

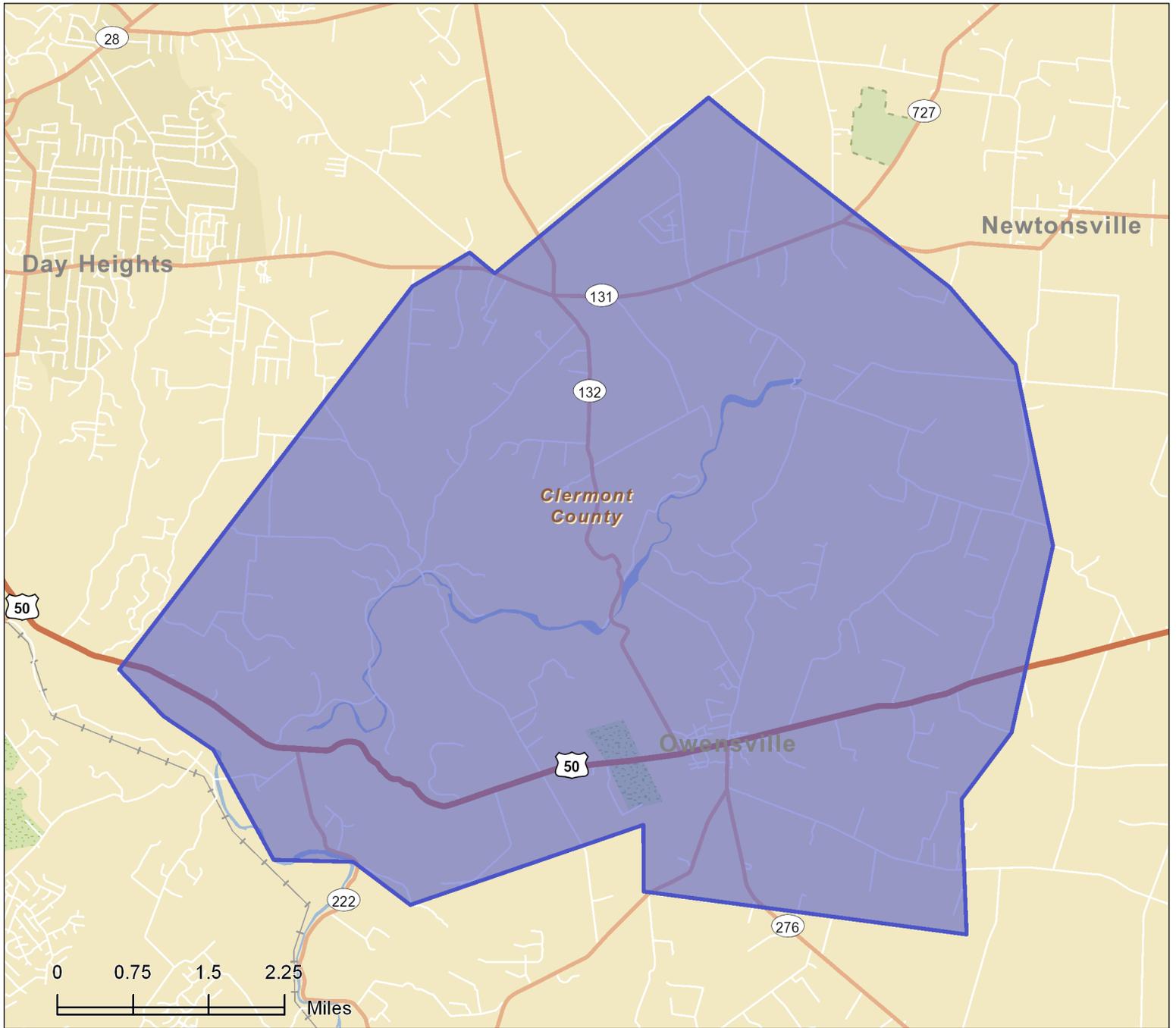


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Site Map

Stonelick Township, OH
Standard Geography

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March 27, 2012



Market Profile

Stonelick Township, OH
Stonelick township, OH (3902574825)
Geography: County Subdivision

		Stonelick township, OH (3...
Population Summary		
2000 Total Population		5,816
2000 Group Quarters		32
2010 Total Population		6,217
2015 Total Population		6,405
2010-2015 Annual Rate		0.60%
Household Summary		
2000 Households		2,135
2000 Average Household Size		2.71
2010 Households		2,331
2010 Average Household Size		2.65
2015 Households		2,414
2015 Average Household Size		2.64
2010-2015 Annual Rate		0.70%
2000 Families		1,634
2000 Average Family Size		3.12
2010 Families		1,754
2010 Average Family Size		3.07
2015 Families		1,803
2015 Average Family Size		3.07
2010-2015 Annual Rate		0.55%
Housing Unit Summary		
2000 Housing Units		2,209
Owner Occupied Housing Units		78.3%
Renter Occupied Housing Units		18.4%
Vacant Housing Units		3.4%
2010 Housing Units		2,472
Owner Occupied Housing Units		75.0%
Renter Occupied Housing Units		19.3%
Vacant Housing Units		5.7%
2015 Housing Units		2,596
Owner Occupied Housing Units		73.8%
Renter Occupied Housing Units		19.2%
Vacant Housing Units		7.0%
Median Household Income		
2000		\$49,159
2010		\$60,998
2015		\$70,885
Median Home Value		
2000		\$119,252
2010		\$145,713
2015		\$160,803
Per Capita Income		
2000		\$20,687
2010		\$26,289
2015		\$29,585
Median Age		
2000		37.6
2010		41.3
2015		42.1

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

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



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2000 Households by Income

Household Income Base	2,129
<\$15,000	11.9%
\$15,000 - \$24,999	11.5%
\$25,000 - \$34,999	10.9%
\$35,000 - \$49,999	16.7%
\$50,000 - \$74,999	22.2%
\$75,000 - \$99,999	14.9%
\$100,000 - \$149,999	7.4%
\$150,000 - \$199,999	3.2%
\$200,000+	1.2%
Average Household Income	\$56,331

2010 Households by Income

Household Income Base	2,331
<\$15,000	8.7%
\$15,000 - \$24,999	7.5%
\$25,000 - \$34,999	9.0%
\$35,000 - \$49,999	15.4%
\$50,000 - \$74,999	19.6%
\$75,000 - \$99,999	20.9%
\$100,000 - \$149,999	13.8%
\$150,000 - \$199,999	2.3%
\$200,000+	2.7%
Average Household Income	\$69,919

2015 Households by Income

Household Income Base	2,414
<\$15,000	7.4%
\$15,000 - \$24,999	5.6%
\$25,000 - \$34,999	6.4%
\$35,000 - \$49,999	11.6%
\$50,000 - \$74,999	21.3%
\$75,000 - \$99,999	22.0%
\$100,000 - \$149,999	19.2%
\$150,000 - \$199,999	3.1%
\$200,000+	3.3%
Average Household Income	\$78,281

2000 Owner Occupied Housing Units by Value

Total	1,729
<\$50,000	5.7%
\$50,000 - \$99,999	30.5%
\$100,000 - \$149,999	27.6%
\$150,000 - \$199,999	18.6%
\$200,000 - \$299,999	12.3%
\$300,000 - \$499,999	4.6%
\$500,000 - \$999,999	0.7%
\$1,000,000 +	0.0%
Average Home Value	\$144,276

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	368
With Cash Rent	88.3%
No Cash Rent	11.7%
Median Rent	\$322
Average Rent	\$325

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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		Stonelick township, OH (3...
2000 Population by Age		
Total		5,816
0 - 4		6.8%
5 - 9		7.6%
10 - 14		8.2%
15 - 24		12.0%
25 - 34		11.2%
35 - 44		16.9%
45 - 54		15.1%
55 - 64		11.3%
65 - 74		6.0%
75 - 84		3.9%
85 +		0.9%
18 +		72.7%
2010 Population by Age		
Total		6,217
0 - 4		6.6%
5 - 9		6.4%
10 - 14		6.6%
15 - 24		12.2%
25 - 34		10.4%
35 - 44		13.1%
45 - 54		16.8%
55 - 64		13.5%
65 - 74		8.8%
75 - 84		4.1%
85 +		1.5%
18 +		75.8%
2015 Population by Age		
Total		6,405
0 - 4		6.4%
5 - 9		6.3%
10 - 14		6.9%
15 - 24		11.5%
25 - 34		10.0%
35 - 44		12.5%
45 - 54		14.9%
55 - 64		14.9%
65 - 74		10.3%
75 - 84		4.7%
85 +		1.5%
18 +		76.4%
2000 Population by Sex		
Males		49.6%
Females		50.4%
2010 Population by Sex		
Males		49.0%
Females		51.0%
2015 Population by Sex		
Males		48.9%
Females		51.1%

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

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		Stonelick township, OH (3...
2000 Population by Race/Ethnicity		
Total		5,816
White Alone		98.0%
Black Alone		0.4%
American Indian Alone		0.5%
Asian or Pacific Islander Alone		0.1%
Some Other Race Alone		0.2%
Two or More Races		0.8%
Hispanic Origin		1.0%
Diversity Index		5.9
2010 Population by Race/Ethnicity		
Total		6,217
White Alone		97.3%
Black Alone		0.7%
American Indian Alone		0.5%
Asian or Pacific Islander Alone		0.1%
Some Other Race Alone		0.3%
Two or More Races		1.1%
Hispanic Origin		1.6%
Diversity Index		8.3
2015 Population by Race/Ethnicity		
Total		6,405
White Alone		96.9%
Black Alone		0.8%
American Indian Alone		0.5%
Asian or Pacific Islander Alone		0.2%
Some Other Race Alone		0.3%
Two or More Races		1.2%
Hispanic Origin		1.9%
Diversity Index		9.6
2000 Population 3+ by School Enrollment		
Total		5,593
Enrolled in Nursery/Preschool		1.9%
Enrolled in Kindergarten		1.8%
Enrolled in Grade 1-8		13.3%
Enrolled in Grade 9-12		6.4%
Enrolled in College		3.8%
Enrolled in Grad/Prof School		0.4%
Not Enrolled in School		72.5%
2010 Population 25+ by Educational Attainment		
Total		4,239
Less Than 9th Grade		4.8%
9th to 12th Grade, No Diploma		12.4%
High School Graduate		34.3%
Some College, No Degree		20.4%
Associate Degree		8.2%
Bachelor's Degree		15.1%
Graduate/Professional Degree		4.8%

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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		Stonelick township, OH (3...
2010 Population 15+ by Marital Status		
Total		4,996
Never Married		24.5%
Married		60.3%
Widowed		5.7%
Divorced		9.5%
2000 Population 16+ by Employment Status		
Total		4,412
In Labor Force		68.5%
Civilian Employed		66.4%
Civilian Unemployed		2.2%
In Armed Forces		0.0%
Not In Labor Force		31.5%
2010 Civilian Population 16+ in Labor Force		
Civilian Employed		89.6%
Civilian Unemployed		10.4%
2015 Civilian Population 16+ in Labor Force		
Civilian Employed		91.5%
Civilian Unemployed		8.5%
2000 Females 16+ by Employment Status and Age of Children		
Total		2,255
Own Children < 6 Only		5.9%
Employed/in Armed Forces		3.3%
Unemployed		0.7%
Not in Labor Force		2.0%
Own Children <6 and 6-17 Only		5.7%
Employed/in Armed Forces		3.1%
Unemployed		0.1%
Not in Labor Force		2.4%
Own Children 6-17 Only		22.5%
Employed/in Armed Forces		17.7%
Unemployed		0.4%
Not in Labor Force		4.4%
No Own Children < 18		65.9%
Employed/in Armed Forces		31.2%
Unemployed		0.8%
Not in Labor Force		33.8%
2010 Employed Population 16+ by Industry		
Total		2,966
Agriculture/Mining		1.1%
Construction		5.5%
Manufacturing		16.1%
Wholesale Trade		4.8%
Retail Trade		14.2%
Transportation/Utilities		5.1%
Information		1.5%
Finance/Insurance/Real Estate		6.1%
Services		44.4%
Public Administration		1.2%

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

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2010 Employed Population 16+ by Occupation

Total	2,966
White Collar	56.2%
Management/Business/Financial	13.0%
Professional	17.6%
Sales	13.0%
Administrative Support	12.6%
Services	15.6%
Blue Collar	28.2%
Farming/Forestry/Fishing	1.1%
Construction/Extraction	5.1%
Installation/Maintenance/Repair	6.5%
Production	9.1%
Transportation/Material Moving	6.4%

2000 Workers 16+ by Means of Transportation to Work

Total	2,872
Drove Alone - Car, Truck, or Van	85.0%
Carpooled - Car, Truck, or Van	9.4%
Public Transportation	0.7%
Walked	0.4%
Other Means	0.1%
Worked at Home	4.4%

2000 Workers 16+ by Travel Time to Work

Total	2,872
Did not Work at Home	95.6%
Less than 5 minutes	1.0%
5 to 9 minutes	5.4%
10 to 19 minutes	21.9%
20 to 24 minutes	12.4%
25 to 34 minutes	24.8%
35 to 44 minutes	11.8%
45 to 59 minutes	15.2%
60 to 89 minutes	2.3%
90 or more minutes	0.8%
Worked at Home	4.4%
Average Travel Time to Work (in min)	28.1

2000 Households by Vehicles Available

Total	2,135
None	5.4%
1	24.5%
2	35.7%
3	23.8%
4	7.8%
5+	2.9%
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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		Stonelick township, OH (3...
2000 Households by Type		
Total		2,135
Family Households		76.5%
Married-couple Family		64.7%
With Related Children		29.7%
Other Family (No Spouse)		11.8%
With Related Children		8.6%
Nonfamily Households		23.5%
Householder Living Alone		20.0%
Householder Not Living Alone		3.5%
Households with Related Children		38.3%
Households with Persons 65+		21.9%
2000 Households by Size		
Total		2,135
1 Person Household		20.0%
2 Person Household		34.1%
3 Person Household		17.6%
4 Person Household		16.4%
5 Person Household		8.7%
6 Person Household		2.7%
7 + Person Household		0.6%
2000 Households by Year Householder Moved In		
Total		2,135
Moved in 1999 to March 2000		10.4%
Moved in 1995 to 1998		22.0%
Moved in 1990 to 1994		21.1%
Moved in 1980 to 1989		18.4%
Moved in 1970 to 1979		16.2%
Moved in 1969 or Earlier		11.9%
Median Year Householder Moved In		1991
2000 Housing Units by Units in Structure		
Total		2,209
1, Detached		82.4%
1, Attached		0.9%
2		1.7%
3 or 4		2.7%
5 to 9		3.1%
10 to 19		1.1%
20 +		5.0%
Mobile Home		3.1%
Other		0.0%
2000 Housing Units by Year Structure Built		
Total		2,209
1999 to March 2000		0.5%
1995 to 1998		5.2%
1990 to 1994		8.9%
1980 to 1989		19.5%
1970 to 1979		22.1%
1969 or Earlier		43.9%
Median Year Structure Built		1973

