

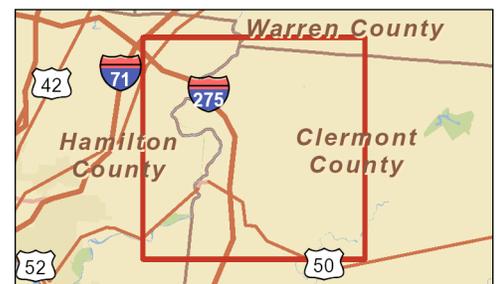
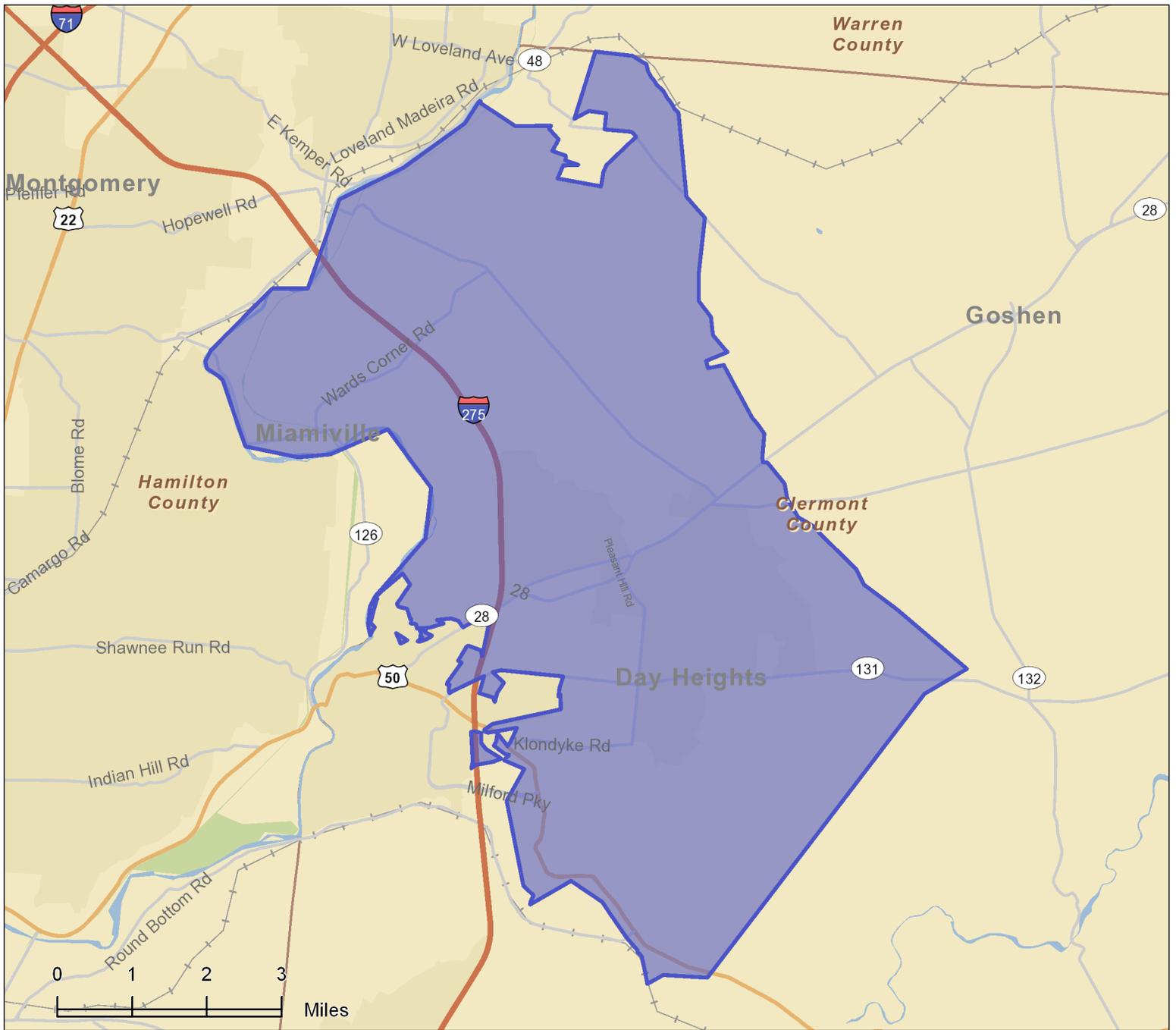


CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Site Map

Miami Township, OH  
Standard Geography

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March 27, 2012

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# Market Profile

Miami Township, OH  
Miami township, OH (3902549322)  
Geography: County Subdivision

Miami township, OH (39025...

## Population Summary

2000 Total Population	36,632
2000 Group Quarters	342
2010 Total Population	42,055
2015 Total Population	44,253
2010-2015 Annual Rate	1.02%

## Household Summary

2000 Households	12,894
2000 Average Household Size	2.81
2010 Households	15,002
2010 Average Household Size	2.78
2015 Households	15,847
2015 Average Household Size	2.77
2010-2015 Annual Rate	1.10%
2000 Families	10,353
2000 Average Family Size	3.18
2010 Families	11,821
2010 Average Family Size	3.16
2015 Families	12,432
2015 Average Family Size	3.16
2010-2015 Annual Rate	1.01%

## Housing Unit Summary

2000 Housing Units	13,233
Owner Occupied Housing Units	83.7%
Renter Occupied Housing Units	13.7%
Vacant Housing Units	2.6%
2010 Housing Units	15,697
Owner Occupied Housing Units	80.5%
Renter Occupied Housing Units	15.1%
Vacant Housing Units	4.4%
2015 Housing Units	16,763
Owner Occupied Housing Units	79.9%
Renter Occupied Housing Units	14.7%
Vacant Housing Units	5.5%

## Median Household Income

2000	\$65,174
2010	\$81,136
2015	\$91,175

## Median Home Value

2000	\$147,297
2010	\$183,380
2015	\$200,055

## Per Capita Income

2000	\$27,798
2010	\$35,256
2015	\$38,803

## Median Age

2000	36.2
2010	38.0
2015	37.9

**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.



# Market Profile

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## 2000 Households by Income

Household Income Base	12,851
<\$15,000	6.0%
\$15,000 - \$24,999	6.7%
\$25,000 - \$34,999	9.1%
\$35,000 - \$49,999	13.9%
\$50,000 - \$74,999	21.7%
\$75,000 - \$99,999	18.0%
\$100,000 - \$149,999	15.8%
\$150,000 - \$199,999	5.0%
\$200,000+	3.8%
Average Household Income	\$78,098

## 2010 Households by Income

Household Income Base	15,000
<\$15,000	4.1%
\$15,000 - \$24,999	3.9%
\$25,000 - \$34,999	5.1%
\$35,000 - \$49,999	11.7%
\$50,000 - \$74,999	18.9%
\$75,000 - \$99,999	20.0%
\$100,000 - \$149,999	22.6%
\$150,000 - \$199,999	7.6%
\$200,000+	6.2%
Average Household Income	\$97,961

## 2015 Households by Income

Household Income Base	15,848
<\$15,000	3.2%
\$15,000 - \$24,999	2.7%
\$25,000 - \$34,999	3.4%
\$35,000 - \$49,999	8.0%
\$50,000 - \$74,999	18.5%
\$75,000 - \$99,999	19.8%
\$100,000 - \$149,999	28.5%
\$150,000 - \$199,999	9.0%
\$200,000+	7.0%
Average Household Income	\$107,410

## 2000 Owner Occupied Housing Units by Value

Total	11,068
<\$50,000	4.9%
\$50,000 - \$99,999	18.8%
\$100,000 - \$149,999	27.9%
\$150,000 - \$199,999	21.8%
\$200,000 - \$299,999	16.5%
\$300,000 - \$499,999	9.2%
\$500,000 - \$999,999	0.8%
\$1,000,000 +	0.2%
Average Home Value	\$171,209

## 2000 Specified Renter Occupied Housing Units by Contract Rent

Total	1,691
With Cash Rent	96.6%
No Cash Rent	3.4%
Median Rent	\$516
Average Rent	\$529

**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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ECONOMIC DEVELOPMENT

# Market Profile

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Miami township, OH (39025...

## 2000 Population by Age

Total	36,632
0 - 4	7.7%
5 - 9	8.4%
10 - 14	8.4%
15 - 24	11.5%
25 - 34	11.7%
35 - 44	19.3%
45 - 54	16.0%
55 - 64	8.3%
65 - 74	5.0%
75 - 84	2.7%
85 +	1.0%
18 +	70.5%

## 2010 Population by Age

Total	42,056
0 - 4	7.6%
5 - 9	7.8%
10 - 14	7.9%
15 - 24	11.3%
25 - 34	11.4%
35 - 44	14.7%
45 - 54	17.2%
55 - 64	12.1%
65 - 74	5.7%
75 - 84	3.1%
85 +	1.3%
18 +	72.1%

## 2015 Population by Age

Total	44,254
0 - 4	7.5%
5 - 9	7.7%
10 - 14	8.1%
15 - 24	11.3%
25 - 34	11.3%
35 - 44	14.1%
45 - 54	15.8%
55 - 64	12.7%
65 - 74	7.2%
75 - 84	3.1%
85 +	1.3%
18 +	72.2%

## 2000 Population by Sex

Males	49.2%
Females	50.8%

## 2010 Population by Sex

Males	49.0%
Females	51.0%

## 2015 Population by Sex

Males	49.1%
Females	50.9%

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

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# Market Profile

Miami Township, OH  
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Miami township, OH (39025...

## 2000 Population by Race/Ethnicity

Total	36,632
White Alone	96.8%
Black Alone	1.1%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.8%
Some Other Race Alone	0.3%
Two or More Races	0.8%
Hispanic Origin	0.9%
Diversity Index	8.1

## 2010 Population by Race/Ethnicity

Total	42,056
White Alone	95.3%
Black Alone	1.9%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	1.2%
Some Other Race Alone	0.4%
Two or More Races	1.1%
Hispanic Origin	1.6%
Diversity Index	12.1

## 2015 Population by Race/Ethnicity

Total	44,253
White Alone	94.6%
Black Alone	2.1%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	1.4%
Some Other Race Alone	0.5%
Two or More Races	1.2%
Hispanic Origin	2.0%
Diversity Index	13.9

## 2000 Population 3+ by School Enrollment

Total	34,839
Enrolled in Nursery/Preschool	2.1%
Enrolled in Kindergarten	1.8%
Enrolled in Grade 1-8	14.4%
Enrolled in Grade 9-12	7.0%
Enrolled in College	3.6%
Enrolled in Grad/Prof School	0.8%
Not Enrolled in School	70.4%

## 2010 Population 25+ by Educational Attainment

Total	27,532
Less Than 9th Grade	1.5%
9th to 12th Grade, No Diploma	5.2%
High School Graduate	24.3%
Some College, No Degree	18.8%
Associate Degree	8.9%
Bachelor's Degree	25.9%
Graduate/Professional Degree	15.4%

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

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

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## Market Profile

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2010 Population 15+ by Marital Status	
Total	32,287
Never Married	22.2%
Married	64.4%
Widowed	4.6%
Divorced	8.8%
2000 Population 16+ by Employment Status	
Total	26,835
In Labor Force	71.7%
Civilian Employed	69.9%
Civilian Unemployed	1.7%
In Armed Forces	0.0%
Not In Labor Force	28.3%
2010 Civilian Population 16+ in Labor Force	
Civilian Employed	90.6%
Civilian Unemployed	9.4%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	92.4%
Civilian Unemployed	7.6%
2000 Females 16+ by Employment Status and Age of Children	
Total	13,752
Own Children < 6 Only	9.5%
Employed/in Armed Forces	5.6%
Unemployed	0.3%
Not in Labor Force	3.5%
Own Children <6 and 6-17 Only	7.5%
Employed/in Armed Forces	4.1%
Unemployed	0.2%
Not in Labor Force	3.2%
Own Children 6-17 Only	22.5%
Employed/in Armed Forces	17.3%
Unemployed	0.1%
Not in Labor Force	5.1%
No Own Children < 18	60.5%
Employed/in Armed Forces	33.6%
Unemployed	1.2%
Not in Labor Force	25.8%
2010 Employed Population 16+ by Industry	
Total	20,217
Agriculture/Mining	0.2%
Construction	4.9%
Manufacturing	14.3%
Wholesale Trade	4.5%
Retail Trade	12.0%
Transportation/Utilities	3.2%
Information	1.8%
Finance/Insurance/Real Estate	8.8%
Services	48.6%
Public Administration	1.6%

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

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### 2010 Employed Population 16+ by Occupation

Total	20,217
White Collar	73.8%
Management/Business/Financial	20.8%
Professional	25.6%
Sales	14.3%
Administrative Support	13.0%
Services	12.0%
Blue Collar	14.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	3.1%
Installation/Maintenance/Repair	3.7%
Production	3.7%
Transportation/Material Moving	3.7%

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

Total	18,535
Drove Alone - Car, Truck, or Van	87.5%
Carpooled - Car, Truck, or Van	6.2%
Public Transportation	0.7%
Walked	0.6%
Other Means	0.8%
Worked at Home	4.2%

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

Total	18,535
Did not Work at Home	95.8%
Less than 5 minutes	1.7%
5 to 9 minutes	7.0%
10 to 19 minutes	23.0%
20 to 24 minutes	17.1%
25 to 34 minutes	27.7%
35 to 44 minutes	8.2%
45 to 59 minutes	8.3%
60 to 89 minutes	1.6%
90 or more minutes	1.2%
Worked at Home	4.2%
Average Travel Time to Work (in min)	25.4

### 2000 Households by Vehicles Available

Total	12,773
None	2.4%
1	20.7%
2	49.4%
3	20.1%
4	5.0%
5+	2.4%
Average Number of Vehicles Available	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	12,894
Family Households	80.3%
Married-couple Family	69.9%
With Related Children	37.3%
Other Family (No Spouse)	10.4%
With Related Children	7.0%
Nonfamily Households	19.7%
Householder Living Alone	16.3%
Householder Not Living Alone	3.4%
Households with Related Children	44.3%
Households with Persons 65+	16.1%

## 2000 Households by Size

Total	12,894
1 Person Household	16.3%
2 Person Household	33.3%
3 Person Household	18.7%
4 Person Household	20.0%
5 Person Household	8.7%
6 Person Household	2.2%
7 + Person Household	0.7%

## 2000 Households by Year Householder Moved In

Total	12,773
Moved in 1999 to March 2000	16.4%
Moved in 1995 to 1998	31.2%
Moved in 1990 to 1994	18.2%
Moved in 1980 to 1989	17.0%
Moved in 1970 to 1979	10.0%
Moved in 1969 or Earlier	7.2%
Median Year Householder Moved In	1994

## 2000 Housing Units by Units in Structure

Total	13,108
1, Detached	80.7%
1, Attached	3.1%
2	0.4%
3 or 4	0.9%
5 to 9	1.5%
10 to 19	7.4%
20 +	1.2%
Mobile Home	4.7%
Other	0.0%

## 2000 Housing Units by Year Structure Built

Total	13,108
1999 to March 2000	3.9%
1995 to 1998	13.4%
1990 to 1994	12.4%
1980 to 1989	20.5%
1970 to 1979	22.0%
1969 or Earlier	27.8%
Median Year Structure Built	1980

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

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## Market Profile

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Miami township, OH (39025...

