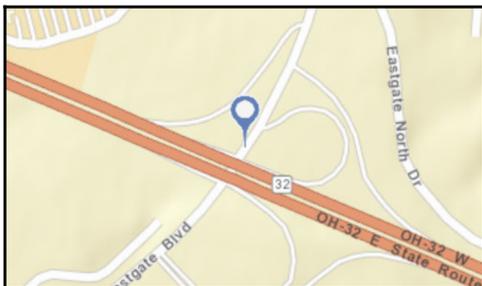
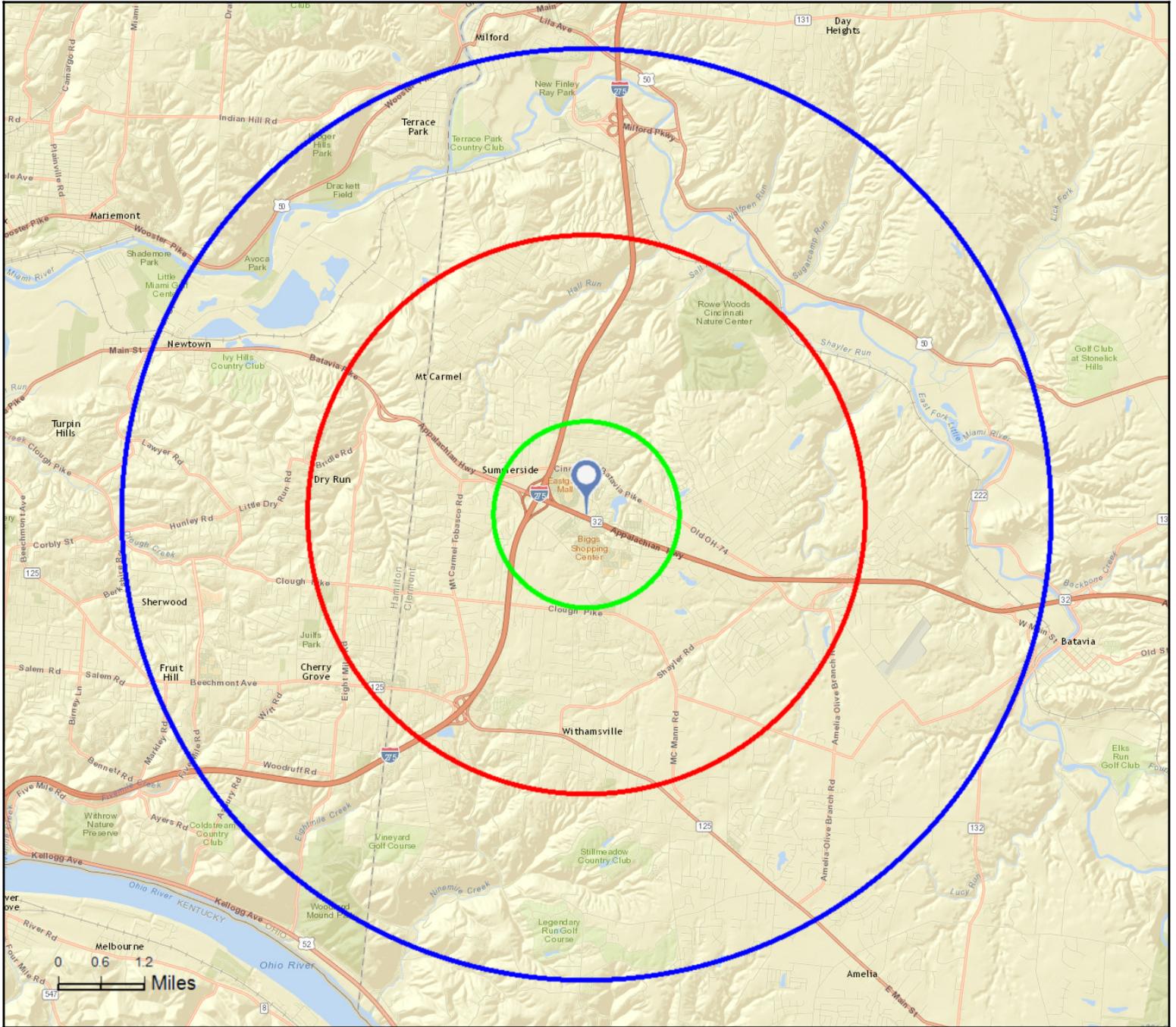


Site Map

Eastgate Area - Rings
 4475 Eastgate Blvd, Cincinnati, Ohio, 45245
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.09869
 Longitude: -84.27411



Market Profile

Eastgate Area - Rings
4475 Eastgate Blvd, Cincinnati, Ohio, 45245
Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	2,579	45,474	92,287
2010 Total Population	2,663	49,342	99,382
2016 Total Population	2,775	51,980	103,250
2016 Group Quarters	32	156	785
2020 Total Population	2,863	54,055	106,487
2016-2021 Annual Rate	0.63%	0.79%	0.62%
Household Summary			
2000 Households	1,051	17,825	35,136
2000 Average Household Size	2.42	2.54	2.61
2010 Households	1,069	19,483	38,686
2010 Average Household Size	2.46	2.52	2.55
2016 Households	1,114	20,623	40,463
2016 Average Household Size	2.46	2.51	2.53
2021 Households	1,152	21,508	41,870
2021 Average Household Size	2.46	2.51	2.52
2016-2021 Annual Rate	0.67%	0.84%	0.69%
2010 Families	727	13,245	27,186
2010 Average Family Size	2.94	3.04	3.04
2016 Families	753	13,802	28,049
2016 Average Family Size	2.95	3.04	3.04
2021 Families	776	14,282	28,818
2021 Average Family Size	2.94	3.04	3.04
2016-2021 Annual Rate	0.60%	0.69%	0.54%
Housing Unit Summary			
2000 Housing Units	1,110	18,580	36,606
Owner Occupied Housing Units	60.8%	63.4%	69.0%
Renter Occupied Housing Units	33.9%	32.5%	27.0%
Vacant Housing Units	5.3%	4.1%	4.0%
2010 Housing Units	1,178	20,970	41,343
Owner Occupied Housing Units	60.4%	62.2%	67.6%
Renter Occupied Housing Units	30.4%	30.7%	26.0%
Vacant Housing Units	9.3%	7.1%	6.4%
2016 Housing Units	1,228	22,109	43,174
Owner Occupied Housing Units	57.0%	59.3%	64.9%
Renter Occupied Housing Units	33.7%	34.0%	28.8%
Vacant Housing Units	9.3%	6.7%	6.3%
2021 Housing Units	1,276	23,091	44,748
Owner Occupied Housing Units	56.5%	58.9%	64.5%
Renter Occupied Housing Units	33.8%	34.2%	29.1%
Vacant Housing Units	9.7%	6.9%	6.4%
Median Household Income			
2016	\$52,342	\$61,277	\$68,550
2021	\$55,383	\$70,586	\$78,345
Median Home Value			
2016	\$152,209	\$170,430	\$197,685
2021	\$175,599	\$195,637	\$221,107
Per Capita Income			
2016	\$25,845	\$31,392	\$36,011
2021	\$28,041	\$34,592	\$39,426
Median Age			
2010	37.0	36.6	38.4
2016	38.5	37.3	39.1
2021	39.3	38.0	39.7

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

Eastgate Area - Rings
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	1 mile	3 miles	5 miles
2016 Households by Income			
Household Income Base	1,114	20,623	40,463
<\$15,000	7.9%	7.0%	7.6%
\$15,000 - \$24,999	12.7%	8.6%	7.6%
\$25,000 - \$34,999	12.7%	10.5%	8.7%
\$35,000 - \$49,999	13.9%	12.9%	11.3%
\$50,000 - \$74,999	20.1%	20.0%	18.2%
\$75,000 - \$99,999	12.5%	14.6%	13.4%
\$100,000 - \$149,999	15.4%	15.8%	17.9%
\$150,000 - \$199,999	2.3%	6.1%	7.5%
\$200,000+	2.3%	4.5%	7.7%
Average Household Income	\$65,533	\$79,007	\$91,840
2021 Households by Income			
Household Income Base	1,152	21,508	41,870
<\$15,000	7.7%	6.6%	7.1%
\$15,000 - \$24,999	11.8%	7.8%	6.9%
\$25,000 - \$34,999	12.8%	10.1%	8.4%
\$35,000 - \$49,999	12.1%	7.5%	6.5%
\$50,000 - \$74,999	19.1%	20.7%	18.6%
\$75,000 - \$99,999	13.5%	16.7%	14.9%
\$100,000 - \$149,999	17.7%	18.7%	21.0%
\$150,000 - \$199,999	2.7%	7.2%	8.7%
\$200,000+	2.6%	4.8%	8.0%
Average Household Income	\$70,743	\$86,832	\$100,312
2016 Owner Occupied Housing Units by Value			
Total	700	13,103	28,006
<\$50,000	6.1%	2.9%	2.8%
\$50,000 - \$99,999	12.4%	11.2%	8.2%
\$100,000 - \$149,999	30.1%	26.5%	20.0%
\$150,000 - \$199,999	30.7%	23.0%	20.0%
\$200,000 - \$249,999	12.3%	15.0%	15.6%
\$250,000 - \$299,999	4.4%	9.8%	10.3%
\$300,000 - \$399,999	3.3%	7.4%	12.1%
\$400,000 - \$499,999	0.3%	2.3%	5.2%
\$500,000 - \$749,999	0.3%	1.6%	4.5%
\$750,000 - \$999,999	0.1%	0.2%	1.0%
\$1,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$157,703	\$192,416	\$237,182
2021 Owner Occupied Housing Units by Value			
Total	721	13,597	28,858
<\$50,000	3.6%	1.5%	1.3%
\$50,000 - \$99,999	6.2%	6.1%	4.3%
\$100,000 - \$149,999	19.4%	17.0%	12.3%
\$150,000 - \$199,999	40.5%	27.9%	23.1%
\$200,000 - \$249,999	18.3%	21.3%	21.3%
\$250,000 - \$299,999	6.9%	13.5%	13.9%
\$300,000 - \$399,999	4.0%	8.3%	12.4%
\$400,000 - \$499,999	0.3%	2.4%	5.3%
\$500,000 - \$749,999	0.4%	1.7%	4.7%
\$750,000 - \$999,999	0.3%	0.3%	1.2%
\$1,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$181,345	\$214,008	\$255,336

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 - Rings
 4475 Eastgate Blvd, Cincinnati, Ohio, 45245
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.09869
 Longitude: -84.27411

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	2,662	49,341	99,384
0 - 4	6.8%	7.1%	6.9%
5 - 9	6.7%	7.0%	7.3%
10 - 14	6.3%	6.6%	7.2%
15 - 24	13.8%	13.3%	12.4%
25 - 34	13.8%	13.8%	11.9%
35 - 44	13.6%	14.0%	13.6%
45 - 54	14.7%	15.3%	15.9%
55 - 64	11.9%	12.0%	12.6%
65 - 74	6.5%	6.3%	6.7%
75 - 84	3.9%	3.5%	3.9%
85 +	2.0%	1.2%	1.6%
18 +	76.3%	75.3%	74.2%
2016 Population by Age			
Total	2,776	51,980	103,252
0 - 4	6.5%	6.6%	6.4%
5 - 9	6.2%	6.7%	6.9%
10 - 14	6.4%	6.7%	7.1%
15 - 24	11.6%	12.4%	12.2%
25 - 34	14.6%	14.5%	12.4%
35 - 44	13.4%	13.0%	12.6%
45 - 54	13.3%	13.8%	14.1%
55 - 64	13.3%	13.0%	13.6%
65 - 74	8.3%	8.3%	8.8%
75 - 84	4.2%	3.6%	4.1%
85 +	2.2%	1.4%	1.8%
18 +	77.4%	76.4%	75.8%
2021 Population by Age			
Total	2,863	54,055	106,488
0 - 4	6.3%	6.5%	6.3%
5 - 9	6.1%	6.3%	6.5%
10 - 14	6.3%	6.6%	6.9%
15 - 24	10.7%	12.0%	11.7%
25 - 34	14.7%	14.5%	12.6%
35 - 44	13.7%	13.2%	12.8%
45 - 54	12.2%	12.5%	12.7%
55 - 64	12.9%	12.7%	13.4%
65 - 74	10.0%	9.7%	10.3%
75 - 84	5.0%	4.4%	4.9%
85 +	2.1%	1.5%	1.9%
18 +	77.7%	76.9%	76.5%
2010 Population by Sex			
Males	1,297	24,118	48,301
Females	1,366	25,224	51,081
2016 Population by Sex			
Males	1,355	25,384	50,226
Females	1,420	26,597	53,024
2021 Population by Sex			
Males	1,402	26,378	51,786
Females	1,460	27,677	54,701

