

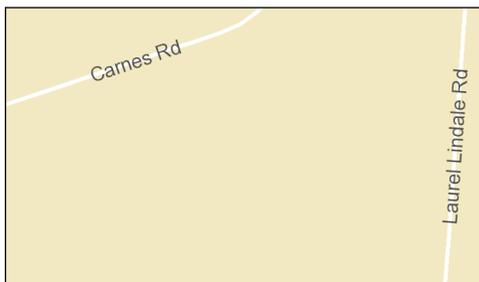
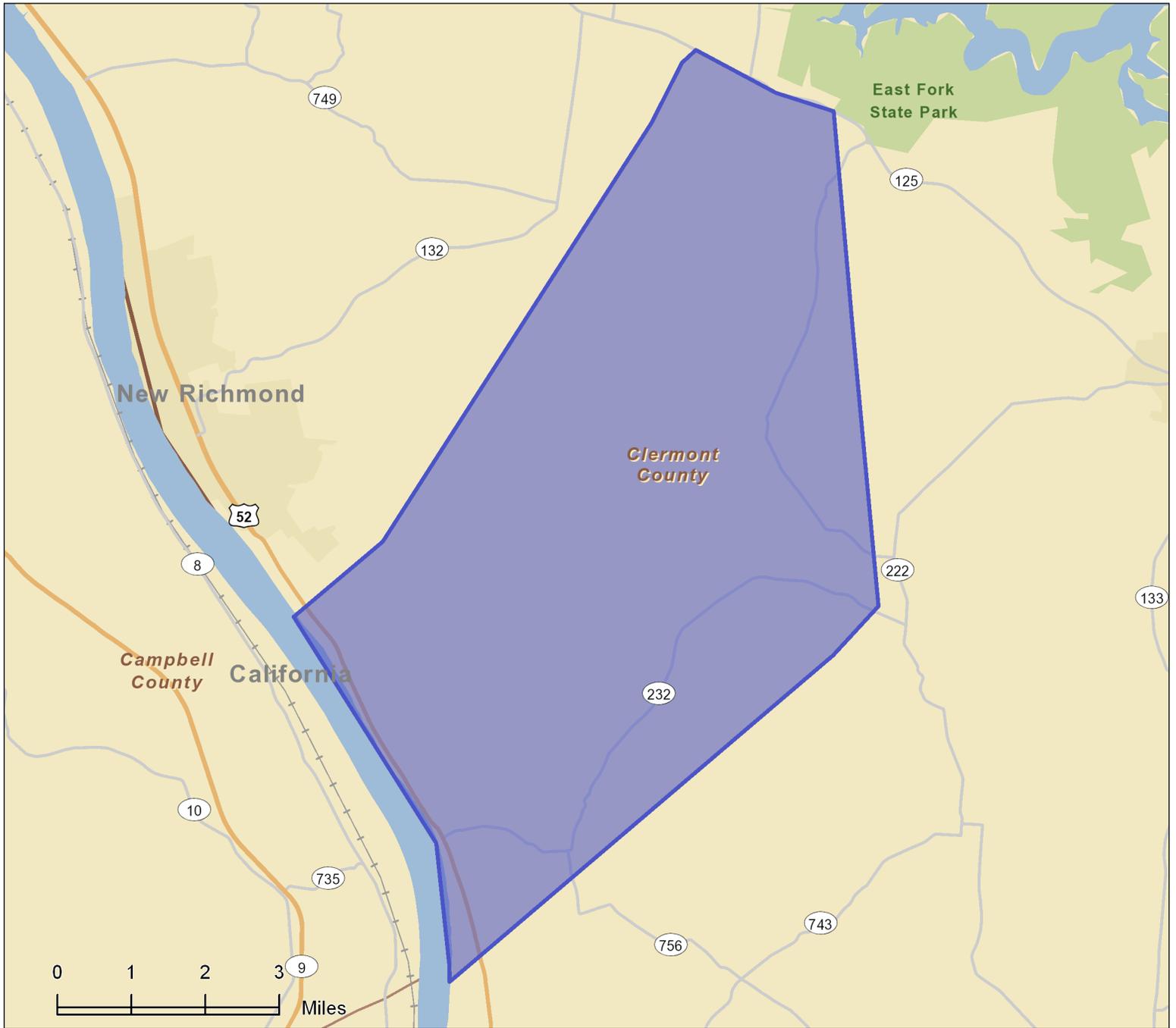


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Site Map

Monroe Township, OH
Standard Geography

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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Monroe Township, OH
Monroe township, OH (3902551338)
Geography: County Subdivision

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Monroe township, OH (3902...

Population Summary	
2000 Total Population	8,236
2000 Group Quarters	0
2010 Total Population	8,468
2015 Total Population	8,599
2010-2015 Annual Rate	0.31%
Household Summary	
2000 Households	2,843
2000 Average Household Size	2.90
2010 Households	2,993
2010 Average Household Size	2.83
2015 Households	3,056
2015 Average Household Size	2.81
2010-2015 Annual Rate	0.42%
2000 Families	2,251
2000 Average Family Size	3.22
2010 Families	2,338
2010 Average Family Size	3.16
2015 Families	2,374
2015 Average Family Size	3.15
2010-2015 Annual Rate	0.31%
Housing Unit Summary	
2000 Housing Units	2,992
Owner Occupied Housing Units	83.5%
Renter Occupied Housing Units	11.6%
Vacant Housing Units	5.0%
2010 Housing Units	3,242
Owner Occupied Housing Units	79.5%
Renter Occupied Housing Units	12.8%
Vacant Housing Units	7.7%
2015 Housing Units	3,365
Owner Occupied Housing Units	78.0%
Renter Occupied Housing Units	12.8%
Vacant Housing Units	9.2%
Median Household Income	
2000	\$41,475
2010	\$51,594
2015	\$56,723
Median Home Value	
2000	\$84,541
2010	\$78,556
2015	\$87,683
Per Capita Income	
2000	\$17,969
2010	\$21,840
2015	\$24,533
Median Age	
2000	33.1
2010	35.0
2015	35.0

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

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

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2000 Households by Income

Household Income Base	2,837
<\$15,000	13.8%
\$15,000 - \$24,999	15.3%
\$25,000 - \$34,999	12.7%
\$35,000 - \$49,999	19.1%
\$50,000 - \$74,999	20.2%
\$75,000 - \$99,999	10.8%
\$100,000 - \$149,999	5.4%
\$150,000 - \$199,999	1.1%
\$200,000+	1.6%
Average Household Income	\$51,870

2010 Households by Income

Household Income Base	2,993
<\$15,000	10.3%
\$15,000 - \$24,999	9.8%
\$25,000 - \$34,999	12.9%
\$35,000 - \$49,999	14.9%
\$50,000 - \$74,999	22.1%
\$75,000 - \$99,999	17.6%
\$100,000 - \$149,999	8.0%
\$150,000 - \$199,999	2.5%
\$200,000+	1.9%
Average Household Income	\$61,792

2015 Households by Income

Household Income Base	3,056
<\$15,000	9.1%
\$15,000 - \$24,999	8.0%
\$25,000 - \$34,999	9.7%
\$35,000 - \$49,999	13.0%
\$50,000 - \$74,999	24.7%
\$75,000 - \$99,999	18.4%
\$100,000 - \$149,999	11.4%
\$150,000 - \$199,999	3.4%
\$200,000+	2.4%
Average Household Income	\$69,031

2000 Owner Occupied Housing Units by Value

Total	2,500
<\$50,000	35.4%
\$50,000 - \$99,999	25.9%
\$100,000 - \$149,999	18.1%
\$150,000 - \$199,999	10.4%
\$200,000 - \$299,999	7.0%
\$300,000 - \$499,999	1.3%
\$500,000 - \$999,999	0.9%
\$1,000,000 +	1.1%
Average Home Value	\$108,764

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	323
With Cash Rent	87.9%
No Cash Rent	12.1%
Median Rent	\$445
Average Rent	\$453

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

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

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Market Profile

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2000 Population by Age	
Total	8,236
0 - 4	7.1%
5 - 9	8.9%
10 - 14	9.3%
15 - 24	13.9%
25 - 34	13.5%
35 - 44	17.7%
45 - 54	14.2%
55 - 64	8.1%
65 - 74	4.8%
75 - 84	2.0%
85 +	0.4%
18 +	69.1%
2010 Population by Age	
Total	8,468
0 - 4	7.3%
5 - 9	6.9%
10 - 14	6.6%
15 - 24	15.1%
25 - 34	14.2%
35 - 44	12.7%
45 - 54	16.2%
55 - 64	12.2%
65 - 74	5.7%
75 - 84	2.6%
85 +	0.6%
18 +	74.7%
2015 Population by Age	
Total	8,599
0 - 4	7.2%
5 - 9	7.0%
10 - 14	6.8%
15 - 24	13.0%
25 - 34	16.0%
35 - 44	11.9%
45 - 54	13.6%
55 - 64	13.8%
65 - 74	7.2%
75 - 84	3.0%
85 +	0.7%
18 +	75.4%
2000 Population by Sex	
Males	49.5%
Females	50.5%
2010 Population by Sex	
Males	49.2%
Females	50.9%
2015 Population by Sex	
Males	49.0%
Females	51.0%

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

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Market Profile

Monroe Township, OH
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2000 Population by Race/Ethnicity

Total	8,236
White Alone	97.9%
Black Alone	0.5%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.1%
Some Other Race Alone	0.1%
Two or More Races	1.0%
Hispanic Origin	0.7%
Diversity Index	5.4

2010 Population by Race/Ethnicity

Total	8,468
White Alone	97.2%
Black Alone	0.8%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	0.2%
Two or More Races	1.3%
Hispanic Origin	1.1%
Diversity Index	7.5

2015 Population by Race/Ethnicity

Total	8,599
White Alone	96.9%
Black Alone	0.9%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	0.2%
Two or More Races	1.5%
Hispanic Origin	1.3%
Diversity Index	8.5

2000 Population 3+ by School Enrollment

Total	7,875
Enrolled in Nursery/Preschool	0.9%
Enrolled in Kindergarten	2.0%
Enrolled in Grade 1-8	16.4%
Enrolled in Grade 9-12	6.8%
Enrolled in College	2.6%
Enrolled in Grad/Prof School	0.2%
Not Enrolled in School	71.1%

2010 Population 25+ by Educational Attainment

Total	5,429
Less Than 9th Grade	6.2%
9th to 12th Grade, No Diploma	15.2%
High School Graduate	43.8%
Some College, No Degree	15.2%
Associate Degree	7.9%
Bachelor's Degree	7.2%
Graduate/Professional Degree	4.4%

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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Monroe township, OH (3902...

2010 Population 15+ by Marital Status

Total	6,706
Never Married	25.8%
Married	56.5%
Widowed	5.0%
Divorced	12.7%

2000 Population 16+ by Employment Status

Total	6,004
In Labor Force	67.4%
Civilian Employed	63.9%
Civilian Unemployed	3.5%
In Armed Forces	0.0%
Not In Labor Force	32.6%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	84.8%
Civilian Unemployed	15.2%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	87.4%
Civilian Unemployed	12.6%

2000 Females 16+ by Employment Status and Age of Children

Total	3,067
Own Children < 6 Only	9.6%
Employed/in Armed Forces	4.0%
Unemployed	0.6%
Not in Labor Force	5.0%
Own Children <6 and 6-17 Only	6.7%
Employed/in Armed Forces	2.4%
Unemployed	0.6%
Not in Labor Force	3.8%
Own Children 6-17 Only	24.2%
Employed/in Armed Forces	17.6%
Unemployed	0.1%
Not in Labor Force	6.5%
No Own Children < 18	59.5%
Employed/in Armed Forces	32.1%
Unemployed	1.9%
Not in Labor Force	25.5%

2010 Employed Population 16+ by Industry

Total	3,826
Agriculture/Mining	0.4%
Construction	11.9%
Manufacturing	13.4%
Wholesale Trade	3.6%
Retail Trade	11.4%
Transportation/Utilities	5.5%
Information	1.3%
Finance/Insurance/Real Estate	4.4%
Services	45.2%
Public Administration	2.9%

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	3,826
White Collar	43.1%
Management/Business/Financial	6.5%
Professional	14.3%
Sales	9.5%
Administrative Support	12.8%
Services	23.1%
Blue Collar	33.8%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	11.6%
Installation/Maintenance/Repair	4.2%
Production	10.0%
Transportation/Material Moving	8.0%

2000 Workers 16+ by Means of Transportation to Work

Total	3,791
Drove Alone - Car, Truck, or Van	82.3%
Carpooled - Car, Truck, or Van	13.1%
Public Transportation	0.7%
Walked	0.6%
Other Means	0.4%
Worked at Home	2.8%

2000 Workers 16+ by Travel Time to Work

Total	3,791
Did not Work at Home	97.2%
Less than 5 minutes	1.3%
5 to 9 minutes	4.2%
10 to 19 minutes	12.4%
20 to 24 minutes	10.1%
25 to 34 minutes	20.4%
35 to 44 minutes	11.2%
45 to 59 minutes	25.6%
60 to 89 minutes	7.0%
90 or more minutes	4.9%
Worked at Home	2.8%
Average Travel Time to Work (in min)	38.2

2000 Households by Vehicles Available

Total	2,843
None	4.1%
1	24.3%
2	42.0%
3	21.1%
4	6.1%
5+	2.5%
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	2,843
Family Households	79.2%
Married-couple Family	60.7%
With Related Children	33.4%
Other Family (No Spouse)	18.5%
With Related Children	13.3%
Nonfamily Households	20.8%
Householder Living Alone	16.4%
Householder Not Living Alone	4.5%
Households with Related Children	46.7%
Households with Persons 65+	16.4%

2000 Households by Size

Total	2,843
1 Person Household	16.4%
2 Person Household	30.8%
3 Person Household	20.9%
4 Person Household	17.8%
5 Person Household	9.3%
6 Person Household	3.4%
7 + Person Household	1.4%

2000 Households by Year Householder Moved In

Total	2,843
Moved in 1999 to March 2000	15.2%
Moved in 1995 to 1998	31.7%
Moved in 1990 to 1994	17.4%
Moved in 1980 to 1989	19.3%
Moved in 1970 to 1979	8.7%
Moved in 1969 or Earlier	7.7%
Median Year Householder Moved In	1994

2000 Housing Units by Units in Structure

Total	2,992
1, Detached	57.2%
1, Attached	0.0%
2	0.3%
3 or 4	0.2%
5 to 9	1.1%
10 to 19	0.0%
20 +	0.0%
Mobile Home	41.0%
Other	0.2%

2000 Housing Units by Year Structure Built

Total	2,992
1999 to March 2000	2.8%
1995 to 1998	15.7%
1990 to 1994	16.0%
1980 to 1989	22.1%
1970 to 1979	19.4%
1969 or Earlier	24.1%
Median Year Structure Built	1983

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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Monroe township, OH (3902...