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

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Top 3 Tapestry Segments

1. Green Acres
2. Salt of the Earth
3. Midlife Junction

2010 Consumer Spending

Apparel & Services: Total \$	\$3,791,372
Average Spent	\$1,626.50
Spending Potential Index	68
Computers & Accessories: Total \$	\$508,953
Average Spent	\$218.34
Spending Potential Index	99
Education: Total \$	\$2,938,504
Average Spent	\$1,260.62
Spending Potential Index	103
Entertainment/Recreation: Total \$	\$7,872,033
Average Spent	\$3,377.11
Spending Potential Index	105
Food at Home: Total \$	\$10,492,453
Average Spent	\$4,501.27
Spending Potential Index	101
Food Away from Home: Total \$	\$7,450,064
Average Spent	\$3,196.08
Spending Potential Index	99
Health Care: Total \$	\$9,563,017
Average Spent	\$4,102.54
Spending Potential Index	110
HH Furnishings & Equipment: Total \$	\$4,261,130
Average Spent	\$1,828.03
Spending Potential Index	89
Investments: Total \$	\$4,576,541
Average Spent	\$1,963.34
Spending Potential Index	113
Retail Goods: Total \$	\$57,573,185
Average Spent	\$24,698.92
Spending Potential Index	99
Shelter: Total \$	\$34,721,787
Average Spent	\$14,895.66
Spending Potential Index	94
TV/Video/Audio: Total \$	\$2,899,040
Average Spent	\$1,243.69
Spending Potential Index	100
Travel: Total \$	\$4,397,342
Average Spent	\$1,886.46
Spending Potential Index	100
Vehicle Maintenance & Repairs: Total \$	\$2,244,213
Average Spent	\$962.77
Spending Potential Index	102

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

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

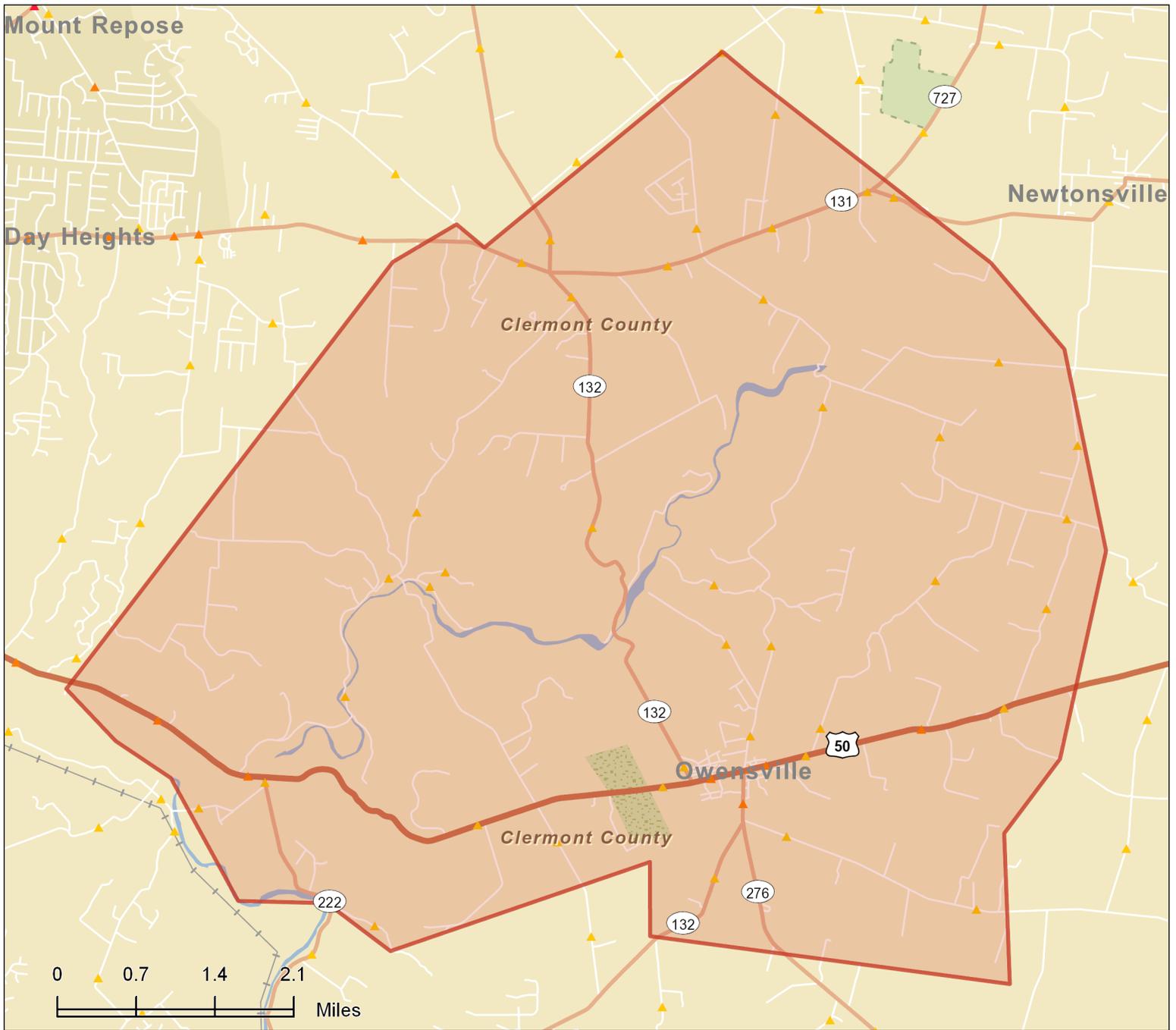
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Traffic Count Map



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



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



Business Summary

Stonelick Township, OH
 Stonelick township, OH (3902574825)
 Geography: County Subdivision

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Data for all businesses in area	Stonelick township, OH (3...
Total Businesses:	150
Total Employees:	1,200
Total Residential Population:	6,217
Employee/Residential Population Ratio:	0.19

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	5	3.3%	10	0.8%
Construction	21	14.0%	44	3.7%
Manufacturing	5	3.3%	134	11.2%
Transportation	4	2.7%	21	1.8%
Communication	0	0.0%	0	0.0%
Utility	0	0.0%	0	0.0%
Wholesale Trade	6	4.0%	97	8.1%
Retail Trade Summary	30	20.0%	172	14.3%
Home Improvement	4	2.7%	16	1.3%
General Merchandise Stores	3	2.0%	11	0.9%
Food Stores	6	4.0%	50	4.2%
Auto Dealers, Gas Stations, Auto Aftermarket	5	3.3%	35	2.9%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	3	2.0%	2	0.2%
Eating & Drinking Places	5	3.3%	24	2.0%
Miscellaneous Retail	4	2.7%	34	2.8%
Finance, Insurance, Real Estate Summary	13	8.7%	54	4.5%
Banks, Savings & Lending Institutions	3	2.0%	14	1.2%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	3	2.0%	20	1.7%
Real Estate, Holding, Other Investment Offices	7	4.7%	20	1.7%
Services Summary	55	36.7%	589	49.1%
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	5	3.3%	9	0.8%
Motion Pictures & Amusements	7	4.7%	69	5.8%
Health Services	4	2.7%	22	1.8%
Legal Services	0	0.0%	0	0.0%
Education Institutions & Libraries	9	6.0%	413	34.4%
Other Services	30	20.0%	76	6.3%
Government	8	5.3%	79	6.6%
Other	3	2.0%	0	0.0%
Totals	150	100%	1,200	100%

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

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Business Summary

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.7%	3	0.3%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	21	14.0%	44	3.7%
Manufacturing	6	4.0%	134	11.2%
Wholesale Trade	6	4.0%	97	8.1%
Retail Trade	23	15.3%	148	12.3%
Motor Vehicle & Parts Dealers	3	2.0%	23	1.9%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	2	1.3%	2	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	4	2.7%	16	1.3%
Food & Beverage Stores	5	3.3%	50	4.2%
Health & Personal Care Stores	1	0.7%	6	0.5%
Gasoline Stations	2	1.3%	12	1.0%
Clothing & Clothing Accessories Stores	1	0.7%	2	0.2%
Sport Goods, Hobby, Book, & Music Stores	1	0.7%	25	2.1%
General Merchandise Stores	3	2.0%	11	0.9%
Miscellaneous Store Retailers	1	0.7%	1	0.1%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	5	3.3%	23	1.9%
Information	2	1.3%	16	1.3%
Finance & Insurance	6	4.0%	34	2.8%
Central Bank/Credit Intermediation & Related Activities	3	2.0%	14	1.2%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	3	2.0%	20	1.7%
Real Estate, Rental & Leasing	7	4.7%	20	1.7%
Professional, Scientific & Tech Services	9	6.0%	19	1.6%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	5	3.3%	8	0.7%
Educational Services	8	5.3%	407	33.9%
Health Care & Social Assistance	6	4.0%	35	2.9%
Arts, Entertainment & Recreation	7	4.7%	69	5.8%
Accommodation & Food Services	6	4.0%	24	2.0%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	6	4.0%	24	2.0%
Other Services (except Public Administration)	21	14.0%	40	3.3%
Automotive Repair & Maintenance	4	2.7%	7	0.6%
Public Administration	8	5.3%	79	6.6%
Unclassified Establishments	3	2.0%	0	0.0%
Total	150	100%	1,200	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

Stonelick Township, OH
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Summary Demographics

2010 Population	6,217
2010 Households	2,331
2010 Median Disposable Income	\$48,194
2010 Per Capita Income	\$26,289

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	\$62,350,189	\$23,804,608	\$38,545,581	44.7	29
Total Retail Trade	44-45	\$53,617,336	\$22,453,380	\$31,163,956	41.0	23
Total Food & Drink	722	\$8,732,853	\$1,351,228	\$7,381,625	73.2	6

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$12,563,977	\$1,600,185	\$10,963,792	77.4	3
Automobile Dealers	4411	\$10,569,691	\$535,421	\$10,034,270	90.4	1
Other Motor Vehicle Dealers	4412	\$1,033,718	\$0	\$1,033,718	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$960,568	\$1,064,764	\$-104,196	-5.1	2
Furniture & Home Furnishings Stores	442	\$870,810	\$0	\$870,810	100.0	0
Furniture Stores	4421	\$434,067	\$0	\$434,067	100.0	0
Home Furnishings Stores	4422	\$436,743	\$0	\$436,743	100.0	0
Electronics & Appliance Stores	4431	\$2,168,607	\$165,154	\$2,003,453	85.8	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,026,679	\$326,075	\$1,700,604	72.3	4
Bldg Material & Supplies Dealers	4441	\$1,898,969	\$182,903	\$1,716,066	82.4	2
Lawn & Garden Equip & Supply Stores	4442	\$127,710	\$143,172	\$-15,462	-5.7	2
Food & Beverage Stores	445	\$9,387,262	\$5,496,120	\$3,891,142	26.1	5
Grocery Stores	4451	\$9,010,654	\$5,368,577	\$3,642,077	25.3	3
Specialty Food Stores	4452	\$133,137	\$127,543	\$5,594	2.1	2
Beer, Wine & Liquor Stores	4453	\$243,471	\$0	\$243,471	100.0	0
Health & Personal Care Stores	446,4461	\$1,129,107	\$485,898	\$643,209	39.8	1
Gasoline Stations	447,4471	\$9,300,566	\$7,907,108	\$1,393,458	8.1	2
Clothing & Clothing Accessories Stores	448	\$1,463,335	\$84,348	\$1,378,987	89.1	1
Clothing Stores	4481	\$1,063,116	\$0	\$1,063,116	100.0	0
Shoe Stores	4482	\$231,602	\$0	\$231,602	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$168,617	\$84,348	\$84,269	33.3	1
Sporting Goods, Hobby, Book & Music Stores	451	\$249,435	\$629,669	\$-380,234	-43.3	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$195,479	\$629,669	\$-434,190	-52.6	1
Book, Periodical & Music Stores	4512	\$53,956	\$0	\$53,956	100.0	0
General Merchandise Stores	452	\$8,678,956	\$5,729,208	\$2,949,748	20.5	3
Department Stores Excluding Leased Depts.	4521	\$3,674,565	\$0	\$3,674,565	100.0	0
Other General Merchandise Stores	4529	\$5,004,391	\$5,729,208	\$-724,817	-6.8	3
Miscellaneous Store Retailers	453	\$775,907	\$29,615	\$746,292	92.6	1
Florists	4531	\$47,920	\$0	\$47,920	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$256,230	\$29,615	\$226,615	79.3	1
Used Merchandise Stores	4533	\$16,210	\$0	\$16,210	100.0	0
Other Miscellaneous Store Retailers	4539	\$455,547	\$0	\$455,547	100.0	0
Nonstore Retailers	454	\$5,002,695	\$0	\$5,002,695	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$4,601,947	\$0	\$4,601,947	100.0	0
Vending Machine Operators	4542	\$6,844	\$0	\$6,844	100.0	0
Direct Selling Establishments	4543	\$393,904	\$0	\$393,904	100.0	0
Food Services & Drinking Places	722	\$8,732,853	\$1,351,228	\$7,381,625	73.2	6
Full-Service Restaurants	7221	\$3,096,980	\$1,074,393	\$2,022,587	48.5	4
Limited-Service Eating Places	7222	\$4,866,213	\$276,835	\$4,589,378	89.2	2
Special Food Services	7223	\$611,119	\$0	\$611,119	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$158,541	\$0	\$158,541	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

