music/opera performance/12 mo	324	3.2%	70
Went to live theater in last 12 months	938	9.3%	71
Visited a theme park in last 12 months	1,780	17.6%	82
Visited Disney World (FL)/12 mo: Magic Kingdom	251	2.5%	73
Visited any Sea World in last 12 months	233	2.3%	68
Visited any Six Flags in last 12 months	340	3.4%	58
Went to zoo in last 12 months	1,266	12.5%	98
Played backgammon in last 12 months	131	1.3%	65
Participated in book club in last 12 months	253	2.5%	79
Played billiards/pool in last 12 months	1,010	10.0%	104
Played bingo in last 12 months	369	3.6%	86
Did birdwatching in last 12 months	800	7.9%	127
Played board game in last 12 months	1,637	16.2%	99

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	2,128	21.0%	100
Played chess in last 12 months	293	2.9%	79
Cooked for fun in last 12 months	1,988	19.7%	95
Did crossword puzzle in last 12 months	1,516	15.0%	103
Participated in fantasy sports league last 12 mo	244	2.4%	74
Flew a kite in last 12 months	259	2.6%	90
Did furniture refinishing in last 12 months	335	3.3%	103
Did indoor gardening/plant care in last 12 months	979	9.7%	96
Participated in karaoke in last 12 months	398	3.9%	89
Bought lottery ticket in last 12 months	3,631	35.9%	104
Bought lottery ticket in last 12 mo: Daily Drawing	309	3.1%	63
Bought lottery ticket in last 12 mo: Instant Game	1,903	18.8%	118
Bought lottery ticket in last 12 mo: Lotto Drawing	2,121	21.0%	98
Played lottery: <3 times in last 30 days	1,526	15.1%	96
Played lottery: 3-7 times in last 30 days	1,109	11.0%	114
Played lottery: 8+ times in last 30 days	997	9.9%	106
Played musical instrument in last 12 months	713	7.1%	88
Did painting/drawing in last 12 months	606	6.0%	92
Did photography in last 12 months	1,285	12.7%	101
Read book in last 12 months	3,931	38.9%	95
Participated in trivia games in last 12 months	591	5.8%	97
Played video game in last 12 months	1,388	13.7%	103
Did woodworking in last 12 months	674	6.7%	142
Participated in word games in last 12 months	911	9.0%	95
Member of AARP	1,530	15.1%	98
Member of business club	188	1.9%	75
Member of charitable organization	531	5.3%	83
Member of church board	455	4.5%	105
Member of fraternal order	349	3.5%	98
Member of religious club	588	5.8%	91
Member of union	480	4.7%	90
Member of veterans club	387	3.8%	112
Bought any children`s toy/game in last 12 months	3,669	36.3%	105
Spent on toys/games in last 12 months: <$50	676	6.7%	110
Spent on toys/games in last 12 months: $50-99	302	3.0%	108
Spent on toys/games in last 12 months: $100-199	748	7.4%	103
Spent on toys/games in last 12 months: $200-499	1,125	11.1%	103
Spent on toys/games in last 12 months: $500+	592	5.9%	102
Bought infant toy in last 12 months	896	8.9%	106
Bought pre-school toy in last 12 months	822	8.1%	100
Spent on toys/games (for child <6)/12 mo: <$100	1,229	12.2%	109
Spent on toys/games (for child <6)/12 mo: $100-199	738	7.3%	108
Spent on toys/games (for child <6)/12 mo: $200+	758	7.5%	97
Bought for child in last 12 mo: boy action figure	887	8.8%	109
Bought for child in last 12 mo: girl action figure	284	2.8%	91
Bought for child in last 12 mo: bicycle	704	7.0%	102
Bought for child in last 12 mo: board game	1,200	11.9%	100

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	340	3.4%	99
Bought for child in last 12 mo: car	1,032	10.2%	111
Bought for child in last 12 mo: construction toy	489	4.8%	98
Bought for child in last 12 mo: large/baby doll	745	7.4%	113
Bought for child in last 12 mo: fashion doll	546	5.4%	106
Bought for child in last 12 mo: plush doll/animal	966	9.6%	114
Bought for child in last 12 mo: doll accessories	446	4.4%	110
Bought for child in last 12 mo: doll clothing	425	4.2%	102
Bought for child in last 12 mo: educational toy	1,395	13.8%	101
Bought for child in last 12 mo: electronic game	1,059	10.5%	112
Bought for child in last 12 mo: mechanical toy	438	4.3%	108
Bought for child in last 12 mo: model kit/set	275	2.7%	106
Bought for child in last 12 mo: sound game	222	2.2%	78
Bought for child in last 12 mo: water toy	1,040	10.3%	107
Bought for child in last 12 mo: word game	353	3.5%	91
Bought book in last 12 months	4,845	47.9%	95
Bought 1-3 books in last 12 months	1,963	19.4%	99
Bought 4-9 books in last 12 months	1,488	14.7%	95
Bought 10+ books in last 12 months	1,393	13.8%	91
Bought paperback book in last 12 months	3,644	36.0%	95
Bought <3 paperback books in last 12 months	1,264	12.5%	96
Bought 3-6 paperback books in last 12 months	1,287	12.7%	97
Bought 7+ paperback books in last 12 months	1,093	10.8%	92
Bought hardcover book in last 12 months	2,586	25.6%	92
Bought <3 hardcover books in last 12 months	1,230	12.2%	99
Bought 3-5 hardcover books in last 12 months	667	6.6%	82
Bought 6+ hardcover books in last 12 months	690	6.8%	87
Bought book (fiction) in last 12 months	2,665	26.4%	94
Bought book (non-fiction) in last 12 months	2,307	22.8%	90
Bought biography in last 12 months	557	5.5%	76
Bought children`s book in last 12 months	1,240	12.3%	96
Bought cookbook in last 12 months	1,061	10.5%	96
Bought desk dictionary in last 12 months	115	1.1%	56
Bought history book in last 12 months	612	6.1%	80
Bought mystery book in last 12 months	1,085	10.7%	95
Bought personal/business self-help book last 12 mo	627	6.2%	86
Bought religious book (not bible) last 12 months	764	7.6%	100
Bought romance book in last 12 months	704	7.0%	107
Bought science fiction book in last 12 months	444	4.4%	96
Bought book through book club in last 12 months	497	4.9%	114
Bought book at book store in last 12 months	2,920	28.9%	86
Bought book at Barnes & Noble in last 12 months	1,542	15.2%	77
Bought book at Borders in last 12 months	804	8.0%	72
Bought book at convenience store in last 12 months	178	1.8%	79
Bought book at department store in last 12 months	1,073	10.6%	139
Bought book at drug store in last 12 months	176	1.7%	77
Bought book through Internet in last 12 mo	763	7.5%	74
Bought book through mail order in last 12 months	369	3.6%	107
Bought book at supermarket in last 12 months	654	6.5%	124
Bought book at warehouse store in last 12 months	485	4.8%	82

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Retail Goods and Services Expenditures

Clermont County, Ohio
Economic Development

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
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Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Rustbelt Traditions	60.6%	Population	2,206	2,281
Green Acres	27.7%	Households	878	913
Salt of the Earth	11.8%	Families	612	630
Top Rung	0.0%	Median Age	38.0	39.0
Suburban Splendor	0.0%	Median Household Income	$49,595	$55,478

