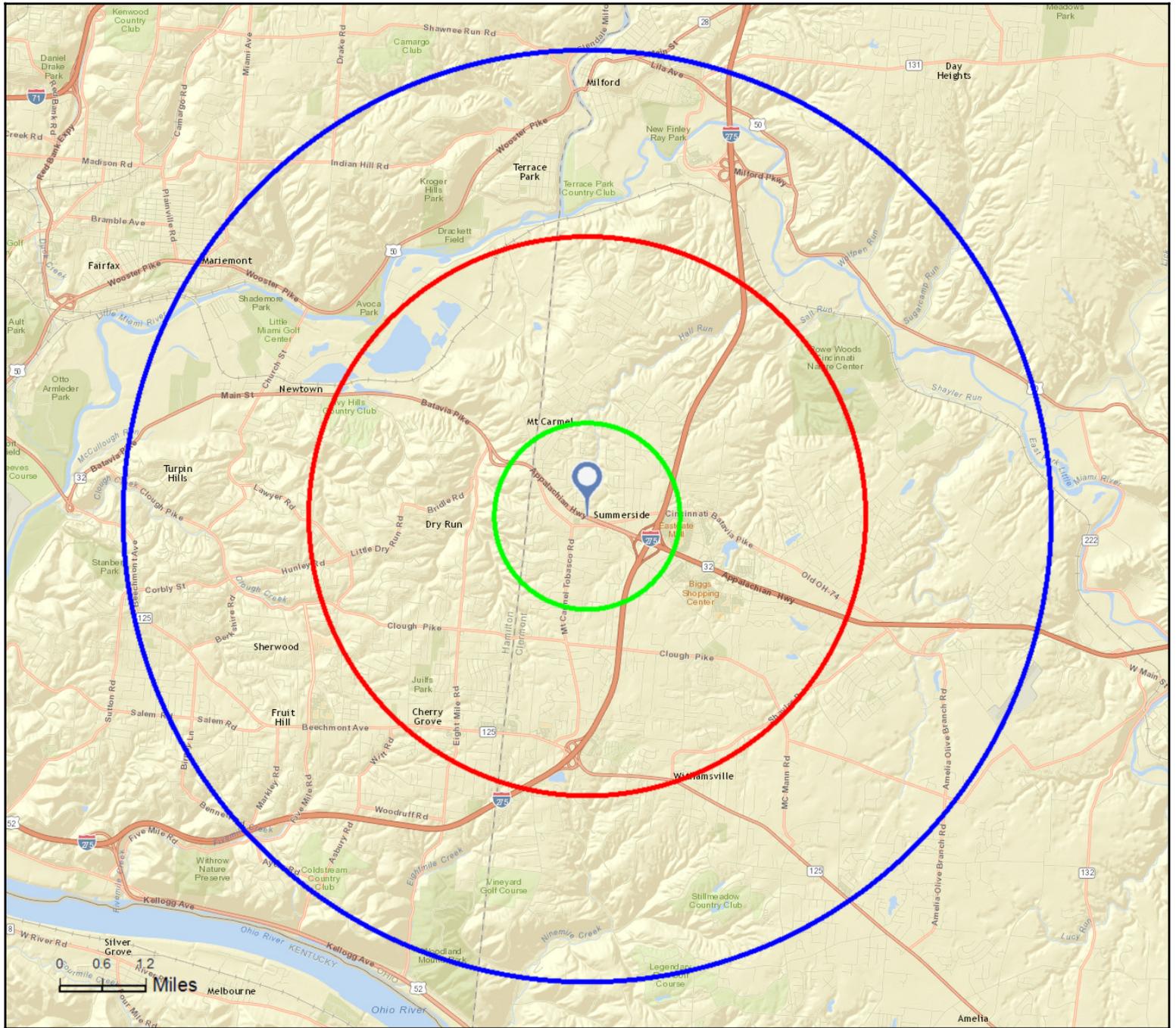


Site Map

Mt. Carmel Area
 654 STHY 32, Cincinnati, OH, 45244
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.10552
 Longitude: -84.29619



Market Profile

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Rings: 1, 3, 5 mile radii

Prepared by Esri
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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	7,214	46,403	104,335
2010 Total Population	7,244	49,258	109,516
2016 Total Population	7,417	51,605	112,788
2016 Group Quarters	0	159	1,052
2021 Total Population	7,599	53,430	115,684
2016-2021 Annual Rate	0.49%	0.70%	0.51%
Household Summary			
2000 Households	3,003	17,439	40,730
2000 Average Household Size	2.40	2.65	2.54
2010 Households	3,063	18,763	43,355
2010 Average Household Size	2.37	2.62	2.50
2016 Households	3,163	19,771	44,932
2016 Average Household Size	2.34	2.60	2.49
2021 Households	3,256	20,515	46,234
2021 Average Household Size	2.33	2.60	2.48
2016-2021 Annual Rate	0.58%	0.74%	0.57%
2010 Families	1,985	13,532	29,650
2010 Average Family Size	2.89	3.07	3.04
2016 Families	2,017	14,058	30,318
2016 Average Family Size	2.88	3.07	3.03
2021 Families	2,061	14,499	30,983
2021 Average Family Size	2.87	3.07	3.03
2016-2021 Annual Rate	0.43%	0.62%	0.43%
Housing Unit Summary			
2000 Housing Units	3,146	18,099	42,409
Owner Occupied Housing Units	58.0%	69.3%	69.1%
Renter Occupied Housing Units	37.4%	27.1%	26.9%
Vacant Housing Units	4.5%	3.6%	4.0%
2010 Housing Units	3,322	19,985	46,542
Owner Occupied Housing Units	56.2%	68.7%	67.2%
Renter Occupied Housing Units	36.0%	25.2%	26.0%
Vacant Housing Units	7.8%	6.1%	6.8%
2016 Housing Units	3,438	21,030	48,229
Owner Occupied Housing Units	52.5%	65.8%	64.3%
Renter Occupied Housing Units	39.5%	28.2%	28.8%
Vacant Housing Units	8.0%	6.0%	6.8%
2021 Housing Units	3,555	21,870	49,718
Owner Occupied Housing Units	52.0%	65.5%	64.0%
Renter Occupied Housing Units	39.6%	28.4%	29.0%
Vacant Housing Units	8.4%	6.2%	7.0%
Median Household Income			
2016	\$51,602	\$68,532	\$69,926
2021	\$59,487	\$78,024	\$79,199
Median Home Value			
2016	\$141,011	\$186,881	\$201,181
2021	\$171,466	\$209,789	\$224,079
Per Capita Income			
2016	\$28,379	\$34,599	\$37,918
2021	\$31,561	\$37,817	\$41,451
Median Age			
2010	36.2	37.7	39.0
2016	37.1	38.5	39.8
2021	37.7	39.3	40.6

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

Mt. Carmel Area
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	1 mile	3 miles	5 miles
2016 Households by Income			
Household Income Base	3,163	19,771	44,932
<\$15,000	11.8%	6.3%	7.7%
\$15,000 - \$24,999	10.6%	7.2%	7.6%
\$25,000 - \$34,999	13.6%	9.3%	8.5%
\$35,000 - \$49,999	12.5%	11.9%	11.3%
\$50,000 - \$74,999	16.2%	19.0%	17.6%
\$75,000 - \$99,999	12.0%	14.3%	13.8%
\$100,000 - \$149,999	15.3%	17.3%	17.3%
\$150,000 - \$199,999	5.2%	7.4%	7.4%
\$200,000+	2.9%	7.3%	8.8%
Average Household Income	\$68,112	\$90,331	\$95,181
2021 Households by Income			
Household Income Base	3,256	20,515	46,234
<\$15,000	11.0%	5.9%	7.2%
\$15,000 - \$24,999	9.7%	6.5%	6.9%
\$25,000 - \$34,999	13.7%	8.8%	8.1%
\$35,000 - \$49,999	7.6%	6.5%	6.5%
\$50,000 - \$74,999	16.9%	19.8%	18.1%
\$75,000 - \$99,999	13.7%	16.3%	15.1%
\$100,000 - \$149,999	17.8%	20.1%	20.2%
\$150,000 - \$199,999	6.4%	8.6%	8.7%
\$200,000+	3.1%	7.6%	9.2%
Average Household Income	\$75,384	\$98,552	\$103,804
2016 Owner Occupied Housing Units by Value			
Total	1,804	13,830	31,011
<\$50,000	5.0%	2.8%	2.6%
\$50,000 - \$99,999	19.5%	9.0%	7.8%
\$100,000 - \$149,999	31.0%	22.7%	20.4%
\$150,000 - \$199,999	19.7%	21.0%	18.8%
\$200,000 - \$249,999	12.3%	14.3%	14.9%
\$250,000 - \$299,999	5.7%	10.7%	10.0%
\$300,000 - \$399,999	1.9%	9.8%	11.8%
\$400,000 - \$499,999	1.0%	5.0%	6.1%
\$500,000 - \$749,999	3.0%	3.9%	5.0%
\$750,000 - \$999,999	0.4%	0.6%	1.6%
\$1,000,000 +	0.3%	0.1%	0.9%
Average Home Value	\$170,383	\$222,293	\$250,861
2021 Owner Occupied Housing Units by Value			
Total	1,849	14,307	31,790
<\$50,000	2.9%	1.4%	1.3%
\$50,000 - \$99,999	12.7%	5.0%	4.3%
\$100,000 - \$149,999	23.3%	14.7%	12.7%
\$150,000 - \$199,999	26.0%	25.1%	21.9%
\$200,000 - \$249,999	19.6%	19.4%	20.2%
\$250,000 - \$299,999	8.3%	14.5%	13.5%
\$300,000 - \$399,999	2.5%	10.3%	12.1%
\$400,000 - \$499,999	1.0%	4.9%	6.3%
\$500,000 - \$749,999	3.0%	4.0%	5.1%
\$750,000 - \$999,999	0.4%	0.7%	1.9%
\$1,000,000 +	0.3%	0.1%	0.7%
Average Home Value	\$191,631	\$240,003	\$267,697

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

Mt. Carmel Area
 654 STHY 32, Cincinnati, OH, 45244
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.10552
 Longitude: -84.29619

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	7,244	49,260	109,515
0 - 4	8.2%	6.9%	6.6%
5 - 9	6.4%	7.4%	7.2%
10 - 14	5.7%	7.1%	7.1%
15 - 24	13.4%	12.9%	12.0%
25 - 34	14.8%	12.2%	12.0%
35 - 44	13.0%	14.0%	13.5%
45 - 54	15.2%	16.1%	15.9%
55 - 64	12.0%	12.5%	12.8%
65 - 74	6.4%	6.4%	6.7%
75 - 84	3.9%	3.5%	4.3%
85 +	0.9%	1.1%	1.9%
18 +	76.0%	74.1%	74.7%
2016 Population by Age			
Total	7,418	51,604	112,789
0 - 4	7.6%	6.4%	6.1%
5 - 9	7.0%	6.9%	6.7%
10 - 14	5.9%	7.1%	7.1%
15 - 24	12.5%	12.4%	12.0%
25 - 34	14.3%	12.7%	12.0%
35 - 44	12.6%	12.9%	12.7%
45 - 54	13.2%	14.3%	14.1%
55 - 64	13.2%	13.5%	13.7%
65 - 74	8.4%	8.6%	8.9%
75 - 84	3.9%	3.7%	4.3%
85 +	1.4%	1.4%	2.2%
18 +	76.3%	75.7%	76.2%
2021 Population by Age			
Total	7,599	53,430	115,684
0 - 4	7.4%	6.2%	6.0%
5 - 9	6.6%	6.5%	6.3%
10 - 14	6.3%	6.9%	6.8%
15 - 24	11.9%	11.8%	11.6%
25 - 34	14.6%	13.0%	12.2%
35 - 44	12.4%	13.0%	12.8%
45 - 54	11.8%	13.0%	12.8%
55 - 64	12.8%	13.3%	13.5%
65 - 74	10.1%	10.3%	10.6%
75 - 84	4.6%	4.6%	5.2%
85 +	1.5%	1.5%	2.2%
18 +	76.4%	76.5%	77.0%
2010 Population by Sex			
Males	3,441	24,095	52,959
Females	3,803	25,163	56,557
2016 Population by Sex			
Males	3,511	25,233	54,624
Females	3,906	26,371	58,164
2021 Population by Sex			
Males	3,594	26,127	56,041
Females	4,006	27,303	59,643

