

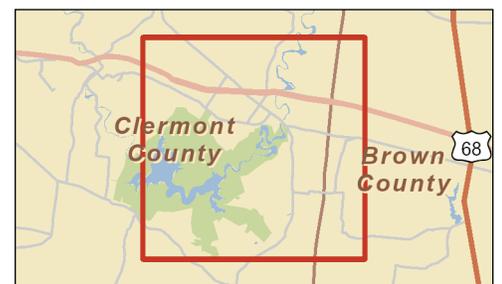
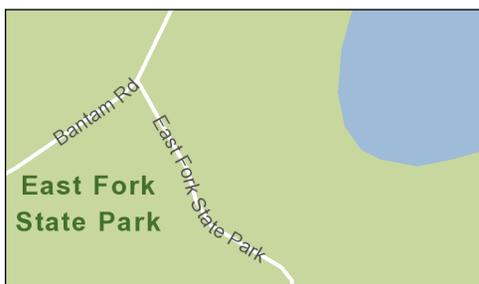
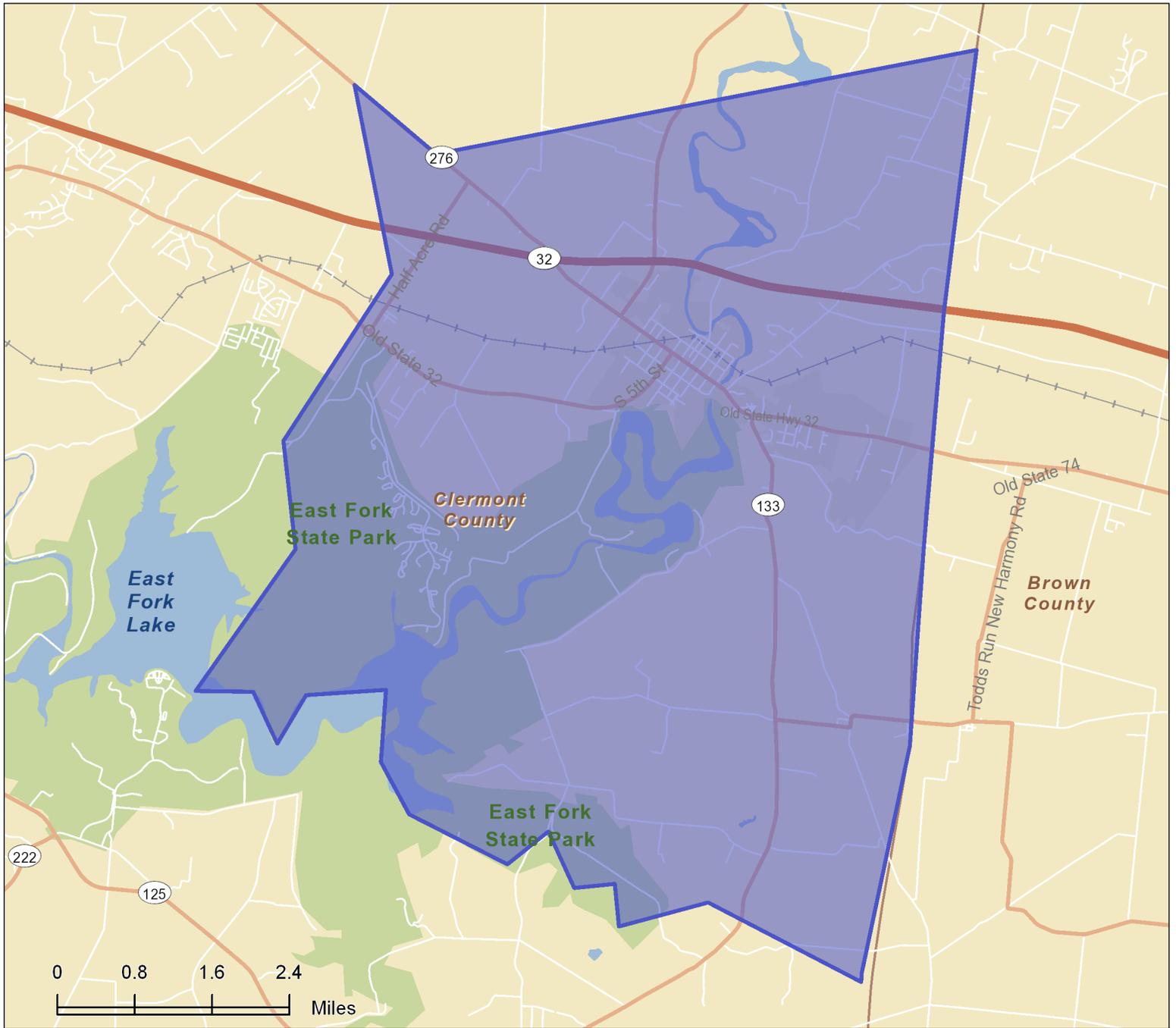


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Site Map

Williamsburg Township, OH
Standard Geography

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March 27, 2012



Market Profile

Williamsburg Township, OH
Williamsburg township, OH (3902585302)
Geography: County Subdivision

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Williamsburg township, OH...

Population Summary

| | |
|-----------------------|-------|
| 2000 Total Population | 5,005 |
| 2000 Group Quarters | 72 |
| 2010 Total Population | 5,754 |
| 2015 Total Population | 6,074 |
| 2010-2015 Annual Rate | 1.09% |

Household Summary

| | |
|-----------------------------|-------|
| 2000 Households | 1,859 |
| 2000 Average Household Size | 2.65 |
| 2010 Households | 2,185 |
| 2010 Average Household Size | 2.60 |
| 2015 Households | 2,320 |
| 2015 Average Household Size | 2.59 |
| 2010-2015 Annual Rate | 1.21% |
| 2000 Families | 1,383 |
| 2000 Average Family Size | 3.07 |
| 2010 Families | 1,596 |
| 2010 Average Family Size | 3.02 |
| 2015 Families | 1,682 |
| 2015 Average Family Size | 3.02 |
| 2010-2015 Annual Rate | 1.06% |

Housing Unit Summary

| | |
|-------------------------------|-------|
| 2000 Housing Units | 1,993 |
| Owner Occupied Housing Units | 68.3% |
| Renter Occupied Housing Units | 24.9% |
| Vacant Housing Units | 6.7% |
| 2010 Housing Units | 2,408 |
| Owner Occupied Housing Units | 65.7% |
| Renter Occupied Housing Units | 25.0% |
| Vacant Housing Units | 9.3% |
| 2015 Housing Units | 2,605 |
| Owner Occupied Housing Units | 64.3% |
| Renter Occupied Housing Units | 24.8% |
| Vacant Housing Units | 10.9% |

Median Household Income

| | |
|------|----------|
| 2000 | \$44,359 |
| 2010 | \$52,454 |
| 2015 | \$58,206 |

Median Home Value

| | |
|------|-----------|
| 2000 | \$109,544 |
| 2010 | \$137,313 |
| 2015 | \$152,194 |

Per Capita Income

| | |
|------|----------|
| 2000 | \$19,633 |
| 2010 | \$22,644 |
| 2015 | \$25,389 |

Median Age

| | |
|------|------|
| 2000 | 35.9 |
| 2010 | 39.2 |
| 2015 | 40.2 |

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.

March 27, 2012



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Williamsburg township, OH...

2000 Households by Income

| | |
|--------------------------|----------|
| Household Income Base | 1,858 |
| <\$15,000 | 10.1% |
| \$15,000 - \$24,999 | 12.6% |
| \$25,000 - \$34,999 | 14.5% |
| \$35,000 - \$49,999 | 20.0% |
| \$50,000 - \$74,999 | 25.0% |
| \$75,000 - \$99,999 | 11.5% |
| \$100,000 - \$149,999 | 4.8% |
| \$150,000 - \$199,999 | 0.6% |
| \$200,000+ | 1.0% |
| Average Household Income | \$52,307 |

2010 Households by Income

| | |
|--------------------------|----------|
| Household Income Base | 2,185 |
| <\$15,000 | 7.6% |
| \$15,000 - \$24,999 | 9.5% |
| \$25,000 - \$34,999 | 11.3% |
| \$35,000 - \$49,999 | 18.0% |
| \$50,000 - \$74,999 | 27.8% |
| \$75,000 - \$99,999 | 15.8% |
| \$100,000 - \$149,999 | 8.3% |
| \$150,000 - \$199,999 | 0.7% |
| \$200,000+ | 1.0% |
| Average Household Income | \$59,158 |

2015 Households by Income

| | |
|--------------------------|----------|
| Household Income Base | 2,320 |
| <\$15,000 | 6.7% |
| \$15,000 - \$24,999 | 7.5% |
| \$25,000 - \$34,999 | 8.3% |
| \$35,000 - \$49,999 | 13.5% |
| \$50,000 - \$74,999 | 31.4% |
| \$75,000 - \$99,999 | 18.1% |
| \$100,000 - \$149,999 | 12.2% |
| \$150,000 - \$199,999 | 1.0% |
| \$200,000+ | 1.3% |
| Average Household Income | \$65,965 |

2000 Owner Occupied Housing Units by Value

| | |
|-----------------------|-----------|
| Total | 1,365 |
| <\$50,000 | 4.1% |
| \$50,000 - \$99,999 | 40.2% |
| \$100,000 - \$149,999 | 29.5% |
| \$150,000 - \$199,999 | 12.8% |
| \$200,000 - \$299,999 | 7.2% |
| \$300,000 - \$499,999 | 3.9% |
| \$500,000 - \$999,999 | 0.6% |
| \$1,000,000 + | 1.7% |
| Average Home Value | \$147,082 |

2000 Specified Renter Occupied Housing Units by Contract Rent

| | |
|----------------|-------|
| Total | 481 |
| With Cash Rent | 96.7% |
| No Cash Rent | 3.3% |
| Median Rent | \$443 |
| Average Rent | \$422 |

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

Williamsburg Township, OH
Williamsburg township, OH (3902585302)
Geography: County Subdivision

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Williamsburg township, OH...

2000 Population by Age

| | |
|---------|-------|
| Total | 5,005 |
| 0 - 4 | 6.4% |
| 5 - 9 | 7.8% |
| 10 - 14 | 8.2% |
| 15 - 24 | 12.8% |
| 25 - 34 | 13.3% |
| 35 - 44 | 17.5% |
| 45 - 54 | 14.4% |
| 55 - 64 | 9.2% |
| 65 - 74 | 5.9% |
| 75 - 84 | 3.7% |
| 85 + | 0.7% |
| 18 + | 72.5% |

2010 Population by Age

| | |
|---------|-------|
| Total | 5,754 |
| 0 - 4 | 6.3% |
| 5 - 9 | 6.7% |
| 10 - 14 | 6.9% |
| 15 - 24 | 12.0% |
| 25 - 34 | 12.0% |
| 35 - 44 | 14.3% |
| 45 - 54 | 16.7% |
| 55 - 64 | 13.0% |
| 65 - 74 | 7.2% |
| 75 - 84 | 3.6% |
| 85 + | 1.3% |
| 18 + | 75.6% |

2015 Population by Age

| | |
|---------|-------|
| Total | 6,074 |
| 0 - 4 | 6.1% |
| 5 - 9 | 6.5% |
| 10 - 14 | 7.2% |
| 15 - 24 | 11.6% |
| 25 - 34 | 11.8% |
| 35 - 44 | 13.5% |
| 45 - 54 | 14.3% |
| 55 - 64 | 15.0% |
| 65 - 74 | 9.0% |
| 75 - 84 | 3.7% |
| 85 + | 1.3% |
| 18 + | 76.0% |

2000 Population by Sex

| | |
|---------|-------|
| Males | 48.0% |
| Females | 52.0% |

2010 Population by Sex

| | |
|---------|-------|
| Males | 48.6% |
| Females | 51.4% |

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

Williamsburg Township, OH
 Williamsburg township, OH (3902585302)
 Geography: County Subdivision

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Williamsburg township, OH...

2000 Population by Race/Ethnicity

| | |
|---------------------------------|-------|
| Total | 5,005 |
| White Alone | 98.6% |
| Black Alone | 0.4% |
| American Indian Alone | 0.3% |
| Asian or Pacific Islander Alone | 0.1% |
| Some Other Race Alone | 0.1% |
| Two or More Races | 0.6% |
| Hispanic Origin | 0.4% |
| Diversity Index | 3.5 |

2010 Population by Race/Ethnicity

| | |
|---------------------------------|-------|
| Total | 5,754 |
| White Alone | 98.0% |
| Black Alone | 0.6% |
| American Indian Alone | 0.3% |
| Asian or Pacific Islander Alone | 0.1% |
| Some Other Race Alone | 0.2% |
| Two or More Races | 0.8% |
| Hispanic Origin | 0.6% |
| Diversity Index | 5.1 |

2015 Population by Race/Ethnicity

| | |
|---------------------------------|-------|
| Total | 6,074 |
| White Alone | 97.7% |
| Black Alone | 0.7% |
| American Indian Alone | 0.3% |
| Asian or Pacific Islander Alone | 0.1% |
| Some Other Race Alone | 0.3% |
| Two or More Races | 0.9% |
| Hispanic Origin | 0.8% |
| Diversity Index | 6.0 |

2000 Population 3+ by School Enrollment

| | |
|-------------------------------|-------|
| Total | 4,839 |
| Enrolled in Nursery/Preschool | 2.7% |
| Enrolled in Kindergarten | 1.9% |
| Enrolled in Grade 1-8 | 13.2% |
| Enrolled in Grade 9-12 | 6.7% |
| Enrolled in College | 3.0% |
| Enrolled in Grad/Prof School | 0.6% |
| Not Enrolled in School | 71.9% |

2010 Population 25+ by Educational Attainment

| | |
|-------------------------------|-------|
| Total | 3,917 |
| Less Than 9th Grade | 5.1% |
| 9th to 12th Grade, No Diploma | 12.4% |
| High School Graduate | 44.0% |
| Some College, No Degree | 17.5% |
| Associate Degree | 6.5% |
| Bachelor's Degree | 9.2% |
| Graduate/Professional Degree | 5.2% |

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

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

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Market Profile

Williamsburg Township, OH
Williamsburg township, OH (3902585302)
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Williamsburg township, OH...

2010 Population 15+ by Marital Status

| | |
|---------------|-------|
| Total | 4,608 |
| Never Married | 24.0% |
| Married | 56.3% |
| Widowed | 6.0% |
| Divorced | 13.7% |

2000 Population 16+ by Employment Status

| | |
|---------------------|-------|
| Total | 3,801 |
| In Labor Force | 67.0% |
| Civilian Employed | 64.5% |
| Civilian Unemployed | 2.5% |
| In Armed Forces | 0.0% |
| Not In Labor Force | 33.0% |

2010 Civilian Population 16+ in Labor Force

| | |
|---------------------|-------|
| Civilian Employed | 87.8% |
| Civilian Unemployed | 12.2% |

2015 Civilian Population 16+ in Labor Force

| | |
|---------------------|-------|
| Civilian Employed | 90.1% |
| Civilian Unemployed | 9.9% |

2000 Females 16+ by Employment Status and Age of Children

| | |
|-------------------------------|-------|
| Total | 1,984 |
| Own Children < 6 Only | 6.7% |
| Employed/in Armed Forces | 4.1% |
| Unemployed | 0.0% |
| Not in Labor Force | 2.6% |
| Own Children <6 and 6-17 Only | 7.0% |
| Employed/in Armed Forces | 4.2% |
| Unemployed | 0.5% |
| Not in Labor Force | 2.4% |
| Own Children 6-17 Only | 23.8% |
| Employed/in Armed Forces | 19.8% |
| Unemployed | 0.2% |
| Not in Labor Force | 3.8% |
| No Own Children < 18 | 62.5% |
| Employed/in Armed Forces | 27.8% |
| Unemployed | 2.0% |
| Not in Labor Force | 32.7% |

2010 Employed Population 16+ by Industry

| | |
|-------------------------------|-------|
| Total | 2,644 |
| Agriculture/Mining | 0.0% |
| Construction | 7.5% |
| Manufacturing | 19.3% |
| Wholesale Trade | 3.7% |
| Retail Trade | 9.8% |
| Transportation/Utilities | 4.7% |
| Information | 1.6% |
| Finance/Insurance/Real Estate | 6.5% |
| Services | 41.9% |
| Public Administration | 4.9% |

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

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Market Profile

Williamsburg Township, OH
Williamsburg township, OH (3902585302)
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Williamsburg township, OH...

2010 Employed Population 16+ by Occupation

| | |
|---------------------------------|-------|
| Total | 2,644 |
| White Collar | 50.6% |
| Management/Business/Financial | 12.6% |
| Professional | 13.8% |
| Sales | 9.2% |
| Administrative Support | 14.9% |
| Services | 15.3% |
| Blue Collar | 34.2% |
| Farming/Forestry/Fishing | 0.3% |
| Construction/Extraction | 6.4% |
| Installation/Maintenance/Repair | 6.8% |
| Production | 12.3% |
| Transportation/Material Moving | 8.4% |

2000 Workers 16+ by Means of Transportation to Work

| | |
|----------------------------------|-------|
| Total | 2,419 |
| Drove Alone - Car, Truck, or Van | 79.5% |
| Carpooled - Car, Truck, or Van | 16.2% |
| Public Transportation | 0.9% |
| Walked | 1.0% |
| Other Means | 0.7% |
| Worked at Home | 1.8% |

2000 Workers 16+ by Travel Time to Work

| | |
|--------------------------------------|-------|
| Total | 2,419 |
| Did not Work at Home | 98.2% |
| Less than 5 minutes | 2.8% |
| 5 to 9 minutes | 8.4% |
| 10 to 19 minutes | 17.6% |
| 20 to 24 minutes | 11.1% |
| 25 to 34 minutes | 17.7% |
| 35 to 44 minutes | 9.0% |
| 45 to 59 minutes | 21.5% |
| 60 to 89 minutes | 8.1% |
| 90 or more minutes | 2.0% |
| Worked at Home | 1.8% |
| Average Travel Time to Work (in min) | 31.6 |

2000 Households by Vehicles Available

| | |
|--------------------------------------|-------|
| Total | 1,859 |
| None | 7.2% |
| 1 | 26.1% |
| 2 | 41.6% |
| 3 | 18.0% |
| 4 | 4.9% |
| 5+ | 2.2% |
| Average Number of Vehicles Available | 2.0 |

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

March 27, 2012



Market Profile

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Williamsburg township, OH (3902585302)
Geography: County Subdivision

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Williamsburg township, OH...