### Top 3 Tapestry Segments

1. Boomburbs
2. Sophisticated Squires
3. Exurbanites

### 2010 Consumer Spending

Apparel & Services: Total \$	\$35,166,689
Average Spent	\$2,344.13
Spending Potential Index	98
Computers & Accessories: Total \$	\$4,679,805
Average Spent	\$311.95
Spending Potential Index	142
Education: Total \$	\$27,086,659
Average Spent	\$1,805.54
Spending Potential Index	148
Entertainment/Recreation: Total \$	\$69,768,892
Average Spent	\$4,650.64
Spending Potential Index	144
Food at Home: Total \$	\$89,025,737
Average Spent	\$5,934.26
Spending Potential Index	133
Food Away from Home: Total \$	\$66,972,920
Average Spent	\$4,464.27
Spending Potential Index	139
Health Care: Total \$	\$73,403,729
Average Spent	\$4,892.93
Spending Potential Index	131
HH Furnishings & Equipment: Total \$	\$39,227,016
Average Spent	\$2,614.79
Spending Potential Index	127
Investments: Total \$	\$35,049,031
Average Spent	\$2,336.29
Spending Potential Index	134
Retail Goods: Total \$	\$496,403,354
Average Spent	\$33,089.15
Spending Potential Index	133
Shelter: Total \$	\$340,758,665
Average Spent	\$22,714.22
Spending Potential Index	144
TV/Video/Audio: Total \$	\$25,181,924
Average Spent	\$1,678.57
Spending Potential Index	135
Travel: Total \$	\$42,280,499
Average Spent	\$2,818.32
Spending Potential Index	149
Vehicle Maintenance & Repairs: Total \$	\$19,535,949
Average Spent	\$1,302.22
Spending Potential Index	138

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

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

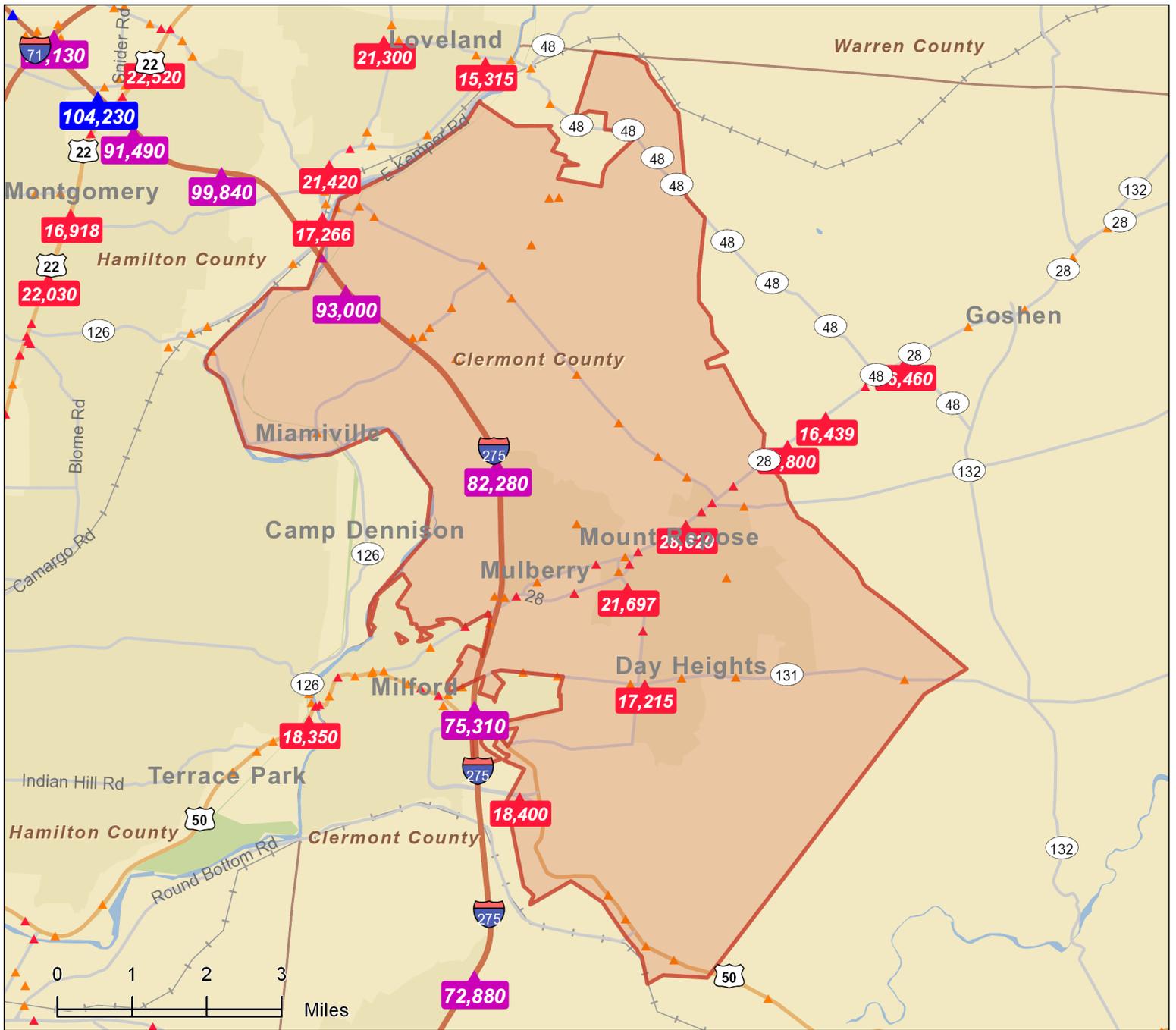
**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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# Traffic Count Map



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



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



# Business Summary

Miami Township, OH  
 Miami township, OH (3902549322)  
 Geography: County Subdivision

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## Data for all businesses in area

	Miami township, OH (39025...
Total Businesses:	1,172
Total Employees:	14,051
Total Residential Population:	42,055
Employee/Residential Population Ratio:	0.33

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	40	3.4%	227	1.6%
Construction	171	14.6%	722	5.1%
Manufacturing	65	5.5%	2,069	14.7%
Transportation	25	2.1%	128	0.9%
Communication	4	0.3%	14	0.1%
Utility	3	0.3%	32	0.2%
Wholesale Trade	73	6.2%	952	6.8%
<b>Retail Trade Summary</b>	<b>215</b>	<b>18.3%</b>	<b>3,196</b>	<b>22.7%</b>
Home Improvement	27	2.3%	353	2.5%
General Merchandise Stores	5	0.4%	63	0.4%
Food Stores	23	2.0%	268	1.9%
Auto Dealers, Gas Stations, Auto Aftermarket	24	2.0%	234	1.7%
Apparel & Accessory Stores	11	0.9%	31	0.2%
Furniture & Home Furnishings	32	2.7%	1,110	7.9%
Eating & Drinking Places	43	3.7%	776	5.5%
Miscellaneous Retail	50	4.3%	361	2.6%
<b>Finance, Insurance, Real Estate Summary</b>	<b>119</b>	<b>10.2%</b>	<b>1,635</b>	<b>11.6%</b>
Banks, Savings & Lending Institutions	27	2.3%	193	1.4%
Securities Brokers	7	0.6%	65	0.5%
Insurance Carriers & Agents	32	2.7%	1,038	7.4%
Real Estate, Holding, Other Investment Offices	53	4.5%	339	2.4%
<b>Services Summary</b>	<b>419</b>	<b>35.8%</b>	<b>4,899</b>	<b>34.9%</b>
Hotels & Lodging	4	0.3%	42	0.3%
Automotive Services	41	3.5%	208	1.5%
Motion Pictures & Amusements	28	2.4%	342	2.4%
Health Services	39	3.3%	725	5.2%
Legal Services	8	0.7%	15	0.1%
Education Institutions & Libraries	25	2.1%	1,047	7.5%
Other Services	274	23.4%	2,520	17.9%
<b>Government</b>	<b>8</b>	<b>0.7%</b>	<b>174</b>	<b>1.2%</b>
<b>Other</b>	<b>30</b>	<b>2.6%</b>	<b>3</b>	<b>0.0%</b>
<b>Totals</b>	<b>1,172</b>	<b>100%</b>	<b>14,051</b>	<b>100%</b>

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

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# Business Summary

Miami Township, OH  
Miami township, OH (3902549322)  
Geography: County Subdivision

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	2	0.2%	6	0.0%
Mining	1	0.1%	7	0.1%
Utilities	3	0.3%	32	0.2%
Construction	180	15.4%	788	5.6%
Manufacturing	66	5.6%	1,741	12.4%
Wholesale Trade	71	6.1%	928	6.6%
Retail Trade	162	13.8%	2,382	17.0%
Motor Vehicle & Parts Dealers	18	1.5%	193	1.4%
Furniture & Home Furnishings Stores	8	0.7%	69	0.5%
Electronics & Appliance Stores	20	1.7%	1,018	7.2%
Bldg Material & Garden Equipment & Supplies Dealers	24	2.0%	298	2.1%
Food & Beverage Stores	23	2.0%	269	1.9%
Health & Personal Care Stores	13	1.1%	251	1.8%
Gasoline Stations	6	0.5%	41	0.3%
Clothing & Clothing Accessories Stores	12	1.0%	32	0.2%
Sport Goods, Hobby, Book, & Music Stores	10	0.9%	35	0.2%
General Merchandise Stores	5	0.4%	63	0.4%
Miscellaneous Store Retailers	19	1.6%	83	0.6%
Nonstore Retailers	4	0.3%	30	0.2%
Transportation & Warehousing	24	2.0%	116	0.8%
Information	24	2.0%	462	3.3%
Finance & Insurance	67	5.7%	1,298	9.2%
Central Bank/Credit Intermediation & Related Activities	26	2.2%	193	1.4%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	8	0.7%	65	0.5%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	33	2.8%	1,040	7.4%
Real Estate, Rental & Leasing	60	5.1%	387	2.8%
Professional, Scientific & Tech Services	111	9.5%	1,168	8.3%
Legal Services	10	0.9%	40	0.3%
Management of Companies & Enterprises	1	0.1%	1	0.0%
Administrative & Support & Waste Management & Remediation Services	69	5.9%	347	2.5%
Educational Services	29	2.5%	1,055	7.5%
Health Care & Social Assistance	53	4.5%	850	6.0%
Arts, Entertainment & Recreation	21	1.8%	538	3.8%
Accommodation & Food Services	47	4.0%	818	5.8%
Accommodation	4	0.3%	42	0.3%
Food Services & Drinking Places	43	3.7%	776	5.5%
Other Services (except Public Administration)	143	12.2%	950	6.8%
Automotive Repair & Maintenance	30	2.6%	171	1.2%
Public Administration	8	0.7%	174	1.2%
Unclassified Establishments	30	2.6%	3	0.0%
<b>Total</b>	<b>1,172</b>	<b>100%</b>	<b>14,051</b>	<b>100%</b>

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

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# Retail MarketPlace Profile

Miami Township, OH  
 Miami township, OH (3902549322)  
 Geography: County Subdivision

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## Summary Demographics

2010 Population	42,055
2010 Households	15,002
2010 Median Disposable Income	\$60,989
2010 Per Capita Income	\$35,256

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	\$537,689,237	\$288,878,636	\$248,810,601	30.1	201
Total Retail Trade	44-45	\$458,754,921	\$253,016,911	\$205,738,010	28.9	158
Total Food & Drink	722	\$78,934,316	\$35,861,725	\$43,072,591	37.5	43

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$109,838,105	\$34,051,421	\$75,786,684	52.7	15
Automobile Dealers	4411	\$93,015,698	\$29,727,036	\$63,288,662	51.6	4
Other Motor Vehicle Dealers	4412	\$8,238,142	\$296,029	\$7,942,113	93.1	1
Auto Parts, Accessories & Tire Stores	4413	\$8,584,265	\$4,028,356	\$4,555,909	36.1	10
Furniture & Home Furnishings Stores	442	\$8,189,765	\$4,361,599	\$3,828,166	30.5	7
Furniture Stores	4421	\$4,234,140	\$722,239	\$3,511,901	70.9	2
Home Furnishings Stores	4422	\$3,955,625	\$3,639,360	\$316,265	4.2	5
Electronics & Appliance Stores	4431	\$19,475,272	\$75,942,045	-\$56,466,773	-59.2	19
Bldg Materials, Garden Equip. & Supply Stores	444	\$18,662,451	\$35,695,171	-\$17,032,720	-31.3	23
Bldg Material & Supplies Dealers	4441	\$17,637,102	\$34,165,378	-\$16,528,276	-31.9	17
Lawn & Garden Equip & Supply Stores	4442	\$1,025,349	\$1,529,793	-\$504,444	-19.7	6
Food & Beverage Stores	445	\$79,528,428	\$21,311,979	\$58,216,449	57.7	22
Grocery Stores	4451	\$76,206,617	\$19,409,138	\$56,797,479	59.4	12
Specialty Food Stores	4452	\$1,133,000	\$624,290	\$508,710	28.9	5
Beer, Wine & Liquor Stores	4453	\$2,188,811	\$1,278,551	\$910,260	26.3	5
Health & Personal Care Stores	446,4461	\$9,101,245	\$16,530,381	-\$7,429,136	-29.0	14
Gasoline Stations	447,4471	\$74,498,420	\$22,238,741	\$52,259,679	54.0	5
Clothing & Clothing Accessories Stores	448	\$13,493,073	\$4,233,189	\$9,259,884	52.2	14
Clothing Stores	4481	\$9,805,811	\$2,263,190	\$7,542,621	62.5	11
Shoe Stores	4482	\$2,096,978	\$1,905,905	\$191,073	4.8	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,590,284	\$64,094	\$1,526,190	92.3	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,188,030	\$1,799,693	\$388,337	9.7	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,692,248	\$448,059	\$1,244,189	58.1	8
Book, Periodical & Music Stores	4512	\$495,782	\$1,351,634	-\$855,852	-46.3	2
General Merchandise Stores	452	\$75,118,129	\$29,744,140	\$45,373,989	43.3	5
Department Stores Excluding Leased Depts.	4521	\$32,691,262	\$0	\$32,691,262	100.0	0
Other General Merchandise Stores	4529	\$42,426,867	\$29,744,140	\$12,682,727	17.6	5
Miscellaneous Store Retailers	453	\$6,436,513	\$2,748,751	\$3,687,762	40.1	19
Florists	4531	\$383,802	\$91,953	\$291,849	61.3	3
Office Supplies, Stationery & Gift Stores	4532	\$2,217,659	\$566,384	\$1,651,275	59.3	6
Used Merchandise Stores	4533	\$151,646	\$130,339	\$21,307	7.6	5
Other Miscellaneous Store Retailers	4539	\$3,683,406	\$1,960,075	\$1,723,331	30.5	5
Nonstore Retailers	454	\$42,225,490	\$4,359,801	\$37,865,689	81.3	5
Electronic Shopping & Mail-Order Houses	4541	\$39,845,055	\$0	\$39,845,055	100.0	0
Vending Machine Operators	4542	\$59,431	\$0	\$59,431	100.0	0
Direct Selling Establishments	4543	\$2,321,004	\$4,359,801	-\$2,038,797	-30.5	5
Food Services & Drinking Places	722	\$78,934,316	\$35,861,725	\$43,072,591	37.5	43
Full-Service Restaurants	7221	\$28,221,862	\$10,848,287	\$17,373,575	44.5	21
Limited-Service Eating Places	7222	\$43,813,938	\$13,214,673	\$30,599,265	53.7	17
Special Food Services	7223	\$5,497,684	\$10,224,492	-\$4,726,808	-30.1	2
Drinking Places - Alcoholic Beverages	7224	\$1,400,832	\$1,574,273	-\$173,441	-5.8	3