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

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.10552
Longitude: -84.29619

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	7,244	49,258	109,516
White Alone	93.7%	94.3%	94.4%
Black Alone	1.5%	1.3%	1.7%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.2%	1.9%	1.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	0.7%	0.5%
Two or More Races	2.1%	1.6%	1.5%
Hispanic Origin	3.0%	2.0%	1.8%
Diversity Index	17.3	14.4	14.0
2016 Population by Race/Ethnicity			
Total	7,417	51,605	112,788
White Alone	92.1%	92.9%	93.1%
Black Alone	2.0%	1.7%	2.0%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.4%	2.4%	2.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.6%	0.9%	0.7%
Two or More Races	2.6%	1.9%	1.8%
Hispanic Origin	3.8%	2.5%	2.3%
Diversity Index	21.4	17.8	17.0
2021 Population by Race/Ethnicity			
Total	7,599	53,431	115,685
White Alone	90.6%	91.6%	91.9%
Black Alone	2.5%	2.1%	2.3%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	1.7%	2.8%	2.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	1.0%	0.8%
Two or More Races	3.0%	2.3%	2.2%
Hispanic Origin	4.7%	3.1%	2.8%
Diversity Index	25.2	21.1	20.0
2010 Population by Relationship and Household Type			
Total	7,244	49,258	109,516
In Households	100.0%	99.7%	99.1%
In Family Households	82.0%	86.3%	83.9%
Householder	26.8%	27.4%	27.0%
Spouse	18.2%	21.7%	21.3%
Child	31.4%	33.2%	31.8%
Other relative	2.7%	2.2%	2.1%
Nonrelative	2.9%	1.9%	1.7%
In Nonfamily Households	18.0%	13.4%	15.2%
In Group Quarters	0.0%	0.3%	0.9%
Institutionalized Population	0.0%	0.3%	0.6%
Noninstitutionalized Population	0.0%	0.0%	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

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
2016 Population 25+ by Educational Attainment			
Total	4,972	34,675	76,736
Less than 9th Grade	1.8%	1.6%	1.4%
9th - 12th Grade, No Diploma	9.5%	4.5%	4.5%
High School Graduate	30.0%	22.5%	21.2%
GED/Alternative Credential	4.0%	2.7%	2.8%
Some College, No Degree	22.4%	20.0%	18.9%
Associate Degree	9.0%	9.6%	8.8%
Bachelor's Degree	16.0%	26.2%	27.1%
Graduate/Professional Degree	7.4%	12.9%	15.4%
2016 Population 15+ by Marital Status			
Total	5,898	41,075	90,319
Never Married	26.0%	27.5%	26.9%
Married	52.5%	57.3%	56.5%
Widowed	5.1%	4.8%	5.7%
Divorced	16.4%	10.4%	10.9%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	95.5%	96.8%	96.6%
Civilian Unemployed	4.5%	3.2%	3.4%
2016 Employed Population 16+ by Industry			
Total	3,471	26,904	57,370
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	3.8%	4.6%	4.6%
Manufacturing	11.4%	12.1%	11.9%
Wholesale Trade	2.2%	2.2%	2.9%
Retail Trade	16.2%	12.4%	11.3%
Transportation/Utilities	3.4%	4.1%	3.9%
Information	1.0%	1.5%	1.5%
Finance/Insurance/Real Estate	11.6%	10.7%	10.2%
Services	48.9%	50.0%	50.7%
Public Administration	1.2%	2.2%	2.8%
2016 Employed Population 16+ by Occupation			
Total	3,470	26,905	57,371
White Collar	62.5%	69.3%	70.4%
Management/Business/Financial	13.7%	18.4%	19.6%
Professional	18.6%	24.8%	26.0%
Sales	11.8%	12.0%	11.7%
Administrative Support	18.5%	14.0%	13.0%
Services	16.0%	13.8%	14.1%
Blue Collar	21.4%	17.0%	15.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	3.0%	3.3%	3.4%
Installation/Maintenance/Repair	3.1%	3.4%	2.9%
Production	7.5%	5.2%	5.0%
Transportation/Material Moving	7.8%	5.0%	4.3%
2010 Population By Urban/ Rural Status			
Total Population	7,244	49,258	109,516
Population Inside Urbanized Area	100.0%	99.5%	97.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.5%	2.4%

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

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Rings: 1, 3, 5 mile radii

Prepared by Esri
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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	3,063	18,763	43,355
Households with 1 Person	28.7%	22.1%	25.9%
Households with 2+ People	71.3%	77.9%	74.1%
Family Households	64.8%	72.1%	68.4%
Husband-wife Families	44.1%	57.2%	54.1%
With Related Children	19.8%	27.2%	25.0%
Other Family (No Spouse Present)	20.7%	14.9%	14.3%
Other Family with Male Householder	5.8%	4.5%	4.1%
With Related Children	3.5%	2.7%	2.5%
Other Family with Female Householder	14.9%	10.4%	10.2%
With Related Children	9.8%	6.4%	6.3%
Nonfamily Households	6.5%	5.7%	5.7%
All Households with Children	33.9%	36.8%	34.3%
Multigenerational Households	3.1%	3.2%	2.6%
Unmarried Partner Households	8.6%	7.0%	6.5%
Male-female	7.9%	6.4%	5.9%
Same-sex	0.8%	0.7%	0.6%
2010 Households by Size			
Total	3,063	18,762	43,356
1 Person Household	28.7%	22.1%	25.9%
2 Person Household	33.1%	34.3%	34.1%
3 Person Household	17.1%	17.4%	16.3%
4 Person Household	13.3%	16.0%	14.6%
5 Person Household	5.3%	6.9%	6.3%
6 Person Household	1.9%	2.2%	2.0%
7 + Person Household	0.6%	1.0%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	3,063	18,763	43,355
Owner Occupied	60.9%	73.1%	72.1%
Owned with a Mortgage/Loan	48.6%	58.6%	56.5%
Owned Free and Clear	12.3%	14.5%	15.6%
Renter Occupied	39.1%	26.9%	27.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,322	19,985	46,542
Housing Units Inside Urbanized Area	100.0%	99.5%	97.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.5%	2.4%

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.	Old and Newcomers (8F)	Professional Pride (1B)	Old and Newcomers (8F)
2.	Set to Impress (11D)	Old and Newcomers (8F)	Soccer Moms (4A)
3.	Rustbelt Traditions (5D)	Bright Young Professionals	Savvy Suburbanites (1D)
2016 Consumer Spending			
Apparel & Services: Total \$	\$5,743,578	\$46,425,094	\$110,664,370
Average Spent	\$1,815.86	\$2,348.14	\$2,462.93
Spending Potential Index	90	117	122
Education: Total \$	\$4,089,618	\$33,480,329	\$80,600,386
Average Spent	\$1,292.96	\$1,693.41	\$1,793.83
Spending Potential Index	91	120	127
Entertainment/Recreation: Total \$	\$8,157,831	\$67,179,448	\$160,633,313
Average Spent	\$2,579.14	\$3,397.88	\$3,575.03
Spending Potential Index	88	117	123
Food at Home: Total \$	\$14,425,367	\$113,617,100	\$270,468,353
Average Spent	\$4,560.66	\$5,746.65	\$6,019.50
Spending Potential Index	92	115	121
Food Away from Home: Total \$	\$8,868,285	\$71,719,540	\$170,626,107
Average Spent	\$2,803.76	\$3,627.51	\$3,797.43
Spending Potential Index	91	117	123
Health Care: Total \$	\$14,670,114	\$120,586,656	\$289,636,314
Average Spent	\$4,638.04	\$6,099.17	\$6,446.10
Spending Potential Index	88	115	122
HH Furnishings & Equipment: Total \$	\$4,979,339	\$41,151,528	\$98,308,471
Average Spent	\$1,574.25	\$2,081.41	\$2,187.94
Spending Potential Index	89	118	124
Personal Care Products & Services: Total \$	\$2,070,522	\$16,912,037	\$40,554,888
Average Spent	\$654.61	\$855.40	\$902.58
Spending Potential Index	89	117	123
Shelter: Total \$	\$45,131,991	\$361,080,416	\$863,555,966
Average Spent	\$14,268.73	\$18,263.13	\$19,219.17
Spending Potential Index	92	117	123
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,454,503	\$53,765,224	\$129,979,547
Average Spent	\$2,040.63	\$2,719.40	\$2,892.81
Spending Potential Index	88	117	125
Travel: Total \$	\$5,043,424	\$43,664,458	\$105,303,993
Average Spent	\$1,594.51	\$2,208.51	\$2,343.63
Spending Potential Index	86	119	126
Vehicle Maintenance & Repairs: Total \$	\$2,922,538	\$23,797,931	\$56,806,967
Average Spent	\$923.98	\$1,203.68	\$1,264.29
Spending Potential Index	89	116	122

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.

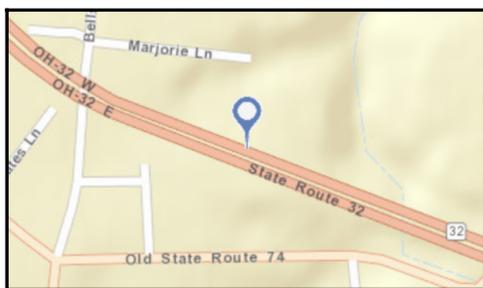
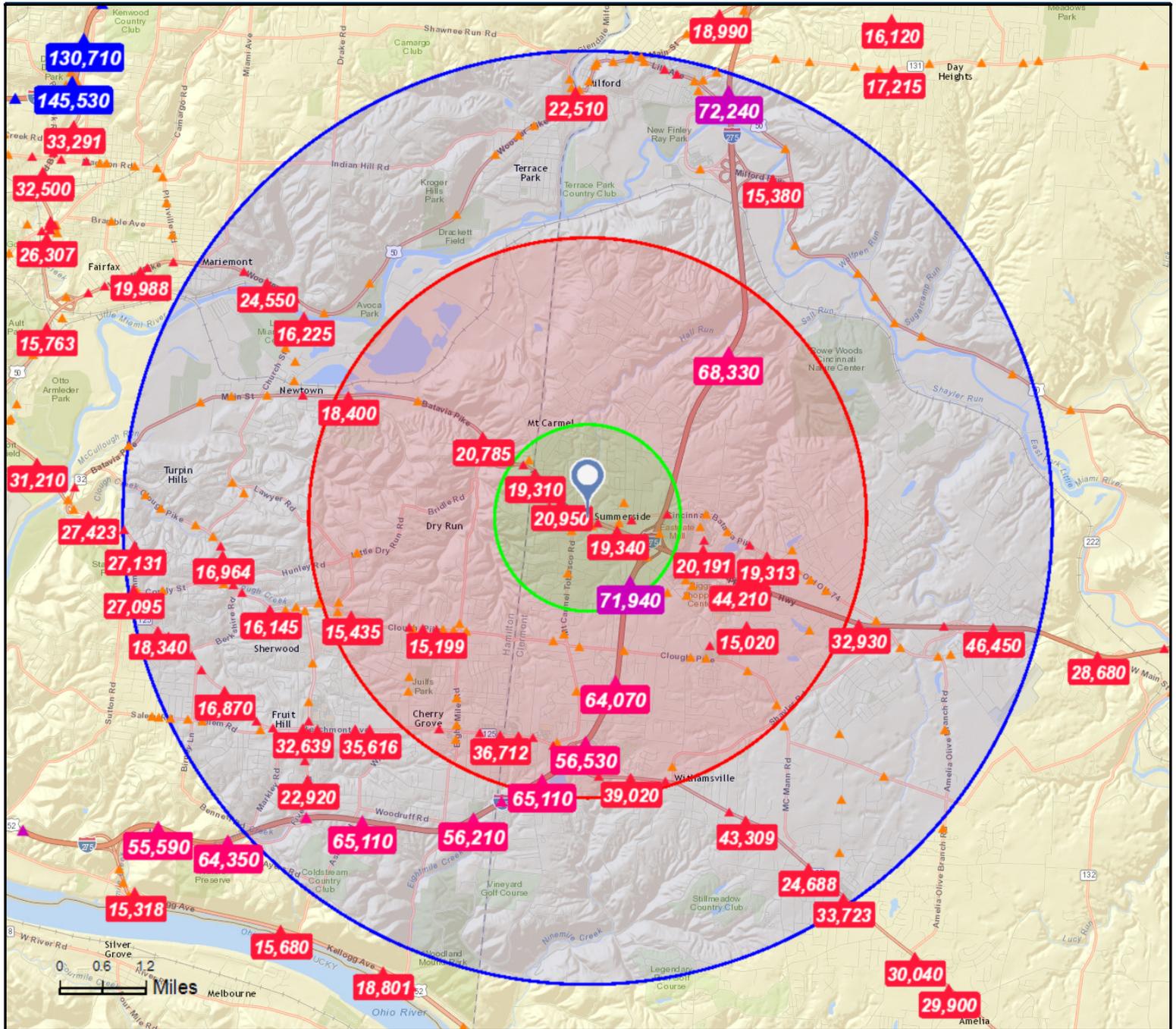
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

