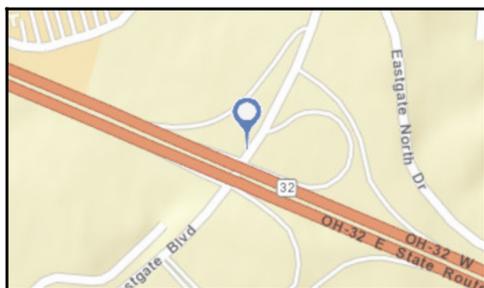
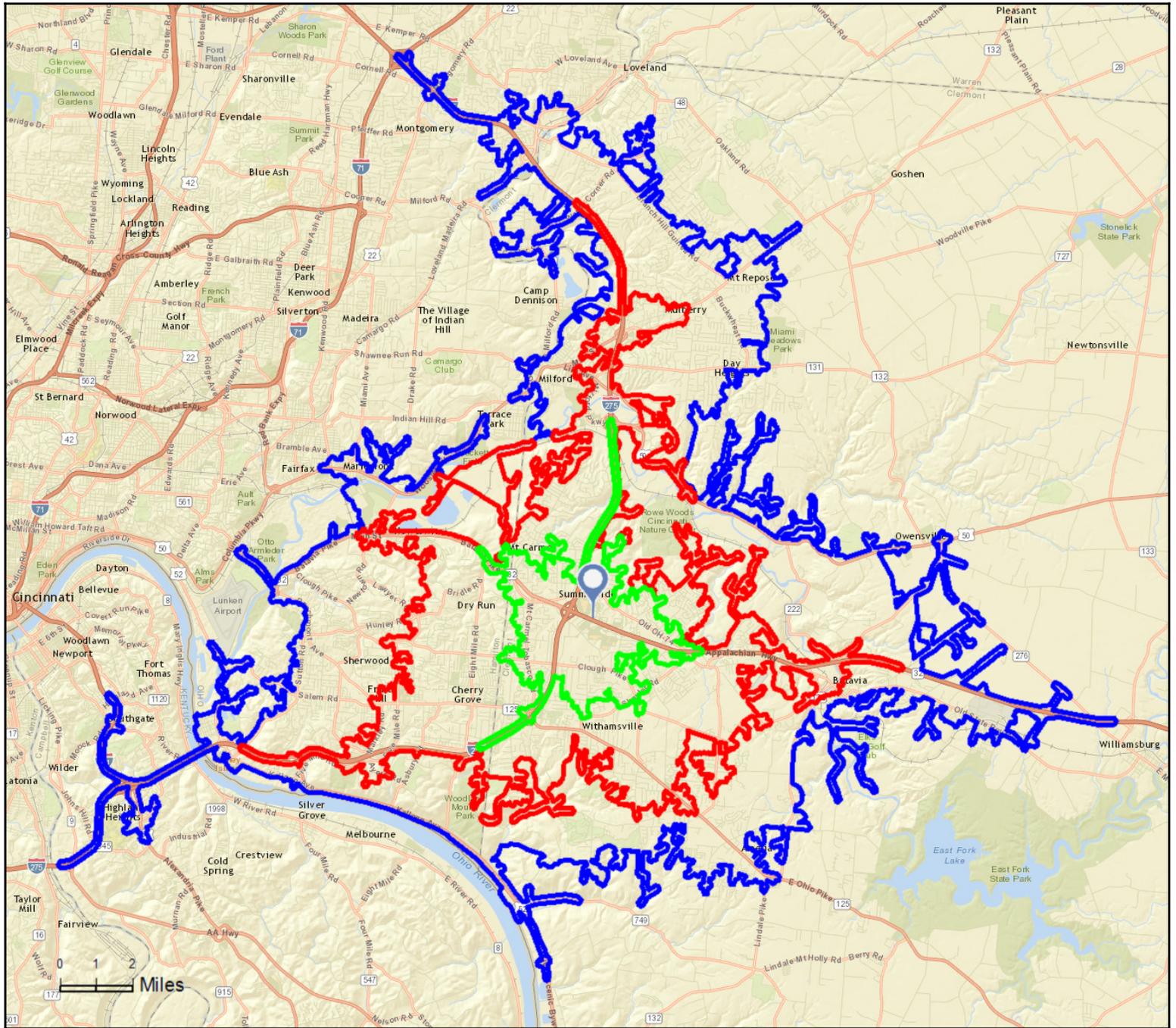


Site Map

Eastgate Area - Drive Times
 Eastgate Blvd, Cincinnati, OH, 45245
 Drive Times: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 39.09870
 Longitude: -84.27417



Market Profile

Eastgate Area - Drive Times
Eastgate Blvd, Cincinnati, OH, 45245
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	5 minutes	10 minutes	15 minutes
Population Summary			
2000 Total Population	14,087	69,497	154,595
2010 Total Population	15,377	75,188	164,509
2016 Total Population	16,245	78,404	169,365
2016 Group Quarters	152	594	1,835
2021 Total Population	16,973	81,002	173,890
2016-2021 Annual Rate	0.88%	0.65%	0.53%
Household Summary			
2000 Households	5,824	26,956	59,861
2000 Average Household Size	2.39	2.56	2.55
2010 Households	6,354	29,683	64,796
2010 Average Household Size	2.40	2.51	2.51
2016 Households	6,747	31,137	67,070
2016 Average Household Size	2.39	2.50	2.50
2021 Households	7,080	32,264	69,044
2021 Average Household Size	2.38	2.49	2.49
2016-2021 Annual Rate	0.97%	0.71%	0.58%
2010 Families	4,171	20,470	44,814
2010 Average Family Size	2.92	3.02	3.02
2016 Families	4,373	21,159	45,811
2016 Average Family Size	2.92	3.02	3.02
2021 Families	4,552	21,764	46,866
2021 Average Family Size	2.91	3.02	3.02
2016-2021 Annual Rate	0.81%	0.57%	0.46%
Housing Unit Summary			
2000 Housing Units	6,091	28,058	62,333
Owner Occupied Housing Units	56.8%	67.0%	70.0%
Renter Occupied Housing Units	38.8%	29.1%	26.1%
Vacant Housing Units	4.4%	3.9%	4.0%
2010 Housing Units	6,915	31,831	69,547
Owner Occupied Housing Units	58.5%	65.4%	67.7%
Renter Occupied Housing Units	33.4%	27.9%	25.5%
Vacant Housing Units	8.1%	6.7%	6.8%
2016 Housing Units	7,278	33,299	72,076
Owner Occupied Housing Units	55.7%	62.5%	64.9%
Renter Occupied Housing Units	37.0%	31.0%	28.2%
Vacant Housing Units	7.3%	6.5%	6.9%
2021 Housing Units	7,645	34,538	74,385
Owner Occupied Housing Units	55.2%	62.2%	64.5%
Renter Occupied Housing Units	37.4%	31.2%	28.3%
Vacant Housing Units	7.4%	6.6%	7.2%
Median Household Income			
2016	\$55,420	\$63,896	\$67,575
2021	\$62,997	\$73,861	\$77,517
Median Home Value			
2016	\$150,644	\$187,580	\$194,353
2021	\$179,582	\$212,019	\$218,658
Per Capita Income			
2016	\$28,837	\$33,815	\$35,981
2021	\$32,055	\$37,155	\$39,500
Median Age			
2010	37.1	38.0	38.7
2016	38.1	38.7	39.6
2021	38.6	39.4	40.3

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

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	5 minutes	10 minutes	15 minutes
2016 Households by Income			
Household Income Base	6,747	31,137	67,070
<\$15,000	8.5%	8.0%	8.0%
\$15,000 - \$24,999	9.8%	8.2%	7.9%
\$25,000 - \$34,999	11.7%	9.4%	8.9%
\$35,000 - \$49,999	14.0%	12.2%	11.6%
\$50,000 - \$74,999	20.2%	18.8%	17.7%
\$75,000 - \$99,999	13.5%	13.4%	13.5%
\$100,000 - \$149,999	14.9%	16.7%	17.3%
\$150,000 - \$199,999	4.4%	7.0%	7.5%
\$200,000+	3.0%	6.3%	7.6%
Average Household Income	\$70,237	\$85,333	\$90,925
2021 Households by Income			
Household Income Base	7,080	32,264	69,044
<\$15,000	8.1%	7.5%	7.5%
\$15,000 - \$24,999	9.0%	7.4%	7.1%
\$25,000 - \$34,999	11.4%	9.0%	8.4%
\$35,000 - \$49,999	8.5%	7.0%	6.8%
\$50,000 - \$74,999	21.2%	19.6%	18.3%
\$75,000 - \$99,999	15.7%	14.9%	14.6%
\$100,000 - \$149,999	17.5%	19.6%	20.4%
\$150,000 - \$199,999	5.5%	8.3%	8.8%
\$200,000+	3.2%	6.6%	8.0%
Average Household Income	\$77,721	\$93,547	\$99,614
2016 Owner Occupied Housing Units by Value			
Total	4,054	20,822	46,757
<\$50,000	3.6%	3.0%	3.6%
\$50,000 - \$99,999	14.3%	9.1%	8.1%
\$100,000 - \$149,999	31.8%	21.7%	20.9%
\$150,000 - \$199,999	24.0%	21.6%	19.7%
\$200,000 - \$249,999	12.1%	16.3%	15.1%
\$250,000 - \$299,999	6.1%	10.4%	10.0%
\$300,000 - \$399,999	5.7%	10.4%	11.5%
\$400,000 - \$499,999	0.9%	3.8%	5.4%
\$500,000 - \$749,999	1.3%	3.0%	4.3%
\$750,000 - \$999,999	0.1%	0.5%	1.1%
\$1,000,000 +	0.1%	0.2%	0.5%
Average Home Value	\$172,281	\$216,563	\$235,784
2021 Owner Occupied Housing Units by Value			
Total	4,220	21,475	47,967
<\$50,000	2.0%	1.5%	2.0%
\$50,000 - \$99,999	8.1%	4.9%	4.4%
\$100,000 - \$149,999	21.0%	13.3%	12.6%
\$150,000 - \$199,999	32.1%	25.0%	23.4%
\$200,000 - \$249,999	18.1%	22.4%	20.4%
\$250,000 - \$299,999	9.2%	14.3%	13.4%
\$300,000 - \$399,999	7.0%	11.0%	12.0%
\$400,000 - \$499,999	1.0%	3.9%	5.6%
\$500,000 - \$749,999	1.3%	3.1%	4.5%
\$750,000 - \$999,999	0.2%	0.6%	1.3%
\$1,000,000 +	0.1%	0.1%	0.4%
Average Home Value	\$195,428	\$236,122	\$254,642

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

Eastgate Area - Drive Times
 Eastgate Blvd, Cincinnati, OH, 45245
 Drive Times: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 39.09870
 Longitude: -84.27417

	5 minutes	10 minutes	15 minutes
2010 Population by Age			
Total	15,376	75,185	164,510
0 - 4	7.0%	6.9%	6.8%
5 - 9	6.3%	7.2%	7.3%
10 - 14	5.8%	7.0%	7.1%
15 - 24	13.8%	12.6%	11.9%
25 - 34	14.5%	12.4%	12.1%
35 - 44	13.4%	13.7%	13.6%
45 - 54	15.1%	15.6%	15.8%
55 - 64	12.3%	12.3%	12.7%
65 - 74	6.7%	6.7%	6.8%
75 - 84	3.9%	4.0%	4.1%
85 +	1.4%	1.6%	1.7%
18 +	77.2%	74.7%	74.6%
2016 Population by Age			
Total	16,245	78,403	169,367
0 - 4	6.6%	6.5%	6.3%
5 - 9	6.3%	6.8%	6.8%
10 - 14	5.9%	6.9%	7.1%
15 - 24	11.9%	12.3%	11.9%
25 - 34	15.1%	12.9%	12.0%
35 - 44	13.1%	12.7%	12.8%
45 - 54	13.2%	13.9%	14.2%
55 - 64	13.3%	13.3%	13.7%
65 - 74	8.7%	8.7%	9.0%
75 - 84	4.1%	4.2%	4.2%
85 +	1.7%	1.8%	1.9%
18 +	78.0%	76.1%	75.9%
2021 Population by Age			
Total	16,973	81,003	173,892
0 - 4	6.4%	6.3%	6.2%
5 - 9	6.1%	6.4%	6.4%
10 - 14	6.2%	6.7%	6.8%
15 - 24	11.3%	11.8%	11.6%
25 - 34	15.0%	13.1%	12.1%
35 - 44	13.5%	12.8%	12.9%
45 - 54	12.2%	12.5%	12.8%
55 - 64	12.7%	13.2%	13.6%
65 - 74	10.1%	10.3%	10.6%
75 - 84	4.9%	4.9%	5.0%
85 +	1.8%	2.0%	2.0%
18 +	78.0%	76.7%	76.6%
2010 Population by Sex			
Males	7,471	36,370	79,905
Females	7,906	38,818	84,604
2016 Population by Sex			
Males	7,886	37,945	82,433
Females	8,359	40,459	86,932
2021 Population by Sex			
Males	8,248	39,195	84,751
Females	8,724	41,807	89,139