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	55	$1,320.12	$1,159,198
Men's	52	$239.99	$210,731
Women's	50	$415.73	$365,048
Children's	60	$238.96	$209,834
Footwear	38	$160.14	$140,619
Watches & Jewelry	79	$152.62	$134,016
Apparel Products and Services (1)	120	$112.69	$98,949
Computer			
Computers and Hardware for Home Use	80	$152.87	$134,238
Software and Accessories for Home Use	80	$22.74	$19,967
Entertainment & Recreation	82	$2,657.80	$2,333,816
Fees and Admissions	81	$502.97	$441,661
Membership Fees for Clubs (2)	83	$135.76	$119,207
Fees for Participant Sports, excl. Trips	82	$87.45	$76,785
Admission to Movie/Theatre/Opera/Ballet	78	$118.45	$104,009
Admission to Sporting Events, excl. Trips	87	$51.71	$45,404
Fees for Recreational Lessons	80	$109.09	$95,790
Dating Services	69	$0.53	$465
TV/Video/Audio	81	$999.88	$877,995
Community Antenna or Cable TV	82	$589.58	$517,707
Televisions	79	$153.12	$134,458
VCRs, Video Cameras, and DVD Players	80	$16.28	$14,292
Video Cassettes and DVDs	79	$41.36	$36,317
Video and Computer Game Hardware and Software	88	$49.22	$43,220
Satellite Dishes	75	$0.94	$829
Rental of Video Cassettes and DVDs	83	$34.10	$29,939
Streaming/Downloaded Video	78	$1.09	$957
Audio (3)	74	$109.14	$95,834
Rental and Repair of TV/Radio/Sound Equipment	67	$5.06	$4,442
Pets	101	$434.59	$381,610
Toys and Games (4)	83	$120.92	$106,182
Recreational Vehicles and Fees (5)	74	$238.57	$209,485
Sports/Recreation/Exercise Equipment (6)	65	$117.44	$103,122
Photo Equipment and Supplies (7)	85	$87.50	$76,838
Reading (8)	85	$131.96	$115,877
Catered Affairs (9)	97	$23.97	$21,046
Food	80	$6,163.09	$5,411,804
Food at Home	80	$3,577.03	$3,140,985
Bakery and Cereal Products	82	$486.36	$427,076
Meats, Poultry, Fish, and Eggs	79	$815.58	$716,161
Dairy Products	81	$404.07	$354,813
Fruits and Vegetables	78	$609.23	$534,966
Snacks and Other Food at Home (10)	81	$1,261.78	$1,107,969
Food Away from Home	80	$2,586.06	$2,270,819
Alcoholic Beverages	83	$474.15	$416,351
Nonalcoholic Beverages at Home	80	$350.78	$308,018

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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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	83	$1,438.27	$1,262,940
Vehicle Loans	82	$4,016.51	$3,526,894
Health			
Nonprescription Drugs	81	$83.05	$72,924
Prescription Drugs	88	$437.18	$383,892
Eyeglasses and Contact Lenses	89	$68.31	$59,983
Home			
Mortgage Payment and Basics (11)	83	$7,796.56	$6,846,154
Maintenance and Remodeling Services	82	$1,633.06	$1,433,986
Maintenance and Remodeling Materials (12)	85	$314.95	$276,555
Utilities, Fuel, and Public Services	84	$3,783.11	$3,321,947
Household Furnishings and Equipment			
Household Textiles (13)	79	$105.73	$92,838
Furniture	78	$465.96	$409,162
Floor Coverings	89	$67.03	$58,858
Major Appliances (14)	82	$249.98	$219,508
Housewares (15)	69	$59.33	$52,093
Small Appliances	85	$27.81	$24,415
Luggage	83	$7.69	$6,750
Telephones and Accessories	53	$22.75	$19,980
Household Operations			
Child Care	78	$360.66	$316,697
Lawn and Garden (16)	83	$346.32	$304,104
Moving/Storage/Freight Express	62	$37.34	$32,790
Housekeeping Supplies (17)	82	$576.57	$506,289
Insurance			
Owners and Renters Insurance	87	$402.30	$353,256
Vehicle Insurance	81	$941.99	$827,162
Life/Other Insurance	90	$375.05	$329,328
Health Insurance	87	$1,683.26	$1,478,066
Personal Care Products (18)	79	$315.74	$277,251
School Books and Supplies (19)	86	$92.07	$80,843
Smoking Products	86	$368.33	$323,432
Transportation			
Vehicle Purchases (Net Outlay) (20)	80	$3,530.28	$3,099,940
Gasoline and Motor Oil	83	$2,378.87	$2,088,880
Vehicle Maintenance and Repairs	80	$756.52	$664,301
Travel			
Airline Fares	76	$348.28	$305,827
Lodging on Trips	81	$353.20	$310,148
Auto/Truck/Van Rental on Trips	77	$28.44	$24,976
Food and Drink on Trips	80	$348.60	$306,106

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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(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

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Retail Goods and Services Expenditures

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Salt of the Earth	36.2%	Population	5,842	6,135
Green Acres	30.5%	Households	2,227	2,353
Rustbelt Traditions	23.9%	Families	1,638	1,717
Midland Crowd	8.9%	Median Age	39.1	40.2
Crossroads	0.5%	Median Household Income	$52,579	$58,336

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	58	$1,394.52	$3,106,026
Men's	55	$253.51	$564,638
Women's	53	$435.77	$970,590
Children's	64	$255.36	$568,763
Footwear	41	$170.57	$379,912
Watches & Jewelry	84	$163.78	$364,793
Apparel Products and Services (1)	123	$115.53	$257,330
Computer			
Computers and Hardware for Home Use	85	$162.10	$361,036
Software and Accessories for Home Use	84	$23.81	$53,022
Entertainment & Recreation	89	$2,867.40	$6,386,574
Fees and Admissions	84	$520.19	$1,158,611
Membership Fees for Clubs (2)	85	$138.73	$308,991
Fees for Participant Sports, excl. Trips	85	$91.02	$202,731
Admission to Movie/Theatre/Opera/Ballet	81	$122.85	$273,626
Admission to Sporting Events, excl. Trips	90	$53.67	$119,540
Fees for Recreational Lessons	83	$113.40	$252,568
Dating Services	67	$0.52	$1,155
TV/Video/Audio	86	$1,065.61	$2,373,426
Community Antenna or Cable TV	88	$635.11	$1,414,572
Televisions	83	$161.38	$359,445
VCRs, Video Cameras, and DVD Players	84	$17.10	$38,076
Video Cassettes and DVDs	83	$43.67	$97,257
Video and Computer Game Hardware and Software	90	$50.02	$111,402
Satellite Dishes	86	$1.08	$2,413
Rental of Video Cassettes and DVDs	87	$35.86	$79,860
Streaming/Downloaded Video	79	$1.10	$2,451
Audio (3)	78	$114.85	$255,815
Rental and Repair of TV/Radio/Sound Equipment	72	$5.45	$12,134
Pets	112	$481.95	$1,073,447
Toys and Games (4)	90	$130.24	$290,090
Recreational Vehicles and Fees (5)	88	$285.22	$635,266
Sports/Recreation/Exercise Equipment (6)	71	$129.16	$287,682
Photo Equipment and Supplies (7)	89	$92.37	$205,738
Reading (8)	90	$139.37	$310,426
Catered Affairs (9)	94	$23.30	$51,887
Food	86	$6,578.66	$14,652,686
Food at Home	86	$3,835.52	$8,542,863
Bakery and Cereal Products	88	$522.64	$1,164,085
Meats, Poultry, Fish, and Eggs	84	$872.38	$1,943,055
Dairy Products	88	$436.04	$971,189
Fruits and Vegetables	83	$651.07	$1,450,126
Snacks and Other Food at Home (10)	87	$1,353.39	$3,014,408
Food Away from Home	85	$2,743.15	$6,109,824
Alcoholic Beverages	85	$483.75	$1,077,466
Nonalcoholic Beverages at Home	86	$375.70	$836,787

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

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Retail Goods and Services Expenditures