Top 3 Tapestry Segments

1. Crossroads
2. Midland Crowd
3. Green Acres

2010 Consumer Spending

Apparel & Services: Total \$	\$4,421,500
Average Spent	\$1,477.28
Spending Potential Index	62
Computers & Accessories: Total \$	\$581,513
Average Spent	\$194.29
Spending Potential Index	88
Education: Total \$	\$3,140,332
Average Spent	\$1,049.23
Spending Potential Index	86
Entertainment/Recreation: Total \$	\$8,752,977
Average Spent	\$2,924.48
Spending Potential Index	91
Food at Home: Total \$	\$11,889,677
Average Spent	\$3,972.50
Spending Potential Index	89
Food Away from Home: Total \$	\$8,691,601
Average Spent	\$2,903.98
Spending Potential Index	90
Health Care: Total \$	\$10,052,636
Average Spent	\$3,358.72
Spending Potential Index	90
HH Furnishings & Equipment: Total \$	\$4,834,192
Average Spent	\$1,615.17
Spending Potential Index	78
Investments: Total \$	\$4,032,091
Average Spent	\$1,347.17
Spending Potential Index	77
Retail Goods: Total \$	\$64,887,445
Average Spent	\$21,679.73
Spending Potential Index	87
Shelter: Total \$	\$40,908,218
Average Spent	\$13,667.97
Spending Potential Index	87
TV/Video/Audio: Total \$	\$3,356,817
Average Spent	\$1,121.56
Spending Potential Index	90
Travel: Total \$	\$4,837,857
Average Spent	\$1,616.39
Spending Potential Index	85
Vehicle Maintenance & Repairs: Total \$	\$2,551,674
Average Spent	\$852.55
Spending Potential Index	90

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.

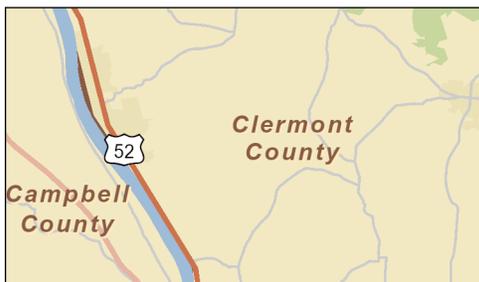
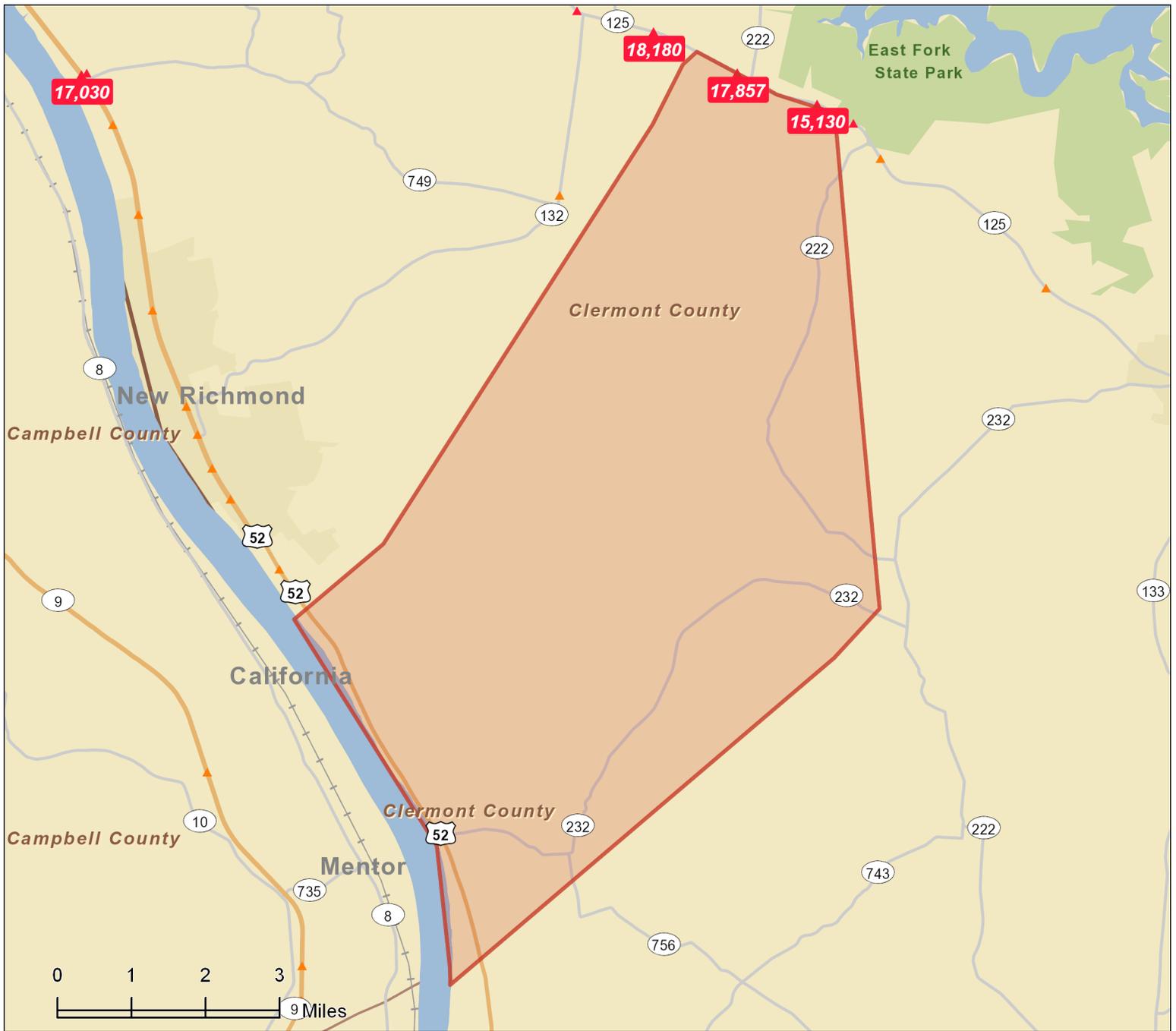
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Traffic Count Map



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



Business Summary

Monroe Township, OH
 Monroe township, OH (3902551338)
 Geography: County Subdivision

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Data for all businesses in area		Monroe township, OH (3902...			
Total Businesses:				122	
Total Employees:				569	
Total Residential Population:				8,468	
Employee/Residential Population Ratio:				0.07	
by SIC Codes	Businesses		Employees		
	Number	Percent	Number	Percent	
Agriculture & Mining	7	5.7%	9	1.6%	
Construction	32	26.2%	114	20.0%	
Manufacturing	5	4.1%	15	2.6%	
Transportation	2	1.6%	3	0.5%	
Communication	0	0.0%	0	0.0%	
Utility	1	0.8%	7	1.2%	
Wholesale Trade	9	7.4%	28	4.9%	
Retail Trade Summary	16	13.1%	80	14.1%	
Home Improvement	0	0.0%	0	0.0%	
General Merchandise Stores	1	0.8%	2	0.4%	
Food Stores	3	2.5%	13	2.3%	
Auto Dealers, Gas Stations, Auto Aftermarket	7	5.7%	30	5.3%	
Apparel & Accessory Stores	0	0.0%	0	0.0%	
Furniture & Home Furnishings	3	2.5%	32	5.6%	
Eating & Drinking Places	1	0.8%	3	0.5%	
Miscellaneous Retail	1	0.8%	0	0.0%	
Finance, Insurance, Real Estate Summary	7	5.7%	12	2.1%	
Banks, Savings & Lending Institutions	0	0.0%	0	0.0%	
Securities Brokers	0	0.0%	0	0.0%	
Insurance Carriers & Agents	0	0.0%	0	0.0%	
Real Estate, Holding, Other Investment Offices	7	5.7%	12	2.1%	
Services Summary	36	29.5%	188	33.0%	
Hotels & Lodging	0	0.0%	0	0.0%	
Automotive Services	3	2.5%	17	3.0%	
Motion Pictures & Amusements	7	5.7%	9	1.6%	
Health Services	0	0.0%	0	0.0%	
Legal Services	0	0.0%	0	0.0%	
Education Institutions & Libraries	2	1.6%	70	12.3%	
Other Services	24	19.7%	92	16.2%	
Government	5	4.1%	112	19.7%	
Other	2	1.6%	1	0.2%	
Totals	122	100%	569	100%	

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

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Business Summary

Monroe Township, OH
 Monroe township, OH (3902551338)
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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.8%	1	0.2%
Mining	0	0.0%	0	0.0%
Utilities	1	0.8%	7	1.2%
Construction	32	26.2%	114	20.0%
Manufacturing	5	4.1%	15	2.6%
Wholesale Trade	9	7.4%	28	4.9%
Retail Trade	15	12.3%	77	13.5%
Motor Vehicle & Parts Dealers	6	4.9%	20	3.5%
Furniture & Home Furnishings Stores	2	1.6%	30	5.3%
Electronics & Appliance Stores	1	0.8%	2	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%
Food & Beverage Stores	3	2.5%	13	2.3%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations	1	0.8%	10	1.8%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	1	0.8%	2	0.4%
Miscellaneous Store Retailers	1	0.8%	0	0.0%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	4	3.3%	8	1.4%
Information	1	0.8%	0	0.0%
Finance & Insurance	0	0.0%	0	0.0%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	7	5.7%	12	2.1%
Professional, Scientific & Tech Services	6	4.9%	20	3.5%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	10	8.2%	30	5.3%
Educational Services	2	1.6%	70	12.3%
Health Care & Social Assistance	1	0.8%	10	1.8%
Arts, Entertainment & Recreation	8	6.6%	11	1.9%
Accommodation & Food Services	1	0.8%	3	0.5%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	1	0.8%	3	0.5%
Other Services (except Public Administration)	12	9.8%	50	8.8%
Automotive Repair & Maintenance	1	0.8%	12	2.1%
Public Administration	5	4.1%	112	19.7%
Unclassified Establishments	2	1.6%	1	0.2%
Total	122	100%	569	100%

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

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Retail MarketPlace Profile

Monroe Township, OH
 Monroe township, OH (3902551338)
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Summary Demographics

2010 Population	8,468
2010 Households	2,993
2010 Median Disposable Income	\$40,486
2010 Per Capita Income	\$21,840

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	\$70,710,599	\$15,447,048	\$55,263,551	64.1	16
Total Retail Trade	44-45	\$60,660,194	\$15,242,558	\$45,417,636	59.8	15
Total Food & Drink	722	\$10,050,405	\$204,490	\$9,845,915	96.0	1

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$14,592,185	\$2,774,130	\$11,818,055	68.1	6
Automobile Dealers	4411	\$12,435,204	\$1,338,553	\$11,096,651	80.6	3
Other Motor Vehicle Dealers	4412	\$1,056,644	\$827,140	\$229,504	12.2	1
Auto Parts, Accessories & Tire Stores	4413	\$1,100,337	\$608,437	\$491,900	28.8	2
Furniture & Home Furnishings Stores	442	\$987,007	\$3,201,990	\$-2,214,983	-52.9	2
Furniture Stores	4421	\$509,080	\$3,064,656	\$-2,555,576	-71.5	1
Home Furnishings Stores	4422	\$477,927	\$137,334	\$340,593	55.4	1
Electronics & Appliance Stores	4431	\$2,474,994	\$148,234	\$2,326,760	88.7	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,224,976	\$0	\$2,224,976	100.0	0
Bldg Material & Supplies Dealers	4441	\$2,093,866	\$0	\$2,093,866	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$131,110	\$0	\$131,110	100.0	0
Food & Beverage Stores	445	\$10,612,814	\$1,484,925	\$9,127,889	75.5	3
Grocery Stores	4451	\$10,184,038	\$1,484,925	\$8,699,113	74.5	3
Specialty Food Stores	4452	\$150,587	\$0	\$150,587	100.0	0
Beer, Wine & Liquor Stores	4453	\$278,189	\$0	\$278,189	100.0	0
Health & Personal Care Stores	446,4461	\$1,233,420	\$0	\$1,233,420	100.0	0
Gasoline Stations	447,4471	\$10,418,479	\$6,589,257	\$3,829,222	22.5	1
Clothing & Clothing Accessories Stores	448	\$1,693,446	\$0	\$1,693,446	100.0	0
Clothing Stores	4481	\$1,232,194	\$0	\$1,232,194	100.0	0
Shoe Stores	4482	\$275,112	\$0	\$275,112	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$186,140	\$0	\$186,140	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$277,533	\$0	\$277,533	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$216,005	\$0	\$216,005	100.0	0
Book, Periodical & Music Stores	4512	\$61,528	\$0	\$61,528	100.0	0
General Merchandise Stores	452	\$9,825,395	\$954,868	\$8,870,527	82.3	1
Department Stores Excluding Leased Depts.	4521	\$4,192,089	\$0	\$4,192,089	100.0	0
Other General Merchandise Stores	4529	\$5,633,306	\$954,868	\$4,678,438	71.0	1
Miscellaneous Store Retailers	453	\$850,852	\$89,154	\$761,698	81.0	1
Florists	4531	\$48,865	\$0	\$48,865	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$285,993	\$0	\$285,993	100.0	0
Used Merchandise Stores	4533	\$18,706	\$0	\$18,706	100.0	0
Other Miscellaneous Store Retailers	4539	\$497,288	\$89,154	\$408,134	69.6	1
Nonstore Retailers	454	\$5,469,093	\$0	\$5,469,093	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$5,164,774	\$0	\$5,164,774	100.0	0
Vending Machine Operators	4542	\$7,819	\$0	\$7,819	100.0	0
Direct Selling Establishments	4543	\$296,500	\$0	\$296,500	100.0	0
Food Services & Drinking Places	722	\$10,050,405	\$204,490	\$9,845,915	96.0	1
Full-Service Restaurants	7221	\$3,538,293	\$0	\$3,538,293	100.0	0
Limited-Service Eating Places	7222	\$5,636,219	\$0	\$5,636,219	100.0	0
Special Food Services	7223	\$704,058	\$204,490	\$499,568	55.0	1
Drinking Places - Alcoholic Beverages	7224	\$171,835	\$0	\$171,835	100.0	0