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

Eastgate Area - Drive Times
Eastgate Blvd, Cincinnati, OH, 45245
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Prepared by Esri
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	5 minutes	10 minutes	15 minutes
2010 Population by Race/Ethnicity			
Total	15,378	75,187	164,509
White Alone	94.1%	94.3%	94.3%
Black Alone	1.6%	1.4%	1.8%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.5%	1.8%	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	1.7%	1.6%	1.6%
Hispanic Origin	2.3%	1.8%	1.7%
Diversity Index	15.3	14.3	14.0
2016 Population by Race/Ethnicity			
Total	16,244	78,404	169,364
White Alone	92.5%	92.9%	93.1%
Black Alone	2.1%	1.9%	2.2%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.9%	2.3%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	0.7%	0.6%
Two or More Races	2.0%	2.0%	1.9%
Hispanic Origin	2.9%	2.4%	2.2%
Diversity Index	19.2	17.7	17.1
2021 Population by Race/Ethnicity			
Total	16,972	81,003	173,891
White Alone	91.0%	91.5%	91.8%
Black Alone	2.6%	2.3%	2.6%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	2.3%	2.7%	2.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	0.9%	0.7%
Two or More Races	2.4%	2.4%	2.3%
Hispanic Origin	3.6%	2.9%	2.8%
Diversity Index	22.8	20.9	20.0
2010 Population by Relationship and Household Type			
Total	15,377	75,188	164,509
In Households	99.0%	99.2%	98.9%
In Family Households	81.5%	84.2%	84.2%
Householder	26.7%	27.0%	27.1%
Spouse	19.6%	20.9%	21.2%
Child	30.0%	32.1%	31.9%
Other relative	2.8%	2.2%	2.1%
Nonrelative	2.4%	1.9%	1.8%
In Nonfamily Households	17.5%	15.1%	14.7%
In Group Quarters	1.0%	0.8%	1.1%
Institutionalized Population	1.0%	0.6%	0.7%
Noninstitutionalized Population	0.0%	0.1%	0.4%

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

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

Market Profile

Eastgate Area - Drive Times
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	5 minutes	10 minutes	15 minutes
2016 Population 25+ by Educational Attainment			
Total	11,250	52,992	114,881
Less than 9th Grade	2.3%	1.7%	1.6%
9th - 12th Grade, No Diploma	6.0%	4.7%	5.0%
High School Graduate	29.3%	23.9%	22.0%
GED/Alternative Credential	3.7%	3.1%	3.0%
Some College, No Degree	20.7%	19.0%	19.0%
Associate Degree	11.2%	9.5%	9.3%
Bachelor's Degree	19.4%	24.9%	25.3%
Graduate/Professional Degree	7.3%	13.1%	14.8%
2016 Population 15+ by Marital Status			
Total	13,179	62,621	135,087
Never Married	29.0%	27.2%	26.9%
Married	52.9%	56.0%	56.6%
Widowed	6.0%	5.6%	5.7%
Divorced	12.1%	11.2%	10.8%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	96.9%	96.6%	96.4%
Civilian Unemployed	3.1%	3.4%	3.6%
2016 Employed Population 16+ by Industry			
Total	8,459	40,059	85,968
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	5.3%	5.0%	4.5%
Manufacturing	10.8%	12.2%	12.3%
Wholesale Trade	2.4%	2.8%	3.1%
Retail Trade	15.7%	12.3%	11.2%
Transportation/Utilities	5.5%	4.1%	4.0%
Information	1.1%	1.6%	1.6%
Finance/Insurance/Real Estate	9.1%	10.1%	9.5%
Services	48.4%	49.1%	50.8%
Public Administration	1.7%	2.6%	2.8%
2016 Employed Population 16+ by Occupation			
Total	8,458	40,059	85,966
White Collar	63.5%	68.3%	68.8%
Management/Business/Financial	12.6%	17.6%	18.7%
Professional	23.0%	24.5%	25.3%
Sales	11.9%	11.9%	11.4%
Administrative Support	16.0%	14.2%	13.4%
Services	14.7%	14.3%	15.0%
Blue Collar	21.8%	17.4%	16.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	4.0%	3.6%	3.4%
Installation/Maintenance/Repair	4.5%	3.7%	2.9%
Production	7.3%	5.4%	5.4%
Transportation/Material Moving	5.9%	4.7%	4.5%
2010 Population By Urban/ Rural Status			
Total Population	15,377	75,188	164,509
Population Inside Urbanized Area	99.6%	99.4%	97.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.4%	0.6%	2.8%

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

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	5 minutes	10 minutes	15 minutes
2010 Households by Type			
Total	6,354	29,683	64,796
Households with 1 Person	27.1%	25.0%	25.2%
Households with 2+ People	72.9%	75.0%	74.8%
Family Households	65.6%	69.0%	69.2%
Husband-wife Families	48.3%	53.4%	54.2%
With Related Children	21.2%	24.7%	24.8%
Other Family (No Spouse Present)	17.4%	15.6%	14.9%
Other Family with Male Householder	5.3%	4.4%	4.2%
With Related Children	3.1%	2.7%	2.6%
Other Family with Female Householder	12.0%	11.2%	10.7%
With Related Children	7.3%	7.1%	6.9%
Nonfamily Households	7.3%	6.0%	5.7%
All Households with Children	32.4%	35.0%	34.8%
Multigenerational Households	3.4%	3.0%	2.8%
Unmarried Partner Households	8.8%	7.0%	6.6%
Male-female	8.2%	6.4%	5.9%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	6,353	29,683	64,797
1 Person Household	27.1%	25.0%	25.2%
2 Person Household	34.9%	34.3%	34.5%
3 Person Household	17.2%	16.8%	16.4%
4 Person Household	12.6%	14.7%	14.7%
5 Person Household	5.4%	6.3%	6.3%
6 Person Household	2.0%	2.0%	2.0%
7 + Person Household	0.9%	1.0%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	6,354	29,683	64,796
Owner Occupied	63.7%	70.1%	72.7%
Owned with a Mortgage/Loan	51.2%	55.5%	57.1%
Owned Free and Clear	12.5%	14.6%	15.6%
Renter Occupied	36.3%	29.9%	27.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,915	31,831	69,547
Housing Units Inside Urbanized Area	99.7%	99.5%	97.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.3%	0.5%	2.6%

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.

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	5 minutes	10 minutes	15 minutes
Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	Old and Newcomers (8F)	Old and Newcomers (8F)
2.	Rustbelt Traditions (5D)	Soccer Moms (4A)	Savvy Suburbanites (1D)
3.	Middleburg (4C)	Bright Young Professionals	Middleburg (4C)
2016 Consumer Spending			
Apparel & Services: Total \$	\$12,468,889	\$69,287,368	\$157,616,665
Average Spent	\$1,848.06	\$2,225.24	\$2,350.03
Spending Potential Index	92	111	117
Education: Total \$	\$8,520,868	\$49,244,833	\$114,222,427
Average Spent	\$1,262.91	\$1,581.55	\$1,703.03
Spending Potential Index	89	112	120
Entertainment/Recreation: Total \$	\$18,004,638	\$100,073,057	\$229,068,888
Average Spent	\$2,668.54	\$3,213.96	\$3,415.37
Spending Potential Index	92	110	117
Food at Home: Total \$	\$31,260,671	\$170,237,128	\$385,071,568
Average Spent	\$4,633.27	\$5,467.36	\$5,741.34
Spending Potential Index	93	110	115
Food Away from Home: Total \$	\$19,400,502	\$107,167,873	\$243,065,527
Average Spent	\$2,875.43	\$3,441.82	\$3,624.06
Spending Potential Index	93	111	117
Health Care: Total \$	\$32,591,464	\$180,137,989	\$413,839,955
Average Spent	\$4,830.51	\$5,785.34	\$6,170.27
Spending Potential Index	91	109	116
HH Furnishings & Equipment: Total \$	\$10,980,081	\$61,291,629	\$140,340,124
Average Spent	\$1,627.40	\$1,968.45	\$2,092.44
Spending Potential Index	92	111	119
Personal Care Products & Services: Total \$	\$4,533,834	\$25,304,091	\$57,771,863
Average Spent	\$671.98	\$812.67	\$861.37
Spending Potential Index	92	111	118
Shelter: Total \$	\$97,071,895	\$539,826,722	\$1,228,540,350
Average Spent	\$14,387.42	\$17,337.15	\$18,317.29
Spending Potential Index	92	111	118
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,297,593	\$80,457,291	\$185,609,145
Average Spent	\$2,119.10	\$2,583.98	\$2,767.39
Spending Potential Index	91	111	119
Travel: Total \$	\$11,233,540	\$64,668,809	\$150,417,835
Average Spent	\$1,664.97	\$2,076.91	\$2,242.70
Spending Potential Index	89	112	120
Vehicle Maintenance & Repairs: Total \$	\$6,451,791	\$35,507,965	\$80,977,549
Average Spent	\$956.25	\$1,140.38	\$1,207.36
Spending Potential Index	92	110	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.

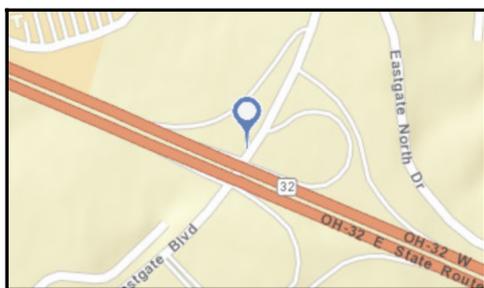
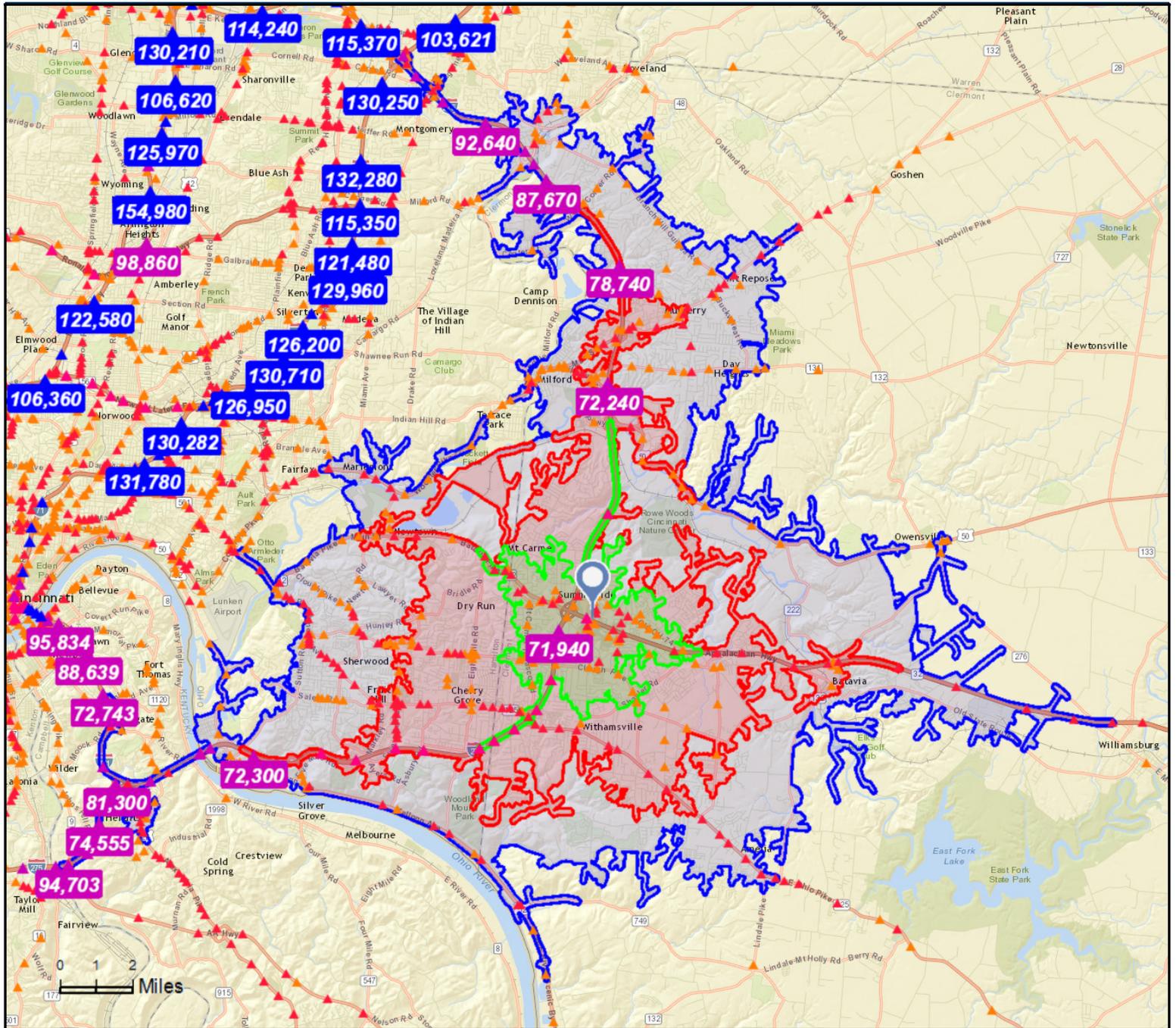
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

