

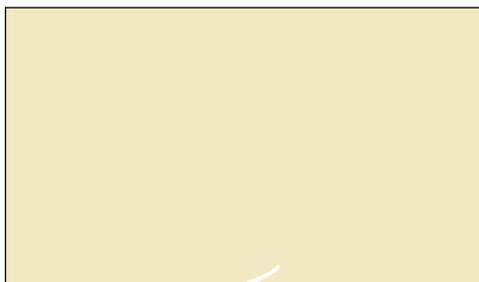
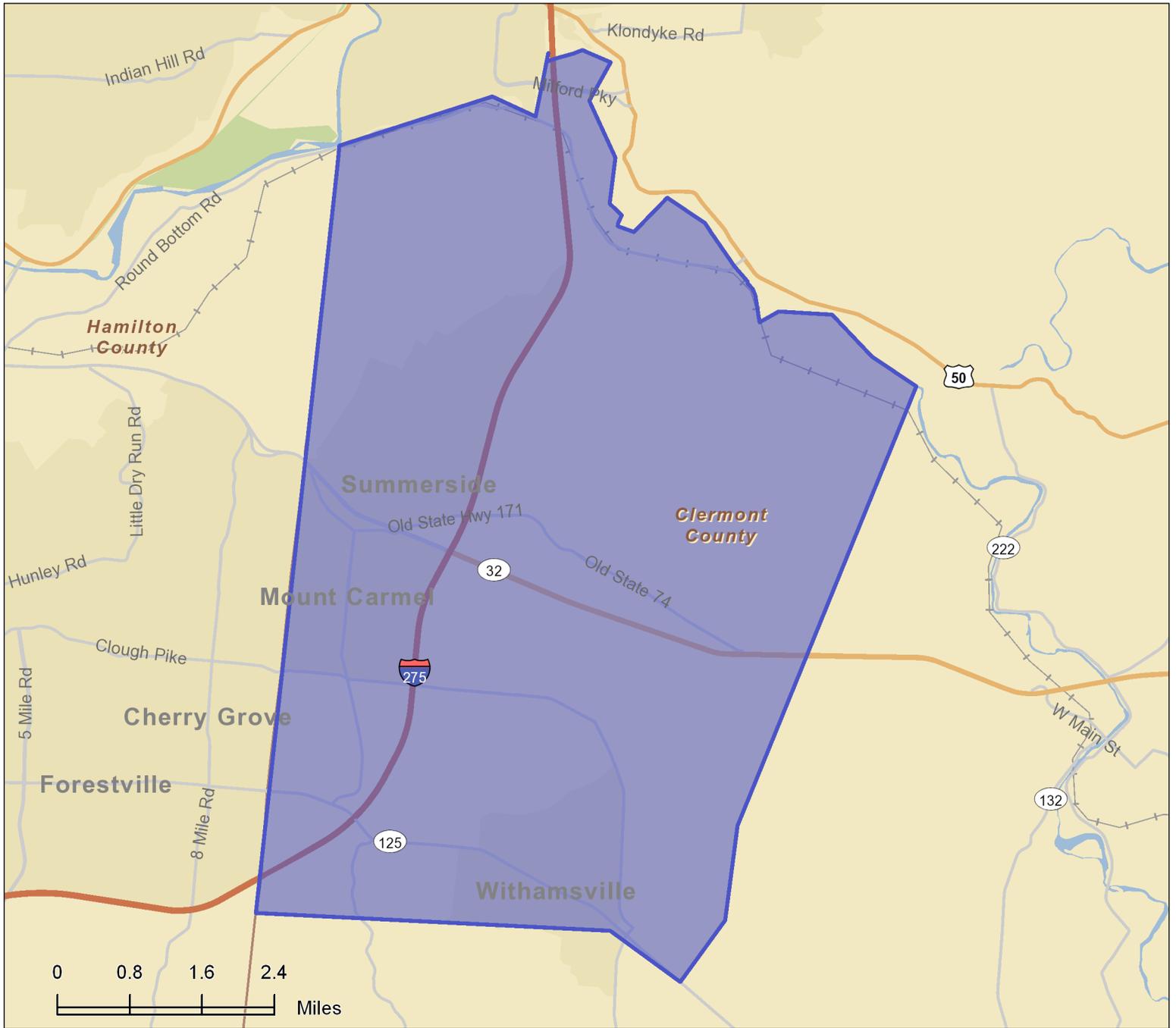


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Site Map

Union Township, OH
Standard Geography

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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Union Township, OH
Union township, OH (3902578288)
Geography: County Subdivision

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Union township, OH (39025...

Population Summary

2000 Total Population	42,332
2000 Group Quarters	163
2010 Total Population	47,307
2015 Total Population	49,378
2010-2015 Annual Rate	0.86%

Household Summary

2000 Households	16,906
2000 Average Household Size	2.49
2010 Households	19,214
2010 Average Household Size	2.45
2015 Households	20,146
2015 Average Household Size	2.44
2010-2015 Annual Rate	0.95%
2000 Families	11,524
2000 Average Family Size	3.02
2010 Families	12,809
2010 Average Family Size	2.99
2015 Families	13,311
2015 Average Family Size	2.98
2010-2015 Annual Rate	0.77%

Housing Unit Summary

2000 Housing Units	17,678
Owner Occupied Housing Units	61.5%
Renter Occupied Housing Units	34.2%
Vacant Housing Units	4.4%
2010 Housing Units	20,587
Owner Occupied Housing Units	59.7%
Renter Occupied Housing Units	33.6%
Vacant Housing Units	6.7%
2015 Housing Units	21,909
Owner Occupied Housing Units	58.9%
Renter Occupied Housing Units	33.1%
Vacant Housing Units	8.0%

Median Household Income

2000	\$48,776
2010	\$65,069
2015	\$73,826

Median Home Value

2000	\$116,750
2010	\$147,178
2015	\$164,420

Per Capita Income

2000	\$22,702
2010	\$30,299
2015	\$33,756

Median Age

2000	33.6
2010	34.6
2015	34.9

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

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

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2000 Households by Income

Household Income Base	16,910
<\$15,000	9.7%
\$15,000 - \$24,999	10.4%
\$25,000 - \$34,999	12.8%
\$35,000 - \$49,999	18.4%
\$50,000 - \$74,999	23.9%
\$75,000 - \$99,999	13.4%
\$100,000 - \$149,999	8.7%
\$150,000 - \$199,999	1.8%
\$200,000+	0.9%
Average Household Income	\$56,703

2010 Households by Income

Household Income Base	19,216
<\$15,000	6.6%
\$15,000 - \$24,999	5.6%
\$25,000 - \$34,999	7.5%
\$35,000 - \$49,999	15.2%
\$50,000 - \$74,999	23.5%
\$75,000 - \$99,999	20.6%
\$100,000 - \$149,999	15.2%
\$150,000 - \$199,999	3.7%
\$200,000+	2.2%
Average Household Income	\$74,466

2015 Households by Income

Household Income Base	20,148
<\$15,000	5.6%
\$15,000 - \$24,999	4.4%
\$25,000 - \$34,999	5.3%
\$35,000 - \$49,999	10.7%
\$50,000 - \$74,999	24.9%
\$75,000 - \$99,999	21.5%
\$100,000 - \$149,999	20.3%
\$150,000 - \$199,999	4.7%
\$200,000+	2.6%
Average Household Income	\$82,593

2000 Owner Occupied Housing Units by Value

Total	10,867
<\$50,000	0.9%
\$50,000 - \$99,999	34.6%
\$100,000 - \$149,999	37.5%
\$150,000 - \$199,999	16.2%
\$200,000 - \$299,999	9.2%
\$300,000 - \$499,999	1.4%
\$500,000 - \$999,999	0.2%
\$1,000,000 +	0.0%
Average Home Value	\$131,502

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	5,988
With Cash Rent	97.6%
No Cash Rent	2.4%
Median Rent	\$510
Average Rent	\$527

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

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

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Market Profile

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Union township, OH (39025...

2000 Population by Age		Union township, OH (39025...
Total		42,332
0 - 4		8.1%
5 - 9		7.3%
10 - 14		6.5%
15 - 24		13.7%
25 - 34		16.9%
35 - 44		17.1%
45 - 54		13.5%
55 - 64		7.7%
65 - 74		5.2%
75 - 84		2.9%
85 +		0.9%
18 +		74.2%
2010 Population by Age		
Total		47,311
0 - 4		7.9%
5 - 9		7.2%
10 - 14		6.8%
15 - 24		12.9%
25 - 34		15.9%
35 - 44		14.5%
45 - 54		14.4%
55 - 64		10.6%
65 - 74		5.5%
75 - 84		3.2%
85 +		1.1%
18 +		74.4%
2015 Population by Age		
Total		49,382
0 - 4		7.8%
5 - 9		7.1%
10 - 14		7.0%
15 - 24		13.3%
25 - 34		14.9%
35 - 44		14.3%
45 - 54		13.3%
55 - 64		11.0%
65 - 74		6.9%
75 - 84		3.1%
85 +		1.2%
18 +		74.3%
2000 Population by Sex		
Males		49.0%
Females		51.0%
2010 Population by Sex		
Males		48.8%
Females		51.2%
2015 Population by Sex		
Males		48.7%
Females		51.3%

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

March 27, 2012



Market Profile

Union Township, OH
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Union township, OH (39025...

2000 Population by Race/Ethnicity

Total	42,332
White Alone	96.3%
Black Alone	0.9%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	1.4%
Some Other Race Alone	0.3%
Two or More Races	0.9%
Hispanic Origin	1.0%
Diversity Index	9.0

2010 Population by Race/Ethnicity

Total	47,307
White Alone	94.8%
Black Alone	1.5%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	1.9%
Some Other Race Alone	0.4%
Two or More Races	1.2%
Hispanic Origin	1.6%
Diversity Index	12.8

2015 Population by Race/Ethnicity

Total	49,378
White Alone	94.1%
Black Alone	1.7%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	2.2%
Some Other Race Alone	0.5%
Two or More Races	1.4%
Hispanic Origin	1.9%
Diversity Index	14.6

2000 Population 3+ by School Enrollment

Total	40,345
Enrolled in Nursery/Preschool	2.3%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	11.9%
Enrolled in Grade 9-12	5.6%
Enrolled in College	4.0%
Enrolled in Grad/Prof School	0.7%
Not Enrolled in School	74.2%

2010 Population 25+ by Educational Attainment

Total	30,867
Less Than 9th Grade	2.2%
9th to 12th Grade, No Diploma	7.0%
High School Graduate	31.4%
Some College, No Degree	21.7%
Associate Degree	9.5%
Bachelor's Degree	19.6%
Graduate/Professional Degree	8.6%

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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2010 Population 15+ by Marital Status

Total	36,977
Never Married	26.6%
Married	56.7%
Widowed	4.7%
Divorced	12.0%

2000 Population 16+ by Employment Status

Total	32,524
In Labor Force	73.2%
Civilian Employed	70.6%
Civilian Unemployed	2.5%
In Armed Forces	0.0%
Not In Labor Force	26.8%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	88.6%
Civilian Unemployed	11.4%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	90.7%
Civilian Unemployed	9.3%

2000 Females 16+ by Employment Status and Age of Children

Total	16,785
Own Children < 6 Only	9.7%
Employed/in Armed Forces	6.7%
Unemployed	0.2%
Not in Labor Force	2.8%
Own Children <6 and 6-17 Only	6.6%
Employed/in Armed Forces	3.4%
Unemployed	0.0%
Not in Labor Force	3.2%
Own Children 6-17 Only	17.4%
Employed/in Armed Forces	12.6%
Unemployed	0.4%
Not in Labor Force	4.4%
No Own Children < 18	66.3%
Employed/in Armed Forces	40.4%
Unemployed	1.8%
Not in Labor Force	24.2%

2010 Employed Population 16+ by Industry

Total	23,516
Agriculture/Mining	0.1%
Construction	5.7%
Manufacturing	11.9%
Wholesale Trade	4.2%
Retail Trade	14.3%
Transportation/Utilities	4.3%
Information	2.1%
Finance/Insurance/Real Estate	7.6%
Services	46.8%
Public Administration	3.0%

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	23,516
White Collar	64.3%
Management/Business/Financial	15.4%
Professional	21.1%
Sales	12.9%
Administrative Support	15.0%
Services	15.1%
Blue Collar	20.6%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	4.2%
Installation/Maintenance/Repair	4.5%
Production	6.3%
Transportation/Material Moving	5.5%

2000 Workers 16+ by Means of Transportation to Work

Total	22,481
Drove Alone - Car, Truck, or Van	85.6%
Carpooled - Car, Truck, or Van	8.7%
Public Transportation	1.8%
Walked	0.9%
Other Means	0.6%
Worked at Home	2.3%

2000 Workers 16+ by Travel Time to Work

Total	22,481
Did not Work at Home	97.7%
Less than 5 minutes	1.8%
5 to 9 minutes	8.1%
10 to 19 minutes	24.5%
20 to 24 minutes	12.6%
25 to 34 minutes	30.3%
35 to 44 minutes	10.5%
45 to 59 minutes	6.1%
60 to 89 minutes	2.5%
90 or more minutes	1.2%
Worked at Home	2.3%
Average Travel Time to Work (in min)	25.4

2000 Households by Vehicles Available

Total	16,907
None	4.5%
1	29.5%
2	46.5%
3	14.3%
4	3.6%
5+	1.7%
Average Number of Vehicles Available	1.9

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

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2000 Households by Type

Total	16,906
Family Households	68.2%
Married-couple Family	54.7%
With Related Children	27.1%
Other Family (No Spouse)	13.5%
With Related Children	9.0%
Nonfamily Households	31.8%
Householder Living Alone	25.5%
Householder Not Living Alone	6.3%
Households with Related Children	36.1%
Households with Persons 65+	16.4%

2000 Households by Size

Total	16,906
1 Person Household	25.5%
2 Person Household	33.6%
3 Person Household	17.9%
4 Person Household	15.0%
5 Person Household	5.9%
6 Person Household	1.6%
7 + Person Household	0.5%

2000 Households by Year Householder Moved In

Total	16,907
Moved in 1999 to March 2000	23.6%
Moved in 1995 to 1998	33.2%
Moved in 1990 to 1994	15.7%
Moved in 1980 to 1989	11.7%
Moved in 1970 to 1979	8.6%
Moved in 1969 or Earlier	7.2%
Median Year Householder Moved In	1996

2000 Housing Units by Units in Structure

Total	17,679
1, Detached	60.4%
1, Attached	7.3%
2	0.5%
3 or 4	2.3%
5 to 9	8.5%
10 to 19	13.2%
20 +	7.5%
Mobile Home	0.4%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	17,679
1999 to March 2000	2.3%
1995 to 1998	11.0%
1990 to 1994	14.5%
1980 to 1989	18.0%
1970 to 1979	24.0%
1969 or Earlier	30.3%
Median Year Structure Built	1978

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. Enterprising Professionals
2. Up and Coming Families
3. Main Street, USA

2010 Consumer Spending

Apparel & Services: Total \$	\$35,228,650
Average Spent	\$1,833.49
Spending Potential Index	77
Computers & Accessories: Total \$	\$4,701,836
Average Spent	\$244.71
Spending Potential Index	111
Education: Total \$	\$25,671,596
Average Spent	\$1,336.09
Spending Potential Index	110
Entertainment/Recreation: Total \$	\$67,057,254
Average Spent	\$3,490.02
Spending Potential Index	108
Food at Home: Total \$	\$91,125,969
Average Spent	\$4,742.69
Spending Potential Index	106
Food Away from Home: Total \$	\$67,778,835
Average Spent	\$3,527.58
Spending Potential Index	110
Health Care: Total \$	\$71,095,877
Average Spent	\$3,700.21
Spending Potential Index	99
HH Furnishings & Equipment: Total \$	\$37,350,362
Average Spent	\$1,943.91
Spending Potential Index	94
Investments: Total \$	\$31,055,654
Average Spent	\$1,616.30
Spending Potential Index	93
Retail Goods: Total \$	\$486,538,421
Average Spent	\$25,322.08
Spending Potential Index	102
Shelter: Total \$	\$334,103,681
Average Spent	\$17,388.55
Spending Potential Index	110
TV/Video/Audio: Total \$	\$25,616,507
Average Spent	\$1,333.22
Spending Potential Index	107
Travel: Total \$	\$38,567,928
Average Spent	\$2,007.28
Spending Potential Index	106
Vehicle Maintenance & Repairs: Total \$	\$19,377,427
Average Spent	\$1,008.51
Spending Potential Index	107

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.