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

Source: Esri and Infogroup

March 27, 2012

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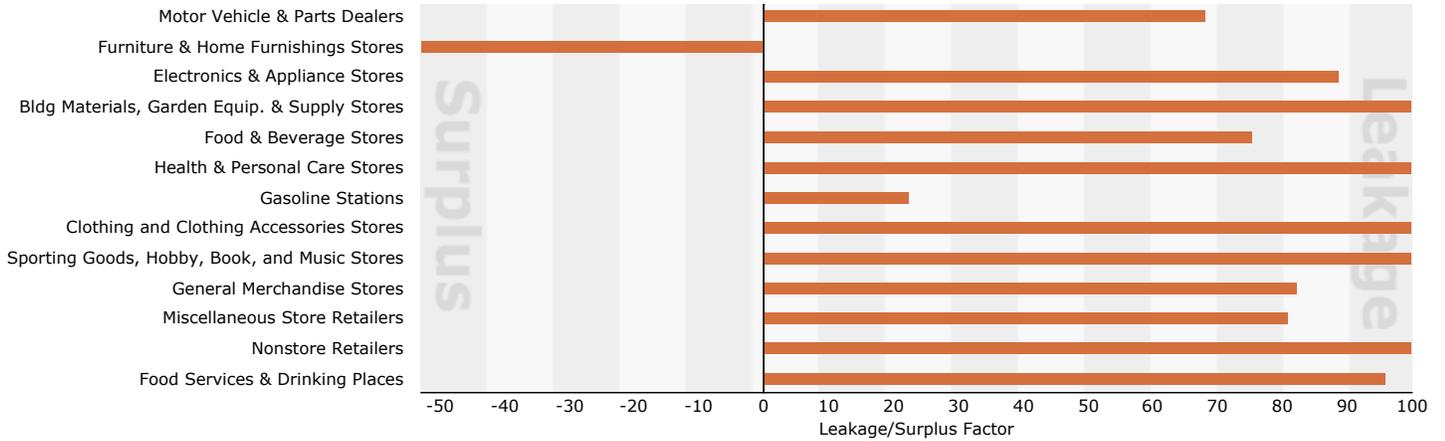


Retail MarketPlace Profile

Monroe Township, OH
 Monroe township, OH (3902551338)
 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

Monroe Township, OH
 Monroe township, OH (3902551338)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary	2010	2015
Population	8,468	8,599
Total Number of Adults	6,325	6,486
Households	2,993	3,056
Median Household Income	\$51,594	\$56,723

Product/Consumer Behavior	Expected Number Adults/HHS	Percent of Adults/HHS	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	3,127	49.4%	99
Bought any women's apparel in last 12 months	3,047	48.2%	106
Bought apparel for child <13 in last 6 months	2,194	34.7%	122
Bought any shoes in last 12 months	3,318	52.5%	101
Bought costume jewelry in last 12 months	1,366	21.6%	103
Bought any fine jewelry in last 12 months	1,567	24.8%	113
Bought a watch in last 12 months	1,178	18.6%	96
Automobiles (Households)			
HH owns/leases any vehicle	2,736	91.4%	106
HH bought/leased new vehicle last 12 mo	226	7.6%	79
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,837	92.3%	106
Bought/changed motor oil in last 12 months	3,705	58.6%	112
Had tune-up in last 12 months	1,908	30.2%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,535	55.9%	90
Drank regular cola in last 6 months	3,478	55.0%	107
Drank beer/ale in last 6 months	2,532	40.0%	94
Cameras & Film (Adults)			
Bought any camera in last 12 months	816	12.9%	100
Bought film in last 12 months	1,270	20.1%	105
Bought digital camera in last 12 months	336	5.3%	78
Bought memory card for camera in last 12 months	387	6.1%	80
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	2,277	36.0%	102
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	1,366	21.6%	101
Avg monthly cell/mobile phone/PDA bill: \$50-99	2,061	32.6%	101
Avg monthly cell/mobile phone/PDA bill: \$100+	1,443	22.8%	108
Computers (Households)			
HH owns a personal computer	2,257	75.4%	102
Spent <\$500 on most recent home PC purchase	282	9.4%	109
Spent \$500-\$999 on most recent home PC purchase	617	20.6%	115
Spent \$1000-\$1499 on most recent home PC purchase	327	10.9%	84
Spent \$1500-\$1999 on most recent home PC purchase	156	5.2%	73
Spent \$2000+ on most recent home PC purchase	160	5.3%	86

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

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



Retail Market Potential

Monroe Township, OH
 Monroe township, OH (3902551338)
 Geography: County Subdivision

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	4,021	63.6%	106
Bought cigarettes at convenience store in last 30 days	1,354	21.4%	137
Bought gas at convenience store in last 30 days	2,635	41.7%	124
Spent at convenience store in last 30 days: <\$20	512	8.1%	84
Spent at convenience store in last 30 days: \$20-39	564	8.9%	88
Spent at convenience store in last 30 days: \$40+	2,712	42.9%	119
Entertainment (Adults)			
Attended movies in last 6 months	3,212	50.8%	86
Went to live theater in last 12 months	513	8.1%	62
Went to a bar/night club in last 12 months	1,316	20.8%	109
Dined out in last 12 months	2,990	47.3%	96
Gambled at a casino in last 12 months	775	12.3%	76
Visited a theme park in last 12 months	1,088	17.2%	80
DVDs rented in last 30 days: 1	174	2.8%	104
DVDs rented in last 30 days: 2	341	5.4%	116
DVDs rented in last 30 days: 3	160	2.5%	79
DVDs rented in last 30 days: 4	195	3.1%	80
DVDs rented in last 30 days: 5+	739	11.7%	89
DVDs purchased in last 30 days: 1	317	5.0%	101
DVDs purchased in last 30 days: 2	260	4.1%	87
DVDs purchased in last 30 days: 3-4	414	6.5%	141
DVDs purchased in last 30 days: 5+	325	5.1%	99
Spent on toys/games in last 12 months: <\$50	400	6.3%	104
Spent on toys/games in last 12 months: \$50-\$99	197	3.1%	113
Spent on toys/games in last 12 months: \$100-\$199	506	8.0%	111
Spent on toys/games in last 12 months: \$200-\$499	802	12.7%	117
Spent on toys/games in last 12 months: \$500+	385	6.1%	106
Financial (Adults)			
Have home mortgage (1st)	1,192	18.8%	98
Used ATM/cash machine in last 12 months	3,196	50.5%	99
Own any stock	394	6.2%	68
Own U.S. savings bond	320	5.1%	74
Own shares in mutual fund (stock)	414	6.5%	70
Own shares in mutual fund (bonds)	290	4.6%	77
Used full service brokerage firm in last 12 months	242	3.8%	62
Have savings account	2,224	35.2%	97
Have 401K retirement savings	1,070	16.9%	95
Did banking over the Internet in last 12 months	1,611	25.5%	93
Own any credit/debit card (in own name)	4,439	70.2%	95
Avg monthly credit card expenditures: <\$111	795	12.6%	91
Avg monthly credit card expenditures: \$111-225	413	6.5%	84
Avg monthly credit card expenditures: \$226-450	356	5.6%	75
Avg monthly credit card expenditures: \$451-700	355	5.6%	88
Avg monthly credit card expenditures: \$701+	623	9.9%	74

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

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Retail Market Potential

Monroe Township, OH
 Monroe township, OH (3902551338)
 Geography: County Subdivision

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	4,729	74.8%	105
Used bread in last 6 months	6,099	96.4%	100
Used chicken/turkey (fresh or frozen) in last 6 months	4,887	77.3%	100
Used fish/seafood (fresh or frozen) in last 6 months	3,097	49.0%	93
Used fresh fruit/vegetables in last 6 months	5,523	87.3%	100
Used fresh milk in last 6 months	5,856	92.6%	102
Health (Adults)			
Exercise at home 2+ times per week	1,901	30.1%	100
Exercise at club 2+ times per week	447	7.1%	58
Visited a doctor in last 12 months	4,836	76.5%	98
Used vitamin/dietary supplement in last 6 months	2,849	45.0%	93
Home (Households)			
Any home improvement in last 12 months	963	32.2%	102
Used housekeeper/maid/prof HH cleaning service in the last 12 months	361	12.1%	77
Purchased any HH furnishing in last 12 months	846	28.3%	94
Purchased bedding/bath goods in last 12 months	1,566	52.3%	96
Purchased cooking/serving product in last 12 months	888	29.7%	108
Bought any kitchen appliance in last 12 months	498	16.6%	95
Insurance (Adults)			
Currently carry any life insurance	2,926	46.3%	97
Have medical/hospital/accident insurance	4,177	66.0%	92
Carry homeowner insurance	3,199	50.6%	96
Carry renter insurance	321	5.1%	83
Have auto/other vehicle insurance	5,409	85.5%	103
Pets (Households)			
HH owns any pet	1,970	65.8%	127
HH owns any cat	877	29.3%	122
HH owns any dog	1,553	51.9%	137
Reading Materials (Adults)			
Bought book in last 12 months	3,151	49.8%	99
Read any daily newspaper	2,214	35.0%	84
Heavy magazine reader	1,251	19.8%	99
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	4,440	70.2%	97
Went to family restaurant/steak house last mo: <2 times	1,556	24.6%	96
Went to family restaurant/steak house last mo: 2-4 times	1,648	26.1%	96
Went to family restaurant/steak house last mo: 5+ times	1,235	19.5%	100
Went to fast food/drive-in restaurant in last 6 mo	5,639	89.2%	100
Went to fast food/drive-in restaurant <6 times/mo	2,000	31.6%	90
Went to fast food/drive-in restaurant 6-13 times/mo	1,801	28.5%	98
Went to fast food/drive-in restaurant 14+ times/mo	1,838	29.1%	117
Fast food/drive-in last 6 mo: eat in	2,277	36.0%	96
Fast food/drive-in last 6 mo: home delivery	720	11.4%	109
Fast food/drive-in last 6 mo: take-out/drive-thru	3,596	56.9%	108
Fast food/drive-in last 6 mo: take-out/walk-in	1,430	22.6%	92

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

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Monroe Township, OH
Monroe township, OH (3902551338)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	1,911	63.8%	99
HH average monthly long distance phone bill: <\$16	736	24.6%	89
HH average monthly long distance phone bill: \$16-25	313	10.5%	92
HH average monthly long distance phone bill: \$26-59	213	7.1%	78
HH average monthly long distance phone bill: \$60+	182	6.1%	137
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	562	18.8%	95
HH owns 2 TVs	770	25.7%	98
HH owns 3 TVs	727	24.3%	108
HH owns 4+ TVs	644	21.5%	102
HH subscribes to cable TV	1,437	48.0%	83
HH Purchased audio equipment in last 12 months	271	9.1%	93
HH Purchased CD player in last 12 months	114	3.8%	98
HH Purchased DVD player in last 12 months	312	10.4%	107
HH Purchased MP3 player in last 12 months	540	8.5%	84
HH Purchased video game system in last 12 months	328	11.0%	102
Travel (Adults)			
Domestic travel in last 12 months	2,816	44.5%	85
Took 3+ domestic trips in last 12 months	686	10.8%	73
Spent on domestic vacations last 12 mo: <\$1000	661	10.5%	83
Spent on domestic vacations last 12 mo: \$1000-\$1499	419	6.6%	99
Spent on domestic vacations last 12 mo: \$1500-\$1999	200	3.2%	78
Spent on domestic vacations last 12 mo: \$2000-\$2999	225	3.6%	86
Spent on domestic vacations last 12 mo: \$3000+	261	4.1%	82
Foreign travel in last 3 years	1,233	19.5%	76
Took 3+ foreign trips by plane in last 3 years	129	2.0%	43
Spent on foreign vacations last 12 mo: <\$1000	312	4.9%	83
Spent on foreign vacations last 12 mo: \$1000-\$2999	148	2.3%	57
Spent on foreign vacations last 12 mo: \$3000+	219	3.5%	71
Stayed 1+ nights at hotel/motel in last 12 months	2,302	36.4%	90

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

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

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Electronics and Internet Market Potential

Monroe Township, OH
 Monroe township, OH (3902551338)
 Geography: County Subdivision