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 - Rings
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Prepared by Esri
Latitude: 39.09869
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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	2,664	49,342	99,382
White Alone	94.8%	94.4%	94.7%
Black Alone	1.2%	1.4%	1.3%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	1.4%	1.7%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	0.7%	0.5%
Two or More Races	1.2%	1.5%	1.5%
Hispanic Origin	2.3%	2.0%	1.7%
Diversity Index	14.0	14.2	13.2
2016 Population by Race/Ethnicity			
Total	2,773	51,981	103,249
White Alone	93.6%	92.9%	93.5%
Black Alone	1.5%	1.9%	1.7%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	1.7%	2.2%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	0.9%	0.6%
Two or More Races	1.4%	1.9%	1.9%
Hispanic Origin	3.0%	2.5%	2.2%
Diversity Index	17.6	17.8	16.4
2021 Population by Race/Ethnicity			
Total	2,863	54,056	106,488
White Alone	92.2%	91.6%	92.2%
Black Alone	1.9%	2.3%	2.1%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	2.1%	2.6%	2.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	1.0%	0.8%
Two or More Races	1.7%	2.2%	2.3%
Hispanic Origin	3.7%	3.1%	2.8%
Diversity Index	21.0	21.1	19.4
2010 Population by Relationship and Household Type			
Total	2,663	49,342	99,382
In Households	98.8%	99.7%	99.3%
In Family Households	83.0%	83.6%	85.0%
Householder	26.6%	26.8%	27.2%
Spouse	19.6%	20.5%	21.4%
Child	31.7%	31.6%	32.4%
Other relative	2.5%	2.5%	2.1%
Nonrelative	2.7%	2.1%	1.8%
In Nonfamily Households	15.8%	16.1%	14.2%
In Group Quarters	1.2%	0.3%	0.7%
Institutionalized Population	1.2%	0.3%	0.4%
Noninstitutionalized Population	0.0%	0.0%	0.3%

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 - Rings
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	1 mile	3 miles	5 miles
2016 Population 25+ by Educational Attainment			
Total	1,921	35,094	69,634
Less than 9th Grade	2.8%	1.7%	1.7%
9th - 12th Grade, No Diploma	6.4%	5.0%	4.8%
High School Graduate	26.6%	26.7%	22.7%
GED/Alternative Credential	5.6%	3.5%	3.3%
Some College, No Degree	20.2%	20.7%	18.8%
Associate Degree	12.3%	10.3%	8.9%
Bachelor's Degree	19.2%	22.4%	25.8%
Graduate/Professional Degree	7.0%	9.7%	14.0%
2016 Population 15+ by Marital Status			
Total	2,246	41,554	82,231
Never Married	28.4%	29.0%	27.0%
Married	54.2%	54.9%	56.8%
Widowed	6.9%	4.5%	5.3%
Divorced	10.6%	11.6%	11.0%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	96.9%	96.8%	96.5%
Civilian Unemployed	3.1%	3.2%	3.5%
2016 Employed Population 16+ by Industry			
Total	1,388	27,842	52,529
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	3.2%	5.2%	4.9%
Manufacturing	10.9%	12.1%	12.0%
Wholesale Trade	1.0%	2.4%	2.9%
Retail Trade	15.1%	13.6%	11.4%
Transportation/Utilities	7.1%	4.3%	4.1%
Information	1.5%	1.6%	1.6%
Finance/Insurance/Real Estate	8.2%	10.3%	10.2%
Services	51.8%	48.1%	49.8%
Public Administration	1.1%	2.4%	2.9%
2016 Employed Population 16+ by Occupation			
Total	1,387	27,841	52,530
White Collar	61.7%	65.7%	69.2%
Management/Business/Financial	9.9%	15.1%	18.9%
Professional	23.9%	23.0%	25.0%
Sales	11.0%	12.1%	11.5%
Administrative Support	16.9%	15.4%	13.8%
Services	16.3%	15.1%	14.3%
Blue Collar	22.0%	19.2%	16.6%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.4%	3.4%	3.6%
Installation/Maintenance/Repair	7.7%	4.4%	3.4%
Production	7.7%	6.2%	5.0%
Transportation/Material Moving	4.2%	5.2%	4.5%
2010 Population By Urban/ Rural Status			
Total Population	2,663	49,342	99,382
Population Inside Urbanized Area	98.6%	99.4%	97.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.4%	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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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	1,068	19,483	38,687
Households with 1 Person	25.0%	24.9%	24.0%
Households with 2+ People	75.0%	75.1%	76.0%
Family Households	68.1%	68.0%	70.3%
Husband-wife Families	50.2%	52.0%	55.3%
With Related Children	23.4%	24.0%	25.6%
Other Family (No Spouse Present)	18.0%	16.0%	15.0%
Other Family with Male Householder	5.3%	4.9%	4.3%
With Related Children	3.1%	3.0%	2.7%
Other Family with Female Householder	12.5%	11.1%	10.7%
With Related Children	7.4%	6.8%	6.9%
Nonfamily Households	6.9%	7.1%	5.7%
All Households with Children	34.5%	34.3%	35.6%
Multigenerational Households	3.4%	3.3%	2.9%
Unmarried Partner Households	9.3%	8.1%	6.8%
Male-female	8.7%	7.4%	6.2%
Same-sex	0.6%	0.7%	0.6%
2010 Households by Size			
Total	1,069	19,483	38,686
1 Person Household	25.0%	24.9%	24.0%
2 Person Household	34.1%	34.5%	34.6%
3 Person Household	18.0%	17.1%	16.8%
4 Person Household	13.5%	14.5%	15.0%
5 Person Household	5.9%	6.0%	6.5%
6 Person Household	2.3%	2.0%	2.1%
7 + Person Household	1.3%	1.0%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	1,069	19,483	38,686
Owner Occupied	66.5%	66.9%	72.3%
Owned with a Mortgage/Loan	52.4%	53.9%	57.3%
Owned Free and Clear	14.1%	13.1%	14.9%
Renter Occupied	33.5%	33.1%	27.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,178	20,970	41,343
Housing Units Inside Urbanized Area	98.7%	99.4%	97.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.3%	0.6%	2.8%

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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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Rustbelt Traditions (5D)	Old and Newcomers (8F)	Old and Newcomers (8F)
2.	Middleburg (4C)	Bright Young Professionals	Soccer Moms (4A)
3.	Parks and Rec (5C)	Soccer Moms (4A)	Bright Young Professionals
2016 Consumer Spending			
Apparel & Services: Total \$	\$1,865,282	\$42,851,789	\$96,407,741
Average Spent	\$1,674.40	\$2,077.86	\$2,382.61
Spending Potential Index	83	103	118
Education: Total \$	\$1,309,460	\$29,958,699	\$69,565,807
Average Spent	\$1,175.46	\$1,452.68	\$1,719.24
Spending Potential Index	83	103	122
Entertainment/Recreation: Total \$	\$2,759,277	\$61,502,375	\$139,625,379
Average Spent	\$2,476.91	\$2,982.22	\$3,450.69
Spending Potential Index	85	102	118
Food at Home: Total \$	\$4,695,742	\$105,753,537	\$235,434,216
Average Spent	\$4,215.21	\$5,127.94	\$5,818.51
Spending Potential Index	85	103	117
Food Away from Home: Total \$	\$2,890,945	\$66,397,061	\$148,806,049
Average Spent	\$2,595.10	\$3,219.56	\$3,677.58
Spending Potential Index	84	104	119
Health Care: Total \$	\$5,150,245	\$110,197,983	\$251,230,555
Average Spent	\$4,623.20	\$5,343.45	\$6,208.90
Spending Potential Index	87	101	117
HH Furnishings & Equipment: Total \$	\$1,691,951	\$37,657,240	\$85,540,743
Average Spent	\$1,518.81	\$1,825.98	\$2,114.05
Spending Potential Index	86	103	120
Personal Care Products & Services: Total \$	\$685,491	\$15,518,286	\$35,284,863
Average Spent	\$615.34	\$752.47	\$872.03
Spending Potential Index	84	103	119
Shelter: Total \$	\$14,581,638	\$333,290,454	\$751,053,379
Average Spent	\$13,089.44	\$16,161.10	\$18,561.49
Spending Potential Index	84	104	119
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,273,579	\$48,804,166	\$112,668,047
Average Spent	\$2,040.91	\$2,366.49	\$2,784.47
Spending Potential Index	88	102	120
Travel: Total \$	\$1,775,971	\$39,066,529	\$91,320,069
Average Spent	\$1,594.23	\$1,894.32	\$2,256.88
Spending Potential Index	86	102	121
Vehicle Maintenance & Repairs: Total \$	\$983,774	\$21,898,317	\$49,391,347
Average Spent	\$883.10	\$1,061.84	\$1,220.65
Spending Potential Index	85	103	118

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.

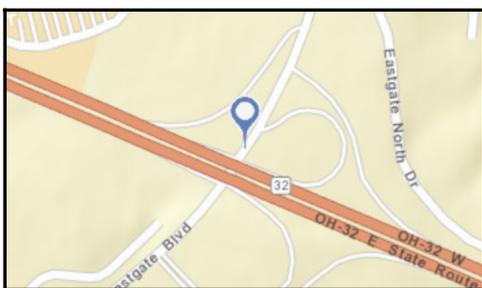
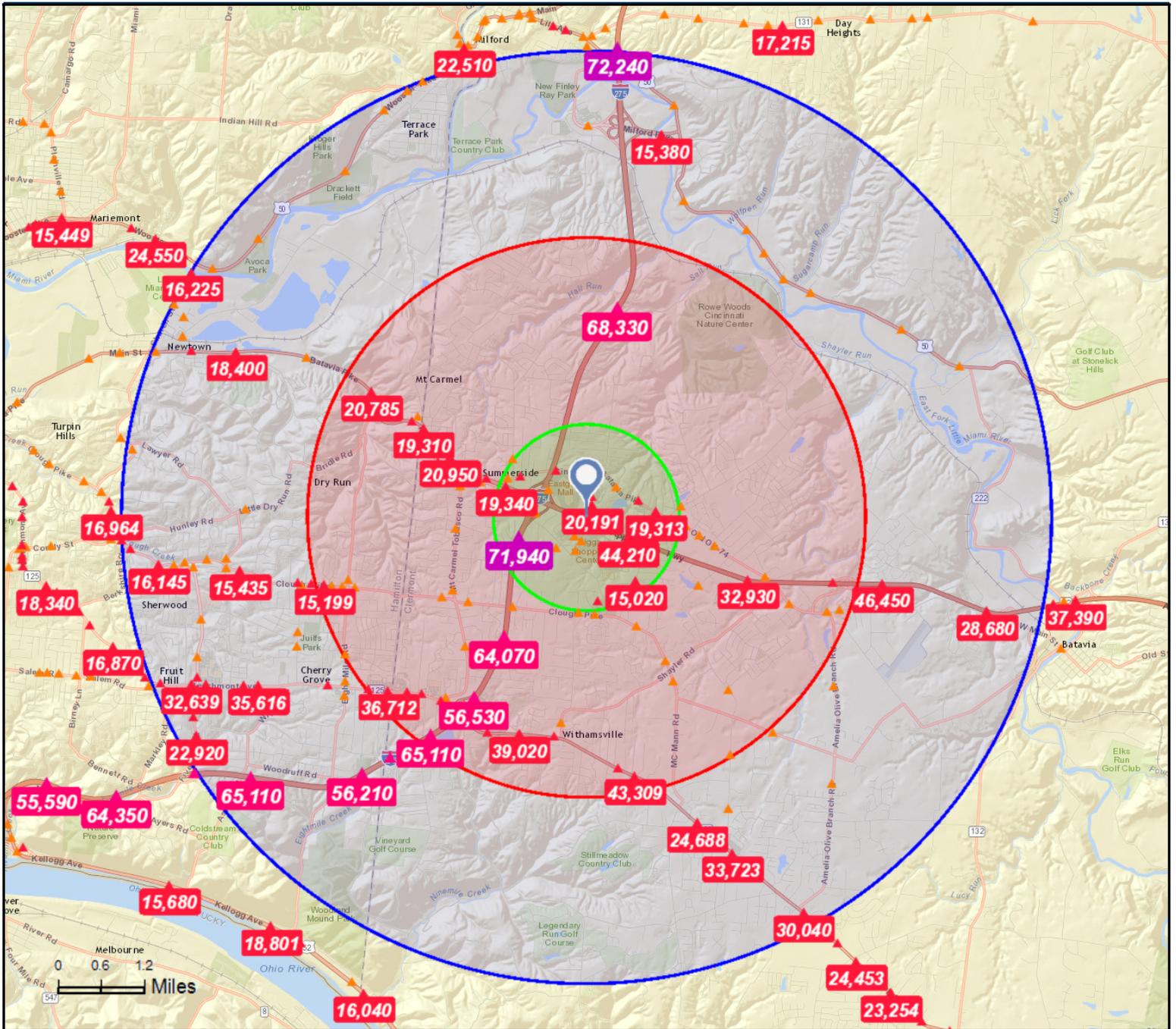
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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 - Rings
 4475 Eastgate Blvd, Cincinnati, Ohio, 45245
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.09869
 Longitude: -84.27411