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	93	$1,613.65	$3,594,083
Vehicle Loans	91	$4,460.70	$9,935,329
Health			
Nonprescription Drugs	90	$92.40	$205,803
Prescription Drugs	96	$478.15	$1,064,974
Eyeglasses and Contact Lenses	94	$72.29	$161,013
Home			
Mortgage Payment and Basics (11)	89	$8,344.20	$18,585,079
Maintenance and Remodeling Services	89	$1,767.05	$3,935,765
Maintenance and Remodeling Materials (12)	97	$360.34	$802,583
Utilities, Fuel, and Public Services	90	$4,070.25	$9,065,690
Household Furnishings and Equipment			
Household Textiles (13)	85	$112.99	$251,671
Furniture	83	$496.00	$1,104,735
Floor Coverings	94	$70.78	$157,657
Major Appliances (14)	92	$279.12	$621,685
Housewares (15)	74	$63.56	$141,567
Small Appliances	90	$29.64	$66,017
Luggage	87	$8.04	$17,900
Telephones and Accessories	56	$23.92	$53,286
Household Operations			
Child Care	82	$378.14	$842,224
Lawn and Garden (16)	92	$383.54	$854,266
Moving/Storage/Freight Express	67	$40.72	$90,684
Housekeeping Supplies (17)	89	$621.13	$1,383,443
Insurance			
Owners and Renters Insurance	95	$441.55	$983,460
Vehicle Insurance	87	$1,011.47	$2,252,840
Life/Other Insurance	98	$408.99	$910,953
Health Insurance	94	$1,822.01	$4,058,166
Personal Care Products (18)	85	$338.45	$753,833
School Books and Supplies (19)	88	$93.80	$208,926
Smoking Products	93	$398.81	$888,272
Transportation			
Vehicle Purchases (Net Outlay) (20)	88	$3,851.56	$8,578,594
Gasoline and Motor Oil	91	$2,598.23	$5,787,056
Vehicle Maintenance and Repairs	87	$817.66	$1,821,166
Travel			
Airline Fares	79	$361.26	$804,631
Lodging on Trips	86	$375.79	$837,001
Auto/Truck/Van Rental on Trips	78	$28.96	$64,501
Food and Drink on Trips	86	$374.14	$833,326

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

(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

Retail Goods and Services Expenditures

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Midland Crowd	27.7%	Population	13,502	14,140
Salt of the Earth	23.0%	Households	4,905	5,173
Green Acres	20.0%	Families	3,727	3,903
Crossroads	16.7%	Median Age	37.8	38.6
Rustbelt Traditions	10.8%	Median Household Income	$54,517	$60,555

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	62	$1,481.84	$7,269,060
Men's	58	$267.21	$1,310,798
Women's	55	$458.77	$2,250,447
Children's	69	$275.75	$1,352,653
Footwear	44	$183.02	$897,809
Watches & Jewelry	88	$171.37	$840,642
Apparel Products and Services (1)	134	$125.72	$616,711
Computer			
Computers and Hardware for Home Use	89	$170.80	$837,847
Software and Accessories for Home Use	88	$25.11	$123,191
Entertainment & Recreation	93	$3,007.86	$14,754,848
Fees and Admissions	87	$540.82	$2,652,936
Membership Fees for Clubs (2)	87	$142.18	$697,457
Fees for Participant Sports, excl. Trips	90	$96.07	$471,249
Admission to Movie/Theatre/Opera/Ballet	85	$129.55	$635,513
Admission to Sporting Events, excl. Trips	94	$56.18	$275,605
Fees for Recreational Lessons	85	$116.32	$570,594
Dating Services	67	$0.51	$2,519
TV/Video/Audio	91	$1,132.37	$5,554,757
Community Antenna or Cable TV	93	$672.14	$3,297,128
Televisions	91	$175.37	$860,283
VCRs, Video Cameras, and DVD Players	89	$18.05	$88,554
Video Cassettes and DVDs	89	$47.09	$231,006
Video and Computer Game Hardware and Software	93	$52.01	$255,137
Satellite Dishes	96	$1.21	$5,921
Rental of Video Cassettes and DVDs	92	$37.69	$184,887
Streaming/Downloaded Video	83	$1.16	$5,708
Audio (3)	83	$121.46	$595,794
Rental and Repair of TV/Radio/Sound Equipment	82	$6.19	$30,340
Pets	118	$507.39	$2,488,961
Toys and Games (4)	94	$137.22	$673,124
Recreational Vehicles and Fees (5)	92	$295.94	$1,451,712
Sports/Recreation/Exercise Equipment (6)	74	$134.92	$661,851
Photo Equipment and Supplies (7)	92	$95.41	$468,015
Reading (8)	91	$140.39	$688,682
Catered Affairs (9)	95	$23.41	$114,809
Food	91	$6,963.69	$34,159,890
Food at Home	90	$4,045.03	$19,842,591
Bakery and Cereal Products	92	$546.13	$2,678,986
Meats, Poultry, Fish, and Eggs	90	$929.27	$4,558,459
Dairy Products	92	$455.14	$2,232,652
Fruits and Vegetables	88	$688.90	$3,379,326
Snacks and Other Food at Home (10)	91	$1,425.60	$6,993,168
Food Away from Home	91	$2,918.67	$14,317,299
Alcoholic Beverages	88	$500.98	$2,457,536
Nonalcoholic Beverages at Home	91	$398.38	$1,954,222

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

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Retail Goods and Services Expenditures

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	90	$1,563.91	$7,671,662
Vehicle Loans	98	$4,814.68	$23,618,082
Health			
Nonprescription Drugs	95	$98.23	$481,840
Prescription Drugs	99	$493.25	$2,419,593
Eyeglasses and Contact Lenses	95	$73.32	$359,663
Home			
Mortgage Payment and Basics (11)	95	$8,867.65	$43,499,593
Maintenance and Remodeling Services	93	$1,852.29	$9,086,295
Maintenance and Remodeling Materials (12)	100	$371.86	$1,824,134
Utilities, Fuel, and Public Services	95	$4,291.87	$21,053,435
Household Furnishings and Equipment			
Household Textiles (13)	90	$119.33	$585,343
Furniture	89	$532.91	$2,614,161
Floor Coverings	94	$70.71	$346,844
Major Appliances (14)	96	$291.86	$1,431,688
Housewares (15)	78	$67.43	$330,773
Small Appliances	93	$30.43	$149,263
Luggage	89	$8.28	$40,638
Telephones and Accessories	60	$25.73	$126,226
Household Operations			
Child Care	90	$414.80	$2,034,769
Lawn and Garden (16)	96	$400.63	$1,965,239
Moving/Storage/Freight Express	76	$45.85	$224,904
Housekeeping Supplies (17)	94	$658.42	$3,229,821
Insurance			
Owners and Renters Insurance	102	$472.16	$2,316,141
Vehicle Insurance	92	$1,075.37	$5,275,150
Life/Other Insurance	100	$416.26	$2,041,937
Health Insurance	97	$1,869.61	$9,171,212
Personal Care Products (18)	91	$364.15	$1,786,293
School Books and Supplies (19)	92	$97.49	$478,229
Smoking Products	95	$406.03	$1,991,765
Transportation			
Vehicle Purchases (Net Outlay) (20)	94	$4,142.14	$20,318,964
Gasoline and Motor Oil	96	$2,767.82	$13,577,320
Vehicle Maintenance and Repairs	92	$867.13	$4,253,628
Travel			
Airline Fares	83	$382.09	$1,874,334
Lodging on Trips	89	$388.05	$1,903,563
Auto/Truck/Van Rental on Trips	83	$30.71	$150,647
Food and Drink on Trips	89	$389.34	$1,909,861

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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

(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.
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March 27, 2012

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Automotive Aftermarket Expenditures

Clermont County, Ohio
Economic Development

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary	2010	2015
Population	2,206	2,281
Households	878	913
Families	612	630
Median Age	38.0	39.0
Median Household Income	$49,595	$55,478

	Spending Potential Index	Average Amount Spent	Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	79	$3.75	$3,290
Gasoline	83	$2,325.97	$2,042,430
Motor Oil	81	$9.66	$8,480
Vehicle Parts/Equipment and Accessories	78	$43.48	$38,178
Tire Purchase/Replacement	81	$116.41	$102,224
Vehicle Audio/Video Equipment and Installation	69	$4.88	$4,286
Vehicle Cleaning Products and Services	76	$6.19	$5,436
Services			
Auto Repair Service Policy	76	$12.61	$11,069
Membership Fees for Automobile Service Clubs	80	$17.63	$15,477
Global Positioning Services	89	$2.25	$1,975
Vehicle Air Conditioning Repair	84	$14.76	$12,957
Vehicle Body Work and Painting	82	$31.18	$27,377
Vehicle Brake Work	83	$65.86	$57,834
Vehicle Clutch/Transmission Repair	74	$34.11	$29,950
Vehicle Cooling System Repair	78	$22.80	$20,021
Vehicle Drive Shaft and Rear-end Repair	78	$6.71	$5,896
Vehicle Electrical System Repair	82	$28.36	$24,899
Vehicle Exhaust System Repair	87	$11.71	$10,279
Vehicle Front End Alignment/Wheel Balance & Rotation	82	$15.25	$13,394
Lube/Oil Change and Oil Filters	87	$78.26	$68,724
Vehicle Motor Repair/Replacement	75	$69.09	$60,668
Vehicle Motor Tune-up	70	$42.97	$37,736
Vehicle Shock Absorber Replacement	89	$5.92	$5,202
Vehicle Steering/Front End Repair	86	$23.89	$20,981
Tire Repair and Other Repair Work	84	$54.83	$48,147