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Demographic Summary		2010	2015
Population		8,468	8,599
Population 18+		6,325	6,486
Households		2,993	3,056
Median Household Income		\$51,594	\$56,723
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	2,257	75.4%	102
Purchased home PC in last 12 months	447	14.9%	95
Purchased home PC 1-2 years ago	743	24.8%	110
Purchased home PC 3-4 years ago	570	19.0%	98
Purchased home PC 5+ years ago	217	7.3%	78
Spent <\$500 on home PC (most recent purchase)	282	9.4%	109
Spent \$500-999 on home PC (most recent purchase)	617	20.6%	115
Spent \$1000-1499 on home PC (most recent purchase)	327	10.9%	84
Spent \$1500-1999 on home PC (most recent purchase)	156	5.2%	73
Spent \$2000+ on home PC (most recent purchase)	160	5.4%	86
Purchased home PC at computer superstore	382	12.7%	100
Purchased home PC at department store	140	4.7%	95
Purchased home PC direct from manufacturer	334	11.2%	80
Purchased home PC at electronics store	299	10.0%	91
Purchased home PC on Internet	234	7.8%	91
Purchased home PC at warehouse discount outlet	84	2.8%	128
HH owns desktop PC	1,753	58.6%	102
HH owns laptop/notebook/tablet PC	837	28.0%	90
HH owns any Apple/Apple Mac clone brand PC	156	5.2%	83
HH owns any IBM/IBM compatible brand PC	2,085	69.7%	103
Brand of PC that HH owns: Compaq	265	8.9%	104
Brand of PC that HH owns: Dell	887	29.6%	96
Brand of PC that HH owns: Gateway	211	7.0%	106
Brand of PC that HH owns: Hewlett Packard	523	17.5%	112
Brand of PC that HH owns: Sony Vaio	69	2.3%	79
Child (under 18) uses home PC	654	21.8%	103
HH owns CD burner	1,123	37.5%	102
HH owns CD ROM drive	1,184	39.6%	101
HH owns DVD drive	724	24.2%	97
HH owns DVD-RW (DVD burner)	628	21.0%	102
HH owns external hard drive	375	12.5%	88
HH owns flash drive	590	19.7%	96
HH owns LAN/network interface card	276	9.2%	83
HH owns inkjet printer	1,256	42.0%	98
HH owns laser printer	338	11.3%	82
HH owns modem/fax modem	608	20.3%	98
HH owns removable cartridge storage device	112	3.7%	65
HH owns scanner	931	31.1%	109
HH owns PC speakers	1,265	42.3%	101
HH owns tape backup	76	2.5%	95
HH owns webcam	280	9.4%	83
HH owns software: accounting	225	7.5%	85
HH owns software: communications/fax	179	6.0%	73
HH owns software: database/filing	164	5.5%	67
HH owns software: desktop publishing	343	11.4%	94

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

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

Monroe Township, OH
Monroe township, OH (3902551338)
Geography: County Subdivision

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns software: education/training	269	9.0%	90
HH owns software: entertainment/games	864	28.9%	100
HH owns software: online meeting/conference	78	2.6%	91
HH owns software: personal finance/tax prep	321	10.7%	76
HH owns software: presentation graphics	193	6.4%	81
HH owns software: multimedia	367	12.3%	80
HH owns software: networking	286	9.6%	85
HH owns software: security/anti-virus	668	22.3%	79
HH owns software: spreadsheet	563	18.8%	81
HH owns software: utility	153	5.1%	72
HH owns software: web authoring	81	2.7%	78
HH owns software: word processing	855	28.6%	85
Spent \$500+ on software for home PC in last 12 mo	63	2.1%	88
Purchased computer book in last 12 months	104	3.5%	80
HH owns fax machine	151	5.0%	84
Purchased audio equipment in last 12 months	271	9.0%	93
Purchased headphones in last 12 months	115	3.8%	96
HH owns camcorder	646	21.6%	111
Purchased camcorder in last 12 months	51	1.7%	80
HH owns CD player	1,382	46.2%	100
Purchased CD player in last 12 months	114	3.8%	98
HH owns DVD player	1,914	63.9%	96
Purchased DVD player in last 12 months	312	10.4%	107
HH owns 1 TV	562	18.8%	95
HH owns 2 TVs	770	25.7%	98
HH owns 3 TVs	727	24.3%	108
HH owns 4+ TVs	644	21.5%	102
HH owns miniature screen TV (<13 in)	263	8.8%	111
Most recent TV purchase: miniature screen (<13 in)	74	2.5%	89
HH owns regular screen TV (13-26 in)	1,315	43.9%	101
Most recent TV purchase: regular screen (13-26 in)	690	23.0%	99
HH owns large screen TV (27-35 in)	1,490	49.8%	107
Most recent TV purchase: large screen (27-35 in)	986	33.0%	104
HH owns big screen TV (36-42 in)	557	18.6%	98
Most recent TV purchase: big screen (36-42 in)	432	14.4%	102
HH owns giant screen TV (over 42 in)	436	14.6%	102
Most recent TV purchase: giant screen (over 42 in)	359	12.0%	107
HH owns LCD TV	562	18.8%	98
HH owns plasma TV	273	9.1%	110
HH owns projection TV	151	5.0%	93
HH owns video game system	1,101	36.8%	110
Purchased video game system in last 12 months	328	11.0%	102
HH owns video game system: handheld	481	16.1%	105
HH owns video game system: attached to TV/computer	1,011	33.8%	114
HH owns video game system: Game Boy	208	6.9%	101
HH owns video game system: Game Boy Advance/SP	177	5.9%	90
HH owns video game system: Nintendo DS	255	8.5%	112

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March 27, 2012

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Electronics and Internet Market Potential

Monroe Township, OH
Monroe township, OH (3902551338)
Geography: County Subdivision

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	131	4.4%	87
HH owns video game system: Nintendo Wii	222	7.4%	110
HH owns video game system: PlayStation 2	569	19.0%	115
HH owns video game system: PlayStation 3	135	4.5%	125
HH owns video game system: Sony PlayStation/PS One	159	5.3%	131
HH owns video game system: Sony PSP	106	3.5%	121
HH owns video game system: Xbox	221	7.4%	124
HH owns video game system: Xbox 360	170	5.7%	88
HH purchased 5+ video games in last 12 months	191	6.4%	98
HH spent \$101+ on video games in last 12 months	249	8.3%	103
Owns MP3 player	1,451	22.9%	86
Purchased MP3 player in last 12 months	540	8.5%	84
Owns Apple iPod	439	6.9%	62
Purchased Apple iPod in last 12 months	129	2.0%	60
Have any access to the Internet	5,437	86.0%	102
Have access to Internet: at home	4,348	68.7%	98
Have access to Internet: at work	1,975	31.2%	84
Have access to Internet: at school/library	1,541	24.4%	97
Have access to Internet: not hm/work/school/library	1,340	21.2%	109
Use Internet less than once a week	280	4.4%	111
Use Internet 1-2 times per week	451	7.1%	129
Use Internet 3-6 times per week	676	10.7%	133
Use Internet once a day	800	12.6%	114
Use Internet 2-4 times per day	979	15.5%	88
Use Internet 5 or more times per day	1,281	20.3%	81
Any Internet or online usage in last 30 days	4,467	70.6%	100
Used Internet in last 30 days: at home	3,806	60.2%	97
Used Internet in last 30 days: at work	1,682	26.6%	84
Used Internet in last 30 days: at school/library	453	7.2%	93
Used Internet/30 days: not home/work/school/library	514	8.1%	88
Internet last 30 days: used email	3,778	59.7%	96
Internet last 30 days: used Instant Messenger	1,519	24.0%	95
Internet last 30 days: paid bills online	2,013	31.8%	97
Internet last 30 days: visited online blog	498	7.9%	82
Internet last 30 days: wrote online blog	176	2.8%	75
Internet last 30 days: visited chat room	202	3.2%	69
Internet last 30 days: looked for employment	903	14.3%	109
Internet last 30 days: played games online	1,580	25.0%	119
Internet last 30 days: traded/tracked investments	432	6.8%	61
Internet last 30 days: downloaded music	1,140	18.0%	98
Internet last 30 days: made phone call	183	2.9%	78
Internet last 30 days: made personal purchase	1,573	24.9%	81
Internet last 30 days: made business purchase	463	7.3%	77
Internet last 30 days: made travel plans	674	10.7%	62
Internet last 30 days: watched online video	1,066	16.9%	88
Internet last 30 days: obtained new/used car info	414	6.5%	74
Internet last 30 days: obtained financial info	1,178	18.6%	78
Internet last 30 days: obtained medical info	955	15.1%	90
Internet last 30 days: obtained latest news	2,092	33.1%	86
Internet last 30 days: obtained real estate info	428	6.8%	63

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

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

March 27, 2012

Made with Esri Business Analyst



Electronics and Internet Market Potential

Monroe Township, OH
Monroe township, OH (3902551338)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	1,207	19.1%	82
Ordered anything on Internet in last 12 months	1,831	29.0%	84
Ordered on Internet/12 mo: airline ticket	850	13.4%	80
Ordered on Internet/12 mo: CD/tape	292	4.6%	105
Ordered on Internet/12 mo: clothing	772	12.2%	84
Ordered on Internet/12 mo: computer	179	2.8%	83
Ordered on Internet/12 mo: computer peripheral	218	3.5%	79
Ordered on Internet/12 mo: DVD	273	4.3%	66
Ordered on Internet/12 mo: flowers	279	4.4%	95
Ordered on Internet/12 mo: software	276	4.4%	77
Ordered on Internet/12 mo: tickets (concerts etc.)	526	8.3%	86
Ordered on Internet/12 mo: toy	221	3.5%	70
Purchased item from amazon.com in last 12 months	704	11.1%	79
Purchased item from barnes&noble.com in last 12 mo	158	2.5%	78
Purchased item from bestbuy.com in last 12 months	96	1.5%	60
Purchased item from ebay.com in last 12 months	556	8.8%	95
Purchased item from walmart.com in last 12 months	248	3.9%	96
Spent on Internet orders last 12 months: <\$100	289	4.6%	84
Spent on Internet orders last 12 months: \$100-199	271	4.3%	79
Spent on Internet orders last 12 months: \$200-499	431	6.8%	81
Spent on Internet orders last 12 months: \$500+	711	11.2%	77
Connection to Internet from home: dial-up modem	718	11.4%	136
Connection to Internet from home: cable modem	1,517	24.0%	89
Connection to Internet from home: DSL	1,515	23.9%	97
Connection to Internet from home: wireless	684	10.8%	79
Connection to Internet from home: any broadband	3,446	54.5%	92
DVDs rented in last 30 days: 1	174	2.8%	104
DVDs rented in last 30 days: 2	341	5.4%	116
DVDs rented in last 30 days: 3	160	2.5%	79
DVDs rented in last 30 days: 4	195	3.1%	80
DVDs rented in last 30 days: 5+	739	11.7%	89
Rented video tape/DVD last month: action/adventure	1,248	19.7%	98
Rented video tape/DVD last month: classic	237	3.7%	72
Rented video tape/DVD last month: comedy	1,217	19.2%	93
Rented video tape/DVD last month: drama	737	11.7%	86
Rented video tape/DVD last month: family/children	587	9.3%	104
Rented video tape/DVD last month: foreign	59	0.9%	47
Rented video tape/DVD last month: horror	500	7.9%	107
Rented video tape/DVD last month: romance	383	6.1%	81
Rented video tape/DVD last month: science fiction	376	5.9%	112
Rented video tape/DVD last mo at Blockbuster Video	673	10.6%	88
Rented video tape/DVD last mo at Hollywood Video	165	2.6%	63
Bought video tape/DVD last month: action/adventure	545	8.6%	103
Bought video tape/DVD last month: classic	168	2.7%	98
Bought video tape/DVD last month: comedy	515	8.1%	101
Bought video tape/DVD last month: drama	255	4.0%	93
Bought video tape/DVD last month: family/children	521	8.2%	140
Bought video tape/DVD last month: horror	126	2.0%	63
Bought video tape/DVD last month: romance	148	2.3%	92

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Electronics and Internet Market Potential

Monroe Township, OH
 Monroe township, OH (3902551338)
 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	107	1.7%	68
Bought blank video tape in last 6 months	660	10.4%	92
Bought 7+ blank video tapes in last 6 months	161	2.5%	98
DVDs purchased in last 30 days: 1	317	5.0%	101
DVDs purchased in last 30 days: 2	260	4.1%	87
DVDs purchased in last 30 days: 3-4	414	6.5%	141
DVDs purchased in last 30 days: 5+	325	5.1%	99
Bought any camera in last 12 months	816	12.9%	100
Spent on cameras in last 12 months: <\$100	394	6.2%	141
Spent on cameras in last 12 months: \$100-199	174	2.7%	91
Spent on cameras in last 12 months: \$200+	202	3.2%	80
Own APS (point & shoot or SLR) camera	145	2.3%	83
Own digital camera	2,036	32.2%	98
Bought digital camera in last 12 months	336	5.3%	78
Own digital point & shoot camera	1,547	24.5%	98
Bought digital point & shoot camera in last 12 mo	293	4.6%	94
Own digital SLR camera	559	8.8%	95
Bought digital SLR camera in last 12 months	132	2.1%	93
Own 35mm auto focus point & shoot camera	244	3.9%	82
Own 35mm auto focus single lens reflex camera	129	2.0%	86
Own 35mm auto focus zoom camera	423	6.7%	119
Own 35mm single lens reflex camera	217	3.4%	114
Own Canon camera	872	13.8%	88
Bought Canon camera in last 12 months	97	1.5%	72
Own Fuji camera	266	4.2%	104
Own Kodak camera	1,075	17.0%	144
Bought Kodak camera in last 12 months	251	4.0%	134
Own Nikon camera	301	4.8%	88
Own Olympus camera	264	4.2%	92
Own Polaroid camera	212	3.3%	136
Bought any camera accessory in last 12 months	2,817	44.5%	104
Bought film in last 12 months	1,270	20.1%	105
Bought film in last 12 months: <3 rolls	599	9.5%	106
Bought film in last 12 months: 3-6 rolls	380	6.0%	96
Bought film in last 12 months: 7+ rolls	290	4.6%	108
Bought film in last 12 mo: APS (color prints)	178	2.8%	105
Bought film in last 12 mo: instant developing	149	2.4%	118
Bought film in last 12 mo: 35mm (black & white)	38	0.6%	63
Bought film in last 12 mo: 35mm (color prints)	653	10.3%	91
Bought Fuji film in last 12 months	298	4.7%	94
Bought Kodak film in last 12 months	843	13.3%	113
Bought store-brand film in last 12 months	108	1.7%	80
Purchased film in last 12 mo: department store	284	4.5%	121
Purchased film in last 12 mo: discount store	310	4.9%	103

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Monroe Township, OH
Monroe township, OH (3902551338)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	225	3.6%	76
Purchased film in last 12 mo: grocery store	97	1.5%	71
Purchased film in last 12 mo: 1 hour service store	163	2.6%	101
Had film processed at discount store	198	3.1%	95
Had film processed at drug store	238	3.8%	88
Had film processed at 1 hour service store	214	3.4%	117
Bought memory card for camera in last 12 months	387	6.1%	80
Own memory card for camera	1,604	25.4%	102