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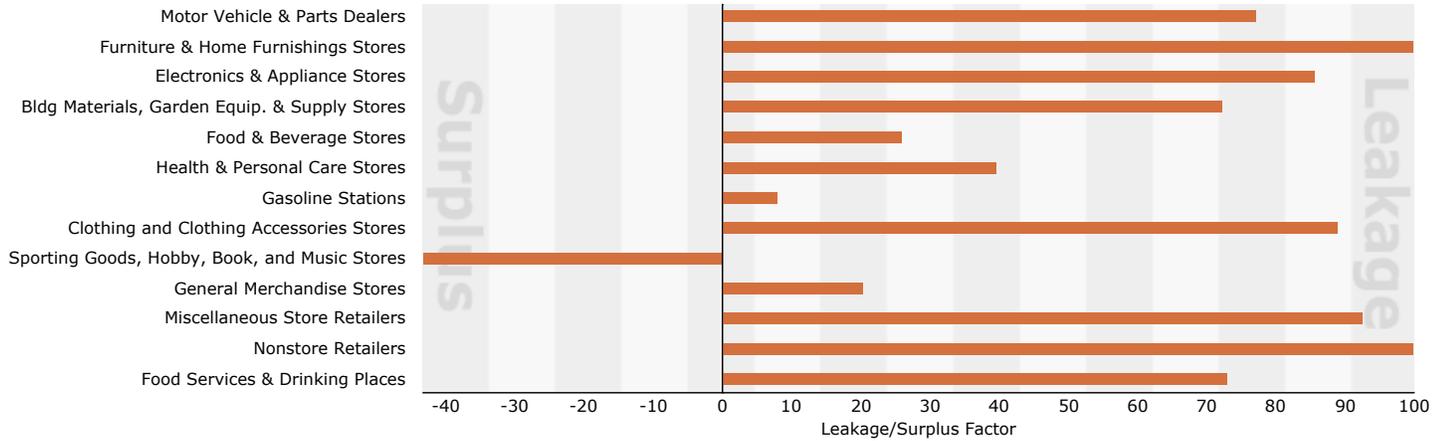


Retail MarketPlace Profile

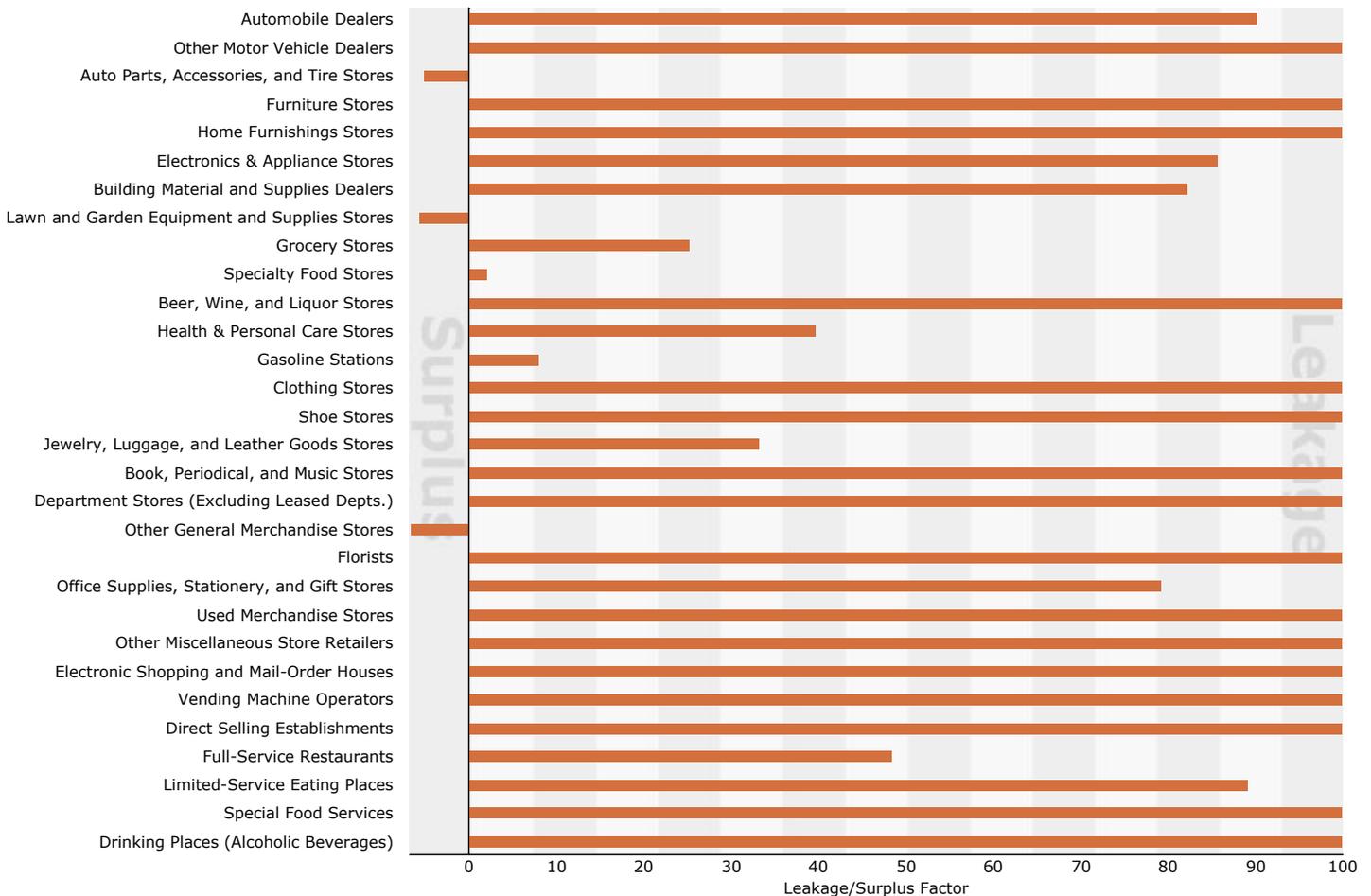
Stonelick Township, OH
 Stonelick township, OH (3902574825)
 Geography: County Subdivision

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Stonelick Township, OH
Stonelick township, OH (3902574825)
Geography: County Subdivision

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Demographic Summary	2010	2015
Population	6,217	6,405
Total Number of Adults	4,715	4,896
Households	2,331	2,414
Median Household Income	\$60,998	\$70,885

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	2,530	53.7%	107
Bought any women's apparel in last 12 months	2,178	46.2%	101
Bought apparel for child <13 in last 6 months	1,263	26.8%	94
Bought any shoes in last 12 months	2,450	52.0%	100
Bought costume jewelry in last 12 months	900	19.1%	91
Bought any fine jewelry in last 12 months	955	20.3%	92
Bought a watch in last 12 months	853	18.1%	93
Automobiles (Households)			
HH owns/leases any vehicle	2,145	92.0%	107
HH bought/leased new vehicle last 12 mo	220	9.4%	99
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,395	93.2%	107
Bought/changed motor oil in last 12 months	2,961	62.8%	120
Had tune-up in last 12 months	1,463	31.0%	100
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,637	55.9%	90
Drank regular cola in last 6 months	2,379	50.5%	99
Drank beer/ale in last 6 months	1,913	40.6%	95
Cameras & Film (Adults)			
Bought any camera in last 12 months	613	13.0%	101
Bought film in last 12 months	1,009	21.4%	112
Bought digital camera in last 12 months	318	6.7%	99
Bought memory card for camera in last 12 months	332	7.0%	92
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	1,598	33.9%	96
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	1,145	24.3%	113
Avg monthly cell/mobile phone/PDA bill: \$50-99	1,463	31.0%	96
Avg monthly cell/mobile phone/PDA bill: \$100+	958	20.3%	96
Computers (Households)			
HH owns a personal computer	1,710	73.4%	99
Spent <\$500 on most recent home PC purchase	209	9.0%	103
Spent \$500-\$999 on most recent home PC purchase	459	19.7%	110
Spent \$1000-\$1499 on most recent home PC purchase	318	13.6%	105
Spent \$1500-\$1999 on most recent home PC purchase	151	6.5%	91
Spent \$2000+ on most recent home PC purchase	123	5.3%	85

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

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

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Stonelick Township, OH
Stonelick township, OH (3902574825)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	2,944	62.4%	104
Bought cigarettes at convenience store in last 30 days	766	16.2%	104
Bought gas at convenience store in last 30 days	1,930	40.9%	122
Spent at convenience store in last 30 days: <\$20	407	8.6%	90
Spent at convenience store in last 30 days: \$20-39	458	9.7%	95
Spent at convenience store in last 30 days: \$40+	1,911	40.5%	113
Entertainment (Adults)			
Attended movies in last 6 months	2,538	53.8%	91
Went to live theater in last 12 months	482	10.2%	78
Went to a bar/night club in last 12 months	921	19.5%	102
Dined out in last 12 months	2,520	53.4%	109
Gambled at a casino in last 12 months	700	14.8%	93
Visited a theme park in last 12 months	887	18.8%	88
DVDs rented in last 30 days: 1	101	2.1%	81
DVDs rented in last 30 days: 2	227	4.8%	104
DVDs rented in last 30 days: 3	127	2.7%	84
DVDs rented in last 30 days: 4	154	3.3%	84
DVDs rented in last 30 days: 5+	631	13.4%	101
DVDs purchased in last 30 days: 1	225	4.8%	96
DVDs purchased in last 30 days: 2	234	5.0%	105
DVDs purchased in last 30 days: 3-4	179	3.8%	82
DVDs purchased in last 30 days: 5+	255	5.4%	104
Spent on toys/games in last 12 months: <\$50	340	7.2%	118
Spent on toys/games in last 12 months: \$50-\$99	142	3.0%	109
Spent on toys/games in last 12 months: \$100-\$199	329	7.0%	97
Spent on toys/games in last 12 months: \$200-\$499	504	10.7%	99
Spent on toys/games in last 12 months: \$500+	268	5.7%	99
Financial (Adults)			
Have home mortgage (1st)	1,037	22.0%	114
Used ATM/cash machine in last 12 months	2,319	49.2%	97
Own any stock	435	9.2%	100
Own U.S. savings bond	397	8.4%	123
Own shares in mutual fund (stock)	455	9.7%	103
Own shares in mutual fund (bonds)	272	5.8%	97
Used full service brokerage firm in last 12 months	287	6.1%	98
Have savings account	1,939	41.1%	113
Have 401K retirement savings	928	19.7%	111
Did banking over the Internet in last 12 months	1,245	26.4%	97
Own any credit/debit card (in own name)	3,624	76.9%	104
Avg monthly credit card expenditures: <\$111	795	16.9%	122
Avg monthly credit card expenditures: \$111-225	394	8.4%	107
Avg monthly credit card expenditures: \$226-450	388	8.2%	110
Avg monthly credit card expenditures: \$451-700	296	6.3%	98
Avg monthly credit card expenditures: \$701+	484	10.3%	77

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Retail Market Potential

Stonelick Township, OH
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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	3,477	73.7%	104
Used bread in last 6 months	4,615	97.9%	101
Used chicken/turkey (fresh or frozen) in last 6 months	3,645	77.3%	100
Used fish/seafood (fresh or frozen) in last 6 months	2,535	53.8%	102
Used fresh fruit/vegetables in last 6 months	4,174	88.5%	101
Used fresh milk in last 6 months	4,400	93.3%	103
Health (Adults)			
Exercise at home 2+ times per week	1,375	29.2%	97
Exercise at club 2+ times per week	420	8.9%	73
Visited a doctor in last 12 months	3,755	79.6%	103
Used vitamin/dietary supplement in last 6 months	2,255	47.8%	99
Home (Households)			
Any home improvement in last 12 months	867	37.2%	117
Used housekeeper/maid/prof HH cleaning service in the last 12 months	282	12.1%	78
Purchased any HH furnishing in last 12 months	678	29.1%	97
Purchased bedding/bath goods in last 12 months	1,261	54.1%	99
Purchased cooking/serving product in last 12 months	635	27.2%	99
Bought any kitchen appliance in last 12 months	458	19.6%	113
Insurance (Adults)			
Currently carry any life insurance	2,566	54.4%	114
Have medical/hospital/accident insurance	3,567	75.7%	105
Carry homeowner insurance	3,005	63.7%	121
Carry renter insurance	260	5.5%	90
Have auto/other vehicle insurance	4,232	89.8%	108
Pets (Households)			
HH owns any pet	1,501	64.4%	125
HH owns any cat	796	34.1%	142
HH owns any dog	1,157	49.6%	131
Reading Materials (Adults)			
Bought book in last 12 months	2,299	48.8%	97
Read any daily newspaper	2,231	47.3%	114
Heavy magazine reader	734	15.6%	78
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	3,403	72.2%	100
Went to family restaurant/steak house last mo: <2 times	1,223	25.9%	101
Went to family restaurant/steak house last mo: 2-4 times	1,253	26.6%	98
Went to family restaurant/steak house last mo: 5+ times	927	19.7%	101
Went to fast food/drive-in restaurant in last 6 mo	4,279	90.8%	102
Went to fast food/drive-in restaurant <6 times/mo	1,702	36.1%	103
Went to fast food/drive-in restaurant 6-13 times/mo	1,474	31.3%	108
Went to fast food/drive-in restaurant 14+ times/mo	1,103	23.4%	94
Fast food/drive-in last 6 mo: eat in	2,006	42.5%	113
Fast food/drive-in last 6 mo: home delivery	390	8.3%	79
Fast food/drive-in last 6 mo: take-out/drive-thru	2,744	58.2%	111
Fast food/drive-in last 6 mo: take-out/walk-in	1,038	22.0%	89

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Stonelick Township, OH
Stonelick township, OH (3902574825)
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	1,654	71.0%	110
HH average monthly long distance phone bill: <\$16	704	30.2%	109
HH average monthly long distance phone bill: \$16-25	282	12.1%	106
HH average monthly long distance phone bill: \$26-59	212	9.1%	99
HH average monthly long distance phone bill: \$60+	81	3.5%	78
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	386	16.6%	84
HH owns 2 TVs	607	26.0%	99
HH owns 3 TVs	549	23.6%	105
HH owns 4+ TVs	544	23.3%	111
HH subscribes to cable TV	1,005	43.1%	74
HH Purchased audio equipment in last 12 months	211	9.1%	93
HH Purchased CD player in last 12 months	90	3.9%	100
HH Purchased DVD player in last 12 months	226	9.7%	100
HH Purchased MP3 player in last 12 months	401	8.5%	83
HH Purchased video game system in last 12 months	245	10.5%	98
Travel (Adults)			
Domestic travel in last 12 months	2,549	54.1%	104
Took 3+ domestic trips in last 12 months	694	14.7%	99
Spent on domestic vacations last 12 mo: <\$1000	642	13.6%	108
Spent on domestic vacations last 12 mo: \$1000-\$1499	446	9.5%	141
Spent on domestic vacations last 12 mo: \$1500-\$1999	155	3.3%	81
Spent on domestic vacations last 12 mo: \$2000-\$2999	160	3.4%	82
Spent on domestic vacations last 12 mo: \$3000+	195	4.1%	82
Foreign travel in last 3 years	881	18.7%	72
Took 3+ foreign trips by plane in last 3 years	121	2.6%	54
Spent on foreign vacations last 12 mo: <\$1000	197	4.2%	70
Spent on foreign vacations last 12 mo: \$1000-\$2999	114	2.4%	59
Spent on foreign vacations last 12 mo: \$3000+	142	3.0%	62
Stayed 1+ nights at hotel/motel in last 12 months	2,035	43.2%	106