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.
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March 27, 2012

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Automotive Aftermarket Expenditures

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary	2010	2015
Population	5,842	6,135
Households	2,227	2,353
Families	1,638	1,717
Median Age	39.1	40.2
Median Household Income	$52,579	$58,336

	Spending Potential Index	Average Amount Spent	Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	86	$4.11	$9,160
Gasoline	90	$2,535.98	$5,648,410
Motor Oil	93	$10.99	$24,472
Vehicle Parts/Equipment and Accessories	87	$48.61	$108,280
Tire Purchase/Replacement	90	$130.56	$290,799
Vehicle Audio/Video Equipment and Installation	73	$5.18	$11,541
Vehicle Cleaning Products and Services	79	$6.45	$14,371
Services			
Auto Repair Service Policy	85	$13.95	$31,071
Membership Fees for Automobile Service Clubs	87	$19.07	$42,469
Global Positioning Services	96	$2.42	$5,382
Vehicle Air Conditioning Repair	86	$15.14	$33,712
Vehicle Body Work and Painting	88	$33.35	$74,284
Vehicle Brake Work	88	$69.57	$154,962
Vehicle Clutch/Transmission Repair	83	$38.16	$84,994
Vehicle Cooling System Repair	83	$24.18	$53,858
Vehicle Drive Shaft and Rear-end Repair	84	$7.23	$16,109
Vehicle Electrical System Repair	86	$29.86	$66,500
Vehicle Exhaust System Repair	90	$12.03	$26,792
Vehicle Front End Alignment/Wheel Balance & Rotation	89	$16.52	$36,794
Lube/Oil Change and Oil Filters	95	$84.80	$188,887
Vehicle Motor Repair/Replacement	81	$74.40	$165,713
Vehicle Motor Tune-up	74	$45.94	$102,318
Vehicle Shock Absorber Replacement	93	$6.22	$13,862
Vehicle Steering/Front End Repair	92	$25.42	$56,622
Tire Repair and Other Repair Work	90	$58.33	$129,910

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

Automotive Aftermarket Expenditures

Clermont County, Ohio
Economic Development

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary	2010	2015
Population	13,502	14,140
Households	4,905	5,173
Families	3,727	3,903
Median Age	37.8	38.6
Median Household Income	$54,517	$60,555

	Spending Potential Index	Average Amount Spent	Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	94	$4.49	$22,034
Gasoline	96	$2,701.67	$13,252,847
Motor Oil	98	$11.61	$56,934
Vehicle Parts/Equipment and Accessories	91	$51.01	$250,214
Tire Purchase/Replacement	96	$139.11	$682,384
Vehicle Audio/Video Equipment and Installation	82	$5.78	$28,357
Vehicle Cleaning Products and Services	83	$6.78	$33,263
Services			
Auto Repair Service Policy	95	$15.72	$77,090
Membership Fees for Automobile Service Clubs	87	$19.19	$94,153
Global Positioning Services	94	$2.37	$11,636
Vehicle Air Conditioning Repair	94	$16.50	$80,925
Vehicle Body Work and Painting	91	$34.63	$169,880
Vehicle Brake Work	89	$70.76	$347,099
Vehicle Clutch/Transmission Repair	91	$42.05	$206,266
Vehicle Cooling System Repair	91	$26.41	$129,548
Vehicle Drive Shaft and Rear-end Repair	91	$7.84	$38,447
Vehicle Electrical System Repair	91	$31.37	$153,905
Vehicle Exhaust System Repair	90	$12.06	$59,168
Vehicle Front End Alignment/Wheel Balance & Rotation	92	$17.09	$83,857
Lube/Oil Change and Oil Filters	98	$87.98	$431,560
Vehicle Motor Repair/Replacement	89	$81.71	$400,827
Vehicle Motor Tune-up	83	$51.53	$252,765
Vehicle Shock Absorber Replacement	95	$6.35	$31,143
Vehicle Steering/Front End Repair	92	$25.59	$125,530
Tire Repair and Other Repair Work	92	$59.83	$293,477

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

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Financial Expenditures

Clermont County, Ohio
Economic Development

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary	2010	2015
Population	2,206	2,281
Households	878	913
Families	612	630
Median Age	38.0	39.0
Median Household Income	$49,595	$55,478

	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	87	$5,079.20	$4,460,042
Savings Accounts	87	$11,525.98	$10,120,957
U.S. Savings Bonds	98	$404.04	$354,788
Stocks, Bonds & Mutual Funds	93	$36,079.68	$31,681,555
Annual Changes			
Checking Accounts	67	$174.69	$153,395
Savings Accounts	88	$343.51	$301,632
U.S. Savings Bonds	176	$4.21	$3,698
Earnings			
Dividends, Royalties, Estates, Trusts	86	$850.05	$746,429
Interest from Savings Accounts or Bonds	85	$774.20	$679,827
Retirement Plan Contributions	86	$1,187.96	$1,043,148
Liabilities			
Original Mortgage Amount	73	$15,794.10	$13,868,794
Vehicle Loan Amount 1	80	$2,171.69	$1,906,964
Amount Paid: Interest			
Home Mortgage	79	$3,688.51	$3,238,879
Lump Sum Home Equity Loan	83	$107.40	$94,307
New Car/Truck/Van Loan	79	$164.70	$144,619
Used Car/Truck/Van Loan	82	$133.67	$117,377
Amount Paid: Principal			
Home Mortgage	84	$1,665.28	$1,462,285
Lump Sum Home Equity Loan	86	$143.60	$126,094
New Car/Truck/Van Loan	83	$919.65	$807,546
Used Car/Truck/Van Loan	85	$646.14	$567,379
Checking Account and Banking Service Charges	76	$21.15	$18,573
Finance Charges, excluding Mortgage/Vehicle	80	$196.48	$172,528

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.
1 **Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.
Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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Financial Expenditures

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary		2010	2015
Population		5,842	6,135
Households		2,227	2,353
Families		1,638	1,717
Median Age		39.1	40.2
Median Household Income		$52,579	$58,336
	Spending Potential Index	**Average Amount Spent**	**Total**
Assets			
Market Value			
Checking Accounts	93	$5,308.47	$11,823,587
Savings Accounts	93	$12,300.52	$27,396,993
U.S. Savings Bonds	103	$424.48	$945,440
Stocks, Bonds & Mutual Funds	94	$36,822.00	$82,013,813
Annual Changes			
Checking Accounts	67	$175.60	$391,116
Savings Accounts	90	$351.43	$782,751
U.S. Savings Bonds	223	$5.34	$11,891
Earnings			
Dividends, Royalties, Estates, Trusts	89	$877.39	$1,954,223
Interest from Savings Accounts or Bonds	88	$805.13	$1,793,265
Retirement Plan Contributions	93	$1,271.61	$2,832,264
Liabilities			
Original Mortgage Amount	78	$16,718.63	$37,237,479
Vehicle Loan Amount 1	89	$2,419.14	$5,388,152
Amount Paid: Interest			
Home Mortgage	85	$3,948.45	$8,794,397
Lump Sum Home Equity Loan	89	$116.20	$258,803
New Car/Truck/Van Loan	87	$181.41	$404,057
Used Car/Truck/Van Loan	91	$148.28	$330,270
Amount Paid: Principal			
Home Mortgage	91	$1,803.30	$4,016,502
Lump Sum Home Equity Loan	94	$156.41	$348,366
New Car/Truck/Van Loan	91	$1,010.80	$2,251,355
Used Car/Truck/Van Loan	95	$719.10	$1,601,656
Checking Account and Banking Service Charges	81	$22.54	$50,195
Finance Charges, excluding Mortgage/Vehicle	85	$207.71	$462,635

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1 **Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.
Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Financial Expenditures