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March 27, 2012



Financial Investments Market Potential

Monroe Township, OH
Monroe township, OH (3902551338)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		8,468	8,599
Population 18+		6,325	6,486
Households		2,993	3,056
Median Household Income		\$51,594	\$56,723
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank	2,932	46.4%	94
Bank/financial institution: use savings & loan	638	10.1%	96
Bank/financial institution: use credit union	1,474	23.3%	103
Bank/financial institution: use fed savings bank	123	1.9%	84
Bank/financial institution: use mutual funds co	155	2.5%	75
Bank/financial institution: use Internet Bank	261	4.1%	96
Used ATM/cash machine in last 12 months	3,196	50.5%	99
Banked in person in last 12 months	3,150	49.8%	96
Banked by mail in last 12 months	296	4.7%	87
Banked by phone in last 12 months	1,013	16.0%	107
Did banking over the Internet in last 12 months	1,611	25.5%	93
Used direct deposit of paycheck in last 12 months	2,507	39.6%	103
Have interest checking account	1,926	30.5%	94
Have non-interest checking account	1,546	24.4%	92
Have money market account	595	9.4%	76
Have savings account	2,224	35.2%	97
Have 401K retirement savings	1,070	16.9%	95
Have IRA retirement savings	739	11.7%	78
Have auto loan for new car	731	11.6%	100
Have personal loan for education only	293	4.6%	114
Have personal loan-not for education	189	3.0%	119
Have home mortgage (1st)	1,192	18.8%	98
Have 2nd mortgage (equity loan)	344	5.4%	87
Have home equity line of credit	359	5.7%	94
Have personal line of credit	260	4.1%	91
Have overdraft protection	872	13.8%	104
Own any securities investment	1,186	18.8%	75
Own annuities	174	2.8%	91
Own certificate of deposit (6 months or less)	186	2.9%	84
Own certificate of deposit (more than 6 months)	285	4.5%	81
Own common/preferred stock in company you work for	151	2.4%	79
Own common stock in company you don't work for	307	4.9%	77
Own insured money market account (bank)	96	1.5%	74
Own shares in money market fund	364	5.8%	87
Own shares in mutual fund (bonds)	290	4.6%	77
Own shares in mutual fund (stock)	414	6.5%	70
Own any stock	394	6.2%	68
Own stock with market value <\$10000	153	2.4%	78
Own stock with market value \$10000-49999	124	2.0%	78
Own stock with market value \$50000+	130	2.1%	82

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

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Monroe Township, OH
Monroe township, OH (3902551338)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	320	5.1%	74
Used financial planning counsel in last 12 months	319	5.0%	64
Used full service brokerage firm in last 12 months	242	3.8%	62
Own any credit/debit card (in own name)	4,439	70.2%	95
Own American Express card (in own name)	521	8.2%	66
Own Discover card (in own name)	569	9.0%	80
Own MasterCard (in own name)	2,025	32.0%	94
Own Visa (in own name)	2,934	46.4%	95
Own any department store credit card (in own name)	1,714	27.1%	87
Avg monthly credit card expenditures: <\$111	795	12.6%	91
Avg monthly credit card expenditures: \$111-225	413	6.5%	84
Avg monthly credit card expenditures: \$226-450	356	5.6%	75
Avg monthly credit card expenditures: \$451-700	355	5.6%	88
Avg monthly credit card expenditures: \$701+	623	9.9%	74

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Monroe Township, OH
Monroe township, OH (3902551338)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary	2010	2015	
Population	8,468	8,599	
Population 18+	6,325	6,486	
Households	2,993	3,056	
Median Household Income	\$51,594	\$56,723	
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	1,970	65.8%	127
HH owns any bird	96	3.2%	110
HH owns any cat	877	29.3%	122
HH owns any dog	1,553	51.9%	137
HH owns 1 cat	420	14.0%	110
HH owns 2+ cats	457	15.3%	132
HH owns 1 dog	877	29.3%	125
HH owns 2+ dogs	676	22.6%	154
HH used canned cat food in last 6 months	376	12.6%	108
HH used <4 cans of cat food in last 7 days	149	5.0%	114
HH used 8+ cans of cat food in last 7 days	107	3.6%	99
HH used packaged dry cat food in last 6 months	877	29.3%	126
HH used <5 pounds of packaged dry cat food last mo	331	11.1%	135
HH used 11+ pounds of packaged dry cat food last mo	273	9.1%	127
HH used cat treats in last 6 months	346	11.6%	113
HH used cat litter in last 6 months	732	24.5%	120
HH used canned dog food in last 6 months	486	16.2%	123
HH used packaged dry dog food in last 6 months	1,527	51.0%	140
HH used <10 pounds of pkgd dry dog food last month	680	22.7%	137
HH used 25+ pounds of pkgd dry dog food last month	561	18.7%	170
HH used dog biscuits/treats in last 6 months	1,220	40.8%	138
HH used <2 packages of dog biscuits/treats last mo	642	21.5%	145
HH used 4+ packages of dog biscuits/treats last mo	208	7.0%	125
HH used flea/tick care prod for cat/dog last 12 mo	1,395	46.6%	137
HH member took pet to vet in last 12 mo: 1 time	534	17.8%	141
HH member took pet to vet in last 12 mo: 2 times	426	14.2%	129
HH member took pet to vet in last 12 mo: 3 times	148	4.9%	88
HH member took pet to vet in last 12 mo: 4 times	116	3.9%	94
HH member took pet to vet in last 12 mo: 5+ times	239	8.0%	143
Bought pet food from vet in last 12 months	206	6.9%	135
Bought flea control product from vet in last 12 mo	531	17.7%	133

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Health and Beauty Market Potential

Monroe Township, OH
 Monroe township, OH (3902551338)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		8,468	8,599	
Population 18+		6,325	6,486	
Households		2,993	3,056	
Median Household Income		\$51,594	\$56,723	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		1,901	30.1%	100
Exercise at club 2+ times per week		447	7.1%	58
Exercise at other facility (not club) 2+ times/wk		480	7.6%	94
Own stationary bicycle		365	5.8%	102
Own treadmill		574	9.1%	93
Own weight lifting equipment		776	12.3%	95
Presently controlling diet		2,418	38.2%	93
Diet control for blood sugar level		446	7.1%	96
Diet control for cholesterol level		544	8.6%	85
Diet control to maintain weight		542	8.6%	77
Diet control for physical fitness		452	7.1%	72
Diet control for salt restriction		190	3.0%	90
Diet control for weight loss		864	13.7%	96
Used doctor's care/diet for diet method		202	3.2%	106
Used exercise program for diet method		451	7.1%	84
Used Weight Watchers as diet method		180	2.8%	93
Buy foods specifically labeled as fat-free		954	15.1%	86
Buy foods specifically labeled as high fiber		537	8.5%	74
Buy foods specifically labeled as high protein		243	3.8%	70
Buy foods specifically labeled as lactose-free		103	1.6%	88
Buy foods specifically labeled as low-calorie		578	9.1%	84
Buy foods specifically labeled as low-carb		406	6.4%	83
Buy foods specifically labeled as low-cholesterol		418	6.6%	80
Buy foods specifically labeled as low-fat		719	11.4%	85
Buy foods specifically labeled as low-sodium		501	7.9%	88
Buy foods specifically labeled as natural/organic		460	7.3%	86
Buy foods specifically labeled as sugar-free		874	13.8%	104
Used butter alternatives in last 6 months		283	4.5%	107
Used egg alternatives in last 6 months		846	13.4%	94
Used salt alternatives in last 6 months		1,827	28.9%	104
Drank meal/dietary supplement in last 6 months		331	5.2%	72
Used nutrition/energy bar in last 6 months		657	10.4%	74
Drank sports drink/thirst quencher in last 6 mo		1,954	30.9%	97
Used vitamin/dietary supplement in last 6 months		2,849	45.0%	93
Vitamin/dietary suppl used/6 mo: antioxidant		123	1.9%	67
Vitamin/dietary suppl used/6 mo: B complex		263	4.2%	85
Vitamin/dietary suppl used/6 mo: B complex+C		104	1.6%	85
Vitamin/dietary suppl used/6 mo: B-6		125	2.0%	97
Vitamin/dietary suppl used/6 mo: B-12		383	6.1%	107
Vitamin/dietary suppl used/6 mo: C		414	6.5%	78
Vitamin/dietary suppl used/6 mo: calcium		578	9.1%	85

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Health and Beauty Market Potential

Monroe Township, OH
 Monroe township, OH (3902551338)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	304	4.8%	98
Vitamin/dietary suppl used/6 mo: E	367	5.8%	117
Vitamin/dietary suppl used/6 mo: garlic	126	2.0%	117
Vitamin/dietary suppl used/6 mo: glucosamine	279	4.4%	96
Vitamin/dietary suppl used/6 mo: multiple formula	660	10.4%	89
Vitamin/dietary suppl used/6 mo: multiple w/iron	210	3.3%	77
Vitamin/dietary suppl used/6 mo: mult w/minerals	346	5.5%	92
Vitamin/dietary suppl used/6 mo: zinc	123	1.9%	84
Vitamin/dietary suppl/6 mo: Caltrate 600	111	1.8%	66
Vitamin/dietary suppl/6 mo: Centrum	286	4.5%	77
Vitamin/dietary suppl/6 mo: Nature Made	346	5.5%	93
Visited doctor in last 12 months	4,836	76.5%	98
Visited doctor in last 12 months: 1-3 times	2,334	36.9%	109
Visited doctor in last 12 months: 4-7 times	1,258	19.9%	89
Visited doctor in last 12 months: 8+ times	1,244	19.7%	91
Visited doctor in last 12 mo: allergist	108	1.7%	71
Visited doctor in last 12 mo: cardiologist	437	6.9%	98
Visited doctor in last 12 mo: chiropractor	398	6.3%	84
Visited doctor in last 12 mo: dentist	2,027	32.0%	85
Visited doctor in last 12 mo: dermatologist	365	5.8%	81
Visited doctor in last 12 mo: ear/nose/throat	236	3.7%	81
Visited doctor in last 12 mo: eye	1,098	17.4%	84
Visited doctor in last 12 mo: general/family	2,658	42.0%	99
Visited doctor in last 12 mo: internist	243	3.8%	52
Visited doctor in last 12 mo: physical therapist	237	3.7%	83
Visited doctor in last 12 mo: podiatrist	154	2.4%	72
Visited doctor in last 12 mo: urologist	246	3.9%	101
Visited nurse practitioner in last 12 months	268	4.2%	101
Wear regular/sun/tinted prescription eyeglasses	2,066	32.7%	95
Wear bi-focals	878	13.9%	88
Wear disposable contact lenses	437	6.9%	107
Wear soft contact lenses	660	10.4%	119
Spent on contact lenses in last 12 mo: <\$100	209	3.3%	118
Spent on contact lenses in last 12 mo: \$100-199	215	3.4%	91
Spent on contact lenses in last 12 mo: \$200+	192	3.0%	100
Bought prescription eyewear: discount optical ctr	621	9.8%	123
Bought prescription eyewear: from eye doctor	1,492	23.6%	92
Bought prescription eyewear: retail optical chain	624	9.9%	89
Used prescription drug for allergy/hay fever	456	7.2%	103
Used prescription drug for anxiety/panic	277	4.4%	107
Used prescription drug for arthritis/rheumatism	152	2.4%	91
Used prescription drug for asthma	220	3.5%	85
Used prescription drug for backache/back pain	487	7.7%	104
Used prescription drug for depression	453	7.2%	122
Used prescr drug for diabetes (insulin dependent)	145	2.3%	116
Used prescr drug for diabetes (non-insulin)	225	3.6%	95
Used prescription drug for eczema/skin itch/rash	138	2.2%	105

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

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

March 27, 2012

Made with Esri Business Analyst



Health and Beauty Market Potential

Monroe Township, OH
 Monroe township, OH (3902551338)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	470	7.4%	112
Used prescription drug for high blood pressure	704	11.1%	89
Used prescription drug for high cholesterol	538	8.5%	98
Used prescription drug for migraine headache	284	4.5%	121
Used prescription drug for sinus congest./headache	317	5.0%	103
Used prescription drug for urinary tract infection	215	3.4%	109
Used last 6 mo: adhesive bandages	3,435	54.3%	98
Used last 6 mo: athlete's foot/foot care product	744	11.8%	84
Used last 6 mo: cold/sinus/allergy med (nonprescr)	3,134	49.5%	104
Used last 6 mo: children's cold tablets/liquids	1,196	18.9%	125
Used last 6 mo: contact lens cleaning solution	881	13.9%	114
Used last 6 mo: cotton swabs	3,118	49.3%	103
Used last 6 mo: cough/sore throat drops (nonprescr)	2,939	46.5%	98
Used last 6 mo: cough syrup/suppressant (nonprescr)	2,219	35.1%	102
Used last 6 mo: children's cough syrup	1,079	17.1%	120
Used last 6 mo: diarrhea remedy	957	15.1%	92
Used last 6 mo: eye wash and drops	1,964	31.1%	102
Used last 6 mo: headache/pain reliever (nonprescr)	5,534	87.5%	104
Used last 6 mo: hemorrhoid remedy	510	8.1%	90
Used last 6 mo: indigestion/upset stomach remedy	2,964	46.9%	104
Used last 6 mo: lactose intolerance product	158	2.5%	71
Used last 6 mo: laxative/fiber supplement	714	11.3%	81
Used last 6 mo: medicated skin ointment	1,903	30.1%	96
Used last 6 mo: medicated throat remedy	779	12.3%	108
Used last 6 mo: nasal spray	1,010	16.0%	100
Used last 6 mo: pain reliever/fever reducer (kids)	1,871	29.6%	134
Used last 6 mo: pain relieving rub/liquid/patch	1,501	23.7%	94
Used last 6 mo: sleeping tablets (nonprescription)	391	6.2%	114
Used last 12 mo: sunburn remedy	1,075	17.0%	110
Used last 12 mo: suntan/sunscreen product	2,316	36.6%	95
Used last 12 mo: SPF 15+ suntan/sunscreen product	1,769	28.0%	93
Used last 6 mo: toothache/gum/canker sore remedy	1,044	16.5%	98
Used last 6 mo: vitamins for children	1,039	16.4%	112
Used body powder in last 6 months	1,970	31.1%	112
Used body powder <3 times in last 7 days	819	12.9%	110
Used body powder 8+ times in last 7 days	152	2.4%	110
Used body wash/shower gel in last 6 months	3,598	56.9%	110
Used breath freshener in last 6 months	2,961	46.8%	101
Used complexion care product in last 6 months	2,979	47.1%	100
Used complexion care product <7 times last week	1,063	16.8%	123
Used complexion care product 11+ times last week	918	14.5%	87
Used complexion care prod: dry facial skin type	362	5.7%	78
Used complexion care prod: normal facial skin type	1,029	16.3%	107
Used complexion care prod: oily facial skin type	511	8.1%	134
Used dental floss in last 6 months	3,613	57.1%	92