**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

Made with Esri Business Analyst

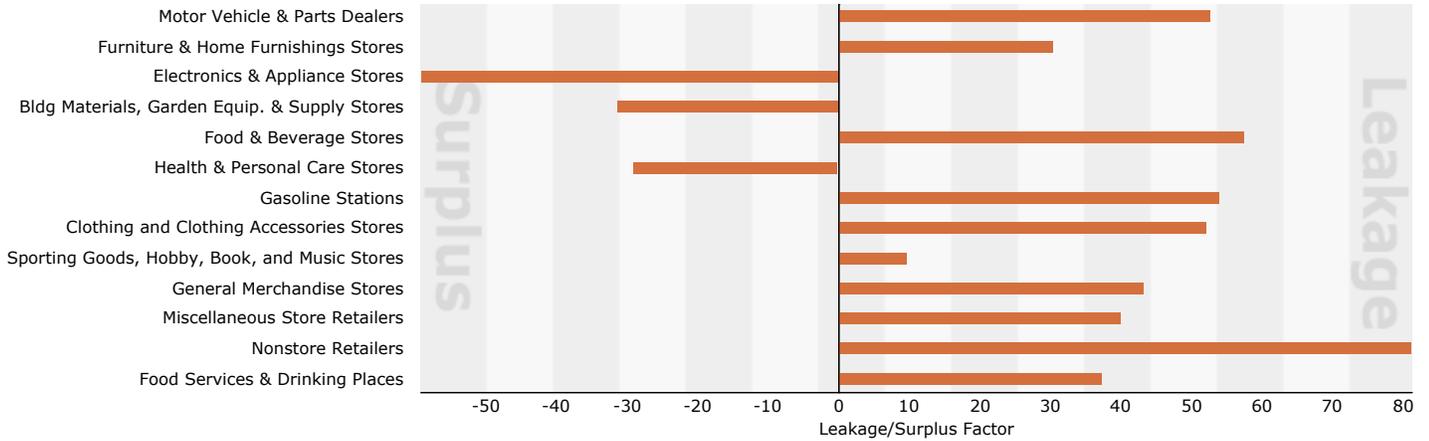


# Retail MarketPlace Profile

Miami Township, OH  
 Miami township, OH (3902549322)  
 Geography: County Subdivision

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 27, 2012



# Retail Market Potential

Miami Township, OH  
 Miami township, OH (3902549322)  
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary	2010	2015
Population	42,055	44,253
Total Number of Adults	30,330	31,937
Households	15,002	15,847
Median Household Income	\$81,136	\$91,175

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	16,633	54.8%	110
Bought any women's apparel in last 12 months	14,698	48.5%	106
Bought apparel for child <13 in last 6 months	9,720	32.0%	113
Bought any shoes in last 12 months	17,446	57.5%	111
Bought costume jewelry in last 12 months	7,225	23.8%	114
Bought any fine jewelry in last 12 months	7,068	23.3%	106
Bought a watch in last 12 months	5,915	19.5%	101
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	14,076	93.8%	109
HH bought/leased new vehicle last 12 mo	1,967	13.1%	137
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	28,446	93.8%	108
Bought/changed motor oil in last 12 months	16,013	52.8%	101
Had tune-up in last 12 months	10,259	33.8%	109
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	20,004	66.0%	107
Drank regular cola in last 6 months	14,746	48.6%	95
Drank beer/ale in last 6 months	14,254	47.0%	111
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	4,304	14.2%	110
Bought film in last 12 months	5,868	19.3%	101
Bought digital camera in last 12 months	2,632	8.7%	127
Bought memory card for camera in last 12 months	2,883	9.5%	124
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	11,392	37.6%	106
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	6,416	21.2%	99
Avg monthly cell/mobile phone/PDA bill: \$50-99	10,432	34.4%	106
Avg monthly cell/mobile phone/PDA bill: \$100+	8,092	26.7%	126
<b>Computers (Households)</b>			
HH owns a personal computer	13,137	87.6%	118
Spent <\$500 on most recent home PC purchase	1,296	8.6%	100
Spent \$500-\$999 on most recent home PC purchase	3,183	21.2%	119
Spent \$1000-\$1499 on most recent home PC purchase	2,500	16.7%	128
Spent \$1500-\$1999 on most recent home PC purchase	1,336	8.9%	126
Spent \$2000+ on most recent home PC purchase	1,256	8.4%	135

**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.



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Miami Township, OH  
Miami township, OH (3902549322)  
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	19,180	63.2%	105
Bought cigarettes at convenience store in last 30 days	3,901	12.9%	82
Bought gas at convenience store in last 30 days	10,798	35.6%	106
Spent at convenience store in last 30 days: <\$20	3,306	10.9%	113
Spent at convenience store in last 30 days: \$20-39	3,194	10.5%	103
Spent at convenience store in last 30 days: \$40+	10,991	36.2%	101
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	19,815	65.3%	111
Went to live theater in last 12 months	5,084	16.8%	128
Went to a bar/night club in last 12 months	6,658	22.0%	115
Dined out in last 12 months	17,626	58.1%	118
Gambled at a casino in last 12 months	5,626	18.5%	116
Visited a theme park in last 12 months	8,135	26.8%	125
DVDs rented in last 30 days: 1	962	3.2%	120
DVDs rented in last 30 days: 2	1,780	5.9%	127
DVDs rented in last 30 days: 3	1,195	3.9%	123
DVDs rented in last 30 days: 4	1,348	4.4%	115
DVDs rented in last 30 days: 5+	4,951	16.3%	124
DVDs purchased in last 30 days: 1	1,885	6.2%	125
DVDs purchased in last 30 days: 2	1,691	5.6%	118
DVDs purchased in last 30 days: 3-4	1,503	5.0%	107
DVDs purchased in last 30 days: 5+	1,347	4.4%	85
Spent on toys/games in last 12 months: <\$50	2,011	6.6%	109
Spent on toys/games in last 12 months: \$50-\$99	844	2.8%	101
Spent on toys/games in last 12 months: \$100-\$199	2,305	7.6%	106
Spent on toys/games in last 12 months: \$200-\$499	3,792	12.5%	115
Spent on toys/games in last 12 months: \$500+	2,327	7.7%	133
<b>Financial (Adults)</b>			
Have home mortgage (1st)	8,804	29.0%	151
Used ATM/cash machine in last 12 months	18,841	62.1%	122
Own any stock	3,913	12.9%	140
Own U.S. savings bond	2,607	8.6%	125
Own shares in mutual fund (stock)	4,294	14.2%	151
Own shares in mutual fund (bonds)	2,615	8.6%	145
Used full service brokerage firm in last 12 months	2,597	8.6%	138
Have savings account	13,601	44.8%	123
Have 401K retirement savings	7,923	26.1%	147
Did banking over the Internet in last 12 months	11,493	37.9%	139
Own any credit/debit card (in own name)	25,441	83.9%	113
Avg monthly credit card expenditures: <\$111	4,342	14.3%	103
Avg monthly credit card expenditures: \$111-225	2,546	8.4%	108
Avg monthly credit card expenditures: \$226-450	2,601	8.6%	115
Avg monthly credit card expenditures: \$451-700	2,375	7.8%	123
Avg monthly credit card expenditures: \$701+	6,078	20.0%	150

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March 27, 2012

Made with Esri Business Analyst



# Retail Market Potential

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	22,677	74.8%	105
Used bread in last 6 months	29,518	97.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	24,506	80.8%	104
Used fish/seafood (fresh or frozen) in last 6 months	17,180	56.6%	107
Used fresh fruit/vegetables in last 6 months	27,468	90.6%	104
Used fresh milk in last 6 months	28,259	93.2%	103
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	10,588	34.9%	116
Exercise at club 2+ times per week	5,135	16.9%	138
Visited a doctor in last 12 months	24,820	81.8%	105
Used vitamin/dietary supplement in last 6 months	16,192	53.4%	110
<b>Home (Households)</b>			
Any home improvement in last 12 months	6,002	40.0%	126
Used housekeeper/maid/prof HH cleaning service in the last 12 months	3,016	20.1%	129
Purchased any HH furnishing in last 12 months	5,210	34.7%	116
Purchased bedding/bath goods in last 12 months	8,473	56.5%	103
Purchased cooking/serving product in last 12 months	4,441	29.6%	108
Bought any kitchen appliance in last 12 months	2,933	19.6%	112
<b>Insurance (Adults)</b>			
Currently carry any life insurance	17,428	57.5%	120
Have medical/hospital/accident insurance	23,998	79.1%	110
Carry homeowner insurance	20,080	66.2%	125
Carry renter insurance	1,578	5.2%	85
Have auto/other vehicle insurance	27,573	90.9%	109
<b>Pets (Households)</b>			
HH owns any pet	9,033	60.2%	117
HH owns any cat	3,941	26.3%	109
HH owns any dog	6,797	45.3%	120
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	17,777	58.6%	117
Read any daily newspaper	13,062	43.1%	104
Heavy magazine reader	6,453	21.3%	107
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	24,601	81.1%	113
Went to family restaurant/steak house last mo: <2 times	8,076	26.6%	104
Went to family restaurant/steak house last mo: 2-4 times	9,385	30.9%	115
Went to family restaurant/steak house last mo: 5+ times	7,140	23.5%	121
Went to fast food/drive-in restaurant in last 6 mo	27,938	92.1%	104
Went to fast food/drive-in restaurant <6 times/mo	10,211	33.7%	96
Went to fast food/drive-in restaurant 6-13 times/mo	9,416	31.0%	107
Went to fast food/drive-in restaurant 14+ times/mo	8,311	27.4%	110
Fast food/drive-in last 6 mo: eat in	12,272	40.5%	107
Fast food/drive-in last 6 mo: home delivery	3,534	11.7%	112
Fast food/drive-in last 6 mo: take-out/drive-thru	17,926	59.1%	113
Fast food/drive-in last 6 mo: take-out/walk-in	8,055	26.6%	108

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Market Potential

Miami Township, OH  
Miami township, OH (3902549322)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	11,002	73.3%	113
HH average monthly long distance phone bill: <\$16	4,556	30.4%	110
HH average monthly long distance phone bill: \$16-25	1,846	12.3%	108
HH average monthly long distance phone bill: \$26-59	1,610	10.7%	117
HH average monthly long distance phone bill: \$60+	757	5.0%	113
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	1,947	13.0%	66
HH owns 2 TVs	3,648	24.3%	93
HH owns 3 TVs	3,760	25.1%	112
HH owns 4+ TVs	4,383	29.2%	139
HH subscribes to cable TV	9,682	64.5%	111
HH Purchased audio equipment in last 12 months	1,541	10.3%	106
HH Purchased CD player in last 12 months	605	4.0%	104
HH Purchased DVD player in last 12 months	1,580	10.5%	109
HH Purchased MP3 player in last 12 months	3,907	12.9%	126
HH Purchased video game system in last 12 months	2,089	13.9%	129
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	19,616	64.7%	124
Took 3+ domestic trips in last 12 months	6,046	19.9%	134
Spent on domestic vacations last 12 mo: <\$1000	4,081	13.5%	107
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,607	8.6%	128
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,806	6.0%	146
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,831	6.0%	146
Spent on domestic vacations last 12 mo: \$3000+	2,283	7.5%	149
Foreign travel in last 3 years	10,219	33.7%	131
Took 3+ foreign trips by plane in last 3 years	1,915	6.3%	133
Spent on foreign vacations last 12 mo: <\$1000	2,364	7.8%	131
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,469	4.8%	119
Spent on foreign vacations last 12 mo: \$3000+	1,971	6.5%	133
Stayed 1+ nights at hotel/motel in last 12 months	15,875	52.3%	129

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# Electronics and Internet Market Potential

Miami Township, OH  
Miami township, OH (3902549322)  
Geography: County Subdivision

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		42,055	44,253	
Population 18+		30,330	31,937	
Households		15,002	15,847	
Median Household Income		\$81,136	\$91,175	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
HH owns a personal computer		13,137	87.6%	118
Purchased home PC in last 12 months		2,856	19.0%	121
Purchased home PC 1-2 years ago		4,195	28.0%	124
Purchased home PC 3-4 years ago		3,690	24.6%	126
Purchased home PC 5+ years ago		1,591	10.6%	114
Spent <\$500 on home PC (most recent purchase)		1,296	8.6%	100
Spent \$500-999 on home PC (most recent purchase)		3,183	21.2%	119
Spent \$1000-1499 on home PC (most recent purchase)		2,500	16.7%	128
Spent \$1500-1999 on home PC (most recent purchase)		1,336	8.9%	126
Spent \$2000+ on home PC (most recent purchase)		1,256	8.4%	135
Purchased home PC at computer superstore		2,520	16.8%	132
Purchased home PC at department store		641	4.3%	87
Purchased home PC direct from manufacturer		2,694	18.0%	129
Purchased home PC at electronics store		2,055	13.7%	124
Purchased home PC on Internet		1,632	10.9%	127
Purchased home PC at warehouse discount outlet		385	2.6%	117
HH owns desktop PC		10,510	70.1%	122
HH owns laptop/notebook/tablet PC		6,044	40.3%	129
HH owns any Apple/Apple Mac clone brand PC		1,044	7.0%	111
HH owns any IBM/IBM compatible brand PC		12,142	80.9%	120
Brand of PC that HH owns: Compaq		1,473	9.8%	116
Brand of PC that HH owns: Dell		5,752	38.3%	124
Brand of PC that HH owns: Gateway		1,185	7.9%	119
Brand of PC that HH owns: Hewlett Packard		3,029	20.2%	130
Brand of PC that HH owns: Sony Vaio		507	3.4%	116
Child (under 18) uses home PC		4,439	29.6%	140
HH owns CD burner		6,939	46.3%	125
HH owns CD ROM drive		7,128	47.5%	121
HH owns DVD drive		4,742	31.6%	127
HH owns DVD-RW (DVD burner)		3,929	26.2%	127
HH owns external hard drive		2,787	18.6%	131
HH owns flash drive		4,194	28.0%	136
HH owns LAN/network interface card		2,349	15.7%	141
HH owns inkjet printer		7,870	52.5%	123
HH owns laser printer		2,744	18.3%	133
HH owns modem/fax modem		3,914	26.1%	125
HH owns removable cartridge storage device		986	6.6%	113
HH owns scanner		5,567	37.1%	130
HH owns PC speakers		7,802	52.0%	125
HH owns tape backup		493	3.3%	123
HH owns webcam		2,087	13.9%	123
HH owns software: accounting		1,880	12.5%	141
HH owns software: communications/fax		1,661	11.1%	136
HH owns software: database/filing		1,529	10.2%	125
HH owns software: desktop publishing		2,447	16.3%	134

