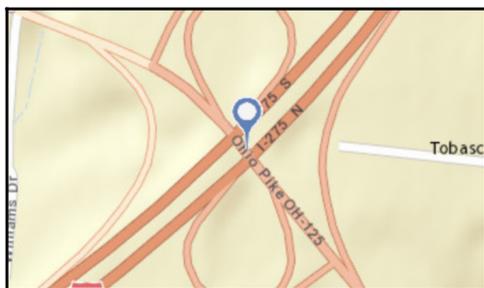
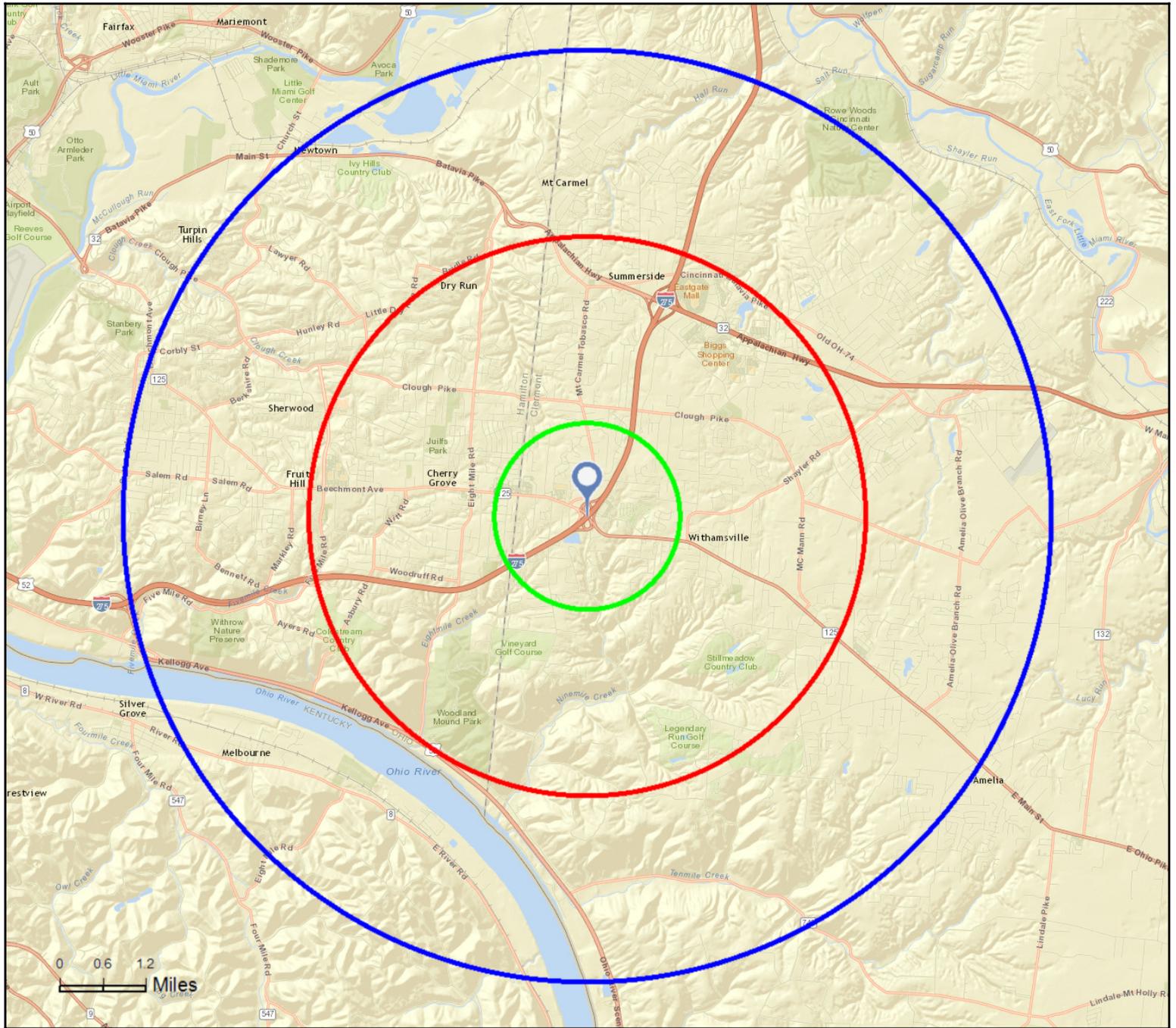


Site Map

SR 125/I-275
 I 275 N, Cincinnati, OH, 45245
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.06843
 Longitude: -84.29919



Market Profile

SR 125/I-275
I 275 N, Cincinnati, OH, 45245
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.06843
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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	8,567	46,279	104,993
2010 Total Population	8,490	48,507	111,434
2016 Total Population	8,462	50,065	114,258
2016 Group Quarters	0	256	614
2021 Total Population	8,545	51,374	117,096
2016-2021 Annual Rate	0.20%	0.52%	0.49%
Household Summary			
2000 Households	3,791	18,279	40,620
2000 Average Household Size	2.26	2.52	2.57
2010 Households	3,852	19,445	44,091
2010 Average Household Size	2.20	2.48	2.51
2016 Households	3,856	20,195	45,500
2016 Average Household Size	2.19	2.47	2.50
2021 Households	3,898	20,769	46,766
2021 Average Household Size	2.19	2.46	2.49
2016-2021 Annual Rate	0.22%	0.56%	0.55%
2010 Families	2,299	13,173	30,371
2010 Average Family Size	2.76	3.00	3.03
2016 Families	2,262	13,457	30,896
2016 Average Family Size	2.77	3.00	3.03
2021 Families	2,267	13,740	31,531
2021 Average Family Size	2.77	3.00	3.02
2016-2021 Annual Rate	0.04%	0.42%	0.41%
Housing Unit Summary			
2000 Housing Units	4,041	19,052	42,313
Owner Occupied Housing Units	51.0%	65.7%	69.7%
Renter Occupied Housing Units	42.8%	30.3%	26.3%
Vacant Housing Units	6.2%	4.1%	4.0%
2010 Housing Units	4,215	20,840	47,134
Owner Occupied Housing Units	50.2%	65.1%	68.0%
Renter Occupied Housing Units	41.2%	28.2%	25.5%
Vacant Housing Units	8.6%	6.7%	6.5%
2016 Housing Units	4,292	21,632	48,614
Owner Occupied Housing Units	45.8%	61.9%	65.1%
Renter Occupied Housing Units	44.1%	31.5%	28.5%
Vacant Housing Units	10.2%	6.6%	6.4%
2021 Housing Units	4,382	22,274	50,042
Owner Occupied Housing Units	45.3%	61.7%	64.6%
Renter Occupied Housing Units	43.7%	31.6%	28.8%
Vacant Housing Units	11.0%	6.8%	6.5%
Median Household Income			
2016	\$57,513	\$63,634	\$67,481
2021	\$66,223	\$73,691	\$77,335
Median Home Value			
2016	\$158,070	\$192,728	\$191,807
2021	\$190,208	\$215,772	\$216,509
Per Capita Income			
2016	\$31,692	\$35,534	\$36,174
2021	\$35,282	\$39,152	\$39,711
Median Age			
2010	36.8	39.5	38.6
2016	37.6	40.1	39.3
2021	37.9	40.7	40.1

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

Market Profile

SR 125/I-275
 I 275 N, Cincinnati, OH, 45245
 Rings: 1, 3, 5 mile radii

Prepared by Esri
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	1 mile	3 miles	5 miles
2016 Households by Income			
Household Income Base	3,856	20,195	45,500
<\$15,000	7.1%	7.8%	7.7%
\$15,000 - \$24,999	10.2%	8.2%	8.0%
\$25,000 - \$34,999	11.6%	9.3%	9.0%
\$35,000 - \$49,999	11.5%	12.3%	11.3%
\$50,000 - \$74,999	23.8%	19.5%	18.4%
\$75,000 - \$99,999	14.4%	13.2%	13.8%
\$100,000 - \$149,999	12.1%	15.9%	17.3%
\$150,000 - \$199,999	6.5%	6.9%	7.0%
\$200,000+	2.9%	7.0%	7.7%
Average Household Income	\$72,168	\$87,423	\$90,781
2021 Households by Income			
Household Income Base	3,898	20,769	46,766
<\$15,000	6.7%	7.2%	7.1%
\$15,000 - \$24,999	9.0%	7.4%	7.2%
\$25,000 - \$34,999	10.1%	8.9%	8.4%
\$35,000 - \$49,999	5.0%	6.7%	6.5%
\$50,000 - \$74,999	26.0%	20.5%	18.9%
\$75,000 - \$99,999	18.7%	15.1%	15.2%
\$100,000 - \$149,999	14.4%	18.6%	20.4%
\$150,000 - \$199,999	7.1%	8.1%	8.2%
\$200,000+	3.1%	7.4%	8.1%
Average Household Income	\$80,406	\$96,157	\$99,415
2016 Owner Occupied Housing Units by Value			
Total	1,965	13,390	31,618
<\$50,000	2.9%	2.9%	2.7%
\$50,000 - \$99,999	10.3%	8.5%	8.0%
\$100,000 - \$149,999	33.2%	19.6%	21.9%
\$150,000 - \$199,999	22.5%	22.2%	20.7%
\$200,000 - \$249,999	14.4%	16.4%	15.3%
\$250,000 - \$299,999	11.7%	10.8%	9.4%
\$300,000 - \$399,999	4.3%	10.3%	11.4%
\$400,000 - \$499,999	0.8%	4.1%	5.2%
\$500,000 - \$749,999	0.1%	4.2%	4.3%
\$750,000 - \$999,999	0.0%	0.6%	0.8%
\$1,000,000 +	0.0%	0.2%	0.2%
Average Home Value	\$172,534	\$226,580	\$230,405
2021 Owner Occupied Housing Units by Value			
Total	1,984	13,736	32,345
<\$50,000	1.3%	1.4%	1.3%
\$50,000 - \$99,999	4.9%	4.3%	4.3%
\$100,000 - \$149,999	20.4%	11.7%	13.2%
\$150,000 - \$199,999	29.1%	25.6%	24.2%
\$200,000 - \$249,999	21.5%	22.1%	21.2%
\$250,000 - \$299,999	16.8%	14.6%	12.8%
\$300,000 - \$399,999	5.0%	10.8%	11.9%
\$400,000 - \$499,999	0.9%	4.2%	5.4%
\$500,000 - \$749,999	0.1%	4.4%	4.5%
\$750,000 - \$999,999	0.0%	0.8%	0.9%
\$1,000,000 +	0.0%	0.2%	0.2%
Average Home Value	\$197,051	\$245,450	\$250,097

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

Market Profile

SR 125/I-275
I 275 N, Cincinnati, OH, 45245
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.06843
Longitude: -84.29919

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	8,487	48,505	111,436
0 - 4	7.0%	6.4%	6.8%
5 - 9	6.0%	6.9%	7.2%
10 - 14	5.1%	6.7%	7.0%
15 - 24	13.2%	12.4%	12.0%
25 - 34	16.6%	12.2%	12.4%
35 - 44	12.2%	13.0%	13.6%
45 - 54	14.0%	15.8%	15.8%
55 - 64	13.1%	13.0%	12.8%
65 - 74	7.3%	7.4%	6.8%
75 - 84	4.4%	4.5%	4.0%
85 +	1.2%	1.9%	1.6%
18 +	78.9%	75.9%	74.8%
2016 Population by Age			
Total	8,461	50,066	114,257
0 - 4	6.5%	6.0%	6.3%
5 - 9	6.2%	6.4%	6.7%
10 - 14	5.6%	6.6%	7.0%
15 - 24	11.7%	12.0%	12.0%
25 - 34	16.5%	12.8%	12.4%
35 - 44	12.6%	12.3%	12.8%
45 - 54	12.1%	13.7%	14.0%
55 - 64	13.1%	13.9%	13.7%
65 - 74	9.9%	9.5%	9.0%
75 - 84	4.3%	4.7%	4.2%
85 +	1.6%	2.1%	1.8%
18 +	78.8%	77.3%	76.1%
2021 Population by Age			
Total	8,545	51,374	117,096
0 - 4	6.5%	5.9%	6.2%
5 - 9	5.9%	6.0%	6.3%
10 - 14	5.8%	6.3%	6.8%
15 - 24	12.0%	11.6%	11.7%
25 - 34	15.5%	12.8%	12.4%
35 - 44	13.7%	12.8%	13.0%
45 - 54	10.8%	12.3%	12.6%
55 - 64	11.9%	13.4%	13.5%
65 - 74	10.9%	11.1%	10.6%
75 - 84	5.3%	5.6%	5.0%
85 +	1.7%	2.2%	1.9%
18 +	78.7%	78.1%	76.9%
2010 Population by Sex			
Males	4,155	23,496	54,157
Females	4,335	25,011	57,277
2016 Population by Sex			
Males	4,143	24,293	55,574
Females	4,318	25,772	58,684
2021 Population by Sex			
Males	4,171	24,919	56,966
Females	4,374	26,454	60,130