Traffic Count Map

Eastgate Area - Drive Times
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Prepared by Esri
 Latitude: 39.09870
 Longitude: -84.27417



- 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

Eastgate Area - Drive Times
 Eastgate Blvd, Cincinnati, OH, 45245
 Drive Times: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 39.09870
 Longitude: -84.27417

Data for all businesses in area	5 minutes	10 minutes	15 minutes
Total Businesses:	856	3,508	6,414
Total Employees:	19,033	50,006	84,840
Total Residential Population:	16,245	78,404	169,365
Employee/Residential Population Ratio:	1.17:1	0.64:1	0.5:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	13	1.5%	125	0.7%	96	2.7%	635	1.3%	195	3.0%	1,215	1.4%
Construction	54	6.3%	528	2.8%	300	8.6%	2,055	4.1%	586	9.1%	3,729	4.4%
Manufacturing	18	2.1%	225	1.2%	115	3.3%	3,132	6.3%	222	3.5%	5,976	7.0%
Transportation	16	1.9%	65	0.3%	62	1.8%	383	0.8%	124	1.9%	945	1.1%
Communication	9	1.1%	47	0.2%	26	0.7%	147	0.3%	39	0.6%	225	0.3%
Utility	0	0.0%	2	0.0%	8	0.2%	49	0.1%	16	0.2%	128	0.2%
Wholesale Trade	26	3.0%	1,207	6.3%	125	3.6%	2,146	4.3%	214	3.3%	3,401	4.0%
Retail Trade Summary	247	28.9%	5,231	27.5%	796	22.7%	14,637	29.3%	1,380	21.5%	22,650	26.7%
Home Improvement	9	1.1%	72	0.4%	42	1.2%	904	1.8%	86	1.3%	1,469	1.7%
General Merchandise Stores	10	1.2%	1,130	5.9%	30	0.9%	2,304	4.6%	50	0.8%	2,756	3.2%
Food Stores	19	2.2%	653	3.4%	68	1.9%	1,364	2.7%	136	2.1%	2,958	3.5%
Auto Dealers, Gas Stations, Auto Aftermarket	26	3.0%	369	1.9%	104	3.0%	1,593	3.2%	153	2.4%	2,150	2.5%
Apparel & Accessory Stores	31	3.6%	328	1.7%	45	1.3%	423	0.8%	65	1.0%	533	0.6%
Furniture & Home Furnishings	21	2.5%	319	1.7%	73	2.1%	680	1.4%	118	1.8%	1,184	1.4%
Eating & Drinking Places	68	7.9%	1,633	8.6%	224	6.4%	5,317	10.6%	396	6.2%	8,245	9.7%
Miscellaneous Retail	63	7.4%	728	3.8%	209	6.0%	2,052	4.1%	376	5.9%	3,356	4.0%
Finance, Insurance, Real Estate Summary	102	11.9%	516	2.7%	473	13.5%	3,522	7.0%	846	13.2%	5,551	6.5%
Banks, Savings & Lending Institutions	44	5.1%	180	0.9%	188	5.4%	647	1.3%	347	5.4%	1,013	1.2%
Securities Brokers	6	0.7%	20	0.1%	39	1.1%	145	0.3%	67	1.0%	257	0.3%
Insurance Carriers & Agents	15	1.8%	84	0.4%	90	2.6%	1,534	3.1%	162	2.5%	2,373	2.8%
Real Estate, Holding, Other Investment Offices	37	4.3%	233	1.2%	155	4.4%	1,196	2.4%	271	4.2%	1,907	2.2%
Services Summary	327	38.2%	10,767	56.6%	1,288	36.7%	22,143	44.3%	2,341	36.5%	37,542	44.3%
Hotels & Lodging	4	0.5%	150	0.8%	12	0.3%	236	0.5%	18	0.3%	350	0.4%
Automotive Services	32	3.7%	182	1.0%	109	3.1%	661	1.3%	189	2.9%	1,016	1.2%
Motion Pictures & Amusements	28	3.3%	225	1.2%	102	2.9%	941	1.9%	189	2.9%	1,992	2.3%
Health Services	63	7.4%	1,054	5.5%	232	6.6%	4,611	9.2%	351	5.5%	7,721	9.1%
Legal Services	13	1.5%	84	0.4%	54	1.5%	276	0.6%	82	1.3%	424	0.5%
Education Institutions & Libraries	21	2.5%	773	4.1%	66	1.9%	2,582	5.2%	136	2.1%	7,638	9.0%
Other Services	165	19.3%	8,299	43.6%	714	20.4%	12,836	25.7%	1,375	21.4%	18,402	21.7%
Government	14	1.6%	312	1.6%	61	1.7%	1,096	2.2%	167	2.6%	3,359	4.0%
Unclassified Establishments	30	3.5%	9	0.0%	157	4.5%	62	0.1%	282	4.4%	119	0.1%
Totals	856	100.0%	19,033	100.0%	3,508	100.0%	50,006	100.0%	6,414	100.0%	84,840	100.0%

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

Business Summary

Eastgate Area - Drive Times
Eastgate Blvd, Cincinnati, OH, 45245
Drive Times: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 39.09870
Longitude: -84.27417

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%	2	0.1%	11	0.0%	6	0.1%	32	0.0%
Mining	0	0.0%	1	0.0%	2	0.1%	17	0.0%	4	0.1%	39	0.0%
Utilities	0	0.0%	1	0.0%	4	0.1%	14	0.0%	6	0.1%	26	0.0%
Construction	58	6.8%	548	2.9%	319	9.1%	2,149	4.3%	621	9.7%	3,900	4.6%
Manufacturing	22	2.6%	240	1.3%	129	3.7%	3,172	6.3%	249	3.9%	6,028	7.1%
Wholesale Trade	26	3.0%	1,207	6.3%	122	3.5%	2,090	4.2%	206	3.2%	3,235	3.8%
Retail Trade	171	20.0%	3,537	18.6%	545	15.5%	9,063	18.1%	934	14.6%	13,971	16.5%
Motor Vehicle & Parts Dealers	17	2.0%	343	1.8%	82	2.3%	1,503	3.0%	118	1.8%	1,988	2.3%
Furniture & Home Furnishings Stores	14	1.6%	137	0.7%	32	0.9%	208	0.4%	44	0.7%	271	0.3%
Electronics & Appliance Stores	8	0.9%	185	1.0%	36	1.0%	399	0.8%	66	1.0%	809	1.0%
Bldg Material & Garden Equipment & Supplies Dealers	9	1.1%	72	0.4%	41	1.2%	901	1.8%	83	1.3%	1,461	1.7%
Food & Beverage Stores	12	1.4%	619	3.3%	50	1.4%	1,224	2.4%	98	1.5%	2,709	3.2%
Health & Personal Care Stores	19	2.2%	270	1.4%	54	1.5%	869	1.7%	95	1.5%	1,343	1.6%
Gasoline Stations	9	1.1%	26	0.1%	22	0.6%	90	0.2%	36	0.6%	161	0.2%
Clothing & Clothing Accessories Stores	41	4.8%	386	2.0%	65	1.9%	536	1.1%	99	1.5%	698	0.8%
Sport Goods, Hobby, Book, & Music Stores	12	1.4%	215	1.1%	41	1.2%	369	0.7%	69	1.1%	530	0.6%
General Merchandise Stores	10	1.2%	1,130	5.9%	30	0.9%	2,304	4.6%	50	0.8%	2,756	3.2%
Miscellaneous Store Retailers	18	2.1%	138	0.7%	84	2.4%	591	1.2%	154	2.4%	1,024	1.2%
Nonstore Retailers	1	0.1%	16	0.1%	8	0.2%	68	0.1%	23	0.4%	220	0.3%
Transportation & Warehousing	14	1.6%	63	0.3%	48	1.4%	288	0.6%	98	1.5%	704	0.8%
Information	15	1.8%	222	1.2%	57	1.6%	1,018	2.0%	99	1.5%	1,830	2.2%
Finance & Insurance	66	7.7%	288	1.5%	319	9.1%	2,331	4.7%	578	9.0%	3,678	4.3%
Central Bank/Credit Intermediation & Related Activities	45	5.3%	184	1.0%	189	5.4%	652	1.3%	349	5.4%	1,029	1.2%
Securities, Commodity Contracts & Other Financial	6	0.7%	20	0.1%	39	1.1%	145	0.3%	67	1.0%	276	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	15	1.8%	84	0.4%	90	2.6%	1,534	3.1%	162	2.5%	2,373	2.8%
Real Estate, Rental & Leasing	48	5.6%	234	1.2%	203	5.8%	1,324	2.6%	346	5.4%	2,100	2.5%
Professional, Scientific & Tech Services	80	9.3%	7,264	38.2%	325	9.3%	9,079	18.2%	602	9.4%	11,274	13.3%
Legal Services	17	2.0%	107	0.6%	62	1.8%	319	0.6%	95	1.5%	505	0.6%
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.1%	6	0.0%	8	0.1%	29	0.0%
Administrative & Support & Waste Management & Remediation	30	3.5%	174	0.9%	176	5.0%	1,131	2.3%	344	5.4%	2,343	2.8%
Educational Services	27	3.2%	809	4.3%	85	2.4%	2,552	5.1%	164	2.6%	7,735	9.1%
Health Care & Social Assistance	80	9.3%	1,638	8.6%	288	8.2%	5,939	11.9%	443	6.9%	9,751	11.5%
Arts, Entertainment & Recreation	16	1.9%	181	1.0%	62	1.8%	752	1.5%	122	1.9%	1,800	2.1%
Accommodation & Food Services	74	8.6%	1,804	9.5%	244	7.0%	5,637	11.3%	428	6.7%	8,720	10.3%
Accommodation	4	0.5%	150	0.8%	12	0.3%	236	0.5%	18	0.3%	350	0.4%
Food Services & Drinking Places	70	8.2%	1,654	8.7%	232	6.6%	5,401	10.8%	410	6.4%	8,370	9.9%
Other Services (except Public Administration)	85	9.9%	502	2.6%	357	10.2%	2,274	4.5%	707	11.0%	4,165	4.9%
Automotive Repair & Maintenance	26	3.0%	160	0.8%	82	2.3%	554	1.1%	146	2.3%	849	1.0%
Public Administration	14	1.6%	312	1.6%	61	1.7%	1,096	2.2%	167	2.6%	3,359	4.0%
Unclassified Establishments	30	3.5%	9	0.0%	157	4.5%	62	0.1%	282	4.4%	119	0.1%
Total	856	100.0%	19,033	100.0%	3,508	100.0%	50,006	100.0%	6,414	100.0%	84,840	100.0%

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Retail MarketPlace Profile

Eastgate Area - Drive Times
 Eastgate Blvd, Cincinnati, OH, 45245
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 39.09870
 Longitude: -84.27417

Summary Demographics

2016 Population	16,245
2016 Households	6,747
2016 Median Disposable Income	\$45,842
2016 Per Capita Income	\$28,837

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	\$243,629,651	\$784,781,347	-\$541,151,696	-52.6	245
Total Retail Trade	44-45	\$221,391,435	\$735,430,933	-\$514,039,498	-53.7	179
Total Food & Drink	722	\$22,238,216	\$49,350,414	-\$27,112,198	-37.9	67