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Electronics and Internet Market Potential

Stonelick Township, OH
Stonelick township, OH (3902574825)
Geography: County Subdivision

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Demographic Summary		2010	2015
Population		6,217	6,405
Population 18+		4,715	4,896
Households		2,331	2,414
Median Household Income		\$60,998	\$70,885
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	1,710	73.4%	99
Purchased home PC in last 12 months	333	14.3%	91
Purchased home PC 1-2 years ago	490	21.0%	93
Purchased home PC 3-4 years ago	501	21.5%	110
Purchased home PC 5+ years ago	263	11.3%	121
Spent <\$500 on home PC (most recent purchase)	209	9.0%	103
Spent \$500-999 on home PC (most recent purchase)	459	19.7%	110
Spent \$1000-1499 on home PC (most recent purchase)	318	13.7%	105
Spent \$1500-1999 on home PC (most recent purchase)	151	6.5%	91
Spent \$2000+ on home PC (most recent purchase)	123	5.3%	85
Purchased home PC at computer superstore	264	11.3%	89
Purchased home PC at department store	127	5.4%	110
Purchased home PC direct from manufacturer	359	15.4%	111
Purchased home PC at electronics store	276	11.9%	107
Purchased home PC on Internet	159	6.8%	79
Purchased home PC at warehouse discount outlet	51	2.2%	100
HH owns desktop PC	1,415	60.7%	105
HH owns laptop/notebook/tablet PC	589	25.3%	81
HH owns any Apple/Apple Mac clone brand PC	93	4.0%	64
HH owns any IBM/IBM compatible brand PC	1,592	68.3%	101
Brand of PC that HH owns: Compaq	238	10.2%	120
Brand of PC that HH owns: Dell	727	31.2%	101
Brand of PC that HH owns: Gateway	136	5.8%	88
Brand of PC that HH owns: Hewlett Packard	357	15.3%	98
Brand of PC that HH owns: Sony Vaio	53	2.3%	78
Child (under 18) uses home PC	512	22.0%	104
HH owns CD burner	900	38.6%	105
HH owns CD ROM drive	953	40.9%	104
HH owns DVD drive	580	24.9%	100
HH owns DVD-RW (DVD burner)	465	19.9%	97
HH owns external hard drive	324	13.9%	98
HH owns flash drive	461	19.8%	96
HH owns LAN/network interface card	221	9.5%	86
HH owns inkjet printer	1,083	46.5%	109
HH owns laser printer	313	13.4%	98
HH owns modem/fax modem	518	22.2%	107
HH owns removable cartridge storage device	145	6.2%	107
HH owns scanner	760	32.6%	115
HH owns PC speakers	1,023	43.9%	105
HH owns tape backup	59	2.5%	95
HH owns webcam	231	9.9%	87
HH owns software: accounting	216	9.3%	104
HH owns software: communications/fax	178	7.7%	93
HH owns software: database/filing	202	8.6%	106
HH owns software: desktop publishing	298	12.8%	105

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Electronics and Internet Market Potential

Stonelick Township, OH
Stonelick township, OH (3902574825)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	200	8.6%	86
HH owns software: entertainment/games	729	31.3%	108
HH owns software: online meeting/conference	44	1.9%	66
HH owns software: personal finance/tax prep	317	13.6%	96
HH owns software: presentation graphics	164	7.1%	88
HH owns software: multimedia	346	14.8%	97
HH owns software: networking	223	9.6%	85
HH owns software: security/anti-virus	680	29.2%	104
HH owns software: spreadsheet	524	22.5%	97
HH owns software: utility	141	6.1%	85
HH owns software: web authoring	59	2.5%	73
HH owns software: word processing	768	32.9%	98
Spent \$500+ on software for home PC in last 12 mo	37	1.6%	66
Purchased computer book in last 12 months	68	2.9%	68
HH owns fax machine	126	5.4%	90
Purchased audio equipment in last 12 months	211	9.1%	93
Purchased headphones in last 12 months	70	3.0%	75
HH owns camcorder	503	21.6%	111
Purchased camcorder in last 12 months	45	1.9%	91
HH owns CD player	1,132	48.6%	106
Purchased CD player in last 12 months	90	3.9%	100
HH owns DVD player	1,585	68.0%	103
Purchased DVD player in last 12 months	226	9.7%	100
HH owns 1 TV	386	16.5%	84
HH owns 2 TVs	607	26.1%	99
HH owns 3 TVs	549	23.6%	105
HH owns 4+ TVs	544	23.3%	111
HH owns miniature screen TV (<13 in)	209	9.0%	113
Most recent TV purchase: miniature screen (<13 in)	60	2.6%	93
HH owns regular screen TV (13-26 in)	1,104	47.4%	109
Most recent TV purchase: regular screen (13-26 in)	560	24.0%	103
HH owns large screen TV (27-35 in)	1,143	49.0%	105
Most recent TV purchase: large screen (27-35 in)	766	32.9%	104
HH owns big screen TV (36-42 in)	422	18.1%	96
Most recent TV purchase: big screen (36-42 in)	324	13.9%	98
HH owns giant screen TV (over 42 in)	326	14.0%	98
Most recent TV purchase: giant screen (over 42 in)	254	10.9%	98
HH owns LCD TV	413	17.7%	92
HH owns plasma TV	177	7.6%	92
HH owns projection TV	132	5.7%	105
HH owns video game system	780	33.4%	100
Purchased video game system in last 12 months	245	10.5%	98
HH owns video game system: handheld	358	15.3%	100
HH owns video game system: attached to TV/computer	683	29.3%	99
HH owns video game system: Game Boy	172	7.4%	107
HH owns video game system: Game Boy Advance/SP	165	7.1%	107
HH owns video game system: Nintendo DS	176	7.6%	100

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

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March 27, 2012

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Electronics and Internet Market Potential

Stonelick Township, OH
 Stonelick township, OH (3902574825)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	104	4.5%	89
HH owns video game system: Nintendo Wii	147	6.3%	93
HH owns video game system: PlayStation 2	388	16.6%	101
HH owns video game system: PlayStation 3	77	3.3%	91
HH owns video game system: Sony PlayStation/PS One	99	4.2%	105
HH owns video game system: Sony PSP	49	2.1%	72
HH owns video game system: Xbox	142	6.1%	102
HH owns video game system: Xbox 360	124	5.3%	82
HH purchased 5+ video games in last 12 months	133	5.7%	88
HH spent \$101+ on video games in last 12 months	169	7.2%	90
Owns MP3 player	1,078	22.9%	85
Purchased MP3 player in last 12 months	401	8.5%	83
Owns Apple iPod	371	7.9%	71
Purchased Apple iPod in last 12 months	112	2.4%	70
Have any access to the Internet	3,998	84.8%	100
Have access to Internet: at home	3,281	69.6%	99
Have access to Internet: at work	1,695	35.9%	96
Have access to Internet: at school/library	1,136	24.1%	96
Have access to Internet: not hm/work/school/library	862	18.3%	94
Use Internet less than once a week	255	5.4%	136
Use Internet 1-2 times per week	324	6.9%	125
Use Internet 3-6 times per week	399	8.5%	105
Use Internet once a day	559	11.8%	107
Use Internet 2-4 times per day	776	16.5%	93
Use Internet 5 or more times per day	990	21.0%	84
Any Internet or online usage in last 30 days	3,302	70.0%	99
Used Internet in last 30 days: at home	2,835	60.1%	97
Used Internet in last 30 days: at work	1,386	29.4%	92
Used Internet in last 30 days: at school/library	262	5.5%	72
Used Internet/30 days: not home/work/school/library	392	8.3%	90
Internet last 30 days: used email	2,809	59.6%	96
Internet last 30 days: used Instant Messenger	987	20.9%	83
Internet last 30 days: paid bills online	1,362	28.9%	88
Internet last 30 days: visited online blog	333	7.1%	74
Internet last 30 days: wrote online blog	109	2.3%	63
Internet last 30 days: visited chat room	188	4.0%	86
Internet last 30 days: looked for employment	539	11.4%	87
Internet last 30 days: played games online	943	20.0%	95
Internet last 30 days: traded/tracked investments	424	9.0%	81
Internet last 30 days: downloaded music	669	14.2%	77
Internet last 30 days: made phone call	80	1.7%	46
Internet last 30 days: made personal purchase	1,310	27.8%	90
Internet last 30 days: made business purchase	391	8.3%	87
Internet last 30 days: made travel plans	680	14.4%	84
Internet last 30 days: watched online video	740	15.7%	82
Internet last 30 days: obtained new/used car info	382	8.1%	92
Internet last 30 days: obtained financial info	981	20.8%	87
Internet last 30 days: obtained medical info	724	15.4%	92
Internet last 30 days: obtained latest news	1,692	35.9%	93
Internet last 30 days: obtained real estate info	436	9.3%	86

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Stonelick Township, OH
Stonelick township, OH (3902574825)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	1,004	21.3%	92
Ordered anything on Internet in last 12 months	1,637	34.7%	100
Ordered on Internet/12 mo: airline ticket	572	12.1%	72
Ordered on Internet/12 mo: CD/tape	175	3.7%	85
Ordered on Internet/12 mo: clothing	660	14.0%	96
Ordered on Internet/12 mo: computer	115	2.4%	71
Ordered on Internet/12 mo: computer peripheral	163	3.5%	80
Ordered on Internet/12 mo: DVD	280	5.9%	90
Ordered on Internet/12 mo: flowers	138	2.9%	63
Ordered on Internet/12 mo: software	253	5.4%	94
Ordered on Internet/12 mo: tickets (concerts etc.)	353	7.5%	78
Ordered on Internet/12 mo: toy	205	4.3%	87
Purchased item from amazon.com in last 12 months	545	11.6%	82
Purchased item from barnes&noble.com in last 12 mo	104	2.2%	69
Purchased item from bestbuy.com in last 12 months	95	2.0%	80
Purchased item from ebay.com in last 12 months	489	10.4%	112
Purchased item from walmart.com in last 12 months	210	4.5%	109
Spent on Internet orders last 12 months: <\$100	324	6.9%	126
Spent on Internet orders last 12 months: \$100-199	268	5.7%	105
Spent on Internet orders last 12 months: \$200-499	439	9.3%	111
Spent on Internet orders last 12 months: \$500+	545	11.6%	79
Connection to Internet from home: dial-up modem	671	14.2%	171
Connection to Internet from home: cable modem	1,034	21.9%	81
Connection to Internet from home: DSL	1,149	24.4%	99
Connection to Internet from home: wireless	475	10.1%	73
Connection to Internet from home: any broadband	2,468	52.3%	89
DVDs rented in last 30 days: 1	101	2.1%	81
DVDs rented in last 30 days: 2	227	4.8%	104
DVDs rented in last 30 days: 3	127	2.7%	84
DVDs rented in last 30 days: 4	154	3.3%	84
DVDs rented in last 30 days: 5+	631	13.4%	101
Rented video tape/DVD last month: action/adventure	947	20.1%	99
Rented video tape/DVD last month: classic	215	4.6%	88
Rented video tape/DVD last month: comedy	971	20.6%	100
Rented video tape/DVD last month: drama	592	12.6%	92
Rented video tape/DVD last month: family/children	482	10.2%	115
Rented video tape/DVD last month: foreign	65	1.4%	70
Rented video tape/DVD last month: horror	355	7.5%	102
Rented video tape/DVD last month: romance	377	8.0%	106
Rented video tape/DVD last month: science fiction	251	5.3%	100
Rented video tape/DVD last mo at Blockbuster Video	448	9.5%	79
Rented video tape/DVD last mo at Hollywood Video	119	2.5%	61
Bought video tape/DVD last month: action/adventure	368	7.8%	93
Bought video tape/DVD last month: classic	159	3.4%	124
Bought video tape/DVD last month: comedy	377	8.0%	99
Bought video tape/DVD last month: drama	179	3.8%	88
Bought video tape/DVD last month: family/children	301	6.4%	108
Bought video tape/DVD last month: horror	146	3.1%	99
Bought video tape/DVD last month: romance	151	3.2%	126

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Electronics and Internet Market Potential

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Stonelick township, OH (3902574825)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	90	1.9%	77
Bought blank video tape in last 6 months	575	12.2%	107
Bought 7+ blank video tapes in last 6 months	148	3.1%	120
DVDs purchased in last 30 days: 1	225	4.8%	96
DVDs purchased in last 30 days: 2	234	5.0%	105
DVDs purchased in last 30 days: 3-4	179	3.8%	82
DVDs purchased in last 30 days: 5+	255	5.4%	104
Bought any camera in last 12 months	613	13.0%	101
Spent on cameras in last 12 months: <\$100	212	4.5%	102
Spent on cameras in last 12 months: \$100-199	140	3.0%	98
Spent on cameras in last 12 months: \$200+	183	3.9%	98
Own APS (point & shoot or SLR) camera	118	2.5%	91
Own digital camera	1,734	36.8%	112
Bought digital camera in last 12 months	318	6.7%	99
Own digital point & shoot camera	1,340	28.4%	114
Bought digital point & shoot camera in last 12 mo	229	4.9%	98
Own digital SLR camera	444	9.4%	102
Bought digital SLR camera in last 12 months	95	2.0%	89
Own 35mm auto focus point & shoot camera	315	6.7%	143
Own 35mm auto focus single lens reflex camera	113	2.4%	101
Own 35mm auto focus zoom camera	350	7.4%	132
Own 35mm single lens reflex camera	149	3.2%	105
Own Canon camera	771	16.4%	104
Bought Canon camera in last 12 months	100	2.1%	100
Own Fuji camera	188	4.0%	99
Own Kodak camera	718	15.2%	129
Bought Kodak camera in last 12 months	139	2.9%	99
Own Nikon camera	255	5.4%	100
Own Olympus camera	205	4.3%	96
Own Polaroid camera	138	2.9%	119
Bought any camera accessory in last 12 months	2,258	47.9%	112
Bought film in last 12 months	1,009	21.4%	112
Bought film in last 12 months: <3 rolls	454	9.6%	108
Bought film in last 12 months: 3-6 rolls	329	7.0%	111
Bought film in last 12 months: 7+ rolls	226	4.8%	113
Bought film in last 12 mo: APS (color prints)	112	2.4%	89
Bought film in last 12 mo: instant developing	96	2.0%	102
Bought film in last 12 mo: 35mm (black & white)	29	0.6%	65
Bought film in last 12 mo: 35mm (color prints)	654	13.9%	122
Bought Fuji film in last 12 months	271	5.7%	114
Bought Kodak film in last 12 months	656	13.9%	117
Bought store-brand film in last 12 months	97	2.0%	96
Purchased film in last 12 mo: department store	220	4.7%	125
Purchased film in last 12 mo: discount store	315	6.7%	140