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 5 miles radius

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Latitude: 39.055
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Demographic Summary	2010	2015
Population	13,502	14,140
Households	4,905	5,173
Families	3,727	3,903
Median Age	37.8	38.6
Median Household Income	$54,517	$60,555

	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	93	$5,360.76	$26,296,812
Savings Accounts	93	$12,250.85	$60,095,686
U.S. Savings Bonds	99	$409.39	$2,008,218
Stocks, Bonds & Mutual Funds	94	$36,487.69	$178,987,734
Annual Changes			
Checking Accounts	83	$217.22	$1,065,564
Savings Accounts	73	$283.55	$1,390,946
U.S. Savings Bonds	60	$1.43	$6,994
Earnings			
Dividends, Royalties, Estates, Trusts	90	$886.64	$4,349,327
Interest from Savings Accounts or Bonds	90	$820.85	$4,026,600
Retirement Plan Contributions	95	$1,305.70	$6,405,016
Liabilities			
Original Mortgage Amount	88	$18,971.91	$93,065,342
Vehicle Loan Amount 1	97	$2,627.57	$12,889,352
Amount Paid: Interest			
Home Mortgage	93	$4,336.93	$21,274,508
Lump Sum Home Equity Loan	92	$119.96	$588,436
New Car/Truck/Van Loan	96	$200.35	$982,798
Used Car/Truck/Van Loan	98	$159.54	$782,615
Amount Paid: Principal			
Home Mortgage	96	$1,909.13	$9,365,098
Lump Sum Home Equity Loan	95	$159.21	$780,981
New Car/Truck/Van Loan	98	$1,095.60	$5,374,365
Used Car/Truck/Van Loan	100	$761.37	$3,734,838
Checking Account and Banking Service Charges	87	$24.26	$119,029
Finance Charges, excluding Mortgage/Vehicle	90	$219.84	$1,078,397

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.
1 **Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.
Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

House and Home Expenditures

Clermont County, Ohio
Economic Development

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

2010 Housing Summary		2010 Demographic Summary	
Housing Units	1,009	Population	2,206
2010-2015 Percent Change	6.05%	Households	878
Percent Occupied	87.0%	Families	612
Percent Owner HHs	67.5%	Median Age	38.0
Median Home Value	$110,568	Median Household Income	$49,595

	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	83	$9,791.94	$8,598,300
Mortgage Interest	79	$3,688.51	$3,238,879
Mortgage Principal	84	$1,665.28	$1,462,285
Property Taxes	89	$1,981.36	$1,739,829
Homeowners Insurance	87	$392.88	$344,991
Ground Rent	82	$59.39	$52,151
Maintenance and Remodeling Services	82	$1,633.06	$1,433,986
Maintenance and Remodeling Materials	85	$314.95	$276,555
Property Management and Security	69	$58.76	$51,594
Rented Dwellings	55	$1,886.86	$1,656,851
Rent	55	$1,791.07	$1,572,735
Rent Received as Pay	53	$48.78	$42,830
Renters' Insurance	69	$8.96	$7,868
Maintenance and Repair Services	57	$12.14	$10,663
Maintenance and Repair Materials	49	$25.91	$22,754
Owned Vacation Homes	75	$347.27	$304,940
Mortgage Payment	78	$158.14	$138,867
Property Taxes	81	$91.17	$80,054
Homeowners Insurance	82	$12.09	$10,613
Maintenance and Remodeling	62	$72.24	$63,430
Property Management and Security	80	$13.64	$11,977
Housing While Attending School	95	$77.80	$68,313
Household Operations	79	$1,246.32	$1,094,393
Child Care	78	$360.66	$316,697
Care for Elderly or Handicapped	118	$85.01	$74,648
Appliance Rental and Repair	88	$21.42	$18,810
Computer Information Services	81	$198.27	$174,103
Home Security System Services	79	$20.55	$18,041
Non-Apparel Household Laundry/Dry Cleaning	10	$3.94	$3,456
Housekeeping Services	73	$111.99	$98,337
Lawn and Garden	83	$346.32	$304,104
Moving/Storage/Freight Express	62	$37.34	$32,790
PC Repair (Personal Use)	75	$6.59	$5,786
Reupholstering/Furniture Repair	74	$5.89	$5,171
Termite/Pest Control	72	$17.50	$15,365
Water Softening Services	104	$5.84	$5,131
Internet Services Away from Home	75	$2.01	$1,764
Voice Over IP Service	82	$5.49	$4,821
Other Home Services (1)	82	$18.72	$16,436

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

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House and Home Expenditures

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	84	$3,783.11	$3,321,947
Bottled Gas	101	$68.11	$59,807
Electricity	81	$1,372.43	$1,205,128
Fuel Oil	78	$87.19	$76,565
Natural Gas	98	$639.95	$561,936
Telephone Services	81	$1,165.33	$1,023,272
Water and Other Public Services	80	$439.40	$385,834
Coal/Wood/Other Fuel	90	$7.79	$6,840
Housekeeping Supplies	82	$576.57	$506,289
Laundry and Cleaning Supplies	81	$153.81	$135,057
Postage and Stationery	81	$166.05	$145,805
Other HH Products (2)	84	$256.07	$224,857
Household Textiles	79	$105.73	$92,838
Bathroom Linens	79	$13.97	$12,263
Bedroom Linens	80	$49.34	$43,328
Kitchen and Dining Room Linens	78	$2.41	$2,115
Curtains and Draperies	73	$21.10	$18,528
Slipcovers, Decorative Pillows	82	$3.50	$3,076
Materials for Slipcovers/Curtains	91	$13.98	$12,275
Other Linens	75	$1.31	$1,146
Furniture	78	$465.96	$409,162
Mattresses and Box Springs	73	$58.48	$51,351
Other Bedroom Furniture	73	$78.11	$68,589
Sofas	78	$117.81	$103,445
Living Room Tables and Chairs	80	$66.34	$58,252
Kitchen, Dining Room Furniture	79	$48.67	$42,734
Infant Furniture	84	$9.42	$8,276
Outdoor Furniture	90	$24.08	$21,144
Wall Units, Cabinets, Other Furniture (3)	79	$62.52	$54,897
Major Appliances	82	$249.98	$219,508
Dishwashers and Disposals	82	$22.33	$19,610
Refrigerators and Freezers	78	$64.21	$56,385
Clothes Washers	85	$42.44	$37,268
Clothes Dryers	89	$34.10	$29,945
Cooking Stoves and Ovens	83	$39.38	$34,580
Microwave Ovens	77	$9.86	$8,662
Window Air Conditioners	76	$5.34	$4,692
Electric Floor Cleaning Equipment	82	$18.51	$16,251
Sewing Machines and Miscellaneous Appliances	84	$13.52	$11,873

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

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House and Home Expenditures

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

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Latitude: 39.055
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	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	89	$67.03	$58,858
Housewares	69	$59.32	$52,093
Small Appliances	85	$27.80	$24,415
Window Coverings	72	$27.94	$24,534
Lamps and Other Lighting Fixtures	82	$19.40	$17,039
Infant Equipment	21	$4.25	$3,730
Rental of Furniture	61	$2.84	$2,496
Laundry and Cleaning Equipment	80	$17.90	$15,721
Closet and Storage Items	16	$4.10	$3,598
Luggage	83	$7.69	$6,750
Clocks and Other Household Decoratives	24	$49.04	$43,062
Telephones and Accessories	53	$22.75	$19,980
Telephone Answering Devices	82	$0.69	$605
Grills and Outdoor Equipment	20	$10.31	$9,057
Power Tools	75	$23.86	$20,951
Hand Tools	79	$8.13	$7,137
Office Furniture/Equipment for Home Use	82	$13.37	$11,739
Computers and Hardware for Home Use	80	$152.87	$134,238
Software and Accessories for Home Use	80	$22.74	$19,967
Other Household Items (4)	78	$80.69	$70,855

(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

House and Home Expenditures

Clermont County, Ohio
Economic Development

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

2010 Housing Summary		2010 Demographic Summary	
Housing Units	2,466	Population	5,842
2010-2015 Percent Change	7.56%	Households	2,227
Percent Occupied	90.3%	Families	1,638
Percent Owner HHs	73.5%	Median Age	39.1
Median Home Value	$130,931	Median Household Income	$52,579