- 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 - Rings
4475 Eastgate Blvd, Cincinnati, Ohio, 45245
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.09869
Longitude: -84.27411

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	505	1,787	3,941
Total Employees:	10,322	28,616	57,522
Total Residential Population:	2,775	51,980	103,250
Employee/Residential Population Ratio:	3.72:1	0.55:1	0.56:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	6	1.2%	76	0.7%	42	2.4%	344	1.2%	119	3.0%	750	1.3%
Construction	19	3.8%	284	2.8%	159	8.9%	1,194	4.2%	374	9.5%	2,496	4.3%
Manufacturing	7	1.4%	153	1.5%	58	3.2%	1,438	5.0%	153	3.9%	4,213	7.3%
Transportation	7	1.4%	22	0.2%	35	2.0%	151	0.5%	75	1.9%	559	1.0%
Communication	9	1.8%	47	0.5%	17	1.0%	94	0.3%	28	0.7%	158	0.3%
Utility	0	0.0%	0	0.0%	2	0.1%	9	0.0%	8	0.2%	68	0.1%
Wholesale Trade	13	2.6%	1,129	10.9%	69	3.9%	1,461	5.1%	151	3.8%	2,723	4.7%
Retail Trade Summary	188	37.2%	4,304	41.7%	458	25.6%	9,180	32.1%	851	21.6%	15,197	26.4%
Home Improvement	3	0.6%	13	0.1%	18	1.0%	470	1.6%	47	1.2%	873	1.5%
General Merchandise Stores	9	1.8%	1,125	10.9%	20	1.1%	1,710	6.0%	32	0.8%	2,350	4.1%
Food Stores	14	2.8%	516	5.0%	40	2.2%	985	3.4%	74	1.9%	1,449	2.5%
Auto Dealers, Gas Stations, Auto Aftermarket	12	2.4%	130	1.3%	64	3.6%	1,018	3.6%	107	2.7%	1,601	2.8%
Apparel & Accessory Stores	30	5.9%	324	3.1%	41	2.3%	420	1.5%	53	1.3%	491	0.9%
Furniture & Home Furnishings	18	3.6%	290	2.8%	41	2.3%	440	1.5%	79	2.0%	733	1.3%
Eating & Drinking Places	52	10.3%	1,235	12.0%	115	6.4%	2,908	10.2%	233	5.9%	5,424	9.4%
Miscellaneous Retail	50	9.9%	671	6.5%	119	6.7%	1,229	4.3%	226	5.7%	2,277	4.0%
Finance, Insurance, Real Estate Summary	59	11.7%	370	3.6%	228	12.8%	1,082	3.8%	490	12.4%	4,189	7.3%
Banks, Savings & Lending Institutions	30	5.9%	155	1.5%	95	5.3%	322	1.1%	185	4.7%	626	1.1%
Securities Brokers	2	0.4%	10	0.1%	9	0.5%	30	0.1%	41	1.0%	175	0.3%
Insurance Carriers & Agents	5	1.0%	37	0.4%	43	2.4%	263	0.9%	96	2.4%	2,126	3.7%
Real Estate, Holding, Other Investment Offices	22	4.4%	168	1.6%	81	4.5%	467	1.6%	167	4.2%	1,263	2.2%
Services Summary	165	32.7%	3,633	35.2%	633	35.4%	13,286	46.4%	1,438	36.5%	25,453	44.2%
Hotels & Lodging	3	0.6%	142	1.4%	8	0.4%	213	0.7%	13	0.3%	261	0.5%
Automotive Services	12	2.4%	71	0.7%	61	3.4%	348	1.2%	109	2.8%	571	1.0%
Motion Pictures & Amusements	9	1.8%	41	0.4%	50	2.8%	368	1.3%	112	2.8%	1,093	1.9%
Health Services	42	8.3%	552	5.3%	103	5.8%	1,561	5.5%	250	6.3%	5,558	9.7%
Legal Services	7	1.4%	30	0.3%	25	1.4%	155	0.5%	50	1.3%	258	0.4%
Education Institutions & Libraries	11	2.2%	299	2.9%	32	1.8%	1,147	4.0%	79	2.0%	3,377	5.9%
Other Services	81	16.0%	2,497	24.2%	353	19.8%	9,494	33.2%	825	20.9%	14,334	24.9%
Government	12	2.4%	301	2.9%	16	0.9%	358	1.3%	63	1.6%	1,610	2.8%
Unclassified Establishments	20	4.0%	5	0.0%	71	4.0%	18	0.1%	190	4.8%	107	0.2%
Totals	505	100.0%	10,322	100.0%	1,787	100.0%	28,616	100.0%	3,941	100.0%	57,522	100.0%

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

Business Summary

Eastgate Area - Rings
 4475 Eastgate Blvd, Cincinnati, Ohio, 45245
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.09869
 Longitude: -84.27411

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%	4	0.1%	9	0.0%
Mining	0	0.0%	0	0.0%	1	0.1%	6	0.0%	3	0.1%	25	0.0%
Utilities	0	0.0%	0	0.0%	2	0.1%	6	0.0%	4	0.1%	19	0.0%
Construction	21	4.2%	300	2.9%	166	9.3%	1,240	4.3%	397	10.1%	2,602	4.5%
Manufacturing	10	2.0%	175	1.7%	64	3.6%	1,438	5.0%	167	4.2%	4,213	7.3%
Wholesale Trade	13	2.6%	1,129	10.9%	68	3.8%	1,450	5.1%	146	3.7%	2,582	4.5%
Retail Trade	131	25.9%	3,029	29.3%	330	18.5%	6,182	21.6%	591	15.0%	9,526	16.6%
Motor Vehicle & Parts Dealers	8	1.6%	116	1.1%	48	2.7%	957	3.3%	84	2.1%	1,504	2.6%
Furniture & Home Furnishings Stores	13	2.6%	133	1.3%	24	1.3%	188	0.7%	32	0.8%	215	0.4%
Electronics & Appliance Stores	5	1.0%	160	1.6%	17	1.0%	254	0.9%	42	1.1%	473	0.8%
Bldg Material & Garden Equipment & Supplies Dealers	3	0.6%	13	0.1%	18	1.0%	470	1.6%	46	1.2%	870	1.5%
Food & Beverage Stores	7	1.4%	485	4.7%	29	1.6%	930	3.2%	55	1.4%	1,311	2.3%
Health & Personal Care Stores	17	3.4%	256	2.5%	33	1.8%	520	1.8%	55	1.4%	793	1.4%
Gasoline Stations	4	0.8%	14	0.1%	16	0.9%	61	0.2%	24	0.6%	97	0.2%
Clothing & Clothing Accessories Stores	38	7.5%	376	3.6%	57	3.2%	512	1.8%	76	1.9%	621	1.1%
Sport Goods, Hobby, Book, & Music Stores	10	2.0%	207	2.0%	20	1.1%	266	0.9%	43	1.1%	373	0.6%
General Merchandise Stores	9	1.8%	1,125	10.9%	20	1.1%	1,710	6.0%	32	0.8%	2,350	4.1%
Miscellaneous Store Retailers	14	2.8%	127	1.2%	42	2.4%	294	1.0%	90	2.3%	750	1.3%
Nonstore Retailers	1	0.2%	16	0.2%	5	0.3%	20	0.1%	11	0.3%	168	0.3%
Transportation & Warehousing	7	1.4%	21	0.2%	29	1.6%	138	0.5%	63	1.6%	426	0.7%
Information	11	2.2%	186	1.8%	30	1.7%	354	1.2%	67	1.7%	1,304	2.3%
Finance & Insurance	38	7.5%	204	2.0%	148	8.3%	620	2.2%	324	8.2%	2,938	5.1%
Central Bank/Credit Intermediation & Related Activities	30	5.9%	157	1.5%	96	5.4%	327	1.1%	187	4.7%	637	1.1%
Securities, Commodity Contracts & Other Financial	2	0.4%	10	0.1%	9	0.5%	30	0.1%	41	1.0%	175	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	5	1.0%	37	0.4%	43	2.4%	263	0.9%	96	2.4%	2,126	3.7%
Real Estate, Rental & Leasing	26	5.1%	155	1.5%	110	6.2%	534	1.9%	215	5.5%	1,404	2.4%
Professional, Scientific & Tech Services	38	7.5%	2,094	20.3%	167	9.3%	7,780	27.2%	362	9.2%	9,735	16.9%
Legal Services	11	2.2%	51	0.5%	30	1.7%	181	0.6%	58	1.5%	315	0.5%
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	16	3.2%	118	1.1%	79	4.4%	482	1.7%	226	5.7%	1,555	2.7%
Educational Services	12	2.4%	304	2.9%	41	2.3%	1,199	4.2%	95	2.4%	3,411	5.9%
Health Care & Social Assistance	48	9.5%	616	6.0%	135	7.6%	2,353	8.2%	311	7.9%	6,921	12.0%
Arts, Entertainment & Recreation	3	0.6%	30	0.3%	29	1.6%	341	1.2%	69	1.8%	946	1.6%
Accommodation & Food Services	57	11.3%	1,394	13.5%	127	7.1%	3,153	11.0%	253	6.4%	5,765	10.0%
Accommodation	3	0.6%	142	1.4%	8	0.4%	213	0.7%	13	0.3%	261	0.5%
Food Services & Drinking Places	54	10.7%	1,252	12.1%	119	6.7%	2,940	10.3%	240	6.1%	5,505	9.6%
Other Services (except Public Administration)	41	8.1%	262	2.5%	173	9.7%	965	3.4%	388	9.8%	2,413	4.2%
Automotive Repair & Maintenance	10	2.0%	64	0.6%	45	2.5%	283	1.0%	82	2.1%	474	0.8%
Public Administration	12	2.4%	301	2.9%	16	0.9%	358	1.3%	63	1.6%	1,610	2.8%
Unclassified Establishments	20	4.0%	5	0.0%	71	4.0%	18	0.1%	190	4.8%	107	0.2%
Total	505	100.0%	10,322	100.0%	1,787	100.0%	28,616	100.0%	3,941	100.0%	57,522	100.0%

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

Retail MarketPlace Profile

Eastgate Area - Rings
4475 Eastgate Blvd, Cincinnati, Ohio, 45245
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.09869
Longitude: -84.27411

Summary Demographics

2016 Population	2,775
2016 Households	1,114
2016 Median Disposable Income	\$42,887
2016 Per Capita Income	\$25,845

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	\$38,568,992	\$624,975,027	-\$586,406,035	-88.4	187
Total Retail Trade	44-45	\$35,082,284	\$586,693,277	-\$551,610,993	-88.7	134
Total Food & Drink	722	\$3,486,708	\$38,281,751	-\$34,795,043	-83.3	53