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Stonelick Township, OH
Stonelick township, OH (3902574825)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	197	4.2%	89
Purchased film in last 12 mo: grocery store	110	2.3%	109
Purchased film in last 12 mo: 1 hour service store	124	2.6%	103
Had film processed at discount store	223	4.7%	143
Had film processed at drug store	193	4.1%	96
Had film processed at 1 hour service store	147	3.1%	107
Bought memory card for camera in last 12 months	332	7.0%	92
Own memory card for camera	1,352	28.7%	116

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March 27, 2012



Financial Investments Market Potential

Stonelick Township, OH
 Stonelick township, OH (3902574825)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		6,217	6,405	
Population 18+		4,715	4,896	
Households		2,331	2,414	
Median Household Income		\$60,998	\$70,885	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		2,633	55.8%	113
Bank/financial institution: use savings & loan		539	11.4%	109
Bank/financial institution: use credit union		1,214	25.7%	114
Bank/financial institution: use fed savings bank		98	2.1%	90
Bank/financial institution: use mutual funds co		158	3.4%	103
Bank/financial institution: use Internet Bank		145	3.1%	71
Used ATM/cash machine in last 12 months		2,319	49.2%	97
Banked in person in last 12 months		2,732	57.9%	112
Banked by mail in last 12 months		261	5.5%	103
Banked by phone in last 12 months		782	16.6%	110
Did banking over the Internet in last 12 months		1,245	26.4%	97
Used direct deposit of paycheck in last 12 months		2,003	42.5%	110
Have interest checking account		1,688	35.8%	111
Have non-interest checking account		1,438	30.5%	115
Have money market account		524	11.1%	90
Have savings account		1,939	41.1%	113
Have 401K retirement savings		928	19.7%	111
Have IRA retirement savings		778	16.5%	110
Have auto loan for new car		620	13.2%	114
Have personal loan for education only		193	4.1%	101
Have personal loan-not for education		179	3.8%	151
Have home mortgage (1st)		1,037	22.0%	114
Have 2nd mortgage (equity loan)		337	7.1%	114
Have home equity line of credit		329	7.0%	116
Have personal line of credit		230	4.9%	108
Have overdraft protection		667	14.1%	106
Own any securities investment		1,349	28.6%	115
Own annuities		148	3.1%	103
Own certificate of deposit (6 months or less)		150	3.2%	90
Own certificate of deposit (more than 6 months)		289	6.1%	110
Own common/preferred stock in company you work for		122	2.6%	86
Own common stock in company you don't work for		307	6.5%	103
Own insured money market account (bank)		88	1.9%	91
Own shares in money market fund		353	7.5%	113
Own shares in mutual fund (bonds)		272	5.8%	97
Own shares in mutual fund (stock)		455	9.7%	103
Own any stock		435	9.2%	100
Own stock with market value <\$10000		149	3.2%	102
Own stock with market value \$10000-49999		127	2.7%	108
Own stock with market value \$50000+		100	2.1%	85

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Stonelick Township, OH
Stonelick township, OH (3902574825)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	397	8.4%	123
Used financial planning counsel in last 12 months	381	8.1%	103
Used full service brokerage firm in last 12 months	287	6.1%	98
Own any credit/debit card (in own name)	3,624	76.9%	104
Own American Express card (in own name)	380	8.1%	65
Own Discover card (in own name)	655	13.9%	124
Own MasterCard (in own name)	1,641	34.8%	102
Own Visa (in own name)	2,411	51.1%	104
Own any department store credit card (in own name)	1,562	33.1%	107
Avg monthly credit card expenditures: <\$111	795	16.9%	122
Avg monthly credit card expenditures: \$111-225	394	8.4%	107
Avg monthly credit card expenditures: \$226-450	388	8.2%	110
Avg monthly credit card expenditures: \$451-700	296	6.3%	98
Avg monthly credit card expenditures: \$701+	484	10.3%	77

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Pets and Products Market Potential

Stonelick Township, OH
 Stonelick township, OH (3902574825)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary	2010	2015
Population	6,217	6,405
Population 18+	4,715	4,896
Households	2,331	2,414
Median Household Income	\$60,998	\$70,885

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	1,501	64.4%	125
HH owns any bird	92	3.9%	136
HH owns any cat	796	34.1%	142
HH owns any dog	1,157	49.6%	131
HH owns 1 cat	371	15.9%	124
HH owns 2+ cats	425	18.2%	158
HH owns 1 dog	639	27.4%	117
HH owns 2+ dogs	518	22.2%	151
HH used canned cat food in last 6 months	337	14.5%	124
HH used <4 cans of cat food in last 7 days	122	5.2%	120
HH used 8+ cans of cat food in last 7 days	91	3.9%	108
HH used packaged dry cat food in last 6 months	771	33.1%	143
HH used <5 pounds of packaged dry cat food last mo	229	9.8%	120
HH used 11+ pounds of packaged dry cat food last mo	280	12.0%	167
HH used cat treats in last 6 months	307	13.2%	128
HH used cat litter in last 6 months	665	28.5%	139
HH used canned dog food in last 6 months	356	15.3%	115
HH used packaged dry dog food in last 6 months	1,122	48.1%	132
HH used <10 pounds of pkgd dry dog food last month	453	19.4%	117
HH used 25+ pounds of pkgd dry dog food last month	396	17.0%	154
HH used dog biscuits/treats in last 6 months	919	39.4%	133
HH used <2 packages of dog biscuits/treats last mo	449	19.3%	130
HH used 4+ packages of dog biscuits/treats last mo	196	8.4%	152
HH used flea/tick care prod for cat/dog last 12 mo	1,058	45.4%	134
HH member took pet to vet in last 12 mo: 1 time	388	16.6%	131
HH member took pet to vet in last 12 mo: 2 times	307	13.2%	119
HH member took pet to vet in last 12 mo: 3 times	180	7.7%	137
HH member took pet to vet in last 12 mo: 4 times	133	5.7%	138
HH member took pet to vet in last 12 mo: 5+ times	156	6.7%	120
Bought pet food from vet in last 12 months	150	6.4%	126
Bought flea control product from vet in last 12 mo	460	19.7%	148

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Health and Beauty Market Potential

Stonelick Township, OH
 Stonelick township, OH (3902574825)
 Geography: County Subdivision

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Demographic Summary		2010	2015	
Population		6,217	6,405	
Population 18+		4,715	4,896	
Households		2,331	2,414	
Median Household Income		\$60,998	\$70,885	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		1,375	29.2%	97
Exercise at club 2+ times per week		420	8.9%	73
Exercise at other facility (not club) 2+ times/wk		322	6.8%	85
Own stationary bicycle		353	7.5%	133
Own treadmill		644	13.7%	139
Own weight lifting equipment		700	14.8%	115
Presently controlling diet		1,908	40.5%	98
Diet control for blood sugar level		349	7.4%	101
Diet control for cholesterol level		506	10.7%	106
Diet control to maintain weight		524	11.1%	99
Diet control for physical fitness		432	9.2%	92
Diet control for salt restriction		173	3.7%	110
Diet control for weight loss		656	13.9%	98
Used doctor's care/diet for diet method		138	2.9%	97
Used exercise program for diet method		333	7.1%	83
Used Weight Watchers as diet method		116	2.5%	81
Buy foods specifically labeled as fat-free		839	17.8%	101
Buy foods specifically labeled as high fiber		502	10.6%	93
Buy foods specifically labeled as high protein		193	4.1%	75
Buy foods specifically labeled as lactose-free		51	1.1%	59
Buy foods specifically labeled as low-calorie		508	10.8%	99
Buy foods specifically labeled as low-carb		331	7.0%	91
Buy foods specifically labeled as low-cholesterol		375	8.0%	96
Buy foods specifically labeled as low-fat		621	13.2%	99
Buy foods specifically labeled as low-sodium		408	8.7%	96
Buy foods specifically labeled as natural/organic		316	6.7%	80
Buy foods specifically labeled as sugar-free		617	13.1%	98
Used butter alternatives in last 6 months		176	3.7%	89
Used egg alternatives in last 6 months		524	11.1%	78
Used salt alternatives in last 6 months		1,370	29.1%	104
Drank meal/dietary supplement in last 6 months		258	5.5%	75
Used nutrition/energy bar in last 6 months		526	11.2%	79
Drank sports drink/thirst quencher in last 6 mo		1,326	28.1%	88
Used vitamin/dietary supplement in last 6 months		2,255	47.8%	99
Vitamin/dietary suppl used/6 mo: antioxidant		110	2.3%	80
Vitamin/dietary suppl used/6 mo: B complex		216	4.6%	94
Vitamin/dietary suppl used/6 mo: B complex+C		49	1.0%	54
Vitamin/dietary suppl used/6 mo: B-6		78	1.7%	82
Vitamin/dietary suppl used/6 mo: B-12		223	4.7%	84
Vitamin/dietary suppl used/6 mo: C		402	8.5%	102
Vitamin/dietary suppl used/6 mo: calcium		515	10.9%	101

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Health and Beauty Market Potential

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 Stonelick township, OH (3902574825)
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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	243	5.2%	105
Vitamin/dietary suppl used/6 mo: E	250	5.3%	107
Vitamin/dietary suppl used/6 mo: garlic	55	1.2%	68
Vitamin/dietary suppl used/6 mo: glucosamine	203	4.3%	93
Vitamin/dietary suppl used/6 mo: multiple formula	617	13.1%	112
Vitamin/dietary suppl used/6 mo: multiple w/iron	200	4.2%	98
Vitamin/dietary suppl used/6 mo: mult w/minerals	293	6.2%	105
Vitamin/dietary suppl used/6 mo: zinc	112	2.4%	103
Vitamin/dietary suppl/6 mo: Caltrate 600	115	2.4%	92
Vitamin/dietary suppl/6 mo: Centrum	247	5.2%	90
Vitamin/dietary suppl/6 mo: Nature Made	235	5.0%	85
Visited doctor in last 12 months	3,755	79.6%	103
Visited doctor in last 12 months: 1-3 times	1,586	33.6%	99
Visited doctor in last 12 months: 4-7 times	1,095	23.2%	104
Visited doctor in last 12 months: 8+ times	1,074	22.8%	105
Visited doctor in last 12 mo: allergist	90	1.9%	80
Visited doctor in last 12 mo: cardiologist	317	6.7%	95
Visited doctor in last 12 mo: chiropractor	464	9.8%	132
Visited doctor in last 12 mo: dentist	1,903	40.4%	107
Visited doctor in last 12 mo: dermatologist	270	5.7%	80
Visited doctor in last 12 mo: ear/nose/throat	193	4.1%	89
Visited doctor in last 12 mo: eye	1,026	21.8%	105
Visited doctor in last 12 mo: general/family	2,272	48.2%	113
Visited doctor in last 12 mo: internist	291	6.2%	84
Visited doctor in last 12 mo: physical therapist	185	3.9%	87
Visited doctor in last 12 mo: podiatrist	110	2.3%	69
Visited doctor in last 12 mo: urologist	179	3.8%	98
Visited nurse practitioner in last 12 months	242	5.1%	122
Wear regular/sun/tinted prescription eyeglasses	1,794	38.0%	111
Wear bi-focals	961	20.4%	129
Wear disposable contact lenses	310	6.6%	101
Wear soft contact lenses	437	9.3%	105
Spent on contact lenses in last 12 mo: <\$100	136	2.9%	103
Spent on contact lenses in last 12 mo: \$100-199	168	3.6%	96
Spent on contact lenses in last 12 mo: \$200+	123	2.6%	86
Bought prescription eyewear: discount optical ctr	382	8.1%	102
Bought prescription eyewear: from eye doctor	1,454	30.8%	120
Bought prescription eyewear: retail optical chain	538	11.4%	103
Used prescription drug for allergy/hay fever	311	6.6%	94
Used prescription drug for anxiety/panic	186	3.9%	97
Used prescription drug for arthritis/rheumatism	127	2.7%	102
Used prescription drug for asthma	198	4.2%	103
Used prescription drug for backache/back pain	367	7.8%	106
Used prescription drug for depression	348	7.4%	125
Used prescr drug for diabetes (insulin dependent)	86	1.8%	92
Used prescr drug for diabetes (non-insulin)	188	4.0%	107
Used prescription drug for eczema/skin itch/rash	76	1.6%	77

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.