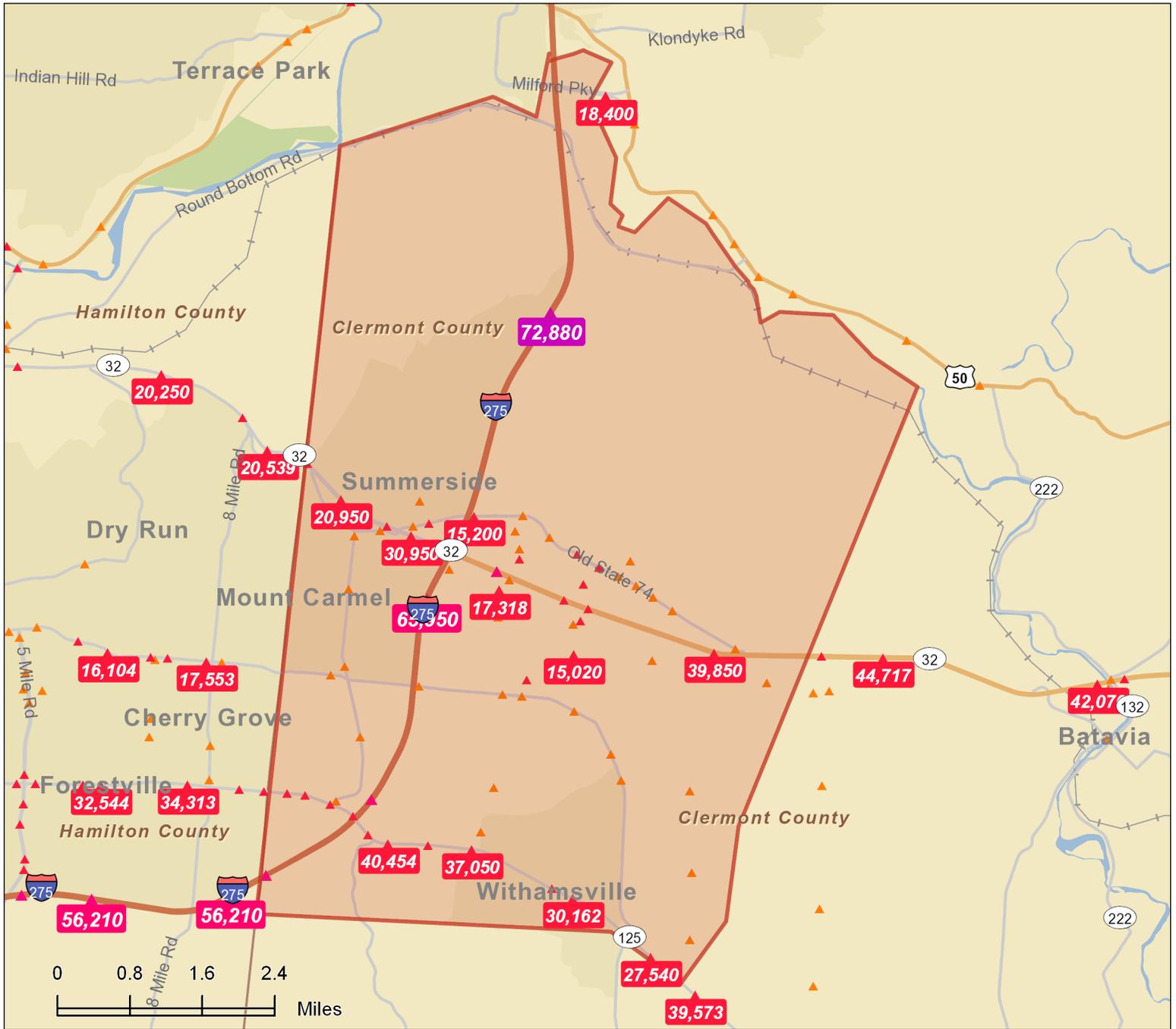
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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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

Union Township, OH
 Union township, OH (3902578288)
 Geography: County Subdivision

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Data for all businesses in area	Union township, OH (39025...
Total Businesses:	1,593
Total Employees:	20,058
Total Residential Population:	47,307
Employee/Residential Population Ratio:	0.42

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	33	2.1%	222	1.1%
Construction	154	9.7%	803	4.0%
Manufacturing	54	3.4%	1,867	9.3%
Transportation	38	2.4%	954	4.8%
Communication	14	0.9%	40	0.2%
Utility	3	0.2%	91	0.5%
Wholesale Trade	80	5.0%	1,477	7.4%
Retail Trade Summary	414	26.0%	8,143	40.6%
Home Improvement	19	1.2%	482	2.4%
General Merchandise Stores	14	0.9%	1,606	8.0%
Food Stores	29	1.8%	992	4.9%
Auto Dealers, Gas Stations, Auto Aftermarket	57	3.6%	810	4.0%
Apparel & Accessory Stores	46	2.9%	376	1.9%
Furniture & Home Furnishings	46	2.9%	412	2.1%
Eating & Drinking Places	114	7.2%	2,623	13.1%
Miscellaneous Retail	89	5.6%	842	4.2%
Finance, Insurance, Real Estate Summary	166	10.4%	913	4.6%
Banks, Savings & Lending Institutions	44	2.8%	258	1.3%
Securities Brokers	13	0.8%	30	0.2%
Insurance Carriers & Agents	34	2.1%	207	1.0%
Real Estate, Holding, Other Investment Offices	75	4.7%	418	2.1%
Services Summary	595	37.4%	5,350	26.7%
Hotels & Lodging	9	0.6%	222	1.1%
Automotive Services	57	3.6%	245	1.2%
Motion Pictures & Amusements	56	3.5%	319	1.6%
Health Services	97	6.1%	1,170	5.8%
Legal Services	20	1.3%	107	0.5%
Education Institutions & Libraries	25	1.6%	928	4.6%
Other Services	331	20.8%	2,359	11.8%
Government	15	0.9%	178	0.9%
Other	27	1.7%	20	0.1%
Totals	1,593	100%	20,058	100%

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

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Business Summary

Union Township, OH
Union township, OH (3902578288)
Geography: County Subdivision

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.1%	0	0.0%
Mining	3	0.2%	12	0.1%
Utilities	0	0.0%	0	0.0%
Construction	161	10.1%	822	4.1%
Manufacturing	59	3.7%	1,878	9.4%
Wholesale Trade	75	4.7%	1,407	7.0%
Retail Trade	294	18.5%	5,502	27.4%
Motor Vehicle & Parts Dealers	38	2.4%	714	3.6%
Furniture & Home Furnishings Stores	20	1.3%	254	1.3%
Electronics & Appliance Stores	21	1.3%	139	0.7%
Bldg Material & Garden Equipment & Supplies Dealers	19	1.2%	482	2.4%
Food & Beverage Stores	25	1.6%	1,004	5.0%
Health & Personal Care Stores	19	1.2%	247	1.2%
Gasoline Stations	19	1.2%	96	0.5%
Clothing & Clothing Accessories Stores	56	3.5%	444	2.2%
Sport Goods, Hobby, Book, & Music Stores	27	1.7%	308	1.5%
General Merchandise Stores	14	0.9%	1,606	8.0%
Miscellaneous Store Retailers	32	2.0%	187	0.9%
Nonstore Retailers	4	0.3%	21	0.1%
Transportation & Warehousing	32	2.0%	917	4.6%
Information	27	1.7%	161	0.8%
Finance & Insurance	91	5.7%	495	2.5%
Central Bank/Credit Intermediation & Related Activities	44	2.8%	258	1.3%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	13	0.8%	30	0.2%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	34	2.1%	207	1.0%
Real Estate, Rental & Leasing	95	6.0%	468	2.3%
Professional, Scientific & Tech Services	140	8.8%	984	4.9%
Legal Services	27	1.7%	128	0.6%
Management of Companies & Enterprises	2	0.1%	22	0.1%
Administrative & Support & Waste Management & Remediation Services	69	4.3%	449	2.2%
Educational Services	35	2.2%	931	4.6%
Health Care & Social Assistance	125	7.8%	1,808	9.0%
Arts, Entertainment & Recreation	39	2.4%	291	1.5%
Accommodation & Food Services	126	7.9%	2,855	14.2%
Accommodation	9	0.6%	222	1.1%
Food Services & Drinking Places	117	7.3%	2,633	13.1%
Other Services (except Public Administration)	174	10.9%	793	4.0%
Automotive Repair & Maintenance	41	2.6%	208	1.0%
Public Administration	15	0.9%	178	0.9%
Unclassified Establishments	30	1.9%	85	0.4%
Total	1,593	100%	20,058	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

Union Township, OH
 Union township, OH (3902578288)
 Geography: County Subdivision

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Summary Demographics

2010 Population	47,307
2010 Households	19,214
2010 Median Disposable Income	\$50,965
2010 Per Capita Income	\$30,299

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	\$535,211,203	\$757,058,327	\$-221,847,124	-17.2	418
Total Retail Trade	44-45	\$456,157,489	\$641,169,630	\$-185,012,141	-16.9	298
Total Food & Drink	722	\$79,053,714	\$115,888,697	\$-36,834,983	-18.9	120

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$108,562,280	\$144,490,710	\$-35,928,430	-14.2	37
Automobile Dealers	4411	\$92,577,612	\$111,903,049	\$-19,325,437	-9.5	17
Other Motor Vehicle Dealers	4412	\$7,493,813	\$25,641,342	\$-18,147,529	-54.8	7
Auto Parts, Accessories & Tire Stores	4413	\$8,490,855	\$6,946,319	\$1,544,536	10.0	13
Furniture & Home Furnishings Stores	442	\$7,604,438	\$25,628,386	\$-18,023,948	-54.2	18
Furniture Stores	4421	\$3,964,741	\$21,233,688	\$-17,268,947	-68.5	12
Home Furnishings Stores	4422	\$3,639,697	\$4,394,698	\$-755,001	-9.4	6
Electronics & Appliance Stores	4431	\$19,088,398	\$15,590,405	\$3,497,993	10.1	21
Bldg Materials, Garden Equip. & Supply Stores	444	\$16,731,966	\$38,980,931	\$-22,248,965	-39.9	19
Bldg Material & Supplies Dealers	4441	\$15,811,934	\$38,293,705	\$-22,481,771	-41.6	14
Lawn & Garden Equip & Supply Stores	4442	\$920,032	\$687,226	\$232,806	14.5	5
Food & Beverage Stores	445	\$80,826,628	\$136,394,103	\$-55,567,475	-25.6	24
Grocery Stores	4451	\$77,453,583	\$132,112,680	\$-54,659,097	-26.1	17
Specialty Food Stores	4452	\$1,153,094	\$1,105,375	\$47,719	2.1	4
Beer, Wine & Liquor Stores	4453	\$2,219,951	\$3,176,048	\$-956,097	-17.7	3
Health & Personal Care Stores	446,4461	\$8,924,957	\$14,074,854	\$-5,149,897	-22.4	21
Gasoline Stations	447,4471	\$76,060,268	\$69,846,120	\$6,214,148	4.3	18
Clothing & Clothing Accessories Stores	448	\$13,377,368	\$26,501,999	\$-13,124,631	-32.9	57
Clothing Stores	4481	\$9,718,588	\$19,741,700	\$-10,023,112	-34.0	35
Shoe Stores	4482	\$2,156,763	\$3,597,236	\$-1,440,473	-25.0	11
Jewelry, Luggage & Leather Goods Stores	4483	\$1,502,017	\$3,163,063	\$-1,661,046	-35.6	11
Sporting Goods, Hobby, Book & Music Stores	451	\$2,174,954	\$10,186,398	\$-8,011,444	-64.8	27
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,672,669	\$6,254,373	\$-4,581,704	-57.8	23
Book, Periodical & Music Stores	4512	\$502,285	\$3,932,025	\$-3,429,740	-77.3	4
General Merchandise Stores	452	\$74,932,447	\$145,452,863	\$-70,520,416	-32.0	14
Department Stores Excluding Leased Depts.	4521	\$32,291,439	\$79,901,631	\$-47,610,192	-42.4	7
Other General Merchandise Stores	4529	\$42,641,008	\$65,551,232	\$-22,910,224	-21.2	7
Miscellaneous Store Retailers	453	\$6,300,134	\$6,253,359	\$46,775	0.4	38
Florists	4531	\$340,580	\$166,204	\$174,376	34.4	4
Office Supplies, Stationery & Gift Stores	4532	\$2,151,642	\$3,313,307	\$-1,161,665	-21.3	16
Used Merchandise Stores	4533	\$150,201	\$367,918	\$-217,717	-42.0	6
Other Miscellaneous Store Retailers	4539	\$3,657,711	\$2,405,930	\$1,251,781	20.6	12
Nonstore Retailers	454	\$41,573,651	\$7,769,502	\$33,804,149	68.5	4
Electronic Shopping & Mail-Order Houses	4541	\$39,366,831	\$7,578,480	\$31,788,351	67.7	2
Vending Machine Operators	4542	\$60,324	\$134,703	\$-74,379	-38.1	1
Direct Selling Establishments	4543	\$2,146,496	\$56,319	\$2,090,177	94.9	1
Food Services & Drinking Places	722	\$79,053,714	\$115,888,697	\$-36,834,983	-18.9	120
Full-Service Restaurants	7221	\$28,042,083	\$33,933,049	\$-5,890,966	-9.5	50
Limited-Service Eating Places	7222	\$43,979,482	\$77,803,284	\$-33,823,802	-27.8	60
Special Food Services	7223	\$5,544,248	\$3,271,838	\$2,272,410	25.8	5
Drinking Places - Alcoholic Beverages	7224	\$1,487,901	\$880,526	\$607,375	25.6	5