Industry Group

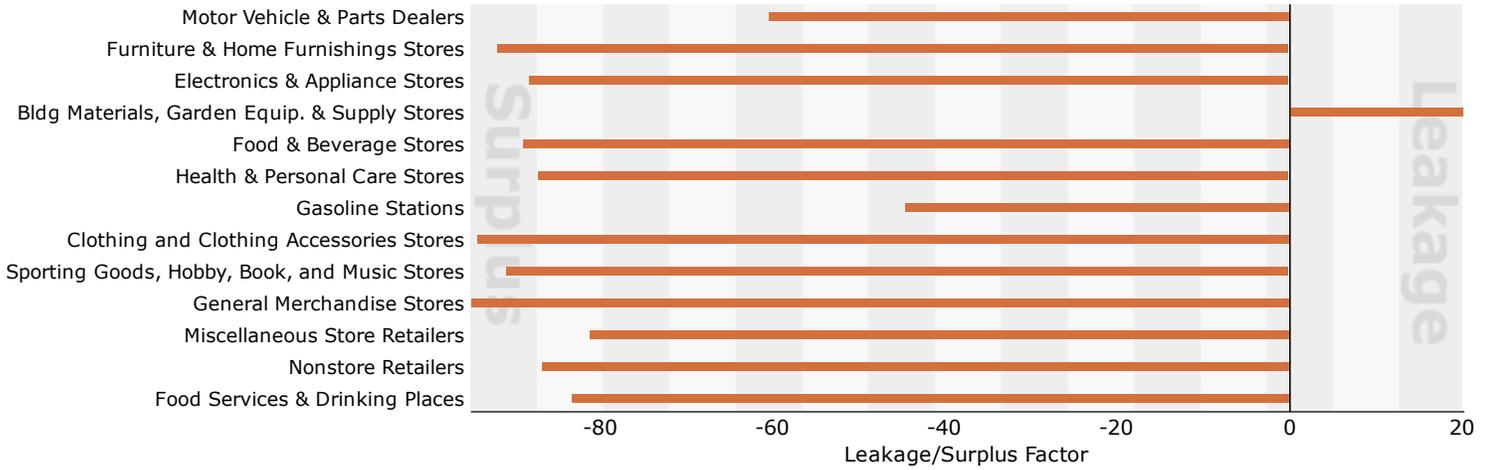
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$8,026,306	\$32,589,477	-\$24,563,171	-60.5	6
Automobile Dealers	4411	\$6,578,340	\$11,941,271	-\$5,362,931	-29.0	1
Other Motor Vehicle Dealers	4412	\$863,376	\$17,741,614	-\$16,878,238	-90.7	2
Auto Parts, Accessories & Tire Stores	4413	\$584,590	\$2,906,592	-\$2,322,002	-66.5	3
Furniture & Home Furnishings Stores	442	\$926,746	\$21,954,535	-\$21,027,789	-91.9	13
Furniture Stores	4421	\$601,747	\$18,366,126	-\$17,764,379	-93.7	11
Home Furnishings Stores	4422	\$324,998	\$3,588,410	-\$3,263,412	-83.4	2
Electronics & Appliance Stores	443	\$1,924,233	\$30,723,866	-\$28,799,633	-88.2	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,628,854	\$1,078,962	\$549,892	20.3	3
Bldg Material & Supplies Dealers	4441	\$1,387,055	\$1,042,939	\$344,116	14.2	3
Lawn & Garden Equip & Supply Stores	4442	\$241,799	\$0	\$241,799	100.0	0
Food & Beverage Stores	445	\$6,322,544	\$108,295,887	-\$101,973,343	-89.0	10
Grocery Stores	4451	\$5,833,279	\$104,516,924	-\$98,683,645	-89.4	7
Specialty Food Stores	4452	\$305,996	\$912,329	-\$606,333	-49.8	2
Beer, Wine & Liquor Stores	4453	\$183,269	\$0	\$183,269	100.0	0
Health & Personal Care Stores	446,4461	\$2,619,989	\$38,140,078	-\$35,520,089	-87.1	13
Gasoline Stations	447,4471	\$2,499,172	\$6,513,074	-\$4,013,902	-44.5	3
Clothing & Clothing Accessories Stores	448	\$1,516,980	\$51,657,180	-\$50,140,200	-94.3	41
Clothing Stores	4481	\$965,263	\$32,624,788	-\$31,659,525	-94.3	23
Shoe Stores	4482	\$186,264	\$9,527,911	-\$9,341,647	-96.2	10
Jewelry, Luggage & Leather Goods Stores	4483	\$365,453	\$9,504,482	-\$9,139,029	-92.6	9
Sporting Goods, Hobby, Book & Music Stores	451	\$1,111,620	\$23,432,354	-\$22,320,734	-90.9	11
Sporting Goods/Hobby/Musical Instr Stores	4511	\$896,011	\$21,912,500	-\$21,016,489	-92.1	9
Book, Periodical & Music Stores	4512	\$215,609	\$1,519,855	-\$1,304,246	-75.2	2
General Merchandise Stores	452	\$6,343,222	\$249,071,386	-\$242,728,164	-95.0	9
Department Stores Excluding Leased Depts.	4521	\$4,990,818	\$160,196,670	-\$155,205,852	-94.0	5
Other General Merchandise Stores	4529	\$1,352,404	\$88,874,717	-\$87,522,313	-97.0	4
Miscellaneous Store Retailers	453	\$1,625,767	\$15,682,357	-\$14,056,590	-81.2	17
Florists	4531	\$67,124	\$175,001	-\$107,877	-44.6	1
Office Supplies, Stationery & Gift Stores	4532	\$374,684	\$3,571,852	-\$3,197,168	-81.0	8
Used Merchandise Stores	4533	\$236,630	\$419,060	-\$182,430	-27.8	1
Other Miscellaneous Store Retailers	4539	\$947,329	\$11,516,444	-\$10,569,115	-84.8	6
Nonstore Retailers	454	\$536,852	\$7,554,120	-\$7,017,268	-86.7	1
Electronic Shopping & Mail-Order Houses	4541	\$300,803	\$7,554,120	-\$7,253,317	-92.3	1
Vending Machine Operators	4542	\$56,109	\$0	\$56,109	100.0	0
Direct Selling Establishments	4543	\$179,939	\$0	\$179,939	100.0	0
Food Services & Drinking Places	722	\$3,486,708	\$38,281,751	-\$34,795,043	-83.3	53
Full-Service Restaurants	7221	\$1,734,491	\$10,545,652	-\$8,811,161	-71.8	21
Limited-Service Eating Places	7222	\$1,550,907	\$27,462,735	-\$25,911,828	-89.3	30
Special Food Services	7223	\$92,285	\$0	\$92,285	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$109,026	\$218,806	-\$109,780	-33.5	1

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.

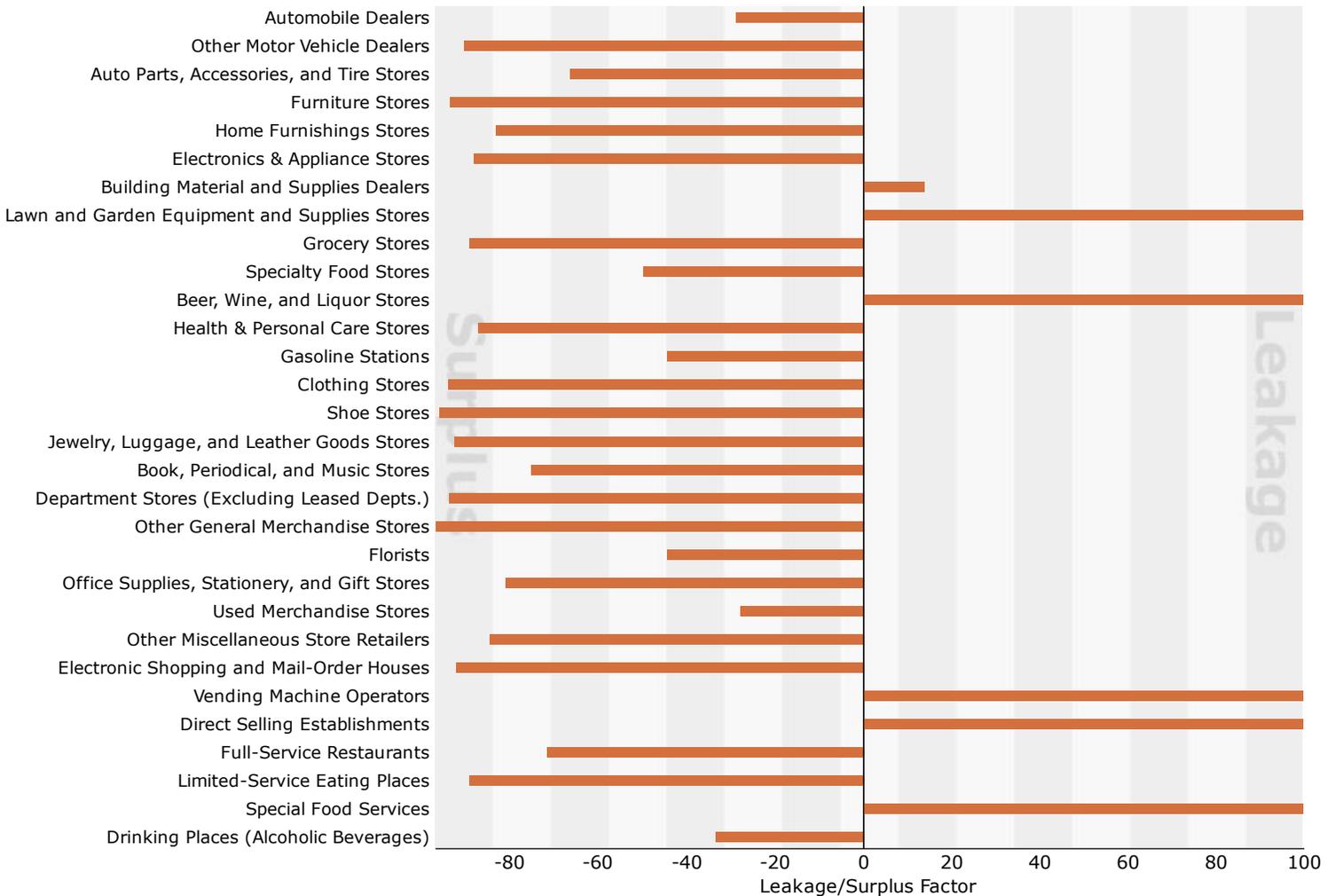
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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

Eastgate Area - Rings
4475 Eastgate Blvd, Cincinnati, Ohio, 45245
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.09869
Longitude: -84.27411

Summary Demographics

2016 Population	51,980
2016 Households	20,623
2016 Median Disposable Income	\$50,819
2016 Per Capita Income	\$31,392

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	\$824,218,036	\$1,290,430,015	-\$466,211,979	-22.0	445
Total Retail Trade	44-45	\$748,133,047	\$1,201,136,553	-\$453,003,506	-23.2	333
Total Food & Drink	722	\$76,084,989	\$89,293,462	-\$13,208,473	-8.0	113

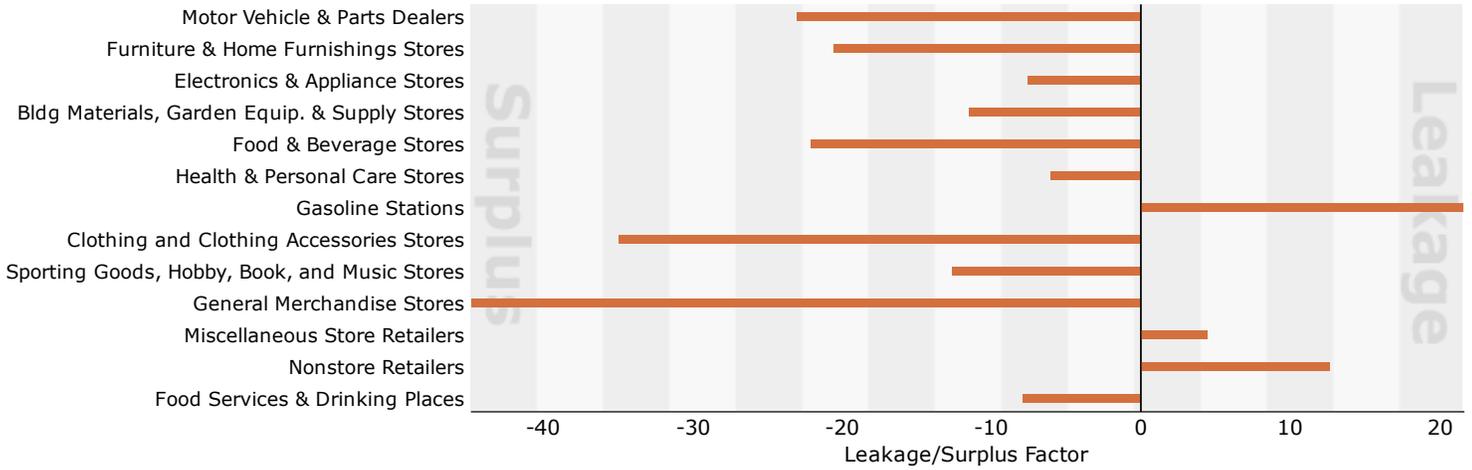
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$169,402,049	\$271,064,978	-\$101,662,929	-23.1	45
Automobile Dealers	4411	\$138,628,018	\$207,462,215	-\$68,834,197	-19.9	23
Other Motor Vehicle Dealers	4412	\$18,274,522	\$49,725,686	-\$31,451,164	-46.3	5
Auto Parts, Accessories & Tire Stores	4413	\$12,499,508	\$13,877,078	-\$1,377,570	-5.2	17
Furniture & Home Furnishings Stores	442	\$19,907,030	\$30,215,545	-\$10,308,515	-20.6	23
Furniture Stores	4421	\$12,968,374	\$22,160,278	-\$9,191,904	-26.2	14
Home Furnishings Stores	4422	\$6,938,656	\$8,055,267	-\$1,116,611	-7.4	9
Electronics & Appliance Stores	443	\$41,530,255	\$48,369,225	-\$6,838,970	-7.6	20
Bldg Materials, Garden Equip. & Supply Stores	444	\$34,893,729	\$43,974,999	-\$9,081,270	-11.5	18
Bldg Material & Supplies Dealers	4441	\$29,997,405	\$42,276,178	-\$12,278,773	-17.0	15
Lawn & Garden Equip & Supply Stores	4442	\$4,896,324	\$1,698,821	\$3,197,503	48.5	3
Food & Beverage Stores	445	\$134,790,704	\$211,323,199	-\$76,532,495	-22.1	30
Grocery Stores	4451	\$124,306,594	\$199,872,702	-\$75,566,108	-23.3	22
Specialty Food Stores	4452	\$6,524,760	\$2,044,386	\$4,480,374	52.3	4
Beer, Wine & Liquor Stores	4453	\$3,959,350	\$9,406,112	-\$5,446,762	-40.8	4
Health & Personal Care Stores	446,4461	\$54,868,449	\$62,007,663	-\$7,139,214	-6.1	25
Gasoline Stations	447,4471	\$52,654,463	\$33,907,406	\$18,747,057	21.7	17
Clothing & Clothing Accessories Stores	448	\$33,315,710	\$69,167,303	-\$35,851,593	-35.0	60
Clothing Stores	4481	\$21,116,954	\$41,970,011	-\$20,853,057	-33.1	32
Shoe Stores	4482	\$4,079,179	\$12,930,458	-\$8,851,279	-52.0	13
Jewelry, Luggage & Leather Goods Stores	4483	\$8,119,577	\$14,266,834	-\$6,147,257	-27.5	15
Sporting Goods, Hobby, Book & Music Stores	451	\$24,344,933	\$31,417,246	-\$7,072,313	-12.7	23
Sporting Goods/Hobby/Musical Instr Stores	4511	\$19,595,021	\$27,735,854	-\$8,140,833	-17.2	20
Book, Periodical & Music Stores	4512	\$4,749,912	\$3,681,393	\$1,068,519	12.7	3
General Merchandise Stores	452	\$136,653,903	\$359,422,777	-\$222,768,874	-44.9	20
Department Stores Excluding Leased Depts.	4521	\$107,822,940	\$263,097,390	-\$155,274,450	-41.9	8
Other General Merchandise Stores	4529	\$28,830,963	\$96,325,387	-\$67,494,424	-53.9	12
Miscellaneous Store Retailers	453	\$34,629,917	\$31,636,348	\$2,993,569	4.5	47
Florists	4531	\$1,371,164	\$1,119,858	\$251,306	10.1	6
Office Supplies, Stationery & Gift Stores	4532	\$8,114,013	\$10,273,457	-\$2,159,444	-11.7	16
Used Merchandise Stores	4533	\$5,189,630	\$3,144,680	\$2,044,950	24.5	10
Other Miscellaneous Store Retailers	4539	\$19,955,111	\$17,098,353	\$2,856,758	7.7	15
Nonstore Retailers	454	\$11,141,904	\$8,629,862	\$2,512,042	12.7	4
Electronic Shopping & Mail-Order Houses	4541	\$6,407,783	\$8,497,254	-\$2,089,471	-14.0	3
Vending Machine Operators	4542	\$1,199,941	\$0	\$1,199,941	100.0	0
Direct Selling Establishments	4543	\$3,534,181	\$132,608	\$3,401,573	92.8	1
Food Services & Drinking Places	722	\$76,084,989	\$89,293,462	-\$13,208,473	-8.0	113
Full-Service Restaurants	7221	\$37,858,803	\$22,010,723	\$15,848,080	26.5	49
Limited-Service Eating Places	7222	\$33,837,301	\$65,985,612	-\$32,148,311	-32.2	58
Special Food Services	7223	\$1,977,272	\$159,286	\$1,817,986	85.1	2
Drinking Places - Alcoholic Beverages	7224	\$2,411,613	\$1,137,841	\$1,273,772	35.9	4