2000 Households by Type

| | |
|----------------------------------|-------|
| Total | 1,859 |
| Family Households | 74.4% |
| Married-couple Family | 58.8% |
| With Related Children | 28.7% |
| Other Family (No Spouse) | 15.5% |
| With Related Children | 10.7% |
| Nonfamily Households | 25.6% |
| Householder Living Alone | 20.8% |
| Householder Not Living Alone | 4.8% |
| Households with Related Children | 39.3% |
| Households with Persons 65+ | 20.7% |

2000 Households by Size

| | |
|----------------------|-------|
| Total | 1,859 |
| 1 Person Household | 20.8% |
| 2 Person Household | 34.4% |
| 3 Person Household | 18.1% |
| 4 Person Household | 17.2% |
| 5 Person Household | 6.3% |
| 6 Person Household | 2.4% |
| 7 + Person Household | 1.0% |

2000 Households by Year Householder Moved In

| | |
|----------------------------------|-------|
| Total | 1,859 |
| Moved in 1999 to March 2000 | 20.0% |
| Moved in 1995 to 1998 | 25.3% |
| Moved in 1990 to 1994 | 14.6% |
| Moved in 1980 to 1989 | 14.4% |
| Moved in 1970 to 1979 | 14.4% |
| Moved in 1969 or Earlier | 11.2% |
| Median Year Householder Moved In | 1993 |

2000 Housing Units by Units in Structure

| | |
|-------------|-------|
| Total | 1,993 |
| 1, Detached | 80.3% |
| 1, Attached | 1.0% |
| 2 | 2.4% |
| 3 or 4 | 3.6% |
| 5 to 9 | 2.4% |
| 10 to 19 | 9.1% |
| 20 + | 0.6% |
| Mobile Home | 0.7% |
| Other | 0.0% |

2000 Housing Units by Year Structure Built

| | |
|-----------------------------|-------|
| Total | 1,993 |
| 1999 to March 2000 | 1.4% |
| 1995 to 1998 | 8.2% |
| 1990 to 1994 | 4.6% |
| 1980 to 1989 | 10.2% |
| 1970 to 1979 | 21.9% |
| 1969 or Earlier | 53.6% |
| Median Year Structure Built | 1966 |

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

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Williamsburg township, OH...

Top 3 Tapestry Segments

1. Salt of the Earth
2. Green Acres
3. Rustbelt Traditions

2010 Consumer Spending

| | |
|---|--------------|
| Apparel & Services: Total \$ | \$3,012,467 |
| Average Spent | \$1,378.70 |
| Spending Potential Index | 58 |
| Computers & Accessories: Total \$ | \$403,132 |
| Average Spent | \$184.50 |
| Spending Potential Index | 84 |
| Education: Total \$ | \$2,374,429 |
| Average Spent | \$1,086.70 |
| Spending Potential Index | 89 |
| Entertainment/Recreation: Total \$ | \$6,235,498 |
| Average Spent | \$2,853.78 |
| Spending Potential Index | 89 |
| Food at Home: Total \$ | \$8,338,709 |
| Average Spent | \$3,816.34 |
| Spending Potential Index | 85 |
| Food Away from Home: Total \$ | \$5,927,018 |
| Average Spent | \$2,712.59 |
| Spending Potential Index | 84 |
| Health Care: Total \$ | \$7,630,434 |
| Average Spent | \$3,492.19 |
| Spending Potential Index | 94 |
| HH Furnishings & Equipment: Total \$ | \$3,364,784 |
| Average Spent | \$1,539.95 |
| Spending Potential Index | 75 |
| Investments: Total \$ | \$3,629,743 |
| Average Spent | \$1,661.21 |
| Spending Potential Index | 96 |
| Retail Goods: Total \$ | \$45,616,477 |
| Average Spent | \$20,877.11 |
| Spending Potential Index | 84 |
| Shelter: Total \$ | \$27,394,343 |
| Average Spent | \$12,537.46 |
| Spending Potential Index | 79 |
| TV/Video/Audio: Total \$ | \$2,307,355 |
| Average Spent | \$1,056.00 |
| Spending Potential Index | 85 |
| Travel: Total \$ | \$3,460,483 |
| Average Spent | \$1,583.75 |
| Spending Potential Index | 84 |
| Vehicle Maintenance & Repairs: Total \$ | \$1,773,340 |
| Average Spent | \$811.60 |
| Spending Potential Index | 86 |

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

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

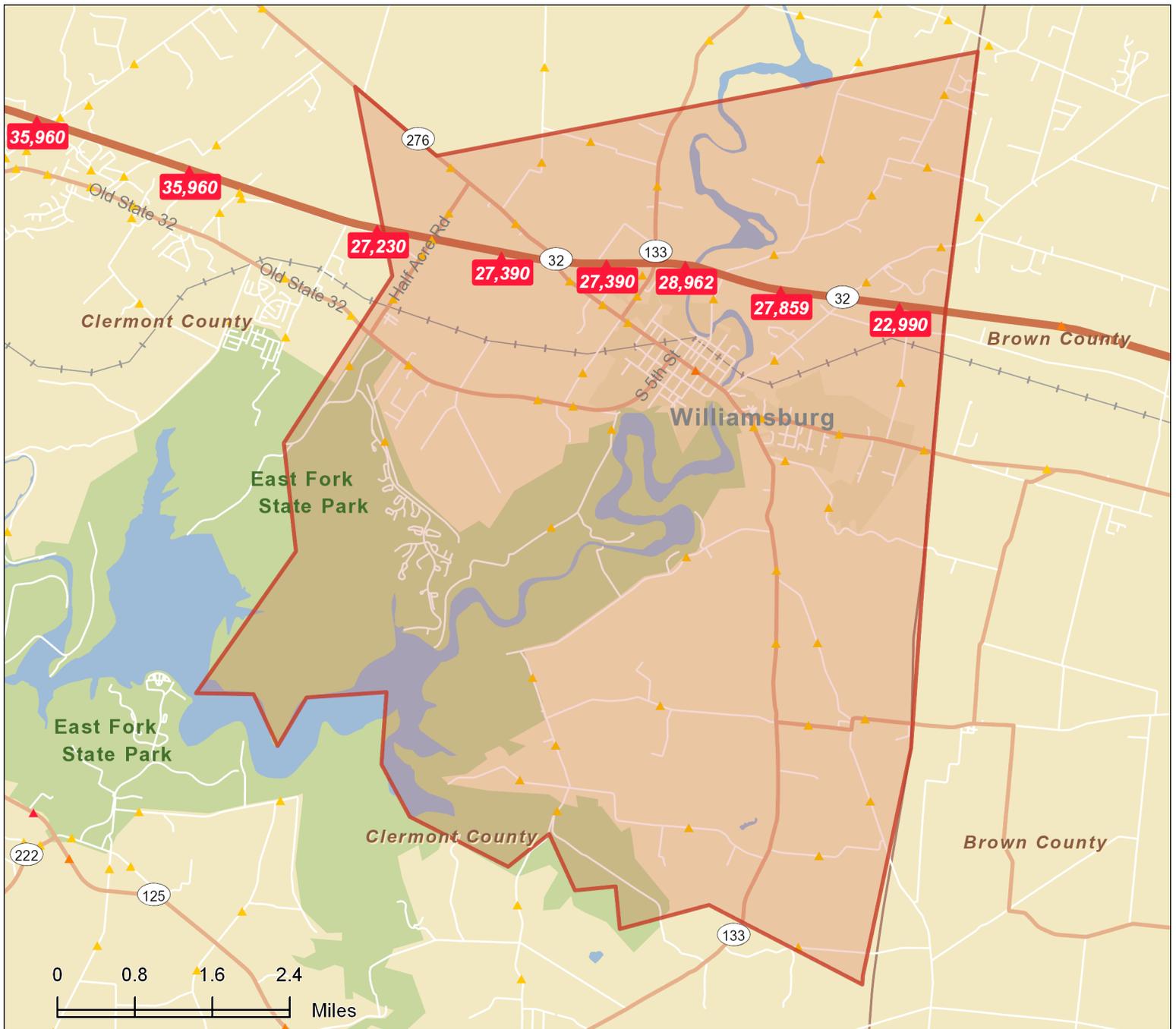
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012

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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

Williamsburg Township, OH
 Williamsburg township, OH (3902585302)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

| Data for all businesses in area | Williamsburg township, OH... |
|--|------------------------------|
| Total Businesses: | 201 |
| Total Employees: | 2,356 |
| Total Residential Population: | 5,754 |
| Employee/Residential Population Ratio: | 0.41 |

| by SIC Codes | Businesses | | Employees | |
|--|------------|--------------|--------------|--------------|
| | Number | Percent | Number | Percent |
| Agriculture & Mining | 8 | 4.0% | 24 | 1.0% |
| Construction | 29 | 14.4% | 165 | 7.0% |
| Manufacturing | 11 | 5.5% | 1,255 | 53.3% |
| Transportation | 9 | 4.5% | 87 | 3.7% |
| Communication | 1 | 0.5% | 40 | 1.7% |
| Utility | 0 | 0.0% | 0 | 0.0% |
| Wholesale Trade | 5 | 2.5% | 9 | 0.4% |
| Retail Trade Summary | 35 | 17.4% | 162 | 6.9% |
| Home Improvement | 3 | 1.5% | 5 | 0.2% |
| General Merchandise Stores | 3 | 1.5% | 11 | 0.5% |
| Food Stores | 3 | 1.5% | 46 | 2.0% |
| Auto Dealers, Gas Stations, Auto Aftermarket | 4 | 2.0% | 30 | 1.3% |
| Apparel & Accessory Stores | 0 | 0.0% | 0 | 0.0% |
| Furniture & Home Furnishings | 2 | 1.0% | 0 | 0.0% |
| Eating & Drinking Places | 8 | 4.0% | 48 | 2.0% |
| Miscellaneous Retail | 12 | 6.0% | 22 | 0.9% |
| Finance, Insurance, Real Estate Summary | 14 | 7.0% | 27 | 1.1% |
| Banks, Savings & Lending Institutions | 2 | 1.0% | 12 | 0.5% |
| Securities Brokers | 2 | 1.0% | 1 | 0.0% |
| Insurance Carriers & Agents | 3 | 1.5% | 5 | 0.2% |
| Real Estate, Holding, Other Investment Offices | 7 | 3.5% | 9 | 0.4% |
| Services Summary | 76 | 37.8% | 486 | 20.6% |
| Hotels & Lodging | 0 | 0.0% | 0 | 0.0% |
| Automotive Services | 11 | 5.5% | 30 | 1.3% |
| Motion Pictures & Amusements | 6 | 3.0% | 13 | 0.6% |
| Health Services | 3 | 1.5% | 5 | 0.2% |
| Legal Services | 1 | 0.5% | 4 | 0.2% |
| Education Institutions & Libraries | 8 | 4.0% | 150 | 6.4% |
| Other Services | 47 | 23.4% | 284 | 12.1% |
| Government | 10 | 5.0% | 101 | 4.3% |
| Other | 3 | 1.5% | 0 | 0.0% |
| Totals | 201 | 100% | 2,356 | 100% |

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

March 27, 2012



Business Summary

Williamsburg Township, OH
Williamsburg township, OH (3902585302)
Geography: County Subdivision

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| by NAICS Codes | Businesses | | Employees | |
|--|------------|-------------|--------------|-------------|
| | Number | Percent | Number | Percent |
| Agriculture, Forestry, Fishing & Hunting | 4 | 2.0% | 14 | 0.6% |
| Mining | 0 | 0.0% | 0 | 0.0% |
| Utilities | 0 | 0.0% | 0 | 0.0% |
| Construction | 31 | 15.4% | 174 | 7.4% |
| Manufacturing | 11 | 5.5% | 1,255 | 53.3% |
| Wholesale Trade | 5 | 2.5% | 9 | 0.4% |
| Retail Trade | 26 | 12.9% | 114 | 4.8% |
| Motor Vehicle & Parts Dealers | 2 | 1.0% | 11 | 0.5% |
| Furniture & Home Furnishings Stores | 0 | 0.0% | 0 | 0.0% |
| Electronics & Appliance Stores | 2 | 1.0% | 0 | 0.0% |
| Bldg Material & Garden Equipment & Supplies Dealers | 2 | 1.0% | 2 | 0.1% |
| Food & Beverage Stores | 2 | 1.0% | 46 | 2.0% |
| Health & Personal Care Stores | 1 | 0.5% | 9 | 0.4% |
| Gasoline Stations | 2 | 1.0% | 19 | 0.8% |
| Clothing & Clothing Accessories Stores | 0 | 0.0% | 0 | 0.0% |
| Sport Goods, Hobby, Book, & Music Stores | 2 | 1.0% | 1 | 0.0% |
| General Merchandise Stores | 3 | 1.5% | 11 | 0.5% |
| Miscellaneous Store Retailers | 9 | 4.5% | 15 | 0.6% |
| Nonstore Retailers | 1 | 0.5% | 0 | 0.0% |
| Transportation & Warehousing | 8 | 4.0% | 86 | 3.7% |
| Information | 3 | 1.5% | 48 | 2.0% |
| Finance & Insurance | 7 | 3.5% | 18 | 0.8% |
| Central Bank/Credit Intermediation & Related Activities | 2 | 1.0% | 12 | 0.5% |
| Securities, Commodity Contracts & Other Financial Investments & Other Related Activities | 2 | 1.0% | 1 | 0.0% |
| Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles | 3 | 1.5% | 5 | 0.2% |
| Real Estate, Rental & Leasing | 9 | 4.5% | 11 | 0.5% |
| Professional, Scientific & Tech Services | 14 | 7.0% | 51 | 2.2% |
| Legal Services | 1 | 0.5% | 4 | 0.2% |
| Management of Companies & Enterprises | 0 | 0.0% | 0 | 0.0% |
| Administrative & Support & Waste Management & Remediation Services | 7 | 3.5% | 20 | 0.8% |
| Educational Services | 7 | 3.5% | 143 | 6.1% |
| Health Care & Social Assistance | 14 | 7.0% | 97 | 4.1% |
| Arts, Entertainment & Recreation | 4 | 2.0% | 12 | 0.5% |
| Accommodation & Food Services | 9 | 4.5% | 48 | 2.0% |
| Accommodation | 0 | 0.0% | 0 | 0.0% |
| Food Services & Drinking Places | 9 | 4.5% | 48 | 2.0% |
| Other Services (except Public Administration) | 29 | 14.4% | 155 | 6.6% |
| Automotive Repair & Maintenance | 8 | 4.0% | 22 | 0.9% |
| Public Administration | 10 | 5.0% | 101 | 4.3% |
| Unclassified Establishments | 3 | 1.5% | 0 | 0.0% |
| Total | 201 | 100% | 2,356 | 100% |

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

March 27, 2012



Retail MarketPlace Profile

Williamsburg Township, OH
 Williamsburg township, OH (3902585302)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Summary Demographics

| | |
|-------------------------------|----------|
| 2010 Population | 5,754 |
| 2010 Households | 2,185 |
| 2010 Median Disposable Income | \$41,071 |
| 2010 Per Capita Income | \$22,644 |

| 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 | \$49,468,805 | \$27,620,536 | \$21,848,269 | 28.3 | 32 |
| Total Retail Trade | 44-45 | \$42,510,302 | \$25,328,904 | \$17,181,398 | 25.3 | 23 |
| Total Food & Drink | 722 | \$6,958,503 | \$2,291,632 | \$4,666,871 | 50.5 | 9 |

| Industry Group | NAICS | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|---|----------|------------------------------|--------------------------|--------------|---------------------------|-------------------------|
| Motor Vehicle & Parts Dealers | 441 | \$9,901,200 | \$672,459 | \$9,228,741 | 87.3 | 2 |
| Automobile Dealers | 4411 | \$8,338,737 | \$0 | \$8,338,737 | 100.0 | 0 |
| Other Motor Vehicle Dealers | 4412 | \$803,633 | \$165,428 | \$638,205 | 65.9 | 1 |
| Auto Parts, Accessories & Tire Stores | 4413 | \$758,830 | \$507,031 | \$251,799 | 19.9 | 1 |
| Furniture & Home Furnishings Stores | 442 | \$689,085 | \$0 | \$689,085 | 100.0 | 0 |
| Furniture Stores | 4421 | \$342,074 | \$0 | \$342,074 | 100.0 | 0 |
| Home Furnishings Stores | 4422 | \$347,011 | \$0 | \$347,011 | 100.0 | 0 |
| Electronics & Appliance Stores | 4431 | \$1,718,622 | \$592,937 | \$1,125,685 | 48.7 | 2 |
| Bldg Materials, Garden Equip. & Supply Stores | 444 | \$1,583,090 | \$57,269 | \$1,525,821 | 93.0 | 2 |
| Bldg Material & Supplies Dealers | 4441 | \$1,482,050 | \$0 | \$1,482,050 | 100.0 | 0 |
| Lawn & Garden Equip & Supply Stores | 4442 | \$101,040 | \$57,269 | \$43,771 | 27.6 | 2 |
| Food & Beverage Stores | 445 | \$7,462,064 | \$5,110,931 | \$2,351,133 | 18.7 | 2 |
| Grocery Stores | 4451 | \$7,162,700 | \$5,025,902 | \$2,136,798 | 17.5 | 1 |
| Specialty Food Stores | 4452 | \$105,782 | \$85,029 | \$20,753 | 10.9 | 1 |
| Beer, Wine & Liquor Stores | 4453 | \$193,582 | \$0 | \$193,582 | 100.0 | 0 |
| Health & Personal Care Stores | 446,4461 | \$896,870 | \$728,847 | \$168,023 | 10.3 | 1 |
| Gasoline Stations | 447,4471 | \$7,414,139 | \$12,519,587 | \$-5,105,448 | -25.6 | 2 |
| Clothing & Clothing Accessories Stores | 448 | \$1,163,358 | \$0 | \$1,163,358 | 100.0 | 0 |
| Clothing Stores | 4481 | \$846,416 | \$0 | \$846,416 | 100.0 | 0 |
| Shoe Stores | 4482 | \$183,545 | \$0 | \$183,545 | 100.0 | 0 |
| Jewelry, Luggage & Leather Goods Stores | 4483 | \$133,397 | \$0 | \$133,397 | 100.0 | 0 |
| Sporting Goods, Hobby, Book & Music Stores | 451 | \$198,664 | \$100,747 | \$97,917 | 32.7 | 2 |
| Sporting Goods/Hobby/Musical Instr Stores | 4511 | \$155,654 | \$100,747 | \$54,907 | 21.4 | 2 |
| Book, Periodical & Music Stores | 4512 | \$43,010 | \$0 | \$43,010 | 100.0 | 0 |
| General Merchandise Stores | 452 | \$6,895,447 | \$5,251,774 | \$1,643,673 | 13.5 | 2 |
| Department Stores Excluding Leased Depts. | 4521 | \$2,919,602 | \$0 | \$2,919,602 | 100.0 | 0 |
| Other General Merchandise Stores | 4529 | \$3,975,845 | \$5,251,774 | \$-1,275,929 | -13.8 | 2 |
| Miscellaneous Store Retailers | 453 | \$614,611 | \$294,353 | \$320,258 | 35.2 | 8 |
| Florists | 4531 | \$37,913 | \$71,230 | \$-33,317 | -30.5 | 2 |
| Office Supplies, Stationery & Gift Stores | 4532 | \$202,645 | \$0 | \$202,645 | 100.0 | 0 |
| Used Merchandise Stores | 4533 | \$12,861 | \$99,543 | \$-86,682 | -77.1 | 4 |
| Other Miscellaneous Store Retailers | 4539 | \$361,192 | \$123,580 | \$237,612 | 49.0 | 2 |
| Nonstore Retailers | 454 | \$3,973,152 | \$0 | \$3,973,152 | 100.0 | 0 |
| Electronic Shopping & Mail-Order Houses | 4541 | \$3,651,465 | \$0 | \$3,651,465 | 100.0 | 0 |
| Vending Machine Operators | 4542 | \$5,440 | \$0 | \$5,440 | 100.0 | 0 |
| Direct Selling Establishments | 4543 | \$316,247 | \$0 | \$316,247 | 100.0 | 0 |
| Food Services & Drinking Places | 722 | \$6,958,503 | \$2,291,632 | \$4,666,871 | 50.5 | 9 |
| Full-Service Restaurants | 7221 | \$2,471,501 | \$2,037,643 | \$433,858 | 9.6 | 5 |
| Limited-Service Eating Places | 7222 | \$3,869,667 | \$79,096 | \$3,790,571 | 96.0 | 1 |
| Special Food Services | 7223 | \$487,295 | \$68,163 | \$419,132 | 75.5 | 1 |
| Drinking Places - Alcoholic Beverages | 7224 | \$130,040 | \$106,730 | \$23,310 | 9.8 | 2 |