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Health and Beauty Market Potential

Monroe Township, OH
 Monroe township, OH (3902551338)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	1,311	20.7%	103
Used denture adhesive/fixative in last 6 months	345	5.5%	87
Used denture cleaner in last 6 months	537	8.5%	77
Used deodorant/antiperspirant in last 6 months	6,022	95.2%	102
Used deodorant/antiperspirant <8 times last week	4,207	66.5%	97
Used deodorant/antiperspirant 15+ times last week	505	8.0%	132
Used disposable razor in last 6 months	3,361	53.1%	102
Used electric shaver in last 6 months	1,090	17.2%	91
Used hair coloring product (at home) last 6 months	1,265	20.0%	100
Used hair conditioner (at home) in last 6 months	4,232	66.9%	108
Used hair conditioning treatment (at home)/6 mo	1,503	23.8%	101
Used hair growth product in last 6 months	77	1.2%	53
Used hair mousse in last 6 months	1,312	20.7%	119
Used hair spray (at home) in last 6 months	2,589	40.9%	113
Used hair styling gel/lotion in last 6 months	1,636	25.9%	96
Used hand & body cream/lotion/oil in last 6 months	4,711	74.5%	103
Used hand & body cream/lotion/oil <5 times last wk	1,602	25.3%	118
Used hand & body cream/lotion/oil 9+ times last wk	1,469	23.2%	93
Used hand & body cream in last 6 months	1,026	16.2%	92
Used hand & body lotion in last 6 months	3,195	50.5%	103
Used hand & body oil in last 6 months	328	5.2%	100
Used lip care in last 6 months	4,035	63.8%	107
Used liquid soap/hand sanitizer in last 6 months	4,909	77.6%	101
Used mouthwash in last 6 months	4,332	68.5%	104
Used mouthwash <4 times in last 7 days	1,515	24.0%	111
Used mouthwash 8+ times in last 7 days	975	15.4%	97
Used shampoo (at home) in last 6 months	5,946	94.0%	102
Used shampoo plus conditioner prod (at home)/6 mo	1,200	19.0%	98
Used shaving cream/gel in last 6 months	3,296	52.1%	100
Used personal care soap (bar) in last 6 months	5,241	82.9%	99
Used personal care soap for antibacterial purpose	1,315	20.8%	108
Used personal care soap for complexion	422	6.7%	97
Used personal care soap for deodorant	1,151	18.2%	112
Use personal care soap for moisturizing	1,614	25.5%	118
Bought toothbrush in last 6 months	5,597	88.5%	104
Bought electric toothbrush in last 6 months	437	6.9%	104
Used toothpaste in last 6 months	6,094	96.3%	101
Used toothpaste <8 times in last 7 days	2,184	34.5%	107
Used toothpaste 15+ times in last 7 days	1,148	18.2%	112
Used toothpaste with baking soda in last 6 months	715	11.3%	99
Used toothpaste (gel) in last 6 months	1,849	29.2%	105
Used toothpaste (paste) in last 6 months	3,009	47.6%	98
Used whitening toothpaste in last 6 months	2,530	40.0%	115
Used tooth whitener (not toothpaste) last 6 months	680	10.8%	101
Had professional manicure/pedicure last 6 months	887	14.0%	82
Had professional facial/massage last 6 months	447	7.1%	75
Spent \$100+ at barber shops in last 6 months	232	3.7%	68
Spent \$100+ at beauty parlors in last 6 months	811	12.8%	81

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Restaurant Market Potential

Monroe Township, OH
 Monroe township, OH (3902551338)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		8,468	8,599	
Population 18+		6,325	6,486	
Households		2,993	3,056	
Median Household Income		\$51,594	\$56,723	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		4,440	70.2%	97
Family restaurant/steak house last month: <2 times		1,556	24.6%	96
Family restaurant/steak house last month: 2-4 times		1,648	26.1%	96
Family restaurant/steak house last month: 5+ times		1,235	19.5%	100
Family restaurant/steak house last 6 months: breakfast		773	12.2%	93
Family restaurant/steak house last 6 months: lunch		1,444	22.8%	92
Family restaurant/steak house last 6 months: snack		76	1.2%	43
Family restaurant/steak house last 6 months: dinner		3,388	53.6%	101
Family restaurant/steak house last 6 months: weekday		2,371	37.5%	97
Family restaurant/steak house last 6 months: weekend		2,764	43.7%	98
Family restaurant/steak house last 6 months: Applebee's		1,537	24.3%	96
Family restaurant/steak house last 6 months: Bennigan's		88	1.4%	63
Family restaurant/steak house last 6 months: Bob Evans Farm		307	4.9%	106
Family restaurant/steak house last 6 months: Cheesecake Factory		273	4.3%	66
Family restaurant/steak house last 6 months: Chili's Grill & Bar		794	12.6%	108
Family restaurant/steak house last 6 months: Cracker Barrel		819	12.9%	117
Family restaurant/steak house last 6 months: Denny's		489	7.7%	86
Family restaurant/steak house last 6 months: Friendly's		138	2.2%	55
Family restaurant/steak house last 6 months: Golden Corral		663	10.5%	145
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		712	11.3%	97
Family restaurant/steak house last 6 months: Lone Star Steakhouse		196	3.1%	114
Family restaurant/steak house last 6 months: Old Country Buffet		108	1.7%	60
Family restaurant/steak house last 6 months: Olive Garden		989	15.6%	88
Family restaurant/steak house last 6 months: Outback Steakhouse		660	10.4%	91
Family restaurant/steak house last 6 months: Perkins		214	3.4%	93
Family restaurant/steak house last 6 months: Red Lobster		760	12.0%	89
Family restaurant/steak house last 6 months: Red Robin		314	5.0%	88
Family restaurant/steak house last 6 months: Ruby Tuesday		486	7.7%	92
Family restaurant/steak house last 6 months: Ryan's		337	5.3%	141
Family restaurant/steak house last 6 months: Sizzler		173	2.7%	91
Family restaurant/steak house last 6 months: T.G.I. Friday's		561	8.9%	86
Went to fast food/drive-in restaurant in last 6 months		5,639	89.2%	100
Went to fast food/drive-in restaurant <6 times/month		2,000	31.6%	90
Went to fast food/drive-in restaurant 6-13 times/month		1,801	28.5%	98
Went to fast food/drive-in restaurant 14+ times/month		1,838	29.1%	117
Fast food/drive-in last 6 months: breakfast		1,677	26.5%	96
Fast food/drive-in last 6 months: lunch		3,763	59.5%	101
Fast food/drive-in last 6 months: snack		859	13.6%	78
Fast food/drive-in last 6 months: dinner		3,380	53.4%	110

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Monroe Township, OH
Monroe township, OH (3902551338)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	4,353	68.8%	104
Fast food/drive-in last 6 months: weekend	3,037	48.0%	99
Fast food/drive-in last 6 months: A & W	299	4.7%	104
Fast food/drive-in last 6 months: Arby's	1,601	25.3%	123
Fast food/drive-in last 6 months: Boston Market	171	2.7%	57
Fast food/drive-in last 6 months: Burger King	2,579	40.8%	112
Fast food/drive-in last 6 months: Captain D's	488	7.7%	150
Fast food/drive-in last 6 months: Carl's Jr.	208	3.3%	53
Fast food/drive-in last 6 months: Checkers	201	3.2%	100
Fast food/drive-in last 6 months: Chick-fil-A	937	14.8%	115
Fast food/drive-in last 6 months: Chipotle Mex. Grill	195	3.1%	51
Fast food/drive-in last 6 months: Chuck E. Cheese	254	4.0%	90
Fast food/drive-in last 6 months: Church's Fr. Chicken	296	4.7%	109
Fast food/drive-in last 6 months: Dairy Queen	1,258	19.9%	125
Fast food/drive-in last 6 months: Del Taco	148	2.3%	70
Fast food/drive-in last 6 months: Domino's Pizza	795	12.6%	94
Fast food/drive-in last 6 months: Dunkin' Donuts	453	7.2%	62
Fast food/drive-in last 6 months: Fuddruckers	156	2.5%	88
Fast food/drive-in last 6 months: Hardee's	448	7.1%	104
Fast food/drive-in last 6 months: Jack in the Box	609	9.6%	93
Fast food/drive-in last 6 months: KFC	1,720	27.2%	99
Fast food/drive-in last 6 months: Little Caesars	532	8.4%	115
Fast food/drive-in last 6 months: Long John Silver's	532	8.4%	133
Fast food/drive-in last 6 months: McDonald's	3,632	57.4%	103
Fast food/drive-in last 6 months: Panera Bread	449	7.1%	73
Fast food/drive-in last 6 months: Papa John's	583	9.2%	106
Fast food/drive-in last 6 months: Pizza Hut	1,677	26.5%	120
Fast food/drive-in last 6 months: Popeyes	396	6.3%	86
Fast food/drive-in last 6 months: Quiznos	417	6.6%	73
Fast food/drive-in last 6 months: Sonic Drive-In	993	15.7%	133
Fast food/drive-in last 6 months: Starbucks	675	10.7%	72
Fast food/drive-in last 6 months: Steak n Shake	312	4.9%	98
Fast food/drive-in last 6 months: Subway	2,286	36.1%	114
Fast food/drive-in last 6 months: Taco Bell	2,304	36.4%	113
Fast food/drive-in last 6 months: Wendy's	2,228	35.2%	113
Fast food/drive-in last 6 months: Whataburger	531	8.4%	174
Fast food/drive-in last 6 months: White Castle	113	1.8%	44
Fast food/drive-in last 6 months: eat in	2,277	36.0%	96
Fast food/drive-in last 6 months: home delivery	720	11.4%	109
Fast food/drive-in last 6 months: take-out/drive-thru	3,596	56.9%	108
Fast food/drive-in last 6 months: take-out/walk-in	1,430	22.6%	92

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March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Monroe Township, OH
 Monroe township, OH (3902551338)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		8,468	8,599
Population 18+		6,325	6,486
Households		2,993	3,056
Median Household Income		\$51,594	\$56,723
Product/Consumer Behavior		Expected Number of Adults	Percent MPI
Participated in aerobics		530	8.4%
Participated in archery		215	3.4%
Participated in backpacking/hiking		489	7.7%
Participated in baseball		338	5.3%
Participated in basketball		563	8.9%
Participated in bicycling (mountain)		193	3.1%
Participated in bicycling (road)		611	9.7%
Participated in boating (power)		420	6.6%
Participated in bowling		843	13.3%
Participated in canoeing/kayaking		359	5.7%
Participated in downhill skiing		188	3.0%
Participated in fishing (fresh water)		941	14.9%
Participated in fishing (salt water)		297	4.7%
Participated in football		399	6.3%
Participated in Frisbee		330	5.2%
Participated in golf		649	10.3%
Play golf < once a month		224	3.5%
Play golf 1+ times a month		324	5.1%
Participated in horseback riding		241	3.8%
Participated in hunting with rifle		418	6.6%
Participated in hunting with shotgun		320	5.1%
Participated in ice skating		202	3.2%
Participated in jogging/running		599	9.5%
Participated in martial arts		113	1.8%
Participated in motorcycling		283	4.5%
Participated in Pilates		243	3.8%
Participated in roller skating		216	3.4%
Participated in snowboarding		111	1.8%
Participated in soccer		259	4.1%
Participated in softball		273	4.3%
Participated in swimming		1,409	22.3%
Participated in target shooting		239	3.8%
Participated in tennis		223	3.5%
Participated in volleyball		288	4.6%
Participated in walking for exercise		1,700	26.9%
Participated in weight lifting		759	12.0%
Participated in yoga		210	3.3%
Spent on high end sports/recreation equipment/12 mo: <\$250		268	4.2%
Spent on high end sports/recreation equipment/12 mo: \$250+		225	3.6%
Attend sports event: auto racing (NASCAR)		527	8.3%
Attend sports event: auto racing (not NASCAR)		429	6.8%
Attend sports event: baseball game		923	14.6%

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Monroe Township, OH
Monroe township, OH (3902551338)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	462	7.3%	92
Attend sports event: basketball game (pro)	442	7.0%	82
Attend sports event: football game (college)	676	10.7%	103
Attend sports event: football-Monday night game (pro)	349	5.5%	90
Attend sports event: football-weekend game (pro)	518	8.2%	90
Attend sports event: golf tournament	285	4.5%	81
Attend sports event: ice hockey game	390	6.2%	93
Attend sports event: soccer game	363	5.7%	93
Attend sports event: tennis match	299	4.7%	96
Attended adult education course in last 12 months	401	6.3%	96
Attended auto show in last 12 months	638	10.1%	122
Went to bar/night club in last 12 months	1,316	20.8%	109
Went to beach in last 12 months	1,377	21.8%	89
Attended dance performance in last 12 months	182	2.9%	65
Danced/went dancing in last 12 months	567	9.0%	94
Dined out in last 12 months	2,990	47.3%	96
Dine out < once a month	269	4.3%	90
Dine out once a month	437	6.9%	112
Dine out 2-3 times a month	617	9.8%	85
Dine out once a week	729	11.5%	100
Dine out 2+ times per week	499	7.9%	80
Gambled at casino in last 12 months	775	12.3%	76
Gambled at casino 6+ times in last 12 months	178	2.8%	104
Gambled in Atlantic City in last 12 months	48	0.8%	30
Gambled in Las Vegas in last 12 months	199	3.1%	66
Attended horse races in last 12 months	171	2.7%	91
Attended movies in last 6 months	3,212	50.8%	86
Attended movies in last 90 days: < once a month	1,694	26.8%	83
Attended movies in last 90 days: once a month	615	9.7%	95
Attended movies in last 90 days: 2-3 times a month	384	6.1%	90
Attended movies in last 90 days: once/week or more	108	1.7%	67
Prefer to see movie after second week of release	1,487	23.5%	99
Went to museum in last 12 months	571	9.0%	71
Attended music performance in last 12 months	1,423	22.5%	95
Attended country music performance in last 12 mo	386	6.1%	120
Attended rock music performance in last 12 months	736	11.6%	106
Attended classical music/opera performance/12 mo	226	3.6%	78
Went to live theater in last 12 months	513	8.1%	62
Visited a theme park in last 12 months	1,088	17.2%	80
Visited Disney World (FL)/12 mo: Magic Kingdom	161	2.5%	75
Visited any Sea World in last 12 months	175	2.8%	82
Visited any Six Flags in last 12 months	264	4.2%	72
Went to zoo in last 12 months	823	13.0%	102
Played backgammon in last 12 months	78	1.2%	61
Participated in book club in last 12 months	128	2.0%	64
Played billiards/pool in last 12 months	736	11.6%	121
Played bingo in last 12 months	203	3.2%	76
Did birdwatching in last 12 months	350	5.5%	89
Played board game in last 12 months	972	15.4%	94