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

Market Profile

SR 125/I-275
I 275 N, Cincinnati, OH, 45245
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.06843
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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	8,490	48,507	111,435
White Alone	93.2%	94.2%	94.5%
Black Alone	1.9%	1.4%	1.6%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.8%	2.0%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.6%	0.5%
Two or More Races	1.8%	1.6%	1.5%
Hispanic Origin	2.5%	1.9%	1.7%
Diversity Index	17.4	14.6	13.7
2016 Population by Race/Ethnicity			
Total	8,462	50,065	114,256
White Alone	91.4%	92.7%	93.3%
Black Alone	2.7%	1.8%	2.0%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	2.3%	2.5%	2.0%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	1.2%	0.8%	0.6%
Two or More Races	2.2%	2.0%	1.9%
Hispanic Origin	3.3%	2.5%	2.2%
Diversity Index	21.7	18.0	16.8
2021 Population by Race/Ethnicity			
Total	8,545	51,374	117,095
White Alone	89.7%	91.4%	92.1%
Black Alone	3.3%	2.1%	2.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	2.7%	2.9%	2.4%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	1.3%	0.9%	0.7%
Two or More Races	2.6%	2.3%	2.3%
Hispanic Origin	4.1%	3.1%	2.8%
Diversity Index	25.6	21.3	19.7
2010 Population by Relationship and Household Type			
Total	8,490	48,507	111,434
In Households	100.0%	99.5%	99.5%
In Family Households	77.3%	83.4%	84.4%
Householder	26.2%	27.2%	27.2%
Spouse	18.8%	21.2%	21.4%
Child	27.3%	30.9%	31.8%
Other relative	2.6%	2.3%	2.2%
Nonrelative	2.4%	1.8%	1.8%
In Nonfamily Households	22.7%	16.1%	15.1%
In Group Quarters	0.0%	0.5%	0.5%
Institutionalized Population	0.0%	0.5%	0.4%
Noninstitutionalized Population	0.0%	0.0%	0.1%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Market Profile

SR 125/I-275
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	1 mile	3 miles	5 miles
2016 Population 25+ by Educational Attainment			
Total	5,928	34,561	77,637
Less than 9th Grade	0.8%	1.5%	1.4%
9th - 12th Grade, No Diploma	5.7%	4.7%	4.6%
High School Graduate	25.2%	22.0%	21.9%
GED/Alternative Credential	3.3%	3.2%	3.1%
Some College, No Degree	21.4%	19.9%	19.4%
Associate Degree	11.5%	9.3%	9.3%
Bachelor's Degree	21.6%	25.5%	25.9%
Graduate/Professional Degree	10.4%	13.9%	14.4%
2016 Population 15+ by Marital Status			
Total	6,920	40,570	91,361
Never Married	30.9%	27.9%	26.8%
Married	47.2%	54.8%	56.5%
Widowed	4.4%	6.0%	5.6%
Divorced	17.5%	11.3%	11.1%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	98.1%	96.8%	96.4%
Civilian Unemployed	1.9%	3.2%	3.6%
2016 Employed Population 16+ by Industry			
Total	4,748	25,574	58,916
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	5.8%	5.3%	4.7%
Manufacturing	10.5%	11.0%	11.6%
Wholesale Trade	0.4%	2.5%	3.1%
Retail Trade	12.1%	12.2%	11.2%
Transportation/Utilities	3.4%	4.3%	4.3%
Information	1.0%	1.4%	1.5%
Finance/Insurance/Real Estate	11.3%	9.6%	9.9%
Services	52.9%	50.6%	50.8%
Public Administration	2.5%	3.0%	2.8%
2016 Employed Population 16+ by Occupation			
Total	4,748	25,575	58,916
White Collar	65.2%	69.1%	69.3%
Management/Business/Financial	15.0%	17.5%	18.9%
Professional	23.5%	26.1%	25.4%
Sales	13.7%	12.6%	11.2%
Administrative Support	13.1%	12.9%	13.7%
Services	16.8%	14.1%	14.5%
Blue Collar	17.9%	16.8%	16.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	4.4%	3.6%	3.5%
Installation/Maintenance/Repair	3.9%	3.9%	3.3%
Production	4.4%	4.7%	5.0%
Transportation/Material Moving	5.1%	4.6%	4.4%
2010 Population By Urban/ Rural Status			
Total Population	8,490	48,507	111,434
Population Inside Urbanized Area	99.9%	96.9%	97.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.1%	3.1%	3.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

Market Profile

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Prepared by Esri
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Longitude: -84.29919

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	3,852	19,445	44,091
Households with 1 Person	31.6%	26.0%	25.2%
Households with 2+ People	68.4%	74.0%	74.8%
Family Households	59.7%	67.7%	68.9%
Husband-wife Families	43.0%	52.8%	54.1%
With Related Children	16.6%	23.1%	24.7%
Other Family (No Spouse Present)	16.7%	15.0%	14.8%
Other Family with Male Householder	5.1%	4.3%	4.3%
With Related Children	3.2%	2.6%	2.6%
Other Family with Female Householder	11.6%	10.6%	10.5%
With Related Children	6.8%	6.5%	6.6%
Nonfamily Households	8.7%	6.2%	5.9%
All Households with Children	27.2%	32.8%	34.4%
Multigenerational Households	3.1%	3.0%	2.8%
Unmarried Partner Households	9.3%	7.1%	6.8%
Male-female	8.4%	6.4%	6.2%
Same-sex	0.9%	0.7%	0.7%
2010 Households by Size			
Total	3,852	19,447	44,091
1 Person Household	31.6%	26.0%	25.2%
2 Person Household	36.2%	35.5%	34.7%
3 Person Household	15.1%	16.2%	16.5%
4 Person Household	10.6%	13.5%	14.6%
5 Person Household	4.3%	5.8%	6.1%
6 Person Household	1.6%	2.0%	2.0%
7 + Person Household	0.6%	1.0%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	3,852	19,445	44,091
Owner Occupied	54.9%	69.7%	72.7%
Owned with a Mortgage/Loan	41.0%	53.8%	57.4%
Owned Free and Clear	13.9%	15.9%	15.3%
Renter Occupied	45.1%	30.3%	27.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,215	20,840	47,134
Housing Units Inside Urbanized Area	100.0%	97.1%	97.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	2.9%	3.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Market Profile

SR 125/I-275
 I 275 N, Cincinnati, OH, 45245
 Rings: 1, 3, 5 mile radii

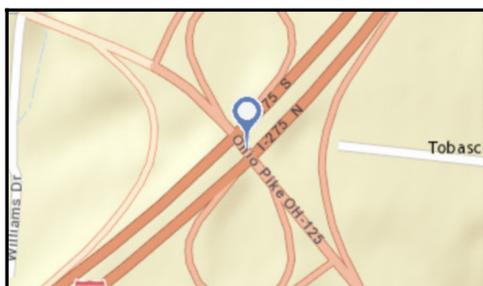
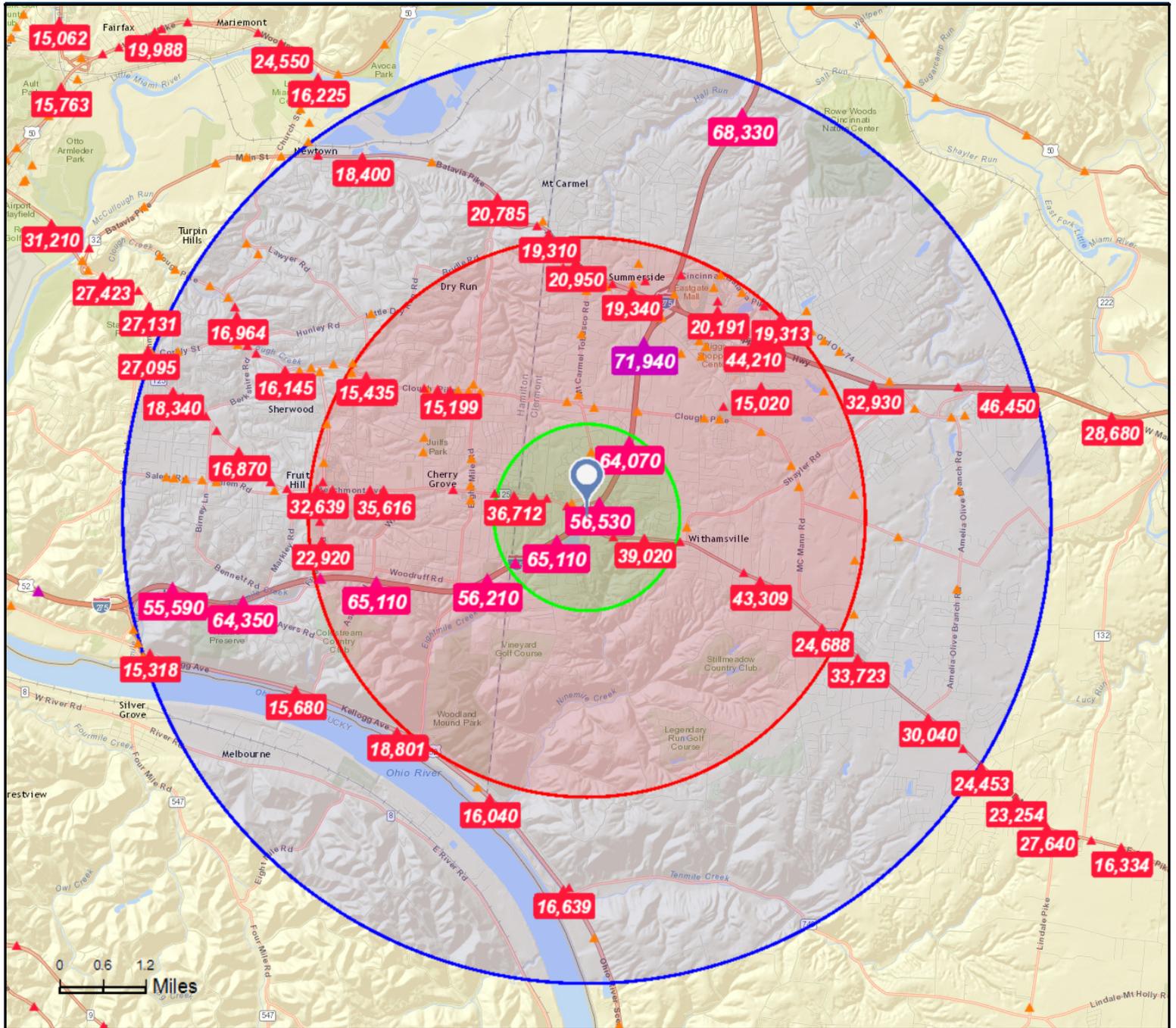
Prepared by Esri
 Latitude: 39.06843
 Longitude: -84.29919

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Bright Young Professionals	Old and Newcomers (8F)	Old and Newcomers (8F)
2.	Old and Newcomers (8F)	Bright Young Professionals	Soccer Moms (4A)
3.	Set to Impress (11D)	Soccer Moms (4A)	Savvy Suburbanites (1D)
2016 Consumer Spending			
Apparel & Services: Total \$	\$7,488,066	\$45,959,083	\$107,055,804
Average Spent	\$1,941.93	\$2,275.77	\$2,352.87
Spending Potential Index	96	113	117
Education: Total \$	\$5,033,923	\$32,967,479	\$77,303,844
Average Spent	\$1,305.48	\$1,632.46	\$1,698.99
Spending Potential Index	92	115	120
Entertainment/Recreation: Total \$	\$10,580,770	\$66,496,075	\$155,259,381
Average Spent	\$2,743.98	\$3,292.70	\$3,412.29
Spending Potential Index	94	113	117
Food at Home: Total \$	\$18,754,918	\$113,072,967	\$261,952,459
Average Spent	\$4,863.83	\$5,599.06	\$5,757.20
Spending Potential Index	98	112	116
Food Away from Home: Total \$	\$11,661,625	\$70,977,511	\$165,200,817
Average Spent	\$3,024.28	\$3,514.61	\$3,630.79
Spending Potential Index	98	114	117
Health Care: Total \$	\$18,836,149	\$120,054,573	\$280,074,972
Average Spent	\$4,884.89	\$5,944.77	\$6,155.49
Spending Potential Index	92	112	116
HH Furnishings & Equipment: Total \$	\$6,459,054	\$40,682,710	\$95,150,275
Average Spent	\$1,675.07	\$2,014.49	\$2,091.21
Spending Potential Index	95	114	118
Personal Care Products & Services: Total \$	\$2,690,721	\$16,849,528	\$39,206,697
Average Spent	\$697.80	\$834.34	\$861.69
Spending Potential Index	95	114	118
Shelter: Total \$	\$58,139,139	\$359,787,410	\$834,839,555
Average Spent	\$15,077.58	\$17,815.67	\$18,348.12
Spending Potential Index	97	114	118
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,288,717	\$53,719,186	\$125,521,232
Average Spent	\$2,149.56	\$2,660.02	\$2,758.71
Spending Potential Index	93	115	119
Travel: Total \$	\$6,427,658	\$43,083,947	\$101,569,435
Average Spent	\$1,666.92	\$2,133.40	\$2,232.30
Spending Potential Index	90	115	120
Vehicle Maintenance & Repairs: Total \$	\$3,794,619	\$23,595,742	\$54,958,783
Average Spent	\$984.08	\$1,168.40	\$1,207.89
Spending Potential Index	95	113	117