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

Source: Esri and Infogroup

March 27, 2012

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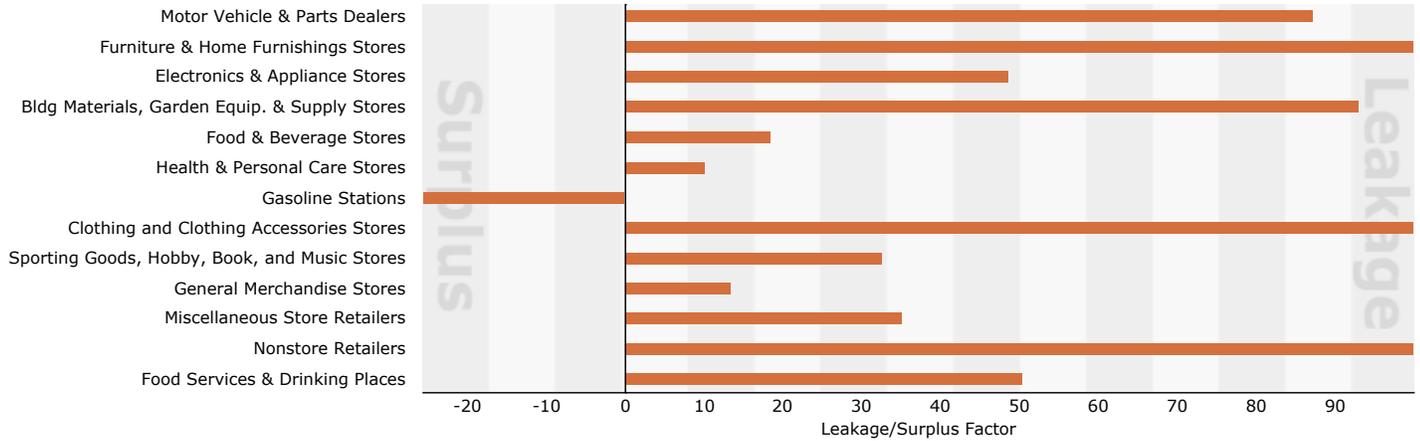


Retail MarketPlace Profile

Williamsburg Township, OH
 Williamsburg township, OH (3902585302)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 27, 2012



Retail Market Potential

Williamsburg Township, OH
 Williamsburg township, OH (3902585302)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

| Demographic Summary | | 2010 | 2015 |
|-------------------------|--|----------|----------|
| Population | | 5,754 | 6,074 |
| Total Number of Adults | | 4,348 | 4,617 |
| Households | | 2,185 | 2,320 |
| Median Household Income | | \$52,454 | \$58,206 |

| Product/Consumer Behavior | Expected Number Adults/HHs | Percent of Adults/HHs | MPI |
|---|----------------------------|-----------------------|-----|
| Apparel (Adults) | | | |
| Bought any men's apparel in last 12 months | 2,305 | 53.0% | 106 |
| Bought any women's apparel in last 12 months | 2,030 | 46.7% | 102 |
| Bought apparel for child <13 in last 6 months | 1,168 | 26.9% | 94 |
| Bought any shoes in last 12 months | 2,271 | 52.2% | 100 |
| Bought costume jewelry in last 12 months | 804 | 18.5% | 89 |
| Bought any fine jewelry in last 12 months | 852 | 19.6% | 89 |
| Bought a watch in last 12 months | 781 | 18.0% | 93 |
| Automobiles (Households) | | | |
| HH owns/leases any vehicle | 2,002 | 91.6% | 107 |
| HH bought/leased new vehicle last 12 mo | 197 | 9.0% | 94 |
| Automotive Aftermarket (Adults) | | | |
| Bought gasoline in last 6 months | 4,030 | 92.7% | 107 |
| Bought/changed motor oil in last 12 months | 2,715 | 62.4% | 120 |
| Had tune-up in last 12 months | 1,305 | 30.0% | 96 |
| Beverages (Adults) | | | |
| Drank bottled water/seltzer in last 6 months | 2,386 | 54.9% | 89 |
| Drank regular cola in last 6 months | 2,228 | 51.2% | 100 |
| Drank beer/ale in last 6 months | 1,689 | 38.8% | 91 |
| Cameras & Film (Adults) | | | |
| Bought any camera in last 12 months | 586 | 13.5% | 105 |
| Bought film in last 12 months | 974 | 22.4% | 117 |
| Bought digital camera in last 12 months | 274 | 6.3% | 92 |
| Bought memory card for camera in last 12 months | 298 | 6.9% | 90 |
| Cell Phones/PDAs & Service (Adults) | | | |
| Bought cell/mobile phone/PDA in last 12 months | 1,478 | 34.0% | 96 |
| Avg monthly cell/mobile phone/PDA bill: \$1-\$49 | 1,029 | 23.7% | 110 |
| Avg monthly cell/mobile phone/PDA bill: \$50-99 | 1,345 | 30.9% | 95 |
| Avg monthly cell/mobile phone/PDA bill: \$100+ | 858 | 19.7% | 93 |
| Computers (Households) | | | |
| HH owns a personal computer | 1,550 | 70.9% | 96 |
| Spent <\$500 on most recent home PC purchase | 188 | 8.6% | 99 |
| Spent \$500-\$999 on most recent home PC purchase | 431 | 19.7% | 110 |
| Spent \$1000-\$1499 on most recent home PC purchase | 289 | 13.2% | 101 |
| Spent \$1500-\$1999 on most recent home PC purchase | 129 | 5.9% | 83 |
| Spent \$2000+ on most recent home PC purchase | 104 | 4.8% | 77 |

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

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



Retail Market Potential

Williamsburg Township, OH
 Williamsburg township, OH (3902585302)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

| Product/Consumer Behavior | Expected Number Adults/HHs | Percent of Adults/HHs | MPI |
|--|----------------------------|-----------------------|-----|
| Convenience Stores (Adults) | | | |
| Shopped at convenience store in last 6 months | 2,707 | 62.3% | 103 |
| Bought cigarettes at convenience store in last 30 days | 770 | 17.7% | 114 |
| Bought gas at convenience store in last 30 days | 1,781 | 41.0% | 122 |
| Spent at convenience store in last 30 days: <\$20 | 349 | 8.0% | 83 |
| Spent at convenience store in last 30 days: \$20-39 | 412 | 9.5% | 93 |
| Spent at convenience store in last 30 days: \$40+ | 1,796 | 41.3% | 115 |
| Entertainment (Adults) | | | |
| Attended movies in last 6 months | 2,272 | 52.3% | 89 |
| Went to live theater in last 12 months | 412 | 9.5% | 72 |
| Went to a bar/night club in last 12 months | 835 | 19.2% | 101 |
| Dined out in last 12 months | 2,226 | 51.2% | 104 |
| Gambled at a casino in last 12 months | 572 | 13.2% | 82 |
| Visited a theme park in last 12 months | 802 | 18.4% | 86 |
| DVDs rented in last 30 days: 1 | 87 | 2.0% | 76 |
| DVDs rented in last 30 days: 2 | 210 | 4.8% | 104 |
| DVDs rented in last 30 days: 3 | 111 | 2.6% | 80 |
| DVDs rented in last 30 days: 4 | 145 | 3.3% | 86 |
| DVDs rented in last 30 days: 5+ | 566 | 13.0% | 99 |
| DVDs purchased in last 30 days: 1 | 207 | 4.8% | 96 |
| DVDs purchased in last 30 days: 2 | 198 | 4.6% | 96 |
| DVDs purchased in last 30 days: 3-4 | 177 | 4.1% | 88 |
| DVDs purchased in last 30 days: 5+ | 256 | 5.9% | 113 |
| Spent on toys/games in last 12 months: <\$50 | 313 | 7.2% | 118 |
| Spent on toys/games in last 12 months: \$50-\$99 | 147 | 3.4% | 123 |
| Spent on toys/games in last 12 months: \$100-\$199 | 315 | 7.2% | 101 |
| Spent on toys/games in last 12 months: \$200-\$499 | 440 | 10.1% | 93 |
| Spent on toys/games in last 12 months: \$500+ | 243 | 5.6% | 97 |
| Financial (Adults) | | | |
| Have home mortgage (1st) | 924 | 21.3% | 111 |
| Used ATM/cash machine in last 12 months | 2,082 | 47.9% | 94 |
| Own any stock | 349 | 8.0% | 87 |
| Own U.S. savings bond | 355 | 8.2% | 119 |
| Own shares in mutual fund (stock) | 384 | 8.8% | 94 |
| Own shares in mutual fund (bonds) | 211 | 4.9% | 82 |
| Used full service brokerage firm in last 12 months | 226 | 5.2% | 84 |
| Have savings account | 1,720 | 39.6% | 109 |
| Have 401K retirement savings | 815 | 18.7% | 106 |
| Did banking over the Internet in last 12 months | 1,067 | 24.5% | 90 |
| Own any credit/debit card (in own name) | 3,235 | 74.4% | 101 |
| Avg monthly credit card expenditures: <\$111 | 760 | 17.5% | 126 |
| Avg monthly credit card expenditures: \$111-225 | 353 | 8.1% | 104 |
| Avg monthly credit card expenditures: \$226-450 | 327 | 7.5% | 101 |
| Avg monthly credit card expenditures: \$451-700 | 247 | 5.7% | 89 |
| Avg monthly credit card expenditures: \$701+ | 379 | 8.7% | 65 |

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

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



Retail Market Potential

Williamsburg Township, OH
 Williamsburg township, OH (3902585302)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

| Product/Consumer Behavior | Expected Number Adults/HHs | Percent of Adults/HHs | MPI |
|--|----------------------------|-----------------------|-----|
| Grocery (Adults) | | | |
| Used beef (fresh/frozen) in last 6 months | 3,188 | 73.3% | 103 |
| Used bread in last 6 months | 4,254 | 97.8% | 101 |
| Used chicken/turkey (fresh or frozen) in last 6 months | 3,330 | 76.6% | 99 |
| Used fish/seafood (fresh or frozen) in last 6 months | 2,270 | 52.2% | 99 |
| Used fresh fruit/vegetables in last 6 months | 3,824 | 87.9% | 101 |
| Used fresh milk in last 6 months | 4,072 | 93.7% | 103 |
| Health (Adults) | | | |
| Exercise at home 2+ times per week | 1,256 | 28.9% | 96 |
| Exercise at club 2+ times per week | 313 | 7.2% | 59 |
| Visited a doctor in last 12 months | 3,441 | 79.1% | 102 |
| Used vitamin/dietary supplement in last 6 months | 2,003 | 46.1% | 95 |
| Home (Households) | | | |
| Any home improvement in last 12 months | 801 | 36.7% | 116 |
| Used housekeeper/maid/prof HH cleaning service in the last 12 months | 243 | 11.1% | 71 |
| Purchased any HH furnishing in last 12 months | 597 | 27.3% | 91 |
| Purchased bedding/bath goods in last 12 months | 1,162 | 53.2% | 97 |
| Purchased cooking/serving product in last 12 months | 581 | 26.6% | 97 |
| Bought any kitchen appliance in last 12 months | 410 | 18.8% | 107 |
| Insurance (Adults) | | | |
| Currently carry any life insurance | 2,342 | 53.9% | 113 |
| Have medical/hospital/accident insurance | 3,261 | 75.0% | 104 |
| Carry homeowner insurance | 2,800 | 64.4% | 122 |
| Carry renter insurance | 220 | 5.1% | 82 |
| Have auto/other vehicle insurance | 3,855 | 88.7% | 107 |
| Pets (Households) | | | |
| HH owns any pet | 1,413 | 64.7% | 125 |
| HH owns any cat | 729 | 33.4% | 138 |
| HH owns any dog | 1,104 | 50.5% | 133 |
| Reading Materials (Adults) | | | |
| Bought book in last 12 months | 2,040 | 46.9% | 93 |
| Read any daily newspaper | 2,017 | 46.4% | 112 |
| Heavy magazine reader | 684 | 15.7% | 79 |
| Restaurants (Adults) | | | |
| Went to family restaurant/steak house in last 6 mo | 3,124 | 71.8% | 100 |
| Went to family restaurant/steak house last mo: <2 times | 1,134 | 26.1% | 102 |
| Went to family restaurant/steak house last mo: 2-4 times | 1,142 | 26.3% | 97 |
| Went to family restaurant/steak house last mo: 5+ times | 847 | 19.5% | 100 |
| Went to fast food/drive-in restaurant in last 6 mo | 3,941 | 90.6% | 102 |
| Went to fast food/drive-in restaurant <6 times/mo | 1,527 | 35.1% | 100 |
| Went to fast food/drive-in restaurant 6-13 times/mo | 1,364 | 31.4% | 108 |
| Went to fast food/drive-in restaurant 14+ times/mo | 1,051 | 24.2% | 97 |
| Fast food/drive-in last 6 mo: eat in | 1,841 | 42.3% | 112 |
| Fast food/drive-in last 6 mo: home delivery | 351 | 8.1% | 77 |
| Fast food/drive-in last 6 mo: take-out/drive-thru | 2,550 | 58.6% | 112 |
| Fast food/drive-in last 6 mo: take-out/walk-in | 892 | 20.5% | 83 |

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

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



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Williamsburg Township, OH
Williamsburg township, OH (3902585302)
Geography: County Subdivision

www.ClermontCountyOhio.biz

| Product/Consumer Behavior | Expected Number Adults/HHs | Percent of Adults/HHs | MPI |
|---|----------------------------|-----------------------|-----|
| Telephones & Service (Households) | | | |
| HH owns in-home cordless telephone | 1,532 | 70.1% | 108 |
| HH average monthly long distance phone bill: <\$16 | 665 | 30.4% | 110 |
| HH average monthly long distance phone bill: \$16-25 | 279 | 12.8% | 112 |
| HH average monthly long distance phone bill: \$26-59 | 169 | 7.7% | 84 |
| HH average monthly long distance phone bill: \$60+ | 77 | 3.5% | 79 |
| Television & Sound Equipment (Adults/Households) | | | |
| HH owns 1 TV | 355 | 16.2% | 83 |
| HH owns 2 TVs | 583 | 26.7% | 102 |
| HH owns 3 TVs | 525 | 24.0% | 107 |
| HH owns 4+ TVs | 493 | 22.6% | 107 |
| HH subscribes to cable TV | 933 | 42.7% | 74 |
| HH Purchased audio equipment in last 12 months | 190 | 8.7% | 90 |
| HH Purchased CD player in last 12 months | 88 | 4.0% | 104 |
| HH Purchased DVD player in last 12 months | 208 | 9.5% | 98 |
| HH Purchased MP3 player in last 12 months | 346 | 8.0% | 78 |
| HH Purchased video game system in last 12 months | 210 | 9.6% | 89 |
| Travel (Adults) | | | |
| Domestic travel in last 12 months | 2,209 | 50.8% | 97 |
| Took 3+ domestic trips in last 12 months | 576 | 13.2% | 89 |
| Spent on domestic vacations last 12 mo: <\$1000 | 559 | 12.9% | 102 |
| Spent on domestic vacations last 12 mo: \$1000-\$1499 | 360 | 8.3% | 123 |
| Spent on domestic vacations last 12 mo: \$1500-\$1999 | 114 | 2.6% | 64 |
| Spent on domestic vacations last 12 mo: \$2000-\$2999 | 154 | 3.5% | 85 |
| Spent on domestic vacations last 12 mo: \$3000+ | 159 | 3.7% | 72 |
| Foreign travel in last 3 years | 750 | 17.2% | 67 |
| Took 3+ foreign trips by plane in last 3 years | 90 | 2.1% | 44 |
| Spent on foreign vacations last 12 mo: <\$1000 | 155 | 3.6% | 60 |
| Spent on foreign vacations last 12 mo: \$1000-\$2999 | 102 | 2.3% | 58 |
| Spent on foreign vacations last 12 mo: \$3000+ | 99 | 2.3% | 47 |
| Stayed 1+ nights at hotel/motel in last 12 months | 1,772 | 40.8% | 100 |