	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	89	$10,531.67	$23,457,241
Mortgage Interest	85	$3,948.45	$8,794,397
Mortgage Principal	91	$1,803.30	$4,016,502
Property Taxes	95	$2,094.78	$4,665,706
Homeowners Insurance	96	$433.03	$964,492
Ground Rent	89	$64.51	$143,694
Maintenance and Remodeling Services	89	$1,767.05	$3,935,765
Maintenance and Remodeling Materials	97	$360.34	$802,583
Property Management and Security	70	$60.22	$134,126
Rented Dwellings	51	$1,758.00	$3,915,591
Rent	51	$1,656.98	$3,690,592
Rent Received as Pay	54	$49.30	$109,816
Renters' Insurance	65	$8.52	$18,967
Maintenance and Repair Services	64	$13.59	$30,275
Maintenance and Repair Materials	56	$29.61	$65,941
Owned Vacation Homes	78	$361.90	$806,058
Mortgage Payment	81	$164.67	$366,771
Property Taxes	84	$94.87	$211,293
Homeowners Insurance	85	$12.62	$28,106
Maintenance and Remodeling	65	$75.69	$168,576
Property Management and Security	82	$14.06	$31,312
Housing While Attending School	99	$81.01	$180,424
Household Operations	84	$1,330.28	$2,962,930
Child Care	82	$378.14	$842,224
Care for Elderly or Handicapped	112	$81.09	$180,606
Appliance Rental and Repair	94	$22.84	$50,877
Computer Information Services	87	$211.66	$471,428
Home Security System Services	83	$21.69	$48,303
Non-Apparel Household Laundry/Dry Cleaning	10	$3.85	$8,563
Housekeeping Services	78	$118.79	$264,592
Lawn and Garden	92	$383.54	$854,266
Moving/Storage/Freight Express	67	$40.71	$90,684
PC Repair (Personal Use)	83	$7.34	$16,348
Reupholstering/Furniture Repair	78	$6.21	$13,832
Termite/Pest Control	83	$20.13	$44,838
Water Softening Services	122	$6.83	$15,209
Internet Services Away from Home	80	$2.14	$4,777
Voice Over IP Service	82	$5.48	$12,195
Other Home Services (1)	87	$19.86	$44,225

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

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House and Home Expenditures

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Latitude: 39.055
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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	90	$4,070.25	$9,065,690
Bottled Gas	127	$86.00	$191,544
Electricity	89	$1,501.29	$3,343,831
Fuel Oil	96	$107.92	$240,364
Natural Gas	98	$642.81	$1,431,729
Telephone Services	87	$1,252.34	$2,789,347
Water and Other Public Services	86	$469.53	$1,045,796
Coal/Wood/Other Fuel	120	$10.34	$23,034
Housekeeping Supplies	89	$621.13	$1,383,443
Laundry and Cleaning Supplies	87	$165.72	$369,112
Postage and Stationery	88	$180.41	$401,835
Other HH Products (2)	90	$274.99	$612,482
Household Textiles	85	$112.99	$251,671
Bathroom Linens	83	$14.67	$32,670
Bedroom Linens	85	$52.55	$117,034
Kitchen and Dining Room Linens	82	$2.55	$5,675
Curtains and Draperies	80	$23.01	$51,254
Slipcovers, Decorative Pillows	84	$3.60	$8,016
Materials for Slipcovers/Curtains	100	$15.30	$34,069
Other Linens	76	$1.32	$2,948
Furniture	83	$496.00	$1,104,735
Mattresses and Box Springs	79	$62.90	$140,104
Other Bedroom Furniture	78	$83.87	$186,805
Sofas	81	$123.08	$274,142
Living Room Tables and Chairs	85	$70.57	$157,181
Kitchen, Dining Room Furniture	84	$51.92	$115,632
Infant Furniture	87	$9.66	$21,519
Outdoor Furniture	98	$26.19	$58,332
Wall Units, Cabinets, Other Furniture (3)	85	$67.79	$150,998
Major Appliances	92	$279.12	$621,685
Dishwashers and Disposals	93	$25.52	$56,848
Refrigerators and Freezers	88	$72.21	$160,837
Clothes Washers	94	$47.20	$105,119
Clothes Dryers	98	$37.52	$83,560
Cooking Stoves and Ovens	92	$43.62	$97,161
Microwave Ovens	82	$10.52	$23,440
Window Air Conditioners	87	$6.09	$13,567
Electric Floor Cleaning Equipment	92	$20.77	$46,252
Sewing Machines and Miscellaneous Appliances	97	$15.67	$34,901

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

March 27, 2012

House and Home Expenditures

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	94	$70.78	$157,657
Housewares	74	$63.56	$141,567
Small Appliances	90	$29.64	$66,017
Window Coverings	76	$29.41	$65,499
Lamps and Other Lighting Fixtures	87	$20.62	$45,937
Infant Equipment	22	$4.47	$9,965
Rental of Furniture	65	$2.99	$6,654
Laundry and Cleaning Equipment	88	$19.71	$43,904
Closet and Storage Items	17	$4.21	$9,376
Luggage	87	$8.04	$17,900
Clocks and Other Household Decoratives	25	$50.32	$112,072
Telephones and Accessories	56	$23.92	$53,286
Telephone Answering Devices	94	$0.79	$1,750
Grills and Outdoor Equipment	21	$11.17	$24,888
Power Tools	84	$26.91	$59,927
Hand Tools	85	$8.76	$19,508
Office Furniture/Equipment for Home Use	87	$14.20	$31,625
Computers and Hardware for Home Use	85	$162.10	$361,036
Software and Accessories for Home Use	84	$23.81	$53,022
Other Household Items (4)	86	$89.10	$198,457

(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

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House and Home Expenditures

Clermont County, Ohio
Economic Development

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

2010 Housing Summary		2010 Demographic Summary	
Housing Units	5,407	Population	13,502
2010-2015 Percent Change	7.24%	Households	4,905
Percent Occupied	90.7%	Families	3,727
Percent Owner HHs	80.3%	Median Age	37.8
Median Home Value	$114,730	Median Household Income	$54,517

	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	94	$11,156.48	$54,727,320
Mortgage Interest	93	$4,336.93	$21,274,508
Mortgage Principal	96	$1,909.13	$9,365,098
Property Taxes	94	$2,089.15	$10,248,191
Homeowners Insurance	103	$462.97	$2,271,049
Ground Rent	95	$69.41	$340,475
Maintenance and Remodeling Services	93	$1,852.29	$9,086,295
Maintenance and Remodeling Materials	100	$371.86	$1,824,134
Property Management and Security	76	$64.74	$317,568
Rented Dwellings	58	$1,978.05	$9,703,184
Rent	57	$1,864.00	$9,143,719
Rent Received as Pay	60	$54.80	$268,802
Renters' Insurance	70	$9.19	$45,084
Maintenance and Repair Services	71	$15.14	$74,285
Maintenance and Repair Materials	66	$34.92	$171,293
Owned Vacation Homes	79	$368.54	$1,807,859
Mortgage Payment	83	$168.50	$826,550
Property Taxes	82	$92.01	$451,358
Homeowners Insurance	82	$12.16	$59,667
Maintenance and Remodeling	70	$81.78	$401,158
Property Management and Security	82	$14.09	$69,126
Housing While Attending School	99	$80.44	$394,600
Household Operations	90	$1,412.87	$6,930,734
Child Care	90	$414.80	$2,034,769
Care for Elderly or Handicapped	100	$72.14	$353,866
Appliance Rental and Repair	98	$23.83	$116,916
Computer Information Services	92	$223.52	$1,096,443
Home Security System Services	94	$24.62	$120,758
Non-Apparel Household Laundry/Dry Cleaning	11	$3.99	$19,575
Housekeeping Services	85	$130.03	$637,844
Lawn and Garden	96	$400.63	$1,965,239
Moving/Storage/Freight Express	76	$45.85	$224,904
PC Repair (Personal Use)	89	$7.90	$38,754
Reupholstering/Furniture Repair	86	$6.85	$33,578
Termite/Pest Control	99	$24.07	$118,074
Water Softening Services	117	$6.56	$32,201
Internet Services Away from Home	89	$2.38	$11,651
Voice Over IP Service	80	$5.33	$26,129
Other Home Services (1)	89	$20.40	$100,082