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



- 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: ©2016 Kalibrate Technologies



Business Summary

SR 125/I-275
 I 275 N, Cincinnati, OH, 45245
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.06843
 Longitude: -84.29919

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	396	2,340	3,606
Total Employees:	3,897	34,471	49,233
Total Residential Population:	8,462	50,065	114,258
Employee/Residential Population Ratio:	0.46:1	0.69:1	0.43:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	4	1.0%	36	0.9%	51	2.2%	353	1.0%	100	2.8%	635	1.3%
Construction	30	7.6%	120	3.1%	197	8.4%	1,387	4.0%	340	9.4%	2,098	4.3%
Manufacturing	9	2.3%	86	2.2%	72	3.1%	1,523	4.4%	116	3.2%	3,038	6.2%
Transportation	8	2.0%	48	1.2%	37	1.6%	192	0.6%	62	1.7%	330	0.7%
Communication	6	1.5%	37	0.9%	21	0.9%	118	0.3%	28	0.8%	150	0.3%
Utility	1	0.3%	4	0.1%	3	0.1%	9	0.0%	7	0.2%	24	0.0%
Wholesale Trade	12	3.0%	39	1.0%	75	3.2%	1,519	4.4%	118	3.3%	1,916	3.9%
Retail Trade Summary	82	20.7%	1,894	48.6%	575	24.6%	10,679	31.0%	808	22.4%	13,522	27.5%
Home Improvement	4	1.0%	341	8.8%	21	0.9%	485	1.4%	37	1.0%	610	1.2%
General Merchandise Stores	3	0.8%	65	1.7%	23	1.0%	1,745	5.1%	31	0.9%	1,926	3.9%
Food Stores	9	2.3%	160	4.1%	48	2.1%	1,093	3.2%	73	2.0%	1,584	3.2%
Auto Dealers, Gas Stations, Auto Aftermarket	11	2.8%	226	5.8%	72	3.1%	1,202	3.5%	103	2.9%	1,463	3.0%
Apparel & Accessory Stores	2	0.5%	14	0.4%	41	1.8%	400	1.2%	50	1.4%	467	0.9%
Furniture & Home Furnishings	7	1.8%	44	1.1%	50	2.1%	482	1.4%	67	1.9%	633	1.3%
Eating & Drinking Places	23	5.8%	806	20.7%	160	6.8%	3,772	10.9%	230	6.4%	4,930	10.0%
Miscellaneous Retail	24	6.1%	239	6.1%	161	6.9%	1,500	4.4%	215	6.0%	1,909	3.9%
Finance, Insurance, Real Estate Summary	66	16.7%	328	8.4%	314	13.4%	1,821	5.3%	468	13.0%	3,964	8.1%
Banks, Savings & Lending Institutions	24	6.1%	79	2.0%	124	5.3%	456	1.3%	179	5.0%	609	1.2%
Securities Brokers	1	0.3%	2	0.1%	25	1.1%	79	0.2%	37	1.0%	115	0.2%
Insurance Carriers & Agents	18	4.5%	140	3.6%	57	2.4%	342	1.0%	88	2.4%	2,030	4.1%
Real Estate, Holding, Other Investment Offices	23	5.8%	107	2.7%	107	4.6%	945	2.7%	164	4.5%	1,210	2.5%
Services Summary	162	40.9%	1,290	33.1%	863	36.9%	16,333	47.4%	1,354	37.5%	22,629	46.0%
Hotels & Lodging	4	1.0%	39	1.0%	7	0.3%	181	0.5%	9	0.2%	213	0.4%
Automotive Services	11	2.8%	42	1.1%	66	2.8%	369	1.1%	96	2.7%	517	1.1%
Motion Pictures & Amusements	11	2.8%	109	2.8%	66	2.8%	705	2.0%	108	3.0%	1,125	2.3%
Health Services	23	5.8%	311	8.0%	165	7.1%	2,647	7.7%	239	6.6%	4,967	10.1%
Legal Services	12	3.0%	88	2.3%	37	1.6%	197	0.6%	47	1.3%	242	0.5%
Education Institutions & Libraries	4	1.0%	126	3.2%	42	1.8%	1,518	4.4%	77	2.1%	3,038	6.2%
Other Services	96	24.2%	575	14.8%	480	20.5%	10,717	31.1%	779	21.6%	12,527	25.4%
Government	1	0.3%	4	0.1%	23	1.0%	509	1.5%	36	1.0%	891	1.8%
Unclassified Establishments	15	3.8%	11	0.3%	109	4.7%	28	0.1%	169	4.7%	34	0.1%
Totals	396	100.0%	3,897	100.0%	2,340	100.0%	34,471	100.0%	3,606	100.0%	49,233	100.0%

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.



Business Summary

SR 125/I-275
 I 275 N, Cincinnati, OH, 45245
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.06843
 Longitude: -84.29919

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.1%	8	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	8	0.0%
Utilities	1	0.3%	4	0.1%	2	0.1%	6	0.0%	2	0.1%	7	0.0%
Construction	30	7.6%	120	3.1%	208	8.9%	1,448	4.2%	363	10.1%	2,215	4.5%
Manufacturing	9	2.3%	46	1.2%	83	3.5%	1,564	4.5%	131	3.6%	3,074	6.2%
Wholesale Trade	12	3.0%	39	1.0%	74	3.2%	1,504	4.4%	115	3.2%	1,878	3.8%
Retail Trade	56	14.1%	1,071	27.5%	398	17.0%	6,759	19.6%	550	15.3%	8,372	17.0%
Motor Vehicle & Parts Dealers	9	2.3%	217	5.6%	59	2.5%	1,155	3.4%	81	2.2%	1,373	2.8%
Furniture & Home Furnishings Stores	5	1.3%	26	0.7%	26	1.1%	193	0.6%	33	0.9%	217	0.4%
Electronics & Appliance Stores	2	0.5%	18	0.5%	22	0.9%	286	0.8%	32	0.9%	422	0.9%
Bldg Material & Garden Equipment & Supplies Dealers	4	1.0%	341	8.8%	21	0.9%	485	1.4%	37	1.0%	610	1.2%
Food & Beverage Stores	6	1.5%	139	3.6%	34	1.5%	975	2.8%	52	1.4%	1,435	2.9%
Health & Personal Care Stores	6	1.5%	156	4.0%	41	1.8%	622	1.8%	52	1.4%	766	1.6%
Gasoline Stations	2	0.5%	9	0.2%	13	0.6%	47	0.1%	22	0.6%	90	0.2%
Clothing & Clothing Accessories Stores	5	1.3%	22	0.6%	56	2.4%	485	1.4%	71	2.0%	580	1.2%
Sport Goods, Hobby, Book, & Music Stores	5	1.3%	33	0.8%	32	1.4%	317	0.9%	41	1.1%	356	0.7%
General Merchandise Stores	3	0.8%	65	1.7%	23	1.0%	1,745	5.1%	31	0.9%	1,926	3.9%
Miscellaneous Store Retailers	9	2.3%	45	1.2%	64	2.7%	425	1.2%	86	2.4%	551	1.1%
Nonstore Retailers	2	0.5%	1	0.0%	7	0.3%	24	0.1%	11	0.3%	47	0.1%
Transportation & Warehousing	6	1.5%	42	1.1%	28	1.2%	135	0.4%	47	1.3%	250	0.5%
Information	10	2.5%	107	2.7%	38	1.6%	384	1.1%	58	1.6%	516	1.0%
Finance & Insurance	43	10.9%	221	5.7%	207	8.8%	879	2.5%	306	8.5%	2,773	5.6%
Central Bank/Credit Intermediation & Related Activities	24	6.1%	79	2.0%	124	5.3%	458	1.3%	181	5.0%	627	1.3%
Securities, Commodity Contracts & Other Financial	1	0.3%	2	0.1%	25	1.1%	79	0.2%	37	1.0%	115	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	18	4.5%	140	3.6%	57	2.4%	342	1.0%	88	2.4%	2,030	4.1%
Real Estate, Rental & Leasing	33	8.3%	131	3.4%	141	6.0%	1,027	3.0%	214	5.9%	1,358	2.8%
Professional, Scientific & Tech Services	53	13.4%	339	8.7%	213	9.1%	8,136	23.6%	325	9.0%	8,684	17.6%
Legal Services	13	3.3%	93	2.4%	42	1.8%	224	0.6%	53	1.5%	271	0.6%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.1%	9	0.0%
Administrative & Support & Waste Management & Remediation	13	3.3%	82	2.1%	110	4.7%	612	1.8%	195	5.4%	984	2.0%
Educational Services	5	1.3%	130	3.3%	55	2.4%	1,594	4.6%	95	2.6%	3,108	6.3%
Health Care & Social Assistance	35	8.8%	412	10.6%	211	9.0%	3,707	10.8%	302	8.4%	6,453	13.1%
Arts, Entertainment & Recreation	8	2.0%	107	2.7%	42	1.8%	620	1.8%	69	1.9%	1,057	2.1%
Accommodation & Food Services	28	7.1%	851	21.8%	172	7.4%	4,007	11.6%	247	6.8%	5,226	10.6%
Accommodation	4	1.0%	39	1.0%	7	0.3%	181	0.5%	9	0.2%	213	0.4%
Food Services & Drinking Places	24	6.1%	811	20.8%	165	7.1%	3,827	11.1%	238	6.6%	5,013	10.2%
Other Services (except Public Administration)	38	9.6%	180	4.6%	226	9.7%	1,551	4.5%	375	10.4%	2,326	4.7%
Automotive Repair & Maintenance	8	2.0%	32	0.8%	48	2.1%	319	0.9%	72	2.0%	434	0.9%
Public Administration	1	0.3%	4	0.1%	23	1.0%	509	1.5%	36	1.0%	891	1.8%
Unclassified Establishments	15	3.8%	11	0.3%	109	4.7%	28	0.1%	169	4.7%	34	0.1%
Total	396	100.0%	3,897	100.0%	2,340	100.0%	34,471	100.0%	3,606	100.0%	49,233	100.0%

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

Retail MarketPlace Profile

SR 125/I-275
I 275 N, Cincinnati, OH, 45245
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.06843
Longitude: -84.29919

Summary Demographics

2016 Population	8,462
2016 Households	3,856
2016 Median Disposable Income	\$47,822
2016 Per Capita Income	\$31,692

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	\$139,872,765	\$209,556,316	-\$69,683,551	-19.9	83
Total Retail Trade	44-45	\$126,945,547	\$183,651,390	-\$56,705,843	-18.3	61
Total Food & Drink	722	\$12,927,218	\$25,904,926	-\$12,977,708	-33.4	22