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

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

March 27, 2012

Made with Esri Business Analyst



Electronics and Internet Market Potential

Williamsburg Township, OH
 Williamsburg township, OH (3902585302)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

| Demographic Summary | | 2010 | 2015 |
|---|--|----------------|-------------|
| Population | | 5,754 | 6,074 |
| Population 18+ | | 4,348 | 4,617 |
| Households | | 2,185 | 2,320 |
| Median Household Income | | \$52,454 | \$58,206 |
| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent | MPI |
| HH owns a personal computer | 1,550 | 70.9% | 96 |
| Purchased home PC in last 12 months | 297 | 13.6% | 87 |
| Purchased home PC 1-2 years ago | 445 | 20.4% | 90 |
| Purchased home PC 3-4 years ago | 450 | 20.6% | 106 |
| Purchased home PC 5+ years ago | 236 | 10.8% | 116 |
| Spent <\$500 on home PC (most recent purchase) | 188 | 8.6% | 99 |
| Spent \$500-999 on home PC (most recent purchase) | 431 | 19.7% | 110 |
| Spent \$1000-1499 on home PC (most recent purchase) | 289 | 13.2% | 101 |
| Spent \$1500-1999 on home PC (most recent purchase) | 129 | 5.9% | 83 |
| Spent \$2000+ on home PC (most recent purchase) | 104 | 4.8% | 77 |
| Purchased home PC at computer superstore | 226 | 10.3% | 81 |
| Purchased home PC at department store | 135 | 6.2% | 125 |
| Purchased home PC direct from manufacturer | 324 | 14.8% | 107 |
| Purchased home PC at electronics store | 245 | 11.2% | 102 |
| Purchased home PC on Internet | 140 | 6.4% | 75 |
| Purchased home PC at warehouse discount outlet | 40 | 1.8% | 83 |
| HH owns desktop PC | 1,268 | 58.0% | 101 |
| HH owns laptop/notebook/tablet PC | 516 | 23.6% | 76 |
| HH owns any Apple/Apple Mac clone brand PC | 73 | 3.4% | 53 |
| HH owns any IBM/IBM compatible brand PC | 1,451 | 66.4% | 98 |
| Brand of PC that HH owns: Compaq | 213 | 9.8% | 115 |
| Brand of PC that HH owns: Dell | 666 | 30.5% | 99 |
| Brand of PC that HH owns: Gateway | 128 | 5.8% | 88 |
| Brand of PC that HH owns: Hewlett Packard | 325 | 14.9% | 96 |
| Brand of PC that HH owns: Sony Vaio | 43 | 2.0% | 68 |
| Child (under 18) uses home PC | 466 | 21.3% | 101 |
| HH owns CD burner | 816 | 37.3% | 101 |
| HH owns CD ROM drive | 877 | 40.1% | 103 |
| HH owns DVD drive | 512 | 23.4% | 94 |
| HH owns DVD-RW (DVD burner) | 416 | 19.0% | 93 |
| HH owns external hard drive | 271 | 12.4% | 88 |
| HH owns flash drive | 399 | 18.2% | 89 |
| HH owns LAN/network interface card | 192 | 8.8% | 79 |
| HH owns inkjet printer | 970 | 44.4% | 104 |
| HH owns laser printer | 282 | 12.9% | 94 |
| HH owns modem/fax modem | 473 | 21.6% | 104 |
| HH owns removable cartridge storage device | 124 | 5.7% | 98 |
| HH owns scanner | 679 | 31.1% | 109 |
| HH owns PC speakers | 910 | 41.7% | 100 |
| HH owns tape backup | 52 | 2.4% | 89 |
| HH owns webcam | 211 | 9.7% | 85 |
| HH owns software: accounting | 180 | 8.2% | 93 |
| HH owns software: communications/fax | 157 | 7.2% | 88 |
| HH owns software: database/filing | 171 | 7.8% | 96 |
| HH owns software: desktop publishing | 244 | 11.2% | 92 |

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

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

Williamsburg Township, OH
 Williamsburg township, OH (3902585302)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent | MPI |
|--|-------------------------------|---------|-----|
| HH owns software: education/training | 182 | 8.3% | 83 |
| HH owns software: entertainment/games | 661 | 30.3% | 104 |
| HH owns software: online meeting/conference | 37 | 1.7% | 59 |
| HH owns software: personal finance/tax prep | 278 | 12.7% | 90 |
| HH owns software: presentation graphics | 133 | 6.1% | 76 |
| HH owns software: multimedia | 294 | 13.4% | 88 |
| HH owns software: networking | 191 | 8.7% | 78 |
| HH owns software: security/anti-virus | 598 | 27.4% | 97 |
| HH owns software: spreadsheet | 435 | 19.9% | 86 |
| HH owns software: utility | 114 | 5.2% | 74 |
| HH owns software: web authoring | 45 | 2.0% | 59 |
| HH owns software: word processing | 658 | 30.1% | 90 |
| Spent \$500+ on software for home PC in last 12 mo | 29 | 1.3% | 56 |
| Purchased computer book in last 12 months | 56 | 2.6% | 59 |
| HH owns fax machine | 110 | 5.0% | 84 |
| Purchased audio equipment in last 12 months | 190 | 8.7% | 90 |
| Purchased headphones in last 12 months | 66 | 3.0% | 76 |
| HH owns camcorder | 441 | 20.2% | 104 |
| Purchased camcorder in last 12 months | 39 | 1.8% | 84 |
| HH owns CD player | 1,040 | 47.6% | 104 |
| Purchased CD player in last 12 months | 88 | 4.0% | 104 |
| HH owns DVD player | 1,469 | 67.2% | 101 |
| Purchased DVD player in last 12 months | 208 | 9.5% | 98 |
| HH owns 1 TV | 355 | 16.2% | 83 |
| HH owns 2 TVs | 583 | 26.7% | 102 |
| HH owns 3 TVs | 525 | 24.0% | 107 |
| HH owns 4+ TVs | 493 | 22.6% | 107 |
| HH owns miniature screen TV (<13 in) | 213 | 9.8% | 123 |
| Most recent TV purchase: miniature screen (<13 in) | 72 | 3.3% | 119 |
| HH owns regular screen TV (13-26 in) | 1,031 | 47.2% | 109 |
| Most recent TV purchase: regular screen (13-26 in) | 518 | 23.7% | 102 |
| HH owns large screen TV (27-35 in) | 1,067 | 48.8% | 105 |
| Most recent TV purchase: large screen (27-35 in) | 729 | 33.3% | 106 |
| HH owns big screen TV (36-42 in) | 383 | 17.5% | 93 |
| Most recent TV purchase: big screen (36-42 in) | 299 | 13.7% | 97 |
| HH owns giant screen TV (over 42 in) | 283 | 12.9% | 91 |
| Most recent TV purchase: giant screen (over 42 in) | 220 | 10.1% | 90 |
| HH owns LCD TV | 365 | 16.7% | 87 |
| HH owns plasma TV | 154 | 7.0% | 85 |
| HH owns projection TV | 122 | 5.6% | 103 |
| HH owns video game system | 726 | 33.2% | 99 |
| Purchased video game system in last 12 months | 210 | 9.6% | 89 |
| HH owns video game system: handheld | 328 | 15.0% | 98 |
| HH owns video game system: attached to TV/computer | 644 | 29.5% | 100 |
| HH owns video game system: Game Boy | 162 | 7.4% | 108 |
| HH owns video game system: Game Boy Advance/SP | 150 | 6.9% | 104 |
| HH owns video game system: Nintendo DS | 162 | 7.4% | 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.

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March 27, 2012

Made with Esri Business Analyst



Electronics and Internet Market Potential

Williamsburg Township, OH
 Williamsburg township, OH (3902585302)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

| Product/Consumer Behavior | Expected | | MPI |
|---|----------------------|---------|-----|
| | Number of Adults/HHs | Percent | |
| HH owns video game system: Nintendo GameCube | 101 | 4.6% | 92 |
| HH owns video game system: Nintendo Wii | 125 | 5.7% | 85 |
| HH owns video game system: PlayStation 2 | 378 | 17.3% | 105 |
| HH owns video game system: PlayStation 3 | 73 | 3.4% | 92 |
| HH owns video game system: Sony PlayStation/PS One | 95 | 4.4% | 108 |
| HH owns video game system: Sony PSP | 42 | 1.9% | 66 |
| HH owns video game system: Xbox | 135 | 6.2% | 104 |
| HH owns video game system: Xbox 360 | 110 | 5.0% | 78 |
| HH purchased 5+ video games in last 12 months | 117 | 5.3% | 83 |
| HH spent \$101+ on video games in last 12 months | 145 | 6.6% | 82 |
| Owns MP3 player | 946 | 21.8% | 81 |
| Purchased MP3 player in last 12 months | 346 | 8.0% | 78 |
| Owns Apple iPod | 302 | 6.9% | 63 |
| Purchased Apple iPod in last 12 months | 85 | 1.9% | 58 |
| Have any access to the Internet | 3,628 | 83.5% | 99 |
| Have access to Internet: at home | 2,914 | 67.0% | 95 |
| Have access to Internet: at work | 1,436 | 33.0% | 88 |
| Have access to Internet: at school/library | 1,045 | 24.0% | 95 |
| Have access to Internet: not hm/work/school/library | 766 | 17.6% | 91 |
| Use Internet less than once a week | 253 | 5.8% | 146 |
| Use Internet 1-2 times per week | 302 | 6.9% | 126 |
| Use Internet 3-6 times per week | 389 | 8.9% | 111 |
| Use Internet once a day | 481 | 11.1% | 100 |
| Use Internet 2-4 times per day | 696 | 16.0% | 91 |
| Use Internet 5 or more times per day | 831 | 19.1% | 76 |
| Any Internet or online usage in last 30 days | 2,951 | 67.9% | 96 |
| Used Internet in last 30 days: at home | 2,492 | 57.3% | 92 |
| Used Internet in last 30 days: at work | 1,167 | 26.8% | 84 |
| Used Internet in last 30 days: at school/library | 258 | 5.9% | 77 |
| Used Internet/30 days: not home/work/school/library | 352 | 8.1% | 88 |
| Internet last 30 days: used email | 2,466 | 56.7% | 91 |
| Internet last 30 days: used Instant Messenger | 927 | 21.3% | 84 |
| Internet last 30 days: paid bills online | 1,184 | 27.2% | 83 |
| Internet last 30 days: visited online blog | 308 | 7.1% | 74 |
| Internet last 30 days: wrote online blog | 115 | 2.6% | 72 |
| Internet last 30 days: visited chat room | 172 | 4.0% | 85 |
| Internet last 30 days: looked for employment | 499 | 11.5% | 88 |
| Internet last 30 days: played games online | 923 | 21.2% | 101 |
| Internet last 30 days: traded/tracked investments | 332 | 7.6% | 68 |
| Internet last 30 days: downloaded music | 616 | 14.2% | 77 |
| Internet last 30 days: made phone call | 68 | 1.6% | 42 |
| Internet last 30 days: made personal purchase | 1,114 | 25.6% | 83 |
| Internet last 30 days: made business purchase | 319 | 7.3% | 77 |
| Internet last 30 days: made travel plans | 531 | 12.2% | 71 |
| Internet last 30 days: watched online video | 634 | 14.6% | 76 |
| Internet last 30 days: obtained new/used car info | 351 | 8.1% | 91 |
| Internet last 30 days: obtained financial info | 848 | 19.5% | 81 |
| Internet last 30 days: obtained medical info | 639 | 14.7% | 88 |
| Internet last 30 days: obtained latest news | 1,436 | 33.0% | 86 |
| Internet last 30 days: obtained real estate info | 370 | 8.5% | 79 |

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

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

March 27, 2012

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Electronics and Internet Market Potential

Williamsburg Township, OH
 Williamsburg township, OH (3902585302)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent | MPI |
|--|-------------------------------|---------|-----|
| Internet last 30 days: obtained sports news/info | 866 | 19.9% | 86 |
| Ordered anything on Internet in last 12 months | 1,446 | 33.2% | 96 |
| Ordered on Internet/12 mo: airline ticket | 453 | 10.4% | 62 |
| Ordered on Internet/12 mo: CD/tape | 145 | 3.3% | 76 |
| Ordered on Internet/12 mo: clothing | 568 | 13.1% | 90 |
| Ordered on Internet/12 mo: computer | 100 | 2.3% | 67 |
| Ordered on Internet/12 mo: computer peripheral | 140 | 3.2% | 74 |
| Ordered on Internet/12 mo: DVD | 242 | 5.6% | 85 |
| Ordered on Internet/12 mo: flowers | 110 | 2.5% | 55 |
| Ordered on Internet/12 mo: software | 201 | 4.6% | 81 |
| Ordered on Internet/12 mo: tickets (concerts etc.) | 298 | 6.9% | 71 |
| Ordered on Internet/12 mo: toy | 181 | 4.2% | 84 |
| Purchased item from amazon.com in last 12 months | 449 | 10.3% | 74 |
| Purchased item from barnes&noble.com in last 12 mo | 81 | 1.9% | 58 |
| Purchased item from bestbuy.com in last 12 months | 82 | 1.9% | 75 |
| Purchased item from ebay.com in last 12 months | 429 | 9.9% | 106 |
| Purchased item from walmart.com in last 12 months | 188 | 4.3% | 106 |
| Spent on Internet orders last 12 months: <\$100 | 313 | 7.2% | 132 |
| Spent on Internet orders last 12 months: \$100-199 | 236 | 5.4% | 100 |
| Spent on Internet orders last 12 months: \$200-499 | 384 | 8.8% | 105 |
| Spent on Internet orders last 12 months: \$500+ | 460 | 10.6% | 73 |
| Connection to Internet from home: dial-up modem | 640 | 14.7% | 177 |
| Connection to Internet from home: cable modem | 939 | 21.6% | 80 |
| Connection to Internet from home: DSL | 955 | 22.0% | 89 |
| Connection to Internet from home: wireless | 370 | 8.5% | 62 |
| Connection to Internet from home: any broadband | 2,128 | 48.9% | 83 |
| DVDs rented in last 30 days: 1 | 87 | 2.0% | 76 |
| DVDs rented in last 30 days: 2 | 210 | 4.8% | 104 |
| DVDs rented in last 30 days: 3 | 111 | 2.6% | 80 |
| DVDs rented in last 30 days: 4 | 145 | 3.3% | 86 |
| DVDs rented in last 30 days: 5+ | 566 | 13.0% | 99 |
| Rented video tape/DVD last month: action/adventure | 870 | 20.0% | 99 |
| Rented video tape/DVD last month: classic | 197 | 4.5% | 87 |
| Rented video tape/DVD last month: comedy | 896 | 20.6% | 100 |
| Rented video tape/DVD last month: drama | 515 | 11.8% | 87 |
| Rented video tape/DVD last month: family/children | 432 | 9.9% | 112 |
| Rented video tape/DVD last month: foreign | 55 | 1.3% | 64 |
| Rented video tape/DVD last month: horror | 352 | 8.1% | 109 |
| Rented video tape/DVD last month: romance | 330 | 7.6% | 101 |
| Rented video tape/DVD last month: science fiction | 225 | 5.2% | 97 |
| Rented video tape/DVD last mo at Blockbuster Video | 400 | 9.2% | 76 |
| Rented video tape/DVD last mo at Hollywood Video | 114 | 2.6% | 63 |
| Bought video tape/DVD last month: action/adventure | 344 | 7.9% | 94 |
| Bought video tape/DVD last month: classic | 141 | 3.3% | 119 |
| Bought video tape/DVD last month: comedy | 380 | 8.7% | 109 |
| Bought video tape/DVD last month: drama | 167 | 3.8% | 89 |
| Bought video tape/DVD last month: family/children | 279 | 6.4% | 109 |
| Bought video tape/DVD last month: horror | 150 | 3.4% | 110 |
| Bought video tape/DVD last month: romance | 138 | 3.2% | 125 |

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

March 27, 2012

Made with Esri Business Analyst



Electronics and Internet Market Potential

Williamsburg Township, OH
Williamsburg township, OH (3902585302)
Geography: County Subdivision

www.ClermontCountyOhio.biz

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent | MPI |
|--|-------------------------------|---------|-----|
| Bought video tape/DVD last mo at Blockbuster Video | 81 | 1.9% | 75 |
| Bought blank video tape in last 6 months | 497 | 11.4% | 101 |
| Bought 7+ blank video tapes in last 6 months | 125 | 2.9% | 110 |
| DVDs purchased in last 30 days: 1 | 207 | 4.8% | 96 |
| DVDs purchased in last 30 days: 2 | 198 | 4.6% | 96 |
| DVDs purchased in last 30 days: 3-4 | 177 | 4.1% | 88 |
| DVDs purchased in last 30 days: 5+ | 256 | 5.9% | 113 |
| Bought any camera in last 12 months | 586 | 13.5% | 105 |
| Spent on cameras in last 12 months: <\$100 | 236 | 5.4% | 123 |
| Spent on cameras in last 12 months: \$100-199 | 131 | 3.0% | 100 |
| Spent on cameras in last 12 months: \$200+ | 146 | 3.4% | 84 |
| Own APS (point & shoot or SLR) camera | 94 | 2.2% | 79 |
| Own digital camera | 1,477 | 34.0% | 103 |
| Bought digital camera in last 12 months | 274 | 6.3% | 92 |
| Own digital point & shoot camera | 1,130 | 26.0% | 105 |
| Bought digital point & shoot camera in last 12 mo | 192 | 4.4% | 89 |
| Own digital SLR camera | 381 | 8.8% | 95 |
| Bought digital SLR camera in last 12 months | 84 | 1.9% | 86 |
| Own 35mm auto focus point & shoot camera | 279 | 6.4% | 137 |
| Own 35mm auto focus single lens reflex camera | 92 | 2.1% | 89 |
| Own 35mm auto focus zoom camera | 325 | 7.5% | 133 |
| Own 35mm single lens reflex camera | 123 | 2.8% | 94 |
| Own Canon camera | 641 | 14.7% | 94 |
| Bought Canon camera in last 12 months | 92 | 2.1% | 99 |
| Own Fuji camera | 166 | 3.8% | 94 |
| Own Kodak camera | 670 | 15.4% | 130 |
| Bought Kodak camera in last 12 months | 129 | 3.0% | 100 |
| Own Nikon camera | 208 | 4.8% | 88 |
| Own Olympus camera | 168 | 3.9% | 85 |
| Own Polaroid camera | 131 | 3.0% | 122 |
| Bought any camera accessory in last 12 months | 2,027 | 46.6% | 109 |
| Bought film in last 12 months | 974 | 22.4% | 117 |
| Bought film in last 12 months: <3 rolls | 432 | 9.9% | 112 |
| Bought film in last 12 months: 3-6 rolls | 337 | 7.8% | 124 |
| Bought film in last 12 months: 7+ rolls | 204 | 4.7% | 111 |
| Bought film in last 12 mo: APS (color prints) | 111 | 2.6% | 96 |
| Bought film in last 12 mo: instant developing | 104 | 2.4% | 120 |
| Bought film in last 12 mo: 35mm (black & white) | 30 | 0.7% | 72 |
| Bought film in last 12 mo: 35mm (color prints) | 623 | 14.3% | 126 |
| Bought Fuji film in last 12 months | 254 | 5.8% | 116 |
| Bought Kodak film in last 12 months | 630 | 14.5% | 122 |
| Bought store-brand film in last 12 months | 89 | 2.1% | 96 |
| Purchased film in last 12 mo: department store | 241 | 5.6% | 149 |
| Purchased film in last 12 mo: discount store | 282 | 6.5% | 136 |

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

Williamsburg Township, OH
Williamsburg township, OH (3902585302)
Geography: County Subdivision

www.ClermontCountyOhio.biz

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent | MPI |
|--|----------------------------------|---------|-----|
| Purchased film in last 12 mo: drug store | 182 | 4.2% | 89 |
| Purchased film in last 12 mo: grocery store | 120 | 2.8% | 129 |
| Purchased film in last 12 mo: 1 hour service store | 113 | 2.6% | 102 |
| Had film processed at discount store | 192 | 4.4% | 133 |
| Had film processed at drug store | 185 | 4.3% | 100 |
| Had film processed at 1 hour service store | 141 | 3.2% | 112 |
| Bought memory card for camera in last 12 months | 298 | 6.9% | 90 |
| Own memory card for camera | 1,169 | 26.9% | 109 |