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

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Miami Township, OH  
Miami township, OH (3902549322)  
Geography: County Subdivision

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns software: education/training	1,845	12.3%	123
HH owns software: entertainment/games	5,303	35.3%	122
HH owns software: online meeting/conference	528	3.5%	123
HH owns software: personal finance/tax prep	3,240	21.6%	152
HH owns software: presentation graphics	1,644	11.0%	137
HH owns software: multimedia	2,883	19.2%	126
HH owns software: networking	2,135	14.2%	127
HH owns software: security/anti-virus	5,453	36.3%	129
HH owns software: spreadsheet	4,829	32.2%	139
HH owns software: utility	1,370	9.1%	129
HH owns software: web authoring	632	4.2%	122
HH owns software: word processing	6,627	44.2%	131
Spent \$500+ on software for home PC in last 12 mo	423	2.8%	118
Purchased computer book in last 12 months	768	5.1%	118
HH owns fax machine	1,205	8.0%	134
Purchased audio equipment in last 12 months	1,541	10.3%	106
Purchased headphones in last 12 months	617	4.1%	103
HH owns camcorder	4,172	27.8%	143
Purchased camcorder in last 12 months	359	2.4%	113
HH owns CD player	8,064	53.8%	117
Purchased CD player in last 12 months	605	4.0%	104
HH owns DVD player	11,080	73.9%	111
Purchased DVD player in last 12 months	1,580	10.5%	109
HH owns 1 TV	1,947	13.0%	66
HH owns 2 TVs	3,648	24.3%	93
HH owns 3 TVs	3,760	25.1%	112
HH owns 4+ TVs	4,383	29.2%	139
HH owns miniature screen TV (<13 in)	1,362	9.1%	115
Most recent TV purchase: miniature screen (<13 in)	379	2.5%	91
HH owns regular screen TV (13-26 in)	6,771	45.1%	104
Most recent TV purchase: regular screen (13-26 in)	3,012	20.1%	86
HH owns large screen TV (27-35 in)	7,621	50.8%	109
Most recent TV purchase: large screen (27-35 in)	4,517	30.1%	95
HH owns big screen TV (36-42 in)	3,685	24.6%	130
Most recent TV purchase: big screen (36-42 in)	2,645	17.6%	125
HH owns giant screen TV (over 42 in)	3,162	21.1%	148
Most recent TV purchase: giant screen (over 42 in)	2,448	16.3%	146
HH owns LCD TV	3,783	25.2%	131
HH owns plasma TV	1,599	10.7%	129
HH owns projection TV	1,161	7.7%	143
HH owns video game system	6,076	40.5%	121
Purchased video game system in last 12 months	2,089	13.9%	129
HH owns video game system: handheld	2,954	19.7%	128
HH owns video game system: attached to TV/computer	5,430	36.2%	122
HH owns video game system: Game Boy	1,303	8.7%	126
HH owns video game system: Game Boy Advance/SP	1,308	8.7%	132
HH owns video game system: Nintendo DS	1,576	10.5%	138

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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

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Miami Township, OH  
Miami township, OH (3902549322)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	886	5.9%	118
HH owns video game system: Nintendo Wii	1,501	10.0%	148
HH owns video game system: PlayStation 2	2,864	19.1%	116
HH owns video game system: PlayStation 3	652	4.3%	120
HH owns video game system: Sony PlayStation/PS One	700	4.7%	115
HH owns video game system: Sony PSP	502	3.3%	114
HH owns video game system: Xbox	1,038	6.9%	116
HH owns video game system: Xbox 360	1,249	8.3%	129
HH purchased 5+ video games in last 12 months	1,172	7.8%	120
HH spent \$101+ on video games in last 12 months	1,537	10.2%	127
Owns MP3 player	10,237	33.8%	126
Purchased MP3 player in last 12 months	3,907	12.9%	126
Owns Apple iPod	4,350	14.3%	129
Purchased Apple iPod in last 12 months	1,273	4.2%	124
Have any access to the Internet	28,437	93.8%	111
Have access to Internet: at home	26,220	86.5%	123
Have access to Internet: at work	14,987	49.4%	132
Have access to Internet: at school/library	8,193	27.0%	107
Have access to Internet: not hm/work/school/library	6,597	21.8%	112
Use Internet less than once a week	826	2.7%	68
Use Internet 1-2 times per week	1,367	4.5%	82
Use Internet 3-6 times per week	2,497	8.2%	102
Use Internet once a day	3,770	12.4%	112
Use Internet 2-4 times per day	6,659	22.0%	125
Use Internet 5 or more times per day	10,396	34.3%	137
Any Internet or online usage in last 30 days	25,515	84.1%	119
Used Internet in last 30 days: at home	23,871	78.7%	127
Used Internet in last 30 days: at work	13,430	44.3%	139
Used Internet in last 30 days: at school/library	2,103	6.9%	90
Used Internet/30 days: not home/work/school/library	3,000	9.9%	107
Internet last 30 days: used email	23,617	77.9%	125
Internet last 30 days: used Instant Messenger	8,734	28.8%	114
Internet last 30 days: paid bills online	13,341	44.0%	134
Internet last 30 days: visited online blog	3,462	11.4%	119
Internet last 30 days: wrote online blog	1,168	3.9%	104
Internet last 30 days: visited chat room	1,257	4.1%	89
Internet last 30 days: looked for employment	4,336	14.3%	109
Internet last 30 days: played games online	6,715	22.1%	105
Internet last 30 days: traded/tracked investments	5,243	17.3%	155
Internet last 30 days: downloaded music	6,474	21.3%	116
Internet last 30 days: made phone call	1,456	4.8%	130
Internet last 30 days: made personal purchase	12,678	41.8%	136
Internet last 30 days: made business purchase	4,095	13.5%	142
Internet last 30 days: made travel plans	7,542	24.9%	144
Internet last 30 days: watched online video	7,086	23.4%	122
Internet last 30 days: obtained new/used car info	3,546	11.7%	132
Internet last 30 days: obtained financial info	10,047	33.1%	138
Internet last 30 days: obtained medical info	6,265	20.7%	124
Internet last 30 days: obtained latest news	15,441	50.9%	132
Internet last 30 days: obtained real estate info	4,439	14.6%	136

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Miami Township, OH  
Miami township, OH (3902549322)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	9,511	31.4%	135
Ordered anything on Internet in last 12 months	14,490	47.8%	138
Ordered on Internet/12 mo: airline ticket	7,753	25.6%	153
Ordered on Internet/12 mo: CD/tape	1,794	5.9%	135
Ordered on Internet/12 mo: clothing	6,055	20.0%	138
Ordered on Internet/12 mo: computer	1,362	4.5%	131
Ordered on Internet/12 mo: computer peripheral	1,831	6.0%	139
Ordered on Internet/12 mo: DVD	2,575	8.5%	129
Ordered on Internet/12 mo: flowers	2,163	7.1%	154
Ordered on Internet/12 mo: software	2,419	8.0%	140
Ordered on Internet/12 mo: tickets (concerts etc.)	4,397	14.5%	151
Ordered on Internet/12 mo: toy	2,133	7.0%	141
Purchased item from amazon.com in last 12 months	5,891	19.4%	138
Purchased item from barnes&noble.com in last 12 mo	1,413	4.7%	146
Purchased item from bestbuy.com in last 12 months	1,009	3.3%	132
Purchased item from ebay.com in last 12 months	3,693	12.2%	131
Purchased item from walmart.com in last 12 months	1,478	4.9%	119
Spent on Internet orders last 12 months: <\$100	1,903	6.3%	115
Spent on Internet orders last 12 months: \$100-199	1,904	6.3%	116
Spent on Internet orders last 12 months: \$200-499	3,329	11.0%	131
Spent on Internet orders last 12 months: \$500+	6,583	21.7%	149
Connection to Internet from home: dial-up modem	1,999	6.6%	79
Connection to Internet from home: cable modem	10,826	35.7%	133
Connection to Internet from home: DSL	9,559	31.5%	128
Connection to Internet from home: wireless	5,833	19.2%	140
Connection to Internet from home: any broadband	23,260	76.7%	130
DVDs rented in last 30 days: 1	962	3.2%	120
DVDs rented in last 30 days: 2	1,780	5.9%	127
DVDs rented in last 30 days: 3	1,195	3.9%	123
DVDs rented in last 30 days: 4	1,348	4.4%	115
DVDs rented in last 30 days: 5+	4,951	16.3%	124
Rented video tape/DVD last month: action/adventure	7,501	24.7%	122
Rented video tape/DVD last month: classic	1,719	5.7%	109
Rented video tape/DVD last month: comedy	7,621	25.1%	121
Rented video tape/DVD last month: drama	5,030	16.6%	122
Rented video tape/DVD last month: family/children	3,416	11.3%	127
Rented video tape/DVD last month: foreign	634	2.1%	106
Rented video tape/DVD last month: horror	2,111	7.0%	94
Rented video tape/DVD last month: romance	2,517	8.3%	110
Rented video tape/DVD last month: science fiction	1,763	5.8%	109
Rented video tape/DVD last mo at Blockbuster Video	5,143	17.0%	140
Rented video tape/DVD last mo at Hollywood Video	1,489	4.9%	119
Bought video tape/DVD last month: action/adventure	2,583	8.5%	102
Bought video tape/DVD last month: classic	669	2.2%	81
Bought video tape/DVD last month: comedy	2,598	8.6%	106
Bought video tape/DVD last month: drama	1,394	4.6%	106
Bought video tape/DVD last month: family/children	2,092	6.9%	117
Bought video tape/DVD last month: horror	583	1.9%	61
Bought video tape/DVD last month: romance	705	2.3%	91

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Miami Township, OH  
Miami township, OH (3902549322)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	785	2.6%	104
Bought blank video tape in last 6 months	3,461	11.4%	101
Bought 7+ blank video tapes in last 6 months	730	2.4%	92
DVDs purchased in last 30 days: 1	1,885	6.2%	125
DVDs purchased in last 30 days: 2	1,691	5.6%	118
DVDs purchased in last 30 days: 3-4	1,503	5.0%	107
DVDs purchased in last 30 days: 5+	1,347	4.4%	85
Bought any camera in last 12 months	4,304	14.2%	110
Spent on cameras in last 12 months: <\$100	1,115	3.7%	83
Spent on cameras in last 12 months: \$100-199	1,037	3.4%	113
Spent on cameras in last 12 months: \$200+	1,639	5.4%	136
Own APS (point & shoot or SLR) camera	1,050	3.5%	126
Own digital camera	13,168	43.4%	132
Bought digital camera in last 12 months	2,632	8.7%	127
Own digital point & shoot camera	10,091	33.3%	134
Bought digital point & shoot camera in last 12 mo	1,926	6.3%	128
Own digital SLR camera	3,535	11.7%	126
Bought digital SLR camera in last 12 months	779	2.6%	114
Own 35mm auto focus point & shoot camera	1,608	5.3%	113
Own 35mm auto focus single lens reflex camera	873	2.9%	121
Own 35mm auto focus zoom camera	1,871	6.2%	110
Own 35mm single lens reflex camera	1,111	3.7%	122
Own Canon camera	6,303	20.8%	132
Bought Canon camera in last 12 months	849	2.8%	131
Own Fuji camera	1,226	4.0%	100
Own Kodak camera	3,734	12.3%	104
Bought Kodak camera in last 12 months	775	2.6%	86
Own Nikon camera	2,239	7.4%	136
Own Olympus camera	1,929	6.4%	140
Own Polaroid camera	564	1.9%	76
Bought any camera accessory in last 12 months	15,738	51.9%	121
Bought film in last 12 months	5,868	19.3%	101
Bought film in last 12 months: <3 rolls	2,720	9.0%	101
Bought film in last 12 months: 3-6 rolls	1,839	6.1%	97
Bought film in last 12 months: 7+ rolls	1,308	4.3%	102
Bought film in last 12 mo: APS (color prints)	842	2.8%	104
Bought film in last 12 mo: instant developing	520	1.7%	86
Bought film in last 12 mo: 35mm (black & white)	235	0.8%	81
Bought film in last 12 mo: 35mm (color prints)	3,474	11.5%	100
Bought Fuji film in last 12 months	1,472	4.9%	96
Bought Kodak film in last 12 months	3,627	12.0%	101
Bought store-brand film in last 12 months	667	2.2%	103
Purchased film in last 12 mo: department store	745	2.5%	66
Purchased film in last 12 mo: discount store	1,496	4.9%	103

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Miami Township, OH  
Miami township, OH (3902549322)  
Geography: County Subdivision

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

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	1,387	4.6%	97
Purchased film in last 12 mo: grocery store	652	2.2%	100
Purchased film in last 12 mo: 1 hour service store	643	2.1%	83
Had film processed at discount store	984	3.2%	98
Had film processed at drug store	1,309	4.3%	101
Had film processed at 1 hour service store	847	2.8%	96
Bought memory card for camera in last 12 months	2,883	9.5%	124
Own memory card for camera	9,963	32.8%	133