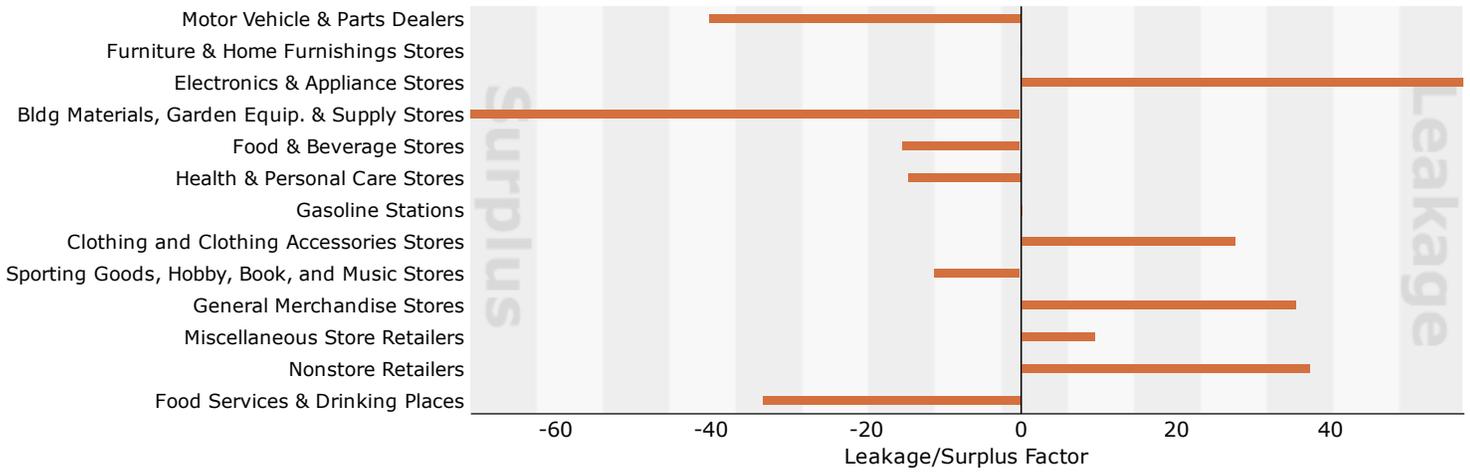
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$28,420,532	\$66,715,180	-\$38,294,648	-40.3	8
Automobile Dealers	4411	\$23,395,017	\$59,612,053	-\$36,217,036	-43.6	5
Other Motor Vehicle Dealers	4412	\$2,921,402	\$4,599,738	-\$1,678,336	-22.3	1
Auto Parts, Accessories & Tire Stores	4413	\$2,104,113	\$2,503,389	-\$399,276	-8.7	3
Furniture & Home Furnishings Stores	442	\$3,339,567	\$3,344,246	-\$4,679	-0.1	5
Furniture Stores	4421	\$2,188,159	\$1,209,730	\$978,429	28.8	1
Home Furnishings Stores	4422	\$1,151,408	\$2,134,516	-\$983,108	-29.9	4
Electronics & Appliance Stores	443	\$6,998,988	\$1,904,001	\$5,094,987	57.2	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,625,236	\$33,292,567	-\$27,667,331	-71.1	5
Bldg Material & Supplies Dealers	4441	\$4,836,749	\$32,271,903	-\$27,435,154	-73.9	3
Lawn & Garden Equip & Supply Stores	4442	\$788,487	\$1,020,664	-\$232,177	-12.8	2
Food & Beverage Stores	445	\$23,275,253	\$31,661,431	-\$8,386,178	-15.3	3
Grocery Stores	4451	\$21,465,102	\$31,470,438	-\$10,005,336	-18.9	3
Specialty Food Stores	4452	\$1,126,282	\$0	\$1,126,282	100.0	0
Beer, Wine & Liquor Stores	4453	\$683,869	\$0	\$683,869	100.0	0
Health & Personal Care Stores	446,4461	\$9,334,891	\$12,555,919	-\$3,221,028	-14.7	6
Gasoline Stations	447,4471	\$9,095,005	\$9,057,624	\$37,381	0.2	5
Clothing & Clothing Accessories Stores	448	\$5,685,957	\$3,208,973	\$2,476,984	27.8	5
Clothing Stores	4481	\$3,622,336	\$782,355	\$2,839,981	64.5	2
Shoe Stores	4482	\$710,841	\$2,103,824	-\$1,392,983	-49.5	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,352,780	\$322,793	\$1,029,987	61.5	2
Sporting Goods, Hobby, Book & Music Stores	451	\$4,103,943	\$5,134,691	-\$1,030,748	-11.2	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,281,318	\$3,386,871	-\$105,553	-1.6	6
Book, Periodical & Music Stores	4512	\$822,625	\$1,747,820	-\$925,195	-36.0	1
General Merchandise Stores	452	\$23,329,367	\$11,077,467	\$12,251,900	35.6	3
Department Stores Excluding Leased Depts.	4521	\$18,378,332	\$9,534,133	\$8,844,199	31.7	1
Other General Merchandise Stores	4529	\$4,951,036	\$1,543,334	\$3,407,702	52.5	2
Miscellaneous Store Retailers	453	\$5,904,233	\$4,864,980	\$1,039,253	9.7	10
Florists	4531	\$217,280	\$0	\$217,280	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,369,214	\$1,856,602	-\$487,388	-15.1	4
Used Merchandise Stores	4533	\$891,442	\$919,157	-\$27,715	-1.5	3
Other Miscellaneous Store Retailers	4539	\$3,426,297	\$2,075,704	\$1,350,593	24.5	4
Nonstore Retailers	454	\$1,832,574	\$834,311	\$998,263	37.4	2
Electronic Shopping & Mail-Order Houses	4541	\$1,078,747	\$834,311	\$244,436	12.8	2
Vending Machine Operators	4542	\$206,912	\$0	\$206,912	100.0	0
Direct Selling Establishments	4543	\$546,915	\$0	\$546,915	100.0	0
Food Services & Drinking Places	722	\$12,927,218	\$25,904,926	-\$12,977,708	-33.4	22
Full-Service Restaurants	7221	\$6,413,277	\$2,062,317	\$4,350,960	51.3	7
Limited-Service Eating Places	7222	\$5,774,909	\$23,572,660	-\$17,797,751	-60.6	14
Special Food Services	7223	\$320,227	\$0	\$320,227	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$418,805	\$269,949	\$148,856	21.6	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 click the link below to view the Methodology Statement.

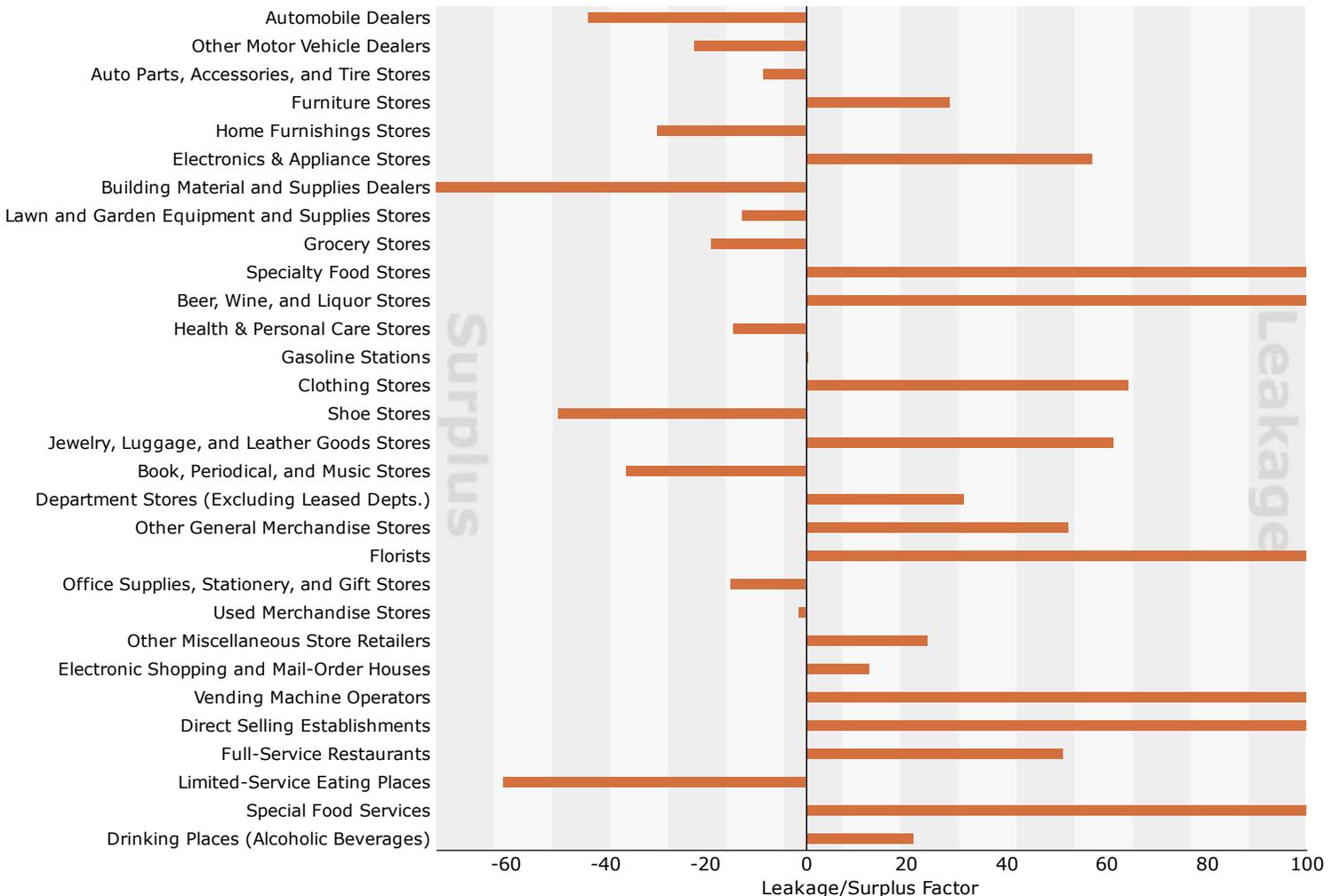
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Retail MarketPlace Profile

SR 125/I-275
I 275 N, Cincinnati, OH, 45245
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.06843
Longitude: -84.29919

Summary Demographics

2016 Population	50,065
2016 Households	20,195
2016 Median Disposable Income	\$52,181
2016 Per Capita Income	\$35,534

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	\$893,019,821	\$1,468,339,647	-\$575,319,826	-24.4	572
Total Retail Trade	44-45	\$810,274,087	\$1,344,962,890	-\$534,688,803	-24.8	412
Total Food & Drink	722	\$82,745,734	\$123,376,757	-\$40,631,023	-19.7	160

Industry Group

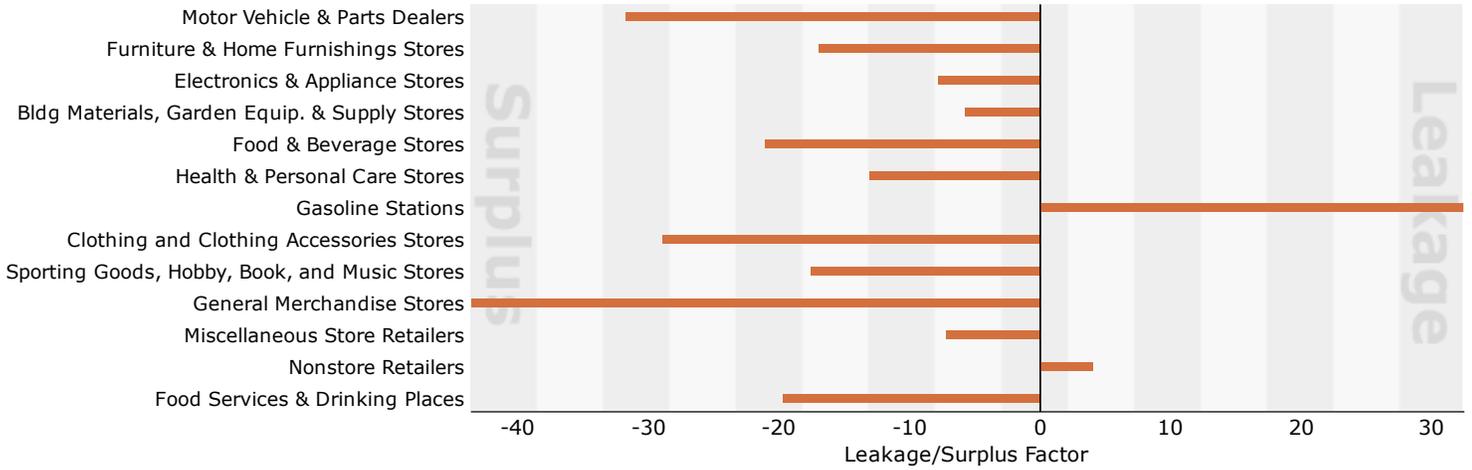
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$182,584,552	\$353,143,573	-\$170,559,021	-31.8	57
Automobile Dealers	4411	\$148,637,388	\$314,080,771	-\$165,443,383	-35.8	34
Other Motor Vehicle Dealers	4412	\$20,281,984	\$24,387,620	-\$4,105,636	-9.2	3
Auto Parts, Accessories & Tire Stores	4413	\$13,665,180	\$14,675,182	-\$1,010,002	-3.6	19
Furniture & Home Furnishings Stores	442	\$21,597,084	\$30,459,829	-\$8,862,745	-17.0	26
Furniture Stores	4421	\$14,018,698	\$23,872,933	-\$9,854,235	-26.0	19
Home Furnishings Stores	4422	\$7,578,386	\$6,586,896	\$991,490	7.0	8
Electronics & Appliance Stores	443	\$45,216,088	\$52,872,229	-\$7,656,141	-7.8	25
Bldg Materials, Garden Equip. & Supply Stores	444	\$39,487,873	\$44,322,035	-\$4,834,162	-5.8	20
Bldg Material & Supplies Dealers	4441	\$34,084,465	\$41,802,746	-\$7,718,281	-10.2	15
Lawn & Garden Equip & Supply Stores	4442	\$5,403,408	\$2,519,289	\$2,884,119	36.4	5
Food & Beverage Stores	445	\$145,326,008	\$223,067,748	-\$77,741,740	-21.1	35
Grocery Stores	4451	\$134,001,893	\$207,566,098	-\$73,564,205	-21.5	24
Specialty Food Stores	4452	\$7,029,762	\$7,699,937	-\$670,175	-4.5	7
Beer, Wine & Liquor Stores	4453	\$4,294,353	\$7,801,713	-\$3,507,360	-29.0	4
Health & Personal Care Stores	446,4461	\$59,867,439	\$77,912,525	-\$18,045,086	-13.1	36
Gasoline Stations	447,4471	\$56,105,556	\$28,554,406	\$27,551,150	32.5	16
Clothing & Clothing Accessories Stores	448	\$36,189,370	\$65,799,392	-\$29,610,022	-29.0	60
Clothing Stores	4481	\$22,862,836	\$39,266,968	-\$16,404,132	-26.4	32
Shoe Stores	4482	\$4,362,705	\$13,604,447	-\$9,241,742	-51.4	14
Jewelry, Luggage & Leather Goods Stores	4483	\$8,963,829	\$12,927,978	-\$3,964,149	-18.1	14
Sporting Goods, Hobby, Book & Music Stores	451	\$26,408,345	\$37,659,011	-\$11,250,666	-17.6	36
Sporting Goods/Hobby/Musical Instr Stores	4511	\$21,267,393	\$34,221,273	-\$12,953,880	-23.3	32
Book, Periodical & Music Stores	4512	\$5,140,953	\$3,437,738	\$1,703,215	19.9	4
General Merchandise Stores	452	\$147,621,183	\$376,396,876	-\$228,775,693	-43.7	25
Department Stores Excluding Leased Depts.	4521	\$116,527,926	\$278,931,630	-\$162,403,704	-41.1	11
Other General Merchandise Stores	4529	\$31,093,257	\$97,465,246	-\$66,371,989	-51.6	14
Miscellaneous Store Retailers	453	\$37,570,687	\$43,442,001	-\$5,871,314	-7.2	69
Florists	4531	\$1,533,938	\$1,596,610	-\$62,672	-2.0	7
Office Supplies, Stationery & Gift Stores	4532	\$8,856,342	\$13,865,666	-\$5,009,324	-22.0	21
Used Merchandise Stores	4533	\$5,631,778	\$5,042,058	\$589,720	5.5	15
Other Miscellaneous Store Retailers	4539	\$21,548,629	\$22,937,667	-\$1,389,038	-3.1	26
Nonstore Retailers	454	\$12,299,901	\$11,333,265	\$966,636	4.1	7
Electronic Shopping & Mail-Order Houses	4541	\$7,009,656	\$10,698,171	-\$3,688,515	-20.8	6
Vending Machine Operators	4542	\$1,293,310	\$0	\$1,293,310	100.0	0
Direct Selling Establishments	4543	\$3,996,935	\$635,095	\$3,361,840	72.6	2
Food Services & Drinking Places	722	\$82,745,734	\$123,376,757	-\$40,631,023	-19.7	160
Full-Service Restaurants	7221	\$41,286,338	\$38,867,816	\$2,418,522	3.0	70
Limited-Service Eating Places	7222	\$36,678,702	\$81,878,577	-\$45,199,875	-38.1	77
Special Food Services	7223	\$2,157,946	\$836,056	\$1,321,890	44.2	3
Drinking Places - Alcoholic Beverages	7224	\$2,622,748	\$1,794,308	\$828,440	18.8	9