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

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March 27, 2012



Financial Investments Market Potential

Williamsburg Township, OH
 Williamsburg township, OH (3902585302)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

| Demographic Summary | | 2010 | 2015 | |
|--|--|---------------------------|----------|-----|
| Population | | 5,754 | 6,074 | |
| Population 18+ | | 4,348 | 4,617 | |
| Households | | 2,185 | 2,320 | |
| Median Household Income | | \$52,454 | \$58,206 | |
| Product/Consumer Behavior | | Expected Number of Adults | Percent | MPI |
| Bank/financial institution: use full service bank | | 2,404 | 55.3% | 112 |
| Bank/financial institution: use savings & loan | | 484 | 11.1% | 106 |
| Bank/financial institution: use credit union | | 1,085 | 25.0% | 110 |
| Bank/financial institution: use fed savings bank | | 94 | 2.2% | 94 |
| Bank/financial institution: use mutual funds co | | 121 | 2.8% | 85 |
| Bank/financial institution: use Internet Bank | | 127 | 2.9% | 68 |
| Used ATM/cash machine in last 12 months | | 2,082 | 47.9% | 94 |
| Banked in person in last 12 months | | 2,463 | 56.6% | 109 |
| Banked by mail in last 12 months | | 236 | 5.4% | 101 |
| Banked by phone in last 12 months | | 722 | 16.6% | 111 |
| Did banking over the Internet in last 12 months | | 1,067 | 24.5% | 90 |
| Used direct deposit of paycheck in last 12 months | | 1,804 | 41.5% | 108 |
| Have interest checking account | | 1,506 | 34.6% | 107 |
| Have non-interest checking account | | 1,308 | 30.1% | 113 |
| Have money market account | | 441 | 10.1% | 82 |
| Have savings account | | 1,720 | 39.6% | 109 |
| Have 401K retirement savings | | 815 | 18.7% | 106 |
| Have IRA retirement savings | | 637 | 14.7% | 97 |
| Have auto loan for new car | | 564 | 13.0% | 112 |
| Have personal loan for education only | | 195 | 4.5% | 111 |
| Have personal loan-not for education | | 173 | 4.0% | 158 |
| Have home mortgage (1st) | | 924 | 21.3% | 111 |
| Have 2nd mortgage (equity loan) | | 280 | 6.4% | 102 |
| Have home equity line of credit | | 263 | 6.0% | 101 |
| Have personal line of credit | | 219 | 5.0% | 111 |
| Have overdraft protection | | 557 | 12.8% | 96 |
| Own any securities investment | | 1,145 | 26.3% | 105 |
| Own annuities | | 124 | 2.9% | 94 |
| Own certificate of deposit (6 months or less) | | 136 | 3.1% | 89 |
| Own certificate of deposit (more than 6 months) | | 261 | 6.0% | 108 |
| Own common/preferred stock in company you work for | | 106 | 2.4% | 81 |
| Own common stock in company you don't work for | | 238 | 5.5% | 87 |
| Own insured money market account (bank) | | 72 | 1.7% | 80 |
| Own shares in money market fund | | 296 | 6.8% | 103 |
| Own shares in mutual fund (bonds) | | 211 | 4.9% | 82 |
| Own shares in mutual fund (stock) | | 384 | 8.8% | 94 |
| Own any stock | | 349 | 8.0% | 87 |
| Own stock with market value <\$10000 | | 122 | 2.8% | 90 |
| Own stock with market value \$10000-49999 | | 101 | 2.3% | 93 |
| Own stock with market value \$50000+ | | 77 | 1.8% | 71 |

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

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March 27, 2012

Made with Esri Business Analyst



Financial Investments Market Potential

Williamsburg Township, OH
Williamsburg township, OH (3902585302)
Geography: County Subdivision

www.ClermontCountyOhio.biz

| Product/Consumer Behavior | Expected Number of | | MPI |
|--|--------------------|---------|-----|
| | Adults | Percent | |
| Own U.S. savings bond | 355 | 8.2% | 119 |
| Used financial planning counsel in last 12 months | 325 | 7.5% | 95 |
| Used full service brokerage firm in last 12 months | 226 | 5.2% | 84 |
| Own any credit/debit card (in own name) | 3,235 | 74.4% | 101 |
| Own American Express card (in own name) | 281 | 6.5% | 52 |
| Own Discover card (in own name) | 519 | 11.9% | 107 |
| Own MasterCard (in own name) | 1,434 | 33.0% | 96 |
| Own Visa (in own name) | 2,133 | 49.1% | 100 |
| Own any department store credit card (in own name) | 1,370 | 31.5% | 102 |
| Avg monthly credit card expenditures: <\$111 | 760 | 17.5% | 126 |
| Avg monthly credit card expenditures: \$111-225 | 353 | 8.1% | 104 |
| Avg monthly credit card expenditures: \$226-450 | 327 | 7.5% | 101 |
| Avg monthly credit card expenditures: \$451-700 | 247 | 5.7% | 89 |
| Avg monthly credit card expenditures: \$701+ | 379 | 8.7% | 65 |

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

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

March 27, 2012

Made with Esri Business Analyst



Pets and Products Market Potential

Williamsburg Township, OH
 Williamsburg township, OH (3902585302)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

| Demographic Summary | | 2010 | 2015 | |
|---|--|-------------------------------|----------|-----|
| Population | | 5,754 | 6,074 | |
| Population 18+ | | 4,348 | 4,617 | |
| Households | | 2,185 | 2,320 | |
| Median Household Income | | \$52,454 | \$58,206 | |
| Product/Consumer Behavior | | Expected Number of Households | Percent | MPI |
| HH owns any pet | | 1,413 | 64.7% | 125 |
| HH owns any bird | | 90 | 4.1% | 142 |
| HH owns any cat | | 729 | 33.4% | 138 |
| HH owns any dog | | 1,104 | 50.5% | 133 |
| HH owns 1 cat | | 340 | 15.6% | 122 |
| HH owns 2+ cats | | 389 | 17.8% | 154 |
| HH owns 1 dog | | 613 | 28.1% | 120 |
| HH owns 2+ dogs | | 491 | 22.5% | 153 |
| HH used canned cat food in last 6 months | | 306 | 14.0% | 120 |
| HH used <4 cans of cat food in last 7 days | | 106 | 4.9% | 111 |
| HH used 8+ cans of cat food in last 7 days | | 81 | 3.7% | 103 |
| HH used packaged dry cat food in last 6 months | | 704 | 32.2% | 139 |
| HH used <5 pounds of packaged dry cat food last mo | | 202 | 9.2% | 113 |
| HH used 11+ pounds of packaged dry cat food last mo | | 266 | 12.2% | 169 |
| HH used cat treats in last 6 months | | 289 | 13.2% | 129 |
| HH used cat litter in last 6 months | | 612 | 28.0% | 137 |
| HH used canned dog food in last 6 months | | 344 | 15.7% | 119 |
| HH used packaged dry dog food in last 6 months | | 1,073 | 49.1% | 135 |
| HH used <10 pounds of pkgd dry dog food last month | | 437 | 20.0% | 120 |
| HH used 25+ pounds of pkgd dry dog food last month | | 366 | 16.8% | 152 |
| HH used dog biscuits/treats in last 6 months | | 882 | 40.4% | 136 |
| HH used <2 packages of dog biscuits/treats last mo | | 422 | 19.3% | 130 |
| HH used 4+ packages of dog biscuits/treats last mo | | 193 | 8.8% | 159 |
| HH used flea/tick care prod for cat/dog last 12 mo | | 1,012 | 46.3% | 136 |
| HH member took pet to vet in last 12 mo: 1 time | | 374 | 17.1% | 135 |
| HH member took pet to vet in last 12 mo: 2 times | | 294 | 13.5% | 122 |
| HH member took pet to vet in last 12 mo: 3 times | | 175 | 8.0% | 142 |
| HH member took pet to vet in last 12 mo: 4 times | | 119 | 5.4% | 131 |
| HH member took pet to vet in last 12 mo: 5+ times | | 142 | 6.5% | 116 |
| Bought pet food from vet in last 12 months | | 134 | 6.1% | 120 |
| Bought flea control product from vet in last 12 mo | | 426 | 19.5% | 146 |

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

March 27, 2012

Made with Esri Business Analyst



Health and Beauty Market Potential

Williamsburg Township, OH
 Williamsburg township, OH (3902585302)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

| Demographic Summary | | 2010 | 2015 | |
|---|--|----------------------------------|----------------|------------|
| Population | | 5,754 | 6,074 | |
| Population 18+ | | 4,348 | 4,617 | |
| Households | | 2,185 | 2,320 | |
| Median Household Income | | \$52,454 | \$58,206 | |
| Product/Consumer Behavior | | Expected Number of Adults | Percent | MPI |
| Exercise at home 2+ times per week | | 1,256 | 28.9% | 96 |
| Exercise at club 2+ times per week | | 313 | 7.2% | 59 |
| Exercise at other facility (not club) 2+ times/wk | | 284 | 6.5% | 81 |
| Own stationary bicycle | | 329 | 7.6% | 134 |
| Own treadmill | | 546 | 12.6% | 128 |
| Own weight lifting equipment | | 631 | 14.5% | 112 |
| Presently controlling diet | | 1,691 | 38.9% | 94 |
| Diet control for blood sugar level | | 340 | 7.8% | 107 |
| Diet control for cholesterol level | | 440 | 10.1% | 100 |
| Diet control to maintain weight | | 457 | 10.5% | 94 |
| Diet control for physical fitness | | 365 | 8.4% | 84 |
| Diet control for salt restriction | | 147 | 3.4% | 101 |
| Diet control for weight loss | | 561 | 12.9% | 91 |
| Used doctor's care/diet for diet method | | 142 | 3.3% | 108 |
| Used exercise program for diet method | | 287 | 6.6% | 78 |
| Used Weight Watchers as diet method | | 97 | 2.2% | 73 |
| Buy foods specifically labeled as fat-free | | 725 | 16.7% | 95 |
| Buy foods specifically labeled as high fiber | | 423 | 9.7% | 85 |
| Buy foods specifically labeled as high protein | | 159 | 3.7% | 67 |
| Buy foods specifically labeled as lactose-free | | 47 | 1.1% | 59 |
| Buy foods specifically labeled as low-calorie | | 424 | 9.8% | 90 |
| Buy foods specifically labeled as low-carb | | 300 | 6.9% | 90 |
| Buy foods specifically labeled as low-cholesterol | | 339 | 7.8% | 94 |
| Buy foods specifically labeled as low-fat | | 528 | 12.1% | 91 |
| Buy foods specifically labeled as low-sodium | | 354 | 8.1% | 90 |
| Buy foods specifically labeled as natural/organic | | 259 | 6.0% | 71 |
| Buy foods specifically labeled as sugar-free | | 571 | 13.1% | 99 |
| Used butter alternatives in last 6 months | | 167 | 3.8% | 92 |
| Used egg alternatives in last 6 months | | 497 | 11.4% | 80 |
| Used salt alternatives in last 6 months | | 1,221 | 28.1% | 101 |
| Drank meal/dietary supplement in last 6 months | | 233 | 5.4% | 73 |
| Used nutrition/energy bar in last 6 months | | 438 | 10.1% | 71 |
| Drank sports drink/thirst quencher in last 6 mo | | 1,240 | 28.5% | 89 |
| Used vitamin/dietary supplement in last 6 months | | 2,003 | 46.1% | 95 |
| Vitamin/dietary suppl used/6 mo: antioxidant | | 101 | 2.3% | 80 |
| Vitamin/dietary suppl used/6 mo: B complex | | 188 | 4.3% | 89 |
| Vitamin/dietary suppl used/6 mo: B complex+C | | 37 | 0.9% | 44 |
| Vitamin/dietary suppl used/6 mo: B-6 | | 62 | 1.4% | 70 |
| Vitamin/dietary suppl used/6 mo: B-12 | | 193 | 4.4% | 79 |
| Vitamin/dietary suppl used/6 mo: C | | 343 | 7.9% | 94 |
| Vitamin/dietary suppl used/6 mo: calcium | | 450 | 10.4% | 96 |

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| Product/Consumer Behavior | Expected Number of | | MPI |
|---|--------------------|---------|-----|
| | Adults | Percent | |
| Vitamin/dietary suppl used/6 mo: D | 196 | 4.5% | 91 |
| Vitamin/dietary suppl used/6 mo: E | 211 | 4.9% | 98 |
| Vitamin/dietary suppl used/6 mo: garlic | 47 | 1.1% | 63 |
| Vitamin/dietary suppl used/6 mo: glucosamine | 176 | 4.0% | 88 |
| Vitamin/dietary suppl used/6 mo: multiple formula | 495 | 11.4% | 97 |
| Vitamin/dietary suppl used/6 mo: multiple w/iron | 195 | 4.5% | 104 |
| Vitamin/dietary suppl used/6 mo: mult w/minerals | 238 | 5.5% | 92 |
| Vitamin/dietary suppl used/6 mo: zinc | 92 | 2.1% | 92 |
| Vitamin/dietary suppl/6 mo: Caltrate 600 | 102 | 2.3% | 88 |
| Vitamin/dietary suppl/6 mo: Centrum | 211 | 4.9% | 83 |
| Vitamin/dietary suppl/6 mo: Nature Made | 200 | 4.6% | 78 |
| Visited doctor in last 12 months | 3,441 | 79.1% | 102 |
| Visited doctor in last 12 months: 1-3 times | 1,522 | 35.0% | 103 |
| Visited doctor in last 12 months: 4-7 times | 931 | 21.4% | 96 |
| Visited doctor in last 12 months: 8+ times | 987 | 22.7% | 105 |
| Visited doctor in last 12 mo: allergist | 81 | 1.9% | 78 |
| Visited doctor in last 12 mo: cardiologist | 297 | 6.8% | 97 |
| Visited doctor in last 12 mo: chiropractor | 420 | 9.7% | 130 |
| Visited doctor in last 12 mo: dentist | 1,628 | 37.4% | 99 |
| Visited doctor in last 12 mo: dermatologist | 225 | 5.2% | 73 |
| Visited doctor in last 12 mo: ear/nose/throat | 189 | 4.3% | 94 |
| Visited doctor in last 12 mo: eye | 894 | 20.6% | 99 |
| Visited doctor in last 12 mo: general/family | 2,086 | 48.0% | 113 |
| Visited doctor in last 12 mo: internist | 247 | 5.7% | 78 |
| Visited doctor in last 12 mo: physical therapist | 178 | 4.1% | 90 |
| Visited doctor in last 12 mo: podiatrist | 105 | 2.4% | 71 |
| Visited doctor in last 12 mo: urologist | 149 | 3.4% | 89 |
| Visited nurse practitioner in last 12 months | 235 | 5.4% | 129 |
| Wear regular/sun/tinted prescription eyeglasses | 1,628 | 37.4% | 109 |
| Wear bi-focals | 887 | 20.4% | 129 |
| Wear disposable contact lenses | 294 | 6.8% | 104 |
| Wear soft contact lenses | 382 | 8.8% | 100 |
| Spent on contact lenses in last 12 mo: <\$100 | 110 | 2.5% | 91 |
| Spent on contact lenses in last 12 mo: \$100-199 | 152 | 3.5% | 94 |
| Spent on contact lenses in last 12 mo: \$200+ | 122 | 2.8% | 93 |
| Bought prescription eyewear: discount optical ctr | 362 | 8.3% | 104 |
| Bought prescription eyewear: from eye doctor | 1,331 | 30.6% | 119 |
| Bought prescription eyewear: retail optical chain | 490 | 11.3% | 102 |
| Used prescription drug for allergy/hay fever | 282 | 6.5% | 92 |
| Used prescription drug for anxiety/panic | 203 | 4.7% | 114 |
| Used prescription drug for arthritis/rheumatism | 123 | 2.8% | 108 |
| Used prescription drug for asthma | 181 | 4.2% | 102 |
| Used prescription drug for backache/back pain | 326 | 7.5% | 102 |
| Used prescription drug for depression | 349 | 8.0% | 136 |
| Used prescr drug for diabetes (insulin dependent) | 78 | 1.8% | 91 |
| Used prescr drug for diabetes (non-insulin) | 203 | 4.7% | 125 |
| Used prescription drug for eczema/skin itch/rash | 63 | 1.4% | 70 |

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Health and Beauty Market Potential

Williamsburg Township, OH
 Williamsburg township, OH (3902585302)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

| Product/Consumer Behavior | Expected Number of | | MPI |
|---|--------------------|---------|-----|
| | Adults | Percent | |
| Used prescription drug for heartburn/acid reflux | 363 | 8.3% | 126 |
| Used prescription drug for high blood pressure | 691 | 15.9% | 128 |
| Used prescription drug for high cholesterol | 441 | 10.1% | 117 |
| Used prescription drug for migraine headache | 176 | 4.0% | 109 |
| Used prescription drug for sinus congest./headache | 229 | 5.3% | 108 |
| Used prescription drug for urinary tract infection | 111 | 2.6% | 82 |
| Used last 6 mo: adhesive bandages | 2,610 | 60.0% | 108 |
| Used last 6 mo: athlete's foot/foot care product | 567 | 13.0% | 93 |
| Used last 6 mo: cold/sinus/allergy med (nonprescr) | 2,010 | 46.2% | 97 |
| Used last 6 mo: children's cold tablets/liquids | 624 | 14.4% | 95 |
| Used last 6 mo: contact lens cleaning solution | 531 | 12.2% | 100 |
| Used last 6 mo: cotton swabs | 2,119 | 48.7% | 102 |
| Used last 6 mo: cough/sore throat drops (nonprescr) | 2,044 | 47.0% | 99 |
| Used last 6 mo: cough syrup/suppressant (nonprescr) | 1,425 | 32.8% | 96 |
| Used last 6 mo: children's cough syrup | 536 | 12.3% | 86 |
| Used last 6 mo: diarrhea remedy | 666 | 15.3% | 93 |
| Used last 6 mo: eye wash and drops | 1,242 | 28.6% | 94 |
| Used last 6 mo: headache/pain reliever (nonprescr) | 3,670 | 84.4% | 101 |
| Used last 6 mo: hemorrhoid remedy | 410 | 9.4% | 106 |
| Used last 6 mo: indigestion/upset stomach remedy | 1,950 | 44.8% | 100 |
| Used last 6 mo: lactose intolerance product | 77 | 1.8% | 50 |
| Used last 6 mo: laxative/fiber supplement | 545 | 12.5% | 90 |
| Used last 6 mo: medicated skin ointment | 1,401 | 32.2% | 102 |
| Used last 6 mo: medicated throat remedy | 449 | 10.3% | 90 |
| Used last 6 mo: nasal spray | 625 | 14.4% | 90 |
| Used last 6 mo: pain reliever/fever reducer (kids) | 889 | 20.4% | 92 |
| Used last 6 mo: pain relieving rub/liquid/patch | 1,145 | 26.3% | 105 |
| Used last 6 mo: sleeping tablets (nonprescription) | 213 | 4.9% | 91 |
| Used last 12 mo: sunburn remedy | 756 | 17.4% | 113 |
| Used last 12 mo: suntan/sunscreen product | 1,548 | 35.6% | 93 |
| Used last 12 mo: SPF 15+ suntan/sunscreen product | 1,232 | 28.3% | 94 |
| Used last 6 mo: toothache/gum/canker sore remedy | 725 | 16.7% | 99 |
| Used last 6 mo: vitamins for children | 577 | 13.3% | 90 |
| Used body powder in last 6 months | 1,171 | 26.9% | 97 |
| Used body powder <3 times in last 7 days | 460 | 10.6% | 90 |
| Used body powder 8+ times in last 7 days | 94 | 2.2% | 99 |
| Used body wash/shower gel in last 6 months | 2,213 | 50.9% | 98 |
| Used breath freshener in last 6 months | 1,906 | 43.8% | 94 |
| Used complexion care product in last 6 months | 1,846 | 42.5% | 90 |
| Used complexion care product <7 times last week | 472 | 10.9% | 79 |
| Used complexion care product 11+ times last week | 660 | 15.2% | 91 |
| Used complexion care prod: dry facial skin type | 253 | 5.8% | 80 |
| Used complexion care prod: normal facial skin type | 623 | 14.3% | 94 |
| Used complexion care prod: oily facial skin type | 195 | 4.5% | 74 |
| Used dental floss in last 6 months | 2,651 | 61.0% | 98 |