Health and Beauty Market Potential

Stonelick Township, OH
 Stonelick township, OH (3902574825)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	379	8.0%	121
Used prescription drug for high blood pressure	739	15.7%	126
Used prescription drug for high cholesterol	476	10.1%	116
Used prescription drug for migraine headache	195	4.1%	112
Used prescription drug for sinus congest./headache	242	5.1%	106
Used prescription drug for urinary tract infection	137	2.9%	93
Used last 6 mo: adhesive bandages	2,810	59.6%	108
Used last 6 mo: athlete's foot/foot care product	586	12.4%	89
Used last 6 mo: cold/sinus/allergy med (nonprescr)	2,212	46.9%	99
Used last 6 mo: children's cold tablets/liquids	640	13.6%	90
Used last 6 mo: contact lens cleaning solution	587	12.5%	102
Used last 6 mo: cotton swabs	2,362	50.1%	104
Used last 6 mo: cough/sore throat drops (nonprescr)	2,188	46.4%	98
Used last 6 mo: cough syrup/suppressant (nonprescr)	1,505	31.9%	93
Used last 6 mo: children's cough syrup	558	11.8%	83
Used last 6 mo: diarrhea remedy	714	15.1%	92
Used last 6 mo: eye wash and drops	1,359	28.8%	94
Used last 6 mo: headache/pain reliever (nonprescr)	4,042	85.7%	102
Used last 6 mo: hemorrhoid remedy	451	9.6%	107
Used last 6 mo: indigestion/upset stomach remedy	2,125	45.1%	100
Used last 6 mo: lactose intolerance product	95	2.0%	57
Used last 6 mo: laxative/fiber supplement	587	12.5%	90
Used last 6 mo: medicated skin ointment	1,485	31.5%	100
Used last 6 mo: medicated throat remedy	454	9.6%	84
Used last 6 mo: nasal spray	653	13.8%	87
Used last 6 mo: pain reliever/fever reducer (kids)	948	20.1%	91
Used last 6 mo: pain relieving rub/liquid/patch	1,183	25.1%	100
Used last 6 mo: sleeping tablets (nonprescription)	215	4.6%	84
Used last 12 mo: sunburn remedy	823	17.5%	113
Used last 12 mo: suntan/sunscreen product	1,839	39.0%	102
Used last 12 mo: SPF 15+ suntan/sunscreen product	1,476	31.3%	104
Used last 6 mo: toothache/gum/canker sore remedy	781	16.6%	98
Used last 6 mo: vitamins for children	605	12.8%	87
Used body powder in last 6 months	1,178	25.0%	90
Used body powder <3 times in last 7 days	455	9.7%	82
Used body powder 8+ times in last 7 days	91	1.9%	88
Used body wash/shower gel in last 6 months	2,378	50.4%	97
Used breath freshener in last 6 months	2,068	43.9%	94
Used complexion care product in last 6 months	1,999	42.4%	90
Used complexion care product <7 times last week	485	10.3%	75
Used complexion care product 11+ times last week	721	15.3%	92
Used complexion care prod: dry facial skin type	272	5.8%	79
Used complexion care prod: normal facial skin type	693	14.7%	97
Used complexion care prod: oily facial skin type	221	4.7%	77
Used dental floss in last 6 months	2,958	62.7%	101

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	835	17.7%	88
Used denture adhesive/fixative in last 6 months	296	6.3%	100
Used denture cleaner in last 6 months	537	11.4%	103
Used deodorant/antiperspirant in last 6 months	4,438	94.1%	101
Used deodorant/antiperspirant <8 times last week	3,327	70.6%	103
Used deodorant/antiperspirant 15+ times last week	245	5.2%	86
Used disposable razor in last 6 months	2,509	53.2%	102
Used electric shaver in last 6 months	944	20.0%	106
Used hair coloring product (at home) last 6 months	843	17.9%	90
Used hair conditioner (at home) in last 6 months	2,821	59.8%	96
Used hair conditioning treatment (at home)/6 mo	840	17.8%	76
Used hair growth product in last 6 months	74	1.6%	69
Used hair mousse in last 6 months	788	16.7%	96
Used hair spray (at home) in last 6 months	1,826	38.7%	107
Used hair styling gel/lotion in last 6 months	1,189	25.2%	94
Used hand & body cream/lotion/oil in last 6 months	3,261	69.2%	95
Used hand & body cream/lotion/oil <5 times last wk	969	20.6%	96
Used hand & body cream/lotion/oil 9+ times last wk	1,061	22.5%	91
Used hand & body cream in last 6 months	685	14.5%	83
Used hand & body lotion in last 6 months	2,216	47.0%	96
Used hand & body oil in last 6 months	178	3.8%	73
Used lip care in last 6 months	2,740	58.1%	97
Used liquid soap/hand sanitizer in last 6 months	3,696	78.4%	102
Used mouthwash in last 6 months	2,922	62.0%	94
Used mouthwash <4 times in last 7 days	928	19.7%	92
Used mouthwash 8+ times in last 7 days	631	13.4%	85
Used shampoo (at home) in last 6 months	4,349	92.2%	100
Used shampoo plus conditioner prod (at home)/6 mo	745	15.8%	82
Used shaving cream/gel in last 6 months	2,621	55.6%	106
Used personal care soap (bar) in last 6 months	3,890	82.5%	98
Used personal care soap for antibacterial purpose	899	19.1%	99
Used personal care soap for complexion	271	5.7%	84
Used personal care soap for deodorant	795	16.9%	104
Use personal care soap for moisturizing	890	18.9%	87
Bought toothbrush in last 6 months	4,011	85.1%	100
Bought electric toothbrush in last 6 months	230	4.9%	73
Used toothpaste in last 6 months	4,490	95.2%	100
Used toothpaste <8 times in last 7 days	1,606	34.1%	106
Used toothpaste 15+ times in last 7 days	589	12.5%	77
Used toothpaste with baking soda in last 6 months	414	8.8%	77
Used toothpaste (gel) in last 6 months	1,385	29.4%	105
Used toothpaste (paste) in last 6 months	2,210	46.9%	97
Used whitening toothpaste in last 6 months	1,754	37.2%	107
Used tooth whitener (not toothpaste) last 6 months	395	8.4%	79
Had professional manicure/pedicure last 6 months	521	11.1%	64
Had professional facial/massage last 6 months	308	6.5%	69
Spent \$100+ at barber shops in last 6 months	169	3.6%	67
Spent \$100+ at beauty parlors in last 6 months	727	15.4%	97

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Stonelick Township, OH
Stonelick township, OH (3902574825)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary	2010	2015
Population	6,217	6,405
Population 18+	4,715	4,896
Households	2,331	2,414
Median Household Income	\$60,998	\$70,885

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	3,403	72.2%	100
Family restaurant/steak house last month: <2 times	1,223	25.9%	101
Family restaurant/steak house last month: 2-4 times	1,253	26.6%	98
Family restaurant/steak house last month: 5+ times	927	19.7%	101
Family restaurant/steak house last 6 months: breakfast	627	13.3%	101
Family restaurant/steak house last 6 months: lunch	1,204	25.5%	103
Family restaurant/steak house last 6 months: snack	55	1.2%	42
Family restaurant/steak house last 6 months: dinner	2,597	55.1%	104
Family restaurant/steak house last 6 months: weekday	1,825	38.7%	101
Family restaurant/steak house last 6 months: weekend	2,237	47.4%	107
Family restaurant/steak house last 6 months: Applebee's	1,350	28.6%	113
Family restaurant/steak house last 6 months: Bennigan's	72	1.5%	69
Family restaurant/steak house last 6 months: Bob Evans Farm	360	7.6%	166
Family restaurant/steak house last 6 months: Cheesecake Factory	153	3.2%	49
Family restaurant/steak house last 6 months: Chili's Grill & Bar	439	9.3%	80
Family restaurant/steak house last 6 months: Cracker Barrel	731	15.5%	140
Family restaurant/steak house last 6 months: Denny's	322	6.8%	76
Family restaurant/steak house last 6 months: Friendly's	177	3.8%	94
Family restaurant/steak house last 6 months: Golden Corral	377	8.0%	111
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	436	9.2%	80
Family restaurant/steak house last 6 months: Lone Star Steakhouse	156	3.3%	121
Family restaurant/steak house last 6 months: Old Country Buffet	127	2.7%	95
Family restaurant/steak house last 6 months: Olive Garden	886	18.8%	106
Family restaurant/steak house last 6 months: Outback Steakhouse	481	10.2%	89
Family restaurant/steak house last 6 months: Perkins	275	5.8%	160
Family restaurant/steak house last 6 months: Red Lobster	664	14.1%	105
Family restaurant/steak house last 6 months: Red Robin	211	4.5%	79
Family restaurant/steak house last 6 months: Ruby Tuesday	418	8.9%	106
Family restaurant/steak house last 6 months: Ryan's	171	3.6%	96
Family restaurant/steak house last 6 months: Sizzler	101	2.1%	71
Family restaurant/steak house last 6 months: T.G.I. Friday's	386	8.2%	80
Went to fast food/drive-in restaurant in last 6 months	4,279	90.8%	102
Went to fast food/drive-in restaurant <6 times/month	1,702	36.1%	103
Went to fast food/drive-in restaurant 6-13 times/month	1,474	31.3%	108
Went to fast food/drive-in restaurant 14+ times/month	1,103	23.4%	94
Fast food/drive-in last 6 months: breakfast	1,336	28.3%	103
Fast food/drive-in last 6 months: lunch	2,988	63.4%	108
Fast food/drive-in last 6 months: snack	718	15.2%	88
Fast food/drive-in last 6 months: dinner	2,512	53.3%	110

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March 27, 2012

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Restaurant Market Potential

Stonelick Township, OH
Stonelick township, OH (3902574825)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	3,390	71.9%	108
Fast food/drive-in last 6 months: weekend	2,322	49.2%	102
Fast food/drive-in last 6 months: A & W	266	5.6%	124
Fast food/drive-in last 6 months: Arby's	1,332	28.3%	137
Fast food/drive-in last 6 months: Boston Market	88	1.9%	39
Fast food/drive-in last 6 months: Burger King	1,890	40.1%	111
Fast food/drive-in last 6 months: Captain D's	214	4.5%	88
Fast food/drive-in last 6 months: Carl's Jr.	122	2.6%	42
Fast food/drive-in last 6 months: Checkers	105	2.2%	70
Fast food/drive-in last 6 months: Chick-fil-A	597	12.7%	98
Fast food/drive-in last 6 months: Chipotle Mex. Grill	158	3.4%	55
Fast food/drive-in last 6 months: Chuck E. Cheese	167	3.5%	79
Fast food/drive-in last 6 months: Church's Fr. Chicken	66	1.4%	33
Fast food/drive-in last 6 months: Dairy Queen	1,077	22.8%	143
Fast food/drive-in last 6 months: Del Taco	51	1.1%	32
Fast food/drive-in last 6 months: Domino's Pizza	515	10.9%	81
Fast food/drive-in last 6 months: Dunkin' Donuts	398	8.4%	73
Fast food/drive-in last 6 months: Fuddruckers	115	2.4%	87
Fast food/drive-in last 6 months: Hardee's	419	8.9%	131
Fast food/drive-in last 6 months: Jack in the Box	264	5.6%	54
Fast food/drive-in last 6 months: KFC	1,443	30.6%	111
Fast food/drive-in last 6 months: Little Caesars	336	7.1%	97
Fast food/drive-in last 6 months: Long John Silver's	380	8.1%	127
Fast food/drive-in last 6 months: McDonald's	2,826	59.9%	107
Fast food/drive-in last 6 months: Panera Bread	427	9.1%	93
Fast food/drive-in last 6 months: Papa John's	343	7.3%	84
Fast food/drive-in last 6 months: Pizza Hut	1,265	26.8%	121
Fast food/drive-in last 6 months: Popeyes	140	3.0%	41
Fast food/drive-in last 6 months: Quiznos	355	7.5%	84
Fast food/drive-in last 6 months: Sonic Drive-In	550	11.7%	99
Fast food/drive-in last 6 months: Starbucks	486	10.3%	69
Fast food/drive-in last 6 months: Steak n Shake	301	6.4%	127
Fast food/drive-in last 6 months: Subway	1,700	36.1%	114
Fast food/drive-in last 6 months: Taco Bell	1,528	32.4%	101
Fast food/drive-in last 6 months: Wendy's	1,646	34.9%	112
Fast food/drive-in last 6 months: Whataburger	88	1.9%	39
Fast food/drive-in last 6 months: White Castle	158	3.4%	83
Fast food/drive-in last 6 months: eat in	2,006	42.5%	113
Fast food/drive-in last 6 months: home delivery	390	8.3%	79
Fast food/drive-in last 6 months: take-out/drive-thru	2,744	58.2%	111
Fast food/drive-in last 6 months: take-out/walk-in	1,038	22.0%	89

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March 27, 2012

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Sports and Leisure Market Potential

Stonelick Township, OH
Stonelick township, OH (3902574825)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		6,217	6,405
Population 18+		4,715	4,896
Households		2,331	2,414
Median Household Income		\$60,998	\$70,885
Product/Consumer Behavior		Expected Number of Adults	MPI
		Percent	
Participated in aerobics		379	81
Participated in archery		207	165
Participated in backpacking/hiking		479	108
Participated in baseball		245	100
Participated in basketball		403	91
Participated in bicycling (mountain)		176	101
Participated in bicycling (road)		462	101
Participated in boating (power)		363	125
Participated in bowling		570	104
Participated in canoeing/kayaking		291	129
Participated in downhill skiing		123	89
Participated in fishing (fresh water)		960	155
Participated in fishing (salt water)		187	87
Participated in football		269	92
Participated in Frisbee		266	103
Participated in golf		503	103
Play golf < once a month		164	88
Play golf 1+ times a month		269	106
Participated in horseback riding		182	127
Participated in hunting with rifle		432	189
Participated in hunting with shotgun		357	178
Participated in ice skating		117	86
Participated in jogging/running		385	77
Participated in martial arts		46	69
Participated in motorcycling		236	136
Participated in Pilates		122	79
Participated in roller skating		96	97
Participated in snowboarding		65	72
Participated in soccer		144	71
Participated in softball		226	123
Participated in swimming		1,014	111
Participated in target shooting		249	137
Participated in tennis		152	75
Participated in volleyball		186	113
Participated in walking for exercise		1,443	103
Participated in weight lifting		476	86
Participated in yoga		169	62
Spent on high end sports/recreation equipment/12 mo: <\$250		220	106
Spent on high end sports/recreation equipment/12 mo: \$250+		179	97
Attend sports event: auto racing (NASCAR)		383	111
Attend sports event: auto racing (not NASCAR)		329	110
Attend sports event: baseball game		646	93