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 click the link below to view the Methodology Statement.

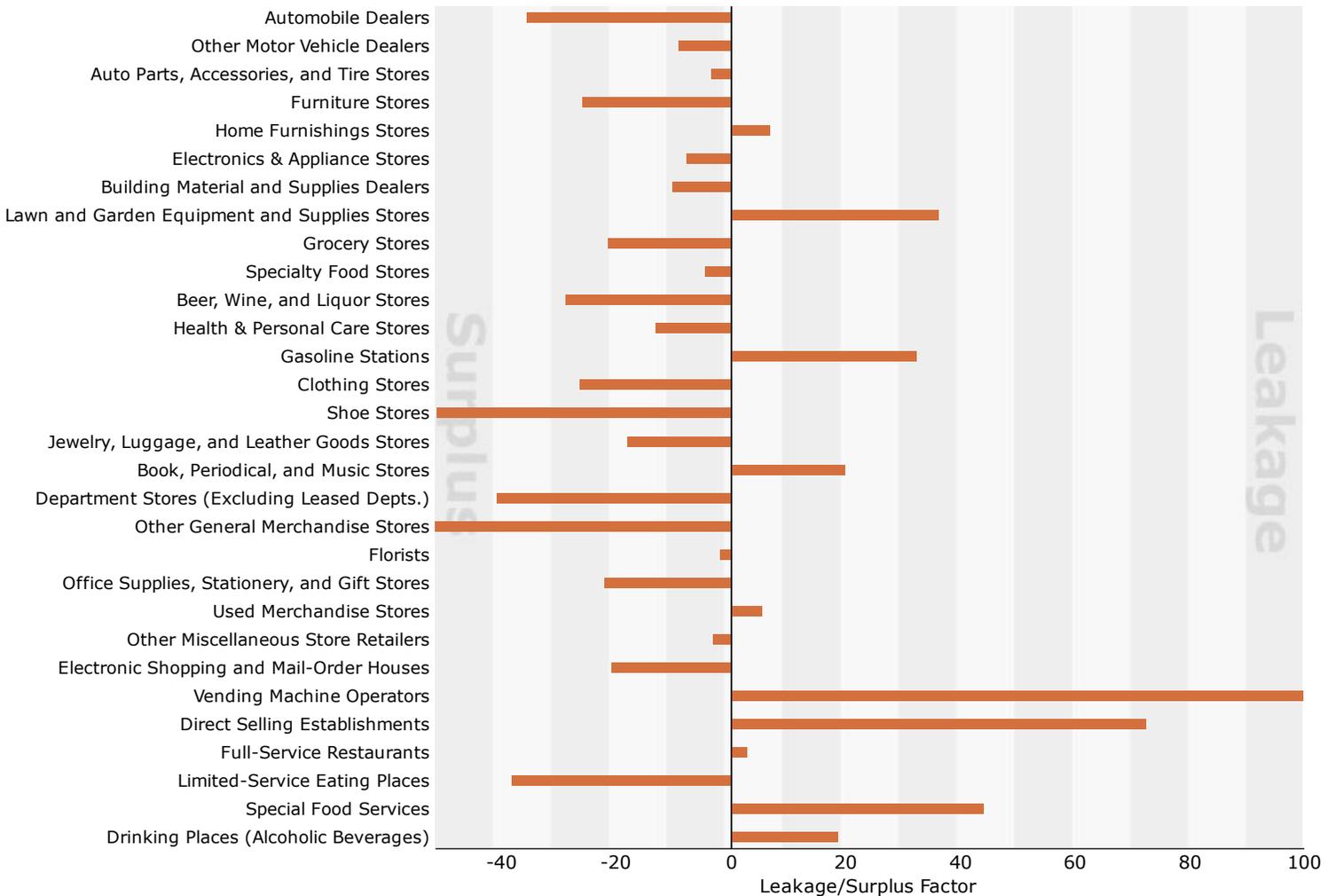
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Retail MarketPlace Profile

SR 125/I-275
I 275 N, Cincinnati, OH, 45245
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.06843
Longitude: -84.29919

Summary Demographics

2016 Population	114,258
2016 Households	45,500
2016 Median Disposable Income	\$53,931
2016 Per Capita Income	\$36,174

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	\$2,151,732,023	\$1,813,613,137	\$338,118,886	8.5	788
Total Retail Trade	44-45	\$1,952,400,689	\$1,652,819,531	\$299,581,158	8.3	563
Total Food & Drink	722	\$199,331,334	\$160,793,606	\$38,537,728	10.7	225

Industry Group

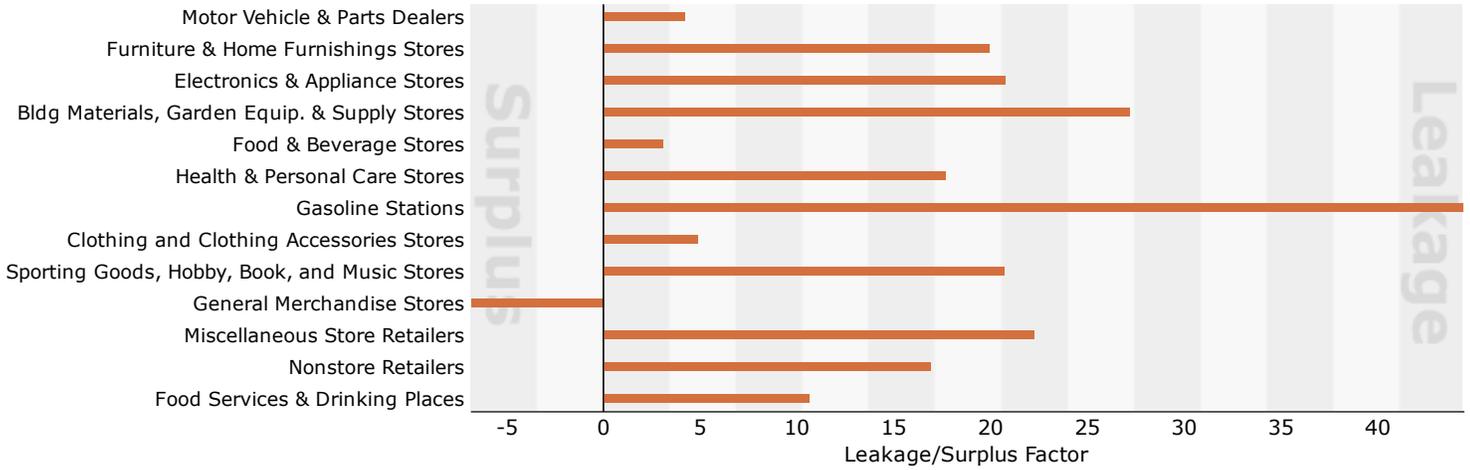
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$442,225,632	\$405,713,561	\$36,512,071	4.3	78
Automobile Dealers	4411	\$360,003,085	\$332,687,167	\$27,315,918	3.9	44
Other Motor Vehicle Dealers	4412	\$49,332,672	\$52,415,096	-\$3,082,424	-3.0	9
Auto Parts, Accessories & Tire Stores	4413	\$32,889,875	\$20,611,299	\$12,278,576	23.0	26
Furniture & Home Furnishings Stores	442	\$52,265,824	\$34,862,437	\$17,403,387	20.0	34
Furniture Stores	4421	\$33,901,641	\$25,813,394	\$8,088,247	13.5	21
Home Furnishings Stores	4422	\$18,364,183	\$9,049,043	\$9,315,140	34.0	13
Electronics & Appliance Stores	443	\$108,791,865	\$71,193,679	\$37,598,186	20.9	34
Bldg Materials, Garden Equip. & Supply Stores	444	\$95,413,475	\$54,561,882	\$40,851,593	27.2	32
Bldg Material & Supplies Dealers	4441	\$82,229,133	\$48,214,955	\$34,014,178	26.1	24
Lawn & Garden Equip & Supply Stores	4442	\$13,184,342	\$6,346,927	\$6,837,415	35.0	9
Food & Beverage Stores	445	\$348,417,011	\$326,963,915	\$21,453,096	3.2	57
Grocery Stores	4451	\$321,220,368	\$299,184,314	\$22,036,054	3.6	36
Specialty Food Stores	4452	\$16,792,952	\$9,500,902	\$7,292,050	27.7	11
Beer, Wine & Liquor Stores	4453	\$10,403,691	\$18,278,698	-\$7,875,007	-27.5	9
Health & Personal Care Stores	446,4461	\$143,698,944	\$100,382,753	\$43,316,191	17.7	45
Gasoline Stations	447,4471	\$134,941,071	\$51,839,585	\$83,101,486	44.5	27
Clothing & Clothing Accessories Stores	448	\$86,968,874	\$78,778,704	\$8,190,170	4.9	75
Clothing Stores	4481	\$54,926,761	\$45,863,983	\$9,062,778	9.0	41
Shoe Stores	4482	\$10,464,882	\$15,160,704	-\$4,695,822	-18.3	16
Jewelry, Luggage & Leather Goods Stores	4483	\$21,577,231	\$17,754,016	\$3,823,215	9.7	19
Sporting Goods, Hobby, Book & Music Stores	451	\$63,679,307	\$41,747,095	\$21,932,212	20.8	44
Sporting Goods/Hobby/Musical Instr Stores	4511	\$51,321,502	\$37,599,634	\$13,721,868	15.4	38
Book, Periodical & Music Stores	4512	\$12,357,805	\$4,147,461	\$8,210,344	49.7	6
General Merchandise Stores	452	\$355,979,926	\$408,312,603	-\$52,332,677	-6.8	33
Department Stores Excluding Leased Depts.	4521	\$281,180,258	\$307,461,721	-\$26,281,463	-4.5	12
Other General Merchandise Stores	4529	\$74,799,668	\$100,850,882	-\$26,051,214	-14.8	20
Miscellaneous Store Retailers	453	\$90,346,417	\$57,392,290	\$32,954,127	22.3	94
Florists	4531	\$3,758,980	\$2,209,931	\$1,549,049	26.0	11
Office Supplies, Stationery & Gift Stores	4532	\$21,342,997	\$16,772,973	\$4,570,024	12.0	24
Used Merchandise Stores	4533	\$13,476,801	\$5,275,426	\$8,201,375	43.7	18
Other Miscellaneous Store Retailers	4539	\$51,767,640	\$33,133,960	\$18,633,680	21.9	42
Nonstore Retailers	454	\$29,672,341	\$21,071,027	\$8,601,314	17.0	11
Electronic Shopping & Mail-Order Houses	4541	\$16,850,485	\$20,179,728	-\$3,329,243	-9.0	8
Vending Machine Operators	4542	\$3,104,171	\$88,997	\$3,015,174	94.4	1
Direct Selling Establishments	4543	\$9,717,685	\$802,302	\$8,915,383	84.7	2
Food Services & Drinking Places	722	\$199,331,334	\$160,793,606	\$38,537,728	10.7	225
Full-Service Restaurants	7221	\$99,513,235	\$61,166,933	\$38,346,302	23.9	107
Limited-Service Eating Places	7222	\$88,279,177	\$96,370,696	-\$8,091,519	-4.4	101
Special Food Services	7223	\$5,273,653	\$1,151,579	\$4,122,074	64.2	6
Drinking Places - Alcoholic Beverages	7224	\$6,265,269	\$2,104,398	\$4,160,871	49.7	11

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 click the link below to view the Methodology Statement.