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March 27, 2012

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Health and Beauty Market Potential

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 Williamsburg township, OH (3902585302)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

| Product/Consumer Behavior | Expected Number of | | MPI |
|--|--------------------|---------|-----|
| | Adults | Percent | |
| Used dental rinse in last 6 months | 798 | 18.4% | 91 |
| Used denture adhesive/fixative in last 6 months | 326 | 7.5% | 120 |
| Used denture cleaner in last 6 months | 566 | 13.0% | 118 |
| Used deodorant/antiperspirant in last 6 months | 4,093 | 94.1% | 101 |
| Used deodorant/antiperspirant <8 times last week | 3,048 | 70.1% | 102 |
| Used deodorant/antiperspirant 15+ times last week | 234 | 5.4% | 89 |
| Used disposable razor in last 6 months | 2,347 | 54.0% | 103 |
| Used electric shaver in last 6 months | 845 | 19.4% | 103 |
| Used hair coloring product (at home) last 6 months | 819 | 18.8% | 94 |
| Used hair conditioner (at home) in last 6 months | 2,627 | 60.4% | 97 |
| Used hair conditioning treatment (at home)/6 mo | 823 | 18.9% | 80 |
| Used hair growth product in last 6 months | 73 | 1.7% | 73 |
| Used hair mousse in last 6 months | 767 | 17.6% | 102 |
| Used hair spray (at home) in last 6 months | 1,723 | 39.6% | 110 |
| Used hair styling gel/lotion in last 6 months | 1,078 | 24.8% | 92 |
| Used hand & body cream/lotion/oil in last 6 months | 3,025 | 69.6% | 96 |
| Used hand & body cream/lotion/oil <5 times last wk | 926 | 21.3% | 99 |
| Used hand & body cream/lotion/oil 9+ times last wk | 983 | 22.6% | 91 |
| Used hand & body cream in last 6 months | 649 | 14.9% | 85 |
| Used hand & body lotion in last 6 months | 2,071 | 47.6% | 97 |
| Used hand & body oil in last 6 months | 186 | 4.3% | 82 |
| Used lip care in last 6 months | 2,572 | 59.2% | 99 |
| Used liquid soap/hand sanitizer in last 6 months | 3,393 | 78.0% | 102 |
| Used mouthwash in last 6 months | 2,774 | 63.8% | 97 |
| Used mouthwash <4 times in last 7 days | 850 | 19.5% | 91 |
| Used mouthwash 8+ times in last 7 days | 615 | 14.1% | 89 |
| Used shampoo (at home) in last 6 months | 4,027 | 92.6% | 100 |
| Used shampoo plus conditioner prod (at home)/6 mo | 696 | 16.0% | 83 |
| Used shaving cream/gel in last 6 months | 2,448 | 56.3% | 108 |
| Used personal care soap (bar) in last 6 months | 3,622 | 83.3% | 99 |
| Used personal care soap for antibacterial purpose | 787 | 18.1% | 94 |
| Used personal care soap for complexion | 234 | 5.4% | 78 |
| Used personal care soap for deodorant | 724 | 16.7% | 103 |
| Use personal care soap for moisturizing | 844 | 19.4% | 90 |
| Bought toothbrush in last 6 months | 3,678 | 84.6% | 99 |
| Bought electric toothbrush in last 6 months | 195 | 4.5% | 67 |
| Used toothpaste in last 6 months | 4,131 | 95.0% | 99 |
| Used toothpaste <8 times in last 7 days | 1,526 | 35.1% | 109 |
| Used toothpaste 15+ times in last 7 days | 540 | 12.4% | 76 |
| Used toothpaste with baking soda in last 6 months | 382 | 8.8% | 77 |
| Used toothpaste (gel) in last 6 months | 1,267 | 29.1% | 105 |
| Used toothpaste (paste) in last 6 months | 1,979 | 45.5% | 94 |
| Used whitening toothpaste in last 6 months | 1,623 | 37.3% | 107 |
| Used tooth whitener (not toothpaste) last 6 months | 351 | 8.1% | 76 |
| Had professional manicure/pedicure last 6 months | 432 | 9.9% | 58 |
| Had professional facial/massage last 6 months | 282 | 6.5% | 69 |
| Spent \$100+ at barber shops in last 6 months | 130 | 3.0% | 56 |
| Spent \$100+ at beauty parlors in last 6 months | 604 | 13.9% | 87 |

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March 27, 2012

Made with Esri Business Analyst



Restaurant Market Potential

Williamsburg Township, OH
 Williamsburg township, OH (3902585302)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

| Demographic Summary | 2010 | 2015 |
|-------------------------|----------|----------|
| Population | 5,754 | 6,074 |
| Population 18+ | 4,348 | 4,617 |
| Households | 2,185 | 2,320 |
| Median Household Income | \$52,454 | \$58,206 |

| Product/Consumer Behavior | Expected Number of | | |
|---|--------------------|---------|-----|
| | Adults | Percent | MPI |
| Went to family restaurant/steak house in last 6 months | 3,124 | 71.8% | 100 |
| Family restaurant/steak house last month: <2 times | 1,134 | 26.1% | 102 |
| Family restaurant/steak house last month: 2-4 times | 1,142 | 26.3% | 97 |
| Family restaurant/steak house last month: 5+ times | 847 | 19.5% | 100 |
| Family restaurant/steak house last 6 months: breakfast | 547 | 12.6% | 96 |
| Family restaurant/steak house last 6 months: lunch | 1,065 | 24.5% | 99 |
| Family restaurant/steak house last 6 months: snack | 51 | 1.2% | 42 |
| Family restaurant/steak house last 6 months: dinner | 2,391 | 55.0% | 104 |
| Family restaurant/steak house last 6 months: weekday | 1,646 | 37.9% | 98 |
| Family restaurant/steak house last 6 months: weekend | 2,077 | 47.8% | 107 |
| Family restaurant/steak house last 6 months: Applebee's | 1,218 | 28.0% | 111 |
| Family restaurant/steak house last 6 months: Bennigan's | 60 | 1.4% | 63 |
| Family restaurant/steak house last 6 months: Bob Evans Farm | 380 | 8.7% | 190 |
| Family restaurant/steak house last 6 months: Cheesecake Factory | 133 | 3.1% | 46 |
| Family restaurant/steak house last 6 months: Chili's Grill & Bar | 383 | 8.8% | 76 |
| Family restaurant/steak house last 6 months: Cracker Barrel | 680 | 15.6% | 141 |
| Family restaurant/steak house last 6 months: Denny's | 279 | 6.4% | 71 |
| Family restaurant/steak house last 6 months: Friendly's | 176 | 4.0% | 102 |
| Family restaurant/steak house last 6 months: Golden Corral | 384 | 8.8% | 122 |
| Family restaurant/steak house last 6 months: Intl Hse of Pancakes | 373 | 8.6% | 74 |
| Family restaurant/steak house last 6 months: Lone Star Steakhouse | 147 | 3.4% | 124 |
| Family restaurant/steak house last 6 months: Old Country Buffet | 145 | 3.3% | 117 |
| Family restaurant/steak house last 6 months: Olive Garden | 758 | 17.4% | 98 |
| Family restaurant/steak house last 6 months: Outback Steakhouse | 415 | 9.5% | 83 |
| Family restaurant/steak house last 6 months: Perkins | 242 | 5.6% | 153 |
| Family restaurant/steak house last 6 months: Red Lobster | 599 | 13.8% | 102 |
| Family restaurant/steak house last 6 months: Red Robin | 181 | 4.2% | 74 |
| Family restaurant/steak house last 6 months: Ruby Tuesday | 378 | 8.7% | 104 |
| Family restaurant/steak house last 6 months: Ryan's | 160 | 3.7% | 98 |
| Family restaurant/steak house last 6 months: Sizzler | 60 | 1.4% | 46 |
| Family restaurant/steak house last 6 months: T.G.I. Friday's | 358 | 8.2% | 80 |
| Went to fast food/drive-in restaurant in last 6 months | 3,941 | 90.6% | 102 |
| Went to fast food/drive-in restaurant <6 times/month | 1,527 | 35.1% | 100 |
| Went to fast food/drive-in restaurant 6-13 times/month | 1,364 | 31.4% | 108 |
| Went to fast food/drive-in restaurant 14+ times/month | 1,051 | 24.2% | 97 |
| Fast food/drive-in last 6 months: breakfast | 1,247 | 28.7% | 104 |
| Fast food/drive-in last 6 months: lunch | 2,743 | 63.1% | 107 |
| Fast food/drive-in last 6 months: snack | 635 | 14.6% | 84 |
| Fast food/drive-in last 6 months: dinner | 2,334 | 53.7% | 111 |

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Restaurant Market Potential

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| Product/Consumer Behavior | Expected Number of | | |
|--|--------------------|---------|-----|
| | Adults | Percent | MPI |
| Fast food/drive-in last 6 months: weekday | 3,099 | 71.3% | 107 |
| Fast food/drive-in last 6 months: weekend | 2,148 | 49.4% | 102 |
| Fast food/drive-in last 6 months: A & W | 253 | 5.8% | 128 |
| Fast food/drive-in last 6 months: Arby's | 1,337 | 30.8% | 149 |
| Fast food/drive-in last 6 months: Boston Market | 81 | 1.9% | 39 |
| Fast food/drive-in last 6 months: Burger King | 1,753 | 40.3% | 111 |
| Fast food/drive-in last 6 months: Captain D's | 208 | 4.8% | 93 |
| Fast food/drive-in last 6 months: Carl's Jr. | 81 | 1.9% | 30 |
| Fast food/drive-in last 6 months: Checkers | 103 | 2.4% | 74 |
| Fast food/drive-in last 6 months: Chick-fil-A | 538 | 12.4% | 96 |
| Fast food/drive-in last 6 months: Chipotle Mex. Grill | 153 | 3.5% | 58 |
| Fast food/drive-in last 6 months: Chuck E. Cheese | 155 | 3.6% | 80 |
| Fast food/drive-in last 6 months: Church's Fr. Chicken | 94 | 2.2% | 50 |
| Fast food/drive-in last 6 months: Dairy Queen | 985 | 22.7% | 142 |
| Fast food/drive-in last 6 months: Del Taco | 29 | 0.7% | 20 |
| Fast food/drive-in last 6 months: Domino's Pizza | 468 | 10.8% | 80 |
| Fast food/drive-in last 6 months: Dunkin' Donuts | 353 | 8.1% | 70 |
| Fast food/drive-in last 6 months: Fuddruckers | 91 | 2.1% | 75 |
| Fast food/drive-in last 6 months: Hardee's | 403 | 9.3% | 136 |
| Fast food/drive-in last 6 months: Jack in the Box | 191 | 4.4% | 42 |
| Fast food/drive-in last 6 months: KFC | 1,374 | 31.6% | 115 |
| Fast food/drive-in last 6 months: Little Caesars | 324 | 7.5% | 102 |
| Fast food/drive-in last 6 months: Long John Silver's | 380 | 8.7% | 138 |
| Fast food/drive-in last 6 months: McDonald's | 2,630 | 60.5% | 108 |
| Fast food/drive-in last 6 months: Panera Bread | 391 | 9.0% | 92 |
| Fast food/drive-in last 6 months: Papa John's | 287 | 6.6% | 76 |
| Fast food/drive-in last 6 months: Pizza Hut | 1,170 | 26.9% | 122 |
| Fast food/drive-in last 6 months: Popeyes | 163 | 3.7% | 51 |
| Fast food/drive-in last 6 months: Quiznos | 288 | 6.6% | 74 |
| Fast food/drive-in last 6 months: Sonic Drive-In | 492 | 11.3% | 96 |
| Fast food/drive-in last 6 months: Starbucks | 401 | 9.2% | 62 |
| Fast food/drive-in last 6 months: Steak n Shake | 307 | 7.1% | 140 |
| Fast food/drive-in last 6 months: Subway | 1,510 | 34.7% | 110 |
| Fast food/drive-in last 6 months: Taco Bell | 1,455 | 33.5% | 104 |
| Fast food/drive-in last 6 months: Wendy's | 1,534 | 35.3% | 113 |
| Fast food/drive-in last 6 months: Whataburger | 98 | 2.3% | 47 |
| Fast food/drive-in last 6 months: White Castle | 188 | 4.3% | 107 |
| Fast food/drive-in last 6 months: eat in | 1,841 | 42.3% | 112 |
| Fast food/drive-in last 6 months: home delivery | 351 | 8.1% | 77 |
| Fast food/drive-in last 6 months: take-out/drive-thru | 2,550 | 58.6% | 112 |
| Fast food/drive-in last 6 months: take-out/walk-in | 892 | 20.5% | 83 |

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

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

March 27, 2012

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Sports and Leisure Market Potential

Williamsburg Township, OH
 Williamsburg township, OH (3902585302)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

| Demographic Summary | | 2010 | 2015 |
|---|--|------------------------------|----------|
| Population | | 5,754 | 6,074 |
| Population 18+ | | 4,348 | 4,617 |
| Households | | 2,185 | 2,320 |
| Median Household Income | | \$52,454 | \$58,206 |
| Product/Consumer Behavior | | Expected Number of Adults | MPI |
| Participated in aerobics | | 352 | 82 |
| Participated in archery | | 220 | 191 |
| Participated in backpacking/hiking | | 394 | 96 |
| Participated in baseball | | 230 | 102 |
| Participated in basketball | | 356 | 88 |
| Participated in bicycling (mountain) | | 163 | 102 |
| Participated in bicycling (road) | | 390 | 93 |
| Participated in boating (power) | | 314 | 117 |
| Participated in bowling | | 519 | 102 |
| Participated in canoeing/kayaking | | 252 | 121 |
| Participated in downhill skiing | | 96 | 76 |
| Participated in fishing (fresh water) | | 887 | 156 |
| Participated in fishing (salt water) | | 145 | 73 |
| Participated in football | | 241 | 89 |
| Participated in Frisbee | | 237 | 100 |
| Participated in golf | | 410 | 91 |
| Play golf < once a month | | 149 | 87 |
| Play golf 1+ times a month | | 200 | 85 |
| Participated in horseback riding | | 166 | 126 |
| Participated in hunting with rifle | | 412 | 195 |
| Participated in hunting with shotgun | | 343 | 186 |
| Participated in ice skating | | 100 | 80 |
| Participated in jogging/running | | 306 | 67 |
| Participated in martial arts | | 39 | 64 |
| Participated in motorcycling | | 226 | 141 |
| Participated in Pilates | | 103 | 72 |
| Participated in roller skating | | 88 | 97 |
| Participated in snowboarding | | 62 | 74 |
| Participated in soccer | | 135 | 72 |
| Participated in softball | | 205 | 121 |
| Participated in swimming | | 866 | 102 |
| Participated in target shooting | | 225 | 134 |
| Participated in tennis | | 143 | 77 |
| Participated in volleyball | | 178 | 117 |
| Participated in walking for exercise | | 1,249 | 96 |
| Participated in weight lifting | | 405 | 79 |
| Participated in yoga | | 158 | 63 |
| Spent on high end sports/recreation equipment/12 mo: <\$250 | | 185 | 96 |
| Spent on high end sports/recreation equipment/12 mo: \$250+ | | 156 | 92 |
| Attend sports event: auto racing (NASCAR) | | 357 | 112 |
| Attend sports event: auto racing (not NASCAR) | | 289 | 105 |
| Attend sports event: baseball game | | 576 | 90 |

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

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

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Sports and Leisure Market Potential

Williamsburg Township, OH
 Williamsburg township, OH (3902585302)
 Geography: County Subdivision