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March 27, 2012



# Financial Investments Market Potential

Miami Township, OH  
Miami township, OH (3902549322)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		42,055	44,253	
Population 18+		30,330	31,937	
Households		15,002	15,847	
Median Household Income		\$81,136	\$91,175	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Bank/financial institution: use full service bank		17,038	56.2%	114
Bank/financial institution: use savings & loan		3,379	11.1%	106
Bank/financial institution: use credit union		8,681	28.6%	126
Bank/financial institution: use fed savings bank		751	2.5%	108
Bank/financial institution: use mutual funds co		1,317	4.3%	133
Bank/financial institution: use Internet Bank		1,632	5.4%	125
Used ATM/cash machine in last 12 months		18,841	62.1%	122
Banked in person in last 12 months		17,813	58.7%	113
Banked by mail in last 12 months		2,012	6.6%	124
Banked by phone in last 12 months		5,255	17.3%	115
Did banking over the Internet in last 12 months		11,493	37.9%	139
Used direct deposit of paycheck in last 12 months		14,321	47.2%	122
Have interest checking account		12,283	40.5%	126
Have non-interest checking account		8,981	29.6%	111
Have money market account		5,331	17.6%	143
Have savings account		13,601	44.8%	123
Have 401K retirement savings		7,923	26.1%	147
Have IRA retirement savings		6,397	21.1%	140
Have auto loan for new car		4,625	15.2%	132
Have personal loan for education only		1,515	5.0%	123
Have personal loan-not for education		845	2.8%	111
Have home mortgage (1st)		8,804	29.0%	151
Have 2nd mortgage (equity loan)		3,080	10.2%	162
Have home equity line of credit		2,719	9.0%	149
Have personal line of credit		1,694	5.6%	123
Have overdraft protection		5,507	18.2%	136
Own any securities investment		9,846	32.5%	130
Own annuities		1,117	3.7%	121
Own certificate of deposit (6 months or less)		1,263	4.2%	118
Own certificate of deposit (more than 6 months)		1,993	6.6%	118
Own common/preferred stock in company you work for		1,410	4.6%	154
Own common stock in company you don't work for		2,693	8.9%	141
Own insured money market account (bank)		853	2.8%	136
Own shares in money market fund		2,891	9.5%	144
Own shares in mutual fund (bonds)		2,615	8.6%	145
Own shares in mutual fund (stock)		4,294	14.2%	151
Own any stock		3,913	12.9%	140
Own stock with market value <\$10000		1,177	3.9%	125
Own stock with market value \$10000-49999		1,034	3.4%	136
Own stock with market value \$50000+		1,123	3.7%	148

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Miami Township, OH  
Miami township, OH (3902549322)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	2,607	8.6%	125
Used financial planning counsel in last 12 months	3,329	11.0%	140
Used full service brokerage firm in last 12 months	2,597	8.6%	138
Own any credit/debit card (in own name)	25,441	83.9%	113
Own American Express card (in own name)	5,387	17.8%	143
Own Discover card (in own name)	4,288	14.1%	126
Own MasterCard (in own name)	12,696	41.9%	122
Own Visa (in own name)	17,851	58.9%	120
Own any department store credit card (in own name)	11,330	37.4%	120
Avg monthly credit card expenditures: <\$111	4,342	14.3%	103
Avg monthly credit card expenditures: \$111-225	2,546	8.4%	108
Avg monthly credit card expenditures: \$226-450	2,601	8.6%	115
Avg monthly credit card expenditures: \$451-700	2,375	7.8%	123
Avg monthly credit card expenditures: \$701+	6,078	20.0%	150

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March 27, 2012

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# Pets and Products Market Potential

Miami Township, OH  
Miami township, OH (3902549322)  
Geography: County Subdivision

<b>Demographic Summary</b>	<b>2010</b>	<b>2015</b>
Population	42,055	44,253
Population 18+	30,330	31,937
Households	15,002	15,847
Median Household Income	\$81,136	\$91,175

<b>Product/Consumer Behavior</b>	<b>Expected Number of Households</b>	<b>Percent</b>	<b>MPI</b>
HH owns any pet	9,033	60.2%	117
HH owns any bird	419	2.8%	96
HH owns any cat	3,941	26.3%	109
HH owns any dog	6,797	45.3%	120
HH owns 1 cat	2,084	13.9%	108
HH owns 2+ cats	1,855	12.4%	107
HH owns 1 dog	4,283	28.6%	122
HH owns 2+ dogs	2,514	16.8%	114
HH used canned cat food in last 6 months	1,841	12.3%	105
HH used <4 cans of cat food in last 7 days	677	4.5%	104
HH used 8+ cans of cat food in last 7 days	522	3.5%	97
HH used packaged dry cat food in last 6 months	3,818	25.5%	110
HH used <5 pounds of packaged dry cat food last mo	1,363	9.1%	111
HH used 11+ pounds of packaged dry cat food last mo	1,050	7.0%	97
HH used cat treats in last 6 months	1,658	11.1%	108
HH used cat litter in last 6 months	3,453	23.0%	113
HH used canned dog food in last 6 months	2,151	14.3%	108
HH used packaged dry dog food in last 6 months	6,559	43.7%	120
HH used <10 pounds of pkgd dry dog food last month	2,830	18.9%	113
HH used 25+ pounds of pkgd dry dog food last month	2,017	13.4%	122
HH used dog biscuits/treats in last 6 months	5,409	36.1%	122
HH used <2 packages of dog biscuits/treats last mo	2,834	18.9%	128
HH used 4+ packages of dog biscuits/treats last mo	864	5.8%	104
HH used flea/tick care prod for cat/dog last 12 mo	5,698	38.0%	112
HH member took pet to vet in last 12 mo: 1 time	2,287	15.2%	120
HH member took pet to vet in last 12 mo: 2 times	1,946	13.0%	117
HH member took pet to vet in last 12 mo: 3 times	995	6.6%	118
HH member took pet to vet in last 12 mo: 4 times	750	5.0%	121
HH member took pet to vet in last 12 mo: 5+ times	1,076	7.2%	128
Bought pet food from vet in last 12 months	877	5.8%	114
Bought flea control product from vet in last 12 mo	2,462	16.4%	123

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# Health and Beauty Market Potential

Miami Township, OH  
 Miami township, OH (3902549322)  
 Geography: County Subdivision

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>	
Population		42,055	44,253	
Population 18+		30,330	31,937	
Households		15,002	15,847	
Median Household Income		\$81,136	\$91,175	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Exercise at home 2+ times per week		10,588	34.9%	116
Exercise at club 2+ times per week		5,135	16.9%	138
Exercise at other facility (not club) 2+ times/wk		2,859	9.4%	117
Own stationary bicycle		2,048	6.8%	120
Own treadmill		4,150	13.7%	140
Own weight lifting equipment		5,376	17.7%	137
Presently controlling diet		13,646	45.0%	109
Diet control for blood sugar level		1,973	6.5%	89
Diet control for cholesterol level		3,056	10.1%	99
Diet control to maintain weight		3,938	13.0%	116
Diet control for physical fitness		3,832	12.6%	127
Diet control for salt restriction		732	2.4%	72
Diet control for weight loss		5,210	17.2%	121
Used doctor's care/diet for diet method		703	2.3%	77
Used exercise program for diet method		3,261	10.8%	127
Used Weight Watchers as diet method		1,150	3.8%	124
Buy foods specifically labeled as fat-free		5,920	19.5%	111
Buy foods specifically labeled as high fiber		4,247	14.0%	122
Buy foods specifically labeled as high protein		1,942	6.4%	117
Buy foods specifically labeled as lactose-free		528	1.7%	94
Buy foods specifically labeled as low-calorie		3,904	12.9%	119
Buy foods specifically labeled as low-carb		2,625	8.7%	112
Buy foods specifically labeled as low-cholesterol		2,539	8.4%	101
Buy foods specifically labeled as low-fat		4,842	16.0%	120
Buy foods specifically labeled as low-sodium		2,903	9.6%	106
Buy foods specifically labeled as natural/organic		3,214	10.6%	126
Buy foods specifically labeled as sugar-free		4,465	14.7%	111
Used butter alternatives in last 6 months		1,042	3.4%	82
Used egg alternatives in last 6 months		4,345	14.3%	101
Used salt alternatives in last 6 months		8,097	26.7%	96
Drank meal/dietary supplement in last 6 months		2,286	7.5%	103
Used nutrition/energy bar in last 6 months		5,371	17.7%	125
Drank sports drink/thirst quencher in last 6 mo		10,071	33.2%	104
Used vitamin/dietary supplement in last 6 months		16,192	53.4%	110
Vitamin/dietary suppl used/6 mo: antioxidant		895	3.0%	101
Vitamin/dietary suppl used/6 mo: B complex		1,727	5.7%	117
Vitamin/dietary suppl used/6 mo: B complex+C		515	1.7%	88
Vitamin/dietary suppl used/6 mo: B-6		587	1.9%	95
Vitamin/dietary suppl used/6 mo: B-12		1,582	5.2%	92
Vitamin/dietary suppl used/6 mo: C		2,904	9.6%	114
Vitamin/dietary suppl used/6 mo: calcium		3,465	11.4%	106

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



# Health and Beauty Market Potential

Miami Township, OH  
 Miami township, OH (3902549322)  
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	1,461	4.8%	98
Vitamin/dietary suppl used/6 mo: E	1,659	5.5%	110
Vitamin/dietary suppl used/6 mo: garlic	485	1.6%	94
Vitamin/dietary suppl used/6 mo: glucosamine	1,666	5.5%	119
Vitamin/dietary suppl used/6 mo: multiple formula	4,426	14.6%	124
Vitamin/dietary suppl used/6 mo: multiple w/iron	1,527	5.0%	117
Vitamin/dietary suppl used/6 mo: mult w/minerals	2,157	7.1%	120
Vitamin/dietary suppl used/6 mo: zinc	671	2.2%	96
Vitamin/dietary suppl/6 mo: Caltrate 600	726	2.4%	90
Vitamin/dietary suppl/6 mo: Centrum	1,875	6.2%	106
Vitamin/dietary suppl/6 mo: Nature Made	2,091	6.9%	117
Visited doctor in last 12 months	24,820	81.8%	105
Visited doctor in last 12 months: 1-3 times	10,270	33.9%	100
Visited doctor in last 12 months: 4-7 times	7,458	24.6%	110
Visited doctor in last 12 months: 8+ times	7,091	23.4%	108
Visited doctor in last 12 mo: allergist	784	2.6%	108
Visited doctor in last 12 mo: cardiologist	2,051	6.8%	96
Visited doctor in last 12 mo: chiropractor	2,502	8.2%	111
Visited doctor in last 12 mo: dentist	13,548	44.7%	118
Visited doctor in last 12 mo: dermatologist	2,752	9.1%	127
Visited doctor in last 12 mo: ear/nose/throat	1,337	4.4%	96
Visited doctor in last 12 mo: eye	6,728	22.2%	107
Visited doctor in last 12 mo: general/family	13,796	45.5%	107
Visited doctor in last 12 mo: internist	2,549	8.4%	115
Visited doctor in last 12 mo: physical therapist	1,441	4.8%	105
Visited doctor in last 12 mo: podiatrist	976	3.2%	95
Visited doctor in last 12 mo: urologist	1,235	4.1%	105
Visited nurse practitioner in last 12 months	1,174	3.9%	92
Wear regular/sun/tinted prescription eyeglasses	11,195	36.9%	107
Wear bi-focals	4,581	15.1%	96
Wear disposable contact lenses	2,481	8.2%	126
Wear soft contact lenses	3,197	10.5%	120
Spent on contact lenses in last 12 mo: <\$100	925	3.1%	109
Spent on contact lenses in last 12 mo: \$100-199	1,339	4.4%	118
Spent on contact lenses in last 12 mo: \$200+	1,154	3.8%	126
Bought prescription eyewear: discount optical ctr	2,527	8.3%	104
Bought prescription eyewear: from eye doctor	7,879	26.0%	101
Bought prescription eyewear: retail optical chain	4,145	13.7%	123
Used prescription drug for allergy/hay fever	2,458	8.1%	116
Used prescription drug for anxiety/panic	1,197	3.9%	97
Used prescription drug for arthritis/rheumatism	564	1.9%	71
Used prescription drug for asthma	1,115	3.7%	90
Used prescription drug for backache/back pain	2,099	6.9%	94
Used prescription drug for depression	1,683	5.5%	94
Used prescr drug for diabetes (insulin dependent)	449	1.5%	75
Used prescr drug for diabetes (non-insulin)	864	2.8%	76
Used prescription drug for eczema/skin itch/rash	694	2.3%	110

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# Health and Beauty Market Potential

Miami Township, OH  
 Miami township, OH (3902549322)  
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	1,799	5.9%	90
Used prescription drug for high blood pressure	3,531	11.6%	93
Used prescription drug for high cholesterol	2,684	8.8%	102
Used prescription drug for migraine headache	1,133	3.7%	101
Used prescription drug for sinus congest./headache	1,561	5.1%	106
Used prescription drug for urinary tract infection	866	2.9%	91
Used last 6 mo: adhesive bandages	17,682	58.3%	105
Used last 6 mo: athlete's foot/foot care product	3,741	12.3%	88
Used last 6 mo: cold/sinus/allergy med (nonprescr)	15,239	50.2%	106
Used last 6 mo: children's cold tablets/liquids	5,102	16.8%	111
Used last 6 mo: contact lens cleaning solution	4,659	15.4%	126
Used last 6 mo: cotton swabs	15,870	52.3%	109
Used last 6 mo: cough/sore throat drops (nonprescr)	14,078	46.4%	98
Used last 6 mo: cough syrup/suppressant (nonprescr)	10,112	33.3%	97
Used last 6 mo: children's cough syrup	4,668	15.4%	108
Used last 6 mo: diarrhea remedy	4,419	14.6%	89
Used last 6 mo: eye wash and drops	9,396	31.0%	102
Used last 6 mo: headache/pain reliever (nonprescr)	26,441	87.2%	104
Used last 6 mo: hemorrhoid remedy	2,653	8.7%	98
Used last 6 mo: indigestion/upset stomach remedy	13,843	45.6%	101
Used last 6 mo: lactose intolerance product	1,029	3.4%	96
Used last 6 mo: laxative/fiber supplement	4,010	13.2%	95
Used last 6 mo: medicated skin ointment	10,247	33.8%	107
Used last 6 mo: medicated throat remedy	3,060	10.1%	88
Used last 6 mo: nasal spray	5,278	17.4%	110
Used last 6 mo: pain reliever/fever reducer (kids)	7,564	24.9%	113
Used last 6 mo: pain relieving rub/liquid/patch	7,073	23.3%	93
Used last 6 mo: sleeping tablets (nonprescription)	1,600	5.3%	98
Used last 12 mo: sunburn remedy	5,172	17.1%	110
Used last 12 mo: suntan/sunscreen product	14,626	48.2%	126
Used last 12 mo: SPF 15+ suntan/sunscreen product	12,014	39.6%	132
Used last 6 mo: toothache/gum/canker sore remedy	4,584	15.1%	90
Used last 6 mo: vitamins for children	5,485	18.1%	123
Used body powder in last 6 months	7,283	24.0%	86
Used body powder <3 times in last 7 days	3,134	10.3%	88
Used body powder 8+ times in last 7 days	439	1.4%	66
Used body wash/shower gel in last 6 months	15,376	50.7%	98
Used breath freshener in last 6 months	14,043	46.3%	99
Used complexion care product in last 6 months	15,208	50.1%	106
Used complexion care product <7 times last week	3,977	13.1%	96
Used complexion care product 11+ times last week	5,680	18.7%	112
Used complexion care prod: dry facial skin type	2,037	6.7%	92
Used complexion care prod: normal facial skin type	5,138	16.9%	111
Used complexion care prod: oily facial skin type	1,811	6.0%	99
Used dental floss in last 6 months	21,453	70.7%	113