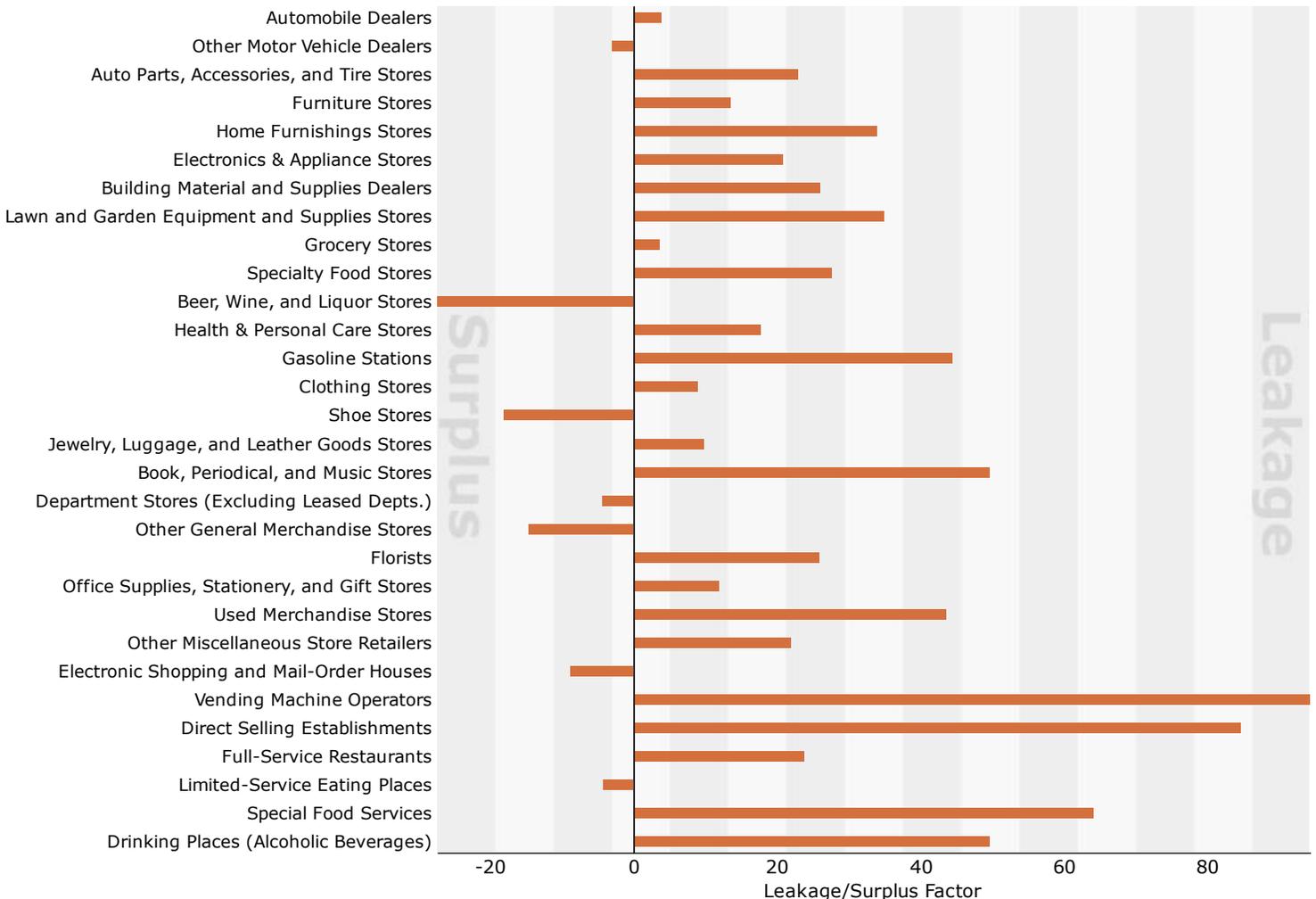
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Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail Market Potential

SR 125/I-275
 I 275 N, Cincinnati, OH, 45245
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.06843
 Longitude: -84.29919

Demographic Summary	2016	2021
Population	8,462	8,545
Population 18+	6,670	6,724
Households	3,856	3,898
Median Household Income	\$57,513	\$66,223

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,271	49.0%	104
Bought any women's clothing in last 12 months	2,952	44.3%	101
Bought clothing for child <13 years in last 6 months	1,816	27.2%	99
Bought any shoes in last 12 months	3,515	52.7%	98
Bought costume jewelry in last 12 months	1,340	20.1%	103
Bought any fine jewelry in last 12 months	1,268	19.0%	104
Bought a watch in last 12 months	765	11.5%	104
Automobiles (Households)			
HH owns/leases any vehicle	3,402	88.2%	103
HH bought/leased new vehicle last 12 mo	353	9.2%	97
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,854	87.8%	103
Bought/changed motor oil in last 12 months	3,377	50.6%	103
Had tune-up in last 12 months	2,111	31.6%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	4,282	64.2%	98
Drank regular cola in last 6 months	3,079	46.2%	103
Drank beer/ale in last 6 months	3,051	45.7%	107
Cameras (Adults)			
Own digital point & shoot camera	1,947	29.2%	100
Own digital single-lens reflex (SLR) camera	629	9.4%	109
Bought any camera in last 12 months	373	5.6%	98
Printed digital photos in last 12 months	205	3.1%	105
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,574	38.6%	107
Have a smartphone	4,024	60.3%	103
Have a smartphone: Android phone (any brand)	1,985	29.8%	111
Have a smartphone: Apple iPhone	1,634	24.5%	95
Number of cell phones in household: 1	1,467	38.0%	118
Number of cell phones in household: 2	1,449	37.6%	100
Number of cell phones in household: 3+	747	19.4%	76
HH has cell phone only (no landline telephone)	1,952	50.6%	121
Computers (Households)			
HH owns a computer	2,993	77.6%	101
HH owns desktop computer	1,652	42.8%	95
HH owns laptop/notebook	2,164	56.1%	103
HH owns any Apple/Mac brand computer	542	14.1%	93
HH owns any PC/non-Apple brand computer	2,641	68.5%	101
HH purchased most recent computer in a store	1,440	37.3%	99
HH purchased most recent computer online	489	12.7%	97
Spent <\$500 on most recent home computer	573	14.9%	102
Spent \$500-\$999 on most recent home computer	753	19.5%	102
Spent \$1,000-\$1,499 on most recent home computer	337	8.7%	92
Spent \$1,500-\$1,999 on most recent home computer	162	4.2%	92
Spent \$2,000+ on most recent home computer	150	3.9%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 2016 and 2021.



Retail Market Potential

SR 125/I-275
 I 275 N, Cincinnati, OH, 45245
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.06843
 Longitude: -84.29919

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	3,557	53.3%	105
Bought brewed coffee at convenience store in last 30 days	1,181	17.7%	113
Bought cigarettes at convenience store in last 30 days	986	14.8%	118
Bought gas at convenience store in last 30 days	2,543	38.1%	115
Spent at convenience store in last 30 days: <\$20	601	9.0%	111
Spent at convenience store in last 30 days: \$20-\$39	577	8.7%	96
Spent at convenience store in last 30 days: \$40-\$50	545	8.2%	107
Spent at convenience store in last 30 days: \$51-\$99	275	4.1%	93
Spent at convenience store in last 30 days: \$100+	1,775	26.6%	116
Entertainment (Adults)			
Attended a movie in last 6 months	3,897	58.4%	98
Went to live theater in last 12 months	825	12.4%	95
Went to a bar/night club in last 12 months	1,318	19.8%	118
Dined out in last 12 months	3,159	47.4%	106
Gambled at a casino in last 12 months	804	12.1%	88
Visited a theme park in last 12 months	1,085	16.3%	92
Viewed movie (video-on-demand) in last 30 days	1,132	17.0%	100
Viewed TV show (video-on-demand) in last 30 days	837	12.5%	97
Watched any pay-per-view TV in last 12 months	806	12.1%	92
Downloaded a movie over the Internet in last 30 days	473	7.1%	99
Downloaded any individual song in last 6 months	1,488	22.3%	109
Watched a movie online in the last 30 days	1,102	16.5%	103
Watched a TV program online in last 30 days	1,112	16.7%	112
Played a video/electronic game (console) in last 12 months	769	11.5%	110
Played a video/electronic game (portable) in last 12 months	375	5.6%	123
Financial (Adults)			
Have home mortgage (1st)	1,984	29.7%	96
Used ATM/cash machine in last 12 months	3,348	50.2%	102
Own any stock	446	6.7%	87
Own U.S. savings bond	275	4.1%	78
Own shares in mutual fund (stock)	467	7.0%	96
Own shares in mutual fund (bonds)	268	4.0%	83
Have interest checking account	1,885	28.3%	100
Have non-interest checking account	2,023	30.3%	107
Have savings account	3,649	54.7%	101
Have 401K retirement savings plan	966	14.5%	100
Own/used any credit/debit card in last 12 months	5,078	76.1%	102
Avg monthly credit card expenditures: <\$111	805	12.1%	104
Avg monthly credit card expenditures: \$111-\$225	378	5.7%	82
Avg monthly credit card expenditures: \$226-\$450	450	6.7%	107
Avg monthly credit card expenditures: \$451-\$700	327	4.9%	92
Avg monthly credit card expenditures: \$701-\$1,000	196	2.9%	68
Avg monthly credit card expenditures: \$1,001+	518	7.8%	86
Did banking online in last 12 months	2,500	37.5%	105
Did banking on mobile device in last 12 months	1,056	15.8%	113
Paid bills online in last 12 months	3,114	46.7%	109

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 2016 and 2021.

Retail Market Potential

SR 125/I-275
I 275 N, Cincinnati, OH, 45245
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.06843
Longitude: -84.29919

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,622	68.0%	98
Used bread in last 6 months	3,616	93.8%	100
Used chicken (fresh or frozen) in last 6 months	2,639	68.4%	99
Used turkey (fresh or frozen) in last 6 months	586	15.2%	96
Used fish/seafood (fresh or frozen) in last 6 months	2,028	52.6%	96
Used fresh fruit/vegetables in last 6 months	3,278	85.0%	99
Used fresh milk in last 6 months	3,343	86.7%	99
Used organic food in last 6 months	745	19.3%	98
Health (Adults)			
Exercise at home 2+ times per week	1,912	28.7%	101
Exercise at club 2+ times per week	894	13.4%	103
Visited a doctor in last 12 months	5,049	75.7%	100
Used vitamin/dietary supplement in last 6 months	3,652	54.8%	104
Home (Households)			
Any home improvement in last 12 months	987	25.6%	95
Used housekeeper/maid/professional HH cleaning service in last 12	470	12.2%	93
Purchased low ticket HH furnishings in last 12 months	625	16.2%	101
Purchased big ticket HH furnishings in last 12 months	824	21.4%	102
Bought any small kitchen appliance in last 12 months	913	23.7%	107
Bought any large kitchen appliance in last 12 months	456	11.8%	93
Insurance (Adults/Households)			
Currently carry life insurance	2,731	40.9%	96
Carry medical/hospital/accident insurance	4,501	67.5%	103
Carry homeowner insurance	3,050	45.7%	97
Carry renter's insurance	745	11.2%	137
Have auto insurance: 1 vehicle in household covered	1,426	37.0%	120
Have auto insurance: 2 vehicles in household covered	1,014	26.3%	92
Have auto insurance: 3+ vehicles in household covered	688	17.8%	82
Pets (Households)			
Household owns any pet	1,941	50.3%	94
Household owns any cat	906	23.5%	105
Household owns any dog	1,341	34.8%	85
Psychographics (Adults)			
Buying American is important to me	2,846	42.7%	101
Usually buy items on credit rather than wait	768	11.5%	98
Usually buy based on quality - not price	1,071	16.1%	89
Price is usually more important than brand name	1,852	27.8%	106
Usually use coupons for brands I buy often	1,328	19.9%	105
Am interested in how to help the environment	1,036	15.5%	95
Usually pay more for environ safe product	827	12.4%	97
Usually value green products over convenience	630	9.4%	90
Likely to buy a brand that supports a charity	2,229	33.4%	96
Reading (Adults)			
Bought digital book in last 12 months	935	14.0%	106
Bought hardcover book in last 12 months	1,516	22.7%	109
Bought paperback book in last 12 month	2,259	33.9%	108
Read any daily newspaper (paper version)	1,657	24.8%	95
Read any digital newspaper in last 30 days	2,232	33.5%	100
Read any magazine (paper/electronic version) in last 6 months	6,116	91.7%	101

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 2016 and 2021.