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| Product/Consumer Behavior | Expected Number of Adults | Percent | MPI |
|---|---------------------------|---------|-----|
| Attend sports event: basketball game (college) | 314 | 7.2% | 91 |
| Attend sports event: basketball game (pro) | 262 | 6.0% | 71 |
| Attend sports event: football game (college) | 413 | 9.5% | 92 |
| Attend sports event: football-Monday night game (pro) | 238 | 5.5% | 89 |
| Attend sports event: football-weekend game (pro) | 317 | 7.3% | 80 |
| Attend sports event: golf tournament | 220 | 5.1% | 91 |
| Attend sports event: ice hockey game | 266 | 6.1% | 92 |
| Attend sports event: soccer game | 227 | 5.2% | 84 |
| Attend sports event: tennis match | 177 | 4.1% | 83 |
| Attended adult education course in last 12 months | 292 | 6.7% | 101 |
| Attended auto show in last 12 months | 436 | 10.0% | 121 |
| Went to bar/night club in last 12 months | 835 | 19.2% | 101 |
| Went to beach in last 12 months | 833 | 19.2% | 78 |
| Attended dance performance in last 12 months | 130 | 3.0% | 67 |
| Danced/went dancing in last 12 months | 313 | 7.2% | 76 |
| Dined out in last 12 months | 2,226 | 51.2% | 104 |
| Dine out < once a month | 214 | 4.9% | 105 |
| Dine out once a month | 329 | 7.6% | 122 |
| Dine out 2-3 times a month | 546 | 12.6% | 109 |
| Dine out once a week | 503 | 11.6% | 100 |
| Dine out 2+ times per week | 420 | 9.7% | 98 |
| Gambled at casino in last 12 months | 572 | 13.2% | 82 |
| Gambled at casino 6+ times in last 12 months | 83 | 1.9% | 70 |
| Gambled in Atlantic City in last 12 months | 61 | 1.4% | 55 |
| Gambled in Las Vegas in last 12 months | 96 | 2.2% | 46 |
| Attended horse races in last 12 months | 90 | 2.1% | 70 |
| Attended movies in last 6 months | 2,272 | 52.3% | 89 |
| Attended movies in last 90 days: < once a month | 1,341 | 30.8% | 95 |
| Attended movies in last 90 days: once a month | 356 | 8.2% | 80 |
| Attended movies in last 90 days: 2-3 times a month | 229 | 5.3% | 78 |
| Attended movies in last 90 days: once/week or more | 68 | 1.6% | 61 |
| Prefer to see movie after second week of release | 949 | 21.8% | 92 |
| Went to museum in last 12 months | 350 | 8.1% | 63 |
| Attended music performance in last 12 months | 947 | 21.8% | 92 |
| Attended country music performance in last 12 mo | 290 | 6.7% | 131 |
| Attended rock music performance in last 12 months | 389 | 8.9% | 82 |
| Attended classical music/opera performance/12 mo | 127 | 2.9% | 64 |
| Went to live theater in last 12 months | 412 | 9.5% | 72 |
| Visited a theme park in last 12 months | 802 | 18.4% | 86 |
| Visited Disney World (FL)/12 mo: Magic Kingdom | 96 | 2.2% | 65 |
| Visited any Sea World in last 12 months | 75 | 1.7% | 51 |
| Visited any Six Flags in last 12 months | 130 | 3.0% | 52 |
| Went to zoo in last 12 months | 574 | 13.2% | 103 |
| Played backgammon in last 12 months | 56 | 1.3% | 64 |
| Participated in book club in last 12 months | 132 | 3.0% | 96 |
| Played billiards/pool in last 12 months | 403 | 9.3% | 96 |
| Played bingo in last 12 months | 189 | 4.3% | 103 |
| Did birdwatching in last 12 months | 416 | 9.6% | 154 |
| Played board game in last 12 months | 753 | 17.3% | 106 |

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

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

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Sports and Leisure Market Potential

Williamsburg Township, OH
 Williamsburg township, OH (3902585302)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

| Product/Consumer Behavior | Expected Number of Adults | Percent | MPI |
|---|---------------------------|---------|-----|
| Played cards in last 12 months | 1,031 | 23.7% | 113 |
| Played chess in last 12 months | 123 | 2.8% | 77 |
| Cooked for fun in last 12 months | 846 | 19.5% | 94 |
| Did crossword puzzle in last 12 months | 659 | 15.2% | 104 |
| Participated in fantasy sports league last 12 mo | 94 | 2.2% | 66 |
| Flew a kite in last 12 months | 103 | 2.4% | 84 |
| Did furniture refinishing in last 12 months | 157 | 3.6% | 112 |
| Did indoor gardening/plant care in last 12 months | 451 | 10.4% | 103 |
| Participated in karaoke in last 12 months | 159 | 3.7% | 83 |
| Bought lottery ticket in last 12 months | 1,637 | 37.6% | 109 |
| Bought lottery ticket in last 12 mo: Daily Drawing | 145 | 3.3% | 69 |
| Bought lottery ticket in last 12 mo: Instant Game | 940 | 21.6% | 136 |
| Bought lottery ticket in last 12 mo: Lotto Drawing | 920 | 21.2% | 99 |
| Played lottery: <3 times in last 30 days | 664 | 15.3% | 97 |
| Played lottery: 3-7 times in last 30 days | 516 | 11.9% | 123 |
| Played lottery: 8+ times in last 30 days | 457 | 10.5% | 113 |
| Played musical instrument in last 12 months | 292 | 6.7% | 84 |
| Did painting/drawing in last 12 months | 261 | 6.0% | 92 |
| Did photography in last 12 months | 573 | 13.2% | 104 |
| Read book in last 12 months | 1,713 | 39.4% | 97 |
| Participated in trivia games in last 12 months | 267 | 6.1% | 102 |
| Played video game in last 12 months | 593 | 13.6% | 102 |
| Did woodworking in last 12 months | 315 | 7.2% | 154 |
| Participated in word games in last 12 months | 437 | 10.1% | 105 |
| Member of AARP | 673 | 15.5% | 100 |
| Member of business club | 68 | 1.6% | 63 |
| Member of charitable organization | 267 | 6.1% | 97 |
| Member of church board | 206 | 4.7% | 110 |
| Member of fraternal order | 180 | 4.1% | 117 |
| Member of religious club | 285 | 6.6% | 102 |
| Member of union | 242 | 5.6% | 106 |
| Member of veterans club | 187 | 4.3% | 126 |
| Bought any children`s toy/game in last 12 months | 1,557 | 35.8% | 103 |
| Spent on toys/games in last 12 months: <\$50 | 313 | 7.2% | 118 |
| Spent on toys/games in last 12 months: \$50-99 | 147 | 3.4% | 123 |
| Spent on toys/games in last 12 months: \$100-199 | 315 | 7.2% | 101 |
| Spent on toys/games in last 12 months: \$200-499 | 440 | 10.1% | 93 |
| Spent on toys/games in last 12 months: \$500+ | 243 | 5.6% | 97 |
| Bought infant toy in last 12 months | 369 | 8.5% | 101 |
| Bought pre-school toy in last 12 months | 329 | 7.6% | 94 |
| Spent on toys/games (for child <6)/12 mo: <\$100 | 592 | 13.6% | 123 |
| Spent on toys/games (for child <6)/12 mo: \$100-199 | 263 | 6.0% | 90 |
| Spent on toys/games (for child <6)/12 mo: \$200+ | 278 | 6.4% | 83 |
| Bought for child in last 12 mo: boy action figure | 362 | 8.3% | 103 |
| Bought for child in last 12 mo: girl action figure | 102 | 2.3% | 76 |
| Bought for child in last 12 mo: bicycle | 305 | 7.0% | 102 |
| Bought for child in last 12 mo: board game | 567 | 13.0% | 110 |

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

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

March 27, 2012

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Sports and Leisure Market Potential

Williamsburg Township, OH
 Williamsburg township, OH (3902585302)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

| Product/Consumer Behavior | Expected Number of Adults | Percent | MPI |
|--|---------------------------|---------|-----|
| Bought for child in last 12 mo: builder set | 161 | 3.7% | 109 |
| Bought for child in last 12 mo: car | 463 | 10.6% | 115 |
| Bought for child in last 12 mo: construction toy | 220 | 5.1% | 103 |
| Bought for child in last 12 mo: large/baby doll | 276 | 6.3% | 97 |
| Bought for child in last 12 mo: fashion doll | 265 | 6.1% | 119 |
| Bought for child in last 12 mo: plush doll/animal | 390 | 9.0% | 107 |
| Bought for child in last 12 mo: doll accessories | 188 | 4.3% | 108 |
| Bought for child in last 12 mo: doll clothing | 184 | 4.2% | 103 |
| Bought for child in last 12 mo: educational toy | 579 | 13.3% | 98 |
| Bought for child in last 12 mo: electronic game | 440 | 10.1% | 108 |
| Bought for child in last 12 mo: mechanical toy | 191 | 4.4% | 110 |
| Bought for child in last 12 mo: model kit/set | 121 | 2.8% | 108 |
| Bought for child in last 12 mo: sound game | 98 | 2.3% | 80 |
| Bought for child in last 12 mo: water toy | 416 | 9.6% | 100 |
| Bought for child in last 12 mo: word game | 169 | 3.9% | 101 |
| Bought book in last 12 months | 2,040 | 46.9% | 93 |
| Bought 1-3 books in last 12 months | 840 | 19.3% | 98 |
| Bought 4-9 books in last 12 months | 639 | 14.7% | 94 |
| Bought 10+ books in last 12 months | 561 | 12.9% | 85 |
| Bought paperback book in last 12 months | 1,534 | 35.3% | 93 |
| Bought <3 paperback books in last 12 months | 548 | 12.6% | 97 |
| Bought 3-6 paperback books in last 12 months | 545 | 12.5% | 95 |
| Bought 7+ paperback books in last 12 months | 442 | 10.2% | 86 |
| Bought hardcover book in last 12 months | 1,051 | 24.2% | 87 |
| Bought <3 hardcover books in last 12 months | 485 | 11.2% | 91 |
| Bought 3-5 hardcover books in last 12 months | 307 | 7.1% | 88 |
| Bought 6+ hardcover books in last 12 months | 258 | 5.9% | 76 |
| Bought book (fiction) in last 12 months | 1,132 | 26.0% | 93 |
| Bought book (non-fiction) in last 12 months | 938 | 21.6% | 85 |
| Bought biography in last 12 months | 241 | 5.5% | 76 |
| Bought children`s book in last 12 months | 506 | 11.6% | 91 |
| Bought cookbook in last 12 months | 454 | 10.4% | 95 |
| Bought desk dictionary in last 12 months | 47 | 1.1% | 53 |
| Bought history book in last 12 months | 235 | 5.4% | 72 |
| Bought mystery book in last 12 months | 472 | 10.9% | 97 |
| Bought personal/business self-help book last 12 mo | 245 | 5.6% | 78 |
| Bought religious book (not bible) last 12 months | 297 | 6.8% | 90 |
| Bought romance book in last 12 months | 259 | 6.0% | 91 |
| Bought science fiction book in last 12 months | 177 | 4.1% | 89 |
| Bought book through book club in last 12 months | 224 | 5.2% | 119 |
| Bought book at book store in last 12 months | 1,249 | 28.7% | 86 |
| Bought book at Barnes & Noble in last 12 months | 618 | 14.2% | 72 |
| Bought book at Borders in last 12 months | 364 | 8.4% | 75 |
| Bought book at convenience store in last 12 months | 81 | 1.9% | 84 |
| Bought book at department store in last 12 months | 432 | 9.9% | 130 |
| Bought book at drug store in last 12 months | 82 | 1.9% | 83 |
| Bought book through Internet in last 12 mo | 301 | 6.9% | 68 |
| Bought book through mail order in last 12 months | 183 | 4.2% | 124 |
| Bought book at supermarket in last 12 months | 267 | 6.1% | 118 |
| Bought book at warehouse store in last 12 months | 169 | 3.9% | 67 |

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



Retail Goods and Services Expenditures

Williamsburg Township, OH
 Williamsburg township, OH (3902585302)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

| Top Tapestry Segments | Percent | Demographic Summary | 2010 | 2015 |
|---|---------|--------------------------|----------------------|--------------|
| Salt of the Earth | 47.0% | Population | 5,754 | 6,074 |
| Green Acres | 28.6% | Households | 2,185 | 2,320 |
| Rustbelt Traditions | 24.3% | Families | 1,596 | 1,682 |
| Top Rung | 0.0% | Median Age | 39.2 | 40.2 |
| Suburban Splendor | 0.0% | Median Household Income | \$52,454 | \$58,206 |
| | | Spending Potential Index | Average Amount Spent | Total |
| Apparel and Services | | 58 | \$1,378.70 | \$3,012,467 |
| Men's | | 55 | \$251.31 | \$549,108 |
| Women's | | 52 | \$431.19 | \$942,145 |
| Children's | | 63 | \$251.90 | \$550,399 |
| Footwear | | 40 | \$168.58 | \$368,341 |
| Watches & Jewelry | | 84 | \$162.84 | \$355,813 |
| Apparel Products and Services (1) | | 121 | \$112.89 | \$246,661 |
| Computer | | | | |
| Computers and Hardware for Home Use | | 84 | \$160.94 | \$351,661 |
| Software and Accessories for Home Use | | 83 | \$23.56 | \$51,471 |
| Entertainment & Recreation | | 89 | \$2,853.78 | \$6,235,498 |
| Fees and Admissions | | 83 | \$513.59 | \$1,122,196 |
| Membership Fees for Clubs (2) | | 84 | \$137.37 | \$300,143 |
| Fees for Participant Sports, excl. Trips | | 84 | \$89.64 | \$195,866 |
| Admission to Movie/Theatre/Opera/Ballet | | 80 | \$121.18 | \$264,771 |
| Admission to Sporting Events, excl. Trips | | 89 | \$52.87 | \$115,517 |
| Fees for Recreational Lessons | | 82 | \$112.02 | \$244,765 |
| Dating Services | | 67 | \$0.52 | \$1,134 |
| TV/Video/Audio | | 85 | \$1,056.00 | \$2,307,355 |
| Community Antenna or Cable TV | | 88 | \$631.61 | \$1,380,069 |
| Televisions | | 82 | \$158.02 | \$345,270 |
| VCRs, Video Cameras, and DVD Players | | 83 | \$16.97 | \$37,082 |
| Video Cassettes and DVDs | | 82 | \$43.10 | \$94,174 |
| Video and Computer Game Hardware and Software | | 89 | \$49.52 | \$108,194 |
| Satellite Dishes | | 84 | \$1.06 | \$2,325 |
| Rental of Video Cassettes and DVDs | | 87 | \$35.70 | \$78,000 |
| Streaming/Downloaded Video | | 77 | \$1.07 | \$2,342 |
| Audio (3) | | 77 | \$113.69 | \$248,403 |
| Rental and Repair of TV/Radio/Sound Equipment | | 69 | \$5.26 | \$11,496 |
| Pets | | 112 | \$481.08 | \$1,051,159 |
| Toys and Games (4) | | 89 | \$129.61 | \$283,203 |
| Recreational Vehicles and Fees (5) | | 90 | \$289.05 | \$631,573 |
| Sports/Recreation/Exercise Equipment (6) | | 71 | \$129.16 | \$282,218 |
| Photo Equipment and Supplies (7) | | 89 | \$92.14 | \$201,323 |
| Reading (8) | | 90 | \$140.04 | \$305,988 |
| Catered Affairs (9) | | 94 | \$23.11 | \$50,484 |
| Food | | 85 | \$6,528.94 | \$14,265,727 |
| Food at Home | | 85 | \$3,816.34 | \$8,338,709 |
| Bakery and Cereal Products | | 87 | \$521.71 | \$1,139,928 |
| Meats, Poultry, Fish, and Eggs | | 83 | \$864.58 | \$1,889,096 |
| Dairy Products | | 88 | \$435.94 | \$952,520 |
| Fruits and Vegetables | | 82 | \$646.32 | \$1,412,214 |
| Snacks and Other Food at Home (10) | | 86 | \$1,347.80 | \$2,944,951 |
| Food Away from Home | | 84 | \$2,712.59 | \$5,927,018 |
| Alcoholic Beverages | | 84 | \$480.45 | \$1,049,784 |
| Nonalcoholic Beverages at Home | | 85 | \$373.29 | \$815,646 |

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

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

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Retail Goods and Services Expenditures

Williamsburg Township, OH
 Williamsburg township, OH (3902585302)
 Geography: County Subdivision

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| | Spending Potential Index | Average Amount Spent | Total |
|--|--------------------------|----------------------|--------------|
| Financial | | | |
| Investments | 96 | \$1,661.21 | \$3,629,743 |
| Vehicle Loans | 90 | \$4,427.70 | \$9,674,524 |
| Health | | | |
| Nonprescription Drugs | 89 | \$92.24 | \$201,544 |
| Prescription Drugs | 96 | \$480.66 | \$1,050,234 |
| Eyeglasses and Contact Lenses | 94 | \$72.50 | \$158,407 |
| Home | | | |
| Mortgage Payment and Basics (11) | 88 | \$8,213.60 | \$17,946,722 |
| Maintenance and Remodeling Services | 88 | \$1,747.60 | \$3,818,509 |
| Maintenance and Remodeling Materials (12) | 98 | \$363.25 | \$793,699 |
| Utilities, Fuel, and Public Services | 89 | \$4,050.50 | \$8,850,345 |
| Household Furnishings and Equipment | | | |
| Household Textiles (13) | 84 | \$112.06 | \$244,852 |
| Furniture | 81 | \$488.16 | \$1,066,626 |
| Floor Coverings | 95 | \$71.06 | \$155,261 |
| Major Appliances (14) | 92 | \$279.56 | \$610,848 |
| Housewares (15) | 73 | \$63.07 | \$137,803 |
| Small Appliances | 91 | \$29.73 | \$64,958 |
| Luggage | 86 | \$7.98 | \$17,444 |
| Telephones and Accessories | 55 | \$23.62 | \$51,615 |
| Household Operations | | | |
| Child Care | 80 | \$368.42 | \$804,987 |
| Lawn and Garden (16) | 91 | \$382.78 | \$836,376 |
| Moving/Storage/Freight Express | 65 | \$39.74 | \$86,824 |
| Housekeeping Supplies (17) | 88 | \$616.76 | \$1,347,609 |
| Insurance | | | |
| Owners and Renters Insurance | 94 | \$436.43 | \$953,609 |
| Vehicle Insurance | 86 | \$1,002.58 | \$2,190,637 |
| Life/Other Insurance | 98 | \$410.75 | \$897,493 |
| Health Insurance | 95 | \$1,830.93 | \$4,000,575 |
| Personal Care Products (18) | 84 | \$334.09 | \$729,978 |
| School Books and Supplies (19) | 88 | \$93.46 | \$204,206 |
| Smoking Products | 95 | \$404.21 | \$883,204 |
| Transportation | | | |
| Vehicle Purchases (Net Outlay) (20) | 87 | \$3,814.77 | \$8,335,271 |
| Gasoline and Motor Oil | 90 | \$2,585.35 | \$5,648,987 |
| Vehicle Maintenance and Repairs | 86 | \$811.60 | \$1,773,340 |
| Travel | | | |
| Airline Fares | 77 | \$354.71 | \$775,033 |
| Lodging on Trips | 86 | \$373.49 | \$816,076 |
| Auto/Truck/Van Rental on Trips | 76 | \$28.27 | \$61,776 |
| Food and Drink on Trips | 86 | \$372.18 | \$813,209 |

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

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

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Retail Goods and Services Expenditures

Williamsburg Township, OH
Williamsburg township, OH (3902585302)
Geography: County Subdivision