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

Source: Esri and Infogroup

March 27, 2012

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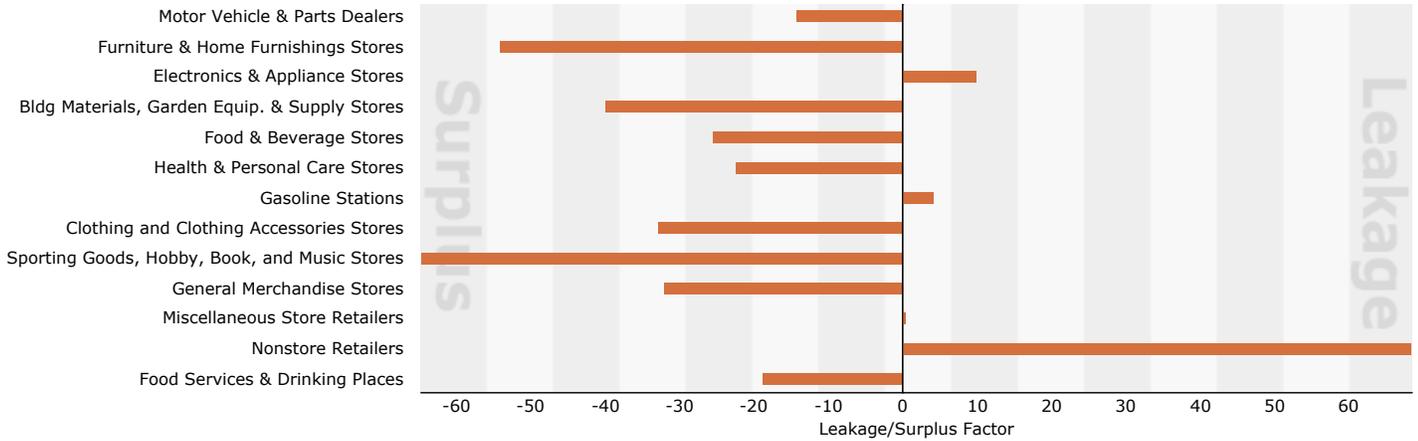


Retail MarketPlace Profile

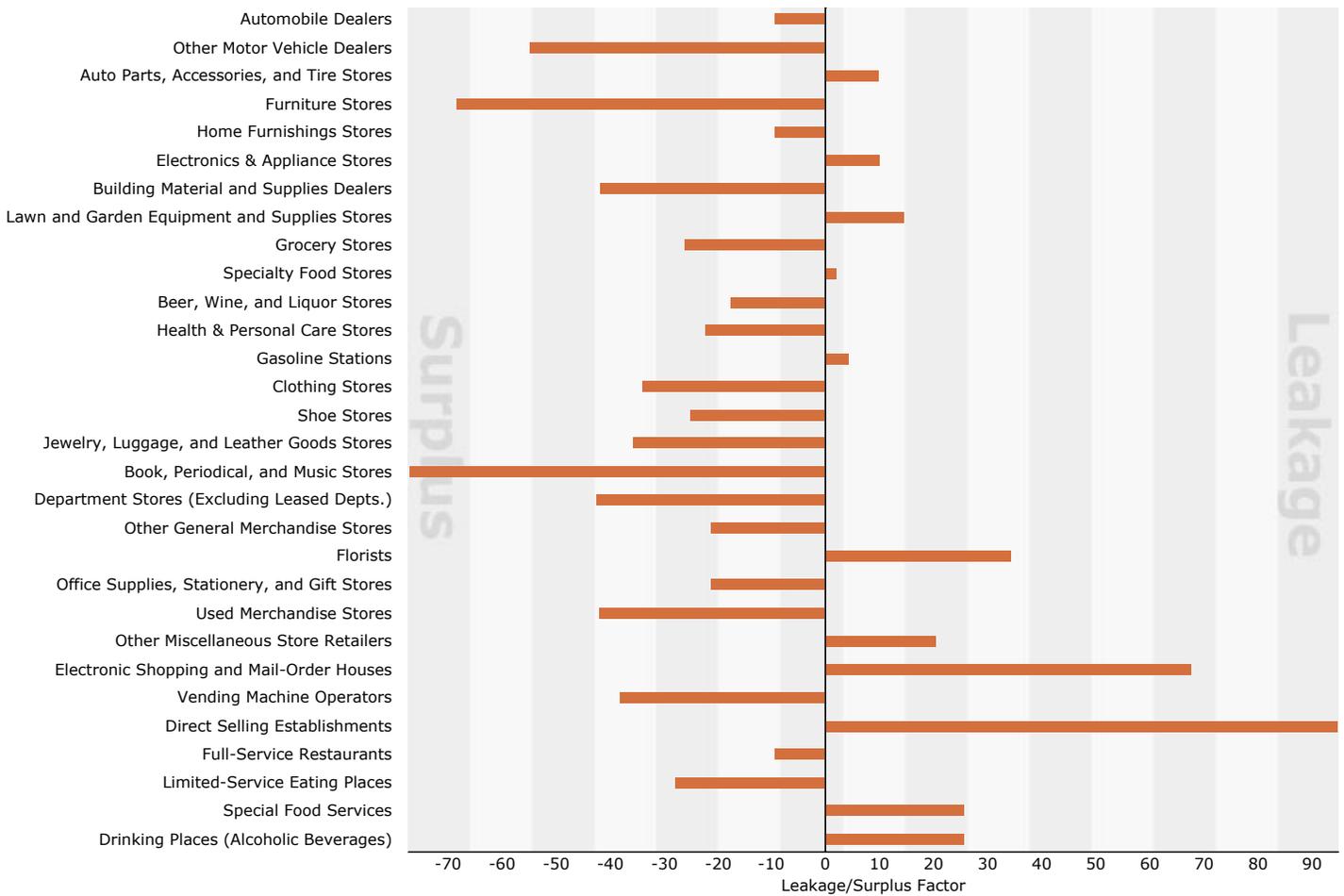
Union Township, OH
 Union township, OH (3902578288)
 Geography: County Subdivision

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 27, 2012



Retail Market Potential

Union Township, OH
 Union township, OH (3902578288)
 Geography: County Subdivision

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Demographic Summary	2010	2015
Population	47,307	49,378
Total Number of Adults	35,191	36,666
Households	19,214	20,146
Median Household Income	\$65,069	\$73,826

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	18,179	51.7%	103
Bought any women's apparel in last 12 months	16,702	47.5%	104
Bought apparel for child <13 in last 6 months	10,726	30.5%	107
Bought any shoes in last 12 months	19,258	54.7%	105
Bought costume jewelry in last 12 months	7,772	22.1%	106
Bought any fine jewelry in last 12 months	7,726	22.0%	100
Bought a watch in last 12 months	7,015	19.9%	103
Automobiles (Households)			
HH owns/leases any vehicle	17,331	90.2%	105
HH bought/leased new vehicle last 12 mo	2,058	10.7%	112
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	31,978	90.9%	104
Bought/changed motor oil in last 12 months	19,088	54.2%	104
Had tune-up in last 12 months	11,491	32.7%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	22,899	65.1%	105
Drank regular cola in last 6 months	18,268	51.9%	101
Drank beer/ale in last 6 months	15,576	44.3%	104
Cameras & Film (Adults)			
Bought any camera in last 12 months	4,617	13.1%	102
Bought film in last 12 months	6,905	19.6%	103
Bought digital camera in last 12 months	2,537	7.2%	105
Bought memory card for camera in last 12 months	3,025	8.6%	112
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	13,736	39.0%	110
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	7,175	20.4%	95
Avg monthly cell/mobile phone/PDA bill: \$50-99	12,333	35.0%	108
Avg monthly cell/mobile phone/PDA bill: \$100+	8,564	24.3%	115
Computers (Households)			
HH owns a personal computer	15,574	81.1%	110
Spent <\$500 on most recent home PC purchase	1,709	8.9%	103
Spent \$500-\$999 on most recent home PC purchase	3,836	20.0%	112
Spent \$1000-\$1499 on most recent home PC purchase	2,776	14.4%	111
Spent \$1500-\$1999 on most recent home PC purchase	1,616	8.4%	119
Spent \$2000+ on most recent home PC purchase	1,244	6.5%	104

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

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Union Township, OH
Union township, OH (3902578288)
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	22,446	63.8%	106
Bought cigarettes at convenience store in last 30 days	5,541	15.7%	101
Bought gas at convenience store in last 30 days	12,980	36.9%	110
Spent at convenience store in last 30 days: <\$20	3,202	9.1%	95
Spent at convenience store in last 30 days: \$20-39	3,702	10.5%	103
Spent at convenience store in last 30 days: \$40+	13,610	38.7%	107
Entertainment (Adults)			
Attended movies in last 6 months	22,059	62.7%	107
Went to live theater in last 12 months	4,956	14.1%	107
Went to a bar/night club in last 12 months	7,689	21.8%	115
Dined out in last 12 months	18,147	51.6%	105
Gambled at a casino in last 12 months	6,297	17.9%	112
Visited a theme park in last 12 months	8,787	25.0%	116
DVDs rented in last 30 days: 1	1,078	3.1%	116
DVDs rented in last 30 days: 2	1,807	5.1%	111
DVDs rented in last 30 days: 3	1,105	3.1%	98
DVDs rented in last 30 days: 4	1,522	4.3%	112
DVDs rented in last 30 days: 5+	5,707	16.2%	123
DVDs purchased in last 30 days: 1	1,919	5.5%	110
DVDs purchased in last 30 days: 2	1,993	5.7%	120
DVDs purchased in last 30 days: 3-4	1,813	5.2%	111
DVDs purchased in last 30 days: 5+	1,791	5.1%	98
Spent on toys/games in last 12 months: <\$50	2,426	6.9%	113
Spent on toys/games in last 12 months: \$50-\$99	970	2.8%	100
Spent on toys/games in last 12 months: \$100-\$199	2,384	6.8%	94
Spent on toys/games in last 12 months: \$200-\$499	4,109	11.7%	108
Spent on toys/games in last 12 months: \$500+	2,286	6.5%	113
Financial (Adults)			
Have home mortgage (1st)	7,928	22.5%	117
Used ATM/cash machine in last 12 months	20,571	58.5%	115
Own any stock	3,160	9.0%	98
Own U.S. savings bond	2,590	7.4%	107
Own shares in mutual fund (stock)	3,527	10.0%	107
Own shares in mutual fund (bonds)	2,128	6.0%	102
Used full service brokerage firm in last 12 months	2,130	6.1%	98
Have savings account	14,278	40.6%	112
Have 401K retirement savings	7,392	21.0%	118
Did banking over the Internet in last 12 months	11,990	34.1%	125
Own any credit/debit card (in own name)	27,814	79.0%	107
Avg monthly credit card expenditures: <\$111	5,249	14.9%	108
Avg monthly credit card expenditures: \$111-225	2,810	8.0%	103
Avg monthly credit card expenditures: \$226-450	2,890	8.2%	110
Avg monthly credit card expenditures: \$451-700	2,433	6.9%	108
Avg monthly credit card expenditures: \$701+	4,939	14.0%	105

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Retail Market Potential

Union Township, OH
 Union township, OH (3902578288)
 Geography: County Subdivision

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	25,302	71.9%	101
Used bread in last 6 months	34,089	96.9%	100
Used chicken/turkey (fresh or frozen) in last 6 months	27,609	78.5%	101
Used fish/seafood (fresh or frozen) in last 6 months	19,080	54.2%	102
Used fresh fruit/vegetables in last 6 months	30,830	87.6%	100
Used fresh milk in last 6 months	32,381	92.0%	101
Health (Adults)			
Exercise at home 2+ times per week	11,332	32.2%	107
Exercise at club 2+ times per week	5,108	14.5%	118
Visited a doctor in last 12 months	27,357	77.7%	100
Used vitamin/dietary supplement in last 6 months	17,261	49.0%	101
Home (Households)			
Any home improvement in last 12 months	6,005	31.3%	99
Used housekeeper/maid/prof HH cleaning service in the last 12 months	2,747	14.3%	92
Purchased any HH furnishing in last 12 months	6,268	32.6%	109
Purchased bedding/bath goods in last 12 months	10,923	56.8%	104
Purchased cooking/serving product in last 12 months	5,598	29.1%	106
Bought any kitchen appliance in last 12 months	3,459	18.0%	103
Insurance (Adults)			
Currently carry any life insurance	18,119	51.5%	108
Have medical/hospital/accident insurance	26,160	74.3%	104
Carry homeowner insurance	18,984	53.9%	102
Carry renter insurance	2,683	7.6%	124
Have auto/other vehicle insurance	30,782	87.5%	105
Pets (Households)			
HH owns any pet	9,982	52.0%	101
HH owns any cat	4,511	23.5%	97
HH owns any dog	7,193	37.4%	99
Reading Materials (Adults)			
Bought book in last 12 months	18,774	53.3%	106
Read any daily newspaper	13,651	38.8%	94
Heavy magazine reader	7,446	21.2%	106
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	27,216	77.3%	107
Went to family restaurant/steak house last mo: <2 times	9,231	26.2%	102
Went to family restaurant/steak house last mo: 2-4 times	10,015	28.5%	105
Went to family restaurant/steak house last mo: 5+ times	7,970	22.6%	116
Went to fast food/drive-in restaurant in last 6 mo	32,104	91.2%	103
Went to fast food/drive-in restaurant <6 times/mo	11,953	34.0%	97
Went to fast food/drive-in restaurant 6-13 times/mo	10,536	29.9%	103
Went to fast food/drive-in restaurant 14+ times/mo	9,615	27.3%	110
Fast food/drive-in last 6 mo: eat in	13,423	38.1%	101
Fast food/drive-in last 6 mo: home delivery	4,563	13.0%	124
Fast food/drive-in last 6 mo: take-out/drive-thru	20,291	57.7%	110
Fast food/drive-in last 6 mo: take-out/walk-in	9,110	25.9%	105

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Union Township, OH
Union township, OH (3902578288)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	12,268	63.8%	99
HH average monthly long distance phone bill: <\$16	5,549	28.9%	104
HH average monthly long distance phone bill: \$16-25	2,155	11.2%	98
HH average monthly long distance phone bill: \$26-59	1,626	8.5%	92
HH average monthly long distance phone bill: \$60+	852	4.4%	100
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	3,311	17.2%	88
HH owns 2 TVs	5,207	27.1%	103
HH owns 3 TVs	4,552	23.7%	106
HH owns 4+ TVs	4,138	21.5%	102
HH subscribes to cable TV	11,990	62.4%	108
HH Purchased audio equipment in last 12 months	1,981	10.3%	106
HH Purchased CD player in last 12 months	761	4.0%	102
HH Purchased DVD player in last 12 months	1,957	10.2%	105
HH Purchased MP3 player in last 12 months	4,218	12.0%	118
HH Purchased video game system in last 12 months	2,509	13.1%	121
Travel (Adults)			
Domestic travel in last 12 months	19,967	56.7%	109
Took 3+ domestic trips in last 12 months	5,781	16.4%	111
Spent on domestic vacations last 12 mo: <\$1000	4,909	14.0%	111
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,547	7.2%	108
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,496	4.3%	104
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,474	4.2%	101
Spent on domestic vacations last 12 mo: \$3000+	1,815	5.2%	102
Foreign travel in last 3 years	9,776	27.8%	108
Took 3+ foreign trips by plane in last 3 years	1,484	4.2%	89
Spent on foreign vacations last 12 mo: <\$1000	2,011	5.7%	96
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,436	4.1%	100
Spent on foreign vacations last 12 mo: \$3000+	1,733	4.9%	101
Stayed 1+ nights at hotel/motel in last 12 months	15,457	43.9%	108