Retail Market Potential

SR 125/I-275
 I 275 N, Cincinnati, OH, 45245
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.06843
 Longitude: -84.29919

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	5,239	78.5%	105
Went to family restaurant/steak house: 4+ times a month	2,050	30.7%	112
Went to fast food/drive-in restaurant in last 6 months	6,207	93.1%	103
Went to fast food/drive-in restaurant 9+ times/mo	2,804	42.0%	107
Fast food/drive-in last 6 months: eat in	2,557	38.3%	105
Fast food/drive-in last 6 months: home delivery	611	9.2%	119
Fast food/drive-in last 6 months: take-out/drive-thru	3,462	51.9%	112
Fast food/drive-in last 6 months: take-out/walk-in	1,378	20.7%	106
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	2,027	30.4%	96
Own e-reader/tablet: iPad	914	13.7%	89
Own any portable MP3 player	2,105	31.6%	102
HH owns 1 TV	914	23.7%	116
HH owns 2 TVs	1,028	26.7%	103
HH owns 3 TVs	827	21.4%	100
HH owns 4+ TVs	597	15.5%	82
HH subscribes to cable TV	2,187	56.7%	114
HH subscribes to fiber optic	207	5.4%	71
HH has satellite dish	683	17.7%	70
HH owns DVD/Blu-ray player	2,371	61.5%	102
HH owns camcorder	423	11.0%	79
HH owns portable GPS navigation device	1,029	26.7%	97
HH purchased video game system in last 12 mos	270	7.0%	88
HH owns Internet video device for TV	250	6.5%	92
Travel (Adults)			
Domestic travel in last 12 months	3,248	48.7%	97
Took 3+ domestic non-business trips in last 12 months	656	9.8%	89
Spent on domestic vacations in last 12 months: <\$1,000	695	10.4%	97
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	306	4.6%	79
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	177	2.7%	74
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	194	2.9%	75
Spent on domestic vacations in last 12 months: \$3,000+	314	4.7%	85
Domestic travel in the 12 months: used general travel website	353	5.3%	78
Foreign travel in last 3 years	1,440	21.6%	90
Took 3+ foreign trips by plane in last 3 years	248	3.7%	83
Spent on foreign vacations in last 12 months: <\$1,000	254	3.8%	91
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	189	2.8%	87
Spent on foreign vacations in last 12 months: \$3,000+	255	3.8%	77
Foreign travel in last 3 years: used general travel website	273	4.1%	73
Nights spent in hotel/motel in last 12 months: any	2,681	40.2%	99
Took cruise of more than one day in last 3 years	486	7.3%	87
Member of any frequent flyer program	975	14.6%	90
Member of any hotel rewards program	890	13.3%	94

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

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Retail Market Potential

SR 125/I-275
I 275 N, Cincinnati, OH, 45245
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.06843
Longitude: -84.29919

Demographic Summary	2016	2021
Population	50,065	51,374
Population 18+	38,696	40,124
Households	20,195	20,769
Median Household Income	\$63,634	\$73,691

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	18,983	49.1%	104
Bought any women's clothing in last 12 months	17,575	45.4%	103
Bought clothing for child <13 years in last 6 months	10,322	26.7%	97
Bought any shoes in last 12 months	21,283	55.0%	102
Bought costume jewelry in last 12 months	8,129	21.0%	108
Bought any fine jewelry in last 12 months	7,220	18.7%	102
Bought a watch in last 12 months	4,557	11.8%	107
Automobiles (Households)			
HH owns/leases any vehicle	18,217	90.2%	105
HH bought/leased new vehicle last 12 mo	2,149	10.6%	113
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	34,774	89.9%	106
Bought/changed motor oil in last 12 months	19,560	50.5%	103
Had tune-up in last 12 months	12,033	31.1%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	25,378	65.6%	100
Drank regular cola in last 6 months	16,693	43.1%	96
Drank beer/ale in last 6 months	17,992	46.5%	109
Cameras (Adults)			
Own digital point & shoot camera	12,551	32.4%	111
Own digital single-lens reflex (SLR) camera	3,842	9.9%	115
Bought any camera in last 12 months	2,256	5.8%	102
Printed digital photos in last 12 months	1,180	3.0%	104
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	14,750	38.1%	105
Have a smartphone	23,946	61.9%	105
Have a smartphone: Android phone (any brand)	10,737	27.7%	103
Have a smartphone: Apple iPhone	10,989	28.4%	110
Number of cell phones in household: 1	6,396	31.7%	99
Number of cell phones in household: 2	7,825	38.7%	104
Number of cell phones in household: 3+	5,095	25.2%	99
HH has cell phone only (no landline telephone)	8,376	41.5%	99
Computers (Households)			
HH owns a computer	16,353	81.0%	105
HH owns desktop computer	9,659	47.8%	106
HH owns laptop/notebook	11,688	57.9%	107
HH owns any Apple/Mac brand computer	3,297	16.3%	109
HH owns any PC/non-Apple brand computer	14,394	71.3%	105
HH purchased most recent computer in a store	8,112	40.2%	107
HH purchased most recent computer online	2,828	14.0%	107
Spent <\$500 on most recent home computer	2,948	14.6%	101
Spent \$500-\$999 on most recent home computer	4,194	20.8%	109
Spent \$1,000-\$1,499 on most recent home computer	2,143	10.6%	112
Spent \$1,500-\$1,999 on most recent home computer	991	4.9%	108
Spent \$2,000+ on most recent home computer	843	4.2%	106

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 2016 and 2021.



Retail Market Potential

SR 125/I-275
 I 275 N, Cincinnati, OH, 45245
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.06843
 Longitude: -84.29919

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	20,868	53.9%	106
Bought brewed coffee at convenience store in last 30 days	6,523	16.9%	107
Bought cigarettes at convenience store in last 30 days	4,818	12.5%	100
Bought gas at convenience store in last 30 days	13,716	35.4%	107
Spent at convenience store in last 30 days: <\$20	3,446	8.9%	110
Spent at convenience store in last 30 days: \$20-\$39	3,650	9.4%	104
Spent at convenience store in last 30 days: \$40-\$50	3,109	8.0%	105
Spent at convenience store in last 30 days: \$51-\$99	1,627	4.2%	95
Spent at convenience store in last 30 days: \$100+	9,314	24.1%	105
Entertainment (Adults)			
Attended a movie in last 6 months	24,000	62.0%	104
Went to live theater in last 12 months	5,634	14.6%	112
Went to a bar/night club in last 12 months	7,435	19.2%	115
Dined out in last 12 months	19,504	50.4%	112
Gambled at a casino in last 12 months	5,695	14.7%	107
Visited a theme park in last 12 months	6,905	17.8%	101
Viewed movie (video-on-demand) in last 30 days	7,535	19.5%	115
Viewed TV show (video-on-demand) in last 30 days	5,580	14.4%	112
Watched any pay-per-view TV in last 12 months	5,161	13.3%	101
Downloaded a movie over the Internet in last 30 days	2,853	7.4%	103
Downloaded any individual song in last 6 months	8,574	22.2%	109
Watched a movie online in the last 30 days	6,279	16.2%	102
Watched a TV program online in last 30 days	6,216	16.1%	107
Played a video/electronic game (console) in last 12 months	4,123	10.7%	102
Played a video/electronic game (portable) in last 12 months	1,880	4.9%	107
Financial (Adults)			
Have home mortgage (1st)	13,708	35.4%	114
Used ATM/cash machine in last 12 months	20,716	53.5%	109
Own any stock	3,491	9.0%	118
Own U.S. savings bond	2,182	5.6%	106
Own shares in mutual fund (stock)	3,363	8.7%	120
Own shares in mutual fund (bonds)	2,181	5.6%	116
Have interest checking account	12,495	32.3%	115
Have non-interest checking account	11,731	30.3%	107
Have savings account	22,912	59.2%	110
Have 401K retirement savings plan	6,533	16.9%	116
Own/used any credit/debit card in last 12 months	30,723	79.4%	107
Avg monthly credit card expenditures: <\$111	4,770	12.3%	106
Avg monthly credit card expenditures: \$111-\$225	2,617	6.8%	98
Avg monthly credit card expenditures: \$226-\$450	2,750	7.1%	112
Avg monthly credit card expenditures: \$451-\$700	2,282	5.9%	111
Avg monthly credit card expenditures: \$701-\$1,000	1,700	4.4%	102
Avg monthly credit card expenditures: \$1,001+	4,074	10.5%	116
Did banking online in last 12 months	15,776	40.8%	114
Did banking on mobile device in last 12 months	6,086	15.7%	112
Paid bills online in last 12 months	18,590	48.0%	112

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	14,292	70.8%	102
Used bread in last 6 months	19,077	94.5%	101
Used chicken (fresh or frozen) in last 6 months	14,141	70.0%	101
Used turkey (fresh or frozen) in last 6 months	3,400	16.8%	106
Used fish/seafood (fresh or frozen) in last 6 months	11,068	54.8%	100
Used fresh fruit/vegetables in last 6 months	17,555	86.9%	101
Used fresh milk in last 6 months	17,850	88.4%	100
Used organic food in last 6 months	3,959	19.6%	100
Health (Adults)			
Exercise at home 2+ times per week	11,946	30.9%	109
Exercise at club 2+ times per week	5,861	15.1%	116
Visited a doctor in last 12 months	30,530	78.9%	104
Used vitamin/dietary supplement in last 6 months	21,742	56.2%	106
Home (Households)			
Any home improvement in last 12 months	5,889	29.2%	109
Used housekeeper/maid/professional HH cleaning service in last 12	2,930	14.5%	110
Purchased low ticket HH furnishings in last 12 months	3,497	17.3%	108
Purchased big ticket HH furnishings in last 12 months	4,474	22.2%	106
Bought any small kitchen appliance in last 12 months	4,839	24.0%	108
Bought any large kitchen appliance in last 12 months	2,674	13.2%	104
Insurance (Adults/Households)			
Currently carry life insurance	17,908	46.3%	108
Carry medical/hospital/accident insurance	27,073	70.0%	107
Carry homeowner insurance	20,347	52.6%	112
Carry renter's insurance	3,704	9.6%	118
Have auto insurance: 1 vehicle in household covered	6,373	31.6%	102
Have auto insurance: 2 vehicles in household covered	6,042	29.9%	105
Have auto insurance: 3+ vehicles in household covered	4,762	23.6%	108
Pets (Households)			
Household owns any pet	11,102	55.0%	102
Household owns any cat	4,843	24.0%	107
Household owns any dog	8,082	40.0%	98
Psychographics (Adults)			
Buying American is important to me	16,830	43.5%	103
Usually buy items on credit rather than wait	4,532	11.7%	100
Usually buy based on quality - not price	6,907	17.8%	99
Price is usually more important than brand name	9,896	25.6%	97
Usually use coupons for brands I buy often	7,649	19.8%	104
Am interested in how to help the environment	5,888	15.2%	93
Usually pay more for environ safe product	4,723	12.2%	96
Usually value green products over convenience	3,740	9.7%	92
Likely to buy a brand that supports a charity	12,901	33.3%	96
Reading (Adults)			
Bought digital book in last 12 months	5,883	15.2%	115
Bought hardcover book in last 12 months	8,844	22.9%	109
Bought paperback book in last 12 month	13,285	34.3%	109
Read any daily newspaper (paper version)	10,800	27.9%	107
Read any digital newspaper in last 30 days	13,901	35.9%	108
Read any magazine (paper/electronic version) in last 6 months	35,965	92.9%	102