Mt. Carmel Area
 654 STHY 32, Cincinnati, OH, 45244
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.10552
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- 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

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.10552
Longitude: -84.29619

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	234	1,876	4,301
Total Employees:	2,584	29,440	58,805
Total Residential Population:	7,417	51,605	112,788
Employee/Residential Population Ratio:	0.35:1	0.57:1	0.52:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	8	3.4%	49	1.9%	47	2.5%	381	1.3%	128	3.0%	846	1.4%
Construction	22	9.4%	145	5.6%	161	8.6%	1,045	3.5%	384	8.9%	2,653	4.5%
Manufacturing	11	4.7%	330	12.8%	46	2.5%	1,177	4.0%	163	3.8%	4,606	7.8%
Transportation	6	2.6%	26	1.0%	34	1.8%	189	0.6%	73	1.7%	570	1.0%
Communication	0	0.0%	0	0.0%	17	0.9%	95	0.3%	29	0.7%	160	0.3%
Utility	0	0.0%	0	0.0%	2	0.1%	13	0.0%	10	0.2%	101	0.2%
Wholesale Trade	7	3.0%	37	1.4%	68	3.6%	1,410	4.8%	161	3.7%	2,766	4.7%
Retail Trade Summary	34	14.5%	365	14.1%	473	25.2%	9,251	31.4%	953	22.2%	15,990	27.2%
Home Improvement	3	1.3%	20	0.8%	21	1.1%	501	1.7%	50	1.2%	908	1.5%
General Merchandise Stores	0	0.0%	3	0.1%	19	1.0%	1,740	5.9%	36	0.8%	2,394	4.1%
Food Stores	3	1.3%	122	4.7%	38	2.0%	954	3.2%	89	2.1%	1,729	2.9%
Auto Dealers, Gas Stations, Auto Aftermarket	8	3.4%	70	2.7%	61	3.3%	955	3.2%	107	2.5%	1,680	2.9%
Apparel & Accessory Stores	0	0.0%	0	0.0%	39	2.1%	405	1.4%	58	1.3%	507	0.9%
Furniture & Home Furnishings	4	1.7%	27	1.0%	43	2.3%	445	1.5%	87	2.0%	788	1.3%
Eating & Drinking Places	7	3.0%	91	3.5%	128	6.8%	3,018	10.3%	264	6.1%	5,775	9.8%
Miscellaneous Retail	7	3.0%	32	1.2%	125	6.7%	1,233	4.2%	262	6.1%	2,209	3.8%
Finance, Insurance, Real Estate Summary	31	13.2%	85	3.3%	232	12.4%	1,168	4.0%	557	13.0%	3,568	6.1%
Banks, Savings & Lending Institutions	8	3.4%	6	0.2%	96	5.1%	328	1.1%	210	4.9%	691	1.2%
Securities Brokers	3	1.3%	12	0.5%	14	0.7%	40	0.1%	46	1.1%	186	0.3%
Insurance Carriers & Agents	6	2.6%	17	0.7%	40	2.1%	240	0.8%	112	2.6%	1,338	2.3%
Real Estate, Holding, Other Investment Offices	13	5.6%	50	1.9%	82	4.4%	560	1.9%	189	4.4%	1,353	2.3%
Services Summary	106	45.3%	1,492	57.7%	692	36.9%	14,215	48.3%	1,575	36.6%	26,470	45.0%
Hotels & Lodging	0	0.0%	0	0.0%	7	0.4%	203	0.7%	12	0.3%	257	0.4%
Automotive Services	14	6.0%	64	2.5%	59	3.1%	319	1.1%	119	2.8%	618	1.1%
Motion Pictures & Amusements	14	6.0%	124	4.8%	63	3.4%	559	1.9%	127	3.0%	1,248	2.1%
Health Services	15	6.4%	270	10.4%	105	5.6%	1,652	5.6%	266	6.2%	5,530	9.4%
Legal Services	2	0.9%	20	0.8%	27	1.4%	158	0.5%	52	1.2%	257	0.4%
Education Institutions & Libraries	6	2.6%	275	10.6%	37	2.0%	1,436	4.9%	87	2.0%	3,285	5.6%
Other Services	55	23.5%	737	28.5%	394	21.0%	9,889	33.6%	911	21.2%	15,276	26.0%
Government	1	0.4%	55	2.1%	19	1.0%	472	1.6%	58	1.3%	964	1.6%
Unclassified Establishments	10	4.3%	0	0.0%	86	4.6%	25	0.1%	210	4.9%	110	0.2%
Totals	234	100.0%	2,584	100.0%	1,876	100.0%	29,440	100.0%	4,301	100.0%	58,805	100.0%

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

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.10552
Longitude: -84.29619

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%	1	0.1%	4	0.0%	5	0.1%	27	0.0%
Mining	0	0.0%	1	0.0%	1	0.1%	9	0.0%	4	0.1%	39	0.1%
Utilities	0	0.0%	0	0.0%	1	0.1%	5	0.0%	3	0.1%	10	0.0%
Construction	25	10.7%	162	6.3%	170	9.1%	1,091	3.7%	407	9.5%	2,756	4.7%
Manufacturing	12	5.1%	333	12.9%	51	2.7%	1,150	3.9%	177	4.1%	4,582	7.8%
Wholesale Trade	7	3.0%	37	1.4%	66	3.5%	1,403	4.8%	158	3.7%	2,728	4.6%
Retail Trade	24	10.3%	264	10.2%	334	17.8%	6,148	20.9%	657	15.3%	9,952	16.9%
Motor Vehicle & Parts Dealers	5	2.1%	51	2.0%	45	2.4%	895	3.0%	82	1.9%	1,585	2.7%
Furniture & Home Furnishings Stores	1	0.4%	2	0.1%	23	1.2%	178	0.6%	34	0.8%	233	0.4%
Electronics & Appliance Stores	3	1.3%	24	0.9%	20	1.1%	264	0.9%	48	1.1%	518	0.9%
Bldg Material & Garden Equipment & Supplies Dealers	3	1.3%	20	0.8%	21	1.1%	501	1.7%	49	1.1%	906	1.5%
Food & Beverage Stores	4	1.7%	121	4.7%	28	1.5%	899	3.1%	64	1.5%	1,563	2.7%
Health & Personal Care Stores	1	0.4%	10	0.4%	32	1.7%	486	1.7%	64	1.5%	901	1.5%
Gasoline Stations	3	1.3%	19	0.7%	16	0.9%	59	0.2%	25	0.6%	94	0.2%
Clothing & Clothing Accessories Stores	0	0.0%	2	0.1%	54	2.9%	493	1.7%	82	1.9%	637	1.1%
Sport Goods, Hobby, Book, & Music Stores	1	0.4%	3	0.1%	24	1.3%	280	1.0%	52	1.2%	414	0.7%
General Merchandise Stores	0	0.0%	3	0.1%	19	1.0%	1,740	5.9%	36	0.8%	2,394	4.1%
Miscellaneous Store Retailers	3	1.3%	9	0.3%	47	2.5%	334	1.1%	107	2.5%	646	1.1%
Nonstore Retailers	0	0.0%	0	0.0%	4	0.2%	18	0.1%	15	0.3%	61	0.1%
Transportation & Warehousing	6	2.6%	30	1.2%	28	1.5%	140	0.5%	58	1.3%	420	0.7%
Information	1	0.4%	4	0.2%	34	1.8%	385	1.3%	73	1.7%	1,335	2.3%
Finance & Insurance	19	8.1%	39	1.5%	151	8.0%	612	2.1%	369	8.6%	2,220	3.8%
Central Bank/Credit Intermediation & Related Activities	9	3.8%	10	0.4%	97	5.2%	333	1.1%	211	4.9%	696	1.2%
Securities, Commodity Contracts & Other Financial	3	1.3%	12	0.5%	14	0.7%	40	0.1%	46	1.1%	186	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	6	2.6%	17	0.7%	40	2.1%	240	0.8%	112	2.6%	1,338	2.3%
Real Estate, Rental & Leasing	17	7.3%	57	2.2%	108	5.8%	612	2.1%	238	5.5%	1,473	2.5%
Professional, Scientific & Tech Services	23	9.8%	149	5.8%	187	10.0%	7,860	26.7%	399	9.3%	9,915	16.9%
Legal Services	2	0.9%	21	0.8%	32	1.7%	184	0.6%	60	1.4%	313	0.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	0.1%	8	0.0%
Administrative & Support & Waste Management & Remediation	8	3.4%	23	0.9%	93	5.0%	534	1.8%	235	5.5%	1,612	2.7%
Educational Services	9	3.8%	288	11.1%	47	2.5%	1,493	5.1%	107	2.5%	3,542	6.0%
Health Care & Social Assistance	21	9.0%	754	29.2%	139	7.4%	2,626	8.9%	330	7.7%	7,079	12.0%
Arts, Entertainment & Recreation	9	3.8%	114	4.4%	43	2.3%	529	1.8%	78	1.8%	1,100	1.9%
Accommodation & Food Services	7	3.0%	91	3.5%	138	7.4%	3,247	11.0%	286	6.6%	6,114	10.4%
Accommodation	0	0.0%	0	0.0%	7	0.4%	203	0.7%	12	0.3%	257	0.4%
Food Services & Drinking Places	7	3.0%	91	3.5%	131	7.0%	3,045	10.3%	273	6.3%	5,857	10.0%
Other Services (except Public Administration)	34	14.5%	182	7.0%	181	9.6%	1,093	3.7%	447	10.4%	2,818	4.8%
Automotive Repair & Maintenance	12	5.1%	56	2.2%	42	2.2%	255	0.9%	92	2.1%	522	0.9%
Public Administration	1	0.4%	55	2.1%	19	1.0%	472	1.6%	58	1.3%	964	1.6%
Unclassified Establishments	10	4.3%	0	0.0%	86	4.6%	25	0.1%	210	4.9%	110	0.2%
Total	234	100.0%	2,584	100.0%	1,876	100.0%	29,440	100.0%	4,301	100.0%	58,805	100.0%

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

Summary Demographics

2016 Population	7,417
2016 Households	3,163
2016 Median Disposable Income	\$42,470
2016 Per Capita Income	\$28,379

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	\$107,908,200	\$59,605,273	\$48,302,927	28.8	29
Total Retail Trade	44-45	\$97,926,841	\$57,858,185	\$40,068,656	25.7	22
Total Food & Drink	722	\$9,981,359	\$1,747,088	\$8,234,271	70.2	7