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Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	370	7.8%	99
Attend sports event: basketball game (pro)	296	6.3%	73
Attend sports event: football game (college)	503	10.7%	103
Attend sports event: football-Monday night game (pro)	255	5.4%	88
Attend sports event: football-weekend game (pro)	382	8.1%	89
Attend sports event: golf tournament	265	5.6%	101
Attend sports event: ice hockey game	292	6.2%	93
Attend sports event: soccer game	257	5.5%	88
Attend sports event: tennis match	202	4.3%	87
Attended adult education course in last 12 months	331	7.0%	106
Attended auto show in last 12 months	458	9.7%	117
Went to bar/night club in last 12 months	921	19.5%	102
Went to beach in last 12 months	1,019	21.6%	88
Attended dance performance in last 12 months	152	3.2%	73
Danced/went dancing in last 12 months	337	7.1%	75
Dined out in last 12 months	2,520	53.4%	109
Dine out < once a month	236	5.0%	106
Dine out once a month	363	7.7%	125
Dine out 2-3 times a month	632	13.4%	116
Dine out once a week	583	12.4%	107
Dine out 2+ times per week	460	9.8%	99
Gambled at casino in last 12 months	700	14.8%	93
Gambled at casino 6+ times in last 12 months	118	2.5%	92
Gambled in Atlantic City in last 12 months	75	1.6%	63
Gambled in Las Vegas in last 12 months	116	2.5%	52
Attended horse races in last 12 months	87	1.8%	62
Attended movies in last 6 months	2,538	53.8%	91
Attended movies in last 90 days: < once a month	1,512	32.1%	99
Attended movies in last 90 days: once a month	404	8.6%	84
Attended movies in last 90 days: 2-3 times a month	242	5.1%	76
Attended movies in last 90 days: once/week or more	68	1.4%	56
Prefer to see movie after second week of release	1,042	22.1%	93
Went to museum in last 12 months	445	9.4%	74
Attended music performance in last 12 months	1,104	23.4%	99
Attended country music performance in last 12 mo	317	6.7%	132
Attended rock music performance in last 12 months	454	9.6%	88
Attended classical music/opera performance/12 mo	143	3.0%	66
Went to live theater in last 12 months	482	10.2%	78
Visited a theme park in last 12 months	887	18.8%	88
Visited Disney World (FL)/12 mo: Magic Kingdom	114	2.4%	71
Visited any Sea World in last 12 months	85	1.8%	53
Visited any Six Flags in last 12 months	156	3.3%	57
Went to zoo in last 12 months	626	13.3%	104
Played backgammon in last 12 months	63	1.3%	67
Participated in book club in last 12 months	138	2.9%	92
Played billiards/pool in last 12 months	447	9.5%	98
Played bingo in last 12 months	184	3.9%	92
Did birdwatching in last 12 months	465	9.9%	158
Played board game in last 12 months	836	17.7%	109

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March 27, 2012

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Sports and Leisure Market Potential

Stonelick Township, OH
 Stonelick township, OH (3902574825)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	1,145	24.3%	116
Played chess in last 12 months	135	2.9%	78
Cooked for fun in last 12 months	994	21.1%	101
Did crossword puzzle in last 12 months	716	15.2%	104
Participated in fantasy sports league last 12 mo	129	2.7%	84
Flew a kite in last 12 months	115	2.4%	86
Did furniture refinishing in last 12 months	169	3.6%	111
Did indoor gardening/plant care in last 12 months	510	10.8%	107
Participated in karaoke in last 12 months	178	3.8%	85
Bought lottery ticket in last 12 months	1,712	36.3%	105
Bought lottery ticket in last 12 mo: Daily Drawing	147	3.1%	64
Bought lottery ticket in last 12 mo: Instant Game	940	19.9%	125
Bought lottery ticket in last 12 mo: Lotto Drawing	1,033	21.9%	102
Played lottery: <3 times in last 30 days	748	15.9%	101
Played lottery: 3-7 times in last 30 days	525	11.1%	116
Played lottery: 8+ times in last 30 days	439	9.3%	100
Played musical instrument in last 12 months	325	6.9%	86
Did painting/drawing in last 12 months	283	6.0%	92
Did photography in last 12 months	700	14.8%	118
Read book in last 12 months	1,954	41.4%	102
Participated in trivia games in last 12 months	291	6.2%	102
Played video game in last 12 months	655	13.9%	104
Did woodworking in last 12 months	326	6.9%	147
Participated in word games in last 12 months	454	9.6%	101
Member of AARP	772	16.4%	106
Member of business club	86	1.8%	73
Member of charitable organization	302	6.4%	101
Member of church board	228	4.8%	112
Member of fraternal order	219	4.6%	132
Member of religious club	307	6.5%	102
Member of union	292	6.2%	118
Member of veterans club	198	4.2%	123
Bought any children`s toy/game in last 12 months	1,685	35.7%	103
Spent on toys/games in last 12 months: <\$50	340	7.2%	118
Spent on toys/games in last 12 months: \$50-99	142	3.0%	109
Spent on toys/games in last 12 months: \$100-199	329	7.0%	97
Spent on toys/games in last 12 months: \$200-499	504	10.7%	99
Spent on toys/games in last 12 months: \$500+	268	5.7%	99
Bought infant toy in last 12 months	413	8.8%	105
Bought pre-school toy in last 12 months	385	8.2%	101
Spent on toys/games (for child <6)/12 mo: <\$100	616	13.1%	118
Spent on toys/games (for child <6)/12 mo: \$100-199	301	6.4%	95
Spent on toys/games (for child <6)/12 mo: \$200+	302	6.4%	83
Bought for child in last 12 mo: boy action figure	362	7.7%	95
Bought for child in last 12 mo: girl action figure	109	2.3%	75
Bought for child in last 12 mo: bicycle	320	6.8%	99
Bought for child in last 12 mo: board game	604	12.8%	108

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

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

March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Stonelick Township, OH
Stonelick township, OH (3902574825)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	165	3.5%	103
Bought for child in last 12 mo: car	497	10.5%	114
Bought for child in last 12 mo: construction toy	244	5.2%	105
Bought for child in last 12 mo: large/baby doll	251	5.3%	81
Bought for child in last 12 mo: fashion doll	246	5.2%	102
Bought for child in last 12 mo: plush doll/animal	426	9.0%	107
Bought for child in last 12 mo: doll accessories	169	3.6%	89
Bought for child in last 12 mo: doll clothing	182	3.9%	94
Bought for child in last 12 mo: educational toy	655	13.9%	102
Bought for child in last 12 mo: electronic game	494	10.5%	112
Bought for child in last 12 mo: mechanical toy	195	4.1%	104
Bought for child in last 12 mo: model kit/set	137	2.9%	113
Bought for child in last 12 mo: sound game	108	2.3%	82
Bought for child in last 12 mo: water toy	461	9.8%	102
Bought for child in last 12 mo: word game	185	3.9%	102
Bought book in last 12 months	2,299	48.8%	97
Bought 1-3 books in last 12 months	920	19.5%	99
Bought 4-9 books in last 12 months	720	15.3%	98
Bought 10+ books in last 12 months	659	14.0%	92
Bought paperback book in last 12 months	1,782	37.8%	100
Bought <3 paperback books in last 12 months	606	12.9%	99
Bought 3-6 paperback books in last 12 months	645	13.7%	104
Bought 7+ paperback books in last 12 months	531	11.3%	96
Bought hardcover book in last 12 months	1,231	26.1%	93
Bought <3 hardcover books in last 12 months	565	12.0%	98
Bought 3-5 hardcover books in last 12 months	365	7.7%	97
Bought 6+ hardcover books in last 12 months	301	6.4%	81
Bought book (fiction) in last 12 months	1,278	27.1%	96
Bought book (non-fiction) in last 12 months	1,114	23.6%	93
Bought biography in last 12 months	309	6.6%	90
Bought children`s book in last 12 months	573	12.2%	95
Bought cookbook in last 12 months	515	10.9%	100
Bought desk dictionary in last 12 months	54	1.1%	56
Bought history book in last 12 months	282	6.0%	79
Bought mystery book in last 12 months	531	11.3%	100
Bought personal/business self-help book last 12 mo	281	6.0%	83
Bought religious book (not bible) last 12 months	359	7.6%	100
Bought romance book in last 12 months	295	6.3%	96
Bought science fiction book in last 12 months	208	4.4%	97
Bought book through book club in last 12 months	224	4.8%	110
Bought book at book store in last 12 months	1,447	30.7%	91
Bought book at Barnes & Noble in last 12 months	749	15.9%	81
Bought book at Borders in last 12 months	446	9.5%	85
Bought book at convenience store in last 12 months	83	1.8%	79
Bought book at department store in last 12 months	463	9.8%	128
Bought book at drug store in last 12 months	82	1.7%	77
Bought book through Internet in last 12 mo	350	7.4%	73
Bought book through mail order in last 12 months	200	4.2%	125
Bought book at supermarket in last 12 months	286	6.1%	116
Bought book at warehouse store in last 12 months	233	4.9%	85

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

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

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Stonelick Township, OH
Stonelick township, OH (3902574825)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Green Acres	42.8%	Population	6,217	6,405
Salt of the Earth	37.5%	Households	2,331	2,414
Midlife Junction	19.8%	Families	1,754	1,803
Top Rung	0.0%	Median Age	41.3	42.1
Suburban Splendor	0.0%	Median Household Income	\$60,998	\$70,885
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		68	\$1,626.50	\$3,791,372
Men's		65	\$296.20	\$690,451
Women's		61	\$508.33	\$1,184,916
Children's		74	\$294.91	\$687,425
Footwear		48	\$199.41	\$464,818
Watches & Jewelry		99	\$192.95	\$449,756
Apparel Products and Services (1)		144	\$134.71	\$314,007
Computer				
Computers and Hardware for Home Use		99	\$190.41	\$443,855
Software and Accessories for Home Use		98	\$27.93	\$65,098
Entertainment & Recreation		105	\$3,377.11	\$7,872,033
Fees and Admissions		98	\$605.91	\$1,412,380
Membership Fees for Clubs (2)		99	\$161.48	\$376,406
Fees for Participant Sports, excl. Trips		100	\$106.45	\$248,124
Admission to Movie/Theatre/Opera/Ballet		95	\$143.62	\$334,773
Admission to Sporting Events, excl. Trips		104	\$61.61	\$143,613
Fees for Recreational Lessons		97	\$132.16	\$308,059
Dating Services		78	\$0.60	\$1,406
TV/Video/Audio		100	\$1,243.69	\$2,899,040
Community Antenna or Cable TV		103	\$743.65	\$1,733,452
Televisions		97	\$187.44	\$436,920
VCRs, Video Cameras, and DVD Players		98	\$19.92	\$46,443
Video Cassettes and DVDs		97	\$50.92	\$118,704
Video and Computer Game Hardware and Software		102	\$56.72	\$132,217
Satellite Dishes		103	\$1.30	\$3,027
Rental of Video Cassettes and DVDs		101	\$41.70	\$97,213
Streaming/Downloaded Video		89	\$1.25	\$2,919
Audio (3)		91	\$134.28	\$313,001
Rental and Repair of TV/Radio/Sound Equipment		86	\$6.50	\$15,145
Pets		133	\$571.29	\$1,331,674
Toys and Games (4)		104	\$151.47	\$353,082
Recreational Vehicles and Fees (5)		109	\$353.49	\$823,986
Sports/Recreation/Exercise Equipment (6)		84	\$153.00	\$356,636
Photo Equipment and Supplies (7)		104	\$107.72	\$251,101
Reading (8)		106	\$164.33	\$383,060
Catered Affairs (9)		106	\$26.20	\$61,074
Food		100	\$7,697.35	\$17,942,516
Food at Home		101	\$4,501.27	\$10,492,453
Bakery and Cereal Products		103	\$613.09	\$1,429,115
Meats, Poultry, Fish, and Eggs		99	\$1,022.60	\$2,383,684
Dairy Products		103	\$512.54	\$1,194,719
Fruits and Vegetables		98	\$766.55	\$1,786,837
Snacks and Other Food at Home (10)		102	\$1,586.49	\$3,698,097
Food Away from Home		99	\$3,196.08	\$7,450,064
Alcoholic Beverages		98	\$558.76	\$1,302,479
Nonalcoholic Beverages at Home		100	\$439.52	\$1,024,528

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

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

March 27, 2012

Made with Esri Business Analyst



Retail Goods and Services Expenditures

Stonelick Township, OH
Stonelick township, OH (3902574825)
Geography: County Subdivision

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	113	\$1,963.34	\$4,576,541
Vehicle Loans	106	\$5,232.74	\$12,197,520
Health			
Nonprescription Drugs	107	\$109.90	\$256,175
Prescription Drugs	113	\$565.52	\$1,318,230
Eyeglasses and Contact Lenses	110	\$84.50	\$196,973
Home			
Mortgage Payment and Basics (11)	104	\$9,707.61	\$22,628,433
Maintenance and Remodeling Services	105	\$2,085.33	\$4,860,913
Maintenance and Remodeling Materials (12)	115	\$428.36	\$998,516
Utilities, Fuel, and Public Services	105	\$4,749.50	\$11,071,080
Household Furnishings and Equipment			
Household Textiles (13)	100	\$133.34	\$310,819
Furniture	97	\$581.62	\$1,355,744
Floor Coverings	110	\$82.68	\$192,732
Major Appliances (14)	109	\$331.67	\$773,122
Housewares (15)	87	\$75.01	\$174,842
Small Appliances	106	\$34.77	\$81,041
Luggage	101	\$9.40	\$21,904
Telephones and Accessories	66	\$27.93	\$65,112
Household Operations			
Child Care	93	\$431.71	\$1,006,323
Lawn and Garden (16)	109	\$455.89	\$1,062,677
Moving/Storage/Freight Express	83	\$50.11	\$116,803
Housekeeping Supplies (17)	104	\$727.25	\$1,695,225
Insurance			
Owners and Renters Insurance	111	\$515.74	\$1,202,188
Vehicle Insurance	102	\$1,184.38	\$2,760,786
Life/Other Insurance	115	\$480.18	\$1,119,307
Health Insurance	111	\$2,146.52	\$5,003,527
Personal Care Products (18)	100	\$396.94	\$925,274
School Books and Supplies (19)	102	\$108.44	\$252,783
Smoking Products	109	\$467.52	\$1,089,784
Transportation			
Vehicle Purchases (Net Outlay) (20)	103	\$4,528.66	\$10,556,314
Gasoline and Motor Oil	106	\$3,041.05	\$7,088,685
Vehicle Maintenance and Repairs	102	\$962.77	\$2,244,213
Travel			
Airline Fares	93	\$425.71	\$992,330
Lodging on Trips	102	\$443.50	\$1,033,793
Auto/Truck/Van Rental on Trips	92	\$33.92	\$79,069
Food and Drink on Trips	102	\$442.45	\$1,031,348