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

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House and Home Expenditures

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	95	$4,291.87	$21,053,435
Bottled Gas	118	$79.63	$390,601
Electricity	97	$1,637.28	$8,031,553
Fuel Oil	82	$91.56	$449,147
Natural Gas	94	$617.06	$3,026,943
Telephone Services	93	$1,341.21	$6,579,225
Water and Other Public Services	94	$515.50	$2,528,726
Coal/Wood/Other Fuel	112	$9.62	$47,209
Housekeeping Supplies	94	$658.42	$3,229,821
Laundry and Cleaning Supplies	94	$179.23	$879,184
Postage and Stationery	92	$188.20	$923,207
Other HH Products (2)	95	$290.99	$1,427,413
Household Textiles	90	$119.33	$585,343
Bathroom Linens	89	$15.76	$77,327
Bedroom Linens	90	$55.86	$274,020
Kitchen and Dining Room Linens	89	$2.76	$13,534
Curtains and Draperies	85	$24.63	$120,829
Slipcovers, Decorative Pillows	90	$3.86	$18,943
Materials for Slipcovers/Curtains	98	$15.00	$73,562
Other Linens	83	$1.45	$7,124
Furniture	89	$532.91	$2,614,161
Mattresses and Box Springs	86	$68.23	$334,706
Other Bedroom Furniture	89	$95.38	$467,895
Sofas	85	$129.45	$635,023
Living Room Tables and Chairs	89	$74.17	$363,847
Kitchen, Dining Room Furniture	90	$55.98	$274,591
Infant Furniture	91	$10.12	$49,654
Outdoor Furniture	98	$26.05	$127,791
Wall Units, Cabinets, Other Furniture (3)	92	$73.52	$360,628
Major Appliances	96	$291.86	$1,431,688
Dishwashers and Disposals	95	$26.05	$127,803
Refrigerators and Freezers	96	$78.67	$385,892
Clothes Washers	99	$49.60	$243,298
Clothes Dryers	102	$38.78	$190,223
Cooking Stoves and Ovens	95	$45.05	$220,993
Microwave Ovens	87	$11.15	$54,712
Window Air Conditioners	89	$6.23	$30,576
Electric Floor Cleaning Equipment	93	$20.93	$102,672
Sewing Machines and Miscellaneous Appliances	95	$15.39	$75,518

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

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House and Home Expenditures

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	94	$70.71	$346,844
Housewares	78	$67.43	$330,773
Small Appliances	93	$30.43	$149,263
Window Coverings	82	$31.89	$156,432
Lamps and Other Lighting Fixtures	91	$21.53	$105,638
Infant Equipment	24	$4.93	$24,204
Rental of Furniture	76	$3.51	$17,223
Laundry and Cleaning Equipment	94	$21.02	$103,109
Closet and Storage Items	17	$4.34	$21,283
Luggage	89	$8.28	$40,638
Clocks and Other Household Decoratives	26	$52.58	$257,919
Telephones and Accessories	60	$25.73	$126,226
Telephone Answering Devices	97	$0.82	$4,003
Grills and Outdoor Equipment	22	$11.78	$57,792
Power Tools	87	$27.74	$136,090
Hand Tools	87	$8.95	$43,899
Office Furniture/Equipment for Home Use	93	$15.26	$74,870
Computers and Hardware for Home Use	89	$170.80	$837,847
Software and Accessories for Home Use	88	$25.11	$123,191
Other Household Items (4)	91	$93.93	$460,764

(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

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Medical Expenditures

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary	2010	2015
Population	2,206	2,281
Households	878	913
Families	612	630
Median Household Income	$49,595	$55,478
Males per 100 Females	90.3	91.2
Population By Age		
Population <5 Years	6.4%	6.3%
Population 5-17 Years	17.8%	16.9%
Population 65+ Years	11.5%	13.2%
Median Age	38.0	39.0

	Spending Potential Index	Average Amount Spent	Total
Health Care	86	$3,212.16	$2,820,600
Medical Care	85	$1,527.21	$1,341,046
Physician Services	83	$189.24	$166,175
Dental Services	82	$267.85	$235,199
Eyecare Services	86	$42.93	$37,698
Lab Tests, X-Rays	89	$48.82	$42,872
Hospital Room and Hospital Services	86	$118.39	$103,956
Convalescent or Nursing Home Care	65	$14.96	$13,134
Other Medical services (1)	92	$103.39	$90,785
Nonprescription Drugs	81	$83.05	$72,924
Prescription Drugs	88	$437.18	$383,892
Nonprescription Vitamins	80	$45.30	$39,776
Medicare Prescription Drug Premium	86	$42.79	$37,578
Eyeglasses and Contact Lenses	89	$68.31	$59,983
Hearing Aids	73	$15.80	$13,872
Medical Equipment for General Use	88	$5.58	$4,896
Other Medical Supplies (2)	87	$44.27	$38,872
Health Insurance	87	$1,683.26	$1,478,066
Blue Cross/Blue Shield	86	$483.34	$424,417
Commercial Health Insurance	92	$343.71	$301,809
Health Maintenance Organization	81	$270.49	$237,516
Medicare Payments	86	$354.14	$310,973
Long Term Care Insurance	85	$71.00	$62,345
Other Health Insurance (3)	94	$158.73	$139,379

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

CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Medical Expenditures

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary	2010	2015
Population	5,842	6,135
Households	2,227	2,353
Families	1,638	1,717
Median Household Income	$52,579	$58,336
Males per 100 Females	95.6	96.0
Population By Age		
Population <5 Years	6.3%	6.1%
Population 5-17 Years	17.9%	17.7%
Population 65+ Years	11.8%	13.8%
Median Age	39.1	40.2

	Spending Potential Index	Average Amount Spent	Total
Health Care	93	$3,479.25	$7,749,346
Medical Care	92	$1,657.23	$3,691,166
Physician Services	91	$206.21	$459,303
Dental Services	89	$288.71	$643,035
Eyecare Services	94	$46.91	$104,486
Lab Tests, X-Rays	98	$53.91	$120,074
Hospital Room and Hospital Services	94	$128.20	$285,537
Convalescent or Nursing Home Care	63	$14.54	$32,386
Other Medical services (1)	98	$109.97	$244,946
Nonprescription Drugs	90	$92.40	$205,803
Prescription Drugs	96	$478.14	$1,064,974
Nonprescription Vitamins	87	$49.07	$109,302
Medicare Prescription Drug Premium	92	$45.66	$101,692
Eyeglasses and Contact Lenses	94	$72.29	$161,013
Hearing Aids	83	$18.05	$40,207
Medical Equipment for General Use	95	$6.01	$13,376
Other Medical Supplies (2)	92	$47.16	$105,031
Health Insurance	94	$1,822.01	$4,058,166
Blue Cross/Blue Shield	95	$534.89	$1,191,358
Commercial Health Insurance	98	$365.53	$814,139
Health Maintenance Organization	87	$291.13	$648,434
Medicare Payments	92	$379.94	$846,247
Long Term Care Insurance	91	$76.09	$169,486
Other Health Insurance (3)	103	$174.43	$388,500

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

CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Medical Expenditures

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary	2010	2015
Population	13,502	14,140
Households	4,905	5,173
Families	3,727	3,903
Median Household Income	$54,517	$60,555
Males per 100 Females	98.8	99.2
Population By Age		
Population <5 Years	6.8%	6.6%
Population 5-17 Years	18.3%	18.2%
Population 65+ Years	10.7%	12.5%
Median Age	37.8	38.6