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March 27, 2012

Made with Esri Business Analyst



# Health and Beauty Market Potential

Miami Township, OH  
 Miami township, OH (3902549322)  
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	5,712	18.8%	93
Used denture adhesive/fixative in last 6 months	1,124	3.7%	59
Used denture cleaner in last 6 months	2,064	6.8%	61
Used deodorant/antiperspirant in last 6 months	28,558	94.2%	101
Used deodorant/antiperspirant <8 times last week	21,397	70.5%	103
Used deodorant/antiperspirant 15+ times last week	1,516	5.0%	83
Used disposable razor in last 6 months	15,525	51.2%	98
Used electric shaver in last 6 months	5,707	18.8%	100
Used hair coloring product (at home) last 6 months	5,707	18.8%	94
Used hair conditioner (at home) in last 6 months	18,891	62.3%	100
Used hair conditioning treatment (at home)/6 mo	6,518	21.5%	91
Used hair growth product in last 6 months	660	2.2%	95
Used hair mousse in last 6 months	5,568	18.4%	106
Used hair spray (at home) in last 6 months	11,529	38.0%	105
Used hair styling gel/lotion in last 6 months	9,100	30.0%	112
Used hand & body cream/lotion/oil in last 6 months	22,306	73.5%	101
Used hand & body cream/lotion/oil <5 times last wk	6,460	21.3%	99
Used hand & body cream/lotion/oil 9+ times last wk	7,512	24.8%	100
Used hand & body cream in last 6 months	5,515	18.2%	104
Used hand & body lotion in last 6 months	15,354	50.6%	103
Used hand & body oil in last 6 months	1,419	4.7%	90
Used lip care in last 6 months	18,843	62.1%	104
Used liquid soap/hand sanitizer in last 6 months	24,719	81.5%	106
Used mouthwash in last 6 months	19,577	64.5%	98
Used mouthwash <4 times in last 7 days	6,576	21.7%	101
Used mouthwash 8+ times in last 7 days	4,234	14.0%	88
Used shampoo (at home) in last 6 months	28,335	93.4%	101
Used shampoo plus conditioner prod (at home)/6 mo	4,887	16.1%	84
Used shaving cream/gel in last 6 months	16,374	54.0%	103
Used personal care soap (bar) in last 6 months	24,890	82.1%	98
Used personal care soap for antibacterial purpose	5,715	18.8%	98
Used personal care soap for complexion	2,137	7.0%	103
Used personal care soap for deodorant	5,398	17.8%	110
Use personal care soap for moisturizing	6,454	21.3%	98
Bought toothbrush in last 6 months	25,999	85.7%	101
Bought electric toothbrush in last 6 months	2,592	8.5%	128
Used toothpaste in last 6 months	29,362	96.8%	101
Used toothpaste <8 times in last 7 days	8,895	29.3%	91
Used toothpaste 15+ times in last 7 days	4,896	16.1%	99
Used toothpaste with baking soda in last 6 months	3,110	10.3%	90
Used toothpaste (gel) in last 6 months	9,526	31.4%	113
Used toothpaste (paste) in last 6 months	15,147	49.9%	103
Used whitening toothpaste in last 6 months	11,673	38.5%	110
Used tooth whitener (not toothpaste) last 6 months	3,477	11.5%	108
Had professional manicure/pedicure last 6 months	6,289	20.7%	121
Had professional facial/massage last 6 months	3,779	12.5%	132
Spent \$100+ at barber shops in last 6 months	2,048	6.8%	126
Spent \$100+ at beauty parlors in last 6 months	6,595	21.7%	137

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March 27, 2012

Made with Esri Business Analyst



# Restaurant Market Potential

Miami Township, OH  
 Miami township, OH (3902549322)  
 Geography: County Subdivision

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		42,055	44,253
Population 18+		30,330	31,937
Households		15,002	15,847
Median Household Income		\$81,136	\$91,175
<b>Product/Consumer Behavior</b>		<b>Expected Number of</b>	
	<b>Adults</b>	<b>Percent</b>	<b>MPI</b>
Went to family restaurant/steak house in last 6 months	24,601	81.1%	113
Family restaurant/steak house last month: <2 times	8,076	26.6%	104
Family restaurant/steak house last month: 2-4 times	9,385	30.9%	115
Family restaurant/steak house last month: 5+ times	7,140	23.5%	121
Family restaurant/steak house last 6 months: breakfast	4,673	15.4%	117
Family restaurant/steak house last 6 months: lunch	8,822	29.1%	117
Family restaurant/steak house last 6 months: snack	788	2.6%	93
Family restaurant/steak house last 6 months: dinner	19,438	64.1%	121
Family restaurant/steak house last 6 months: weekday	14,228	46.9%	122
Family restaurant/steak house last 6 months: weekend	15,881	52.4%	118
Family restaurant/steak house last 6 months: Applebee's	9,279	30.6%	121
Family restaurant/steak house last 6 months: Bennigan's	860	2.8%	129
Family restaurant/steak house last 6 months: Bob Evans Farm	1,506	5.0%	108
Family restaurant/steak house last 6 months: Cheesecake Factory	2,780	9.2%	139
Family restaurant/steak house last 6 months: Chili's Grill & Bar	5,154	17.0%	147
Family restaurant/steak house last 6 months: Cracker Barrel	3,826	12.6%	114
Family restaurant/steak house last 6 months: Denny's	2,867	9.5%	105
Family restaurant/steak house last 6 months: Friendly's	1,227	4.0%	102
Family restaurant/steak house last 6 months: Golden Corral	2,033	6.7%	93
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	4,259	14.0%	121
Family restaurant/steak house last 6 months: Lone Star Steakhouse	1,043	3.4%	126
Family restaurant/steak house last 6 months: Old Country Buffet	776	2.6%	90
Family restaurant/steak house last 6 months: Olive Garden	7,193	23.7%	133
Family restaurant/steak house last 6 months: Outback Steakhouse	4,605	15.2%	132
Family restaurant/steak house last 6 months: Perkins	1,045	3.4%	95
Family restaurant/steak house last 6 months: Red Lobster	4,707	15.5%	115
Family restaurant/steak house last 6 months: Red Robin	2,888	9.5%	169
Family restaurant/steak house last 6 months: Ruby Tuesday	3,130	10.3%	124
Family restaurant/steak house last 6 months: Ryan's	678	2.2%	59
Family restaurant/steak house last 6 months: Sizzler	624	2.1%	68
Family restaurant/steak house last 6 months: T.G.I. Friday's	4,307	14.2%	138
Went to fast food/drive-in restaurant in last 6 months	27,938	92.1%	104
Went to fast food/drive-in restaurant <6 times/month	10,211	33.7%	96
Went to fast food/drive-in restaurant 6-13 times/month	9,416	31.0%	107
Went to fast food/drive-in restaurant 14+ times/month	8,311	27.4%	110
Fast food/drive-in last 6 months: breakfast	9,138	30.1%	110
Fast food/drive-in last 6 months: lunch	19,944	65.8%	112
Fast food/drive-in last 6 months: snack	5,641	18.6%	107
Fast food/drive-in last 6 months: dinner	16,390	54.0%	112

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March 27, 2012

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# Restaurant Market Potential

Miami Township, OH  
 Miami township, OH (3902549322)  
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	22,381	73.8%	111
Fast food/drive-in last 6 months: weekend	15,817	52.2%	108
Fast food/drive-in last 6 months: A & W	1,546	5.1%	112
Fast food/drive-in last 6 months: Arby's	7,412	24.4%	118
Fast food/drive-in last 6 months: Boston Market	1,970	6.5%	136
Fast food/drive-in last 6 months: Burger King	11,331	37.4%	103
Fast food/drive-in last 6 months: Captain D's	1,219	4.0%	78
Fast food/drive-in last 6 months: Carl's Jr.	1,908	6.3%	101
Fast food/drive-in last 6 months: Checkers	847	2.8%	88
Fast food/drive-in last 6 months: Chick-fil-A	5,698	18.8%	146
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,983	9.8%	162
Fast food/drive-in last 6 months: Chuck E. Cheese	1,506	5.0%	111
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,098	3.6%	84
Fast food/drive-in last 6 months: Dairy Queen	5,476	18.1%	113
Fast food/drive-in last 6 months: Del Taco	1,159	3.8%	114
Fast food/drive-in last 6 months: Domino's Pizza	4,075	13.4%	100
Fast food/drive-in last 6 months: Dunkin' Donuts	3,825	12.6%	109
Fast food/drive-in last 6 months: Fuddruckers	1,282	4.2%	151
Fast food/drive-in last 6 months: Hardee's	1,513	5.0%	73
Fast food/drive-in last 6 months: Jack in the Box	3,429	11.3%	109
Fast food/drive-in last 6 months: KFC	8,163	26.9%	98
Fast food/drive-in last 6 months: Little Caesars	2,295	7.6%	103
Fast food/drive-in last 6 months: Long John Silver's	1,675	5.5%	87
Fast food/drive-in last 6 months: McDonald's	18,036	59.5%	106
Fast food/drive-in last 6 months: Panera Bread	4,572	15.1%	155
Fast food/drive-in last 6 months: Papa John's	3,296	10.9%	125
Fast food/drive-in last 6 months: Pizza Hut	6,934	22.9%	104
Fast food/drive-in last 6 months: Popeyes	2,228	7.3%	100
Fast food/drive-in last 6 months: Quiznos	3,648	12.0%	134
Fast food/drive-in last 6 months: Sonic Drive-In	4,008	13.2%	112
Fast food/drive-in last 6 months: Starbucks	6,425	21.2%	143
Fast food/drive-in last 6 months: Steak n Shake	1,901	6.3%	125
Fast food/drive-in last 6 months: Subway	10,926	36.0%	114
Fast food/drive-in last 6 months: Taco Bell	11,050	36.4%	113
Fast food/drive-in last 6 months: Wendy's	10,611	35.0%	112
Fast food/drive-in last 6 months: Whataburger	1,707	5.6%	117
Fast food/drive-in last 6 months: White Castle	1,115	3.7%	91
Fast food/drive-in last 6 months: eat in	12,272	40.5%	107
Fast food/drive-in last 6 months: home delivery	3,534	11.7%	112
Fast food/drive-in last 6 months: take-out/drive-thru	17,926	59.1%	113
Fast food/drive-in last 6 months: take-out/walk-in	8,055	26.6%	108

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March 27, 2012

Made with Esri Business Analyst



# Sports and Leisure Market Potential

Miami Township, OH  
 Miami township, OH (3902549322)  
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		42,055	44,253
Population 18+		30,330	31,937
Households		15,002	15,847
Median Household Income		\$81,136	\$91,175
Product/Consumer Behavior		Expected Number of Adults	MPI
Participated in aerobics		3,922	12.9%
Participated in archery		786	2.6%
Participated in backpacking/hiking		3,607	11.9%
Participated in baseball		1,785	5.9%
Participated in basketball		3,180	10.5%
Participated in bicycling (mountain)		1,484	4.9%
Participated in bicycling (road)		3,778	12.5%
Participated in boating (power)		2,370	7.8%
Participated in bowling		4,524	14.9%
Participated in canoeing/kayaking		1,765	5.8%
Participated in downhill skiing		1,208	4.0%
Participated in fishing (fresh water)		4,231	14.0%
Participated in fishing (salt water)		1,563	5.2%
Participated in football		2,034	6.7%
Participated in Frisbee		2,031	6.7%
Participated in golf		4,628	15.3%
Play golf < once a month		1,802	5.9%
Play golf 1+ times a month		2,390	7.9%
Participated in horseback riding		1,062	3.5%
Participated in hunting with rifle		1,390	4.6%
Participated in hunting with shotgun		1,203	4.0%
Participated in ice skating		1,088	3.6%
Participated in jogging/running		4,325	14.3%
Participated in martial arts		409	1.3%
Participated in motorcycling		1,262	4.2%
Participated in Pilates		1,303	4.3%
Participated in roller skating		562	1.9%
Participated in snowboarding		610	2.0%
Participated in soccer		1,483	4.9%
Participated in softball		1,353	4.5%
Participated in swimming		7,517	24.8%
Participated in target shooting		1,350	4.5%
Participated in tennis		1,674	5.5%
Participated in volleyball		1,242	4.1%
Participated in walking for exercise		10,845	35.8%
Participated in weight lifting		4,928	16.2%
Participated in yoga		2,060	6.8%
Spent on high end sports/recreation equipment/12 mo: <\$250		1,438	4.7%
Spent on high end sports/recreation equipment/12 mo: \$250+		1,588	5.2%
Attend sports event: auto racing (NASCAR)		2,486	8.2%
Attend sports event: auto racing (not NASCAR)		2,114	7.0%
Attend sports event: baseball game		5,861	19.3%

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

March 27, 2012

Made with Esri Business Analyst



# Sports and Leisure Market Potential

Miami Township, OH  
 Miami township, OH (3902549322)  
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	2,778	9.2%	115
Attend sports event: basketball game (pro)	3,300	10.9%	127
Attend sports event: football game (college)	3,950	13.0%	126
Attend sports event: football-Monday night game (pro)	2,048	6.8%	110
Attend sports event: football-weekend game (pro)	3,494	11.5%	127
Attend sports event: golf tournament	2,114	7.0%	126
Attend sports event: ice hockey game	2,594	8.6%	129
Attend sports event: soccer game	2,250	7.4%	120
Attend sports event: tennis match	1,654	5.5%	111
Attended adult education course in last 12 months	2,449	8.1%	122
Attended auto show in last 12 months	2,831	9.3%	113
Went to bar/night club in last 12 months	6,658	22.0%	115
Went to beach in last 12 months	9,412	31.0%	126
Attended dance performance in last 12 months	1,521	5.0%	113
Danced/went dancing in last 12 months	2,994	9.9%	104
Dined out in last 12 months	17,626	58.1%	118
Dine out < once a month	1,550	5.1%	109
Dine out once a month	2,105	6.9%	112
Dine out 2-3 times a month	4,064	13.4%	116
Dine out once a week	4,499	14.8%	129
Dine out 2+ times per week	3,451	11.4%	115
Gambled at casino in last 12 months	5,626	18.5%	116
Gambled at casino 6+ times in last 12 months	806	2.7%	98
Gambled in Atlantic City in last 12 months	638	2.1%	83
Gambled in Las Vegas in last 12 months	1,899	6.3%	131
Attended horse races in last 12 months	947	3.1%	105
Attended movies in last 6 months	19,815	65.3%	111
Attended movies in last 90 days: < once a month	11,162	36.8%	114
Attended movies in last 90 days: once a month	3,788	12.5%	122
Attended movies in last 90 days: 2-3 times a month	2,267	7.5%	111
Attended movies in last 90 days: once/week or more	637	2.1%	82
Prefer to see movie after second week of release	8,606	28.4%	120
Went to museum in last 12 months	4,859	16.0%	125
Attended music performance in last 12 months	8,912	29.4%	124
Attended country music performance in last 12 mo	1,688	5.6%	110
Attended rock music performance in last 12 months	4,193	13.8%	126
Attended classical music/opera performance/12 mo	1,626	5.4%	117
Went to live theater in last 12 months	5,084	16.8%	128
Visited a theme park in last 12 months	8,135	26.8%	125
Visited Disney World (FL)/12 mo: Magic Kingdom	1,418	4.7%	138
Visited any Sea World in last 12 months	1,459	4.8%	142
Visited any Six Flags in last 12 months	1,968	6.5%	112
Went to zoo in last 12 months	5,132	16.9%	133
Played backgammon in last 12 months	674	2.2%	111
Participated in book club in last 12 months	1,012	3.3%	105
Played billiards/pool in last 12 months	3,269	10.8%	112
Played bingo in last 12 months	1,229	4.1%	96
Did birdwatching in last 12 months	2,070	6.8%	110
Played board game in last 12 months	6,385	21.1%	129