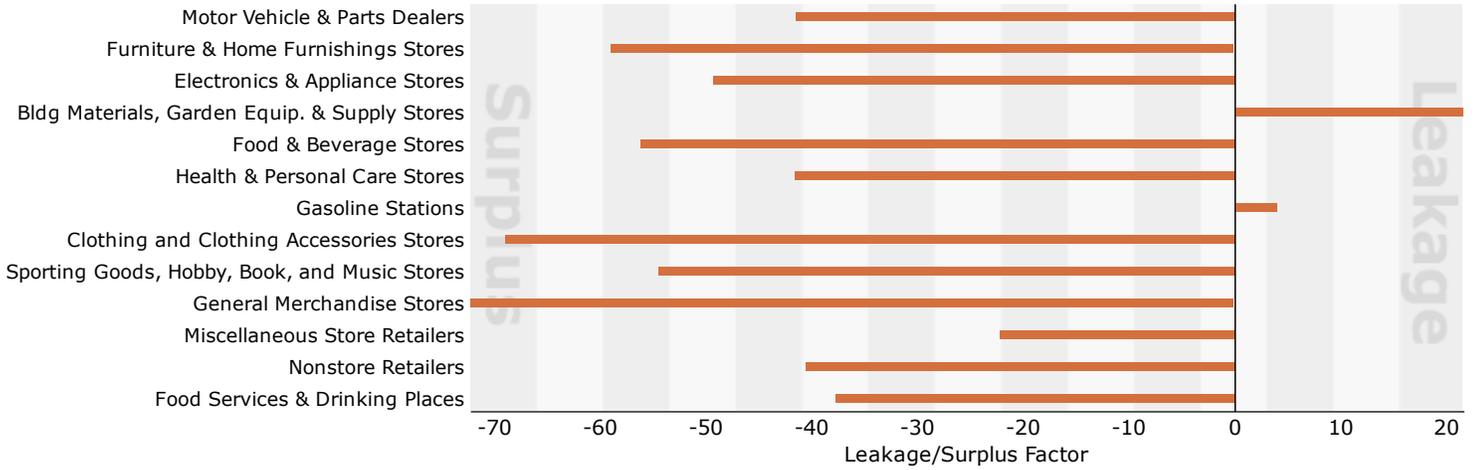
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$50,142,504	\$121,566,830	-\$71,424,326	-41.6	17
Automobile Dealers	4411	\$41,074,261	\$84,507,848	-\$43,433,587	-34.6	8
Other Motor Vehicle Dealers	4412	\$5,388,066	\$30,990,976	-\$25,602,910	-70.4	3
Auto Parts, Accessories & Tire Stores	4413	\$3,680,177	\$6,068,007	-\$2,387,830	-24.5	7
Furniture & Home Furnishings Stores	442	\$5,824,664	\$22,557,049	-\$16,732,385	-59.0	14
Furniture Stores	4421	\$3,779,986	\$18,386,378	-\$14,606,392	-65.9	11
Home Furnishings Stores	4422	\$2,044,678	\$4,170,671	-\$2,125,993	-34.2	3
Electronics & Appliance Stores	443	\$12,170,896	\$35,862,666	-\$23,691,770	-49.3	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$10,228,902	\$6,591,458	\$3,637,444	21.6	9
Bldg Material & Supplies Dealers	4441	\$8,766,737	\$5,845,987	\$2,920,750	20.0	7
Lawn & Garden Equip & Supply Stores	4442	\$1,462,164	\$745,472	\$716,692	32.5	2
Food & Beverage Stores	445	\$40,134,909	\$143,354,688	-\$103,219,779	-56.3	15
Grocery Stores	4451	\$37,019,834	\$136,403,179	-\$99,383,345	-57.3	11
Specialty Food Stores	4452	\$1,941,329	\$1,075,411	\$865,918	28.7	2
Beer, Wine & Liquor Stores	4453	\$1,173,745	\$5,876,098	-\$4,702,353	-66.7	2
Health & Personal Care Stores	446,4461	\$16,344,260	\$39,692,390	-\$23,348,130	-41.7	15
Gasoline Stations	447,4471	\$15,781,969	\$14,539,047	\$1,242,922	4.1	8
Clothing & Clothing Accessories Stores	448	\$9,734,059	\$53,141,954	-\$43,407,895	-69.0	45
Clothing Stores	4481	\$6,183,212	\$33,273,549	-\$27,090,337	-68.7	24
Shoe Stores	4482	\$1,204,545	\$9,777,652	-\$8,573,107	-78.1	10
Jewelry, Luggage & Leather Goods Stores	4483	\$2,346,302	\$10,090,753	-\$7,744,451	-62.3	10
Sporting Goods, Hobby, Book & Music Stores	451	\$7,135,135	\$24,221,051	-\$17,085,916	-54.5	13
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,744,995	\$22,692,800	-\$16,947,805	-59.6	12
Book, Periodical & Music Stores	4512	\$1,390,140	\$1,528,251	-\$138,111	-4.7	2
General Merchandise Stores	452	\$40,264,230	\$249,815,457	-\$209,551,227	-72.2	10
Department Stores Excluding Leased Depts.	4521	\$31,695,219	\$160,665,244	-\$128,970,025	-67.0	5
Other General Merchandise Stores	4529	\$8,569,011	\$89,150,213	-\$80,581,202	-82.5	5
Miscellaneous Store Retailers	453	\$10,317,238	\$16,247,390	-\$5,930,152	-22.3	20
Florists	4531	\$400,559	\$267,540	\$133,019	19.9	2
Office Supplies, Stationery & Gift Stores	4532	\$2,382,054	\$3,698,721	-\$1,316,667	-21.7	9
Used Merchandise Stores	4533	\$1,518,889	\$696,046	\$822,843	37.1	2
Other Miscellaneous Store Retailers	4539	\$6,015,735	\$11,585,083	-\$5,569,348	-31.6	7
Nonstore Retailers	454	\$3,312,670	\$7,840,952	-\$4,528,282	-40.6	2
Electronic Shopping & Mail-Order Houses	4541	\$1,889,068	\$7,840,952	-\$5,951,884	-61.2	2
Vending Machine Operators	4542	\$356,419	\$0	\$356,419	100.0	0
Direct Selling Establishments	4543	\$1,067,183	\$0	\$1,067,183	100.0	0
Food Services & Drinking Places	722	\$22,238,216	\$49,350,414	-\$27,112,198	-37.9	67
Full-Service Restaurants	7221	\$11,039,517	\$12,277,296	-\$1,237,779	-5.3	28
Limited-Service Eating Places	7222	\$9,927,453	\$36,113,581	-\$26,186,128	-56.9	36
Special Food Services	7223	\$566,157	\$0	\$566,157	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$705,088	\$904,979	-\$199,891	-12.4	3

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.

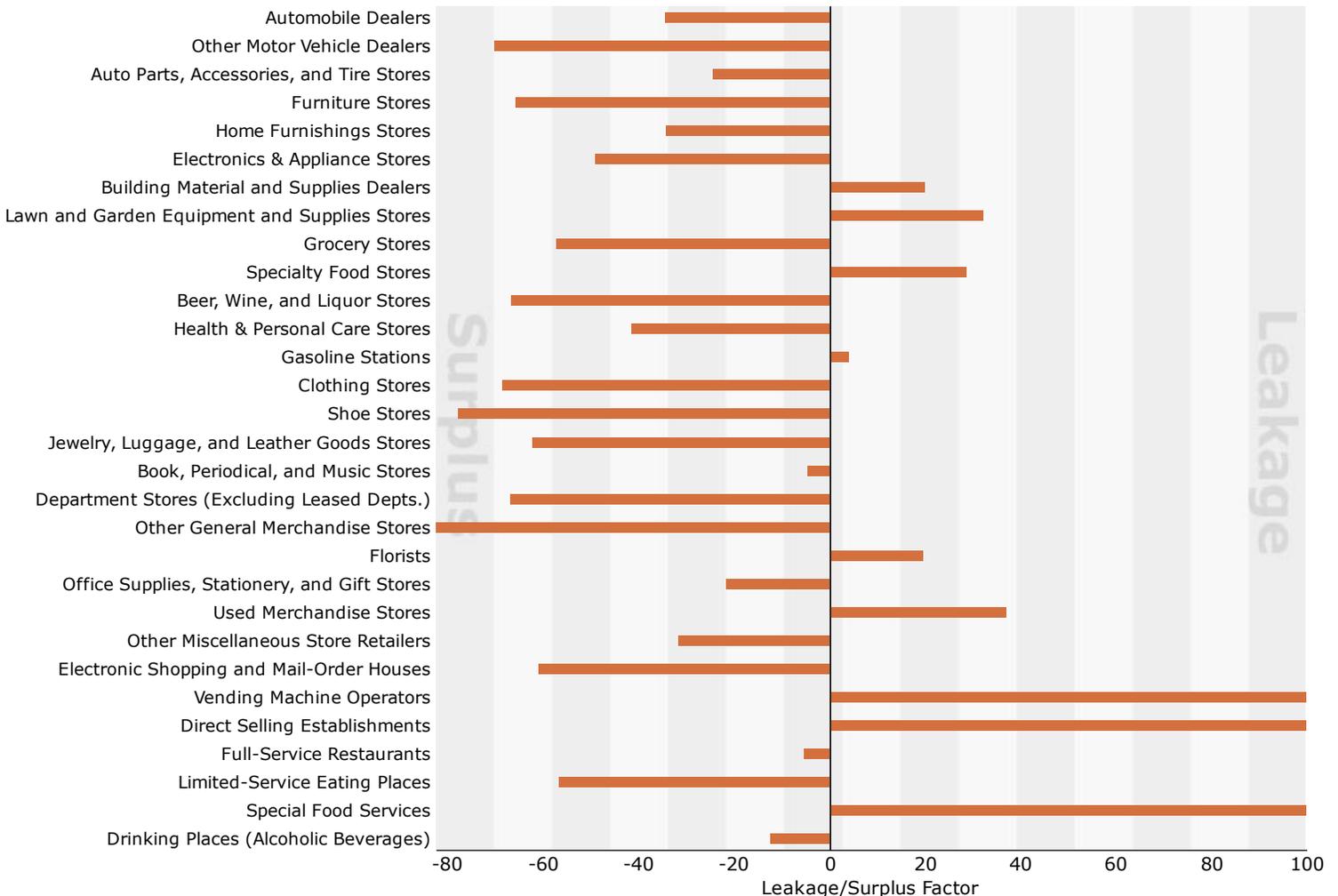
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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



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

Retail MarketPlace Profile

Eastgate Area - Drive Times
 Eastgate Blvd, Cincinnati, OH, 45245
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 39.09870
 Longitude: -84.27417

Summary Demographics

2016 Population	78,404
2016 Households	31,137
2016 Median Disposable Income	\$52,188
2016 Per Capita Income	\$33,815

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	\$1,364,877,521	\$1,962,642,013	-\$597,764,492	-18.0	773
Total Retail Trade	44-45	\$1,238,608,769	\$1,784,480,460	-\$545,871,691	-18.1	546
Total Food & Drink	722	\$126,268,752	\$178,161,553	-\$51,892,801	-17.0	227

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$280,470,481	\$453,875,261	-\$173,404,780	-23.6	76
Automobile Dealers	4411	\$228,710,762	\$374,063,969	-\$145,353,207	-24.1	43
Other Motor Vehicle Dealers	4412	\$30,965,443	\$58,070,293	-\$27,104,850	-30.4	5
Auto Parts, Accessories & Tire Stores	4413	\$20,794,276	\$21,741,000	-\$946,724	-2.2	28
Furniture & Home Furnishings Stores	442	\$33,110,286	\$33,170,981	-\$60,695	-0.1	32
Furniture Stores	4421	\$21,531,451	\$25,010,723	-\$3,479,272	-7.5	21
Home Furnishings Stores	4422	\$11,578,835	\$8,160,258	\$3,418,577	17.3	12
Electronics & Appliance Stores	443	\$68,985,259	\$65,808,196	\$3,177,063	2.4	36
Bldg Materials, Garden Equip. & Supply Stores	444	\$59,569,764	\$87,029,137	-\$27,459,373	-18.7	38
Bldg Material & Supplies Dealers	4441	\$51,316,836	\$76,090,121	-\$24,773,285	-19.4	28
Lawn & Garden Equip & Supply Stores	4442	\$8,252,928	\$10,939,016	-\$2,686,088	-14.0	11
Food & Beverage Stores	445	\$221,748,920	\$268,462,487	-\$46,713,567	-9.5	51
Grocery Stores	4451	\$204,488,728	\$247,191,759	-\$42,703,031	-9.5	33
Specialty Food Stores	4452	\$10,730,520	\$9,931,472	\$799,048	3.9	12
Beer, Wine & Liquor Stores	4453	\$6,529,671	\$11,339,256	-\$4,809,585	-26.9	6
Health & Personal Care Stores	446,4461	\$91,196,756	\$125,699,706	-\$34,502,950	-15.9	46
Gasoline Stations	447,4471	\$86,083,539	\$48,530,628	\$37,552,911	27.9	26
Clothing & Clothing Accessories Stores	448	\$55,217,916	\$73,765,035	-\$18,547,119	-14.4	68
Clothing Stores	4481	\$34,903,699	\$40,642,339	-\$5,738,640	-7.6	35
Shoe Stores	4482	\$6,676,976	\$13,812,984	-\$7,136,008	-34.8	14
Jewelry, Luggage & Leather Goods Stores	4483	\$13,637,242	\$19,309,713	-\$5,672,471	-17.2	19
Sporting Goods, Hobby, Book & Music Stores	451	\$40,470,185	\$43,880,563	-\$3,410,378	-4.0	41
Sporting Goods/Hobby/Musical Instr Stores	4511	\$32,627,218	\$40,111,401	-\$7,484,183	-10.3	37
Book, Periodical & Music Stores	4512	\$7,842,967	\$3,769,162	\$4,073,805	35.1	4
General Merchandise Stores	452	\$225,771,988	\$491,853,148	-\$266,081,160	-37.1	33
Department Stores Excluding Leased Depts.	4521	\$178,273,265	\$387,360,503	-\$209,087,238	-37.0	14
Other General Merchandise Stores	4529	\$47,498,723	\$104,492,645	-\$56,993,922	-37.5	19
Miscellaneous Store Retailers	453	\$57,348,179	\$61,234,257	-\$3,886,078	-3.3	89
Florists	4531	\$2,339,331	\$1,901,548	\$437,783	10.3	9
Office Supplies, Stationery & Gift Stores	4532	\$13,518,664	\$19,577,418	-\$6,058,754	-18.3	23
Used Merchandise Stores	4533	\$8,590,029	\$5,651,499	\$2,938,530	20.6	19
Other Miscellaneous Store Retailers	4539	\$32,900,156	\$34,103,792	-\$1,203,636	-1.8	37
Nonstore Retailers	454	\$18,635,496	\$31,171,059	-\$12,535,563	-25.2	9
Electronic Shopping & Mail-Order Houses	4541	\$10,684,898	\$30,442,468	-\$19,757,570	-48.0	7
Vending Machine Operators	4542	\$1,974,468	\$0	\$1,974,468	100.0	0
Direct Selling Establishments	4543	\$5,976,130	\$688,138	\$5,287,992	79.3	2
Food Services & Drinking Places	722	\$126,268,752	\$178,161,553	-\$51,892,801	-17.0	227
Full-Service Restaurants	7221	\$62,958,523	\$64,816,416	-\$1,857,893	-1.5	105
Limited-Service Eating Places	7222	\$56,012,470	\$110,329,674	-\$54,317,204	-32.7	106
Special Food Services	7223	\$3,320,203	\$906,651	\$2,413,552	57.1	4
Drinking Places - Alcoholic Beverages	7224	\$3,977,556	\$2,108,812	\$1,868,744	30.7	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.