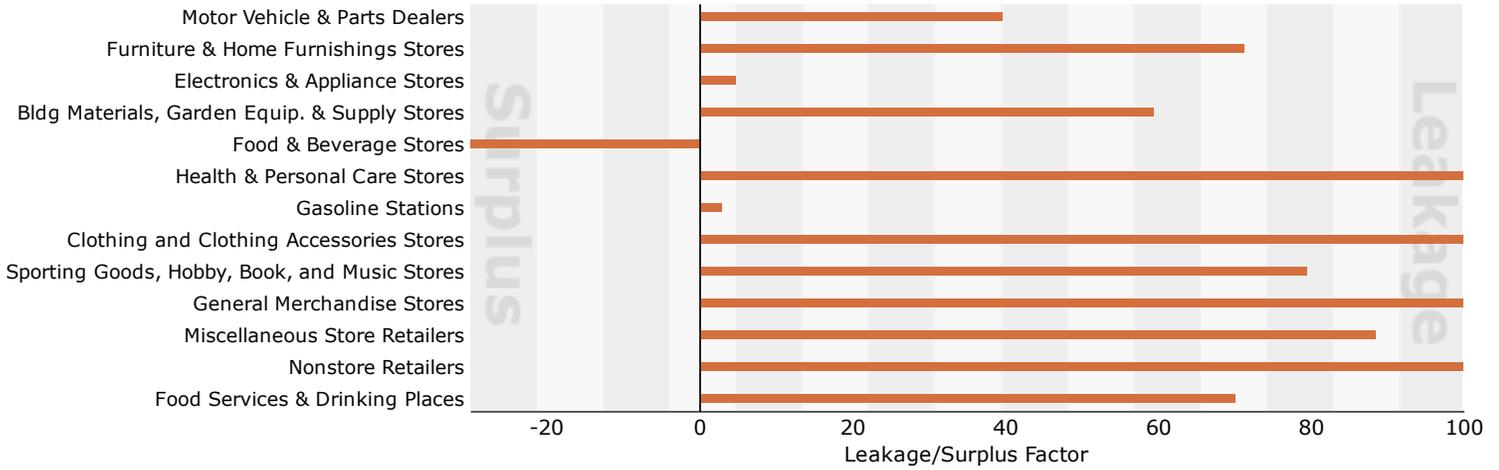
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$21,795,211	\$9,417,766	\$12,377,445	39.7	6
Automobile Dealers	4411	\$17,864,487	\$950,649	\$16,913,838	89.9	1
Other Motor Vehicle Dealers	4412	\$2,285,370	\$5,776,959	-\$3,491,589	-43.3	1
Auto Parts, Accessories & Tire Stores	4413	\$1,645,353	\$2,690,158	-\$1,044,805	-24.1	4
Furniture & Home Furnishings Stores	442	\$2,560,462	\$428,982	\$2,131,480	71.3	1
Furniture Stores	4421	\$1,668,691	\$0	\$1,668,691	100.0	0
Home Furnishings Stores	4422	\$891,771	\$369,946	\$521,825	41.4	1
Electronics & Appliance Stores	443	\$5,429,184	\$4,940,586	\$488,598	4.7	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,410,080	\$1,119,755	\$3,290,325	59.5	2
Bldg Material & Supplies Dealers	4441	\$3,779,500	\$927,676	\$2,851,824	60.6	2
Lawn & Garden Equip & Supply Stores	4442	\$630,580	\$0	\$630,580	100.0	0
Food & Beverage Stores	445	\$18,028,760	\$33,520,491	-\$15,491,731	-30.1	5
Grocery Stores	4451	\$16,626,583	\$32,566,235	-\$15,939,652	-32.4	3
Specialty Food Stores	4452	\$873,389	\$0	\$873,389	100.0	0
Beer, Wine & Liquor Stores	4453	\$528,788	\$872,296	-\$343,508	-24.5	1
Health & Personal Care Stores	446,4461	\$7,259,504	\$0	\$7,259,504	100.0	0
Gasoline Stations	447,4471	\$6,955,488	\$6,548,462	\$407,026	3.0	2
Clothing & Clothing Accessories Stores	448	\$4,367,262	\$0	\$4,367,262	100.0	0
Clothing Stores	4481	\$2,787,264	\$0	\$2,787,264	100.0	0
Shoe Stores	4482	\$542,464	\$0	\$542,464	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,037,534	\$0	\$1,037,534	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$3,125,961	\$358,614	\$2,767,347	79.4	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,490,669	\$358,614	\$2,132,055	74.8	1
Book, Periodical & Music Stores	4512	\$635,292	\$0	\$635,292	100.0	0
General Merchandise Stores	452	\$17,956,979	\$0	\$17,956,979	100.0	0
Department Stores Excluding Leased Depts.	4521	\$14,125,666	\$0	\$14,125,666	100.0	0
Other General Merchandise Stores	4529	\$3,831,313	\$0	\$3,831,313	100.0	0
Miscellaneous Store Retailers	453	\$4,555,047	\$276,769	\$4,278,278	88.5	1
Florists	4531	\$175,275	\$0	\$175,275	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,056,122	\$0	\$1,056,122	100.0	0
Used Merchandise Stores	4533	\$688,778	\$110,141	\$578,637	72.4	1
Other Miscellaneous Store Retailers	4539	\$2,634,872	\$0	\$2,634,872	100.0	0
Nonstore Retailers	454	\$1,482,903	\$0	\$1,482,903	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$838,458	\$0	\$838,458	100.0	0
Vending Machine Operators	4542	\$160,239	\$0	\$160,239	100.0	0
Direct Selling Establishments	4543	\$484,206	\$0	\$484,206	100.0	0
Food Services & Drinking Places	722	\$9,981,359	\$1,747,088	\$8,234,271	70.2	7
Full-Service Restaurants	7221	\$4,963,593	\$944,431	\$4,019,162	68.0	4
Limited-Service Eating Places	7222	\$4,437,273	\$0	\$4,437,273	100.0	0
Special Food Services	7223	\$254,422	\$119,607	\$134,815	36.0	1
Drinking Places - Alcoholic Beverages	7224	\$326,070	\$583,063	-\$256,993	-28.3	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.

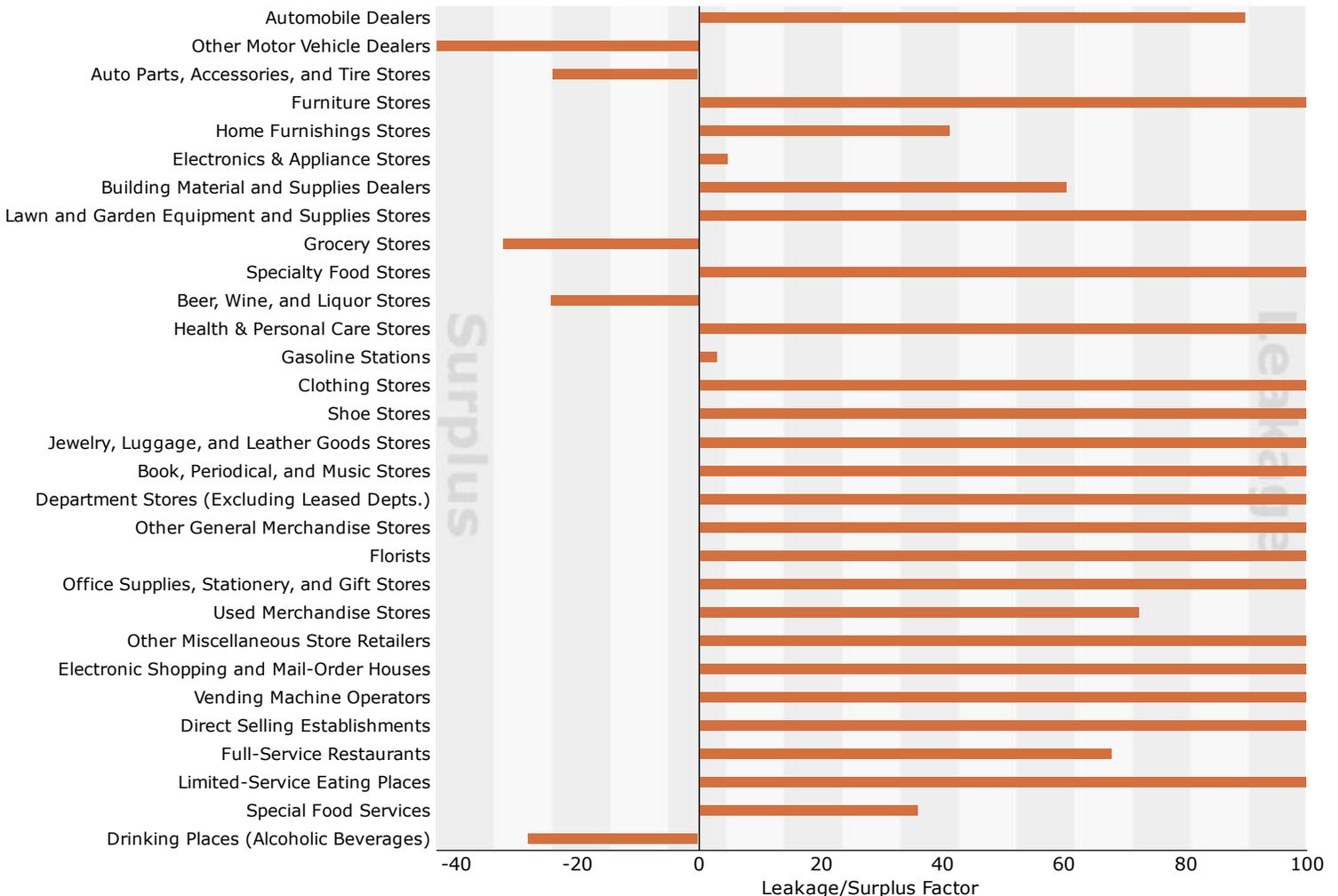
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.10552
Longitude: -84.29619

Summary Demographics

2016 Population	51,605
2016 Households	19,771
2016 Median Disposable Income	\$54,413
2016 Per Capita Income	\$34,599

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	\$911,227,025	\$1,284,323,224	-\$373,096,199	-17.0	464
Total Retail Trade	44-45	\$826,797,792	\$1,187,600,042	-\$360,802,250	-17.9	335
Total Food & Drink	722	\$84,429,233	\$96,723,182	-\$12,293,949	-6.8	129

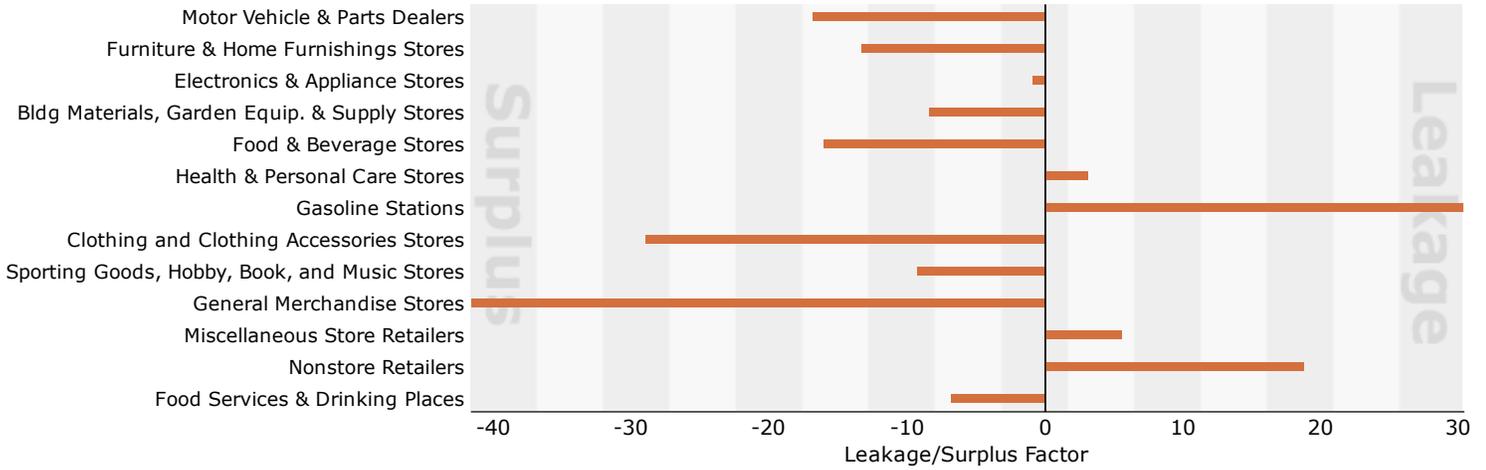
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$187,602,665	\$264,104,357	-\$76,501,692	-16.9	42
Automobile Dealers	4411	\$152,878,600	\$217,058,547	-\$64,179,947	-17.3	22
Other Motor Vehicle Dealers	4412	\$20,856,236	\$33,540,076	-\$12,683,840	-23.3	4
Auto Parts, Accessories & Tire Stores	4413	\$13,867,829	\$13,505,734	\$362,095	1.3	17
Furniture & Home Furnishings Stores	442	\$22,195,132	\$28,973,872	-\$6,778,740	-13.2	23
Furniture Stores	4421	\$14,445,734	\$21,065,896	-\$6,620,162	-18.6	14
Home Furnishings Stores	4422	\$7,749,398	\$7,907,976	-\$158,578	-1.0	9
Electronics & Appliance Stores	443	\$46,149,855	\$46,999,554	-\$849,699	-0.9	22
Bldg Materials, Garden Equip. & Supply Stores	444	\$39,658,942	\$46,947,773	-\$7,288,831	-8.4	20
Bldg Material & Supplies Dealers	4441	\$34,140,049	\$41,941,986	-\$7,801,937	-10.3	14
Lawn & Garden Equip & Supply Stores	4442	\$5,518,893	\$5,005,788	\$513,105	4.9	5
Food & Beverage Stores	445	\$147,624,750	\$204,164,676	-\$56,539,926	-16.1	29
Grocery Stores	4451	\$136,134,795	\$192,880,931	-\$56,746,136	-17.2	19
Specialty Food Stores	4452	\$7,148,219	\$2,906,461	\$4,241,758	42.2	6
Beer, Wine & Liquor Stores	4453	\$4,341,736	\$8,377,285	-\$4,035,549	-31.7	4
Health & Personal Care Stores	446,4461	\$60,531,997	\$56,849,618	\$3,682,379	3.1	25
Gasoline Stations	447,4471	\$57,335,622	\$30,566,592	\$26,769,030	30.5	16
Clothing & Clothing Accessories Stores	448	\$36,925,498	\$67,089,652	-\$30,164,154	-29.0	57
Clothing Stores	4481	\$23,335,015	\$40,394,530	-\$17,059,515	-26.8	31
Shoe Stores	4482	\$4,457,778	\$12,728,574	-\$8,270,796	-48.1	13
Jewelry, Luggage & Leather Goods Stores	4483	\$9,132,705	\$13,966,548	-\$4,833,843	-20.9	14
Sporting Goods, Hobby, Book & Music Stores	451	\$27,156,664	\$32,751,924	-\$5,595,260	-9.3	27
Sporting Goods/Hobby/Musical Instr Stores	4511	\$21,903,454	\$29,053,627	-\$7,150,173	-14.0	23
Book, Periodical & Music Stores	4512	\$5,253,211	\$3,698,297	\$1,554,914	17.4	4
General Merchandise Stores	452	\$150,889,734	\$366,498,662	-\$215,608,928	-41.7	20
Department Stores Excluding Leased Depts.	4521	\$119,224,794	\$270,921,442	-\$151,696,648	-38.9	9
Other General Merchandise Stores	4529	\$31,664,940	\$95,577,220	-\$63,912,280	-50.2	11
Miscellaneous Store Retailers	453	\$38,256,354	\$34,146,745	\$4,109,609	5.7	51
Florists	4531	\$1,562,253	\$1,357,552	\$204,701	7.0	6
Office Supplies, Stationery & Gift Stores	4532	\$9,035,084	\$10,989,771	-\$1,954,687	-9.8	17
Used Merchandise Stores	4533	\$5,750,261	\$4,324,107	\$1,426,154	14.2	11
Other Miscellaneous Store Retailers	4539	\$21,908,757	\$17,475,316	\$4,433,441	11.3	17
Nonstore Retailers	454	\$12,470,578	\$8,506,617	\$3,963,961	18.9	3
Electronic Shopping & Mail-Order Houses	4541	\$7,126,093	\$8,497,254	-\$1,371,161	-8.8	3
Vending Machine Operators	4542	\$1,315,804	\$0	\$1,315,804	100.0	0
Direct Selling Establishments	4543	\$4,028,681	\$0	\$4,028,681	100.0	0
Food Services & Drinking Places	722	\$84,429,233	\$96,723,182	-\$12,293,949	-6.8	129
Full-Service Restaurants	7221	\$42,119,962	\$26,983,701	\$15,136,261	21.9	57
Limited-Service Eating Places	7222	\$37,404,384	\$67,708,814	-\$30,304,430	-28.8	61
Special Food Services	7223	\$2,256,891	\$396,252	\$1,860,639	70.1	3
Drinking Places - Alcoholic Beverages	7224	\$2,647,996	\$1,634,415	\$1,013,581	23.7	7