	Spending Potential Index	Average Amount Spent	Total
Health Care	96	$3,582.64	$17,574,375
Medical Care	96	$1,713.04	$8,403,173
Physician Services	96	$216.68	$1,062,893
Dental Services	91	$296.20	$1,452,973
Eyecare Services	98	$48.72	$238,980
Lab Tests, X-Rays	102	$56.01	$274,764
Hospital Room and Hospital Services	99	$136.24	$668,321
Convalescent or Nursing Home Care	63	$14.46	$70,949
Other Medical services (1)	98	$109.88	$538,996
Nonprescription Drugs	95	$98.23	$481,840
Prescription Drugs	99	$493.25	$2,419,593
Nonprescription Vitamins	92	$52.06	$255,374
Medicare Prescription Drug Premium	91	$45.22	$221,839
Eyeglasses and Contact Lenses	95	$73.32	$359,663
Hearing Aids	83	$18.07	$88,661
Medical Equipment for General Use	102	$6.45	$31,639
Other Medical Supplies (2)	94	$48.25	$236,679
Health Insurance	97	$1,869.60	$9,171,212
Blue Cross/Blue Shield	99	$556.63	$2,730,511
Commercial Health Insurance	100	$375.53	$1,842,129
Health Maintenance Organization	91	$304.92	$1,495,784
Medicare Payments	93	$383.44	$1,880,913
Long Term Care Insurance	94	$78.15	$383,366
Other Health Insurance (3)	101	$170.94	$838,540

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

Recreation Expenditures

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary	2010	2015
Population	2,206	2,281
Households	878	913
Families	612	630
Median Age	38.0	39.0
Median Household Income	$49,595	$55,478

	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	81	$502.97	$441,661
Admission to Movies, Theater, Opera, Ballet	78	$118.45	$104,009
Admission to Sporting Events, excl.Trips	87	$51.71	$45,404
Fees for Participant Sports, excl.Trips	82	$87.44	$76,785
Fees for Recreational Lessons	80	$109.09	$95,790
Membership Fees for Social/Recreation/Civic Clubs	83	$135.76	$119,207
Dating Services	69	$0.53	$465
Rental of Video Cassettes and DVDs	83	$34.09	$29,939
Toys & Games	83	$120.92	$106,182
Toys and Playground Equipment	83	$117.45	$103,130
Play Arcade Pinball/Video Games	81	$1.54	$1,351
Online Entertainment and Games	78	$1.80	$1,582
Recreational Vehicles and Fees	74	$238.57	$209,485
Docking and Landing Fees for Boats and Planes	85	$6.04	$5,302
Camp Fees	87	$25.10	$22,039
Purchase of RVs or Boats	72	$201.08	$176,572
Rental of RVs or Boats	71	$6.09	$5,350
Sports, Recreation and Exercise Equipment	65	$117.44	$103,122
Exercise Equipment and Gear, Game Tables	68	$55.73	$48,936
Bicycles	80	$15.78	$13,861
Camping Equipment	32	$4.66	$4,091
Hunting and Fishing Equipment	51	$19.66	$17,260
Winter Sports Equipment	69	$4.44	$3,896
Water Sports Equipment	86	$5.73	$5,033
Other Sports Equipment	93	$8.77	$7,703
Rental/Repair of Sports/Recreation/Exercise Equipment	63	$2.54	$2,228
Photographic Equipment and Supplies	85	$87.50	$76,838
Film	84	$6.21	$5,450
Film Processing	90	$20.19	$17,729
Photographic Equipment	83	$35.47	$31,150
Photographer Fees/Other Supplies & Equip Rental/Repair	83	$25.55	$22,440
Reading	85	$131.96	$115,877
Magazine/Newspaper Subscriptions	90	$57.31	$50,324
Magazine/Newspaper Single Copies	86	$16.50	$14,485
Books	80	$58.01	$50,936

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

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Recreation Expenditures

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary	2010	2015
Population	5,842	6,135
Households	2,227	2,353
Families	1,638	1,717
Median Age	39.1	40.2
Median Household Income	$52,579	$58,336

	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	84	$520.19	$1,158,611
Admission to Movies, Theater, Opera, Ballet	81	$122.85	$273,626
Admission to Sporting Events, excl.Trips	90	$53.67	$119,540
Fees for Participant Sports, excl.Trips	85	$91.02	$202,731
Fees for Recreational Lessons	83	$113.40	$252,568
Membership Fees for Social/Recreation/Civic Clubs	85	$138.73	$308,991
Dating Services	67	$0.52	$1,155
Rental of Video Cassettes and DVDs	87	$35.86	$79,860
Toys & Games	90	$130.24	$290,090
Toys and Playground Equipment	90	$126.81	$282,439
Play Arcade Pinball/Video Games	85	$1.60	$3,570
Online Entertainment and Games	79	$1.83	$4,078
Recreational Vehicles and Fees	88	$285.22	$635,266
Docking and Landing Fees for Boats and Planes	89	$6.33	$14,104
Camp Fees	94	$27.19	$60,557
Purchase of RVs or Boats	88	$245.22	$546,182
Rental of RVs or Boats	76	$6.48	$14,429
Sports, Recreation and Exercise Equipment	71	$129.16	$287,682
Exercise Equipment and Gear, Game Tables	74	$60.82	$135,475
Bicycles	80	$15.91	$35,443
Camping Equipment	37	$5.31	$11,834
Hunting and Fishing Equipment	60	$23.04	$51,328
Winter Sports Equipment	79	$5.10	$11,354
Water Sports Equipment	101	$6.73	$14,981
Other Sports Equipment	99	$9.38	$20,894
Rental/Repair of Sports/Recreation/Exercise Equipment	72	$2.86	$6,372
Photographic Equipment and Supplies	89	$92.37	$205,738
Film	93	$6.87	$15,298
Film Processing	97	$21.72	$48,367
Photographic Equipment	86	$36.85	$82,079
Photographer Fees/Other Supplies & Equip Rental/Repair	87	$26.93	$59,990
Reading	90	$139.37	$310,426
Magazine/Newspaper Subscriptions	95	$60.38	$134,482
Magazine/Newspaper Single Copies	93	$17.78	$39,593
Books	85	$61.22	$136,347

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.
Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Downtown Williamsburg
399 STHY 133, Williamsburg, OH, 45176
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.055
Longitude: -84.05478

Demographic Summary	2010	2015
Population	13,502	14,140
Households	4,905	5,173
Families	3,727	3,903
Median Age	37.8	38.6
Median Household Income	$54,517	$60,555

	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	87	$540.82	$2,652,936
Admission to Movies, Theater, Opera, Ballet	85	$129.55	$635,513
Admission to Sporting Events, excl.Trips	94	$56.18	$275,605
Fees for Participant Sports, excl.Trips	90	$96.07	$471,249
Fees for Recreational Lessons	85	$116.32	$570,594
Membership Fees for Social/Recreation/Civic Clubs	87	$142.18	$697,457
Dating Services	67	$0.51	$2,519
Rental of Video Cassettes and DVDs	92	$37.69	$184,887
Toys & Games	94	$137.22	$673,124
Toys and Playground Equipment	95	$133.66	$655,660
Play Arcade Pinball/Video Games	85	$1.61	$7,901
Online Entertainment and Games	84	$1.95	$9,559
Recreational Vehicles and Fees	92	$295.94	$1,451,712
Docking and Landing Fees for Boats and Planes	89	$6.28	$30,801
Camp Fees	91	$26.24	$128,709
Purchase of RVs or Boats	92	$256.47	$1,258,090
Rental of RVs or Boats	81	$6.96	$34,120
Sports, Recreation and Exercise Equipment	74	$134.92	$661,851
Exercise Equipment and Gear, Game Tables	79	$64.82	$317,991
Bicycles	83	$16.52	$81,027
Camping Equipment	38	$5.53	$27,123
Hunting and Fishing Equipment	62	$23.69	$116,201
Winter Sports Equipment	80	$5.18	$25,386
Water Sports Equipment	100	$6.66	$32,658
Other Sports Equipment	98	$9.27	$45,478
Rental/Repair of Sports/Recreation/Exercise Equipment	81	$3.26	$15,984
Photographic Equipment and Supplies	92	$95.41	$468,015
Film	96	$7.07	$34,702
Film Processing	96	$21.62	$106,075
Photographic Equipment	89	$38.22	$187,468
Photographer Fees/Other Supplies & Equip Rental/Repair	92	$28.49	$139,769
Reading	91	$140.39	$688,682
Magazine/Newspaper Subscriptions	94	$59.78	$293,263
Magazine/Newspaper Single Copies	91	$17.52	$85,932
Books	87	$63.09	$309,490

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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