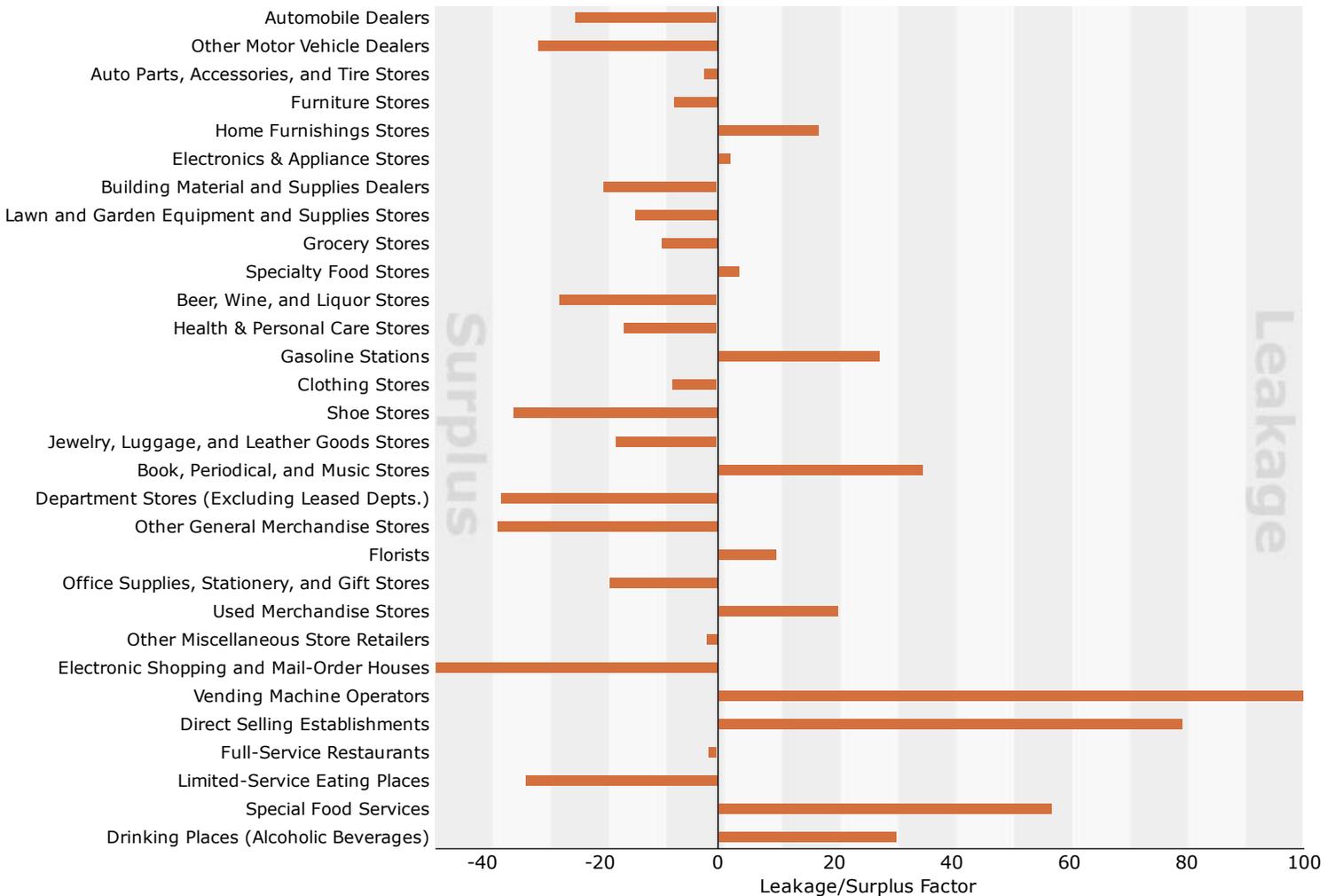
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Eastgate Area - Drive Times
 Eastgate Blvd, Cincinnati, OH, 45245
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 39.09870
 Longitude: -84.27417

Summary Demographics

2016 Population	169,365
2016 Households	67,070
2016 Median Disposable Income	\$53,939
2016 Per Capita Income	\$35,981

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	\$3,169,053,639	\$2,997,518,444	\$171,535,195	2.8	1,334
Total Retail Trade	44-45	\$2,875,405,353	\$2,719,458,761	\$155,946,592	2.8	939
Total Food & Drink	722	\$293,648,286	\$278,059,683	\$15,588,603	2.7	395

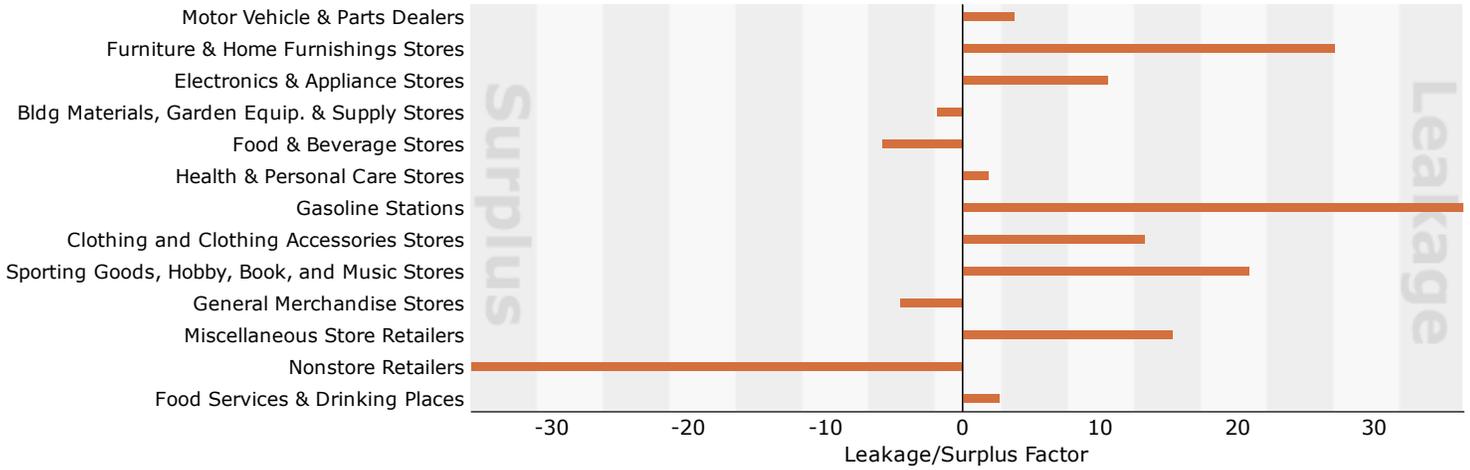
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$651,693,017	\$603,458,860	\$48,234,157	3.8	114
Automobile Dealers	4411	\$530,168,646	\$473,547,009	\$56,621,637	5.6	60
Other Motor Vehicle Dealers	4412	\$73,057,017	\$96,923,902	-\$23,866,885	-14.0	12
Auto Parts, Accessories & Tire Stores	4413	\$48,467,354	\$32,987,950	\$15,479,404	19.0	41
Furniture & Home Furnishings Stores	442	\$77,126,338	\$44,096,435	\$33,029,903	27.2	47
Furniture Stores	4421	\$50,024,363	\$27,735,862	\$22,288,501	28.7	25
Home Furnishings Stores	4422	\$27,101,975	\$16,360,573	\$10,741,402	24.7	22
Electronics & Appliance Stores	443	\$160,669,856	\$129,780,377	\$30,889,479	10.6	67
Bldg Materials, Garden Equip. & Supply Stores	444	\$141,124,660	\$146,470,630	-\$5,345,970	-1.9	78
Bldg Material & Supplies Dealers	4441	\$121,631,191	\$127,522,870	-\$5,891,679	-2.4	57
Lawn & Garden Equip & Supply Stores	4442	\$19,493,469	\$18,947,760	\$545,709	1.4	22
Food & Beverage Stores	445	\$512,214,984	\$576,277,658	-\$64,062,674	-5.9	105
Grocery Stores	4451	\$472,297,828	\$521,726,214	-\$49,428,386	-5.0	62
Specialty Food Stores	4452	\$24,771,362	\$28,531,589	-\$3,760,227	-7.1	25
Beer, Wine & Liquor Stores	4453	\$15,145,794	\$26,019,855	-\$10,874,061	-26.4	18
Health & Personal Care Stores	446,4461	\$211,874,715	\$203,839,309	\$8,035,406	1.9	81
Gasoline Stations	447,4471	\$198,227,826	\$92,003,563	\$106,224,263	36.6	45
Clothing & Clothing Accessories Stores	448	\$128,179,331	\$98,013,184	\$30,166,147	13.3	101
Clothing Stores	4481	\$80,913,563	\$53,297,303	\$27,616,260	20.6	55
Shoe Stores	4482	\$15,356,368	\$15,535,640	-\$179,272	-0.6	16
Jewelry, Luggage & Leather Goods Stores	4483	\$31,909,400	\$29,180,241	\$2,729,159	4.5	30
Sporting Goods, Hobby, Book & Music Stores	451	\$94,039,522	\$61,459,155	\$32,580,367	21.0	70
Sporting Goods/Hobby/Musical Instr Stores	4511	\$75,912,569	\$53,468,358	\$22,444,211	17.3	59
Book, Periodical & Music Stores	4512	\$18,126,954	\$7,990,797	\$10,136,157	38.8	11
General Merchandise Stores	452	\$523,350,623	\$573,337,070	-\$49,986,447	-4.6	53
Department Stores Excluding Leased Depts.	4521	\$413,481,439	\$449,820,937	-\$36,339,498	-4.2	17
Other General Merchandise Stores	4529	\$109,869,184	\$123,516,132	-\$13,646,948	-5.8	35
Miscellaneous Store Retailers	453	\$132,999,197	\$97,557,971	\$35,441,226	15.4	160
Florists	4531	\$5,572,598	\$3,181,139	\$2,391,459	27.3	16
Office Supplies, Stationery & Gift Stores	4532	\$31,466,123	\$30,825,964	\$640,159	1.0	37
Used Merchandise Stores	4533	\$19,890,372	\$8,765,848	\$11,124,524	38.8	33
Other Miscellaneous Store Retailers	4539	\$76,070,105	\$54,785,021	\$21,285,084	16.3	74
Nonstore Retailers	454	\$43,905,284	\$93,164,548	-\$49,259,264	-35.9	19
Electronic Shopping & Mail-Order Houses	4541	\$24,901,982	\$91,443,120	-\$66,541,138	-57.2	14
Vending Machine Operators	4542	\$4,562,167	\$93,807	\$4,468,360	96.0	1
Direct Selling Establishments	4543	\$14,441,135	\$1,627,621	\$12,813,514	79.7	4
Food Services & Drinking Places	722	\$293,648,286	\$278,059,683	\$15,588,603	2.7	395
Full-Service Restaurants	7221	\$146,656,677	\$114,583,506	\$32,073,171	12.3	202
Limited-Service Eating Places	7222	\$129,957,536	\$155,741,920	-\$25,784,384	-9.0	166
Special Food Services	7223	\$7,814,988	\$2,625,074	\$5,189,914	49.7	8
Drinking Places - Alcoholic Beverages	7224	\$9,219,085	\$5,109,182	\$4,109,903	28.7	19

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.