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.

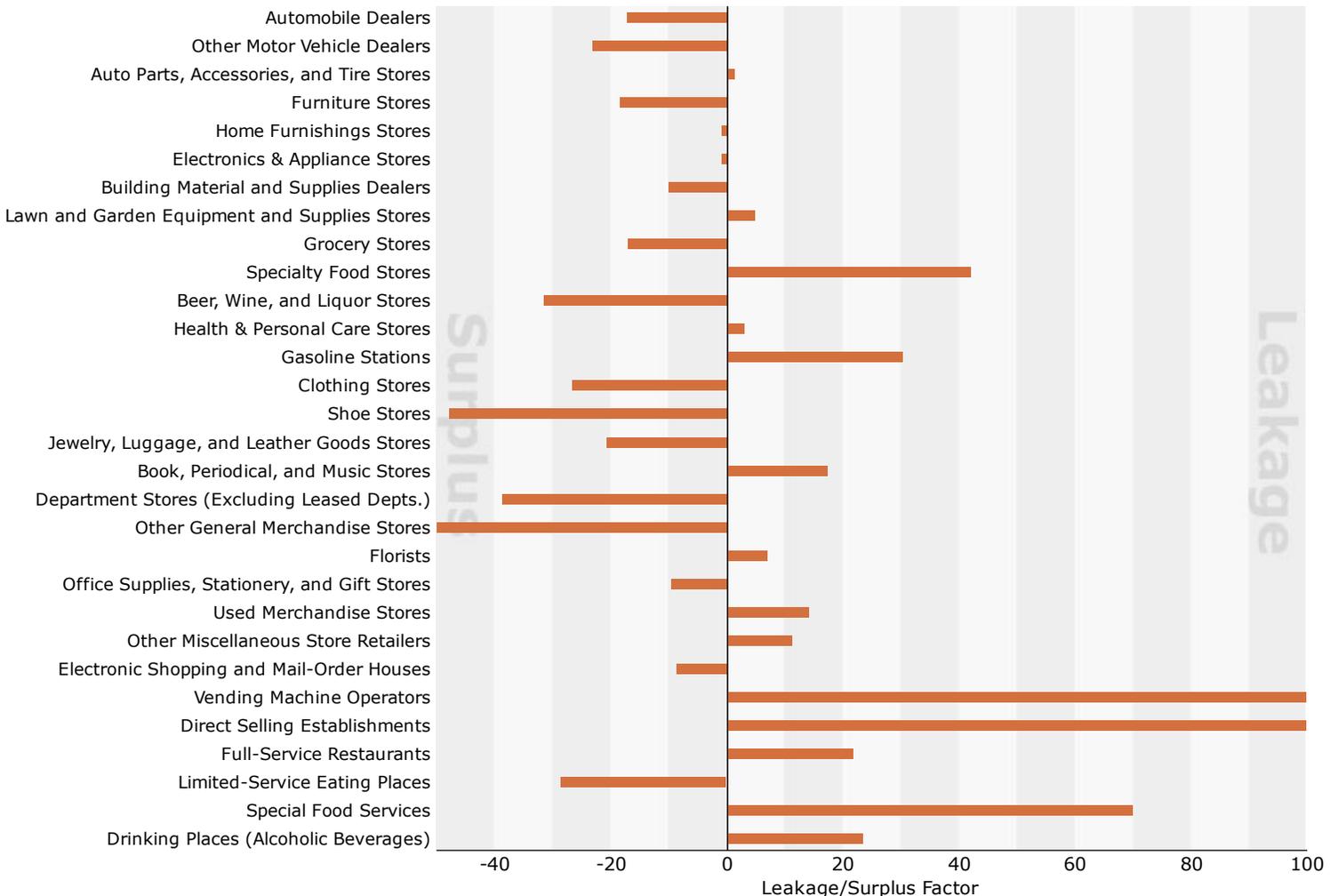
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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



Summary Demographics

2016 Population	112,788
2016 Households	44,932
2016 Median Disposable Income	\$55,047
2016 Per Capita Income	\$37,918

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	\$2,197,523,075	\$2,146,068,924	\$51,454,151	1.2	915
Total Retail Trade	44-45	\$1,993,556,216	\$1,957,790,259	\$35,765,957	0.9	657
Total Food & Drink	722	\$203,966,859	\$188,278,665	\$15,688,194	4.0	258

Industry Group

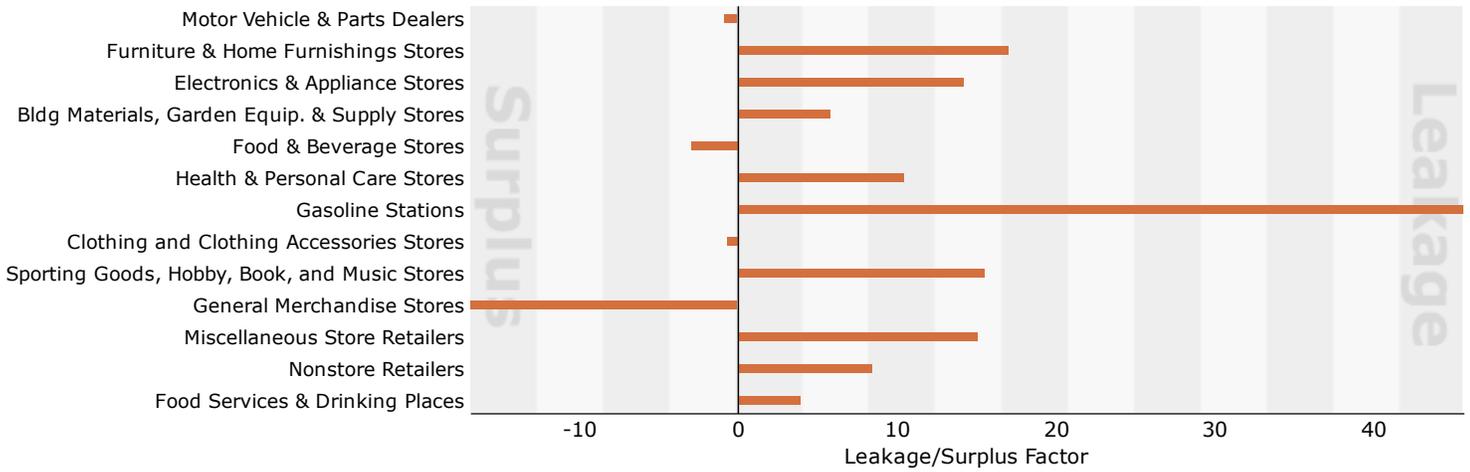
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$450,858,066	\$459,168,533	-\$8,310,467	-0.9	78
Automobile Dealers	4411	\$366,496,201	\$351,742,331	\$14,753,870	2.1	44
Other Motor Vehicle Dealers	4412	\$50,747,452	\$87,098,823	-\$36,351,371	-26.4	9
Auto Parts, Accessories & Tire Stores	4413	\$33,614,413	\$20,327,378	\$13,287,035	24.6	26
Furniture & Home Furnishings Stores	442	\$53,472,906	\$37,873,655	\$15,599,251	17.1	35
Furniture Stores	4421	\$34,687,724	\$25,667,297	\$9,020,427	14.9	21
Home Furnishings Stores	4422	\$18,785,182	\$12,206,358	\$6,578,824	21.2	15
Electronics & Appliance Stores	443	\$111,526,057	\$83,656,113	\$27,869,944	14.3	46
Bldg Materials, Garden Equip. & Supply Stores	444	\$98,429,641	\$87,620,752	\$10,808,889	5.8	42
Bldg Material & Supplies Dealers	4441	\$84,951,899	\$72,410,856	\$12,541,043	8.0	29
Lawn & Garden Equip & Supply Stores	4442	\$13,477,742	\$15,209,896	-\$1,732,154	-6.0	14
Food & Beverage Stores	445	\$355,191,332	\$376,979,625	-\$21,788,293	-3.0	70
Grocery Stores	4451	\$327,500,572	\$345,396,885	-\$17,896,313	-2.7	43
Specialty Food Stores	4452	\$17,184,119	\$12,522,134	\$4,661,985	15.7	17
Beer, Wine & Liquor Stores	4453	\$10,506,641	\$19,060,606	-\$8,553,965	-28.9	10
Health & Personal Care Stores	446,4461	\$146,748,537	\$118,838,875	\$27,909,662	10.5	54
Gasoline Stations	447,4471	\$137,092,049	\$51,108,764	\$85,983,285	45.7	28
Clothing & Clothing Accessories Stores	448	\$89,115,753	\$90,465,938	-\$1,350,185	-0.8	84
Clothing Stores	4481	\$56,239,342	\$49,720,191	\$6,519,151	6.2	45
Shoe Stores	4482	\$10,664,468	\$15,535,640	-\$4,871,172	-18.6	16
Jewelry, Luggage & Leather Goods Stores	4483	\$22,211,943	\$25,210,107	-\$2,998,164	-6.3	23
Sporting Goods, Hobby, Book & Music Stores	451	\$65,300,878	\$47,776,095	\$17,524,783	15.5	53
Sporting Goods/Hobby/Musical Instr Stores	4511	\$52,686,513	\$43,750,520	\$8,935,993	9.3	48
Book, Periodical & Music Stores	4512	\$12,614,365	\$4,025,575	\$8,588,790	51.6	5
General Merchandise Stores	452	\$363,031,443	\$510,483,408	-\$147,451,965	-16.9	38
Department Stores Excluding Leased Depts.	4521	\$286,874,338	\$397,231,215	-\$110,356,877	-16.1	15
Other General Merchandise Stores	4529	\$76,157,105	\$113,252,194	-\$37,095,089	-19.6	23
Miscellaneous Store Retailers	453	\$92,326,816	\$68,108,159	\$24,218,657	15.1	115
Florists	4531	\$3,848,159	\$2,458,566	\$1,389,593	22.0	13
Office Supplies, Stationery & Gift Stores	4532	\$21,838,849	\$19,994,918	\$1,843,931	4.4	30
Used Merchandise Stores	4533	\$13,841,441	\$7,652,265	\$6,189,176	28.8	24
Other Miscellaneous Store Retailers	4539	\$52,798,367	\$38,002,411	\$14,795,956	16.3	48
Nonstore Retailers	454	\$30,462,738	\$25,710,342	\$4,752,396	8.5	13
Electronic Shopping & Mail-Order Houses	4541	\$17,269,696	\$24,952,085	-\$7,682,389	-18.2	10
Vending Machine Operators	4542	\$3,163,782	\$70,119	\$3,093,663	95.7	1
Direct Selling Establishments	4543	\$10,029,260	\$688,138	\$9,341,122	87.2	2
Food Services & Drinking Places	722	\$203,966,859	\$188,278,665	\$15,688,194	4.0	258
Full-Service Restaurants	7221	\$101,906,633	\$76,413,907	\$25,492,726	14.3	131
Limited-Service Eating Places	7222	\$90,213,021	\$108,594,724	-\$18,381,703	-9.2	109
Special Food Services	7223	\$5,425,997	\$1,071,233	\$4,354,764	67.0	5
Drinking Places - Alcoholic Beverages	7224	\$6,421,208	\$2,198,800	\$4,222,408	49.0	12

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.