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March 27, 2012

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Electronics and Internet Market Potential

Union Township, OH
 Union township, OH (3902578288)
 Geography: County Subdivision

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Demographic Summary		2010	2015
Population		47,307	49,378
Population 18+		35,191	36,666
Households		19,214	20,146
Median Household Income		\$65,069	\$73,826
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent MPI
HH owns a personal computer		15,574	81.1% 110
Purchased home PC in last 12 months		3,368	17.5% 112
Purchased home PC 1-2 years ago		4,840	25.2% 112
Purchased home PC 3-4 years ago		4,131	21.5% 110
Purchased home PC 5+ years ago		1,871	9.7% 104
Spent <\$500 on home PC (most recent purchase)		1,709	8.9% 103
Spent \$500-999 on home PC (most recent purchase)		3,836	20.0% 112
Spent \$1000-1499 on home PC (most recent purchase)		2,776	14.4% 111
Spent \$1500-1999 on home PC (most recent purchase)		1,616	8.4% 119
Spent \$2000+ on home PC (most recent purchase)		1,244	6.5% 104
Purchased home PC at computer superstore		2,889	15.0% 118
Purchased home PC at department store		991	5.2% 105
Purchased home PC direct from manufacturer		2,685	14.0% 100
Purchased home PC at electronics store		2,561	13.3% 121
Purchased home PC on Internet		1,887	9.8% 114
Purchased home PC at warehouse discount outlet		428	2.2% 102
HH owns desktop PC		11,970	62.3% 108
HH owns laptop/notebook/tablet PC		6,983	36.3% 117
HH owns any Apple/Apple Mac clone brand PC		1,109	5.8% 92
HH owns any IBM/IBM compatible brand PC		14,346	74.7% 111
Brand of PC that HH owns: Compaq		1,802	9.4% 111
Brand of PC that HH owns: Dell		6,365	33.1% 107
Brand of PC that HH owns: Gateway		1,336	7.0% 104
Brand of PC that HH owns: Hewlett Packard		3,446	17.9% 115
Brand of PC that HH owns: Sony Vaio		629	3.3% 113
Child (under 18) uses home PC		4,589	23.9% 113
HH owns CD burner		8,211	42.7% 116
HH owns CD ROM drive		8,410	43.8% 112
HH owns DVD drive		5,683	29.6% 119
HH owns DVD-RW (DVD burner)		4,656	24.2% 118
HH owns external hard drive		3,063	15.9% 112
HH owns flash drive		4,830	25.1% 122
HH owns LAN/network interface card		2,630	13.7% 124
HH owns inkjet printer		8,931	46.5% 109
HH owns laser printer		3,124	16.3% 118
HH owns modem/fax modem		4,520	23.5% 113
HH owns removable cartridge storage device		1,274	6.6% 114
HH owns scanner		6,159	32.1% 113
HH owns PC speakers		8,885	46.2% 111
HH owns tape backup		476	2.5% 93
HH owns webcam		2,757	14.4% 127
HH owns software: accounting		1,827	9.5% 107
HH owns software: communications/fax		1,704	8.9% 109
HH owns software: database/filing		1,632	8.5% 104
HH owns software: desktop publishing		2,569	13.4% 110

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Electronics and Internet Market Potential

Union Township, OH
 Union township, OH (3902578288)
 Geography: County Subdivision

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns software: education/training	2,312	12.0%	120
HH owns software: entertainment/games	6,355	33.1%	114
HH owns software: online meeting/conference	656	3.4%	119
HH owns software: personal finance/tax prep	3,212	16.7%	118
HH owns software: presentation graphics	1,735	9.0%	113
HH owns software: multimedia	3,574	18.6%	122
HH owns software: networking	2,576	13.4%	120
HH owns software: security/anti-virus	6,325	32.9%	117
HH owns software: spreadsheet	5,263	27.4%	118
HH owns software: utility	1,538	8.0%	113
HH owns software: web authoring	730	3.8%	110
HH owns software: word processing	7,538	39.2%	117
Spent \$500+ on software for home PC in last 12 mo	487	2.5%	106
Purchased computer book in last 12 months	925	4.8%	111
HH owns fax machine	1,127	5.9%	98
Purchased audio equipment in last 12 months	1,981	10.3%	106
Purchased headphones in last 12 months	752	3.9%	98
HH owns camcorder	4,190	21.8%	112
Purchased camcorder in last 12 months	460	2.4%	113
HH owns CD player	9,501	49.4%	108
Purchased CD player in last 12 months	761	4.0%	102
HH owns DVD player	13,505	70.3%	106
Purchased DVD player in last 12 months	1,957	10.2%	105
HH owns 1 TV	3,311	17.2%	88
HH owns 2 TVs	5,207	27.1%	103
HH owns 3 TVs	4,552	23.7%	106
HH owns 4+ TVs	4,138	21.5%	102
HH owns miniature screen TV (<13 in)	1,635	8.5%	107
Most recent TV purchase: miniature screen (<13 in)	499	2.6%	94
HH owns regular screen TV (13-26 in)	8,286	43.1%	99
Most recent TV purchase: regular screen (13-26 in)	4,101	21.3%	92
HH owns large screen TV (27-35 in)	9,212	47.9%	103
Most recent TV purchase: large screen (27-35 in)	5,990	31.2%	99
HH owns big screen TV (36-42 in)	4,047	21.1%	111
Most recent TV purchase: big screen (36-42 in)	3,021	15.7%	111
HH owns giant screen TV (over 42 in)	3,123	16.3%	114
Most recent TV purchase: giant screen (over 42 in)	2,456	12.8%	114
HH owns LCD TV	4,013	20.9%	109
HH owns plasma TV	1,748	9.1%	110
HH owns projection TV	1,166	6.1%	112
HH owns video game system	7,410	38.6%	115
Purchased video game system in last 12 months	2,509	13.1%	121
HH owns video game system: handheld	3,413	17.8%	116
HH owns video game system: attached to TV/computer	6,548	34.1%	115
HH owns video game system: Game Boy	1,470	7.6%	111
HH owns video game system: Game Boy Advance/SP	1,517	7.9%	120
HH owns video game system: Nintendo DS	1,742	9.1%	120

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

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

March 27, 2012

Made with Esri Business Analyst



Electronics and Internet Market Potential

Union Township, OH
Union township, OH (3902578288)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns video game system: Nintendo GameCube	1,162	6.1%	120
HH owns video game system: Nintendo Wii	1,513	7.9%	117
HH owns video game system: PlayStation 2	3,544	18.4%	112
HH owns video game system: PlayStation 3	769	4.0%	111
HH owns video game system: Sony PlayStation/PS One	840	4.4%	108
HH owns video game system: Sony PSP	682	3.6%	121
HH owns video game system: Xbox	1,434	7.5%	125
HH owns video game system: Xbox 360	1,569	8.2%	126
HH purchased 5+ video games in last 12 months	1,518	7.9%	122
HH spent \$101+ on video games in last 12 months	1,912	10.0%	123
Owens MP3 player	10,839	30.8%	115
Purchased MP3 player in last 12 months	4,218	12.0%	118
Owens Apple iPod	4,254	12.1%	109
Purchased Apple iPod in last 12 months	1,345	3.8%	113
Have any access to the Internet	31,693	90.1%	106
Have access to Internet: at home	27,435	78.0%	111
Have access to Internet: at work	15,874	45.1%	121
Have access to Internet: at school/library	9,264	26.3%	104
Have access to Internet: not hm/work/school/library	7,081	20.1%	104
Use Internet less than once a week	1,160	3.3%	83
Use Internet 1-2 times per week	1,771	5.0%	91
Use Internet 3-6 times per week	2,733	7.8%	97
Use Internet once a day	4,415	12.5%	113
Use Internet 2-4 times per day	6,954	19.8%	112
Use Internet 5 or more times per day	10,725	30.5%	122
Any Internet or online usage in last 30 days	27,751	78.9%	112
Used Internet in last 30 days: at home	24,762	70.4%	113
Used Internet in last 30 days: at work	13,785	39.2%	123
Used Internet in last 30 days: at school/library	2,970	8.4%	110
Used Internet/30 days: not home/work/school/library	3,315	9.4%	102
Internet last 30 days: used email	24,968	71.0%	114
Internet last 30 days: used Instant Messenger	10,301	29.3%	116
Internet last 30 days: paid bills online	14,562	41.4%	126
Internet last 30 days: visited online blog	3,759	10.7%	112
Internet last 30 days: wrote online blog	1,491	4.2%	115
Internet last 30 days: visited chat room	1,704	4.8%	104
Internet last 30 days: looked for employment	5,397	15.3%	117
Internet last 30 days: played games online	8,309	23.6%	112
Internet last 30 days: traded/tracked investments	4,231	12.0%	108
Internet last 30 days: downloaded music	7,666	21.8%	118
Internet last 30 days: made phone call	1,369	3.9%	106
Internet last 30 days: made personal purchase	12,418	35.3%	114
Internet last 30 days: made business purchase	3,850	10.9%	115
Internet last 30 days: made travel plans	6,774	19.3%	111
Internet last 30 days: watched online video	7,765	22.1%	115
Internet last 30 days: obtained new/used car info	3,677	10.4%	118
Internet last 30 days: obtained financial info	10,309	29.3%	122
Internet last 30 days: obtained medical info	6,606	18.8%	112
Internet last 30 days: obtained latest news	15,905	45.2%	117
Internet last 30 days: obtained real estate info	4,704	13.4%	124

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

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Union Township, OH
Union township, OH (3902578288)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Internet last 30 days: obtained sports news/info	10,004	28.4%	123
Ordered anything on Internet in last 12 months	13,874	39.4%	114
Ordered on Internet/12 mo: airline ticket	6,763	19.2%	115
Ordered on Internet/12 mo: CD/tape	1,663	4.7%	108
Ordered on Internet/12 mo: clothing	5,603	15.9%	110
Ordered on Internet/12 mo: computer	1,357	3.9%	113
Ordered on Internet/12 mo: computer peripheral	1,634	4.6%	107
Ordered on Internet/12 mo: DVD	2,561	7.3%	111
Ordered on Internet/12 mo: flowers	1,853	5.3%	114
Ordered on Internet/12 mo: software	2,275	6.5%	113
Ordered on Internet/12 mo: tickets (concerts etc.)	3,731	10.6%	110
Ordered on Internet/12 mo: toy	1,746	5.0%	100
Purchased item from amazon.com in last 12 months	5,254	14.9%	106
Purchased item from barnes&noble.com in last 12 mo	1,184	3.4%	105
Purchased item from bestbuy.com in last 12 months	1,045	3.0%	118
Purchased item from ebay.com in last 12 months	3,450	9.8%	105
Purchased item from walmart.com in last 12 months	1,669	4.7%	116
Spent on Internet orders last 12 months: <\$100	2,103	6.0%	110
Spent on Internet orders last 12 months: \$100-199	2,109	6.0%	111
Spent on Internet orders last 12 months: \$200-499	3,184	9.0%	108
Spent on Internet orders last 12 months: \$500+	5,821	16.5%	114
Connection to Internet from home: dial-up modem	2,345	6.7%	80
Connection to Internet from home: cable modem	11,181	31.8%	118
Connection to Internet from home: DSL	9,398	26.7%	109
Connection to Internet from home: wireless	5,892	16.7%	122
Connection to Internet from home: any broadband	24,021	68.3%	116
DVDs rented in last 30 days: 1	1,078	3.1%	116
DVDs rented in last 30 days: 2	1,807	5.1%	111
DVDs rented in last 30 days: 3	1,105	3.1%	98
DVDs rented in last 30 days: 4	1,522	4.3%	112
DVDs rented in last 30 days: 5+	5,707	16.2%	123
Rented video tape/DVD last month: action/adventure	8,302	23.6%	117
Rented video tape/DVD last month: classic	1,950	5.5%	107
Rented video tape/DVD last month: comedy	8,677	24.7%	119
Rented video tape/DVD last month: drama	5,570	15.8%	116
Rented video tape/DVD last month: family/children	3,630	10.3%	116
Rented video tape/DVD last month: foreign	656	1.9%	94
Rented video tape/DVD last month: horror	2,763	7.9%	106
Rented video tape/DVD last month: romance	3,110	8.8%	118
Rented video tape/DVD last month: science fiction	2,072	5.9%	111
Rented video tape/DVD last mo at Blockbuster Video	5,280	15.0%	124
Rented video tape/DVD last mo at Hollywood Video	1,903	5.4%	131
Bought video tape/DVD last month: action/adventure	3,434	9.8%	117
Bought video tape/DVD last month: classic	936	2.7%	98
Bought video tape/DVD last month: comedy	3,066	8.7%	108
Bought video tape/DVD last month: drama	1,845	5.2%	121
Bought video tape/DVD last month: family/children	2,292	6.5%	110
Bought video tape/DVD last month: horror	869	2.5%	79
Bought video tape/DVD last month: romance	958	2.7%	107

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March 27, 2012

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Electronics and Internet Market Potential