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

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



Retail Goods and Services Expenditures

Stonelick Township, OH
Stonelick township, OH (3902574825)
Geography: County Subdivision

www.ClermontCountyOhio.biz

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

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

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

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Stonelick Township, OH
Stonelick township, OH (3902574825)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		6,217	6,405
Households		2,331	2,414
Families		1,754	1,803
Median Age		41.3	42.1
Median Household Income		\$60,998	\$70,885
		Spending Potential Index	Average Amount Spent
			Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	101	\$4.83	\$11,265
Gasoline	106	\$2,964.97	\$6,911,338
Motor Oil	110	\$13.04	\$30,393
Vehicle Parts/Equipment and Accessories	104	\$57.96	\$135,093
Tire Purchase/Replacement	107	\$154.93	\$361,145
Vehicle Audio/Video Equipment and Installation	87	\$6.16	\$14,358
Vehicle Cleaning Products and Services	93	\$7.60	\$17,724
Services			
Auto Repair Service Policy	101	\$16.58	\$38,658
Membership Fees for Automobile Service Clubs	104	\$22.83	\$53,212
Global Positioning Services	113	\$2.86	\$6,670
Vehicle Air Conditioning Repair	99	\$17.43	\$40,635
Vehicle Body Work and Painting	103	\$39.26	\$91,511
Vehicle Brake Work	103	\$81.33	\$189,577
Vehicle Clutch/Transmission Repair	99	\$45.49	\$106,033
Vehicle Cooling System Repair	97	\$28.24	\$65,838
Vehicle Drive Shaft and Rear-end Repair	98	\$8.42	\$19,636
Vehicle Electrical System Repair	101	\$34.90	\$81,358
Vehicle Exhaust System Repair	104	\$13.97	\$32,560
Vehicle Front End Alignment/Wheel Balance & Rotation	105	\$19.43	\$45,302
Lube/Oil Change and Oil Filters	111	\$99.20	\$231,242
Vehicle Motor Repair/Replacement	96	\$87.81	\$204,690
Vehicle Motor Tune-up	88	\$54.47	\$126,967
Vehicle Shock Absorber Replacement	108	\$7.20	\$16,780
Vehicle Steering/Front End Repair	108	\$29.97	\$69,860
Tire Repair and Other Repair Work	105	\$68.30	\$159,217

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.
Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Stonelick Township, OH
Stonelick township, OH (3902574825)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		6,217	6,405
Households		2,331	2,414
Families		1,754	1,803
Median Age		41.3	42.1
Median Household Income		\$60,998	\$70,885
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	111	\$6,247.90	\$14,563,855
Savings Accounts	111	\$14,617.66	\$34,073,762
U.S. Savings Bonds	120	\$494.67	\$1,153,082
Stocks, Bonds & Mutual Funds	110	\$42,994.31	\$100,219,726
Annual Changes			
Checking Accounts	78	\$204.26	\$476,134
Savings Accounts	107	\$418.07	\$974,517
U.S. Savings Bonds	261	\$6.24	\$14,544
Earnings			
Dividends, Royalties, Estates, Trusts	105	\$1,036.51	\$2,416,099
Interest from Savings Accounts or Bonds	104	\$951.51	\$2,217,960
Retirement Plan Contributions	108	\$1,489.37	\$3,471,710
Liabilities			
Original Mortgage Amount	91	\$19,497.43	\$45,448,499
Vehicle Loan Amount 1	105	\$2,847.04	\$6,636,456
Amount Paid: Interest			
Home Mortgage	99	\$4,585.97	\$10,689,901
Lump Sum Home Equity Loan	105	\$136.65	\$318,529
New Car/Truck/Van Loan	101	\$211.75	\$493,597
Used Car/Truck/Van Loan	107	\$173.69	\$404,875
Amount Paid: Principal			
Home Mortgage	106	\$2,106.47	\$4,910,182
Lump Sum Home Equity Loan	110	\$183.76	\$428,351
New Car/Truck/Van Loan	106	\$1,177.08	\$2,743,765
Used Car/Truck/Van Loan	111	\$841.71	\$1,962,017
Checking Account and Banking Service Charges	95	\$26.47	\$61,706
Finance Charges, excluding Mortgage/Vehicle	99	\$241.41	\$562,733

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

Stonelick Township, OH
 Stonelick township, OH (3902574825)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

2010 Housing Summary		2010 Demographic Summary		
Housing Units	2,472	Population	6,217	
2010-2015 Percent Change	5.02%	Households	2,331	
Percent Occupied	94.3%	Families	1,754	
Percent Owner HHS	79.6%	Median Age	41.3	
Median Home Value	\$145,713	Median Household Income	\$60,998	
		Spending Potential Index	Average Amount Spent	
			Total	
Owned Dwellings		104	\$12,292.63	\$28,654,121
Mortgage Interest		99	\$4,585.97	\$10,689,901
Mortgage Principal		106	\$2,106.47	\$4,910,182
Property Taxes		110	\$2,432.76	\$5,670,754
Homeowners Insurance		112	\$505.86	\$1,179,157
Ground Rent		105	\$76.55	\$178,439
Maintenance and Remodeling Services		105	\$2,085.33	\$4,860,913
Maintenance and Remodeling Materials		115	\$428.36	\$998,516
Property Management and Security		83	\$71.33	\$166,259
Rented Dwellings		61	\$2,078.31	\$4,844,540
Rent		60	\$1,952.50	\$4,551,287
Rent Received as Pay		66	\$60.46	\$140,922
Renters' Insurance		76	\$9.88	\$23,031
Maintenance and Repair Services		79	\$16.80	\$39,152
Maintenance and Repair Materials		73	\$38.67	\$90,148
Owned Vacation Homes		93	\$430.37	\$1,003,203
Mortgage Payment		95	\$194.13	\$452,515
Property Taxes		100	\$112.27	\$261,691
Homeowners Insurance		101	\$15.00	\$34,955
Maintenance and Remodeling		79	\$92.34	\$215,240
Property Management and Security		97	\$16.65	\$38,801
Housing While Attending School		116	\$94.35	\$219,923
Household Operations		99	\$1,555.04	\$3,624,809
Child Care		93	\$431.71	\$1,006,323
Care for Elderly or Handicapped		128	\$92.25	\$215,040
Appliance Rental and Repair		109	\$26.63	\$62,077
Computer Information Services		101	\$247.35	\$576,561
Home Security System Services		96	\$25.02	\$58,325
Non-Apparel Household Laundry/Dry Cleaning		12	\$4.41	\$10,277
Housekeeping Services		92	\$141.31	\$329,389
Lawn and Garden		109	\$455.89	\$1,062,677
Moving/Storage/Freight Express		83	\$50.11	\$116,803
PC Repair (Personal Use)		100	\$8.80	\$20,512
Reupholstering/Furniture Repair		92	\$7.33	\$17,081
Termite/Pest Control		98	\$23.96	\$55,853
Water Softening Services		146	\$8.17	\$19,034
Internet Services Away from Home		94	\$2.52	\$5,879
Voice Over IP Service		93	\$6.23	\$14,530
Other Home Services (1)		102	\$23.36	\$54,449

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



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Stonelick Township, OH
Stonelick township, OH (3902574825)
Geography: County Subdivision

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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	105	\$4,749.50	\$11,071,080
Bottled Gas	156	\$105.64	\$246,250
Electricity	103	\$1,754.37	\$4,089,445
Fuel Oil	121	\$135.53	\$315,930
Natural Gas	112	\$731.63	\$1,705,426
Telephone Services	101	\$1,461.08	\$3,405,767
Water and Other Public Services	100	\$548.30	\$1,278,090
Coal/Wood/Other Fuel	150	\$12.94	\$30,172
Housekeeping Supplies	104	\$727.25	\$1,695,225
Laundry and Cleaning Supplies	101	\$193.20	\$450,357
Postage and Stationery	104	\$213.22	\$497,020
Other HH Products (2)	105	\$320.83	\$747,848
Household Textiles	100	\$133.34	\$310,819
Bathroom Linens	97	\$17.14	\$39,950
Bedroom Linens	99	\$61.56	\$143,494
Kitchen and Dining Room Linens	97	\$3.00	\$6,997
Curtains and Draperies	96	\$27.71	\$64,598
Slipcovers, Decorative Pillows	97	\$4.13	\$9,637
Materials for Slipcovers/Curtains	119	\$18.26	\$42,570
Other Linens	88	\$1.53	\$3,574
Furniture	97	\$581.61	\$1,355,744
Mattresses and Box Springs	94	\$74.62	\$173,934
Other Bedroom Furniture	92	\$98.39	\$229,344
Sofas	95	\$143.76	\$335,095
Living Room Tables and Chairs	100	\$82.93	\$193,320
Kitchen, Dining Room Furniture	97	\$60.25	\$140,439
Infant Furniture	99	\$11.06	\$25,782
Outdoor Furniture	116	\$30.88	\$71,988
Wall Units, Cabinets, Other Furniture (3)	100	\$79.73	\$185,842
Major Appliances	109	\$331.67	\$773,122
Dishwashers and Disposals	113	\$30.87	\$71,955
Refrigerators and Freezers	104	\$85.63	\$199,596
Clothes Washers	111	\$55.68	\$129,785
Clothes Dryers	115	\$44.02	\$102,616
Cooking Stoves and Ovens	110	\$51.75	\$120,626
Microwave Ovens	97	\$12.41	\$28,937
Window Air Conditioners	104	\$7.33	\$17,093
Electric Floor Cleaning Equipment	110	\$24.89	\$58,016
Sewing Machines and Miscellaneous Appliances	118	\$19.09	\$44,497

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

March 27, 2012

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House and Home Expenditures

Stonelick Township, OH
Stonelick township, OH (3902574825)
Geography: County Subdivision

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	110	\$82.68	\$192,732
Housewares	87	\$75.01	\$174,842
Small Appliances	106	\$34.77	\$81,041
Window Coverings	90	\$35.17	\$81,989
Lamps and Other Lighting Fixtures	102	\$24.14	\$56,261
Infant Equipment	26	\$5.16	\$12,035
Rental of Furniture	76	\$3.53	\$8,222
Laundry and Cleaning Equipment	104	\$23.27	\$54,238
Closet and Storage Items	19	\$4.86	\$11,338
Luggage	101	\$9.40	\$21,904
Clocks and Other Household Decoratives	28	\$58.01	\$135,217
Telephones and Accessories	66	\$27.93	\$65,112
Telephone Answering Devices	111	\$0.93	\$2,171
Grills and Outdoor Equipment	25	\$13.16	\$30,683
Power Tools	101	\$32.30	\$75,300
Hand Tools	101	\$10.37	\$24,176
Office Furniture/Equipment for Home Use	101	\$16.56	\$38,607
Computers and Hardware for Home Use	99	\$190.41	\$443,855
Software and Accessories for Home Use	98	\$27.93	\$65,098
Other Household Items (4)	102	\$105.80	\$246,625

(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

Stonelick Township, OH
Stonelick township, OH (3902574825)
Geography: County Subdivision

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Demographic Summary		2010	2015
Population		6,217	6,405
Households		2,331	2,414
Families		1,754	1,803
Median Household Income		\$60,998	\$70,885
Males per 100 Females		96.2	95.6
Population By Age			
Population <5 Years		6.6%	6.4%
Population 5-17 Years		17.6%	17.2%
Population 65+ Years		14.4%	16.5%
Median Age		41.3	42.1
	Spending Potential Index	Average Amount Spent	Total
Health Care	110	\$4,102.54	\$9,563,017
Medical Care	109	\$1,956.02	\$4,559,490
Physician Services	107	\$242.16	\$564,476
Dental Services	105	\$342.03	\$797,281
Eyecare Services	111	\$55.31	\$128,922
Lab Tests, X-Rays	115	\$63.26	\$147,467
Hospital Room and Hospital Services	109	\$149.55	\$348,595
Convalescent or Nursing Home Care	77	\$17.75	\$41,380
Other Medical services (1)	115	\$128.21	\$298,852
Nonprescription Drugs	107	\$109.90	\$256,175
Prescription Drugs	113	\$565.52	\$1,318,230
Nonprescription Vitamins	103	\$58.29	\$135,874
Medicare Prescription Drug Premium	110	\$54.56	\$127,182
Eyeglasses and Contact Lenses	110	\$84.50	\$196,973
Hearing Aids	103	\$22.50	\$52,451
Medical Equipment for General Use	111	\$7.00	\$16,308
Other Medical Supplies (2)	108	\$55.48	\$129,326
Health Insurance	111	\$2,146.52	\$5,003,527
Blue Cross/Blue Shield	112	\$628.19	\$1,464,319
Commercial Health Insurance	113	\$423.65	\$987,522
Health Maintenance Organization	102	\$341.26	\$795,486
Medicare Payments	110	\$454.93	\$1,060,431
Long Term Care Insurance	109	\$90.96	\$212,019
Other Health Insurance (3)	123	\$207.53	\$483,751

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

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Recreation Expenditures

Stonelick Township, OH
Stonelick township, OH (3902574825)
Geography: County Subdivision

Demographic Summary		2010	2015
Population		6,217	6,405
Households		2,331	2,414
Families		1,754	1,803
Median Age		41.3	42.1
Median Household Income		\$60,998	\$70,885
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	98	\$605.91	\$1,412,380
Admission to Movies, Theater, Opera, Ballet	95	\$143.62	\$334,773
Admission to Sporting Events, excl.Trips	104	\$61.61	\$143,613
Fees for Participant Sports, excl.Trips	100	\$106.45	\$248,124
Fees for Recreational Lessons	97	\$132.16	\$308,059
Membership Fees for Social/Recreation/Civic Clubs	99	\$161.48	\$376,406
Dating Services	78	\$0.60	\$1,406
Rental of Video Cassettes and DVDs	101	\$41.70	\$97,213
Toys & Games	104	\$151.47	\$353,082
Toys and Playground Equipment	104	\$147.50	\$343,821
Play Arcade Pinball/Video Games	99	\$1.87	\$4,368
Online Entertainment and Games	90	\$2.10	\$4,893
Recreational Vehicles and Fees	109	\$353.49	\$823,986
Docking and Landing Fees for Boats and Planes	105	\$7.41	\$17,278
Camp Fees	111	\$31.88	\$74,308
Purchase of RVs or Boats	110	\$306.42	\$714,261
Rental of RVs or Boats	91	\$7.78	\$18,140
Sports, Recreation and Exercise Equipment	84	\$153.00	\$356,636
Exercise Equipment and Gear, Game Tables	87	\$71.36	\$166,346
Bicycles	93	\$18.45	\$42,996
Camping Equipment	44	\$6.41	\$14,944
Hunting and Fishing Equipment	73	\$27.87	\$64,966
Winter Sports Equipment	98	\$6.32	\$14,729
Water Sports Equipment	121	\$8.10	\$18,874
Other Sports Equipment	116	\$10.98	\$25,603
Rental/Repair of Sports/Recreation/Exercise Equipment	88	\$3.51	\$8,178
Photographic Equipment and Supplies	104	\$107.72	\$251,101
Film	110	\$8.12	\$18,926
Film Processing	113	\$25.46	\$59,348
Photographic Equipment	100	\$42.79	\$99,740
Photographer Fees/Other Supplies & Equip Rental/Repair	102	\$31.35	\$73,086
Reading	106	\$164.33	\$383,060
Magazine/Newspaper Subscriptions	112	\$71.10	\$165,724
Magazine/Newspaper Single Copies	109	\$20.94	\$48,815
Books	100	\$72.30	\$168,521

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.