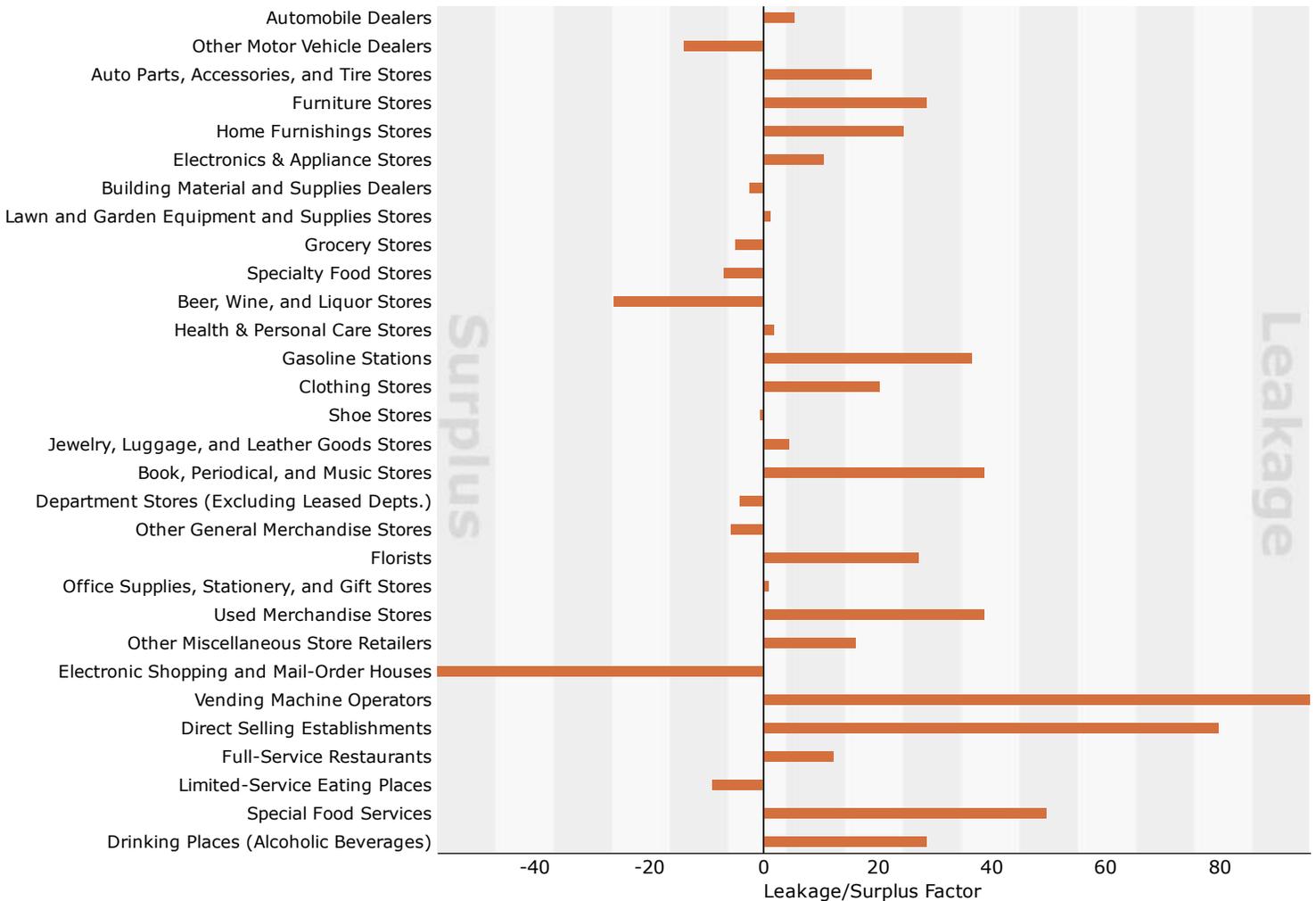
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Retail Market Potential

Eastgate Area - Drive Times
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 39.09870
Longitude: -84.27417

Demographic Summary	2016	2021
Population	16,245	16,973
Population 18+	12,677	13,238
Households	6,747	7,080
Median Household Income	\$55,420	\$62,997

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	6,090	48.0%	102
Bought any women's clothing in last 12 months	5,714	45.1%	103
Bought clothing for child <13 years in last 6 months	3,471	27.4%	99
Bought any shoes in last 12 months	6,851	54.0%	100
Bought costume jewelry in last 12 months	2,476	19.5%	100
Bought any fine jewelry in last 12 months	2,239	17.7%	96
Bought a watch in last 12 months	1,395	11.0%	100
Automobiles (Households)			
HH owns/leases any vehicle	6,044	89.6%	105
HH bought/leased new vehicle last 12 mo	616	9.1%	97
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	11,339	89.4%	105
Bought/changed motor oil in last 12 months	6,736	53.1%	108
Had tune-up in last 12 months	3,900	30.8%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	8,177	64.5%	99
Drank regular cola in last 6 months	5,831	46.0%	102
Drank beer/ale in last 6 months	5,678	44.8%	105
Cameras (Adults)			
Own digital point & shoot camera	3,789	29.9%	103
Own digital single-lens reflex (SLR) camera	1,112	8.8%	102
Bought any camera in last 12 months	692	5.5%	96
Printed digital photos in last 12 months	369	2.9%	99
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	4,830	38.1%	105
Have a smartphone	7,398	58.4%	99
Have a smartphone: Android phone (any brand)	3,727	29.4%	109
Have a smartphone: Apple iPhone	2,939	23.2%	90
Number of cell phones in household: 1	2,313	34.3%	107
Number of cell phones in household: 2	2,612	38.7%	103
Number of cell phones in household: 3+	1,494	22.1%	87
HH has cell phone only (no landline telephone)	3,156	46.8%	112
Computers (Households)			
HH owns a computer	5,251	77.8%	101
HH owns desktop computer	3,039	45.0%	99
HH owns laptop/notebook	3,725	55.2%	102
HH owns any Apple/Mac brand computer	884	13.1%	87
HH owns any PC/non-Apple brand computer	4,692	69.5%	102
HH purchased most recent computer in a store	2,578	38.2%	102
HH purchased most recent computer online	867	12.9%	98
Spent <\$500 on most recent home computer	1,042	15.4%	106
Spent \$500-\$999 on most recent home computer	1,348	20.0%	105
Spent \$1,000-\$1,499 on most recent home computer	619	9.2%	97
Spent \$1,500-\$1,999 on most recent home computer	267	4.0%	87
Spent \$2,000+ on most recent home computer	239	3.5%	90

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

Eastgate Area - Drive Times
 Eastgate Blvd, Cincinnati, OH, 45245
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 39.09870
 Longitude: -84.27417

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	6,773	53.4%	105
Bought brewed coffee at convenience store in last 30 days	2,105	16.6%	106
Bought cigarettes at convenience store in last 30 days	1,855	14.6%	117
Bought gas at convenience store in last 30 days	4,787	37.8%	114
Spent at convenience store in last 30 days: <\$20	1,046	8.3%	102
Spent at convenience store in last 30 days: \$20-\$39	1,120	8.8%	98
Spent at convenience store in last 30 days: \$40-\$50	1,075	8.5%	111
Spent at convenience store in last 30 days: \$51-\$99	591	4.7%	105
Spent at convenience store in last 30 days: \$100+	3,362	26.5%	116
Entertainment (Adults)			
Attended a movie in last 6 months	7,454	58.8%	99
Went to live theater in last 12 months	1,568	12.4%	95
Went to a bar/night club in last 12 months	2,298	18.1%	109
Dined out in last 12 months	5,928	46.8%	104
Gambled at a casino in last 12 months	1,821	14.4%	105
Visited a theme park in last 12 months	2,043	16.1%	91
Viewed movie (video-on-demand) in last 30 days	2,098	16.5%	97
Viewed TV show (video-on-demand) in last 30 days	1,580	12.5%	97
Watched any pay-per-view TV in last 12 months	1,570	12.4%	94
Downloaded a movie over the Internet in last 30 days	850	6.7%	93
Downloaded any individual song in last 6 months	2,598	20.5%	100
Watched a movie online in the last 30 days	1,934	15.3%	95
Watched a TV program online in last 30 days	1,808	14.3%	95
Played a video/electronic game (console) in last 12 months	1,429	11.3%	108
Played a video/electronic game (portable) in last 12 months	620	4.9%	107
Financial (Adults)			
Have home mortgage (1st)	4,085	32.2%	104
Used ATM/cash machine in last 12 months	6,540	51.6%	105
Own any stock	843	6.6%	87
Own U.S. savings bond	549	4.3%	82
Own shares in mutual fund (stock)	809	6.4%	88
Own shares in mutual fund (bonds)	502	4.0%	81
Have interest checking account	3,653	28.8%	102
Have non-interest checking account	3,870	30.5%	108
Have savings account	7,192	56.7%	105
Have 401K retirement savings plan	1,871	14.8%	102
Own/used any credit/debit card in last 12 months	9,710	76.6%	103
Avg monthly credit card expenditures: <\$111	1,626	12.8%	111
Avg monthly credit card expenditures: \$111-\$225	845	6.7%	97
Avg monthly credit card expenditures: \$226-\$450	856	6.8%	107
Avg monthly credit card expenditures: \$451-\$700	659	5.2%	98
Avg monthly credit card expenditures: \$701-\$1,000	427	3.4%	78
Avg monthly credit card expenditures: \$1,001+	923	7.3%	80
Did banking online in last 12 months	4,880	38.5%	108
Did banking on mobile device in last 12 months	1,942	15.3%	109
Paid bills online in last 12 months	5,903	46.6%	108

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

Eastgate Area - Drive Times
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 39.09870
Longitude: -84.27417

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	4,742	70.3%	101
Used bread in last 6 months	6,388	94.7%	101
Used chicken (fresh or frozen) in last 6 months	4,669	69.2%	100
Used turkey (fresh or frozen) in last 6 months	1,104	16.4%	103
Used fish/seafood (fresh or frozen) in last 6 months	3,622	53.7%	98
Used fresh fruit/vegetables in last 6 months	5,829	86.4%	101
Used fresh milk in last 6 months	5,939	88.0%	100
Used organic food in last 6 months	1,227	18.2%	92
Health (Adults)			
Exercise at home 2+ times per week	3,573	28.2%	99
Exercise at club 2+ times per week	1,577	12.4%	96
Visited a doctor in last 12 months	9,698	76.5%	101
Used vitamin/dietary supplement in last 6 months	6,774	53.4%	101
Home (Households)			
Any home improvement in last 12 months	1,805	26.8%	100
Used housekeeper/maid/professional HH cleaning service in last 12	740	11.0%	83
Purchased low ticket HH furnishings in last 12 months	1,097	16.3%	101
Purchased big ticket HH furnishings in last 12 months	1,410	20.9%	100
Bought any small kitchen appliance in last 12 months	1,562	23.2%	104
Bought any large kitchen appliance in last 12 months	841	12.5%	98
Insurance (Adults/Households)			
Currently carry life insurance	5,643	44.5%	104
Carry medical/hospital/accident insurance	8,559	67.5%	103
Carry homeowner insurance	6,293	49.6%	106
Carry renter's insurance	1,210	9.5%	117
Have auto insurance: 1 vehicle in household covered	2,275	33.7%	109
Have auto insurance: 2 vehicles in household covered	1,948	28.9%	101
Have auto insurance: 3+ vehicles in household covered	1,443	21.4%	98
Pets (Households)			
Household owns any pet	3,794	56.2%	105
Household owns any cat	1,734	25.7%	115
Household owns any dog	2,777	41.2%	101
Psychographics (Adults)			
Buying American is important to me	5,720	45.1%	107
Usually buy items on credit rather than wait	1,477	11.7%	99
Usually buy based on quality - not price	2,299	18.1%	101
Price is usually more important than brand name	3,497	27.6%	105
Usually use coupons for brands I buy often	2,567	20.2%	107
Am interested in how to help the environment	1,885	14.9%	91
Usually pay more for environ safe product	1,611	12.7%	100
Usually value green products over convenience	1,284	10.1%	96
Likely to buy a brand that supports a charity	4,200	33.1%	95
Reading (Adults)			
Bought digital book in last 12 months	1,641	12.9%	98
Bought hardcover book in last 12 months	2,696	21.3%	102
Bought paperback book in last 12 month	4,143	32.7%	104
Read any daily newspaper (paper version)	3,246	25.6%	98
Read any digital newspaper in last 30 days	4,095	32.3%	97
Read any magazine (paper/electronic version) in last 6 months	11,607	91.6%	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