Union Township, OH
 Union township, OH (3902578288)
 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	905	2.6%	103
Bought blank video tape in last 6 months	4,012	11.4%	100
Bought 7+ blank video tapes in last 6 months	864	2.5%	94
DVDs purchased in last 30 days: 1	1,919	5.5%	110
DVDs purchased in last 30 days: 2	1,993	5.7%	120
DVDs purchased in last 30 days: 3-4	1,813	5.2%	111
DVDs purchased in last 30 days: 5+	1,791	5.1%	98
Bought any camera in last 12 months	4,617	13.1%	102
Spent on cameras in last 12 months: <\$100	1,456	4.1%	93
Spent on cameras in last 12 months: \$100-199	1,158	3.3%	109
Spent on cameras in last 12 months: \$200+	1,362	3.9%	97
Own APS (point & shoot or SLR) camera	1,023	2.9%	106
Own digital camera	13,328	37.9%	115
Bought digital camera in last 12 months	2,537	7.2%	105
Own digital point & shoot camera	10,039	28.5%	115
Bought digital point & shoot camera in last 12 mo	1,812	5.1%	104
Own digital SLR camera	3,705	10.5%	114
Bought digital SLR camera in last 12 months	786	2.2%	99
Own 35mm auto focus point & shoot camera	1,680	4.8%	102
Own 35mm auto focus single lens reflex camera	783	2.2%	93
Own 35mm auto focus zoom camera	2,002	5.7%	101
Own 35mm single lens reflex camera	1,059	3.0%	100
Own Canon camera	6,275	17.8%	113
Bought Canon camera in last 12 months	861	2.4%	115
Own Fuji camera	1,464	4.2%	103
Own Kodak camera	4,308	12.2%	104
Bought Kodak camera in last 12 months	974	2.8%	93
Own Nikon camera	2,039	5.8%	107
Own Olympus camera	1,757	5.0%	110
Own Polaroid camera	693	2.0%	80
Bought any camera accessory in last 12 months	16,668	47.4%	111
Bought film in last 12 months	6,905	19.6%	103
Bought film in last 12 months: <3 rolls	3,176	9.0%	101
Bought film in last 12 months: 3-6 rolls	2,172	6.2%	98
Bought film in last 12 months: 7+ rolls	1,557	4.4%	105
Bought film in last 12 mo: APS (color prints)	979	2.8%	104
Bought film in last 12 mo: instant developing	702	2.0%	100
Bought film in last 12 mo: 35mm (black & white)	320	0.9%	96
Bought film in last 12 mo: 35mm (color prints)	4,047	11.5%	101
Bought Fuji film in last 12 months	1,582	4.5%	89
Bought Kodak film in last 12 months	4,391	12.5%	105
Bought store-brand film in last 12 months	804	2.3%	107
Purchased film in last 12 mo: department store	979	2.8%	75
Purchased film in last 12 mo: discount store	1,743	5.0%	104

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Union Township, OH
Union township, OH (3902578288)
Geography: County Subdivision

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	1,737	4.9%	105
Purchased film in last 12 mo: grocery store	771	2.2%	102
Purchased film in last 12 mo: 1 hour service store	922	2.6%	103
Had film processed at discount store	1,320	3.8%	113
Had film processed at drug store	1,540	4.4%	103
Had film processed at 1 hour service store	1,064	3.0%	104
Bought memory card for camera in last 12 months	3,025	8.6%	112
Own memory card for camera	9,929	28.2%	114

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March 27, 2012



Financial Investments Market Potential

Union Township, OH
Union township, OH (3902578288)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		47,307	49,378	
Population 18+		35,191	36,666	
Households		19,214	20,146	
Median Household Income		\$65,069	\$73,826	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		17,918	50.9%	103
Bank/financial institution: use savings & loan		3,608	10.3%	98
Bank/financial institution: use credit union		9,418	26.8%	118
Bank/financial institution: use fed savings bank		749	2.1%	92
Bank/financial institution: use mutual funds co		1,166	3.3%	102
Bank/financial institution: use Internet Bank		1,784	5.1%	117
Used ATM/cash machine in last 12 months		20,571	58.5%	115
Banked in person in last 12 months		19,155	54.4%	105
Banked by mail in last 12 months		2,007	5.7%	107
Banked by phone in last 12 months		6,157	17.5%	117
Did banking over the Internet in last 12 months		11,990	34.1%	125
Used direct deposit of paycheck in last 12 months		15,438	43.9%	114
Have interest checking account		11,944	33.9%	105
Have non-interest checking account		10,538	29.9%	113
Have money market account		4,432	12.6%	102
Have savings account		14,278	40.6%	112
Have 401K retirement savings		7,392	21.0%	118
Have IRA retirement savings		5,436	15.4%	103
Have auto loan for new car		4,778	13.6%	118
Have personal loan for education only		1,729	4.9%	121
Have personal loan-not for education		770	2.2%	87
Have home mortgage (1st)		7,928	22.5%	117
Have 2nd mortgage (equity loan)		2,506	7.1%	113
Have home equity line of credit		2,123	6.0%	100
Have personal line of credit		1,619	4.6%	102
Have overdraft protection		5,213	14.8%	111
Own any securities investment		9,134	26.0%	104
Own annuities		1,071	3.0%	100
Own certificate of deposit (6 months or less)		1,124	3.2%	91
Own certificate of deposit (more than 6 months)		1,880	5.3%	96
Own common/preferred stock in company you work for		1,149	3.3%	108
Own common stock in company you don't work for		2,022	5.7%	91
Own insured money market account (bank)		671	1.9%	92
Own shares in money market fund		2,280	6.5%	98
Own shares in mutual fund (bonds)		2,128	6.0%	102
Own shares in mutual fund (stock)		3,527	10.0%	107
Own any stock		3,160	9.0%	98
Own stock with market value <\$10000		1,058	3.0%	97
Own stock with market value \$10000-49999		978	2.8%	111
Own stock with market value \$50000+		708	2.0%	81

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Union Township, OH
Union township, OH (3902578288)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	2,590	7.4%	107
Used financial planning counsel in last 12 months	2,892	8.2%	105
Used full service brokerage firm in last 12 months	2,130	6.1%	98
Own any credit/debit card (in own name)	27,814	79.0%	107
Own American Express card (in own name)	4,609	13.1%	105
Own Discover card (in own name)	4,272	12.1%	109
Own MasterCard (in own name)	12,765	36.3%	106
Own Visa (in own name)	19,394	55.1%	112
Own any department store credit card (in own name)	11,490	32.7%	105
Avg monthly credit card expenditures: <\$111	5,249	14.9%	108
Avg monthly credit card expenditures: \$111-225	2,810	8.0%	103
Avg monthly credit card expenditures: \$226-450	2,890	8.2%	110
Avg monthly credit card expenditures: \$451-700	2,433	6.9%	108
Avg monthly credit card expenditures: \$701+	4,939	14.0%	105

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March 27, 2012

Made with Esri Business Analyst



Pets and Products Market Potential

Union Township, OH
Union township, OH (3902578288)
Geography: County Subdivision

Demographic Summary		2010	2015	
Population		47,307	49,378	
Population 18+		35,191	36,666	
Households		19,214	20,146	
Median Household Income		\$65,069	\$73,826	
Product/Consumer Behavior		Expected Number of Households	Percent	MPI
HH owns any pet		9,982	52.0%	101
HH owns any bird		500	2.6%	90
HH owns any cat		4,511	23.5%	97
HH owns any dog		7,193	37.4%	99
HH owns 1 cat		2,399	12.5%	98
HH owns 2+ cats		2,110	11.0%	95
HH owns 1 dog		4,564	23.8%	101
HH owns 2+ dogs		2,630	13.7%	93
HH used canned cat food in last 6 months		2,078	10.8%	93
HH used <4 cans of cat food in last 7 days		811	4.2%	97
HH used 8+ cans of cat food in last 7 days		583	3.0%	84
HH used packaged dry cat food in last 6 months		4,305	22.4%	97
HH used <5 pounds of packaged dry cat food last mo		1,510	7.9%	96
HH used 11+ pounds of packaged dry cat food last mo		1,178	6.1%	85
HH used cat treats in last 6 months		1,982	10.3%	100
HH used cat litter in last 6 months		3,930	20.5%	100
HH used canned dog food in last 6 months		2,486	12.9%	98
HH used packaged dry dog food in last 6 months		6,942	36.1%	99
HH used <10 pounds of pkgd dry dog food last month		3,162	16.5%	99
HH used 25+ pounds of pkgd dry dog food last month		1,929	10.0%	91
HH used dog biscuits/treats in last 6 months		5,726	29.8%	101
HH used <2 packages of dog biscuits/treats last mo		2,874	15.0%	101
HH used 4+ packages of dog biscuits/treats last mo		1,008	5.2%	95
HH used flea/tick care prod for cat/dog last 12 mo		6,258	32.6%	96
HH member took pet to vet in last 12 mo: 1 time		2,418	12.6%	99
HH member took pet to vet in last 12 mo: 2 times		2,133	11.1%	101
HH member took pet to vet in last 12 mo: 3 times		1,047	5.4%	97
HH member took pet to vet in last 12 mo: 4 times		821	4.3%	103
HH member took pet to vet in last 12 mo: 5+ times		1,063	5.5%	99
Bought pet food from vet in last 12 months		885	4.6%	90
Bought flea control product from vet in last 12 mo		2,479	12.9%	97

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

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Health and Beauty Market Potential

Union Township, OH
 Union township, OH (3902578288)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		47,307	49,378	
Population 18+		35,191	36,666	
Households		19,214	20,146	
Median Household Income		\$65,069	\$73,826	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		11,332	32.2%	107
Exercise at club 2+ times per week		5,108	14.5%	118
Exercise at other facility (not club) 2+ times/wk		3,345	9.5%	118
Own stationary bicycle		1,823	5.2%	92
Own treadmill		3,511	10.0%	102
Own weight lifting equipment		5,255	14.9%	115
Presently controlling diet		14,835	42.2%	102
Diet control for blood sugar level		2,376	6.8%	92
Diet control for cholesterol level		3,362	9.6%	94
Diet control to maintain weight		3,959	11.3%	100
Diet control for physical fitness		3,745	10.6%	107
Diet control for salt restriction		976	2.8%	83
Diet control for weight loss		5,711	16.2%	114
Used doctor's care/diet for diet method		925	2.6%	87
Used exercise program for diet method		3,465	9.8%	116
Used Weight Watchers as diet method		1,102	3.1%	103
Buy foods specifically labeled as fat-free		6,430	18.3%	104
Buy foods specifically labeled as high fiber		4,414	12.5%	109
Buy foods specifically labeled as high protein		2,029	5.8%	105
Buy foods specifically labeled as lactose-free		566	1.6%	87
Buy foods specifically labeled as low-calorie		4,167	11.8%	109
Buy foods specifically labeled as low-carb		2,902	8.2%	107
Buy foods specifically labeled as low-cholesterol		2,836	8.1%	97
Buy foods specifically labeled as low-fat		5,119	14.5%	109
Buy foods specifically labeled as low-sodium		3,178	9.0%	100
Buy foods specifically labeled as natural/organic		3,342	9.5%	113
Buy foods specifically labeled as sugar-free		4,873	13.8%	104
Used butter alternatives in last 6 months		1,400	4.0%	95
Used egg alternatives in last 6 months		4,980	14.2%	99
Used salt alternatives in last 6 months		9,661	27.5%	98
Drank meal/dietary supplement in last 6 months		2,867	8.1%	111
Used nutrition/energy bar in last 6 months		5,497	15.6%	111
Drank sports drink/thirst quencher in last 6 mo		12,242	34.8%	109
Used vitamin/dietary supplement in last 6 months		17,261	49.0%	101
Vitamin/dietary suppl used/6 mo: antioxidant		794	2.3%	77
Vitamin/dietary suppl used/6 mo: B complex		1,694	4.8%	99
Vitamin/dietary suppl used/6 mo: B complex+C		542	1.5%	79
Vitamin/dietary suppl used/6 mo: B-6		687	2.0%	96
Vitamin/dietary suppl used/6 mo: B-12		1,804	5.1%	91
Vitamin/dietary suppl used/6 mo: C		3,302	9.4%	112
Vitamin/dietary suppl used/6 mo: calcium		3,457	9.8%	91

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

Union Township, OH
 Union township, OH (3902578288)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	1,497	4.3%	86
Vitamin/dietary suppl used/6 mo: E	1,675	4.8%	96
Vitamin/dietary suppl used/6 mo: garlic	590	1.7%	98
Vitamin/dietary suppl used/6 mo: glucosamine	1,531	4.4%	94
Vitamin/dietary suppl used/6 mo: multiple formula	4,543	12.9%	110
Vitamin/dietary suppl used/6 mo: multiple w/iron	1,658	4.7%	109
Vitamin/dietary suppl used/6 mo: mult w/minerals	2,136	6.1%	102
Vitamin/dietary suppl used/6 mo: zinc	722	2.1%	89
Vitamin/dietary suppl/6 mo: Caltrate 600	730	2.1%	78
Vitamin/dietary suppl/6 mo: Centrum	2,085	5.9%	101
Vitamin/dietary suppl/6 mo: Nature Made	2,069	5.9%	100
Visited doctor in last 12 months	27,357	77.7%	100
Visited doctor in last 12 months: 1-3 times	11,895	33.8%	100
Visited doctor in last 12 months: 4-7 times	7,880	22.4%	101
Visited doctor in last 12 months: 8+ times	7,582	21.5%	100
Visited doctor in last 12 mo: allergist	937	2.7%	111
Visited doctor in last 12 mo: cardiologist	2,194	6.2%	88
Visited doctor in last 12 mo: chiropractor	2,586	7.3%	99
Visited doctor in last 12 mo: dentist	14,027	39.9%	105
Visited doctor in last 12 mo: dermatologist	2,350	6.7%	94
Visited doctor in last 12 mo: ear/nose/throat	1,457	4.1%	90
Visited doctor in last 12 mo: eye	7,187	20.4%	99
Visited doctor in last 12 mo: general/family	15,211	43.2%	101
Visited doctor in last 12 mo: internist	2,286	6.5%	89
Visited doctor in last 12 mo: physical therapist	1,556	4.4%	98
Visited doctor in last 12 mo: podiatrist	1,073	3.0%	90
Visited doctor in last 12 mo: urologist	1,210	3.4%	89
Visited nurse practitioner in last 12 months	1,434	4.1%	97
Wear regular/sun/tinted prescription eyeglasses	12,078	34.3%	100
Wear bi-focals	5,130	14.6%	93
Wear disposable contact lenses	2,728	7.8%	120
Wear soft contact lenses	3,599	10.2%	116
Spent on contact lenses in last 12 mo: <\$100	1,170	3.3%	119
Spent on contact lenses in last 12 mo: \$100-199	1,428	4.1%	109
Spent on contact lenses in last 12 mo: \$200+	1,174	3.3%	110
Bought prescription eyewear: discount optical ctr	2,839	8.1%	101
Bought prescription eyewear: from eye doctor	8,469	24.1%	94
Bought prescription eyewear: retail optical chain	4,496	12.8%	115
Used prescription drug for allergy/hay fever	2,766	7.9%	112
Used prescription drug for anxiety/panic	1,461	4.2%	102
Used prescription drug for arthritis/rheumatism	812	2.3%	88
Used prescription drug for asthma	1,510	4.3%	105
Used prescription drug for backache/back pain	2,626	7.5%	101
Used prescription drug for depression	2,100	6.0%	101
Used prescr drug for diabetes (insulin dependent)	504	1.4%	72
Used prescr drug for diabetes (non-insulin)	1,168	3.3%	89
Used prescription drug for eczema/skin itch/rash	750	2.1%	102