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March 27, 2012

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# Sports and Leisure Market Potential

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 Geography: County Subdivision

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	7,267	24.0%	114
Played chess in last 12 months	1,241	4.1%	112
Cooked for fun in last 12 months	7,254	23.9%	115
Did crossword puzzle in last 12 months	4,875	16.1%	110
Participated in fantasy sports league last 12 mo	1,292	4.3%	131
Flew a kite in last 12 months	1,039	3.4%	121
Did furniture refinishing in last 12 months	1,056	3.5%	108
Did indoor gardening/plant care in last 12 months	3,347	11.0%	110
Participated in karaoke in last 12 months	1,404	4.6%	105
Bought lottery ticket in last 12 months	10,811	35.6%	103
Bought lottery ticket in last 12 mo: Daily Drawing	1,207	4.0%	82
Bought lottery ticket in last 12 mo: Instant Game	4,442	14.6%	92
Bought lottery ticket in last 12 mo: Lotto Drawing	7,287	24.0%	112
Played lottery: <3 times in last 30 days	5,178	17.1%	108
Played lottery: 3-7 times in last 30 days	2,950	9.7%	101
Played lottery: 8+ times in last 30 days	2,684	8.8%	95
Played musical instrument in last 12 months	2,674	8.8%	111
Did painting/drawing in last 12 months	1,971	6.5%	99
Did photography in last 12 months	4,675	15.4%	122
Read book in last 12 months	14,488	47.8%	117
Participated in trivia games in last 12 months	2,260	7.5%	124
Played video game in last 12 months	4,554	15.0%	113
Did woodworking in last 12 months	1,582	5.2%	111
Participated in word games in last 12 months	3,147	10.4%	109
Member of AARP	4,951	16.3%	106
Member of business club	1,069	3.5%	141
Member of charitable organization	2,343	7.7%	122
Member of church board	1,346	4.4%	103
Member of fraternal order	1,134	3.7%	106
Member of religious club	2,167	7.1%	112
Member of union	1,814	6.0%	114
Member of veterans club	958	3.2%	93
Bought any children`s toy/game in last 12 months	12,056	39.7%	115
Spent on toys/games in last 12 months: <\$50	2,011	6.6%	109
Spent on toys/games in last 12 months: \$50-99	844	2.8%	101
Spent on toys/games in last 12 months: \$100-199	2,305	7.6%	106
Spent on toys/games in last 12 months: \$200-499	3,792	12.5%	115
Spent on toys/games in last 12 months: \$500+	2,327	7.7%	133
Bought infant toy in last 12 months	2,723	9.0%	107
Bought pre-school toy in last 12 months	2,953	9.7%	120
Spent on toys/games (for child <6)/12 mo: <\$100	3,673	12.1%	109
Spent on toys/games (for child <6)/12 mo: \$100-199	2,203	7.3%	108
Spent on toys/games (for child <6)/12 mo: \$200+	2,822	9.3%	120
Bought for child in last 12 mo: boy action figure	2,720	9.0%	111
Bought for child in last 12 mo: girl action figure	926	3.1%	99
Bought for child in last 12 mo: bicycle	2,377	7.8%	114
Bought for child in last 12 mo: board game	4,634	15.3%	129

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# Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	1,225	4.0%	119
Bought for child in last 12 mo: car	2,930	9.7%	105
Bought for child in last 12 mo: construction toy	1,705	5.6%	114
Bought for child in last 12 mo: large/baby doll	2,016	6.6%	102
Bought for child in last 12 mo: fashion doll	1,550	5.1%	100
Bought for child in last 12 mo: plush doll/animal	3,237	10.7%	127
Bought for child in last 12 mo: doll accessories	1,295	4.3%	106
Bought for child in last 12 mo: doll clothing	1,299	4.3%	104
Bought for child in last 12 mo: educational toy	5,002	16.5%	121
Bought for child in last 12 mo: electronic game	3,532	11.6%	125
Bought for child in last 12 mo: mechanical toy	1,390	4.6%	115
Bought for child in last 12 mo: model kit/set	918	3.0%	118
Bought for child in last 12 mo: sound game	762	2.5%	90
Bought for child in last 12 mo: water toy	3,685	12.2%	127
Bought for child in last 12 mo: word game	1,219	4.0%	104
Bought book in last 12 months	17,777	58.6%	117
Bought 1-3 books in last 12 months	6,580	21.7%	110
Bought 4-9 books in last 12 months	5,403	17.8%	114
Bought 10+ books in last 12 months	5,793	19.1%	126
Bought paperback book in last 12 months	14,004	46.2%	122
Bought <3 paperback books in last 12 months	4,551	15.0%	116
Bought 3-6 paperback books in last 12 months	4,958	16.3%	124
Bought 7+ paperback books in last 12 months	4,495	14.8%	126
Bought hardcover book in last 12 months	10,380	34.2%	123
Bought <3 hardcover books in last 12 months	4,509	14.9%	121
Bought 3-5 hardcover books in last 12 months	2,855	9.4%	118
Bought 6+ hardcover books in last 12 months	3,016	9.9%	127
Bought book (fiction) in last 12 months	10,660	35.1%	125
Bought book (non-fiction) in last 12 months	9,424	31.1%	122
Bought biography in last 12 months	2,482	8.2%	113
Bought children`s book in last 12 months	4,664	15.4%	121
Bought cookbook in last 12 months	3,768	12.4%	113
Bought desk dictionary in last 12 months	475	1.6%	77
Bought history book in last 12 months	2,717	9.0%	119
Bought mystery book in last 12 months	4,254	14.0%	125
Bought personal/business self-help book last 12 mo	3,062	10.1%	141
Bought religious book (not bible) last 12 months	2,726	9.0%	119
Bought romance book in last 12 months	2,205	7.3%	111
Bought science fiction book in last 12 months	1,603	5.3%	116
Bought book through book club in last 12 months	1,295	4.3%	99
Bought book at book store in last 12 months	12,793	42.2%	126
Bought book at Barnes & Noble in last 12 months	8,101	26.7%	136
Bought book at Borders in last 12 months	4,786	15.8%	142
Bought book at convenience store in last 12 months	524	1.7%	78
Bought book at department store in last 12 months	2,110	7.0%	91
Bought book at drug store in last 12 months	612	2.0%	89
Bought book through Internet in last 12 mo	4,124	13.6%	134
Bought book through mail order in last 12 months	857	2.8%	83
Bought book at supermarket in last 12 months	1,859	6.1%	117
Bought book at warehouse store in last 12 months	2,484	8.2%	141

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March 27, 2012

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# Retail Goods and Services Expenditures

Miami Township, OH  
 Miami township, OH (3902549322)  
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Boomburbs	22.6%	Population	42,055	44,253
Sophisticated Squires	14.0%	Households	15,002	15,847
Exurbanites	12.7%	Families	11,821	12,432
In Style	9.2%	Median Age	38.0	37.9
Milk and Cookies	9.1%	Median Household Income	\$81,136	\$91,175
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		98	\$2,344.13	\$35,166,689
Men's		92	\$423.96	\$6,360,227
Women's		87	\$725.43	\$10,882,891
Children's		105	\$421.55	\$6,324,113
Footwear		67	\$280.20	\$4,203,559
Watches & Jewelry		146	\$282.73	\$4,241,580
Apparel Products and Services (1)		225	\$210.26	\$3,154,319
<b>Computer</b>				
Computers and Hardware for Home Use		142	\$271.22	\$4,068,760
Software and Accessories for Home Use		143	\$40.73	\$611,045
<b>Entertainment &amp; Recreation</b>		144	\$4,650.64	\$69,768,892
Fees and Admissions		155	\$958.77	\$14,383,387
Membership Fees for Clubs (2)		153	\$250.69	\$3,760,908
Fees for Participant Sports, excl. Trips		153	\$162.97	\$2,444,872
Admission to Movie/Theatre/Opera/Ballet		146	\$221.91	\$3,329,060
Admission to Sporting Events, excl. Trips		161	\$95.84	\$1,437,844
Fees for Recreational Lessons		166	\$226.46	\$3,397,370
Dating Services		115	\$0.89	\$13,331
TV/Video/Audio		135	\$1,678.57	\$25,181,924
Community Antenna or Cable TV		131	\$941.66	\$14,126,764
Televisions		149	\$287.74	\$4,316,650
VCRs, Video Cameras, and DVD Players		139	\$28.22	\$423,354
Video Cassettes and DVDs		135	\$70.86	\$1,063,066
Video and Computer Game Hardware and Software		148	\$82.50	\$1,237,647
Satellite Dishes		149	\$1.88	\$28,227
Rental of Video Cassettes and DVDs		139	\$57.20	\$858,119
Streaming/Downloaded Video		145	\$2.02	\$30,365
Audio (3)		134	\$196.17	\$2,942,979
Rental and Repair of TV/Radio/Sound Equipment		136	\$10.32	\$154,754
Pets		173	\$742.29	\$11,135,874
Toys and Games (4)		140	\$204.03	\$3,060,814
Recreational Vehicles and Fees (5)		140	\$453.28	\$6,800,126
Sports/Recreation/Exercise Equipment (6)		116	\$209.93	\$3,149,354
Photo Equipment and Supplies (7)		147	\$151.68	\$2,275,547
Reading (8)		138	\$214.02	\$3,210,715
Catered Affairs (9)		154	\$38.07	\$571,152
<b>Food</b>		135	\$10,398.52	\$155,998,657
Food at Home		133	\$5,934.26	\$89,025,737
Bakery and Cereal Products		132	\$789.68	\$11,846,816
Meats, Poultry, Fish, and Eggs		132	\$1,369.65	\$20,547,485
Dairy Products		132	\$655.20	\$9,829,344
Fruits and Vegetables		133	\$1,045.79	\$15,688,934
Snacks and Other Food at Home (10)		133	\$2,073.93	\$31,113,158
Food Away from Home		139	\$4,464.27	\$66,972,920
Alcoholic Beverages		139	\$790.83	\$11,864,002
Nonalcoholic Beverages at Home		132	\$578.50	\$8,678,703

**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

# Retail Goods and Services Expenditures

Miami Township, OH  
Miami township, OH (3902549322)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	134	\$2,336.29	\$35,049,031
Vehicle Loans	139	\$6,823.39	\$102,364,466
<b>Health</b>			
Nonprescription Drugs	129	\$133.41	\$2,001,452
Prescription Drugs	125	\$625.28	\$9,380,518
Eyeglasses and Contact Lenses	141	\$108.79	\$1,631,996
<b>Home</b>			
Mortgage Payment and Basics (11)	161	\$15,093.63	\$226,434,622
Maintenance and Remodeling Services	159	\$3,147.18	\$47,214,035
Maintenance and Remodeling Materials (12)	146	\$542.14	\$8,133,240
Utilities, Fuel, and Public Services	133	\$6,046.71	\$90,712,798
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	142	\$189.53	\$2,843,308
Furniture	147	\$885.50	\$13,284,199
Floor Coverings	149	\$111.67	\$1,675,279
Major Appliances (14)	141	\$428.18	\$6,423,539
Housewares (15)	123	\$105.83	\$1,587,607
Small Appliances	134	\$43.99	\$659,969
Luggage	153	\$14.17	\$212,510
Telephones and Accessories	95	\$40.46	\$607,036
<b>Household Operations</b>			
Child Care	159	\$737.14	\$11,058,597
Lawn and Garden (16)	146	\$610.17	\$9,153,807
Moving/Storage/Freight Express	134	\$81.04	\$1,215,803
Housekeeping Supplies (17)	136	\$952.78	\$14,293,645
<b>Insurance</b>			
Owners and Renters Insurance	147	\$680.22	\$10,204,640
Vehicle Insurance	137	\$1,592.95	\$23,897,405
Life/Other Insurance	145	\$604.39	\$9,066,992
Health Insurance	130	\$2,516.76	\$37,756,356
Personal Care Products (18)	139	\$553.82	\$8,308,456
School Books and Supplies (19)	133	\$142.15	\$2,132,513
Smoking Products	115	\$492.43	\$7,387,453
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	141	\$6,170.22	\$92,565,580
Gasoline and Motor Oil	134	\$3,839.79	\$57,604,490
Vehicle Maintenance and Repairs	138	\$1,302.22	\$19,535,949
<b>Travel</b>			
Airline Fares	153	\$701.25	\$10,520,099
Lodging on Trips	151	\$660.31	\$9,906,036
Auto/Truck/Van Rental on Trips	160	\$58.83	\$882,600
Food and Drink on Trips	147	\$639.04	\$9,586,853

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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

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# Retail Goods and Services Expenditures

Miami Township, OH  
Miami township, OH (3902549322)  
Geography: County Subdivision

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

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

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Automotive Aftermarket Expenditures

Miami Township, OH  
Miami township, OH (3902549322)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		42,055	44,253
Households		15,002	15,847
Families		11,821	12,432
Median Age		38.0	37.9
Median Household Income		\$81,136	\$91,175
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>
<b>Products</b>			<b>Total</b>
Vehicle Coolant/Brake/Transmission Fluids	123	\$5.85	\$87,764
Gasoline	134	\$3,757.34	\$56,367,548
Motor Oil	123	\$14.57	\$218,517
Vehicle Parts/Equipment and Accessories	128	\$71.40	\$1,071,186
Tire Purchase/Replacement	138	\$199.02	\$2,985,738
Vehicle Audio/Video Equipment and Installation	146	\$10.35	\$155,257
Vehicle Cleaning Products and Services	144	\$11.72	\$175,783
<b>Services</b>			
Auto Repair Service Policy	146	\$24.07	\$361,083
Membership Fees for Automobile Service Clubs	135	\$29.65	\$444,774
Global Positioning Services	143	\$3.62	\$54,304
Vehicle Air Conditioning Repair	145	\$25.55	\$383,274
Vehicle Body Work and Painting	137	\$52.20	\$783,080
Vehicle Brake Work	140	\$110.73	\$1,661,203
Vehicle Clutch/Transmission Repair	137	\$63.04	\$945,691
Vehicle Cooling System Repair	139	\$40.45	\$606,871
Vehicle Drive Shaft and Rear-end Repair	142	\$12.28	\$184,271
Vehicle Electrical System Repair	136	\$47.08	\$706,301
Vehicle Exhaust System Repair	138	\$18.47	\$277,027
Vehicle Front End Alignment/Wheel Balance & Rotation	136	\$25.29	\$379,362
Lube/Oil Change and Oil Filters	135	\$120.97	\$1,814,820
Vehicle Motor Repair/Replacement	141	\$129.35	\$1,940,545
Vehicle Motor Tune-up	146	\$90.38	\$1,355,871
Vehicle Shock Absorber Replacement	139	\$9.27	\$138,996
Vehicle Steering/Front End Repair	136	\$37.59	\$563,876
Tire Repair and Other Repair Work	139	\$90.17	\$1,352,693