Eastgate Area - Drive Times
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 39.09870
Longitude: -84.27417

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	9,769	77.1%	103
Went to family restaurant/steak house: 4+ times a month	3,660	28.9%	105
Went to fast food/drive-in restaurant in last 6 months	11,640	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	5,224	41.2%	104
Fast food/drive-in last 6 months: eat in	4,800	37.9%	104
Fast food/drive-in last 6 months: home delivery	1,087	8.6%	112
Fast food/drive-in last 6 months: take-out/drive-thru	6,464	51.0%	110
Fast food/drive-in last 6 months: take-out/walk-in	2,440	19.2%	99
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	3,898	30.7%	97
Own e-reader/tablet: iPad	1,608	12.7%	83
Own any portable MP3 player	3,911	30.9%	100
HH owns 1 TV	1,415	21.0%	103
HH owns 2 TVs	1,823	27.0%	104
HH owns 3 TVs	1,450	21.5%	100
HH owns 4+ TVs	1,195	17.7%	94
HH subscribes to cable TV	3,498	51.8%	104
HH subscribes to fiber optic	446	6.6%	87
HH has satellite dish	1,569	23.3%	92
HH owns DVD/Blu-ray player	4,131	61.2%	101
HH owns camcorder	871	12.9%	92
HH owns portable GPS navigation device	1,893	28.1%	102
HH purchased video game system in last 12 mos	484	7.2%	90
HH owns Internet video device for TV	415	6.2%	87
Travel (Adults)			
Domestic travel in last 12 months	6,298	49.7%	99
Took 3+ domestic non-business trips in last 12 months	1,362	10.7%	97
Spent on domestic vacations in last 12 months: <\$1,000	1,366	10.8%	100
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	726	5.7%	98
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	396	3.1%	87
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	405	3.2%	82
Spent on domestic vacations in last 12 months: \$3,000+	633	5.0%	91
Domestic travel in the 12 months: used general travel website	734	5.8%	86
Foreign travel in last 3 years	2,569	20.3%	84
Took 3+ foreign trips by plane in last 3 years	381	3.0%	67
Spent on foreign vacations in last 12 months: <\$1,000	458	3.6%	87
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	327	2.6%	79
Spent on foreign vacations in last 12 months: \$3,000+	414	3.3%	66
Foreign travel in last 3 years: used general travel website	513	4.0%	72
Nights spent in hotel/motel in last 12 months: any	5,116	40.4%	99
Took cruise of more than one day in last 3 years	885	7.0%	83
Member of any frequent flyer program	1,667	13.1%	81
Member of any hotel rewards program	1,678	13.2%	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.

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

Eastgate Area - Drive Times
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 39.09870
Longitude: -84.27417

Demographic Summary	2016	2021
Population	78,404	81,002
Population 18+	59,641	62,158
Households	31,137	32,264
Median Household Income	\$63,896	\$73,861

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	29,403	49.3%	104
Bought any women's clothing in last 12 months	27,252	45.7%	104
Bought clothing for child <13 years in last 6 months	16,504	27.7%	100
Bought any shoes in last 12 months	33,174	55.6%	103
Bought costume jewelry in last 12 months	12,596	21.1%	108
Bought any fine jewelry in last 12 months	11,189	18.8%	102
Bought a watch in last 12 months	6,975	11.7%	106
Automobiles (Households)			
HH owns/leases any vehicle	28,170	90.5%	106
HH bought/leased new vehicle last 12 mo	3,382	10.9%	116
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	53,782	90.2%	106
Bought/changed motor oil in last 12 months	30,413	51.0%	104
Had tune-up in last 12 months	18,581	31.2%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	39,334	66.0%	101
Drank regular cola in last 6 months	26,012	43.6%	97
Drank beer/ale in last 6 months	27,476	46.1%	108
Cameras (Adults)			
Own digital point & shoot camera	19,455	32.6%	112
Own digital single-lens reflex (SLR) camera	6,016	10.1%	117
Bought any camera in last 12 months	3,531	5.9%	104
Printed digital photos in last 12 months	1,792	3.0%	103
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	22,772	38.2%	106
Have a smartphone	37,390	62.7%	107
Have a smartphone: Android phone (any brand)	16,846	28.2%	105
Have a smartphone: Apple iPhone	17,055	28.6%	111
Number of cell phones in household: 1	9,464	30.4%	95
Number of cell phones in household: 2	12,162	39.1%	104
Number of cell phones in household: 3+	8,240	26.5%	104
HH has cell phone only (no landline telephone)	13,088	42.0%	100
Computers (Households)			
HH owns a computer	25,377	81.5%	106
HH owns desktop computer	15,048	48.3%	107
HH owns laptop/notebook	18,153	58.3%	107
HH owns any Apple/Mac brand computer	5,038	16.2%	108
HH owns any PC/non-Apple brand computer	22,421	72.0%	106
HH purchased most recent computer in a store	12,653	40.6%	108
HH purchased most recent computer online	4,427	14.2%	109
Spent <\$500 on most recent home computer	4,610	14.8%	102
Spent \$500-\$999 on most recent home computer	6,504	20.9%	109
Spent \$1,000-\$1,499 on most recent home computer	3,336	10.7%	113
Spent \$1,500-\$1,999 on most recent home computer	1,536	4.9%	108
Spent \$2,000+ on most recent home computer	1,318	4.2%	108

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Retail Market Potential

Eastgate Area - Drive Times
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 39.09870
Longitude: -84.27417

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	32,482	54.5%	107
Bought brewed coffee at convenience store in last 30 days	9,890	16.6%	106
Bought cigarettes at convenience store in last 30 days	7,374	12.4%	99
Bought gas at convenience store in last 30 days	21,499	36.0%	109
Spent at convenience store in last 30 days: <\$20	5,325	8.9%	110
Spent at convenience store in last 30 days: \$20-\$39	5,581	9.4%	103
Spent at convenience store in last 30 days: \$40-\$50	4,863	8.2%	107
Spent at convenience store in last 30 days: \$51-\$99	2,573	4.3%	97
Spent at convenience store in last 30 days: \$100+	14,519	24.3%	106
Entertainment (Adults)			
Attended a movie in last 6 months	37,057	62.1%	104
Went to live theater in last 12 months	8,571	14.4%	111
Went to a bar/night club in last 12 months	11,424	19.2%	115
Dined out in last 12 months	30,134	50.5%	113
Gambled at a casino in last 12 months	8,801	14.8%	108
Visited a theme park in last 12 months	10,954	18.4%	104
Viewed movie (video-on-demand) in last 30 days	11,605	19.5%	115
Viewed TV show (video-on-demand) in last 30 days	8,638	14.5%	112
Watched any pay-per-view TV in last 12 months	8,029	13.5%	102
Downloaded a movie over the Internet in last 30 days	4,395	7.4%	103
Downloaded any individual song in last 6 months	13,434	22.5%	110
Watched a movie online in the last 30 days	9,642	16.2%	101
Watched a TV program online in last 30 days	9,517	16.0%	107
Played a video/electronic game (console) in last 12 months	6,469	10.8%	104
Played a video/electronic game (portable) in last 12 months	2,926	4.9%	108
Financial (Adults)			
Have home mortgage (1st)	21,640	36.3%	117
Used ATM/cash machine in last 12 months	32,142	53.9%	110
Own any stock	5,283	8.9%	116
Own U.S. savings bond	3,386	5.7%	107
Own shares in mutual fund (stock)	5,106	8.6%	118
Own shares in mutual fund (bonds)	3,340	5.6%	115
Have interest checking account	19,286	32.3%	115
Have non-interest checking account	18,226	30.6%	108
Have savings account	35,532	59.6%	110
Have 401K retirement savings plan	10,321	17.3%	119
Own/used any credit/debit card in last 12 months	47,416	79.5%	107
Avg monthly credit card expenditures: <\$111	7,473	12.5%	108
Avg monthly credit card expenditures: \$111-\$225	4,086	6.9%	99
Avg monthly credit card expenditures: \$226-\$450	4,275	7.2%	113
Avg monthly credit card expenditures: \$451-\$700	3,550	6.0%	112
Avg monthly credit card expenditures: \$701-\$1,000	2,614	4.4%	102
Avg monthly credit card expenditures: \$1,001+	6,139	10.3%	113
Did banking online in last 12 months	24,668	41.4%	116
Did banking on mobile device in last 12 months	9,767	16.4%	117
Paid bills online in last 12 months	29,019	48.7%	113

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Retail Market Potential

Eastgate Area - Drive Times
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 39.09870
Longitude: -84.27417

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	22,157	71.2%	102
Used bread in last 6 months	29,463	94.6%	101
Used chicken (fresh or frozen) in last 6 months	21,923	70.4%	102
Used turkey (fresh or frozen) in last 6 months	5,270	16.9%	107
Used fish/seafood (fresh or frozen) in last 6 months	17,093	54.9%	101
Used fresh fruit/vegetables in last 6 months	27,134	87.1%	102
Used fresh milk in last 6 months	27,617	88.7%	101
Used organic food in last 6 months	6,051	19.4%	99
Health (Adults)			
Exercise at home 2+ times per week	18,483	31.0%	109
Exercise at club 2+ times per week	9,034	15.1%	116
Visited a doctor in last 12 months	47,015	78.8%	104
Used vitamin/dietary supplement in last 6 months	33,252	55.8%	106
Home (Households)			
Any home improvement in last 12 months	9,219	29.6%	110
Used housekeeper/maid/professional HH cleaning service in last 12	4,362	14.0%	106
Purchased low ticket HH furnishings in last 12 months	5,455	17.5%	109
Purchased big ticket HH furnishings in last 12 months	6,924	22.2%	106
Bought any small kitchen appliance in last 12 months	7,462	24.0%	108
Bought any large kitchen appliance in last 12 months	4,198	13.5%	106
Insurance (Adults/Households)			
Currently carry life insurance	27,925	46.8%	110
Carry medical/hospital/accident insurance	41,557	69.7%	106
Carry homeowner insurance	31,733	53.2%	113
Carry renter's insurance	5,631	9.4%	116
Have auto insurance: 1 vehicle in household covered	9,468	30.4%	99
Have auto insurance: 2 vehicles in household covered	9,481	30.4%	107
Have auto insurance: 3+ vehicles in household covered	7,638	24.5%	112
Pets (Households)			
Household owns any pet	17,443	56.0%	104
Household owns any cat	7,482	24.0%	107
Household owns any dog	12,882	41.4%	102
Psychographics (Adults)			
Buying American is important to me	25,922	43.5%	103
Usually buy items on credit rather than wait	6,852	11.5%	98
Usually buy based on quality - not price	10,570	17.7%	99
Price is usually more important than brand name	15,378	25.8%	98
Usually use coupons for brands I buy often	11,689	19.6%	104
Am interested in how to help the environment	8,942	15.0%	92
Usually pay more for environ safe product	7,163	12.0%	94
Usually value green products over convenience	5,625	9.4%	90
Likely to buy a brand that supports a charity	19,991	33.5%	96
Reading (Adults)			
Bought digital book in last 12 months	9,089	15.2%	115
Bought hardcover book in last 12 months	13,581	22.8%	109
Bought paperback book in last 12 month	20,357	34.1%	109
Read any daily newspaper (paper version)	16,042	26.9%	103
Read any digital newspaper in last 30 days	21,500	36.0%	108
Read any magazine (paper/electronic version) in last 6 months	55,392	92.9%	102

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Retail Market Potential

Eastgate Area - Drive Times
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 39.09870
Longitude: -84.27417