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

Union Township, OH
 Union township, OH (3902578288)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	2,025	5.8%	87
Used prescription drug for high blood pressure	4,012	11.4%	91
Used prescription drug for high cholesterol	2,810	8.0%	92
Used prescription drug for migraine headache	1,436	4.1%	110
Used prescription drug for sinus congest./headache	1,679	4.8%	98
Used prescription drug for urinary tract infection	990	2.8%	90
Used last 6 mo: adhesive bandages	19,506	55.4%	100
Used last 6 mo: athlete's foot/foot care product	4,420	12.6%	90
Used last 6 mo: cold/sinus/allergy med (nonprescr)	17,514	49.8%	105
Used last 6 mo: children's cold tablets/liquids	5,616	16.0%	106
Used last 6 mo: contact lens cleaning solution	5,104	14.5%	119
Used last 6 mo: cotton swabs	17,367	49.4%	103
Used last 6 mo: cough/sore throat drops (nonprescr)	17,140	48.7%	103
Used last 6 mo: cough syrup/suppressant (nonprescr)	12,351	35.1%	102
Used last 6 mo: children's cough syrup	5,110	14.5%	102
Used last 6 mo: diarrhea remedy	5,352	15.2%	93
Used last 6 mo: eye wash and drops	10,517	29.9%	98
Used last 6 mo: headache/pain reliever (nonprescr)	29,564	84.0%	100
Used last 6 mo: hemorrhoid remedy	2,879	8.2%	92
Used last 6 mo: indigestion/upset stomach remedy	15,592	44.3%	99
Used last 6 mo: lactose intolerance product	1,178	3.3%	95
Used last 6 mo: laxative/fiber supplement	4,416	12.5%	90
Used last 6 mo: medicated skin ointment	10,735	30.5%	97
Used last 6 mo: medicated throat remedy	4,014	11.4%	100
Used last 6 mo: nasal spray	5,906	16.8%	106
Used last 6 mo: pain reliever/fever reducer (kids)	8,180	23.2%	105
Used last 6 mo: pain relieving rub/liquid/patch	8,454	24.0%	95
Used last 6 mo: sleeping tablets (nonprescription)	1,720	4.9%	90
Used last 12 mo: sunburn remedy	5,764	16.4%	106
Used last 12 mo: suntan/sunscreen product	14,366	40.8%	106
Used last 12 mo: SPF 15+ suntan/sunscreen product	11,612	33.0%	110
Used last 6 mo: toothache/gum/canker sore remedy	5,837	16.6%	99
Used last 6 mo: vitamins for children	5,619	16.0%	108
Used body powder in last 6 months	8,781	25.0%	90
Used body powder <3 times in last 7 days	3,908	11.1%	94
Used body powder 8+ times in last 7 days	587	1.7%	76
Used body wash/shower gel in last 6 months	18,800	53.4%	103
Used breath freshener in last 6 months	17,128	48.7%	105
Used complexion care product in last 6 months	17,196	48.9%	103
Used complexion care product <7 times last week	4,719	13.4%	98
Used complexion care product 11+ times last week	6,257	17.8%	107
Used complexion care prod: dry facial skin type	2,520	7.2%	98
Used complexion care prod: normal facial skin type	5,485	15.6%	102
Used complexion care prod: oily facial skin type	2,159	6.1%	101
Used dental floss in last 6 months	23,309	66.2%	106

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



Health and Beauty Market Potential

Union Township, OH
 Union township, OH (3902578288)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	7,454	21.2%	105
Used denture adhesive/fixative in last 6 months	1,616	4.6%	73
Used denture cleaner in last 6 months	3,030	8.6%	78
Used deodorant/antiperspirant in last 6 months	32,996	93.8%	101
Used deodorant/antiperspirant <8 times last week	24,340	69.2%	101
Used deodorant/antiperspirant 15+ times last week	2,099	6.0%	99
Used disposable razor in last 6 months	18,794	53.4%	102
Used electric shaver in last 6 months	6,727	19.1%	101
Used hair coloring product (at home) last 6 months	7,289	20.7%	104
Used hair conditioner (at home) in last 6 months	22,407	63.7%	102
Used hair conditioning treatment (at home)/6 mo	8,252	23.4%	100
Used hair growth product in last 6 months	768	2.2%	95
Used hair mousse in last 6 months	6,379	18.1%	104
Used hair spray (at home) in last 6 months	12,566	35.7%	99
Used hair styling gel/lotion in last 6 months	10,246	29.1%	108
Used hand & body cream/lotion/oil in last 6 months	25,957	73.8%	102
Used hand & body cream/lotion/oil <5 times last wk	7,526	21.4%	100
Used hand & body cream/lotion/oil 9+ times last wk	8,708	24.7%	100
Used hand & body cream in last 6 months	6,136	17.4%	99
Used hand & body lotion in last 6 months	18,091	51.4%	105
Used hand & body oil in last 6 months	1,803	5.1%	99
Used lip care in last 6 months	21,976	62.4%	105
Used liquid soap/hand sanitizer in last 6 months	28,142	80.0%	104
Used mouthwash in last 6 months	23,199	65.9%	100
Used mouthwash <4 times in last 7 days	7,632	21.7%	101
Used mouthwash 8+ times in last 7 days	5,367	15.3%	96
Used shampoo (at home) in last 6 months	32,633	92.7%	101
Used shampoo plus conditioner prod (at home)/6 mo	6,265	17.8%	92
Used shaving cream/gel in last 6 months	19,110	54.3%	104
Used personal care soap (bar) in last 6 months	28,935	82.2%	98
Used personal care soap for antibacterial purpose	6,996	19.9%	103
Used personal care soap for complexion	2,392	6.8%	99
Used personal care soap for deodorant	5,796	16.5%	102
Use personal care soap for moisturizing	7,523	21.4%	99
Bought toothbrush in last 6 months	30,494	86.7%	102
Bought electric toothbrush in last 6 months	2,566	7.3%	109
Used toothpaste in last 6 months	34,019	96.7%	101
Used toothpaste <8 times in last 7 days	11,080	31.5%	98
Used toothpaste 15+ times in last 7 days	5,471	15.5%	96
Used toothpaste with baking soda in last 6 months	3,996	11.4%	99
Used toothpaste (gel) in last 6 months	10,375	29.5%	106
Used toothpaste (paste) in last 6 months	17,034	48.4%	100
Used whitening toothpaste in last 6 months	13,231	37.6%	108
Used tooth whitener (not toothpaste) last 6 months	3,831	10.9%	102
Had professional manicure/pedicure last 6 months	6,750	19.2%	112
Had professional facial/massage last 6 months	3,759	10.7%	114
Spent \$100+ at barber shops in last 6 months	2,181	6.2%	116
Spent \$100+ at beauty parlors in last 6 months	5,825	16.6%	104

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Restaurant Market Potential

Union Township, OH
 Union township, OH (3902578288)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary	2010	2015
Population	47,307	49,378
Population 18+	35,191	36,666
Households	19,214	20,146
Median Household Income	\$65,069	\$73,826

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	27,216	77.3%	107
Family restaurant/steak house last month: <2 times	9,231	26.2%	102
Family restaurant/steak house last month: 2-4 times	10,015	28.5%	105
Family restaurant/steak house last month: 5+ times	7,970	22.6%	116
Family restaurant/steak house last 6 months: breakfast	5,230	14.9%	113
Family restaurant/steak house last 6 months: lunch	9,130	25.9%	104
Family restaurant/steak house last 6 months: snack	841	2.4%	85
Family restaurant/steak house last 6 months: dinner	20,987	59.6%	113
Family restaurant/steak house last 6 months: weekday	14,854	42.2%	110
Family restaurant/steak house last 6 months: weekend	17,739	50.4%	113
Family restaurant/steak house last 6 months: Applebee's	10,278	29.2%	116
Family restaurant/steak house last 6 months: Bennigan's	950	2.7%	123
Family restaurant/steak house last 6 months: Bob Evans Farm	1,494	4.2%	92
Family restaurant/steak house last 6 months: Cheesecake Factory	2,543	7.2%	110
Family restaurant/steak house last 6 months: Chili's Grill & Bar	5,064	14.4%	124
Family restaurant/steak house last 6 months: Cracker Barrel	4,070	11.6%	104
Family restaurant/steak house last 6 months: Denny's	3,477	9.9%	109
Family restaurant/steak house last 6 months: Friendly's	1,235	3.5%	88
Family restaurant/steak house last 6 months: Golden Corral	2,757	7.8%	108
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	4,804	13.7%	118
Family restaurant/steak house last 6 months: Lone Star Steakhouse	1,049	3.0%	109
Family restaurant/steak house last 6 months: Old Country Buffet	1,088	3.1%	109
Family restaurant/steak house last 6 months: Olive Garden	7,516	21.4%	120
Family restaurant/steak house last 6 months: Outback Steakhouse	4,615	13.1%	114
Family restaurant/steak house last 6 months: Perkins	1,265	3.6%	99
Family restaurant/steak house last 6 months: Red Lobster	5,280	15.0%	112
Family restaurant/steak house last 6 months: Red Robin	2,551	7.2%	128
Family restaurant/steak house last 6 months: Ruby Tuesday	3,363	9.6%	114
Family restaurant/steak house last 6 months: Ryan's	980	2.8%	74
Family restaurant/steak house last 6 months: Sizzler	857	2.4%	81
Family restaurant/steak house last 6 months: T.G.I. Friday's	4,144	11.8%	114
Went to fast food/drive-in restaurant in last 6 months	32,104	91.2%	103
Went to fast food/drive-in restaurant <6 times/month	11,953	34.0%	97
Went to fast food/drive-in restaurant 6-13 times/month	10,536	29.9%	103
Went to fast food/drive-in restaurant 14+ times/month	9,615	27.3%	110
Fast food/drive-in last 6 months: breakfast	10,793	30.7%	112
Fast food/drive-in last 6 months: lunch	22,108	62.8%	107
Fast food/drive-in last 6 months: snack	6,402	18.2%	105
Fast food/drive-in last 6 months: dinner	18,619	52.9%	109

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Union Township, OH
Union township, OH (3902578288)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	24,714	70.2%	106
Fast food/drive-in last 6 months: weekend	18,326	52.1%	108
Fast food/drive-in last 6 months: A & W	1,732	4.9%	109
Fast food/drive-in last 6 months: Arby's	8,531	24.2%	117
Fast food/drive-in last 6 months: Boston Market	2,055	5.8%	123
Fast food/drive-in last 6 months: Burger King	13,314	37.8%	104
Fast food/drive-in last 6 months: Captain D's	1,520	4.3%	84
Fast food/drive-in last 6 months: Carl's Jr.	1,911	5.4%	87
Fast food/drive-in last 6 months: Checkers	1,153	3.3%	103
Fast food/drive-in last 6 months: Chick-fil-A	6,249	17.8%	138
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,847	8.1%	133
Fast food/drive-in last 6 months: Chuck E. Cheese	1,777	5.1%	113
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,605	4.6%	106
Fast food/drive-in last 6 months: Dairy Queen	6,060	17.2%	108
Fast food/drive-in last 6 months: Del Taco	1,243	3.5%	105
Fast food/drive-in last 6 months: Domino's Pizza	5,255	14.9%	111
Fast food/drive-in last 6 months: Dunkin' Donuts	3,938	11.2%	97
Fast food/drive-in last 6 months: Fuddruckers	1,243	3.5%	127
Fast food/drive-in last 6 months: Hardee's	1,839	5.2%	77
Fast food/drive-in last 6 months: Jack in the Box	4,210	12.0%	115
Fast food/drive-in last 6 months: KFC	10,043	28.5%	103
Fast food/drive-in last 6 months: Little Caesars	3,016	8.6%	117
Fast food/drive-in last 6 months: Long John Silver's	2,034	5.8%	91
Fast food/drive-in last 6 months: McDonald's	20,706	58.8%	105
Fast food/drive-in last 6 months: Panera Bread	4,151	11.8%	121
Fast food/drive-in last 6 months: Papa John's	3,849	10.9%	126
Fast food/drive-in last 6 months: Pizza Hut	8,355	23.7%	108
Fast food/drive-in last 6 months: Popeyes	3,119	8.9%	121
Fast food/drive-in last 6 months: Quiznos	3,840	10.9%	121
Fast food/drive-in last 6 months: Sonic Drive-In	4,480	12.7%	108
Fast food/drive-in last 6 months: Starbucks	6,551	18.6%	125
Fast food/drive-in last 6 months: Steak n Shake	2,064	5.9%	117
Fast food/drive-in last 6 months: Subway	12,158	34.5%	109
Fast food/drive-in last 6 months: Taco Bell	13,053	37.1%	115
Fast food/drive-in last 6 months: Wendy's	12,110	34.4%	110
Fast food/drive-in last 6 months: Whataburger	2,097	6.0%	123
Fast food/drive-in last 6 months: White Castle	1,192	3.4%	84
Fast food/drive-in last 6 months: eat in	13,423	38.1%	101
Fast food/drive-in last 6 months: home delivery	4,563	13.0%	124
Fast food/drive-in last 6 months: take-out/drive-thru	20,291	57.7%	110
Fast food/drive-in last 6 months: take-out/walk-in	9,110	25.9%	105

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March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Union Township, OH
 Union township, OH (3902578288)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		47,307	49,378
Population 18+		35,191	36,666
Households		19,214	20,146
Median Household Income		\$65,069	\$73,826
Product/Consumer Behavior		Expected Number of Adults	Percent MPI
Participated in aerobics		4,064	11.5%
Participated in archery		886	2.5%
Participated in backpacking/hiking		3,526	10.0%
Participated in baseball		1,885	5.4%
Participated in basketball		3,736	10.6%
Participated in bicycling (mountain)		1,407	4.0%
Participated in bicycling (road)		3,705	10.5%
Participated in boating (power)		2,314	6.6%
Participated in bowling		5,005	14.2%
Participated in canoeing/kayaking		1,733	4.9%
Participated in downhill skiing		1,044	3.0%
Participated in fishing (fresh water)		4,737	13.5%
Participated in fishing (salt water)		1,765	5.0%
Participated in football		2,431	6.9%
Participated in Frisbee		1,959	5.6%
Participated in golf		3,925	11.2%
Play golf < once a month		1,459	4.1%
Play golf 1+ times a month		1,945	5.5%
Participated in horseback riding		952	2.7%
Participated in hunting with rifle		1,461	4.2%
Participated in hunting with shotgun		1,255	3.6%
Participated in ice skating		1,150	3.3%
Participated in jogging/running		4,562	13.0%
Participated in martial arts		450	1.3%
Participated in motorcycling		1,315	3.7%
Participated in Pilates		1,198	3.4%
Participated in roller skating		714	2.0%
Participated in snowboarding		676	1.9%
Participated in soccer		1,765	5.0%
Participated in softball		1,441	4.1%
Participated in swimming		7,668	21.8%
Participated in target shooting		1,357	3.9%
Participated in tennis		1,693	4.8%
Participated in volleyball		1,357	3.9%
Participated in walking for exercise		10,934	31.1%
Participated in weight lifting		4,837	13.7%
Participated in yoga		2,154	6.1%
Spent on high end sports/recreation equipment/12 mo: <\$250		1,740	4.9%
Spent on high end sports/recreation equipment/12 mo: \$250+		1,571	4.5%
Attend sports event: auto racing (NASCAR)		2,982	8.5%
Attend sports event: auto racing (not NASCAR)		2,386	6.8%
Attend sports event: baseball game		5,858	16.6%