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

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

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

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Williamsburg Township, OH
Williamsburg township, OH (3902585302)
Geography: County Subdivision

www.ClermontCountyOhio.biz

| Demographic Summary | | 2010 | 2015 |
|--|----|---------------------------------|-----------------------------|
| Population | | 5,754 | 6,074 |
| Households | | 2,185 | 2,320 |
| Families | | 1,596 | 1,682 |
| Median Age | | 39.2 | 40.2 |
| Median Household Income | | \$52,454 | \$58,206 |
| | | Spending Potential Index | Average Amount Spent |
| | | | Total |
| Products | | | |
| Vehicle Coolant/Brake/Transmission Fluids | 85 | \$4.08 | \$8,909 |
| Gasoline | 90 | \$2,522.19 | \$5,510,983 |
| Motor Oil | 93 | \$11.08 | \$24,203 |
| Vehicle Parts/Equipment and Accessories | 87 | \$48.89 | \$106,819 |
| Tire Purchase/Replacement | 90 | \$130.17 | \$284,430 |
| Vehicle Audio/Video Equipment and Installation | 71 | \$5.04 | \$11,005 |
| Vehicle Cleaning Products and Services | 78 | \$6.38 | \$13,948 |
| Services | | | |
| Auto Repair Service Policy | 82 | \$13.57 | \$29,650 |
| Membership Fees for Automobile Service Clubs | 87 | \$19.21 | \$41,974 |
| Global Positioning Services | 97 | \$2.45 | \$5,353 |
| Vehicle Air Conditioning Repair | 84 | \$14.73 | \$32,187 |
| Vehicle Body Work and Painting | 87 | \$33.27 | \$72,693 |
| Vehicle Brake Work | 88 | \$69.61 | \$152,106 |
| Vehicle Clutch/Transmission Repair | 82 | \$37.61 | \$82,167 |
| Vehicle Cooling System Repair | 82 | \$23.69 | \$51,758 |
| Vehicle Drive Shaft and Rear-end Repair | 82 | \$7.10 | \$15,524 |
| Vehicle Electrical System Repair | 86 | \$29.62 | \$64,713 |
| Vehicle Exhaust System Repair | 90 | \$12.06 | \$26,350 |
| Vehicle Front End Alignment/Wheel Balance & Rotation | 89 | \$16.52 | \$36,095 |
| Lube/Oil Change and Oil Filters | 95 | \$84.99 | \$185,705 |
| Vehicle Motor Repair/Replacement | 79 | \$72.89 | \$159,265 |
| Vehicle Motor Tune-up | 72 | \$44.47 | \$97,162 |
| Vehicle Shock Absorber Replacement | 93 | \$6.22 | \$13,593 |
| Vehicle Steering/Front End Repair | 92 | \$25.60 | \$55,942 |
| Tire Repair and Other Repair Work | 90 | \$58.30 | \$127,390 |

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

Williamsburg Township, OH
 Williamsburg township, OH (3902585302)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

| Demographic Summary | 2010 | 2015 | |
|--|--------------------------|----------------------|--------------|
| Population | 5,754 | 6,074 | |
| Households | 2,185 | 2,320 | |
| Families | 1,596 | 1,682 | |
| Median Age | 39.2 | 40.2 | |
| Median Household Income | \$52,454 | \$58,206 | |
| | Spending Potential Index | Average Amount Spent | Total |
| Assets | | | |
| Market Value | | | |
| Checking Accounts | 94 | \$5,316.72 | \$11,617,040 |
| Savings Accounts | 94 | \$12,406.59 | \$27,108,393 |
| U.S. Savings Bonds | 105 | \$431.20 | \$942,180 |
| Stocks, Bonds & Mutual Funds | 94 | \$36,815.82 | \$80,442,567 |
| Annual Changes | | | |
| Checking Accounts | 62 | \$160.69 | \$351,101 |
| Savings Accounts | 95 | \$372.30 | \$813,465 |
| U.S. Savings Bonds | 279 | \$6.68 | \$14,585 |
| Earnings | | | |
| Dividends, Royalties, Estates, Trusts | 89 | \$876.31 | \$1,914,738 |
| Interest from Savings Accounts or Bonds | 88 | \$802.55 | \$1,753,582 |
| Retirement Plan Contributions | 92 | \$1,265.55 | \$2,765,221 |
| Liabilities | | | |
| Original Mortgage Amount | 75 | \$16,053.87 | \$35,077,703 |
| Vehicle Loan Amount 1 | 88 | \$2,398.84 | \$5,241,475 |
| Amount Paid: Interest | | | |
| Home Mortgage | 83 | \$3,839.60 | \$8,389,526 |
| Lump Sum Home Equity Loan | 89 | \$115.57 | \$252,526 |
| New Car/Truck/Van Loan | 85 | \$177.71 | \$388,297 |
| Used Car/Truck/Van Loan | 91 | \$147.85 | \$323,045 |
| Amount Paid: Principal | | | |
| Home Mortgage | 90 | \$1,778.95 | \$3,886,995 |
| Lump Sum Home Equity Loan | 94 | \$156.52 | \$342,002 |
| New Car/Truck/Van Loan | 89 | \$995.67 | \$2,175,530 |
| Used Car/Truck/Van Loan | 95 | \$721.17 | \$1,575,755 |
| Checking Account and Banking Service Charges | 80 | \$22.30 | \$48,734 |
| Finance Charges, excluding Mortgage/Vehicle | 84 | \$205.60 | \$449,233 |

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

Williamsburg Township, OH
 Williamsburg township, OH (3902585302)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

| 2010 Housing Summary | | 2010 Demographic Summary | |
|--|-----------|--------------------------|----------------------|
| Housing Units | 2,408 | Population | 5,754 |
| 2010-2015 Percent Change | 8.18% | Households | 2,185 |
| Percent Occupied | 90.7% | Families | 1,596 |
| Percent Owner HHS | 72.4% | Median Age | 39.2 |
| Median Home Value | \$137,313 | Median Household Income | \$52,454 |
| | | Spending Potential Index | Average Amount Spent |
| | | | Total |
| Owned Dwellings | | 88 | \$10,382.97 |
| Mortgage Interest | | 83 | \$3,839.60 |
| Mortgage Principal | | 90 | \$1,778.95 |
| Property Taxes | | 95 | \$2,102.75 |
| Homeowners Insurance | | 95 | \$428.06 |
| Ground Rent | | 88 | \$64.24 |
| Maintenance and Remodeling Services | | 88 | \$1,747.60 |
| Maintenance and Remodeling Materials | | 98 | \$363.25 |
| Property Management and Security | | 68 | \$58.51 |
| Rented Dwellings | | 50 | \$1,714.98 |
| Rent | | 50 | \$1,614.86 |
| Rent Received as Pay | | 54 | \$49.20 |
| Renters' Insurance | | 64 | \$8.37 |
| Maintenance and Repair Services | | 64 | \$13.55 |
| Maintenance and Repair Materials | | 55 | \$29.00 |
| Owned Vacation Homes | | 77 | \$358.32 |
| Mortgage Payment | | 80 | \$162.61 |
| Property Taxes | | 85 | \$95.59 |
| Homeowners Insurance | | 86 | \$12.75 |
| Maintenance and Remodeling | | 63 | \$73.36 |
| Property Management and Security | | 82 | \$14.01 |
| Housing While Attending School | | 100 | \$81.19 |
| Household Operations | | 83 | \$1,313.79 |
| Child Care | | 80 | \$368.41 |
| Care for Elderly or Handicapped | | 115 | \$83.25 |
| Appliance Rental and Repair | | 93 | \$22.71 |
| Computer Information Services | | 86 | \$209.96 |
| Home Security System Services | | 79 | \$20.75 |
| Non-Apparel Household Laundry/Dry Cleaning | | 10 | \$3.83 |
| Housekeeping Services | | 75 | \$115.43 |
| Lawn and Garden | | 91 | \$382.78 |
| Moving/Storage/Freight Express | | 65 | \$39.74 |
| PC Repair (Personal Use) | | 82 | \$7.29 |
| Reupholstering/Furniture Repair | | 76 | \$6.00 |
| Termite/Pest Control | | 79 | \$19.15 |
| Water Softening Services | | 127 | \$7.13 |
| Internet Services Away from Home | | 78 | \$2.09 |
| Voice Over IP Service | | 83 | \$5.51 |
| Other Home Services (1) | | 86 | \$19.76 |

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

Williamsburg Township, OH
Williamsburg township, OH (3902585302)
Geography: County Subdivision

www.ClermontCountyOhio.biz

| | Spending Potential Index | Average Amount Spent | Total |
|--|-----------------------------|-------------------------|-------------|
| Utilities, Fuels, Public Services | 89 | \$4,050.50 | \$8,850,345 |
| Bottled Gas | 135 | \$91.67 | \$200,294 |
| Electricity | 87 | \$1,480.38 | \$3,234,634 |
| Fuel Oil | 104 | \$115.98 | \$253,410 |
| Natural Gas | 100 | \$651.18 | \$1,422,823 |
| Telephone Services | 86 | \$1,240.91 | \$2,711,382 |
| Water and Other Public Services | 84 | \$459.31 | \$1,003,583 |
| Coal/Wood/Other Fuel | 128 | \$11.08 | \$24,220 |
| Housekeeping Supplies | 88 | \$616.75 | \$1,347,609 |
| Laundry and Cleaning Supplies | 86 | \$163.69 | \$357,655 |
| Postage and Stationery | 88 | \$180.21 | \$393,752 |
| Other HH Products (2) | 89 | \$272.86 | \$596,202 |
| Household Textiles | 84 | \$112.06 | \$244,852 |
| Bathroom Linens | 81 | \$14.44 | \$31,553 |
| Bedroom Linens | 84 | \$52.00 | \$113,620 |
| Kitchen and Dining Room Linens | 81 | \$2.49 | \$5,450 |
| Curtains and Draperies | 79 | \$22.71 | \$49,622 |
| Slipcovers, Decorative Pillows | 82 | \$3.53 | \$7,707 |
| Materials for Slipcovers/Curtains | 102 | \$15.61 | \$34,104 |
| Other Linens | 73 | \$1.28 | \$2,798 |
| Furniture | 81 | \$488.16 | \$1,066,626 |
| Mattresses and Box Springs | 78 | \$62.03 | \$135,529 |
| Other Bedroom Furniture | 76 | \$81.08 | \$177,170 |
| Sofas | 80 | \$121.76 | \$266,041 |
| Living Room Tables and Chairs | 84 | \$69.89 | \$152,707 |
| Kitchen, Dining Room Furniture | 82 | \$50.96 | \$111,355 |
| Infant Furniture | 86 | \$9.58 | \$20,924 |
| Outdoor Furniture | 99 | \$26.35 | \$57,576 |
| Wall Units, Cabinets, Other Furniture (3) | 84 | \$66.51 | \$145,324 |
| Major Appliances | 92 | \$279.56 | \$610,848 |
| Dishwashers and Disposals | 94 | \$25.79 | \$56,361 |
| Refrigerators and Freezers | 87 | \$71.38 | \$155,967 |
| Clothes Washers | 94 | \$47.19 | \$103,117 |
| Clothes Dryers | 99 | \$37.67 | \$82,298 |
| Cooking Stoves and Ovens | 93 | \$43.72 | \$95,520 |
| Microwave Ovens | 82 | \$10.42 | \$22,776 |
| Window Air Conditioners | 88 | \$6.21 | \$13,565 |
| Electric Floor Cleaning Equipment | 94 | \$21.15 | \$46,204 |
| Sewing Machines and Miscellaneous Appliances | 99 | \$16.04 | \$35,040 |

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

Williamsburg Township, OH
Williamsburg township, OH (3902585302)
Geography: County Subdivision

www.ClermontCountyOhio.biz

| | Spending Potential Index | Average Amount Spent | Total |
|---|--------------------------|----------------------|-----------|
| Household Items | | | |
| Floor Coverings | 95 | \$71.06 | \$155,261 |
| Housewares | 73 | \$63.07 | \$137,803 |
| Small Appliances | 91 | \$29.73 | \$64,958 |
| Window Coverings | 74 | \$28.68 | \$62,670 |
| Lamps and Other Lighting Fixtures | 87 | \$20.45 | \$44,687 |
| Infant Equipment | 22 | \$4.38 | \$9,570 |
| Rental of Furniture | 63 | \$2.90 | \$6,343 |
| Laundry and Cleaning Equipment | 88 | \$19.60 | \$42,831 |
| Closet and Storage Items | 17 | \$4.18 | \$9,134 |
| Luggage | 86 | \$7.98 | \$17,444 |
| Clocks and Other Household Decoratives | 24 | \$49.50 | \$108,159 |
| Telephones and Accessories | 55 | \$23.62 | \$51,615 |
| Telephone Answering Devices | 94 | \$0.79 | \$1,734 |
| Grills and Outdoor Equipment | 21 | \$11.04 | \$24,120 |
| Power Tools | 85 | \$27.13 | \$59,281 |
| Hand Tools | 85 | \$8.81 | \$19,253 |
| Office Furniture/Equipment for Home Use | 85 | \$13.92 | \$30,417 |
| Computers and Hardware for Home Use | 84 | \$160.94 | \$351,661 |
| Software and Accessories for Home Use | 83 | \$23.56 | \$51,471 |
| Other Household Items (4) | 86 | \$88.81 | \$194,046 |

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



Medical Expenditures

Williamsburg Township, OH
 Williamsburg township, OH (3902585302)
 Geography: County Subdivision

www.ClermontCountyOhio.biz

| Demographic Summary | | 2010 | 2015 |
|-------------------------------------|---------------------------------|-----------------------------|--------------|
| Population | | 5,754 | 6,074 |
| Households | | 2,185 | 2,320 |
| Families | | 1,596 | 1,682 |
| Median Household Income | | \$52,454 | \$58,206 |
| Males per 100 Females | | 94.7 | 95.0 |
| Population By Age | | | |
| Population <5 Years | | 6.3% | 6.1% |
| Population 5-17 Years | | 18.1% | 17.9% |
| Population 65+ Years | | 12.1% | 14.0% |
| Median Age | | 39.2 | 40.2 |
| | Spending Potential Index | Average Amount Spent | Total |
| Health Care | 94 | \$3,492.19 | \$7,630,434 |
| Medical Care | 93 | \$1,661.26 | \$3,629,859 |
| Physician Services | 91 | \$205.63 | \$449,308 |
| Dental Services | 89 | \$289.12 | \$631,718 |
| Eyecare Services | 94 | \$46.97 | \$102,631 |
| Lab Tests, X-Rays | 98 | \$54.12 | \$118,246 |
| Hospital Room and Hospital Services | 93 | \$127.37 | \$278,298 |
| Convalescent or Nursing Home Care | 63 | \$14.57 | \$31,831 |
| Other Medical services (1) | 99 | \$111.10 | \$242,748 |
| Nonprescription Drugs | 89 | \$92.24 | \$201,544 |
| Prescription Drugs | 96 | \$480.66 | \$1,050,234 |
| Nonprescription Vitamins | 86 | \$48.72 | \$106,461 |
| Medicare Prescription Drug Premium | 94 | \$46.60 | \$101,812 |
| Eyeglasses and Contact Lenses | 94 | \$72.50 | \$158,407 |
| Hearing Aids | 85 | \$18.46 | \$40,325 |
| Medical Equipment for General Use | 94 | \$5.94 | \$12,968 |
| Other Medical Supplies (2) | 92 | \$47.29 | \$103,327 |
| Health Insurance | 95 | \$1,830.93 | \$4,000,575 |
| Blue Cross/Blue Shield | 96 | \$535.25 | \$1,169,527 |
| Commercial Health Insurance | 98 | \$365.45 | \$798,502 |
| Health Maintenance Organization | 87 | \$289.59 | \$632,764 |
| Medicare Payments | 93 | \$385.22 | \$841,703 |
| Long Term Care Insurance | 91 | \$76.18 | \$166,449 |
| Other Health Insurance (3) | 106 | \$179.24 | \$391,630 |

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

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

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

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

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

March 27, 2012

Made with Esri Business Analyst



Recreation Expenditures

Williamsburg Township, OH
Williamsburg township, OH (3902585302)
Geography: County Subdivision

| Demographic Summary | | 2010 | 2015 |
|--|---------------------------------|-----------------------------|--------------|
| Population | | 5,754 | 6,074 |
| Households | | 2,185 | 2,320 |
| Families | | 1,596 | 1,682 |
| Median Age | | 39.2 | 40.2 |
| Median Household Income | | \$52,454 | \$58,206 |
| | Spending Potential Index | Average Amount Spent | Total |
| Entertainment/Recreation Fees and Admissions | 83 | \$513.59 | \$1,122,196 |
| Admission to Movies, Theater, Opera, Ballet | 80 | \$121.18 | \$264,771 |
| Admission to Sporting Events, excl.Trips | 89 | \$52.87 | \$115,517 |
| Fees for Participant Sports, excl.Trips | 84 | \$89.64 | \$195,866 |
| Fees for Recreational Lessons | 82 | \$112.02 | \$244,765 |
| Membership Fees for Social/Recreation/Civic Clubs | 84 | \$137.37 | \$300,143 |
| Dating Services | 67 | \$0.52 | \$1,134 |
| Rental of Video Cassettes and DVDs | 87 | \$35.70 | \$78,000 |
| Toys & Games | 89 | \$129.61 | \$283,203 |
| Toys and Playground Equipment | 89 | \$126.20 | \$275,739 |
| Play Arcade Pinball/Video Games | 85 | \$1.61 | \$3,521 |
| Online Entertainment and Games | 78 | \$1.80 | \$3,943 |
| Recreational Vehicles and Fees | 90 | \$289.05 | \$631,573 |
| Docking and Landing Fees for Boats and Planes | 89 | \$6.33 | \$13,828 |
| Camp Fees | 96 | \$27.55 | \$60,189 |
| Purchase of RVs or Boats | 89 | \$248.81 | \$543,641 |
| Rental of RVs or Boats | 74 | \$6.37 | \$13,915 |
| Sports, Recreation and Exercise Equipment | 71 | \$129.16 | \$282,218 |
| Exercise Equipment and Gear, Game Tables | 73 | \$60.22 | \$131,588 |
| Bicycles | 79 | \$15.72 | \$34,358 |
| Camping Equipment | 37 | \$5.37 | \$11,724 |
| Hunting and Fishing Equipment | 61 | \$23.46 | \$51,250 |
| Winter Sports Equipment | 80 | \$5.20 | \$11,352 |
| Water Sports Equipment | 103 | \$6.90 | \$15,077 |
| Other Sports Equipment | 100 | \$9.52 | \$20,791 |
| Rental/Repair of Sports/Recreation/Exercise Equipment | 70 | \$2.78 | \$6,079 |
| Photographic Equipment and Supplies | 89 | \$92.14 | \$201,323 |
| Film | 94 | \$6.92 | \$15,118 |
| Film Processing | 98 | \$22.00 | \$48,075 |
| Photographic Equipment | 86 | \$36.62 | \$80,005 |
| Photographer Fees/Other Supplies & Equip Rental/Repair | 86 | \$26.60 | \$58,125 |
| Reading | 90 | \$140.04 | \$305,988 |
| Magazine/Newspaper Subscriptions | 96 | \$60.94 | \$133,156 |
| Magazine/Newspaper Single Copies | 94 | \$18.10 | \$39,544 |
| Books | 84 | \$61.00 | \$133,288 |

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.