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	47,270	79.3%	106
Went to family restaurant/steak house: 4+ times a month	18,294	30.7%	112
Went to fast food/drive-in restaurant in last 6 months	54,739	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	24,764	41.5%	105
Fast food/drive-in last 6 months: eat in	22,991	38.5%	106
Fast food/drive-in last 6 months: home delivery	4,808	8.1%	105
Fast food/drive-in last 6 months: take-out/drive-thru	30,382	50.9%	110
Fast food/drive-in last 6 months: take-out/walk-in	12,198	20.5%	105
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	20,913	35.1%	111
Own e-reader/tablet: iPad	9,989	16.7%	109
Own any portable MP3 player	20,304	34.0%	110
HH owns 1 TV	5,938	19.1%	93
HH owns 2 TVs	8,145	26.2%	101
HH owns 3 TVs	6,908	22.2%	104
HH owns 4+ TVs	6,402	20.6%	109
HH subscribes to cable TV	16,724	53.7%	108
HH subscribes to fiber optic	2,599	8.3%	110
HH has satellite dish	6,895	22.1%	87
HH owns DVD/Blu-ray player	19,751	63.4%	105
HH owns camcorder	4,738	15.2%	109
HH owns portable GPS navigation device	9,696	31.1%	113
HH purchased video game system in last 12 mos	2,285	7.3%	92
HH owns Internet video device for TV	2,299	7.4%	105
Travel (Adults)			
Domestic travel in last 12 months	32,914	55.2%	110
Took 3+ domestic non-business trips in last 12 months	7,490	12.6%	113
Spent on domestic vacations in last 12 months: <\$1,000	6,649	11.1%	104
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,769	6.3%	108
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,270	3.8%	107
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,662	4.5%	114
Spent on domestic vacations in last 12 months: \$3,000+	3,999	6.7%	122
Domestic travel in the 12 months: used general travel website	4,172	7.0%	103
Foreign travel in last 3 years	15,152	25.4%	105
Took 3+ foreign trips by plane in last 3 years	2,710	4.5%	101
Spent on foreign vacations in last 12 months: <\$1,000	2,693	4.5%	108
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,929	3.2%	99
Spent on foreign vacations in last 12 months: \$3,000+	3,043	5.1%	103
Foreign travel in last 3 years: used general travel website	3,326	5.6%	100
Nights spent in hotel/motel in last 12 months: any	27,104	45.4%	112
Took cruise of more than one day in last 3 years	5,527	9.3%	111
Member of any frequent flyer program	11,227	18.8%	115
Member of any hotel rewards program	10,274	17.2%	122

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Retail Market Potential

Eastgate Area - Drive Times
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 39.09870
Longitude: -84.27417

Demographic Summary		2016	2021
Population		169,365	173,890
Population 18+		128,524	133,269
Households		67,070	69,044
Median Household Income		\$67,575	\$77,517

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	64,097	49.9%	106
Bought any women's clothing in last 12 months	59,163	46.0%	105
Bought clothing for child <13 years in last 6 months	35,507	27.6%	100
Bought any shoes in last 12 months	72,164	56.1%	104
Bought costume jewelry in last 12 months	27,167	21.1%	108
Bought any fine jewelry in last 12 months	23,995	18.7%	102
Bought a watch in last 12 months	15,183	11.8%	107
Automobiles (Households)			
HH owns/leases any vehicle	60,943	90.9%	106
HH bought/leased new vehicle last 12 mo	7,596	11.3%	121
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	116,472	90.6%	107
Bought/changed motor oil in last 12 months	65,214	50.7%	103
Had tune-up in last 12 months	40,159	31.2%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	84,663	65.9%	101
Drank regular cola in last 6 months	54,564	42.5%	95
Drank beer/ale in last 6 months	59,372	46.2%	108
Cameras (Adults)			
Own digital point & shoot camera	42,980	33.4%	115
Own digital single-lens reflex (SLR) camera	13,223	10.3%	119
Bought any camera in last 12 months	7,791	6.1%	106
Printed digital photos in last 12 months	3,925	3.1%	104
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	48,114	37.4%	104
Have a smartphone	80,429	62.6%	106
Have a smartphone: Android phone (any brand)	35,273	27.4%	102
Have a smartphone: Apple iPhone	37,816	29.4%	114
Number of cell phones in household: 1	19,677	29.3%	91
Number of cell phones in household: 2	26,359	39.3%	105
Number of cell phones in household: 3+	18,340	27.3%	107
HH has cell phone only (no landline telephone)	26,944	40.2%	96
Computers (Households)			
HH owns a computer	55,211	82.3%	107
HH owns desktop computer	33,288	49.6%	110
HH owns laptop/notebook	39,460	58.8%	108
HH owns any Apple/Mac brand computer	11,264	16.8%	112
HH owns any PC/non-Apple brand computer	48,703	72.6%	107
HH purchased most recent computer in a store	27,653	41.2%	110
HH purchased most recent computer online	9,818	14.6%	112
Spent <\$500 on most recent home computer	9,748	14.5%	100
Spent \$500-\$999 on most recent home computer	14,458	21.6%	113
Spent \$1,000-\$1,499 on most recent home computer	7,339	10.9%	116
Spent \$1,500-\$1,999 on most recent home computer	3,464	5.2%	113
Spent \$2,000+ on most recent home computer	2,977	4.4%	113

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Retail Market Potential

Eastgate Area - Drive Times
 Eastgate Blvd, Cincinnati, OH, 45245
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 39.09870
 Longitude: -84.27417

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	69,546	54.1%	107
Bought brewed coffee at convenience store in last 30 days	21,348	16.6%	106
Bought cigarettes at convenience store in last 30 days	15,431	12.0%	96
Bought gas at convenience store in last 30 days	45,775	35.6%	108
Spent at convenience store in last 30 days: <\$20	11,424	8.9%	110
Spent at convenience store in last 30 days: \$20-\$39	11,951	9.3%	103
Spent at convenience store in last 30 days: \$40-\$50	10,159	7.9%	104
Spent at convenience store in last 30 days: \$51-\$99	5,539	4.3%	97
Spent at convenience store in last 30 days: \$100+	30,956	24.1%	105
Entertainment (Adults)			
Attended a movie in last 6 months	80,648	62.7%	106
Went to live theater in last 12 months	19,180	14.9%	115
Went to a bar/night club in last 12 months	24,132	18.8%	112
Dined out in last 12 months	66,051	51.4%	115
Gambled at a casino in last 12 months	19,147	14.9%	109
Visited a theme park in last 12 months	23,838	18.5%	105
Viewed movie (video-on-demand) in last 30 days	25,595	19.9%	117
Viewed TV show (video-on-demand) in last 30 days	19,049	14.8%	115
Watched any pay-per-view TV in last 12 months	17,811	13.9%	105
Downloaded a movie over the Internet in last 30 days	9,439	7.3%	102
Downloaded any individual song in last 6 months	29,244	22.8%	112
Watched a movie online in the last 30 days	20,472	15.9%	100
Watched a TV program online in last 30 days	20,483	15.9%	107
Played a video/electronic game (console) in last 12 months	13,537	10.5%	101
Played a video/electronic game (portable) in last 12 months	6,056	4.7%	103
Financial (Adults)			
Have home mortgage (1st)	48,276	37.6%	121
Used ATM/cash machine in last 12 months	69,733	54.3%	111
Own any stock	12,150	9.5%	124
Own U.S. savings bond	7,678	6.0%	113
Own shares in mutual fund (stock)	11,831	9.2%	127
Own shares in mutual fund (bonds)	7,686	6.0%	123
Have interest checking account	42,859	33.3%	118
Have non-interest checking account	39,666	30.9%	109
Have savings account	77,721	60.5%	112
Have 401K retirement savings plan	22,755	17.7%	122
Own/used any credit/debit card in last 12 months	103,157	80.3%	108
Avg monthly credit card expenditures: <\$111	15,988	12.4%	107
Avg monthly credit card expenditures: \$111-\$225	8,938	7.0%	101
Avg monthly credit card expenditures: \$226-\$450	9,384	7.3%	115
Avg monthly credit card expenditures: \$451-\$700	7,830	6.1%	114
Avg monthly credit card expenditures: \$701-\$1,000	6,246	4.9%	113
Avg monthly credit card expenditures: \$1,001+	14,541	11.3%	125
Did banking online in last 12 months	54,413	42.3%	119
Did banking on mobile device in last 12 months	20,717	16.1%	115
Paid bills online in last 12 months	63,024	49.0%	114

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Retail Market Potential

Eastgate Area - Drive Times
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 39.09870
Longitude: -84.27417

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	48,044	71.6%	103
Used bread in last 6 months	63,538	94.7%	101
Used chicken (fresh or frozen) in last 6 months	47,325	70.6%	102
Used turkey (fresh or frozen) in last 6 months	11,454	17.1%	108
Used fish/seafood (fresh or frozen) in last 6 months	37,212	55.5%	102
Used fresh fruit/vegetables in last 6 months	58,664	87.5%	102
Used fresh milk in last 6 months	59,722	89.0%	101
Used organic food in last 6 months	13,254	19.8%	100
Health (Adults)			
Exercise at home 2+ times per week	40,337	31.4%	111
Exercise at club 2+ times per week	19,751	15.4%	118
Visited a doctor in last 12 months	101,988	79.4%	105
Used vitamin/dietary supplement in last 6 months	72,042	56.1%	106
Home (Households)			
Any home improvement in last 12 months	20,582	30.7%	114
Used housekeeper/maid/professional HH cleaning service in last 12	9,812	14.6%	111
Purchased low ticket HH furnishings in last 12 months	11,857	17.7%	110
Purchased big ticket HH furnishings in last 12 months	15,042	22.4%	107
Bought any small kitchen appliance in last 12 months	16,051	23.9%	108
Bought any large kitchen appliance in last 12 months	9,314	13.9%	109
Insurance (Adults/Households)			
Currently carry life insurance	61,975	48.2%	113
Carry medical/hospital/accident insurance	90,437	70.4%	107
Carry homeowner insurance	70,967	55.2%	117
Carry renter's insurance	11,333	8.8%	108
Have auto insurance: 1 vehicle in household covered	19,696	29.4%	95
Have auto insurance: 2 vehicles in household covered	20,838	31.1%	109
Have auto insurance: 3+ vehicles in household covered	17,272	25.8%	118
Pets (Households)			
Household owns any pet	38,466	57.4%	107
Household owns any cat	16,417	24.5%	109
Household owns any dog	28,684	42.8%	105
Psychographics (Adults)			
Buying American is important to me	56,470	43.9%	104
Usually buy items on credit rather than wait	14,794	11.5%	98
Usually buy based on quality - not price	22,882	17.8%	99
Price is usually more important than brand name	32,909	25.6%	98
Usually use coupons for brands I buy often	25,088	19.5%	103
Am interested in how to help the environment	19,334	15.0%	92
Usually pay more for environ safe product	15,545	12.1%	95
Usually value green products over convenience	11,976	9.3%	89
Likely to buy a brand that supports a charity	43,790	34.1%	98
Reading (Adults)			
Bought digital book in last 12 months	20,285	15.8%	119
Bought hardcover book in last 12 months	29,512	23.0%	110
Bought paperback book in last 12 month	44,343	34.5%	110
Read any daily newspaper (paper version)	36,087	28.1%	107
Read any digital newspaper in last 30 days	47,321	36.8%	111
Read any magazine (paper/electronic version) in last 6 months	119,521	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

Eastgate Area - Drive Times
Eastgate Blvd, Cincinnati, OH, 45245
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 39.09870
Longitude: -84.27417

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	102,016	79.4%	106
Went to family restaurant/steak house: 4+ times a month	39,007	30.3%	110
Went to fast food/drive-in restaurant in last 6 months	117,872	91.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	52,800	41.1%	104
Fast food/drive-in last 6 months: eat in	49,366	38.4%	106
Fast food/drive-in last 6 months: home delivery	10,162	7.9%	103
Fast food/drive-in last 6 months: take-out/drive-thru	65,000	50.6%	109
Fast food/drive-in last 6 months: take-out/walk-in	26,369	20.5%	105
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	46,480	36.2%	114
Own e-reader/tablet: iPad	22,915	17.8%	116
Own any portable MP3 player	44,427	34.6%	112
HH owns 1 TV	12,247	18.3%	89
HH owns 2 TVs	17,344	25.9%	100
HH owns 3 TVs	15,202	22.7%	106
HH owns 4+ TVs	14,368	21.4%	113
HH subscribes to cable TV	35,655	53.2%	107
HH subscribes to fiber optic	5,827	8.7%	114
HH has satellite dish	15,360	22.9%	90
HH owns DVD/Blu-ray player	42,966	64.1%	106
HH owns camcorder	10,606	15.8%	113
HH owns portable GPS navigation device	21,609	32.2%	117
HH purchased video game system in last 12 mos	4,916	7.3%	92
HH owns Internet video device for TV	5,131	7.7%	108
Travel (Adults)			
Domestic travel in last 12 months	73,324	57.1%	114
Took 3+ domestic non-business trips in last 12 months	17,006	13.2%	119
Spent on domestic vacations in last 12 months: <\$1,000	14,582	11.3%	106
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	8,469	6.6%	113
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	5,406	4.2%	118
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	6,203	4.8%	124
Spent on domestic vacations in last 12 months: \$3,000+	9,026	7.0%	127
Domestic travel in the 12 months: used general travel website	9,656	7.5%	111
Foreign travel in last 3 years	34,491	26.8%	111
Took 3+ foreign trips by plane in last 3 years	6,356	4.9%	110
Spent on foreign vacations in last 12 months: <\$1,000	6,163	4.8%	115
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	4,294	3.3%	102
Spent on foreign vacations in last 12 months: \$3,000+	7,301	5.7%	114
Foreign travel in last 3 years: used general travel website	7,696	6.0%	107
Nights spent in hotel/motel in last 12 months: any	60,405	47.0%	116
Took cruise of more than one day in last 3 years	12,514	9.7%	116
Member of any frequent flyer program	26,075	20.3%	124
Member of any hotel rewards program	23,565	18.3%	130

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