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March 27, 2012

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Sports and Leisure Market Potential

Monroe Township, OH
 Monroe township, OH (3902551338)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	1,166	18.4%	88
Played chess in last 12 months	177	2.8%	76
Cooked for fun in last 12 months	1,242	19.6%	94
Did crossword puzzle in last 12 months	954	15.1%	104
Participated in fantasy sports league last 12 mo	155	2.5%	75
Flew a kite in last 12 months	175	2.8%	98
Did furniture refinishing in last 12 months	186	2.9%	91
Did indoor gardening/plant care in last 12 months	545	8.6%	86
Participated in karaoke in last 12 months	320	5.1%	114
Bought lottery ticket in last 12 months	2,127	33.6%	97
Bought lottery ticket in last 12 mo: Daily Drawing	183	2.9%	60
Bought lottery ticket in last 12 mo: Instant Game	1,104	17.5%	110
Bought lottery ticket in last 12 mo: Lotto Drawing	1,138	18.0%	84
Played lottery: <3 times in last 30 days	891	14.1%	89
Played lottery: 3-7 times in last 30 days	621	9.8%	102
Played lottery: 8+ times in last 30 days	615	9.7%	104
Played musical instrument in last 12 months	462	7.3%	92
Did painting/drawing in last 12 months	381	6.0%	92
Did photography in last 12 months	738	11.7%	92
Read book in last 12 months	2,331	36.9%	90
Participated in trivia games in last 12 months	395	6.2%	104
Played video game in last 12 months	1,004	15.9%	119
Did woodworking in last 12 months	335	5.3%	113
Participated in word games in last 12 months	475	7.5%	79
Member of AARP	791	12.5%	81
Member of business club	148	2.3%	94
Member of charitable organization	257	4.1%	64
Member of church board	245	3.9%	90
Member of fraternal order	170	2.7%	76
Member of religious club	251	4.0%	62
Member of union	231	3.7%	69
Member of veterans club	214	3.4%	99
Bought any children`s toy/game in last 12 months	2,418	38.2%	110
Spent on toys/games in last 12 months: <\$50	400	6.3%	104
Spent on toys/games in last 12 months: \$50-99	197	3.1%	113
Spent on toys/games in last 12 months: \$100-199	506	8.0%	111
Spent on toys/games in last 12 months: \$200-499	802	12.7%	117
Spent on toys/games in last 12 months: \$500+	385	6.1%	106
Bought infant toy in last 12 months	632	10.0%	119
Bought pre-school toy in last 12 months	542	8.6%	106
Spent on toys/games (for child <6)/12 mo: <\$100	707	11.2%	101
Spent on toys/games (for child <6)/12 mo: \$100-199	588	9.3%	138
Spent on toys/games (for child <6)/12 mo: \$200+	586	9.3%	120
Bought for child in last 12 mo: boy action figure	639	10.1%	125
Bought for child in last 12 mo: girl action figure	227	3.6%	116
Bought for child in last 12 mo: bicycle	483	7.6%	111
Bought for child in last 12 mo: board game	659	10.4%	88

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

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

March 27, 2012

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Sports and Leisure Market Potential

Monroe Township, OH
Monroe township, OH (3902551338)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	220	3.5%	103
Bought for child in last 12 mo: car	638	10.1%	109
Bought for child in last 12 mo: construction toy	280	4.4%	90
Bought for child in last 12 mo: large/baby doll	657	10.4%	159
Bought for child in last 12 mo: fashion doll	324	5.1%	100
Bought for child in last 12 mo: plush doll/animal	694	11.0%	130
Bought for child in last 12 mo: doll accessories	311	4.9%	122
Bought for child in last 12 mo: doll clothing	311	4.9%	119
Bought for child in last 12 mo: educational toy	951	15.0%	110
Bought for child in last 12 mo: electronic game	702	11.1%	119
Bought for child in last 12 mo: mechanical toy	332	5.2%	131
Bought for child in last 12 mo: model kit/set	161	2.5%	99
Bought for child in last 12 mo: sound game	170	2.7%	96
Bought for child in last 12 mo: water toy	736	11.6%	121
Bought for child in last 12 mo: word game	192	3.0%	79
Bought book in last 12 months	3,151	49.8%	99
Bought 1-3 books in last 12 months	1,295	20.5%	104
Bought 4-9 books in last 12 months	999	15.8%	101
Bought 10+ books in last 12 months	857	13.5%	90
Bought paperback book in last 12 months	2,349	37.1%	98
Bought <3 paperback books in last 12 months	822	13.0%	100
Bought 3-6 paperback books in last 12 months	818	12.9%	98
Bought 7+ paperback books in last 12 months	709	11.2%	95
Bought hardcover book in last 12 months	1,679	26.5%	95
Bought <3 hardcover books in last 12 months	885	14.0%	114
Bought 3-5 hardcover books in last 12 months	388	6.1%	77
Bought 6+ hardcover books in last 12 months	407	6.4%	82
Bought book (fiction) in last 12 months	1,670	26.4%	94
Bought book (non-fiction) in last 12 months	1,503	23.8%	94
Bought biography in last 12 months	302	4.8%	66
Bought children`s book in last 12 months	870	13.8%	108
Bought cookbook in last 12 months	711	11.2%	103
Bought desk dictionary in last 12 months	79	1.2%	61
Bought history book in last 12 months	397	6.3%	83
Bought mystery book in last 12 months	687	10.9%	97
Bought personal/business self-help book last 12 mo	448	7.1%	99
Bought religious book (not bible) last 12 months	537	8.5%	112
Bought romance book in last 12 months	557	8.8%	135
Bought science fiction book in last 12 months	307	4.9%	107
Bought book through book club in last 12 months	272	4.3%	99
Bought book at book store in last 12 months	1,813	28.7%	85
Bought book at Barnes & Noble in last 12 months	1,034	16.3%	83
Bought book at Borders in last 12 months	493	7.8%	70
Bought book at convenience store in last 12 months	119	1.9%	85
Bought book at department store in last 12 months	810	12.8%	167
Bought book at drug store in last 12 months	108	1.7%	75
Bought book through Internet in last 12 mo	494	7.8%	77
Bought book through mail order in last 12 months	206	3.3%	96
Bought book at supermarket in last 12 months	530	8.4%	161
Bought book at warehouse store in last 12 months	350	5.5%	95

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

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

March 27, 2012

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Retail Goods and Services Expenditures

Monroe Township, OH
 Monroe township, OH (3902551338)
 Geography: County Subdivision

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Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Crossroads	60.3%	Population	8,468	8,599
Midland Crowd	25.6%	Households	2,993	3,056
Green Acres	14.1%	Families	2,338	2,374
Top Rung	0.0%	Median Age	35.0	35.0
Suburban Splendor	0.0%	Median Household Income	\$51,594	\$56,723
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		62	\$1,477.28	\$4,421,500
Men's		57	\$263.88	\$789,804
Women's		55	\$452.45	\$1,354,171
Children's		70	\$279.98	\$837,971
Footwear		44	\$184.75	\$552,949
Watches & Jewelry		85	\$165.88	\$496,478
Apparel Products and Services (1)		139	\$130.35	\$390,127
Computer				
Computers and Hardware for Home Use		88	\$169.21	\$506,436
Software and Accessories for Home Use		88	\$25.08	\$75,077
Entertainment & Recreation		91	\$2,924.48	\$8,752,977
Fees and Admissions		85	\$529.14	\$1,583,711
Membership Fees for Clubs (2)		84	\$136.97	\$409,950
Fees for Participant Sports, excl. Trips		90	\$95.59	\$286,092
Admission to Movie/Theatre/Opera/Ballet		86	\$129.83	\$388,571
Admission to Sporting Events, excl. Trips		92	\$54.68	\$163,658
Fees for Recreational Lessons		82	\$111.59	\$333,981
Dating Services		63	\$0.49	\$1,458
TV/Video/Audio		90	\$1,121.56	\$3,356,817
Community Antenna or Cable TV		91	\$656.04	\$1,963,535
Televisions		93	\$179.57	\$537,457
VCRs, Video Cameras, and DVD Players		89	\$18.09	\$54,139
Video Cassettes and DVDs		92	\$48.16	\$144,147
Video and Computer Game Hardware and Software		92	\$51.41	\$153,855
Satellite Dishes		98	\$1.23	\$3,694
Rental of Video Cassettes and DVDs		91	\$37.67	\$112,732
Streaming/Downloaded Video		82	\$1.15	\$3,429
Audio (3)		83	\$121.61	\$363,966
Rental and Repair of TV/Radio/Sound Equipment		87	\$6.64	\$19,862
Pets		114	\$488.68	\$1,462,629
Toys and Games (4)		92	\$134.06	\$401,234
Recreational Vehicles and Fees (5)		85	\$275.64	\$824,999
Sports/Recreation/Exercise Equipment (6)		72	\$130.13	\$389,472
Photo Equipment and Supplies (7)		89	\$92.41	\$276,585
Reading (8)		84	\$130.17	\$389,590
Catered Affairs (9)		92	\$22.70	\$67,939
Food		89	\$6,876.47	\$20,581,278
Food at Home		89	\$3,972.50	\$11,889,677
Bakery and Cereal Products		89	\$528.60	\$1,582,093
Meats, Poultry, Fish, and Eggs		89	\$924.61	\$2,767,356
Dairy Products		88	\$439.90	\$1,316,621
Fruits and Vegetables		87	\$680.85	\$2,037,781
Snacks and Other Food at Home (10)		90	\$1,398.54	\$4,185,826
Food Away from Home		90	\$2,903.98	\$8,691,601
Alcoholic Beverages		86	\$492.19	\$1,473,113
Nonalcoholic Beverages at Home		90	\$393.95	\$1,179,104

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

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

March 27, 2012

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Retail Goods and Services Expenditures

Monroe Township, OH
 Monroe township, OH (3902551338)
 Geography: County Subdivision

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	77	\$1,347.17	\$4,032,091
Vehicle Loans	97	\$4,792.03	\$14,342,535
Health			
Nonprescription Drugs	92	\$95.09	\$284,593
Prescription Drugs	92	\$458.43	\$1,372,065
Eyeglasses and Contact Lenses	89	\$68.59	\$205,275
Home			
Mortgage Payment and Basics (11)	94	\$8,771.97	\$26,254,510
Maintenance and Remodeling Services	90	\$1,777.16	\$5,319,037
Maintenance and Remodeling Materials (12)	93	\$345.20	\$1,033,181
Utilities, Fuel, and Public Services	92	\$4,176.89	\$12,501,443
Household Furnishings and Equipment			
Household Textiles (13)	89	\$117.93	\$352,971
Furniture	89	\$537.17	\$1,607,760
Floor Coverings	86	\$64.19	\$192,132
Major Appliances (14)	92	\$277.99	\$832,014
Housewares (15)	78	\$67.13	\$200,904
Small Appliances	88	\$28.91	\$86,519
Luggage	87	\$8.01	\$23,987
Telephones and Accessories	62	\$26.31	\$78,757
Household Operations			
Child Care	93	\$430.90	\$1,289,679
Lawn and Garden (16)	91	\$379.05	\$1,134,488
Moving/Storage/Freight Express	81	\$49.24	\$147,366
Housekeeping Supplies (17)	92	\$646.23	\$1,934,179
Insurance			
Owners and Renters Insurance	99	\$458.53	\$1,372,378
Vehicle Insurance	91	\$1,062.22	\$3,179,229
Life/Other Insurance	91	\$381.53	\$1,141,906
Health Insurance	90	\$1,740.35	\$5,208,870
Personal Care Products (18)	92	\$366.34	\$1,096,442
School Books and Supplies (19)	90	\$95.99	\$287,282
Smoking Products	88	\$377.84	\$1,130,888
Transportation			
Vehicle Purchases (Net Outlay) (20)	94	\$4,142.08	\$12,397,240
Gasoline and Motor Oil	95	\$2,724.31	\$8,153,861
Vehicle Maintenance and Repairs	90	\$852.55	\$2,551,674
Travel			
Airline Fares	84	\$383.32	\$1,147,276
Lodging on Trips	85	\$370.99	\$1,110,382
Auto/Truck/Van Rental on Trips	85	\$31.18	\$93,317
Food and Drink on Trips	86	\$375.67	\$1,124,377

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

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

March 27, 2012



Retail Goods and Services Expenditures

Monroe Township, OH
Monroe township, OH (3902551338)
Geography: County Subdivision