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

Union Township, OH
 Union township, OH (3902578288)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Attend sports event: basketball game (college)	3,251	9.2%	116
Attend sports event: basketball game (pro)	3,582	10.2%	119
Attend sports event: football game (college)	4,203	11.9%	116
Attend sports event: football-Monday night game (pro)	2,554	7.3%	118
Attend sports event: football-weekend game (pro)	3,755	10.7%	118
Attend sports event: golf tournament	2,156	6.1%	110
Attend sports event: ice hockey game	2,710	7.7%	116
Attend sports event: soccer game	2,565	7.3%	118
Attend sports event: tennis match	1,848	5.3%	106
Attended adult education course in last 12 months	2,521	7.2%	108
Attended auto show in last 12 months	3,168	9.0%	109
Went to bar/night club in last 12 months	7,689	21.8%	115
Went to beach in last 12 months	9,111	25.9%	105
Attended dance performance in last 12 months	1,686	4.8%	108
Danced/went dancing in last 12 months	3,626	10.3%	109
Dined out in last 12 months	18,147	51.6%	105
Dine out < once a month	1,737	4.9%	105
Dine out once a month	2,147	6.1%	99
Dine out 2-3 times a month	4,316	12.3%	107
Dine out once a week	4,450	12.6%	110
Dine out 2+ times per week	3,296	9.4%	95
Gambled at casino in last 12 months	6,297	17.9%	112
Gambled at casino 6+ times in last 12 months	1,040	3.0%	109
Gambled in Atlantic City in last 12 months	811	2.3%	91
Gambled in Las Vegas in last 12 months	1,989	5.7%	118
Attended horse races in last 12 months	1,030	2.9%	99
Attended movies in last 6 months	22,059	62.7%	107
Attended movies in last 90 days: < once a month	12,085	34.3%	106
Attended movies in last 90 days: once a month	4,204	11.9%	117
Attended movies in last 90 days: 2-3 times a month	2,600	7.4%	110
Attended movies in last 90 days: once/week or more	860	2.4%	96
Prefer to see movie after second week of release	8,767	24.9%	105
Went to museum in last 12 months	4,592	13.0%	102
Attended music performance in last 12 months	9,039	25.7%	108
Attended country music performance in last 12 mo	1,893	5.4%	106
Attended rock music performance in last 12 months	4,184	11.9%	109
Attended classical music/opera performance/12 mo	1,391	4.0%	86
Went to live theater in last 12 months	4,956	14.1%	107
Visited a theme park in last 12 months	8,787	25.0%	116
Visited Disney World (FL)/12 mo: Magic Kingdom	1,345	3.8%	113
Visited any Sea World in last 12 months	1,393	4.0%	117
Visited any Six Flags in last 12 months	2,370	6.7%	116
Went to zoo in last 12 months	5,366	15.2%	120
Played backgammon in last 12 months	799	2.3%	113
Participated in book club in last 12 months	992	2.8%	89
Played billiards/pool in last 12 months	3,959	11.3%	117
Played bingo in last 12 months	1,549	4.4%	104
Did birdwatching in last 12 months	1,975	5.6%	90
Played board game in last 12 months	6,412	18.2%	112

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

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

March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Union Township, OH
 Union township, OH (3902578288)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	7,872	22.4%	107
Played chess in last 12 months	1,400	4.0%	109
Cooked for fun in last 12 months	8,073	22.9%	110
Did crossword puzzle in last 12 months	5,009	14.2%	98
Participated in fantasy sports league last 12 mo	1,242	3.5%	108
Flew a kite in last 12 months	1,107	3.1%	111
Did furniture refinishing in last 12 months	1,130	3.2%	100
Did indoor gardening/plant care in last 12 months	3,532	10.0%	100
Participated in karaoke in last 12 months	1,678	4.8%	108
Bought lottery ticket in last 12 months	12,298	34.9%	101
Bought lottery ticket in last 12 mo: Daily Drawing	1,522	4.3%	89
Bought lottery ticket in last 12 mo: Instant Game	5,394	15.3%	96
Bought lottery ticket in last 12 mo: Lotto Drawing	8,037	22.8%	107
Played lottery: <3 times in last 30 days	5,742	16.3%	104
Played lottery: 3-7 times in last 30 days	3,231	9.2%	95
Played lottery: 8+ times in last 30 days	3,326	9.5%	101
Played musical instrument in last 12 months	2,995	8.5%	107
Did painting/drawing in last 12 months	2,418	6.9%	105
Did photography in last 12 months	4,784	13.6%	108
Read book in last 12 months	14,969	42.5%	104
Participated in trivia games in last 12 months	2,265	6.4%	107
Played video game in last 12 months	5,498	15.6%	117
Did woodworking in last 12 months	1,567	4.5%	95
Participated in word games in last 12 months	3,214	9.1%	96
Member of AARP	4,860	13.8%	89
Member of business club	917	2.6%	105
Member of charitable organization	2,246	6.4%	101
Member of church board	1,405	4.0%	93
Member of fraternal order	1,263	3.6%	102
Member of religious club	2,198	6.2%	98
Member of union	1,917	5.4%	103
Member of veterans club	1,103	3.1%	92
Bought any children`s toy/game in last 12 months	13,250	37.7%	109
Spent on toys/games in last 12 months: <\$50	2,426	6.9%	113
Spent on toys/games in last 12 months: \$50-99	970	2.8%	100
Spent on toys/games in last 12 months: \$100-199	2,384	6.8%	94
Spent on toys/games in last 12 months: \$200-499	4,109	11.7%	108
Spent on toys/games in last 12 months: \$500+	2,286	6.5%	113
Bought infant toy in last 12 months	3,132	8.9%	106
Bought pre-school toy in last 12 months	2,986	8.5%	105
Spent on toys/games (for child <6)/12 mo: <\$100	4,186	11.9%	107
Spent on toys/games (for child <6)/12 mo: \$100-199	2,364	6.7%	100
Spent on toys/games (for child <6)/12 mo: \$200+	2,956	8.4%	109
Bought for child in last 12 mo: boy action figure	3,109	8.8%	109
Bought for child in last 12 mo: girl action figure	1,102	3.1%	101
Bought for child in last 12 mo: bicycle	2,651	7.5%	110
Bought for child in last 12 mo: board game	4,675	13.3%	112

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

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

March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Union Township, OH
Union township, OH (3902578288)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	1,260	3.6%	106
Bought for child in last 12 mo: car	3,339	9.5%	103
Bought for child in last 12 mo: construction toy	1,752	5.0%	101
Bought for child in last 12 mo: large/baby doll	2,234	6.3%	97
Bought for child in last 12 mo: fashion doll	1,767	5.0%	98
Bought for child in last 12 mo: plush doll/animal	3,315	9.4%	112
Bought for child in last 12 mo: doll accessories	1,475	4.2%	104
Bought for child in last 12 mo: doll clothing	1,491	4.2%	103
Bought for child in last 12 mo: educational toy	5,246	14.9%	109
Bought for child in last 12 mo: electronic game	3,593	10.2%	109
Bought for child in last 12 mo: mechanical toy	1,544	4.4%	110
Bought for child in last 12 mo: model kit/set	957	2.7%	106
Bought for child in last 12 mo: sound game	883	2.5%	89
Bought for child in last 12 mo: water toy	3,769	10.7%	112
Bought for child in last 12 mo: word game	1,388	3.9%	102
Bought book in last 12 months	18,774	53.3%	106
Bought 1-3 books in last 12 months	7,390	21.0%	107
Bought 4-9 books in last 12 months	5,873	16.7%	107
Bought 10+ books in last 12 months	5,507	15.6%	104
Bought paperback book in last 12 months	14,231	40.4%	107
Bought <3 paperback books in last 12 months	4,924	14.0%	108
Bought 3-6 paperback books in last 12 months	5,021	14.3%	108
Bought 7+ paperback books in last 12 months	4,285	12.2%	103
Bought hardcover book in last 12 months	10,734	30.5%	109
Bought <3 hardcover books in last 12 months	4,875	13.9%	113
Bought 3-5 hardcover books in last 12 months	3,027	8.6%	107
Bought 6+ hardcover books in last 12 months	2,834	8.1%	103
Bought book (fiction) in last 12 months	10,642	30.2%	108
Bought book (non-fiction) in last 12 months	9,512	27.0%	106
Bought biography in last 12 months	2,578	7.3%	101
Bought children`s book in last 12 months	4,808	13.7%	107
Bought cookbook in last 12 months	3,838	10.9%	100
Bought desk dictionary in last 12 months	686	1.9%	96
Bought history book in last 12 months	2,449	7.0%	92
Bought mystery book in last 12 months	4,000	11.4%	101
Bought personal/business self-help book last 12 mo	3,029	8.6%	120
Bought religious book (not bible) last 12 months	2,680	7.6%	100
Bought romance book in last 12 months	2,215	6.3%	97
Bought science fiction book in last 12 months	1,761	5.0%	110
Bought book through book club in last 12 months	1,532	4.4%	101
Bought book at book store in last 12 months	13,175	37.4%	112
Bought book at Barnes & Noble in last 12 months	7,803	22.2%	113
Bought book at Borders in last 12 months	4,371	12.4%	112
Bought book at convenience store in last 12 months	713	2.0%	91
Bought book at department store in last 12 months	2,648	7.5%	98
Bought book at drug store in last 12 months	653	1.9%	82
Bought book through Internet in last 12 mo	3,694	10.5%	103
Bought book through mail order in last 12 months	1,028	2.9%	86
Bought book at supermarket in last 12 months	1,752	5.0%	95
Bought book at warehouse store in last 12 months	2,006	5.7%	98

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

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

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Union Township, OH
Union township, OH (3902578288)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Enterprising Professionals	16.3%	Population	47,307	49,378
Up and Coming Families	15.4%	Households	19,214	20,146
Main Street, USA	11.6%	Families	12,809	13,311
Milk and Cookies	11.4%	Median Age	34.6	34.9
Aspiring Young Families	10.5%	Median Household Income	\$65,069	\$73,826
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		77	\$1,833.49	\$35,228,650
Men's		72	\$329.78	\$6,336,406
Women's		67	\$556.88	\$10,699,787
Children's		84	\$336.61	\$6,467,687
Footwear		54	\$225.41	\$4,330,990
Watches & Jewelry		107	\$208.50	\$4,006,153
Apparel Products and Services (1)		188	\$176.31	\$3,387,627
Computer				
Computers and Hardware for Home Use		111	\$212.82	\$4,089,073
Software and Accessories for Home Use		112	\$31.89	\$612,763
Entertainment & Recreation		108	\$3,490.02	\$67,057,254
Fees and Admissions		109	\$677.13	\$13,010,337
Membership Fees for Clubs (2)		106	\$173.41	\$3,331,979
Fees for Participant Sports, excl. Trips		109	\$116.21	\$2,232,900
Admission to Movie/Theatre/Opera/Ballet		112	\$169.42	\$3,255,255
Admission to Sporting Events, excl. Trips		112	\$66.76	\$1,282,739
Fees for Recreational Lessons		110	\$150.49	\$2,891,422
Dating Services		108	\$0.84	\$16,041
TV/Video/Audio		107	\$1,333.22	\$25,616,507
Community Antenna or Cable TV		104	\$753.27	\$14,473,250
Televisions		112	\$217.13	\$4,171,964
VCRs, Video Cameras, and DVD Players		113	\$23.03	\$442,394
Video Cassettes and DVDs		114	\$59.86	\$1,150,184
Video and Computer Game Hardware and Software		118	\$66.00	\$1,268,193
Satellite Dishes		114	\$1.43	\$27,526
Rental of Video Cassettes and DVDs		116	\$47.80	\$918,444
Streaming/Downloaded Video		109	\$1.53	\$29,354
Audio (3)		106	\$155.17	\$2,981,483
Rental and Repair of TV/Radio/Sound Equipment		105	\$8.00	\$153,715
Pets		129	\$553.81	\$10,640,922
Toys and Games (4)		111	\$160.85	\$3,090,591
Recreational Vehicles and Fees (5)		95	\$306.98	\$5,898,394
Sports/Recreation/Exercise Equipment (6)		86	\$155.03	\$2,978,744
Photo Equipment and Supplies (7)		110	\$113.57	\$2,182,079
Reading (8)		102	\$158.56	\$3,046,583
Catered Affairs (9)		125	\$30.87	\$593,096
Food		108	\$8,270.26	\$158,904,804
Food at Home		106	\$4,742.69	\$91,125,969
Bakery and Cereal Products		105	\$626.07	\$12,029,278
Meats, Poultry, Fish, and Eggs		106	\$1,100.20	\$21,139,177
Dairy Products		105	\$522.20	\$10,033,553
Fruits and Vegetables		106	\$828.92	\$15,926,889
Snacks and Other Food at Home (10)		107	\$1,665.30	\$31,997,071
Food Away from Home		110	\$3,527.58	\$67,778,835
Alcoholic Beverages		112	\$639.77	\$12,292,576
Nonalcoholic Beverages at Home		107	\$466.93	\$8,971,615

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

Union Township, OH
 Union township, OH (3902578288)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	93	\$1,616.30	\$31,055,654
Vehicle Loans	110	\$5,403.53	\$103,823,462
Health			
Nonprescription Drugs	101	\$103.92	\$1,996,684
Prescription Drugs	95	\$473.50	\$9,097,757
Eyeglasses and Contact Lenses	104	\$79.92	\$1,535,666
Home			
Mortgage Payment and Basics (11)	109	\$10,195.14	\$195,889,359
Maintenance and Remodeling Services	103	\$2,037.19	\$39,142,594
Maintenance and Remodeling Materials (12)	100	\$373.14	\$7,169,481
Utilities, Fuel, and Public Services	104	\$4,730.93	\$90,900,012
Household Furnishings and Equipment			
Household Textiles (13)	106	\$141.57	\$2,720,055
Furniture	109	\$655.11	\$12,587,227
Floor Coverings	102	\$76.53	\$1,470,422
Major Appliances (14)	103	\$311.26	\$5,980,585
Housewares (15)	97	\$83.09	\$1,596,457
Small Appliances	104	\$33.98	\$652,881
Luggage	109	\$10.07	\$193,547
Telephones and Accessories	78	\$33.08	\$635,569
Household Operations			
Child Care	122	\$563.25	\$10,822,254
Lawn and Garden (16)	99	\$414.33	\$7,960,977
Moving/Storage/Freight Express	109	\$65.95	\$1,267,181
Housekeeping Supplies (17)	105	\$739.43	\$14,207,436
Insurance			
Owners and Renters Insurance	102	\$472.91	\$9,086,444
Vehicle Insurance	107	\$1,247.25	\$23,964,559
Life/Other Insurance	100	\$418.96	\$8,049,909
Health Insurance	99	\$1,909.96	\$36,697,914
Personal Care Products (18)	109	\$435.86	\$8,374,638
School Books and Supplies (19)	113	\$120.78	\$2,320,637
Smoking Products	103	\$441.62	\$8,485,207
Transportation			
Vehicle Purchases (Net Outlay) (20)	109	\$4,796.98	\$92,169,219
Gasoline and Motor Oil	107	\$3,070.60	\$58,998,508
Vehicle Maintenance and Repairs	107	\$1,008.51	\$19,377,427
Travel			
Airline Fares	109	\$502.14	\$9,648,164
Lodging on Trips	105	\$455.92	\$8,760,023
Auto/Truck/Van Rental on Trips	112	\$41.39	\$795,276
Food and Drink on Trips	105	\$458.40	\$8,807,683