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Retail Market Potential

SR 125/I-275
 I 275 N, Cincinnati, OH, 45245
 Ring: 3 mile radius

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 Latitude: 39.06843
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	30,494	78.8%	106
Went to family restaurant/steak house: 4+ times a month	11,832	30.6%	111
Went to fast food/drive-in restaurant in last 6 months	35,412	91.5%	102
Went to fast food/drive-in restaurant 9+ times/mo	15,774	40.8%	103
Fast food/drive-in last 6 months: eat in	14,674	37.9%	104
Fast food/drive-in last 6 months: home delivery	3,108	8.0%	105
Fast food/drive-in last 6 months: take-out/drive-thru	19,367	50.0%	108
Fast food/drive-in last 6 months: take-out/walk-in	7,810	20.2%	104
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	13,521	34.9%	110
Own e-reader/tablet: iPad	6,499	16.8%	109
Own any portable MP3 player	12,929	33.4%	108
HH owns 1 TV	3,931	19.5%	95
HH owns 2 TVs	5,347	26.5%	102
HH owns 3 TVs	4,420	21.9%	102
HH owns 4+ TVs	4,047	20.0%	106
HH subscribes to cable TV	11,170	55.3%	111
HH subscribes to fiber optic	1,658	8.2%	108
HH has satellite dish	4,182	20.7%	82
HH owns DVD/Blu-ray player	12,677	62.8%	104
HH owns camcorder	2,974	14.7%	105
HH owns portable GPS navigation device	6,195	30.7%	112
HH purchased video game system in last 12 mos	1,446	7.2%	90
HH owns Internet video device for TV	1,460	7.2%	103
Travel (Adults)			
Domestic travel in last 12 months	21,240	54.9%	110
Took 3+ domestic non-business trips in last 12 months	4,895	12.6%	114
Spent on domestic vacations in last 12 months: <\$1,000	4,224	10.9%	102
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,434	6.3%	108
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,472	3.8%	106
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,699	4.4%	113
Spent on domestic vacations in last 12 months: \$3,000+	2,593	6.7%	122
Domestic travel in the 12 months: used general travel website	2,745	7.1%	105
Foreign travel in last 3 years	9,868	25.5%	106
Took 3+ foreign trips by plane in last 3 years	1,833	4.7%	105
Spent on foreign vacations in last 12 months: <\$1,000	1,780	4.6%	110
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,264	3.3%	100
Spent on foreign vacations in last 12 months: \$3,000+	1,996	5.2%	104
Foreign travel in last 3 years: used general travel website	2,180	5.6%	101
Nights spent in hotel/motel in last 12 months: any	17,490	45.2%	111
Took cruise of more than one day in last 3 years	3,575	9.2%	110
Member of any frequent flyer program	7,336	19.0%	116
Member of any hotel rewards program	6,657	17.2%	122

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Retail Market Potential

SR 125/I-275
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Ring: 5 mile radius

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Demographic Summary	2016	2021
Population	114,258	117,096
Population 18+	86,966	89,998
Households	45,500	46,766
Median Household Income	\$67,481	\$77,335

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	43,223	49.7%	105
Bought any women's clothing in last 12 months	39,924	45.9%	105
Bought clothing for child <13 years in last 6 months	23,659	27.2%	99
Bought any shoes in last 12 months	48,693	56.0%	104
Bought costume jewelry in last 12 months	18,375	21.1%	108
Bought any fine jewelry in last 12 months	16,220	18.7%	102
Bought a watch in last 12 months	10,213	11.7%	107
Automobiles (Households)			
HH owns/leases any vehicle	41,354	90.9%	106
HH bought/leased new vehicle last 12 mo	5,063	11.1%	118
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	78,836	90.7%	107
Bought/changed motor oil in last 12 months	44,243	50.9%	104
Had tune-up in last 12 months	27,249	31.3%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	57,123	65.7%	100
Drank regular cola in last 6 months	37,140	42.7%	95
Drank beer/ale in last 6 months	40,569	46.6%	110
Cameras (Adults)			
Own digital point & shoot camera	29,033	33.4%	115
Own digital single-lens reflex (SLR) camera	8,983	10.3%	120
Bought any camera in last 12 months	5,239	6.0%	106
Printed digital photos in last 12 months	2,623	3.0%	103
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	32,796	37.7%	104
Have a smartphone	54,382	62.5%	106
Have a smartphone: Android phone (any brand)	24,030	27.6%	103
Have a smartphone: Apple iPhone	25,370	29.2%	113
Number of cell phones in household: 1	13,686	30.1%	94
Number of cell phones in household: 2	17,856	39.2%	105
Number of cell phones in household: 3+	12,106	26.6%	104
HH has cell phone only (no landline telephone)	18,645	41.0%	98
Computers (Households)			
HH owns a computer	37,355	82.1%	107
HH owns desktop computer	22,379	49.2%	109
HH owns laptop/notebook	26,734	58.8%	108
HH owns any Apple/Mac brand computer	7,588	16.7%	111
HH owns any PC/non-Apple brand computer	32,928	72.4%	106
HH purchased most recent computer in a store	18,749	41.2%	110
HH purchased most recent computer online	6,665	14.6%	112
Spent <\$500 on most recent home computer	6,669	14.7%	101
Spent \$500-\$999 on most recent home computer	9,805	21.5%	113
Spent \$1,000-\$1,499 on most recent home computer	4,980	10.9%	116
Spent \$1,500-\$1,999 on most recent home computer	2,337	5.1%	113
Spent \$2,000+ on most recent home computer	1,980	4.4%	111

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	47,196	54.3%	107
Bought brewed coffee at convenience store in last 30 days	14,586	16.8%	107
Bought cigarettes at convenience store in last 30 days	10,522	12.1%	97
Bought gas at convenience store in last 30 days	31,272	36.0%	109
Spent at convenience store in last 30 days: <\$20	7,739	8.9%	110
Spent at convenience store in last 30 days: \$20-\$39	8,102	9.3%	103
Spent at convenience store in last 30 days: \$40-\$50	7,017	8.1%	106
Spent at convenience store in last 30 days: \$51-\$99	3,747	4.3%	97
Spent at convenience store in last 30 days: \$100+	21,094	24.3%	106
Entertainment (Adults)			
Attended a movie in last 6 months	54,575	62.8%	106
Went to live theater in last 12 months	12,943	14.9%	115
Went to a bar/night club in last 12 months	16,720	19.2%	115
Dined out in last 12 months	44,548	51.2%	114
Gambled at a casino in last 12 months	12,982	14.9%	109
Visited a theme park in last 12 months	15,885	18.3%	104
Viewed movie (video-on-demand) in last 30 days	17,166	19.7%	116
Viewed TV show (video-on-demand) in last 30 days	12,815	14.7%	114
Watched any pay-per-view TV in last 12 months	12,016	13.8%	105
Downloaded a movie over the Internet in last 30 days	6,334	7.3%	101
Downloaded any individual song in last 6 months	19,791	22.8%	112
Watched a movie online in the last 30 days	13,840	15.9%	100
Watched a TV program online in last 30 days	14,026	16.1%	108
Played a video/electronic game (console) in last 12 months	9,267	10.7%	102
Played a video/electronic game (portable) in last 12 months	4,151	4.8%	105
Financial (Adults)			
Have home mortgage (1st)	32,216	37.0%	119
Used ATM/cash machine in last 12 months	47,403	54.5%	111
Own any stock	8,090	9.3%	122
Own U.S. savings bond	5,031	5.8%	109
Own shares in mutual fund (stock)	7,907	9.1%	125
Own shares in mutual fund (bonds)	5,126	5.9%	121
Have interest checking account	28,896	33.2%	118
Have non-interest checking account	26,901	30.9%	109
Have savings account	52,704	60.6%	112
Have 401K retirement savings plan	15,365	17.7%	122
Own/used any credit/debit card in last 12 months	69,764	80.2%	108
Avg monthly credit card expenditures: <\$111	10,811	12.4%	107
Avg monthly credit card expenditures: \$111-\$225	6,041	6.9%	101
Avg monthly credit card expenditures: \$226-\$450	6,343	7.3%	115
Avg monthly credit card expenditures: \$451-\$700	5,295	6.1%	114
Avg monthly credit card expenditures: \$701-\$1,000	4,086	4.7%	109
Avg monthly credit card expenditures: \$1,001+	9,596	11.0%	122
Did banking online in last 12 months	36,780	42.3%	118
Did banking on mobile device in last 12 months	14,172	16.3%	116
Paid bills online in last 12 months	42,665	49.1%	114

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Retail Market Potential

SR 125/I-275
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Ring: 5 mile radius

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	32,353	71.1%	102
Used bread in last 6 months	43,095	94.7%	101
Used chicken (fresh or frozen) in last 6 months	32,048	70.4%	102
Used turkey (fresh or frozen) in last 6 months	7,759	17.1%	108
Used fish/seafood (fresh or frozen) in last 6 months	25,158	55.3%	101
Used fresh fruit/vegetables in last 6 months	39,765	87.4%	102
Used fresh milk in last 6 months	40,435	88.9%	101
Used organic food in last 6 months	9,058	19.9%	101
Health (Adults)			
Exercise at home 2+ times per week	27,403	31.5%	111
Exercise at club 2+ times per week	13,412	15.4%	119
Visited a doctor in last 12 months	68,893	79.2%	104
Used vitamin/dietary supplement in last 6 months	48,692	56.0%	106
Home (Households)			
Any home improvement in last 12 months	13,874	30.5%	114
Used housekeeper/maid/professional HH cleaning service in last 12	6,572	14.4%	110
Purchased low ticket HH furnishings in last 12 months	8,060	17.7%	110
Purchased big ticket HH furnishings in last 12 months	10,173	22.4%	107
Bought any small kitchen appliance in last 12 months	10,969	24.1%	109
Bought any large kitchen appliance in last 12 months	6,250	13.7%	108
Insurance (Adults/Households)			
Currently carry life insurance	41,691	47.9%	112
Carry medical/hospital/accident insurance	61,144	70.3%	107
Carry homeowner insurance	47,416	54.5%	116
Carry renter's insurance	8,029	9.2%	113
Have auto insurance: 1 vehicle in household covered	13,572	29.8%	97
Have auto insurance: 2 vehicles in household covered	14,069	30.9%	109
Have auto insurance: 3+ vehicles in household covered	11,553	25.4%	116
Pets (Households)			
Household owns any pet	26,045	57.2%	106
Household owns any cat	11,232	24.7%	110
Household owns any dog	19,311	42.4%	104
Psychographics (Adults)			
Buying American is important to me	38,028	43.7%	103
Usually buy items on credit rather than wait	9,955	11.4%	98
Usually buy based on quality - not price	15,489	17.8%	99
Price is usually more important than brand name	22,322	25.7%	98
Usually use coupons for brands I buy often	17,069	19.6%	104
Am interested in how to help the environment	13,014	15.0%	92
Usually pay more for environ safe product	10,564	12.1%	95
Usually value green products over convenience	8,120	9.3%	89
Likely to buy a brand that supports a charity	29,474	33.9%	97
Reading (Adults)			
Bought digital book in last 12 months	13,692	15.7%	119
Bought hardcover book in last 12 months	20,137	23.2%	111
Bought paperback book in last 12 month	29,978	34.5%	110
Read any daily newspaper (paper version)	24,283	27.9%	107
Read any digital newspaper in last 30 days	31,952	36.7%	110
Read any magazine (paper/electronic version) in last 6 months	80,889	93.0%	103

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 2016 and 2021.

Retail Market Potential

SR 125/I-275
I 275 N, Cincinnati, OH, 45245
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.06843
Longitude: -84.29919

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	68,997	79.3%	106
Went to family restaurant/steak house: 4+ times a month	26,457	30.4%	111
Went to fast food/drive-in restaurant in last 6 months	79,839	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	35,803	41.2%	104
Fast food/drive-in last 6 months: eat in	33,408	38.4%	106
Fast food/drive-in last 6 months: home delivery	6,907	7.9%	104
Fast food/drive-in last 6 months: take-out/drive-thru	44,075	50.7%	109
Fast food/drive-in last 6 months: take-out/walk-in	17,773	20.4%	105
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	31,176	35.8%	113
Own e-reader/tablet: iPad	15,203	17.5%	114
Own any portable MP3 player	29,924	34.4%	112
HH owns 1 TV	8,563	18.8%	92
HH owns 2 TVs	11,803	25.9%	100
HH owns 3 TVs	10,229	22.5%	105
HH owns 4+ TVs	9,536	21.0%	111
HH subscribes to cable TV	24,277	53.4%	107
HH subscribes to fiber optic	3,878	8.5%	112
HH has satellite dish	10,202	22.4%	88
HH owns DVD/Blu-ray player	29,134	64.0%	106
HH owns camcorder	7,077	15.6%	111
HH owns portable GPS navigation device	14,497	31.9%	116
HH purchased video game system in last 12 mos	3,302	7.3%	91
HH owns Internet video device for TV	3,432	7.5%	107
Travel (Adults)			
Domestic travel in last 12 months	49,329	56.7%	113
Took 3+ domestic non-business trips in last 12 months	11,503	13.2%	119
Spent on domestic vacations in last 12 months: <\$1,000	9,967	11.5%	107
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	5,670	6.5%	112
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,579	4.1%	115
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	4,026	4.6%	119
Spent on domestic vacations in last 12 months: \$3,000+	6,079	7.0%	127
Domestic travel in the 12 months: used general travel website	6,463	7.4%	110
Foreign travel in last 3 years	22,953	26.4%	109
Took 3+ foreign trips by plane in last 3 years	4,251	4.9%	109
Spent on foreign vacations in last 12 months: <\$1,000	4,072	4.7%	112
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,845	3.3%	100
Spent on foreign vacations in last 12 months: \$3,000+	4,816	5.5%	112
Foreign travel in last 3 years: used general travel website	5,083	5.8%	105
Nights spent in hotel/motel in last 12 months: any	40,677	46.8%	115
Took cruise of more than one day in last 3 years	8,281	9.5%	114
Member of any frequent flyer program	17,292	19.9%	122
Member of any hotel rewards program	15,777	18.1%	128

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