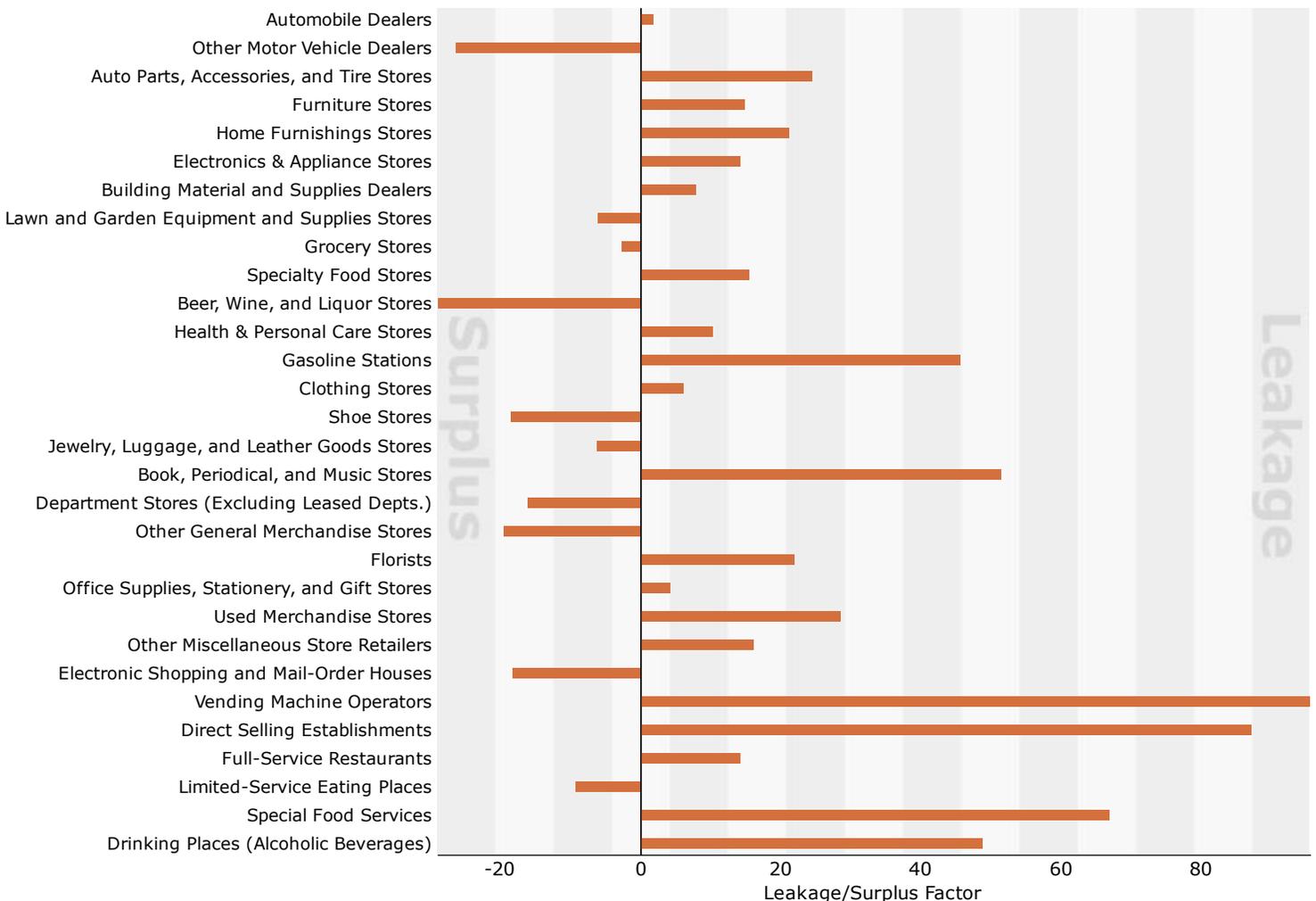
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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

Retail Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.10552
Longitude: -84.29619

Demographic Summary		2016	2021
Population		7,417	7,599
Population 18+		5,659	5,807
Households		3,163	3,256
Median Household Income		\$51,602	\$59,487

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,732	48.3%	102
Bought any women's clothing in last 12 months	2,499	44.2%	101
Bought clothing for child <13 years in last 6 months	1,442	25.5%	92
Bought any shoes in last 12 months	2,973	52.5%	97
Bought costume jewelry in last 12 months	1,125	19.9%	102
Bought any fine jewelry in last 12 months	1,027	18.1%	99
Bought a watch in last 12 months	587	10.4%	94
Automobiles (Households)			
HH owns/leases any vehicle	2,756	87.1%	102
HH bought/leased new vehicle last 12 mo	264	8.3%	89
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,934	87.2%	102
Bought/changed motor oil in last 12 months	2,880	50.9%	104
Had tune-up in last 12 months	1,711	30.2%	100
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,677	65.0%	99
Drank regular cola in last 6 months	2,590	45.8%	102
Drank beer/ale in last 6 months	2,739	48.4%	114
Cameras (Adults)			
Own digital point & shoot camera	1,601	28.3%	97
Own digital single-lens reflex (SLR) camera	482	8.5%	99
Bought any camera in last 12 months	295	5.2%	91
Printed digital photos in last 12 months	181	3.2%	109
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,191	38.7%	107
Have a smartphone	3,291	58.2%	99
Have a smartphone: Android phone (any brand)	1,652	29.2%	108
Have a smartphone: Apple iPhone	1,317	23.3%	90
Number of cell phones in household: 1	1,243	39.3%	122
Number of cell phones in household: 2	1,164	36.8%	98
Number of cell phones in household: 3+	583	18.4%	72
HH has cell phone only (no landline telephone)	1,587	50.2%	120
Computers (Households)			
HH owns a computer	2,380	75.2%	98
HH owns desktop computer	1,302	41.2%	91
HH owns laptop/notebook	1,727	54.6%	101
HH owns any Apple/Mac brand computer	437	13.8%	92
HH owns any PC/non-Apple brand computer	2,100	66.4%	98
HH purchased most recent computer in a store	1,156	36.5%	97
HH purchased most recent computer online	393	12.4%	95
Spent <\$500 on most recent home computer	472	14.9%	103
Spent \$500-\$999 on most recent home computer	618	19.5%	102
Spent \$1,000-\$1,499 on most recent home computer	263	8.3%	88
Spent \$1,500-\$1,999 on most recent home computer	123	3.9%	85
Spent \$2,000+ on most recent home computer	115	3.6%	93

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

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	3,050	53.9%	106
Bought brewed coffee at convenience store in last 30 days	1,031	18.2%	116
Bought cigarettes at convenience store in last 30 days	883	15.6%	125
Bought gas at convenience store in last 30 days	2,048	36.2%	110
Spent at convenience store in last 30 days: <\$20	473	8.4%	103
Spent at convenience store in last 30 days: \$20-\$39	531	9.4%	104
Spent at convenience store in last 30 days: \$40-\$50	475	8.4%	110
Spent at convenience store in last 30 days: \$51-\$99	224	4.0%	89
Spent at convenience store in last 30 days: \$100+	1,470	26.0%	113
Entertainment (Adults)			
Attended a movie in last 6 months	3,348	59.2%	99
Went to live theater in last 12 months	683	12.1%	93
Went to a bar/night club in last 12 months	1,148	20.3%	121
Dined out in last 12 months	2,577	45.5%	102
Gambled at a casino in last 12 months	786	13.9%	101
Visited a theme park in last 12 months	884	15.6%	89
Viewed movie (video-on-demand) in last 30 days	1,007	17.8%	105
Viewed TV show (video-on-demand) in last 30 days	743	13.1%	102
Watched any pay-per-view TV in last 12 months	686	12.1%	92
Downloaded a movie over the Internet in last 30 days	409	7.2%	101
Downloaded any individual song in last 6 months	1,181	20.9%	102
Watched a movie online in the last 30 days	904	16.0%	100
Watched a TV program online in last 30 days	922	16.3%	109
Played a video/electronic game (console) in last 12 months	669	11.8%	113
Played a video/electronic game (portable) in last 12 months	301	5.3%	117
Financial (Adults)			
Have home mortgage (1st)	1,666	29.4%	95
Used ATM/cash machine in last 12 months	2,837	50.1%	102
Own any stock	374	6.6%	86
Own U.S. savings bond	255	4.5%	85
Own shares in mutual fund (stock)	371	6.6%	90
Own shares in mutual fund (bonds)	208	3.7%	76
Have interest checking account	1,591	28.1%	100
Have non-interest checking account	1,664	29.4%	104
Have savings account	3,098	54.7%	101
Have 401K retirement savings plan	752	13.3%	91
Own/used any credit/debit card in last 12 months	4,274	75.5%	101
Avg monthly credit card expenditures: <\$111	690	12.2%	105
Avg monthly credit card expenditures: \$111-\$225	350	6.2%	90
Avg monthly credit card expenditures: \$226-\$450	397	7.0%	111
Avg monthly credit card expenditures: \$451-\$700	273	4.8%	91
Avg monthly credit card expenditures: \$701-\$1,000	181	3.2%	74
Avg monthly credit card expenditures: \$1,001+	441	7.8%	86
Did banking online in last 12 months	2,045	36.1%	101
Did banking on mobile device in last 12 months	806	14.2%	102
Paid bills online in last 12 months	2,499	44.2%	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

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,190	69.2%	100
Used bread in last 6 months	2,965	93.7%	100
Used chicken (fresh or frozen) in last 6 months	2,157	68.2%	99
Used turkey (fresh or frozen) in last 6 months	508	16.1%	101
Used fish/seafood (fresh or frozen) in last 6 months	1,673	52.9%	97
Used fresh fruit/vegetables in last 6 months	2,700	85.4%	100
Used fresh milk in last 6 months	2,763	87.4%	99
Used organic food in last 6 months	605	19.1%	97
Health (Adults)			
Exercise at home 2+ times per week	1,684	29.8%	105
Exercise at club 2+ times per week	741	13.1%	101
Visited a doctor in last 12 months	4,300	76.0%	100
Used vitamin/dietary supplement in last 6 months	3,047	53.8%	102
Home (Households)			
Any home improvement in last 12 months	770	24.3%	91
Used housekeeper/maid/professional HH cleaning service in last 12	393	12.4%	94
Purchased low ticket HH furnishings in last 12 months	499	15.8%	98
Purchased big ticket HH furnishings in last 12 months	673	21.3%	102
Bought any small kitchen appliance in last 12 months	768	24.3%	109
Bought any large kitchen appliance in last 12 months	379	12.0%	94
Insurance (Adults/Households)			
Currently carry life insurance	2,379	42.0%	98
Carry medical/hospital/accident insurance	3,798	67.1%	102
Carry homeowner insurance	2,542	44.9%	95
Carry renter's insurance	608	10.7%	132
Have auto insurance: 1 vehicle in household covered	1,198	37.9%	123
Have auto insurance: 2 vehicles in household covered	832	26.3%	92
Have auto insurance: 3+ vehicles in household covered	537	17.0%	78
Pets (Households)			
Household owns any pet	1,592	50.3%	94
Household owns any cat	758	24.0%	107
Household owns any dog	1,080	34.1%	84
Psychographics (Adults)			
Buying American is important to me	2,478	43.8%	103
Usually buy items on credit rather than wait	687	12.1%	103
Usually buy based on quality - not price	981	17.3%	97
Price is usually more important than brand name	1,496	26.4%	101
Usually use coupons for brands I buy often	1,164	20.6%	109
Am interested in how to help the environment	894	15.8%	97
Usually pay more for environ safe product	774	13.7%	107
Usually value green products over convenience	614	10.8%	103
Likely to buy a brand that supports a charity	1,898	33.5%	96
Reading (Adults)			
Bought digital book in last 12 months	758	13.4%	101
Bought hardcover book in last 12 months	1,193	21.1%	101
Bought paperback book in last 12 month	1,831	32.4%	103
Read any daily newspaper (paper version)	1,539	27.2%	104
Read any digital newspaper in last 30 days	1,910	33.8%	101
Read any magazine (paper/electronic version) in last 6 months	5,229	92.4%	102