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

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

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

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Monroe Township, OH
Monroe township, OH (3902551338)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		8,468	8,599
Households		2,993	3,056
Families		2,338	2,374
Median Age		35.0	35.0
Median Household Income		\$51,594	\$56,723
		Spending Potential Index	Average Amount Spent
			Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	97	\$4.60	\$13,780
Gasoline	95	\$2,662.04	\$7,967,494
Motor Oil	95	\$11.23	\$33,597
Vehicle Parts/Equipment and Accessories	88	\$49.40	\$147,865
Tire Purchase/Replacement	94	\$135.54	\$405,672
Vehicle Audio/Video Equipment and Installation	87	\$6.16	\$18,430
Vehicle Cleaning Products and Services	84	\$6.83	\$20,430
Services			
Auto Repair Service Policy	99	\$16.32	\$48,836
Membership Fees for Automobile Service Clubs	80	\$17.55	\$52,531
Global Positioning Services	82	\$2.08	\$6,222
Vehicle Air Conditioning Repair	96	\$16.96	\$50,759
Vehicle Body Work and Painting	87	\$33.30	\$99,652
Vehicle Brake Work	84	\$66.38	\$198,667
Vehicle Clutch/Transmission Repair	93	\$42.94	\$128,530
Vehicle Cooling System Repair	93	\$27.09	\$81,091
Vehicle Drive Shaft and Rear-end Repair	92	\$7.90	\$23,658
Vehicle Electrical System Repair	89	\$30.82	\$92,242
Vehicle Exhaust System Repair	84	\$11.31	\$33,856
Vehicle Front End Alignment/Wheel Balance & Rotation	87	\$16.20	\$48,481
Lube/Oil Change and Oil Filters	94	\$83.97	\$251,330
Vehicle Motor Repair/Replacement	92	\$84.21	\$252,032
Vehicle Motor Tune-up	88	\$54.46	\$162,997
Vehicle Shock Absorber Replacement	90	\$5.97	\$17,873
Vehicle Steering/Front End Repair	86	\$23.86	\$71,410
Tire Repair and Other Repair Work	87	\$56.60	\$169,411

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

Monroe Township, OH
 Monroe township, OH (3902551338)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary	2010	2015	
Population	8,468	8,599	
Households	2,993	3,056	
Families	2,338	2,374	
Median Age	35.0	35.0	
Median Household Income	\$51,594	\$56,723	
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	84	\$5,003.33	\$14,974,969
Savings Accounts	84	\$11,091.17	\$33,195,882
U.S. Savings Bonds	86	\$352.62	\$1,055,377
Stocks, Bonds & Mutual Funds	86	\$33,372.31	\$99,883,329
Annual Changes			
Checking Accounts	102	\$264.85	\$792,688
Savings Accounts	47	\$182.16	\$545,190
U.S. Savings Bonds	-180	-\$4.31	-\$12,888
Earnings			
Dividends, Royalties, Estates, Trusts	84	\$827.41	\$2,476,437
Interest from Savings Accounts or Bonds	84	\$768.62	\$2,300,479
Retirement Plan Contributions	90	\$1,232.47	\$3,688,786
Liabilities			
Original Mortgage Amount	96	\$20,716.61	\$62,004,807
Vehicle Loan Amount 1	97	\$2,641.51	\$7,906,036
Amount Paid: Interest			
Home Mortgage	96	\$4,484.86	\$13,423,183
Lump Sum Home Equity Loan	87	\$113.73	\$340,391
New Car/Truck/Van Loan	98	\$204.16	\$611,045
Used Car/Truck/Van Loan	98	\$159.25	\$476,646
Amount Paid: Principal			
Home Mortgage	94	\$1,870.10	\$5,597,200
Lump Sum Home Equity Loan	88	\$146.90	\$439,674
New Car/Truck/Van Loan	98	\$1,089.13	\$3,259,768
Used Car/Truck/Van Loan	98	\$742.99	\$2,223,761
Checking Account and Banking Service Charges	89	\$24.68	\$73,879
Finance Charges, excluding Mortgage/Vehicle	89	\$218.34	\$653,496

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

Monroe Township, OH
 Monroe township, OH (3902551338)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

2010 Housing Summary		2010 Demographic Summary	
Housing Units	3,242	Population	8,468
2010-2015 Percent Change	3.79%	Households	2,993
Percent Occupied	92.3%	Families	2,338
Percent Owner HHS	86.1%	Median Age	35.0
Median Home Value	\$78,556	Median Household Income	\$51,594
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	93	\$10,959.64	\$32,802,205
Mortgage Interest	96	\$4,484.86	\$13,423,183
Mortgage Principal	94	\$1,870.10	\$5,597,200
Property Taxes	86	\$1,898.34	\$5,681,743
Homeowners Insurance	100	\$448.69	\$1,342,915
Ground Rent	96	\$69.99	\$209,469
Maintenance and Remodeling Services	90	\$1,777.16	\$5,319,037
Maintenance and Remodeling Materials	93	\$345.20	\$1,033,181
Property Management and Security	76	\$65.31	\$195,477
Rented Dwellings	67	\$2,286.48	\$6,843,445
Rent	66	\$2,158.77	\$6,461,196
Rent Received as Pay	66	\$60.65	\$181,514
Renters' Insurance	75	\$9.84	\$29,463
Maintenance and Repair Services	75	\$15.83	\$47,368
Maintenance and Repair Materials	78	\$41.40	\$123,905
Owned Vacation Homes	75	\$349.06	\$1,044,739
Mortgage Payment	79	\$160.83	\$481,357
Property Taxes	72	\$80.84	\$241,947
Homeowners Insurance	71	\$10.56	\$31,606
Maintenance and Remodeling	72	\$83.73	\$250,593
Property Management and Security	77	\$13.11	\$39,236
Housing While Attending School	89	\$72.78	\$217,829
Household Operations	88	\$1,395.71	\$4,177,362
Child Care	93	\$430.90	\$1,289,679
Care for Elderly or Handicapped	81	\$58.84	\$176,117
Appliance Rental and Repair	94	\$22.89	\$68,512
Computer Information Services	90	\$219.89	\$658,117
Home Security System Services	99	\$25.85	\$77,380
Non-Apparel Household Laundry/Dry Cleaning	11	\$4.03	\$12,048
Housekeeping Services	87	\$132.61	\$396,891
Lawn and Garden	91	\$379.05	\$1,134,488
Moving/Storage/Freight Express	81	\$49.24	\$147,366
PC Repair (Personal Use)	88	\$7.79	\$23,330
Reupholstering/Furniture Repair	88	\$7.01	\$20,981
Termite/Pest Control	106	\$25.69	\$76,905
Water Softening Services	98	\$5.49	\$16,436
Internet Services Away from Home	93	\$2.48	\$7,431
Voice Over IP Service	72	\$4.78	\$14,294
Other Home Services (1)	84	\$19.17	\$57,386

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

March 27, 2012

Made with Esri Business Analyst



House and Home Expenditures

Monroe Township, OH
Monroe township, OH (3902551338)
Geography: County Subdivision

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	92	\$4,176.89	\$12,501,443
Bottled Gas	87	\$59.14	\$177,001
Electricity	97	\$1,642.12	\$4,914,870
Fuel Oil	48	\$53.50	\$160,118
Natural Gas	84	\$548.61	\$1,641,992
Telephone Services	92	\$1,335.59	\$3,997,407
Water and Other Public Services	97	\$530.90	\$1,588,969
Coal/Wood/Other Fuel	82	\$7.05	\$21,087
Housekeeping Supplies	92	\$646.23	\$1,934,179
Laundry and Cleaning Supplies	95	\$180.73	\$540,929
Postage and Stationery	88	\$180.84	\$541,258
Other HH Products (2)	93	\$284.66	\$851,992
Household Textiles	89	\$117.93	\$352,971
Bathroom Linens	91	\$16.08	\$48,135
Bedroom Linens	90	\$55.69	\$166,667
Kitchen and Dining Room Linens	91	\$2.82	\$8,434
Curtains and Draperies	85	\$24.62	\$73,685
Slipcovers, Decorative Pillows	91	\$3.91	\$11,711
Materials for Slipcovers/Curtains	87	\$13.29	\$39,789
Other Linens	87	\$1.52	\$4,550
Furniture	89	\$537.17	\$1,607,760
Mattresses and Box Springs	88	\$70.12	\$209,881
Other Bedroom Furniture	95	\$102.19	\$305,860
Sofas	85	\$128.96	\$385,984
Living Room Tables and Chairs	87	\$72.48	\$216,934
Kitchen, Dining Room Furniture	91	\$56.20	\$168,204
Infant Furniture	91	\$10.16	\$30,410
Outdoor Furniture	87	\$23.18	\$69,374
Wall Units, Cabinets, Other Furniture (3)	93	\$73.88	\$221,113
Major Appliances	92	\$277.99	\$832,014
Dishwashers and Disposals	87	\$23.94	\$71,655
Refrigerators and Freezers	95	\$78.37	\$234,566
Clothes Washers	95	\$47.65	\$142,612
Clothes Dryers	96	\$36.52	\$109,312
Cooking Stoves and Ovens	90	\$42.37	\$126,816
Microwave Ovens	86	\$10.99	\$32,889
Window Air Conditioners	81	\$5.72	\$17,121
Electric Floor Cleaning Equipment	86	\$19.29	\$57,747
Sewing Machines and Miscellaneous Appliances	81	\$13.13	\$39,297

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



House and Home Expenditures

Monroe Township, OH
Monroe township, OH (3902551338)
Geography: County Subdivision

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	86	\$64.19	\$192,132
Housewares	78	\$67.12	\$200,904
Small Appliances	88	\$28.91	\$86,519
Window Coverings	86	\$33.59	\$100,541
Lamps and Other Lighting Fixtures	89	\$20.87	\$62,472
Infant Equipment	26	\$5.22	\$15,625
Rental of Furniture	86	\$3.97	\$11,878
Laundry and Cleaning Equipment	93	\$20.67	\$61,864
Closet and Storage Items	17	\$4.24	\$12,676
Luggage	87	\$8.01	\$23,987
Clocks and Other Household Decoratives	25	\$51.72	\$154,789
Telephones and Accessories	62	\$26.31	\$78,757
Telephone Answering Devices	90	\$0.76	\$2,267
Grills and Outdoor Equipment	22	\$11.38	\$34,054
Power Tools	82	\$26.17	\$78,320
Hand Tools	82	\$8.50	\$25,442
Office Furniture/Equipment for Home Use	94	\$15.30	\$45,790
Computers and Hardware for Home Use	88	\$169.21	\$506,436
Software and Accessories for Home Use	88	\$25.08	\$75,077
Other Household Items (4)	88	\$90.85	\$271,916

(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

Monroe Township, OH
Monroe township, OH (3902551338)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		8,468	8,599
Households		2,993	3,056
Families		2,338	2,374
Median Household Income		\$51,594	\$56,723
Males per 100 Females		96.7	96.0
Population By Age			
Population <5 Years		7.3%	7.2%
Population 5-17 Years		18.0%	17.4%
Population 65+ Years		8.9%	10.8%
Median Age		35.0	35.0
	Spending Potential Index	Average Amount Spent	Total
Health Care	90	\$3,358.72	\$10,052,636
Medical Care	90	\$1,618.36	\$4,843,766
Physician Services	92	\$209.70	\$627,637
Dental Services	86	\$278.80	\$834,444
Eyecare Services	93	\$46.32	\$138,645
Lab Tests, X-Rays	97	\$53.25	\$159,378
Hospital Room and Hospital Services	98	\$134.16	\$401,534
Convalescent or Nursing Home Care	61	\$14.16	\$42,380
Other Medical services (1)	90	\$101.26	\$303,072
Nonprescription Drugs	92	\$95.09	\$284,593
Prescription Drugs	92	\$458.42	\$1,372,065
Nonprescription Vitamins	89	\$50.67	\$151,657
Medicare Prescription Drug Premium	81	\$40.08	\$119,955
Eyeglasses and Contact Lenses	89	\$68.58	\$205,275
Hearing Aids	73	\$15.89	\$47,544
Medical Equipment for General Use	101	\$6.41	\$19,193
Other Medical Supplies (2)	89	\$45.57	\$136,393
Health Insurance	90	\$1,740.35	\$5,208,870
Blue Cross/Blue Shield	93	\$520.39	\$1,557,541
Commercial Health Insurance	95	\$356.52	\$1,067,053
Health Maintenance Organization	89	\$295.86	\$885,514
Medicare Payments	84	\$347.01	\$1,038,593
Long Term Care Insurance	87	\$72.96	\$218,364
Other Health Insurance (3)	88	\$147.61	\$441,805

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

Monroe Township, OH
Monroe township, OH (3902551338)
Geography: County Subdivision

Demographic Summary		2010	2015
Population		8,468	8,599
Households		2,993	3,056
Families		2,338	2,374
Median Age		35.0	35.0
Median Household Income		\$51,594	\$56,723
		Spending Potential Index	Average Amount Spent
			Total
Entertainment/Recreation Fees and Admissions		85	\$1,583,711
Admission to Movies, Theater, Opera, Ballet		86	\$388,571
Admission to Sporting Events, excl.Trips		92	\$163,658
Fees for Participant Sports, excl.Trips		90	\$286,092
Fees for Recreational Lessons		82	\$333,981
Membership Fees for Social/Recreation/Civic Clubs		84	\$409,950
Dating Services		63	\$1,458
Rental of Video Cassettes and DVDs		91	\$112,732
Toys & Games		92	\$401,234
Toys and Playground Equipment		92	\$390,723
Play Arcade Pinball/Video Games		81	\$4,581
Online Entertainment and Games		85	\$5,930
Recreational Vehicles and Fees		85	\$824,999
Docking and Landing Fees for Boats and Planes		79	\$16,814
Camp Fees		78	\$67,333
Purchase of RVs or Boats		86	\$719,496
Rental of RVs or Boats		83	\$21,355
Sports, Recreation and Exercise Equipment		72	\$389,472
Exercise Equipment and Gear, Game Tables		78	\$191,201
Bicycles		84	\$49,632
Camping Equipment		37	\$16,012
Hunting and Fishing Equipment		57	\$65,179
Winter Sports Equipment		76	\$14,664
Water Sports Equipment		85	\$16,991
Other Sports Equipment		89	\$25,163
Rental/Repair of Sports/Recreation/Exercise Equipment		89	\$10,630
Photographic Equipment and Supplies		89	\$276,585
Film		90	\$19,846
Film Processing		88	\$59,087
Photographic Equipment		88	\$112,533
Photographer Fees/Other Supplies & Equip Rental/Repair		92	\$85,119
Reading		84	\$389,590
Magazine/Newspaper Subscriptions		85	\$161,015
Magazine/Newspaper Single Copies		81	\$46,617
Books		84	\$181,959

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.