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.

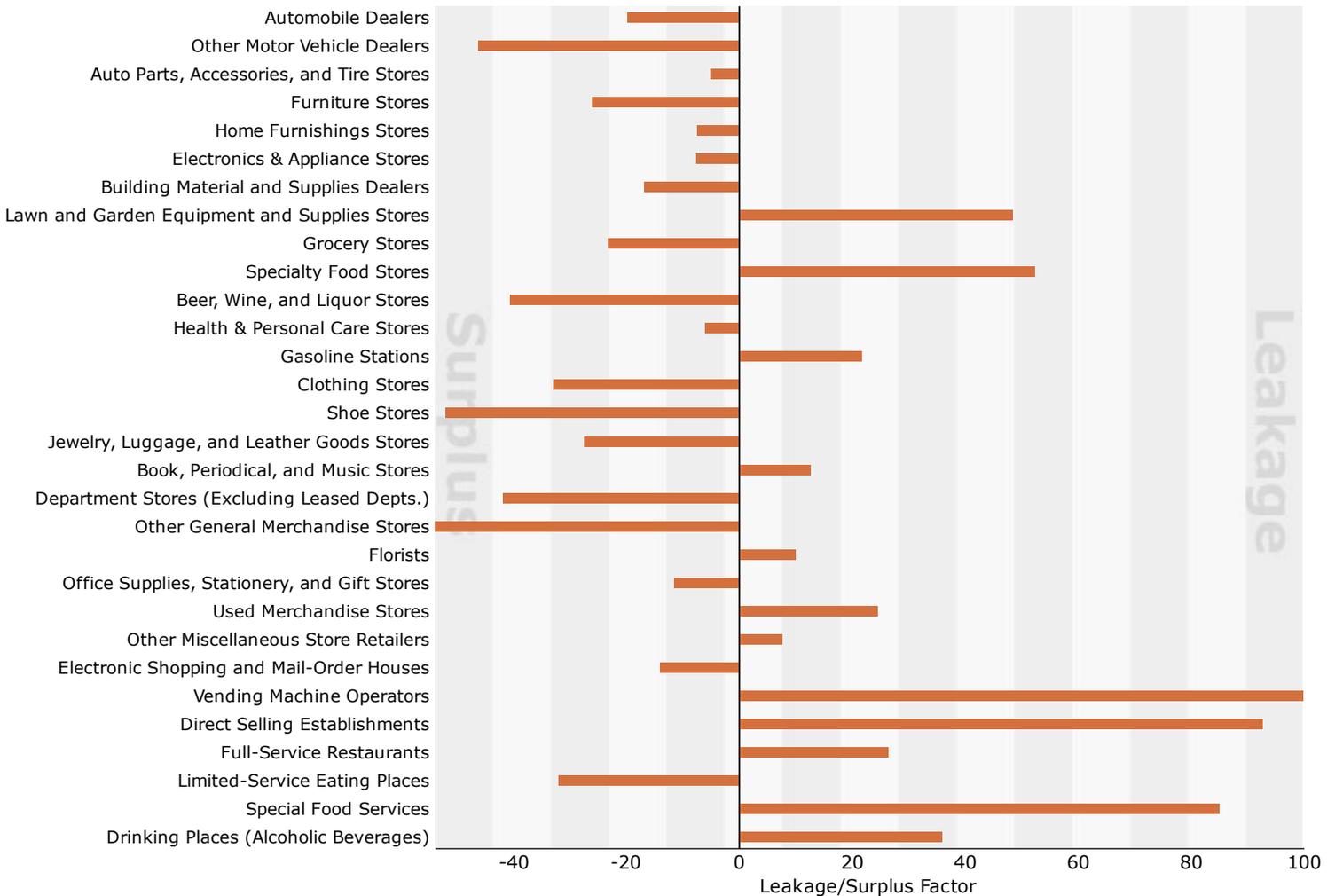
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Retail MarketPlace Profile

Eastgate Area - Rings
4475 Eastgate Blvd, Cincinnati, Ohio, 45245
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.09869
Longitude: -84.27411

Summary Demographics

2016 Population	103,250
2016 Households	40,463
2016 Median Disposable Income	\$54,494
2016 Per Capita Income	\$36,011

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	\$1,927,052,679	\$2,071,895,065	-\$144,842,386	-3.6	829
Total Retail Trade	44-45	\$1,748,351,746	\$1,892,905,553	-\$144,553,807	-4.0	599
Total Food & Drink	722	\$178,700,933	\$178,989,512	-\$288,579	-0.1	230

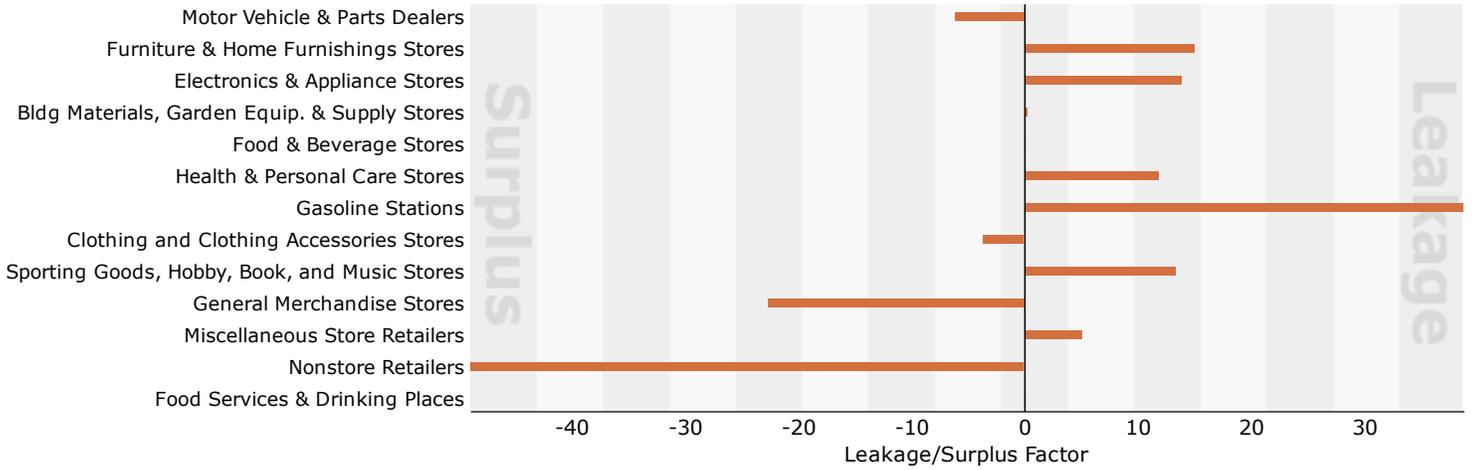
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$395,922,667	\$448,122,387	-\$52,199,720	-6.2	79
Automobile Dealers	4411	\$322,173,666	\$341,316,405	-\$19,142,739	-2.9	45
Other Motor Vehicle Dealers	4412	\$44,320,122	\$86,665,589	-\$42,345,467	-32.3	8
Auto Parts, Accessories & Tire Stores	4413	\$29,428,879	\$20,140,393	\$9,288,486	18.7	26
Furniture & Home Furnishings Stores	442	\$46,913,426	\$34,623,742	\$12,289,684	15.1	33
Furniture Stores	4421	\$30,466,179	\$25,905,457	\$4,560,722	8.1	21
Home Furnishings Stores	4422	\$16,447,247	\$8,718,285	\$7,728,962	30.7	12
Electronics & Appliance Stores	443	\$97,688,604	\$73,818,263	\$23,870,341	13.9	40
Bldg Materials, Garden Equip. & Supply Stores	444	\$85,679,468	\$85,153,480	\$525,988	0.3	41
Bldg Material & Supplies Dealers	4441	\$73,918,963	\$72,768,297	\$1,150,666	0.8	28
Lawn & Garden Equip & Supply Stores	4442	\$11,760,505	\$12,385,182	-\$624,677	-2.6	13
Food & Beverage Stores	445	\$311,601,116	\$312,098,055	-\$496,939	-0.1	60
Grocery Stores	4451	\$287,321,125	\$284,864,789	\$2,456,336	0.4	36
Specialty Food Stores	4452	\$15,076,383	\$11,323,917	\$3,752,466	14.2	15
Beer, Wine & Liquor Stores	4453	\$9,203,608	\$15,909,350	-\$6,705,742	-26.7	8
Health & Personal Care Stores	446,4461	\$128,609,611	\$101,211,014	\$27,398,597	11.9	47
Gasoline Stations	447,4471	\$120,578,715	\$53,211,639	\$67,367,076	38.8	28
Clothing & Clothing Accessories Stores	448	\$78,111,246	\$84,136,725	-\$6,025,479	-3.7	79
Clothing Stores	4481	\$49,303,226	\$48,826,369	\$476,857	0.5	42
Shoe Stores	4482	\$9,373,736	\$15,510,965	-\$6,137,229	-24.7	16
Jewelry, Luggage & Leather Goods Stores	4483	\$19,434,284	\$19,799,391	-\$365,107	-0.9	21
Sporting Goods, Hobby, Book & Music Stores	451	\$57,309,713	\$43,778,466	\$13,531,247	13.4	45
Sporting Goods/Hobby/Musical Instr Stores	4511	\$46,249,644	\$39,163,245	\$7,086,399	8.3	40
Book, Periodical & Music Stores	4512	\$11,060,069	\$4,615,221	\$6,444,848	41.1	5
General Merchandise Stores	452	\$318,500,325	\$506,224,942	-\$187,724,617	-22.8	35
Department Stores Excluding Leased Depts.	4521	\$251,683,928	\$397,140,962	-\$145,457,034	-22.4	15
Other General Merchandise Stores	4529	\$66,816,397	\$109,083,980	-\$42,267,583	-24.0	21
Miscellaneous Store Retailers	453	\$80,913,627	\$73,082,855	\$7,830,772	5.1	99
Florists	4531	\$3,354,958	\$1,918,936	\$1,436,022	27.2	10
Office Supplies, Stationery & Gift Stores	4532	\$19,141,579	\$27,386,755	-\$8,245,176	-17.7	27
Used Merchandise Stores	4533	\$12,131,783	\$5,739,648	\$6,392,135	35.8	19
Other Miscellaneous Store Retailers	4539	\$46,285,307	\$38,037,516	\$8,247,791	9.8	43
Nonstore Retailers	454	\$26,523,229	\$77,443,986	-\$50,920,757	-49.0	11
Electronic Shopping & Mail-Order Houses	4541	\$15,126,008	\$76,715,394	-\$61,589,386	-67.1	9
Vending Machine Operators	4542	\$2,775,698	\$0	\$2,775,698	100.0	0
Direct Selling Establishments	4543	\$8,621,523	\$688,138	\$7,933,385	85.2	2
Food Services & Drinking Places	722	\$178,700,933	\$178,989,512	-\$288,579	-0.1	230
Full-Service Restaurants	7221	\$89,227,630	\$71,247,576	\$17,980,054	11.2	112
Limited-Service Eating Places	7222	\$79,118,234	\$104,412,240	-\$25,294,006	-13.8	102
Special Food Services	7223	\$4,743,351	\$1,262,742	\$3,480,609	58.0	5
Drinking Places - Alcoholic Beverages	7224	\$5,611,718	\$2,066,954	\$3,544,764	46.2	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.