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

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.10552
Longitude: -84.29619

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	4,393	77.6%	104
Went to family restaurant/steak house: 4+ times a month	1,641	29.0%	106
Went to fast food/drive-in restaurant in last 6 months	5,204	92.0%	102
Went to fast food/drive-in restaurant 9+ times/mo	2,290	40.5%	103
Fast food/drive-in last 6 months: eat in	2,054	36.3%	100
Fast food/drive-in last 6 months: home delivery	496	8.8%	114
Fast food/drive-in last 6 months: take-out/drive-thru	2,859	50.5%	109
Fast food/drive-in last 6 months: take-out/walk-in	1,048	18.5%	95
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,672	29.5%	93
Own e-reader/tablet: iPad	740	13.1%	85
Own any portable MP3 player	1,697	30.0%	97
HH owns 1 TV	750	23.7%	116
HH owns 2 TVs	890	28.1%	109
HH owns 3 TVs	635	20.1%	94
HH owns 4+ TVs	493	15.6%	83
HH subscribes to cable TV	1,839	58.1%	117
HH subscribes to fiber optic	187	5.9%	78
HH has satellite dish	519	16.4%	65
HH owns DVD/Blu-ray player	1,877	59.3%	98
HH owns camcorder	377	11.9%	85
HH owns portable GPS navigation device	841	26.6%	97
HH purchased video game system in last 12 mos	224	7.1%	89
HH owns Internet video device for TV	179	5.7%	80
Travel (Adults)			
Domestic travel in last 12 months	2,682	47.4%	95
Took 3+ domestic non-business trips in last 12 months	588	10.4%	94
Spent on domestic vacations in last 12 months: <\$1,000	560	9.9%	92
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	324	5.7%	98
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	158	2.8%	78
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	170	3.0%	77
Spent on domestic vacations in last 12 months: \$3,000+	252	4.5%	81
Domestic travel in the 12 months: used general travel website	321	5.7%	84
Foreign travel in last 3 years	1,143	20.2%	84
Took 3+ foreign trips by plane in last 3 years	196	3.5%	77
Spent on foreign vacations in last 12 months: <\$1,000	212	3.7%	90
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	129	2.3%	70
Spent on foreign vacations in last 12 months: \$3,000+	196	3.5%	70
Foreign travel in last 3 years: used general travel website	236	4.2%	75
Nights spent in hotel/motel in last 12 months: any	2,219	39.2%	97
Took cruise of more than one day in last 3 years	356	6.3%	75
Member of any frequent flyer program	732	12.9%	79
Member of any hotel rewards program	739	13.1%	92

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

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.10552
Longitude: -84.29619

Demographic Summary	2016	2021
Population	51,605	53,430
Population 18+	39,063	40,850
Households	19,771	20,515
Median Household Income	\$68,532	\$78,024

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	19,349	49.5%	105
Bought any women's clothing in last 12 months	18,051	46.2%	105
Bought clothing for child <13 years in last 6 months	11,005	28.2%	102
Bought any shoes in last 12 months	21,998	56.3%	105
Bought costume jewelry in last 12 months	8,230	21.1%	108
Bought any fine jewelry in last 12 months	7,361	18.8%	103
Bought a watch in last 12 months	4,536	11.6%	105
Automobiles (Households)			
HH owns/leases any vehicle	17,961	90.8%	106
HH bought/leased new vehicle last 12 mo	2,268	11.5%	122
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	35,388	90.6%	106
Bought/changed motor oil in last 12 months	19,918	51.0%	104
Had tune-up in last 12 months	12,323	31.5%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	25,978	66.5%	102
Drank regular cola in last 6 months	16,925	43.3%	97
Drank beer/ale in last 6 months	18,075	46.3%	109
Cameras (Adults)			
Own digital point & shoot camera	12,815	32.8%	113
Own digital single-lens reflex (SLR) camera	3,993	10.2%	118
Bought any camera in last 12 months	2,314	5.9%	104
Printed digital photos in last 12 months	1,173	3.0%	103
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	14,969	38.3%	106
Have a smartphone	24,692	63.2%	107
Have a smartphone: Android phone (any brand)	10,921	28.0%	104
Have a smartphone: Apple iPhone	11,406	29.2%	113
Number of cell phones in household: 1	5,833	29.5%	92
Number of cell phones in household: 2	7,744	39.2%	105
Number of cell phones in household: 3+	5,427	27.4%	108
HH has cell phone only (no landline telephone)	8,155	41.2%	98
Computers (Households)			
HH owns a computer	16,213	82.0%	107
HH owns desktop computer	9,689	49.0%	108
HH owns laptop/notebook	11,631	58.8%	108
HH owns any Apple/Mac brand computer	3,315	16.8%	112
HH owns any PC/non-Apple brand computer	14,283	72.2%	106
HH purchased most recent computer in a store	8,133	41.1%	109
HH purchased most recent computer online	2,828	14.3%	109
Spent <\$500 on most recent home computer	2,915	14.7%	102
Spent \$500-\$999 on most recent home computer	4,200	21.2%	111
Spent \$1,000-\$1,499 on most recent home computer	2,142	10.8%	114
Spent \$1,500-\$1,999 on most recent home computer	986	5.0%	109
Spent \$2,000+ on most recent home computer	865	4.4%	112

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Retail Market Potential

Mt. Carmel Area
654 STHY 32, Cincinnati, OH, 45244
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.10552
Longitude: -84.29619

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	21,401	54.8%	108
Bought brewed coffee at convenience store in last 30 days	6,604	16.9%	108
Bought cigarettes at convenience store in last 30 days	4,794	12.3%	98
Bought gas at convenience store in last 30 days	14,067	36.0%	109
Spent at convenience store in last 30 days: <\$20	3,500	9.0%	111
Spent at convenience store in last 30 days: \$20-\$39	3,672	9.4%	104
Spent at convenience store in last 30 days: \$40-\$50	3,236	8.3%	109
Spent at convenience store in last 30 days: \$51-\$99	1,677	4.3%	97
Spent at convenience store in last 30 days: \$100+	9,568	24.5%	107
Entertainment (Adults)			
Attended a movie in last 6 months	24,425	62.5%	105
Went to live theater in last 12 months	5,633	14.4%	111
Went to a bar/night club in last 12 months	7,518	19.2%	115
Dined out in last 12 months	19,850	50.8%	113
Gambled at a casino in last 12 months	5,894	15.1%	110
Visited a theme park in last 12 months	7,314	18.7%	106
Viewed movie (video-on-demand) in last 30 days	7,823	20.0%	118
Viewed TV show (video-on-demand) in last 30 days	5,905	15.1%	117
Watched any pay-per-view TV in last 12 months	5,400	13.8%	105
Downloaded a movie over the Internet in last 30 days	2,855	7.3%	102
Downloaded any individual song in last 6 months	8,814	22.6%	111
Watched a movie online in the last 30 days	6,123	15.7%	98
Watched a TV program online in last 30 days	6,177	15.8%	106
Played a video/electronic game (console) in last 12 months	4,181	10.7%	103
Played a video/electronic game (portable) in last 12 months	1,852	4.7%	104
Financial (Adults)			
Have home mortgage (1st)	14,584	37.3%	120
Used ATM/cash machine in last 12 months	21,387	54.8%	112
Own any stock	3,486	8.9%	117
Own U.S. savings bond	2,194	5.6%	106
Own shares in mutual fund (stock)	3,472	8.9%	122
Own shares in mutual fund (bonds)	2,286	5.9%	120
Have interest checking account	12,743	32.6%	116
Have non-interest checking account	11,894	30.4%	108
Have savings account	23,431	60.0%	111
Have 401K retirement savings plan	6,935	17.8%	122
Own/used any credit/debit card in last 12 months	31,049	79.5%	107
Avg monthly credit card expenditures: <\$111	4,752	12.2%	105
Avg monthly credit card expenditures: \$111-\$225	2,621	6.7%	97
Avg monthly credit card expenditures: \$226-\$450	2,875	7.4%	116
Avg monthly credit card expenditures: \$451-\$700	2,324	5.9%	112
Avg monthly credit card expenditures: \$701-\$1,000	1,756	4.5%	104
Avg monthly credit card expenditures: \$1,001+	4,233	10.8%	119
Did banking online in last 12 months	16,521	42.3%	118
Did banking on mobile device in last 12 months	6,518	16.7%	119
Paid bills online in last 12 months	19,297	49.4%	115

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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	14,101	71.3%	103
Used bread in last 6 months	18,721	94.7%	101
Used chicken (fresh or frozen) in last 6 months	13,993	70.8%	103
Used turkey (fresh or frozen) in last 6 months	3,385	17.1%	108
Used fish/seafood (fresh or frozen) in last 6 months	10,829	54.8%	100
Used fresh fruit/vegetables in last 6 months	17,281	87.4%	102
Used fresh milk in last 6 months	17,569	88.9%	101
Used organic food in last 6 months	3,951	20.0%	102
Health (Adults)			
Exercise at home 2+ times per week	12,127	31.0%	109
Exercise at club 2+ times per week	5,935	15.2%	117
Visited a doctor in last 12 months	30,766	78.8%	104
Used vitamin/dietary supplement in last 6 months	21,832	55.9%	106
Home (Households)			
Any home improvement in last 12 months	6,067	30.7%	114
Used housekeeper/maid/professional HH cleaning service in last 12	2,810	14.2%	108
Purchased low ticket HH furnishings in last 12 months	3,480	17.6%	110
Purchased big ticket HH furnishings in last 12 months	4,395	22.2%	106
Bought any small kitchen appliance in last 12 months	4,742	24.0%	108
Bought any large kitchen appliance in last 12 months	2,742	13.9%	109
Insurance (Adults/Households)			
Currently carry life insurance	18,553	47.5%	111
Carry medical/hospital/accident insurance	27,239	69.7%	106
Carry homeowner insurance	21,193	54.3%	115
Carry renter's insurance	3,527	9.0%	111
Have auto insurance: 1 vehicle in household covered	5,781	29.2%	95
Have auto insurance: 2 vehicles in household covered	6,138	31.0%	109
Have auto insurance: 3+ vehicles in household covered	5,017	25.4%	116
Pets (Households)			
Household owns any pet	11,406	57.7%	107
Household owns any cat	4,868	24.6%	110
Household owns any dog	8,442	42.7%	105
Psychographics (Adults)			
Buying American is important to me	16,955	43.4%	102
Usually buy items on credit rather than wait	4,519	11.6%	99
Usually buy based on quality - not price	6,981	17.9%	100
Price is usually more important than brand name	10,223	26.2%	100
Usually use coupons for brands I buy often	7,656	19.6%	104
Am interested in how to help the environment	5,734	14.7%	90
Usually pay more for environ safe product	4,816	12.3%	97
Usually value green products over convenience	3,679	9.4%	90
Likely to buy a brand that supports a charity	13,023	33.3%	96
Reading (Adults)			
Bought digital book in last 12 months	6,072	15.5%	118
Bought hardcover book in last 12 months	8,890	22.8%	109
Bought paperback book in last 12 month	13,267	34.0%	108
Read any daily newspaper (paper version)	10,402	26.6%	102
Read any digital newspaper in last 30 days	14,314	36.6%	110
Read any magazine (paper/electronic version) in last 6 months	36,358	93.1%	103