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

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

March 27, 2012



Retail Goods and Services Expenditures

Union Township, OH
Union township, OH (3902578288)
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

Union Township, OH
Union township, OH (3902578288)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		47,307	49,378
Households		19,214	20,146
Families		12,809	13,311
Median Age		34.6	34.9
Median Household Income		\$65,069	\$73,826
		Spending Potential Index	Average Amount Spent
Products			Total
Vehicle Coolant/Brake/Transmission Fluids	106	\$5.04	\$96,910
Gasoline	107	\$3,009.14	\$57,817,545
Motor Oil	103	\$12.24	\$235,098
Vehicle Parts/Equipment and Accessories	105	\$58.80	\$1,129,859
Tire Purchase/Replacement	105	\$152.33	\$2,926,814
Vehicle Audio/Video Equipment and Installation	115	\$8.16	\$156,759
Vehicle Cleaning Products and Services	109	\$8.83	\$169,747
Services			
Auto Repair Service Policy	111	\$18.32	\$351,974
Membership Fees for Automobile Service Clubs	98	\$21.49	\$412,919
Global Positioning Services	100	\$2.52	\$48,459
Vehicle Air Conditioning Repair	109	\$19.28	\$370,454
Vehicle Body Work and Painting	104	\$39.59	\$760,637
Vehicle Brake Work	106	\$83.75	\$1,609,082
Vehicle Clutch/Transmission Repair	107	\$49.30	\$947,344
Vehicle Cooling System Repair	109	\$31.80	\$611,096
Vehicle Drive Shaft and Rear-end Repair	113	\$9.74	\$187,158
Vehicle Electrical System Repair	107	\$36.99	\$710,773
Vehicle Exhaust System Repair	106	\$14.18	\$272,478
Vehicle Front End Alignment/Wheel Balance & Rotation	104	\$19.35	\$371,748
Lube/Oil Change and Oil Filters	106	\$94.76	\$1,820,653
Vehicle Motor Repair/Replacement	109	\$100.45	\$1,930,123
Vehicle Motor Tune-up	111	\$68.37	\$1,313,603
Vehicle Shock Absorber Replacement	106	\$7.08	\$136,039
Vehicle Steering/Front End Repair	106	\$29.25	\$562,095
Tire Repair and Other Repair Work	106	\$68.74	\$1,320,811

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

March 27, 2012



Financial Expenditures

Union Township, OH
 Union township, OH (3902578288)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		47,307	49,378
Households		19,214	20,146
Families		12,809	13,311
Median Age		34.6	34.9
Median Household Income		\$65,069	\$73,826
		Spending Potential Index	Average Amount Spent
			Total
Assets			
Market Value			
Checking Accounts	98	\$5,913.89	\$113,629,525
Savings Accounts	98	\$12,865.36	\$247,195,103
U.S. Savings Bonds	97	\$398.65	\$7,659,690
Stocks, Bonds & Mutual Funds	98	\$38,304.20	\$735,976,854
Annual Changes			
Checking Accounts	135	\$351.93	\$6,761,929
Savings Accounts	94	\$366.82	\$7,048,049
U.S. Savings Bonds	-79	-\$1.88	-\$36,182
Earnings			
Dividends, Royalties, Estates, Trusts	94	\$926.37	\$17,799,289
Interest from Savings Accounts or Bonds	95	\$872.49	\$16,764,000
Retirement Plan Contributions	110	\$1,506.22	\$28,940,434
Liabilities			
Original Mortgage Amount	120	\$25,834.49	\$496,383,911
Vehicle Loan Amount 1	110	\$3,001.01	\$57,661,405
Amount Paid: Interest			
Home Mortgage	114	\$5,287.76	\$101,598,928
Lump Sum Home Equity Loan	104	\$135.41	\$2,601,828
New Car/Truck/Van Loan	110	\$230.63	\$4,431,265
Used Car/Truck/Van Loan	111	\$179.79	\$3,454,526
Amount Paid: Principal			
Home Mortgage	108	\$2,146.94	\$41,251,257
Lump Sum Home Equity Loan	100	\$167.96	\$3,227,119
New Car/Truck/Van Loan	110	\$1,220.37	\$23,448,198
Used Car/Truck/Van Loan	109	\$828.82	\$15,924,939
Checking Account and Banking Service Charges	113	\$31.30	\$601,314
Finance Charges, excluding Mortgage/Vehicle	110	\$270.26	\$5,192,819

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

Union Township, OH
 Union township, OH (3902578288)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

2010 Housing Summary		2010 Demographic Summary	
Housing Units	20,587	Population	47,307
2010-2015 Percent Change	6.42%	Households	19,214
Percent Occupied	93.3%	Families	12,809
Percent Owner HHS	64.0%	Median Age	34.6
Median Home Value	\$147,178	Median Household Income	\$65,069
		Spending Potential Index	Average Amount Spent
			Total
Owned Dwellings		107	\$243,815,739
Mortgage Interest		114	\$101,598,928
Mortgage Principal		108	\$41,251,257
Property Taxes		101	\$42,966,134
Homeowners Insurance		102	\$8,786,348
Ground Rent		92	\$1,286,692
Maintenance and Remodeling Services		103	\$39,142,594
Maintenance and Remodeling Materials		100	\$7,169,481
Property Management and Security		98	\$1,614,304
Rented Dwellings		121	\$79,742,661
Rent		121	\$75,903,952
Rent Received as Pay		106	\$1,867,330
Renters' Insurance		120	\$300,096
Maintenance and Repair Services		106	\$432,417
Maintenance and Repair Materials		122	\$1,238,866
Owned Vacation Homes		100	\$8,909,340
Mortgage Payment		103	\$4,030,454
Property Taxes		93	\$2,020,795
Homeowners Insurance		91	\$259,799
Maintenance and Remodeling		102	\$2,280,637
Property Management and Security		97	\$317,655
Housing While Attending School		105	\$1,635,942
Household Operations		106	\$32,211,111
Child Care		122	\$10,822,254
Care for Elderly or Handicapped		95	\$1,324,592
Appliance Rental and Repair		103	\$480,819
Computer Information Services		110	\$5,142,244
Home Security System Services		109	\$545,862
Non-Apparel Household Laundry/Dry Cleaning		16	\$113,586
Housekeeping Services		103	\$3,021,410
Lawn and Garden		99	\$7,960,977
Moving/Storage/Freight Express		109	\$1,267,181
PC Repair (Personal Use)		102	\$172,891
Reupholstering/Furniture Repair		103	\$157,508
Termite/Pest Control		104	\$488,439
Water Softening Services		84	\$90,299
Internet Services Away from Home		114	\$58,727
Voice Over IP Service		105	\$135,098
Other Home Services (1)		98	\$429,226

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

March 27, 2012



House and Home Expenditures

Union Township, OH
Union township, OH (3902578288)
Geography: County Subdivision

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	104	\$4,730.93	\$90,900,012
Bottled Gas	71	\$48.33	\$928,673
Electricity	105	\$1,782.15	\$34,242,247
Fuel Oil	72	\$80.18	\$1,540,558
Natural Gas	103	\$674.03	\$12,950,724
Telephone Services	107	\$1,546.86	\$29,721,360
Water and Other Public Services	108	\$593.35	\$11,400,633
Coal/Wood/Other Fuel	70	\$6.03	\$115,817
Housekeeping Supplies	105	\$739.43	\$14,207,436
Laundry and Cleaning Supplies	108	\$205.26	\$3,943,832
Postage and Stationery	103	\$210.25	\$4,039,820
Other HH Products (2)	106	\$323.92	\$6,223,784
Household Textiles	106	\$141.57	\$2,720,055
Bathroom Linens	111	\$19.70	\$378,431
Bedroom Linens	109	\$67.67	\$1,300,119
Kitchen and Dining Room Linens	107	\$3.31	\$63,522
Curtains and Draperies	102	\$29.36	\$564,082
Slipcovers, Decorative Pillows	111	\$4.73	\$90,951
Materials for Slipcovers/Curtains	97	\$14.92	\$286,582
Other Linens	108	\$1.89	\$36,368
Furniture	109	\$655.11	\$12,587,227
Mattresses and Box Springs	108	\$85.78	\$1,648,247
Other Bedroom Furniture	114	\$121.96	\$2,343,292
Sofas	109	\$165.26	\$3,175,309
Living Room Tables and Chairs	105	\$86.64	\$1,664,721
Kitchen, Dining Room Furniture	109	\$67.44	\$1,295,850
Infant Furniture	117	\$13.01	\$249,917
Outdoor Furniture	103	\$27.44	\$527,140
Wall Units, Cabinets, Other Furniture (3)	110	\$87.58	\$1,682,751
Major Appliances	103	\$311.26	\$5,980,585
Dishwashers and Disposals	101	\$27.58	\$529,892
Refrigerators and Freezers	103	\$84.97	\$1,632,549
Clothes Washers	106	\$52.99	\$1,018,239
Clothes Dryers	106	\$40.57	\$779,479
Cooking Stoves and Ovens	101	\$47.69	\$916,342
Microwave Ovens	105	\$13.43	\$258,016
Window Air Conditioners	90	\$6.30	\$121,016
Electric Floor Cleaning Equipment	100	\$22.46	\$431,473
Sewing Machines and Miscellaneous Appliances	95	\$15.28	\$293,579

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



House and Home Expenditures

Union Township, OH
Union township, OH (3902578288)
Geography: County Subdivision

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	102	\$76.53	\$1,470,422
Housewares	97	\$83.09	\$1,596,457
Small Appliances	104	\$33.98	\$652,881
Window Coverings	113	\$44.02	\$845,757
Lamps and Other Lighting Fixtures	106	\$24.97	\$479,841
Infant Equipment	33	\$6.74	\$129,596
Rental of Furniture	109	\$5.04	\$96,892
Laundry and Cleaning Equipment	105	\$23.52	\$451,930
Closet and Storage Items	22	\$5.47	\$105,047
Luggage	109	\$10.07	\$193,547
Clocks and Other Household Decoratives	30	\$62.40	\$1,198,918
Telephones and Accessories	78	\$33.08	\$635,569
Telephone Answering Devices	104	\$0.87	\$16,738
Grills and Outdoor Equipment	27	\$14.14	\$271,711
Power Tools	97	\$31.03	\$596,223
Hand Tools	107	\$11.05	\$212,347
Office Furniture/Equipment for Home Use	111	\$18.20	\$349,725
Computers and Hardware for Home Use	111	\$212.82	\$4,089,073
Software and Accessories for Home Use	112	\$31.89	\$612,763
Other Household Items (4)	103	\$107.06	\$2,057,058

(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

Union Township, OH
 Union township, OH (3902578288)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		47,307	49,378
Households		19,214	20,146
Families		12,809	13,311
Median Household Income		\$65,069	\$73,826
Males per 100 Females		95.2	94.8
Population By Age			
Population <5 Years		7.9%	7.8%
Population 5-17 Years		17.7%	18.0%
Population 65+ Years		9.8%	11.1%
Median Age		34.6	34.9
	Spending Potential Index	Average Amount Spent	Total
Health Care	99	\$3,700.21	\$71,095,877
Medical Care	100	\$1,790.26	\$34,397,963
Physician Services	105	\$239.04	\$4,593,005
Dental Services	101	\$327.56	\$6,293,748
Eyecare Services	105	\$52.37	\$1,006,225
Lab Tests, X-Rays	104	\$57.03	\$1,095,858
Hospital Room and Hospital Services	109	\$149.33	\$2,869,303
Convalescent or Nursing Home Care	87	\$20.11	\$386,431
Other Medical services (1)	102	\$113.94	\$2,189,305
Nonprescription Drugs	101	\$103.92	\$1,996,684
Prescription Drugs	95	\$473.50	\$9,097,757
Nonprescription Vitamins	100	\$56.82	\$1,091,732
Medicare Prescription Drug Premium	82	\$40.50	\$778,151
Eyeglasses and Contact Lenses	104	\$79.92	\$1,535,666
Hearing Aids	77	\$16.83	\$323,276
Medical Equipment for General Use	110	\$6.97	\$133,910
Other Medical Supplies (2)	102	\$52.41	\$1,006,912
Health Insurance	99	\$1,909.96	\$36,697,914
Blue Cross/Blue Shield	102	\$571.99	\$10,990,205
Commercial Health Insurance	110	\$410.21	\$7,881,685
Health Maintenance Organization	107	\$358.04	\$6,879,438
Medicare Payments	83	\$343.95	\$6,608,674
Long Term Care Insurance	92	\$77.08	\$1,481,108
Other Health Insurance (3)	88	\$148.68	\$2,856,803

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

Union Township, OH
Union township, OH (3902578288)
Geography: County Subdivision

Demographic Summary		2010	2015
Population		47,307	49,378
Households		19,214	20,146
Families		12,809	13,311
Median Age		34.6	34.9
Median Household Income		\$65,069	\$73,826
		Spending Potential Index	Average Amount Spent
			Total
Entertainment/Recreation Fees and Admissions		109	\$13,010,337
Admission to Movies, Theater, Opera, Ballet		112	\$3,255,255
Admission to Sporting Events, excl.Trips		112	\$1,282,739
Fees for Participant Sports, excl.Trips		109	\$2,232,900
Fees for Recreational Lessons		110	\$2,891,422
Membership Fees for Social/Recreation/Civic Clubs		106	\$3,331,979
Dating Services		108	\$16,041
Rental of Video Cassettes and DVDs		116	\$918,444
Toys & Games		111	\$3,090,591
Toys and Playground Equipment		111	\$3,000,703
Play Arcade Pinball/Video Games		105	\$38,053
Online Entertainment and Games		116	\$51,835
Recreational Vehicles and Fees		95	\$5,898,394
Docking and Landing Fees for Boats and Planes		101	\$138,082
Camp Fees		103	\$570,293
Purchase of RVs or Boats		94	\$5,011,820
Rental of RVs or Boats		108	\$178,199
Sports, Recreation and Exercise Equipment		86	\$2,978,744
Exercise Equipment and Gear, Game Tables		91	\$1,439,385
Bicycles		114	\$431,943
Camping Equipment		47	\$131,043
Hunting and Fishing Equipment		61	\$449,411
Winter Sports Equipment		102	\$126,804
Water Sports Equipment		92	\$118,180
Other Sports Equipment		108	\$196,526
Rental/Repair of Sports/Recreation/Exercise Equipment		111	\$85,452
Photographic Equipment and Supplies		110	\$2,182,079
Film		101	\$142,464
Film Processing		105	\$451,983
Photographic Equipment		114	\$934,045
Photographer Fees/Other Supplies & Equip Rental/Repair		110	\$653,587
Reading		102	\$3,046,583
Magazine/Newspaper Subscriptions		97	\$1,186,659
Magazine/Newspaper Single Copies		100	\$368,136
Books		107	\$1,491,788

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.