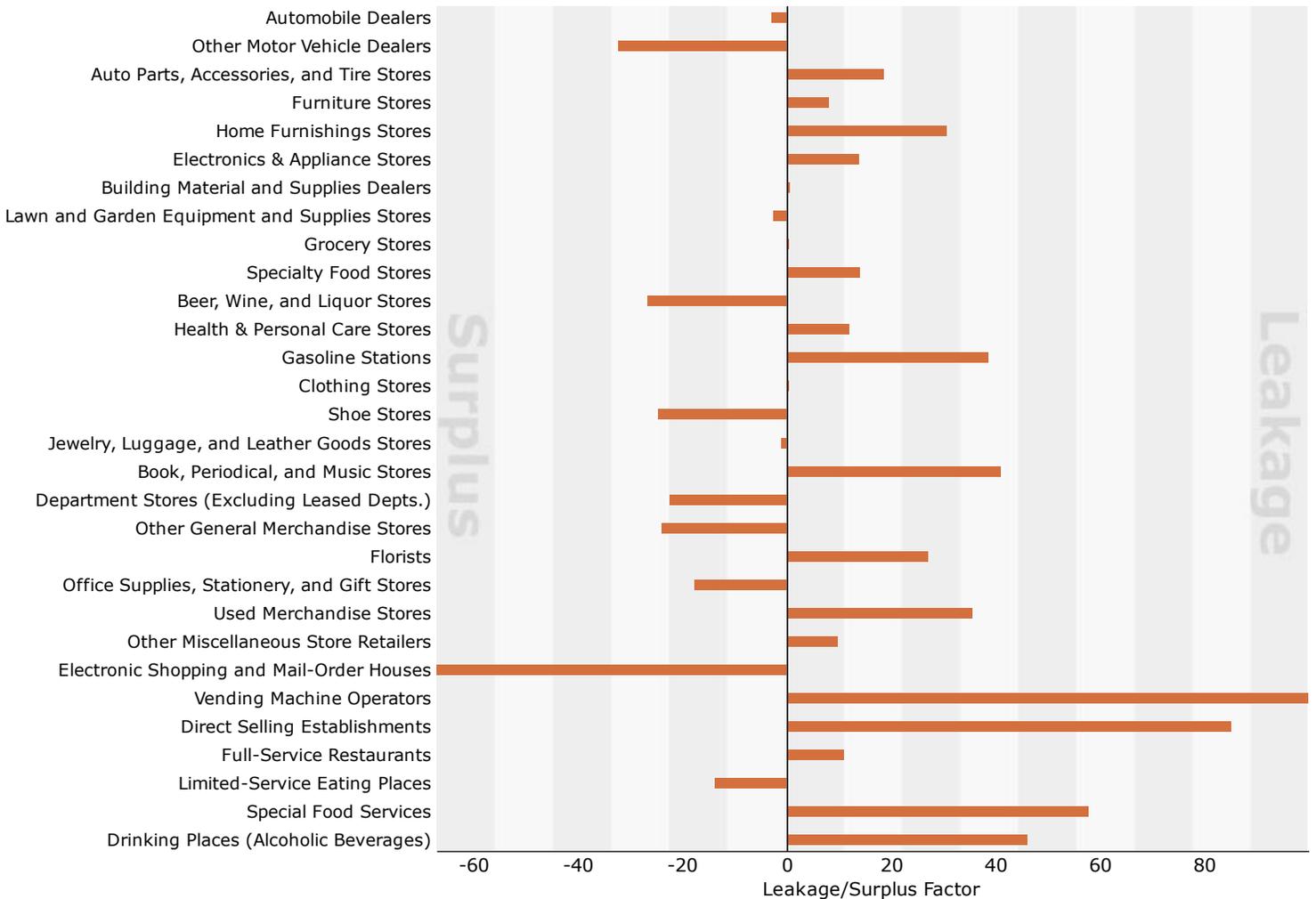
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Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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

Retail Market Potential

Eastgate Area - Rings
4475 Eastgate Blvd, Cincinnati, Ohio, 45245
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.09869
Longitude: -84.27411

Demographic Summary		2016	2021
Population		2,775	2,863
Population 18+		2,149	2,224
Households		1,114	1,152
Median Household Income		\$52,342	\$55,383

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,035	48.2%	102
Bought any women's clothing in last 12 months	980	45.6%	104
Bought clothing for child <13 years in last 6 months	588	27.4%	99
Bought any shoes in last 12 months	1,154	53.7%	100
Bought costume jewelry in last 12 months	446	20.8%	106
Bought any fine jewelry in last 12 months	375	17.4%	95
Bought a watch in last 12 months	227	10.6%	96
Automobiles (Households)			
HH owns/leases any vehicle	1,009	90.6%	106
HH bought/leased new vehicle last 12 mo	112	10.1%	107
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,936	90.1%	106
Bought/changed motor oil in last 12 months	1,169	54.4%	111
Had tune-up in last 12 months	636	29.6%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,377	64.1%	98
Drank regular cola in last 6 months	979	45.6%	101
Drank beer/ale in last 6 months	959	44.6%	105
Cameras (Adults)			
Own digital point & shoot camera	677	31.5%	108
Own digital single-lens reflex (SLR) camera	177	8.2%	95
Bought any camera in last 12 months	121	5.6%	99
Printed digital photos in last 12 months	62	2.9%	99
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	780	36.3%	100
Have a smartphone	1,175	54.7%	93
Have a smartphone: Android phone (any brand)	595	27.7%	103
Have a smartphone: Apple iPhone	446	20.8%	80
Number of cell phones in household: 1	364	32.7%	102
Number of cell phones in household: 2	437	39.2%	105
Number of cell phones in household: 3+	255	22.9%	90
HH has cell phone only (no landline telephone)	483	43.4%	103
Computers (Households)			
HH owns a computer	856	76.8%	100
HH owns desktop computer	523	46.9%	104
HH owns laptop/notebook	590	53.0%	98
HH owns any Apple/Mac brand computer	126	11.3%	75
HH owns any PC/non-Apple brand computer	780	70.0%	103
HH purchased most recent computer in a store	438	39.3%	104
HH purchased most recent computer online	145	13.0%	100
Spent <\$500 on most recent home computer	175	15.7%	108
Spent \$500-\$999 on most recent home computer	235	21.1%	111
Spent \$1,000-\$1,499 on most recent home computer	99	8.9%	94
Spent \$1,500-\$1,999 on most recent home computer	45	4.0%	89
Spent \$2,000+ on most recent home computer	37	3.3%	85

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 - Rings
4475 Eastgate Blvd, Cincinnati, Ohio, 45245
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.09869
Longitude: -84.27411

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	1,123	52.3%	103
Bought brewed coffee at convenience store in last 30 days	350	16.3%	104
Bought cigarettes at convenience store in last 30 days	317	14.8%	118
Bought gas at convenience store in last 30 days	811	37.7%	114
Spent at convenience store in last 30 days: <\$20	152	7.1%	87
Spent at convenience store in last 30 days: \$20-\$39	190	8.8%	98
Spent at convenience store in last 30 days: \$40-\$50	190	8.8%	116
Spent at convenience store in last 30 days: \$51-\$99	106	4.9%	111
Spent at convenience store in last 30 days: \$100+	576	26.8%	117
Entertainment (Adults)			
Attended a movie in last 6 months	1,251	58.2%	98
Went to live theater in last 12 months	254	11.8%	91
Went to a bar/night club in last 12 months	356	16.6%	99
Dined out in last 12 months	1,013	47.1%	105
Gambled at a casino in last 12 months	329	15.3%	112
Visited a theme park in last 12 months	352	16.4%	93
Viewed movie (video-on-demand) in last 30 days	329	15.3%	90
Viewed TV show (video-on-demand) in last 30 days	243	11.3%	88
Watched any pay-per-view TV in last 12 months	263	12.2%	93
Downloaded a movie over the Internet in last 30 days	134	6.2%	87
Downloaded any individual song in last 6 months	419	19.5%	96
Watched a movie online in the last 30 days	273	12.7%	79
Watched a TV program online in last 30 days	259	12.1%	81
Played a video/electronic game (console) in last 12 months	223	10.4%	99
Played a video/electronic game (portable) in last 12 months	90	4.2%	92
Financial (Adults)			
Have home mortgage (1st)	723	33.6%	108
Used ATM/cash machine in last 12 months	1,096	51.0%	104
Own any stock	142	6.6%	86
Own U.S. savings bond	96	4.5%	84
Own shares in mutual fund (stock)	129	6.0%	83
Own shares in mutual fund (bonds)	77	3.6%	74
Have interest checking account	636	29.6%	105
Have non-interest checking account	674	31.4%	111
Have savings account	1,224	57.0%	105
Have 401K retirement savings plan	319	14.8%	102
Own/used any credit/debit card in last 12 months	1,645	76.5%	103
Avg monthly credit card expenditures: <\$111	279	13.0%	112
Avg monthly credit card expenditures: \$111-\$225	150	7.0%	101
Avg monthly credit card expenditures: \$226-\$450	142	6.6%	104
Avg monthly credit card expenditures: \$451-\$700	105	4.9%	92
Avg monthly credit card expenditures: \$701-\$1,000	80	3.7%	86
Avg monthly credit card expenditures: \$1,001+	156	7.3%	80
Did banking online in last 12 months	809	37.6%	105
Did banking on mobile device in last 12 months	288	13.4%	96
Paid bills online in last 12 months	966	45.0%	104

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 - Rings
4475 Eastgate Blvd, Cincinnati, Ohio, 45245
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.09869
Longitude: -84.27411

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	806	72.4%	104
Used bread in last 6 months	1,060	95.2%	101
Used chicken (fresh or frozen) in last 6 months	777	69.7%	101
Used turkey (fresh or frozen) in last 6 months	198	17.8%	112
Used fish/seafood (fresh or frozen) in last 6 months	615	55.2%	101
Used fresh fruit/vegetables in last 6 months	974	87.4%	102
Used fresh milk in last 6 months	989	88.8%	101
Used organic food in last 6 months	199	17.9%	91
Health (Adults)			
Exercise at home 2+ times per week	611	28.4%	100
Exercise at club 2+ times per week	210	9.8%	75
Visited a doctor in last 12 months	1,657	77.1%	102
Used vitamin/dietary supplement in last 6 months	1,133	52.7%	100
Home (Households)			
Any home improvement in last 12 months	329	29.5%	110
Used housekeeper/maid/professional HH cleaning service in last 12	114	10.2%	78
Purchased low ticket HH furnishings in last 12 months	191	17.1%	107
Purchased big ticket HH furnishings in last 12 months	239	21.5%	103
Bought any small kitchen appliance in last 12 months	256	23.0%	104
Bought any large kitchen appliance in last 12 months	160	14.4%	113
Insurance (Adults/Households)			
Currently carry life insurance	1,048	48.8%	114
Carry medical/hospital/accident insurance	1,465	68.2%	104
Carry homeowner insurance	1,165	54.2%	115
Carry renter's insurance	151	7.0%	86
Have auto insurance: 1 vehicle in household covered	357	32.0%	104
Have auto insurance: 2 vehicles in household covered	335	30.1%	106
Have auto insurance: 3+ vehicles in household covered	267	24.0%	110
Pets (Households)			
Household owns any pet	669	60.1%	112
Household owns any cat	292	26.2%	117
Household owns any dog	509	45.7%	112
Psychographics (Adults)			
Buying American is important to me	1,019	47.4%	112
Usually buy items on credit rather than wait	248	11.5%	98
Usually buy based on quality - not price	422	19.6%	109
Price is usually more important than brand name	583	27.1%	103
Usually use coupons for brands I buy often	454	21.1%	112
Am interested in how to help the environment	304	14.1%	87
Usually pay more for environ safe product	283	13.2%	103
Usually value green products over convenience	214	10.0%	95
Likely to buy a brand that supports a charity	743	34.6%	99
Reading (Adults)			
Bought digital book in last 12 months	261	12.1%	92
Bought hardcover book in last 12 months	411	19.1%	91
Bought paperback book in last 12 month	692	32.2%	103
Read any daily newspaper (paper version)	623	29.0%	111
Read any digital newspaper in last 30 days	647	30.1%	90
Read any magazine (paper/electronic version) in last 6 months	1,958	91.1%	100