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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	31,080	79.6%	107
Went to family restaurant/steak house: 4+ times a month	11,924	30.5%	111
Went to fast food/drive-in restaurant in last 6 months	35,989	92.1%	102
Went to fast food/drive-in restaurant 9+ times/mo	16,257	41.6%	105
Fast food/drive-in last 6 months: eat in	15,258	39.1%	107
Fast food/drive-in last 6 months: home delivery	3,116	8.0%	104
Fast food/drive-in last 6 months: take-out/drive-thru	20,189	51.7%	112
Fast food/drive-in last 6 months: take-out/walk-in	7,881	20.2%	104
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	13,881	35.5%	112
Own e-reader/tablet: iPad	6,727	17.2%	112
Own any portable MP3 player	13,542	34.7%	113
HH owns 1 TV	3,683	18.6%	91
HH owns 2 TVs	5,126	25.9%	100
HH owns 3 TVs	4,442	22.5%	105
HH owns 4+ TVs	4,182	21.2%	112
HH subscribes to cable TV	10,384	52.5%	106
HH subscribes to fiber optic	1,819	9.2%	121
HH has satellite dish	4,559	23.1%	91
HH owns DVD/Blu-ray player	12,686	64.2%	106
HH owns camcorder	3,174	16.1%	115
HH owns portable GPS navigation device	6,332	32.0%	117
HH purchased video game system in last 12 mos	1,499	7.6%	96
HH owns Internet video device for TV	1,470	7.4%	105
Travel (Adults)			
Domestic travel in last 12 months	21,851	55.9%	112
Took 3+ domestic non-business trips in last 12 months	5,094	13.0%	117
Spent on domestic vacations in last 12 months: <\$1,000	4,391	11.2%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,546	6.5%	112
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,457	3.7%	104
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,788	4.6%	117
Spent on domestic vacations in last 12 months: \$3,000+	2,755	7.1%	128
Domestic travel in the 12 months: used general travel website	2,883	7.4%	109
Foreign travel in last 3 years	10,181	26.1%	108
Took 3+ foreign trips by plane in last 3 years	1,788	4.6%	102
Spent on foreign vacations in last 12 months: <\$1,000	1,808	4.6%	111
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,230	3.1%	97
Spent on foreign vacations in last 12 months: \$3,000+	2,092	5.4%	108
Foreign travel in last 3 years: used general travel website	2,241	5.7%	103
Nights spent in hotel/motel in last 12 months: any	18,133	46.4%	114
Took cruise of more than one day in last 3 years	3,715	9.5%	113
Member of any frequent flyer program	7,620	19.5%	120
Member of any hotel rewards program	6,956	17.8%	126

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Demographic Summary		2016	2021
Population		112,788	115,684
Population 18+		85,892	89,089
Households		44,932	46,234
Median Household Income		\$69,926	\$79,199

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	42,530	49.5%	105
Bought any women's clothing in last 12 months	39,469	46.0%	105
Bought clothing for child <13 years in last 6 months	23,356	27.2%	99
Bought any shoes in last 12 months	48,180	56.1%	104
Bought costume jewelry in last 12 months	18,164	21.1%	108
Bought any fine jewelry in last 12 months	16,074	18.7%	102
Bought a watch in last 12 months	10,140	11.8%	107
Automobiles (Households)			
HH owns/leases any vehicle	40,787	90.8%	106
HH bought/leased new vehicle last 12 mo	5,099	11.3%	121
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	77,709	90.5%	106
Bought/changed motor oil in last 12 months	43,189	50.3%	102
Had tune-up in last 12 months	27,030	31.5%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	56,697	66.0%	101
Drank regular cola in last 6 months	36,250	42.2%	94
Drank beer/ale in last 6 months	39,997	46.6%	109
Cameras (Adults)			
Own digital point & shoot camera	28,589	33.3%	114
Own digital single-lens reflex (SLR) camera	8,841	10.3%	119
Bought any camera in last 12 months	5,115	6.0%	105
Printed digital photos in last 12 months	2,551	3.0%	102
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	32,432	37.8%	104
Have a smartphone	54,081	63.0%	107
Have a smartphone: Android phone (any brand)	23,430	27.3%	101
Have a smartphone: Apple iPhone	25,754	30.0%	116
Number of cell phones in household: 1	13,376	29.8%	93
Number of cell phones in household: 2	17,610	39.2%	105
Number of cell phones in household: 3+	12,105	26.9%	106
HH has cell phone only (no landline telephone)	17,976	40.0%	95
Computers (Households)			
HH owns a computer	36,947	82.2%	107
HH owns desktop computer	22,086	49.2%	109
HH owns laptop/notebook	26,472	58.9%	109
HH owns any Apple/Mac brand computer	7,764	17.3%	115
HH owns any PC/non-Apple brand computer	32,408	72.1%	106
HH purchased most recent computer in a store	18,431	41.0%	109
HH purchased most recent computer online	6,596	14.7%	112
Spent <\$500 on most recent home computer	6,470	14.4%	99
Spent \$500-\$999 on most recent home computer	9,597	21.4%	112
Spent \$1,000-\$1,499 on most recent home computer	4,983	11.1%	117
Spent \$1,500-\$1,999 on most recent home computer	2,345	5.2%	115
Spent \$2,000+ on most recent home computer	2,019	4.5%	115

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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	46,387	54.0%	106
Bought brewed coffee at convenience store in last 30 days	14,266	16.6%	106
Bought cigarettes at convenience store in last 30 days	10,276	12.0%	96
Bought gas at convenience store in last 30 days	30,352	35.3%	107
Spent at convenience store in last 30 days: <\$20	7,711	9.0%	111
Spent at convenience store in last 30 days: \$20-\$39	8,058	9.4%	104
Spent at convenience store in last 30 days: \$40-\$50	6,865	8.0%	105
Spent at convenience store in last 30 days: \$51-\$99	3,657	4.3%	96
Spent at convenience store in last 30 days: \$100+	20,394	23.7%	104
Entertainment (Adults)			
Attended a movie in last 6 months	53,966	62.8%	106
Went to live theater in last 12 months	13,033	15.2%	117
Went to a bar/night club in last 12 months	16,327	19.0%	114
Dined out in last 12 months	44,068	51.3%	114
Gambled at a casino in last 12 months	12,781	14.9%	109
Visited a theme park in last 12 months	15,808	18.4%	104
Viewed movie (video-on-demand) in last 30 days	17,324	20.2%	119
Viewed TV show (video-on-demand) in last 30 days	12,941	15.1%	117
Watched any pay-per-view TV in last 12 months	11,835	13.8%	105
Downloaded a movie over the Internet in last 30 days	6,457	7.5%	105
Downloaded any individual song in last 6 months	19,446	22.6%	111
Watched a movie online in the last 30 days	13,896	16.2%	101
Watched a TV program online in last 30 days	13,912	16.2%	108
Played a video/electronic game (console) in last 12 months	8,969	10.4%	100
Played a video/electronic game (portable) in last 12 months	4,011	4.7%	103
Financial (Adults)			
Have home mortgage (1st)	31,953	37.2%	120
Used ATM/cash machine in last 12 months	46,780	54.5%	111
Own any stock	8,264	9.6%	126
Own U.S. savings bond	5,034	5.9%	111
Own shares in mutual fund (stock)	8,039	9.4%	129
Own shares in mutual fund (bonds)	5,248	6.1%	126
Have interest checking account	28,754	33.5%	119
Have non-interest checking account	26,243	30.6%	108
Have savings account	51,815	60.3%	112
Have 401K retirement savings plan	15,287	17.8%	122
Own/used any credit/debit card in last 12 months	68,938	80.3%	108
Avg monthly credit card expenditures: <\$111	10,537	12.3%	106
Avg monthly credit card expenditures: \$111-\$225	5,930	6.9%	100
Avg monthly credit card expenditures: \$226-\$450	6,227	7.2%	115
Avg monthly credit card expenditures: \$451-\$700	5,281	6.1%	115
Avg monthly credit card expenditures: \$701-\$1,000	4,138	4.8%	112
Avg monthly credit card expenditures: \$1,001+	10,001	11.6%	128
Did banking online in last 12 months	36,324	42.3%	118
Did banking on mobile device in last 12 months	13,849	16.1%	115
Paid bills online in last 12 months	42,070	49.0%	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	31,974	71.2%	102
Used bread in last 6 months	42,521	94.6%	101
Used chicken (fresh or frozen) in last 6 months	31,652	70.4%	102
Used turkey (fresh or frozen) in last 6 months	7,620	17.0%	107
Used fish/seafood (fresh or frozen) in last 6 months	24,861	55.3%	101
Used fresh fruit/vegetables in last 6 months	39,284	87.4%	102
Used fresh milk in last 6 months	39,924	88.9%	101
Used organic food in last 6 months	9,054	20.2%	102
Health (Adults)			
Exercise at home 2+ times per week	26,868	31.3%	110
Exercise at club 2+ times per week	13,464	15.7%	120
Visited a doctor in last 12 months	68,186	79.4%	105
Used vitamin/dietary supplement in last 6 months	48,352	56.3%	107
Home (Households)			
Any home improvement in last 12 months	13,689	30.5%	114
Used housekeeper/maid/professional HH cleaning service in last 12	6,773	15.1%	114
Purchased low ticket HH furnishings in last 12 months	7,997	17.8%	111
Purchased big ticket HH furnishings in last 12 months	10,092	22.5%	107
Bought any small kitchen appliance in last 12 months	10,822	24.1%	108
Bought any large kitchen appliance in last 12 months	6,165	13.7%	108
Insurance (Adults/Households)			
Currently carry life insurance	41,007	47.7%	112
Carry medical/hospital/accident insurance	60,484	70.4%	107
Carry homeowner insurance	46,872	54.6%	116
Carry renter's insurance	7,879	9.2%	113
Have auto insurance: 1 vehicle in household covered	13,472	30.0%	97
Have auto insurance: 2 vehicles in household covered	13,898	30.9%	109
Have auto insurance: 3+ vehicles in household covered	11,329	25.2%	115
Pets (Households)			
Household owns any pet	25,414	56.6%	105
Household owns any cat	10,851	24.1%	108
Household owns any dog	18,783	41.8%	103
Psychographics (Adults)			
Buying American is important to me	37,300	43.4%	103
Usually buy items on credit rather than wait	9,949	11.6%	99
Usually buy based on quality - not price	15,454	18.0%	100
Price is usually more important than brand name	21,925	25.5%	97
Usually use coupons for brands I buy often	16,777	19.5%	103
Am interested in how to help the environment	13,084	15.2%	94
Usually pay more for environ safe product	10,521	12.2%	96
Usually value green products over convenience	8,122	9.5%	90
Likely to buy a brand that supports a charity	29,027	33.8%	97
Reading (Adults)			
Bought digital book in last 12 months	13,706	16.0%	121
Bought hardcover book in last 12 months	19,904	23.2%	111
Bought paperback book in last 12 month	29,645	34.5%	110
Read any daily newspaper (paper version)	24,213	28.2%	108
Read any digital newspaper in last 30 days	31,881	37.1%	111
Read any magazine (paper/electronic version) in last 6 months	80,017	93.2%	103

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Ring: 5 mile radius

Prepared by Esri
Latitude: 39.10552
Longitude: -84.29619

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	67,938	79.1%	106
Went to family restaurant/steak house: 4+ times a month	26,086	30.4%	111
Went to fast food/drive-in restaurant in last 6 months	78,574	91.5%	102
Went to fast food/drive-in restaurant 9+ times/mo	34,939	40.7%	103
Fast food/drive-in last 6 months: eat in	32,848	38.2%	105
Fast food/drive-in last 6 months: home delivery	6,725	7.8%	102
Fast food/drive-in last 6 months: take-out/drive-thru	43,037	50.1%	108
Fast food/drive-in last 6 months: take-out/walk-in	17,550	20.4%	105
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	31,453	36.6%	115
Own e-reader/tablet: iPad	15,651	18.2%	119
Own any portable MP3 player	29,724	34.6%	112
HH owns 1 TV	8,405	18.7%	91
HH owns 2 TVs	11,766	26.2%	101
HH owns 3 TVs	10,021	22.3%	104
HH owns 4+ TVs	9,406	20.9%	111
HH subscribes to cable TV	24,188	53.8%	108
HH subscribes to fiber optic	4,082	9.1%	119
HH has satellite dish	9,842	21.9%	86
HH owns DVD/Blu-ray player	28,691	63.9%	106
HH owns camcorder	7,114	15.8%	113
HH owns portable GPS navigation device	14,349	31.9%	116
HH purchased video game system in last 12 mos	3,308	7.4%	93
HH owns Internet video device for TV	3,437	7.6%	108
Travel (Adults)			
Domestic travel in last 12 months	48,919	57.0%	114
Took 3+ domestic non-business trips in last 12 months	11,452	13.3%	120
Spent on domestic vacations in last 12 months: <\$1,000	9,622	11.2%	104
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	5,681	6.6%	113
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,547	4.1%	116
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	4,133	4.8%	123
Spent on domestic vacations in last 12 months: \$3,000+	6,225	7.2%	132
Domestic travel in the 12 months: used general travel website	6,563	7.6%	113
Foreign travel in last 3 years	23,356	27.2%	113
Took 3+ foreign trips by plane in last 3 years	4,468	5.2%	116
Spent on foreign vacations in last 12 months: <\$1,000	4,179	4.9%	117
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,929	3.4%	105
Spent on foreign vacations in last 12 months: \$3,000+	5,029	5.9%	118
Foreign travel in last 3 years: used general travel website	5,249	6.1%	109
Nights spent in hotel/motel in last 12 months: any	40,410	47.0%	116
Took cruise of more than one day in last 3 years	8,415	9.8%	117
Member of any frequent flyer program	17,915	20.9%	128
Member of any hotel rewards program	15,914	18.5%	131

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.