**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



# Financial Expenditures

Miami Township, OH  
 Miami township, OH (3902549322)  
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		42,055	44,253
Households		15,002	15,847
Families		11,821	12,432
Median Age		38.0	37.9
Median Household Income		\$81,136	\$91,175
		Spending Potential Index	Average Amount Spent
			Total
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	142	\$8,509.79	\$127,663,866
Savings Accounts	142	\$18,641.84	\$279,664,947
U.S. Savings Bonds	146	\$601.15	\$9,018,473
Stocks, Bonds & Mutual Funds	155	\$60,500.66	\$907,630,912
<b>Annual Changes</b>			
Checking Accounts	189	\$491.92	\$7,379,807
Savings Accounts	129	\$505.35	\$7,581,213
U.S. Savings Bonds	182	\$4.35	\$65,270
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	145	\$1,421.41	\$21,323,946
Interest from Savings Accounts or Bonds	142	\$1,296.84	\$19,455,183
Retirement Plan Contributions	162	\$2,224.77	\$33,376,047
<b>Liabilities</b>			
Original Mortgage Amount	170	\$36,677.20	\$550,231,282
Vehicle Loan Amount 1	137	\$3,734.20	\$56,020,506
<b>Amount Paid: Interest</b>			
Home Mortgage	167	\$7,741.78	\$116,142,219
Lump Sum Home Equity Loan	157	\$203.81	\$3,057,631
New Car/Truck/Van Loan	146	\$305.95	\$4,589,843
Used Car/Truck/Van Loan	130	\$210.76	\$3,161,819
<b>Amount Paid: Principal</b>			
Home Mortgage	163	\$3,234.03	\$48,516,975
Lump Sum Home Equity Loan	152	\$253.69	\$3,805,842
New Car/Truck/Van Loan	148	\$1,642.01	\$24,633,404
Used Car/Truck/Van Loan	130	\$983.83	\$14,759,345
Checking Account and Banking Service Charges	131	\$36.51	\$547,707
Finance Charges, excluding Mortgage/Vehicle	139	\$341.64	\$5,125,321

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

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

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



# House and Home Expenditures

Miami Township, OH  
 Miami township, OH (3902549322)  
 Geography: County Subdivision

www.ClermontCountyOhio.biz

2010 Housing Summary		2010 Demographic Summary	
Housing Units	15,697	Population	42,055
2010-2015 Percent Change	6.79%	Households	15,002
Percent Occupied	95.6%	Families	11,821
Percent Owner HHS	84.2%	Median Age	38.0
Median Home Value	\$183,380	Median Household Income	\$81,136

	Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>	160	\$18,905.48	\$283,619,984
Mortgage Interest	167	\$7,741.78	\$116,142,219
Mortgage Principal	163	\$3,234.03	\$48,516,975
Property Taxes	152	\$3,361.43	\$50,428,127
Homeowners Insurance	148	\$667.02	\$10,006,618
Ground Rent	123	\$89.37	\$1,340,684
Maintenance and Remodeling Services	159	\$3,147.18	\$47,214,035
Maintenance and Remodeling Materials	146	\$542.14	\$8,133,240
Property Management and Security	143	\$122.52	\$1,838,087
<b>Rented Dwellings</b>	86	\$2,949.84	\$44,253,569
Rent	85	\$2,781.14	\$41,722,617
Rent Received as Pay	72	\$66.18	\$992,891
Renters' Insurance	101	\$13.20	\$198,021
Maintenance and Repair Services	94	\$19.92	\$298,787
Maintenance and Repair Materials	131	\$69.41	\$1,041,253
<b>Owned Vacation Homes</b>	157	\$731.10	\$10,968,013
Mortgage Payment	165	\$335.75	\$5,036,995
Property Taxes	149	\$167.77	\$2,516,929
Homeowners Insurance	146	\$21.63	\$324,498
Maintenance and Remodeling	155	\$179.80	\$2,697,360
Property Management and Security	153	\$26.15	\$392,231
Housing While Attending School	157	\$127.79	\$1,917,100
<b>Household Operations</b>	146	\$2,307.17	\$34,612,112
Child Care	159	\$737.14	\$11,058,597
Care for Elderly or Handicapped	142	\$102.49	\$1,537,599
Appliance Rental and Repair	144	\$35.07	\$526,158
Computer Information Services	140	\$341.23	\$5,119,120
Home Security System Services	160	\$41.76	\$626,412
Non-Apparel Household Laundry/Dry Cleaning	15	\$5.75	\$86,321
Housekeeping Services	156	\$239.59	\$3,594,362
Lawn and Garden	146	\$610.17	\$9,153,807
Moving/Storage/Freight Express	134	\$81.04	\$1,215,803
PC Repair (Personal Use)	132	\$11.71	\$175,693
Reupholstering/Furniture Repair	156	\$12.34	\$185,161
Termite/Pest Control	152	\$37.02	\$555,418
Water Softening Services	110	\$6.17	\$92,542
Internet Services Away from Home	145	\$3.87	\$58,041
Voice Over IP Service	132	\$8.78	\$131,738
Other Home Services (1)	144	\$33.02	\$495,339

**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

# House and Home Expenditures

Miami Township, OH  
Miami township, OH (3902549322)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	133	\$6,046.71	\$90,712,798
Bottled Gas	98	\$66.31	\$994,837
Electricity	133	\$2,251.64	\$33,779,134
Fuel Oil	106	\$118.78	\$1,781,968
Natural Gas	139	\$911.74	\$13,677,959
Telephone Services	131	\$1,899.79	\$28,500,598
Water and Other Public Services	144	\$790.67	\$11,861,639
Coal/Wood/Other Fuel	90	\$7.78	\$116,662
<b>Housekeeping Supplies</b>	136	\$952.78	\$14,293,645
Laundry and Cleaning Supplies	134	\$256.02	\$3,840,770
Postage and Stationery	136	\$277.57	\$4,164,105
Other HH Products (2)	137	\$419.20	\$6,288,770
<b>Household Textiles</b>	142	\$189.53	\$2,843,308
Bathroom Linens	139	\$24.69	\$370,473
Bedroom Linens	141	\$87.68	\$1,315,427
Kitchen and Dining Room Linens	145	\$4.48	\$67,147
Curtains and Draperies	149	\$42.87	\$643,100
Slipcovers, Decorative Pillows	145	\$6.19	\$92,888
Materials for Slipcovers/Curtains	138	\$21.09	\$316,462
Other Linens	144	\$2.52	\$37,812
<b>Furniture</b>	147	\$885.50	\$13,284,199
Mattresses and Box Springs	140	\$112.02	\$1,680,529
Other Bedroom Furniture	148	\$159.03	\$2,385,732
Sofas	143	\$217.15	\$3,257,676
Living Room Tables and Chairs	145	\$120.42	\$1,806,462
Kitchen, Dining Room Furniture	151	\$93.48	\$1,402,448
Infant Furniture	150	\$16.73	\$250,946
Outdoor Furniture	160	\$42.70	\$640,543
Wall Units, Cabinets, Other Furniture (3)	156	\$123.97	\$1,859,863
<b>Major Appliances</b>	141	\$428.18	\$6,423,539
Dishwashers and Disposals	146	\$39.93	\$599,038
Refrigerators and Freezers	143	\$117.28	\$1,759,378
Clothes Washers	144	\$71.92	\$1,078,991
Clothes Dryers	144	\$54.91	\$823,831
Cooking Stoves and Ovens	145	\$68.40	\$1,026,111
Microwave Ovens	134	\$17.16	\$257,423
Window Air Conditioners	104	\$7.29	\$109,354
Electric Floor Cleaning Equipment	132	\$29.63	\$444,489
Sewing Machines and Miscellaneous Appliances	134	\$21.66	\$324,924

**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

Miami Township, OH  
Miami township, OH (3902549322)  
Geography: County Subdivision

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	149	\$111.67	\$1,675,279
Housewares	123	\$105.83	\$1,587,607
Small Appliances	134	\$43.99	\$659,969
Window Coverings	170	\$66.02	\$990,417
Lamps and Other Lighting Fixtures	151	\$35.60	\$534,023
Infant Equipment	38	\$7.72	\$115,867
Rental of Furniture	92	\$4.27	\$64,019
Laundry and Cleaning Equipment	135	\$30.05	\$450,790
Closet and Storage Items	28	\$7.16	\$107,426
Luggage	153	\$14.17	\$212,510
Clocks and Other Household Decoratives	43	\$87.85	\$1,317,857
Telephones and Accessories	95	\$40.46	\$607,036
Telephone Answering Devices	132	\$1.11	\$16,616
Grills and Outdoor Equipment	40	\$20.97	\$314,665
Power Tools	127	\$40.80	\$612,055
Hand Tools	133	\$13.69	\$205,443
Office Furniture/Equipment for Home Use	156	\$25.54	\$383,086
Computers and Hardware for Home Use	142	\$271.21	\$4,068,760
Software and Accessories for Home Use	143	\$40.73	\$611,045
Other Household Items (4)	138	\$142.75	\$2,141,501

**(1) Other Home Services** include miscellaneous home services and small repair jobs not already specified.

**(2) Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

**(3) Wall Units Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

**(4) Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

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



# Medical Expenditures

Miami Township, OH  
 Miami township, OH (3902549322)  
 Geography: County Subdivision

www.ClermontCountyOhio.biz

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		42,055	44,253
Households		15,002	15,847
Families		11,821	12,432
Median Household Income		\$81,136	\$91,175
Males per 100 Females		96.2	96.4
<b>Population By Age</b>			
Population <5 Years		7.6%	7.5%
Population 5-17 Years		20.3%	20.4%
Population 65+ Years		10.1%	11.6%
Median Age		38.0	37.9
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	131	\$4,892.93	\$73,403,729
<b>Medical Care</b>	133	\$2,376.17	\$35,647,372
Physician Services	138	\$313.94	\$4,709,686
Dental Services	139	\$451.68	\$6,776,136
Eyecare Services	138	\$69.02	\$1,035,428
Lab Tests, X-Rays	135	\$74.61	\$1,119,357
Hospital Room and Hospital Services	138	\$188.48	\$2,827,632
Convalescent or Nursing Home Care	114	\$26.22	\$393,326
Other Medical services (1)	141	\$158.02	\$2,370,616
Nonprescription Drugs	129	\$133.41	\$2,001,452
Prescription Drugs	125	\$625.28	\$9,380,518
Nonprescription Vitamins	132	\$74.70	\$1,120,709
Medicare Prescription Drug Premium	102	\$50.46	\$756,946
Eyeglasses and Contact Lenses	141	\$108.79	\$1,631,996
Hearing Aids	108	\$23.50	\$352,585
Medical Equipment for General Use	147	\$9.27	\$139,129
Other Medical Supplies (2)	134	\$68.78	\$1,031,856
<b>Health Insurance</b>	130	\$2,516.75	\$37,756,356
Blue Cross/Blue Shield	138	\$772.39	\$11,587,363
Commercial Health Insurance	146	\$544.82	\$8,173,329
Health Maintenance Organization	139	\$462.25	\$6,934,722
Medicare Payments	106	\$437.70	\$6,566,335
Long Term Care Insurance	131	\$109.85	\$1,647,942
Other Health Insurance (3)	112	\$189.75	\$2,846,665

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



# Recreation Expenditures

Miami Township, OH  
Miami township, OH (3902549322)  
Geography: County Subdivision

<b>Demographic Summary</b>		<b>2010</b>	<b>2015</b>
Population		42,055	44,253
Households		15,002	15,847
Families		11,821	12,432
Median Age		38.0	37.9
Median Household Income		\$81,136	\$91,175
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	155	\$958.76	\$14,383,387
Admission to Movies, Theater, Opera, Ballet	146	\$221.91	\$3,329,060
Admission to Sporting Events, excl.Trips	161	\$95.84	\$1,437,844
Fees for Participant Sports, excl.Trips	153	\$162.97	\$2,444,872
Fees for Recreational Lessons	166	\$226.46	\$3,397,370
Membership Fees for Social/Recreation/Civic Clubs	153	\$250.69	\$3,760,908
Dating Services	115	\$0.89	\$13,331
Rental of Video Cassettes and DVDs	139	\$57.20	\$858,119
<b>Toys &amp; Games</b>	140	\$204.03	\$3,060,814
Toys and Playground Equipment	141	\$198.47	\$2,977,511
Play Arcade Pinball/Video Games	128	\$2.41	\$36,218
Online Entertainment and Games	135	\$3.14	\$47,085
<b>Recreational Vehicles and Fees</b>	140	\$453.28	\$6,800,126
Docking and Landing Fees for Boats and Planes	154	\$10.89	\$163,359
Camp Fees	163	\$47.11	\$706,690
Purchase of RVs or Boats	137	\$382.16	\$5,733,168
Rental of RVs or Boats	153	\$13.13	\$196,909
<b>Sports, Recreation and Exercise Equipment</b>	116	\$209.93	\$3,149,354
Exercise Equipment and Gear, Game Tables	125	\$102.56	\$1,538,578
Bicycles	148	\$29.38	\$440,730
Camping Equipment	59	\$8.53	\$127,954
Hunting and Fishing Equipment	82	\$31.57	\$473,583
Winter Sports Equipment	143	\$9.23	\$138,433
Water Sports Equipment	134	\$8.94	\$134,182
Other Sports Equipment	144	\$13.68	\$205,281
Rental/Repair of Sports/Recreation/Exercise Equipment	151	\$6.04	\$90,612
<b>Photographic Equipment and Supplies</b>	147	\$151.68	\$2,275,547
Film	130	\$9.57	\$143,574
Film Processing	140	\$31.40	\$471,044
Photographic Equipment	148	\$63.25	\$948,910
Photographer Fees/Other Supplies & Equip Rental/Repair	154	\$47.46	\$712,018
<b>Reading</b>	138	\$214.02	\$3,210,715
Magazine/Newspaper Subscriptions	137	\$87.08	\$1,306,407
Magazine/Newspaper Single Copies	125	\$23.88	\$358,223
Books	142	\$103.06	\$1,546,085

**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.