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 - Rings
4475 Eastgate Blvd, Cincinnati, Ohio, 45245
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.09869
Longitude: -84.27411

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	1,626	75.7%	101
Went to family restaurant/steak house: 4+ times a month	575	26.8%	97
Went to fast food/drive-in restaurant in last 6 months	1,968	91.6%	102
Went to fast food/drive-in restaurant 9+ times/mo	858	39.9%	101
Fast food/drive-in last 6 months: eat in	813	37.8%	104
Fast food/drive-in last 6 months: home delivery	181	8.4%	110
Fast food/drive-in last 6 months: take-out/drive-thru	1,077	50.1%	108
Fast food/drive-in last 6 months: take-out/walk-in	386	18.0%	92
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	651	30.3%	95
Own e-reader/tablet: iPad	248	11.5%	75
Own any portable MP3 player	628	29.2%	95
HH owns 1 TV	197	17.7%	86
HH owns 2 TVs	303	27.2%	105
HH owns 3 TVs	246	22.1%	103
HH owns 4+ TVs	226	20.3%	107
HH subscribes to cable TV	553	49.6%	100
HH subscribes to fiber optic	64	5.7%	76
HH has satellite dish	306	27.5%	108
HH owns DVD/Blu-ray player	681	61.1%	101
HH owns camcorder	149	13.4%	96
HH owns portable GPS navigation device	328	29.4%	107
HH purchased video game system in last 12 mos	74	6.6%	84
HH owns Internet video device for TV	62	5.6%	79
Travel (Adults)			
Domestic travel in last 12 months	1,076	50.1%	100
Took 3+ domestic non-business trips in last 12 months	228	10.6%	96
Spent on domestic vacations in last 12 months: <\$1,000	244	11.4%	106
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	121	5.6%	97
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	84	3.9%	109
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	73	3.4%	87
Spent on domestic vacations in last 12 months: \$3,000+	99	4.6%	84
Domestic travel in the 12 months: used general travel website	126	5.9%	87
Foreign travel in last 3 years	379	17.6%	73
Took 3+ foreign trips by plane in last 3 years	45	2.1%	47
Spent on foreign vacations in last 12 months: <\$1,000	64	3.0%	71
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	44	2.0%	63
Spent on foreign vacations in last 12 months: \$3,000+	62	2.9%	58
Foreign travel in last 3 years: used general travel website	81	3.8%	67
Nights spent in hotel/motel in last 12 months: any	883	41.1%	101
Took cruise of more than one day in last 3 years	134	6.2%	74
Member of any frequent flyer program	242	11.3%	69
Member of any hotel rewards program	286	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.

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 - Rings
4475 Eastgate Blvd, Cincinnati, Ohio, 45245
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.09869
Longitude: -84.27411

Demographic Summary	2016	2021
Population	51,980	54,055
Population 18+	39,696	41,542
Households	20,623	21,508
Median Household Income	\$61,277	\$70,586

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	19,363	48.8%	103
Bought any women's clothing in last 12 months	18,038	45.4%	103
Bought clothing for child <13 years in last 6 months	11,084	27.9%	101
Bought any shoes in last 12 months	21,890	55.1%	102
Bought costume jewelry in last 12 months	8,131	20.5%	105
Bought any fine jewelry in last 12 months	7,313	18.4%	100
Bought a watch in last 12 months	4,537	11.4%	104
Automobiles (Households)			
HH owns/leases any vehicle	18,578	90.1%	105
HH bought/leased new vehicle last 12 mo	2,112	10.2%	109
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	35,689	89.9%	106
Bought/changed motor oil in last 12 months	20,589	51.9%	106
Had tune-up in last 12 months	12,416	31.3%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	26,088	65.7%	100
Drank regular cola in last 6 months	17,862	45.0%	100
Drank beer/ale in last 6 months	18,100	45.6%	107
Cameras (Adults)			
Own digital point & shoot camera	12,411	31.3%	107
Own digital single-lens reflex (SLR) camera	3,797	9.6%	111
Bought any camera in last 12 months	2,260	5.7%	100
Printed digital photos in last 12 months	1,183	3.0%	102
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	15,240	38.4%	106
Have a smartphone	24,563	61.9%	105
Have a smartphone: Android phone (any brand)	11,610	29.2%	109
Have a smartphone: Apple iPhone	10,589	26.7%	103
Number of cell phones in household: 1	6,548	31.8%	99
Number of cell phones in household: 2	8,030	38.9%	104
Number of cell phones in household: 3+	5,144	24.9%	98
HH has cell phone only (no landline telephone)	9,230	44.8%	107
Computers (Households)			
HH owns a computer	16,556	80.3%	104
HH owns desktop computer	9,698	47.0%	104
HH owns laptop/notebook	11,859	57.5%	106
HH owns any Apple/Mac brand computer	3,109	15.1%	100
HH owns any PC/non-Apple brand computer	14,680	71.2%	105
HH purchased most recent computer in a store	8,213	39.8%	106
HH purchased most recent computer online	2,848	13.8%	106
Spent <\$500 on most recent home computer	3,120	15.1%	104
Spent \$500-\$999 on most recent home computer	4,263	20.7%	108
Spent \$1,000-\$1,499 on most recent home computer	2,096	10.2%	107
Spent \$1,500-\$1,999 on most recent home computer	940	4.6%	100
Spent \$2,000+ on most recent home computer	811	3.9%	100

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Retail Market Potential

Eastgate Area - Rings
 4475 Eastgate Blvd, Cincinnati, Ohio, 45245
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.09869
 Longitude: -84.27411

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	21,621	54.5%	107
Bought brewed coffee at convenience store in last 30 days	6,572	16.6%	105
Bought cigarettes at convenience store in last 30 days	5,290	13.3%	107
Bought gas at convenience store in last 30 days	14,654	36.9%	112
Spent at convenience store in last 30 days: <\$20	3,420	8.6%	106
Spent at convenience store in last 30 days: \$20-\$39	3,669	9.2%	102
Spent at convenience store in last 30 days: \$40-\$50	3,345	8.4%	111
Spent at convenience store in last 30 days: \$51-\$99	1,814	4.6%	103
Spent at convenience store in last 30 days: \$100+	9,994	25.2%	110
Entertainment (Adults)			
Attended a movie in last 6 months	24,201	61.0%	103
Went to live theater in last 12 months	5,369	13.5%	104
Went to a bar/night club in last 12 months	7,576	19.1%	114
Dined out in last 12 months	19,481	49.1%	109
Gambled at a casino in last 12 months	5,822	14.7%	107
Visited a theme park in last 12 months	7,057	17.8%	101
Viewed movie (video-on-demand) in last 30 days	7,405	18.7%	110
Viewed TV show (video-on-demand) in last 30 days	5,591	14.1%	109
Watched any pay-per-view TV in last 12 months	5,226	13.2%	100
Downloaded a movie over the Internet in last 30 days	2,871	7.2%	101
Downloaded any individual song in last 6 months	8,818	22.2%	109
Watched a movie online in the last 30 days	6,405	16.1%	101
Watched a TV program online in last 30 days	6,196	15.6%	104
Played a video/electronic game (console) in last 12 months	4,436	11.2%	107
Played a video/electronic game (portable) in last 12 months	1,970	5.0%	109
Financial (Adults)			
Have home mortgage (1st)	13,831	34.8%	112
Used ATM/cash machine in last 12 months	21,246	53.5%	109
Own any stock	3,092	7.8%	102
Own U.S. savings bond	1,992	5.0%	95
Own shares in mutual fund (stock)	2,974	7.5%	103
Own shares in mutual fund (bonds)	1,923	4.8%	100
Have interest checking account	12,201	30.7%	109
Have non-interest checking account	12,169	30.7%	108
Have savings account	23,289	58.7%	109
Have 401K retirement savings plan	6,542	16.5%	113
Own/used any credit/debit card in last 12 months	31,124	78.4%	105
Avg monthly credit card expenditures: <\$111	5,069	12.8%	110
Avg monthly credit card expenditures: \$111-\$225	2,700	6.8%	99
Avg monthly credit card expenditures: \$226-\$450	2,798	7.0%	111
Avg monthly credit card expenditures: \$451-\$700	2,219	5.6%	105
Avg monthly credit card expenditures: \$701-\$1,000	1,546	3.9%	90
Avg monthly credit card expenditures: \$1,001+	3,557	9.0%	99
Did banking online in last 12 months	16,232	40.9%	115
Did banking on mobile device in last 12 months	6,622	16.7%	119
Paid bills online in last 12 months	19,333	48.7%	113

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Eastgate Area - Rings
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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	14,532	70.5%	101
Used bread in last 6 months	19,522	94.7%	101
Used chicken (fresh or frozen) in last 6 months	14,421	69.9%	101
Used turkey (fresh or frozen) in last 6 months	3,428	16.6%	105
Used fish/seafood (fresh or frozen) in last 6 months	11,194	54.3%	99
Used fresh fruit/vegetables in last 6 months	17,901	86.8%	101
Used fresh milk in last 6 months	18,223	88.4%	100
Used organic food in last 6 months	3,917	19.0%	97
Health (Adults)			
Exercise at home 2+ times per week	11,871	29.9%	105
Exercise at club 2+ times per week	5,616	14.1%	109
Visited a doctor in last 12 months	30,873	77.8%	103
Used vitamin/dietary supplement in last 6 months	21,655	54.6%	103
Home (Households)			
Any home improvement in last 12 months	5,853	28.4%	106
Used housekeeper/maid/professional HH cleaning service in last 12	2,568	12.5%	95
Purchased low ticket HH furnishings in last 12 months	3,548	17.2%	107
Purchased big ticket HH furnishings in last 12 months	4,523	21.9%	105
Bought any small kitchen appliance in last 12 months	4,894	23.7%	107
Bought any large kitchen appliance in last 12 months	2,720	13.2%	104
Insurance (Adults/Households)			
Currently carry life insurance	18,172	45.8%	107
Carry medical/hospital/accident insurance	27,293	68.8%	105
Carry homeowner insurance	20,428	51.5%	109
Carry renter's insurance	3,898	9.8%	121
Have auto insurance: 1 vehicle in household covered	6,533	31.7%	103
Have auto insurance: 2 vehicles in household covered	6,207	30.1%	106
Have auto insurance: 3+ vehicles in household covered	4,747	23.0%	105
Pets (Households)			
Household owns any pet	11,552	56.0%	104
Household owns any cat	5,077	24.6%	110
Household owns any dog	8,467	41.1%	101
Psychographics (Adults)			
Buying American is important to me	17,368	43.8%	103
Usually buy items on credit rather than wait	4,561	11.5%	98
Usually buy based on quality - not price	7,020	17.7%	99
Price is usually more important than brand name	10,599	26.7%	102
Usually use coupons for brands I buy often	7,868	19.8%	105
Am interested in how to help the environment	5,934	14.9%	92
Usually pay more for environ safe product	4,951	12.5%	98
Usually value green products over convenience	3,839	9.7%	92
Likely to buy a brand that supports a charity	13,232	33.3%	95
Reading (Adults)			
Bought digital book in last 12 months	5,707	14.4%	109
Bought hardcover book in last 12 months	8,848	22.3%	106
Bought paperback book in last 12 month	13,256	33.4%	106
Read any daily newspaper (paper version)	10,183	25.7%	98
Read any digital newspaper in last 30 days	13,885	35.0%	105
Read any magazine (paper/electronic version) in last 6 months	36,648	92.3%	102

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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	31,266	78.8%	106
Went to family restaurant/steak house: 4+ times a month	11,949	30.1%	110
Went to fast food/drive-in restaurant in last 6 months	36,530	92.0%	102
Went to fast food/drive-in restaurant 9+ times/mo	16,595	41.8%	106
Fast food/drive-in last 6 months: eat in	15,252	38.4%	106
Fast food/drive-in last 6 months: home delivery	3,359	8.5%	110
Fast food/drive-in last 6 months: take-out/drive-thru	20,542	51.7%	112
Fast food/drive-in last 6 months: take-out/walk-in	7,987	20.1%	103
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	13,327	33.6%	106
Own e-reader/tablet: iPad	6,045	15.2%	99
Own any portable MP3 player	13,111	33.0%	107
HH owns 1 TV	4,174	20.2%	99
HH owns 2 TVs	5,426	26.3%	101
HH owns 3 TVs	4,550	22.1%	103
HH owns 4+ TVs	3,967	19.2%	102
HH subscribes to cable TV	10,912	52.9%	107
HH subscribes to fiber optic	1,646	8.0%	105
HH has satellite dish	4,557	22.1%	87
HH owns DVD/Blu-ray player	12,944	62.8%	104
HH owns camcorder	2,974	14.4%	103
HH owns portable GPS navigation device	6,171	29.9%	109
HH purchased video game system in last 12 mos	1,532	7.4%	94
HH owns Internet video device for TV	1,435	7.0%	99
Travel (Adults)			
Domestic travel in last 12 months	21,059	53.1%	106
Took 3+ domestic non-business trips in last 12 months	4,653	11.7%	106
Spent on domestic vacations in last 12 months: <\$1,000	4,420	11.1%	104
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,417	6.1%	104
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,360	3.4%	96
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,544	3.9%	100
Spent on domestic vacations in last 12 months: \$3,000+	2,340	5.9%	107
Domestic travel in the 12 months: used general travel website	2,549	6.4%	95
Foreign travel in last 3 years	9,298	23.4%	97
Took 3+ foreign trips by plane in last 3 years	1,523	3.8%	85
Spent on foreign vacations in last 12 months: <\$1,000	1,643	4.1%	99
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,189	3.0%	92
Spent on foreign vacations in last 12 months: \$3,000+	1,698	4.3%	86
Foreign travel in last 3 years: used general travel website	1,930	4.9%	87
Nights spent in hotel/motel in last 12 months: any	17,233	43.4%	107
Took cruise of more than one day in last 3 years	3,251	8.2%	98
Member of any frequent flyer program	6,544	16.5%	101
Member of any hotel rewards program	6,171	15.5%	110

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Retail Market Potential

Eastgate Area - Rings
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Demographic Summary	2016	2021
Population	103,250	106,487
Population 18+	78,220	81,458
Households	40,463	41,870
Median Household Income	\$68,550	\$78,345

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	38,770	49.6%	105
Bought any women's clothing in last 12 months	35,839	45.8%	104
Bought clothing for child <13 years in last 6 months	21,727	27.8%	101
Bought any shoes in last 12 months	43,827	56.0%	104
Bought costume jewelry in last 12 months	16,664	21.3%	109
Bought any fine jewelry in last 12 months	14,736	18.8%	103
Bought a watch in last 12 months	9,250	11.8%	107
Automobiles (Households)			
HH owns/leases any vehicle	36,743	90.8%	106
HH bought/leased new vehicle last 12 mo	4,570	11.3%	120
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	70,820	90.5%	106
Bought/changed motor oil in last 12 months	39,663	50.7%	103
Had tune-up in last 12 months	24,503	31.3%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	51,775	66.2%	101
Drank regular cola in last 6 months	33,405	42.7%	95
Drank beer/ale in last 6 months	36,167	46.2%	109
Cameras (Adults)			
Own digital point & shoot camera	26,034	33.3%	114
Own digital single-lens reflex (SLR) camera	8,054	10.3%	119
Bought any camera in last 12 months	4,681	6.0%	105
Printed digital photos in last 12 months	2,364	3.0%	103
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	29,700	38.0%	105
Have a smartphone	49,566	63.4%	108
Have a smartphone: Android phone (any brand)	21,687	27.7%	103
Have a smartphone: Apple iPhone	23,332	29.8%	115
Number of cell phones in household: 1	11,803	29.2%	91
Number of cell phones in household: 2	15,877	39.2%	105
Number of cell phones in household: 3+	11,146	27.5%	108
HH has cell phone only (no landline telephone)	16,200	40.0%	96
Computers (Households)			
HH owns a computer	33,292	82.3%	107
HH owns desktop computer	20,005	49.4%	109
HH owns laptop/notebook	23,810	58.8%	108
HH owns any Apple/Mac brand computer	6,862	17.0%	113
HH owns any PC/non-Apple brand computer	29,302	72.4%	107
HH purchased most recent computer in a store	16,625	41.1%	109
HH purchased most recent computer online	5,870	14.5%	111
Spent <\$500 on most recent home computer	5,860	14.5%	100
Spent \$500-\$999 on most recent home computer	8,600	21.3%	111
Spent \$1,000-\$1,499 on most recent home computer	4,447	11.0%	116
Spent \$1,500-\$1,999 on most recent home computer	2,082	5.1%	113
Spent \$2,000+ on most recent home computer	1,781	4.4%	112

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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	42,543	54.4%	107
Bought brewed coffee at convenience store in last 30 days	12,990	16.6%	106
Bought cigarettes at convenience store in last 30 days	9,301	11.9%	95
Bought gas at convenience store in last 30 days	27,853	35.6%	108
Spent at convenience store in last 30 days: <\$20	7,083	9.1%	112
Spent at convenience store in last 30 days: \$20-\$39	7,314	9.4%	103
Spent at convenience store in last 30 days: \$40-\$50	6,311	8.1%	106
Spent at convenience store in last 30 days: \$51-\$99	3,370	4.3%	97
Spent at convenience store in last 30 days: \$100+	18,673	23.9%	104
Entertainment (Adults)			
Attended a movie in last 6 months	49,057	62.7%	105
Went to live theater in last 12 months	11,614	14.8%	114
Went to a bar/night club in last 12 months	14,820	18.9%	113
Dined out in last 12 months	40,120	51.3%	114
Gambled at a casino in last 12 months	11,669	14.9%	109
Visited a theme park in last 12 months	14,685	18.8%	107
Viewed movie (video-on-demand) in last 30 days	15,693	20.1%	118
Viewed TV show (video-on-demand) in last 30 days	11,712	15.0%	116
Watched any pay-per-view TV in last 12 months	10,802	13.8%	105
Downloaded a movie over the Internet in last 30 days	5,870	7.5%	104
Downloaded any individual song in last 6 months	17,896	22.9%	112
Watched a movie online in the last 30 days	12,598	16.1%	101
Watched a TV program online in last 30 days	12,550	16.0%	107
Played a video/electronic game (console) in last 12 months	8,284	10.6%	101
Played a video/electronic game (portable) in last 12 months	3,755	4.8%	105
Financial (Adults)			
Have home mortgage (1st)	29,235	37.4%	120
Used ATM/cash machine in last 12 months	42,633	54.5%	111
Own any stock	7,382	9.4%	123
Own U.S. savings bond	4,568	5.8%	110
Own shares in mutual fund (stock)	7,189	9.2%	127
Own shares in mutual fund (bonds)	4,752	6.1%	125
Have interest checking account	26,000	33.2%	118
Have non-interest checking account	23,976	30.7%	108
Have savings account	47,084	60.2%	111
Have 401K retirement savings plan	13,976	17.9%	123
Own/used any credit/debit card in last 12 months	62,804	80.3%	108
Avg monthly credit card expenditures: <\$111	9,696	12.4%	107
Avg monthly credit card expenditures: \$111-\$225	5,329	6.8%	99
Avg monthly credit card expenditures: \$226-\$450	5,666	7.2%	114
Avg monthly credit card expenditures: \$451-\$700	4,793	6.1%	115
Avg monthly credit card expenditures: \$701-\$1,000	3,613	4.6%	107
Avg monthly credit card expenditures: \$1,001+	8,814	11.3%	124
Did banking online in last 12 months	32,986	42.2%	118
Did banking on mobile device in last 12 months	12,829	16.4%	117
Paid bills online in last 12 months	38,434	49.1%	114

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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	28,927	71.5%	103
Used bread in last 6 months	38,315	94.7%	101
Used chicken (fresh or frozen) in last 6 months	28,627	70.7%	103
Used turkey (fresh or frozen) in last 6 months	6,932	17.1%	108
Used fish/seafood (fresh or frozen) in last 6 months	22,420	55.4%	101
Used fresh fruit/vegetables in last 6 months	35,378	87.4%	102
Used fresh milk in last 6 months	35,981	88.9%	101
Used organic food in last 6 months	7,989	19.7%	100
Health (Adults)			
Exercise at home 2+ times per week	24,558	31.4%	111
Exercise at club 2+ times per week	12,180	15.6%	120
Visited a doctor in last 12 months	62,118	79.4%	105
Used vitamin/dietary supplement in last 6 months	44,009	56.3%	107
Home (Households)			
Any home improvement in last 12 months	12,321	30.5%	114
Used housekeeper/maid/professional HH cleaning service in last 12	5,988	14.8%	112
Purchased low ticket HH furnishings in last 12 months	7,180	17.7%	110
Purchased big ticket HH furnishings in last 12 months	9,125	22.6%	108
Bought any small kitchen appliance in last 12 months	9,751	24.1%	109
Bought any large kitchen appliance in last 12 months	5,556	13.7%	108
Insurance (Adults/Households)			
Currently carry life insurance	37,229	47.6%	112
Carry medical/hospital/accident insurance	54,952	70.3%	107
Carry homeowner insurance	42,663	54.5%	116
Carry renter's insurance	7,134	9.1%	112
Have auto insurance: 1 vehicle in household covered	11,891	29.4%	95
Have auto insurance: 2 vehicles in household covered	12,517	30.9%	109
Have auto insurance: 3+ vehicles in household covered	10,392	25.7%	118
Pets (Households)			
Household owns any pet	22,892	56.6%	105
Household owns any cat	9,737	24.1%	107
Household owns any dog	16,994	42.0%	103
Psychographics (Adults)			
Buying American is important to me	33,833	43.3%	102
Usually buy items on credit rather than wait	8,964	11.5%	98
Usually buy based on quality - not price	13,914	17.8%	99
Price is usually more important than brand name	19,962	25.5%	97
Usually use coupons for brands I buy often	15,244	19.5%	103
Am interested in how to help the environment	11,704	15.0%	92
Usually pay more for environ safe product	9,369	12.0%	94
Usually value green products over convenience	7,242	9.3%	88
Likely to buy a brand that supports a charity	26,224	33.5%	96
Reading (Adults)			
Bought digital book in last 12 months	12,320	15.8%	119
Bought hardcover book in last 12 months	18,082	23.1%	110
Bought paperback book in last 12 month	26,939	34.4%	110
Read any daily newspaper (paper version)	21,476	27.5%	105
Read any digital newspaper in last 30 days	28,654	36.6%	110
Read any magazine (paper/electronic version) in last 6 months	72,859	93.1%	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 - Rings
4475 Eastgate Blvd, Cincinnati, Ohio, 45245
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.09869
Longitude: -84.27411

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	62,117	79.4%	106
Went to family restaurant/steak house: 4+ times a month	24,067	30.8%	112
Went to fast food/drive-in restaurant in last 6 months	71,688	91.6%	102
Went to fast food/drive-in restaurant 9+ times/mo	32,190	41.2%	104
Fast food/drive-in last 6 months: eat in	30,185	38.6%	106
Fast food/drive-in last 6 months: home delivery	6,184	7.9%	103
Fast food/drive-in last 6 months: take-out/drive-thru	39,581	50.6%	109
Fast food/drive-in last 6 months: take-out/walk-in	16,030	20.5%	105
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	28,278	36.2%	114
Own e-reader/tablet: iPad	13,945	17.8%	116
Own any portable MP3 player	27,086	34.6%	112
HH owns 1 TV	7,450	18.4%	90
HH owns 2 TVs	10,500	25.9%	100
HH owns 3 TVs	9,131	22.6%	105
HH owns 4+ TVs	8,591	21.2%	112
HH subscribes to cable TV	21,660	53.5%	108
HH subscribes to fiber optic	3,609	8.9%	117
HH has satellite dish	9,060	22.4%	88
HH owns DVD/Blu-ray player	25,912	64.0%	106
HH owns camcorder	6,450	15.9%	114
HH owns portable GPS navigation device	12,943	32.0%	116
HH purchased video game system in last 12 mos	3,021	7.5%	94
HH owns Internet video device for TV	3,086	7.6%	108
Travel (Adults)			
Domestic travel in last 12 months	44,315	56.7%	113
Took 3+ domestic non-business trips in last 12 months	10,257	13.1%	118
Spent on domestic vacations in last 12 months: <\$1,000	8,795	11.2%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	5,066	6.5%	111
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,117	4.0%	112
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,733	4.8%	122
Spent on domestic vacations in last 12 months: \$3,000+	5,637	7.2%	131
Domestic travel in the 12 months: used general travel website	5,766	7.4%	109
Foreign travel in last 3 years	20,911	26.7%	111
Took 3+ foreign trips by plane in last 3 years	3,886	5.0%	110
Spent on foreign vacations in last 12 months: <\$1,000	3,740	4.8%	115
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,647	3.4%	104
Spent on foreign vacations in last 12 months: \$3,000+	4,401	5.6%	113
Foreign travel in last 3 years: used general travel website	4,634	5.9%	106
Nights spent in hotel/motel in last 12 months: any	36,513	46.7%	115
Took cruise of more than one day in last 3 years	7,672	9.8%	117
Member of any frequent flyer program	15,823	20.2%	124
Member of any hotel rewards program	14,293	18.3%	129

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