



Retail MarketPlace Profile

3400 Highland Ave, Cincinnati, Ohio, 45213
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.17054
Longitude: -84.42231

Summary Demographics

2016 Population	9,877
2016 Households	4,935
2016 Median Disposable Income	\$37,620
2016 Per Capita Income	\$29,096

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	\$157,797,524	\$426,629,061	-\$268,831,537	-46.0	105
Total Retail Trade	44-45	\$142,647,734	\$404,933,164	-\$262,285,430	-47.9	75
Total Food & Drink	722	\$15,149,790	\$21,695,898	-\$6,546,108	-17.8	31

Industry Group

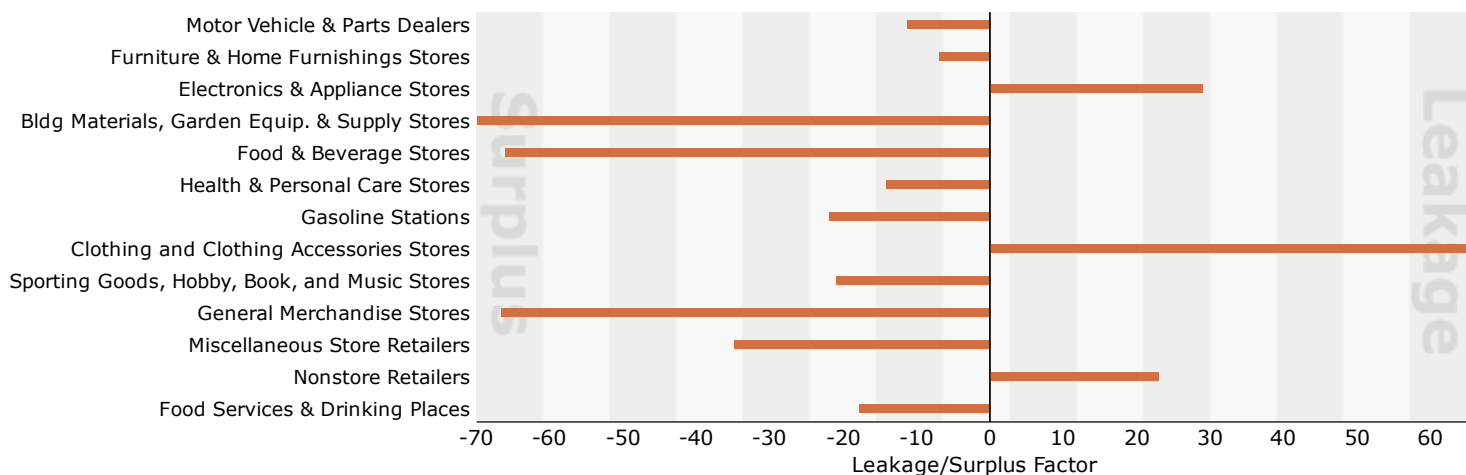
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$33,063,414	\$41,600,824	-\$8,537,410	-11.4	11
Automobile Dealers	4411	\$27,519,033	\$37,209,659	-\$9,690,626	-15.0	7
Other Motor Vehicle Dealers	4412	\$3,021,148	\$0	\$3,021,148	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$2,523,233	\$4,391,165	-\$1,867,932	-27.0	4
Furniture & Home Furnishings Stores	442	\$3,833,421	\$4,408,045	-\$574,624	-7.0	6
Furniture Stores	4421	\$2,524,600	\$1,737,037	\$787,563	18.5	3
Home Furnishings Stores	4422	\$1,308,820	\$2,671,009	-\$1,362,189	-34.2	3
Electronics & Appliance Stores	443	\$7,160,962	\$3,928,579	\$3,232,383	29.1	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,894,228	\$44,646,763	-\$36,752,535	-70.0	6
Bldg Material & Supplies Dealers	4441	\$7,153,749	\$43,896,534	-\$36,742,785	-72.0	3
Lawn & Garden Equip & Supply Stores	4442	\$740,479	\$750,229	-\$9,750	-0.7	3
Food & Beverage Stores	445	\$26,527,290	\$130,172,988	-\$103,645,698	-66.1	9
Grocery Stores	4451	\$23,496,375	\$129,586,190	-\$106,089,815	-69.3	8
Specialty Food Stores	4452	\$2,024,938	\$586,798	\$1,438,140	55.1	1
Beer, Wine & Liquor Stores	4453	\$1,005,977	\$0	\$1,005,977	100.0	0
Health & Personal Care Stores	446,4461	\$9,433,295	\$12,547,822	-\$3,114,527	-14.2	5
Gasoline Stations	447,4471	\$10,184,966	\$15,916,319	-\$5,731,353	-22.0	6
Clothing & Clothing Accessories Stores	448	\$6,168,239	\$1,259,193	\$4,909,046	66.1	3
Clothing Stores	4481	\$4,068,736	\$0	\$4,068,736	100.0	0
Shoe Stores	4482	\$850,854	\$931,526	-\$80,672	-4.5	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,248,649	\$327,667	\$920,982	58.4	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,984,068	\$4,569,771	-\$1,585,703	-21.0	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,407,394	\$4,232,219	-\$1,824,825	-27.5	4
Book, Periodical & Music Stores	4512	\$576,674	\$337,552	\$239,122	26.2	1
General Merchandise Stores	452	\$26,039,067	\$130,051,903	-\$104,012,836	-66.6	8
Department Stores Excluding Leased Depts.	4521	\$19,061,891	\$41,513,980	-\$22,452,089	-37.1	3
Other General Merchandise Stores	4529	\$6,977,175	\$88,537,924	-\$81,560,749	-85.4	5
Miscellaneous Store Retailers	453	\$6,879,936	\$14,285,420	-\$7,405,484	-35.0	10
Florists	4531	\$234,267	\$0	\$234,267	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,212,376	\$3,275,611	-\$2,063,235	-46.0	1
Used Merchandise Stores	4533	\$790,713	\$1,600,718	-\$810,005	-33.9	5
Other Miscellaneous Store Retailers	4539	\$4,642,581	\$9,388,709	-\$4,746,128	-33.8	4
Nonstore Retailers	454	\$2,478,848	\$1,545,537	\$933,311	23.2	1
Electronic Shopping & Mail-Order Houses	4541	\$1,482,704	\$1,419,870	\$62,834	2.2	1
Vending Machine Operators	4542	\$259,370	\$0	\$259,370	100.0	0
Direct Selling Establishments	4543	\$736,774	\$0	\$736,774	100.0	0
Food Services & Drinking Places	722	\$15,149,790	\$21,695,898	-\$6,546,108	-17.8	31
Special Food Services	7223	\$400,761	\$324,369	\$76,392	10.5	1
Drinking Places - Alcoholic Beverages	7224	\$548,905	\$1,579,816	-\$1,030,911	-48.4	3
Restaurants/Other Eating Places	7225	\$14,200,124	\$19,791,712	-\$5,591,588	-16	27

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/data/esri_data/methodology-statements

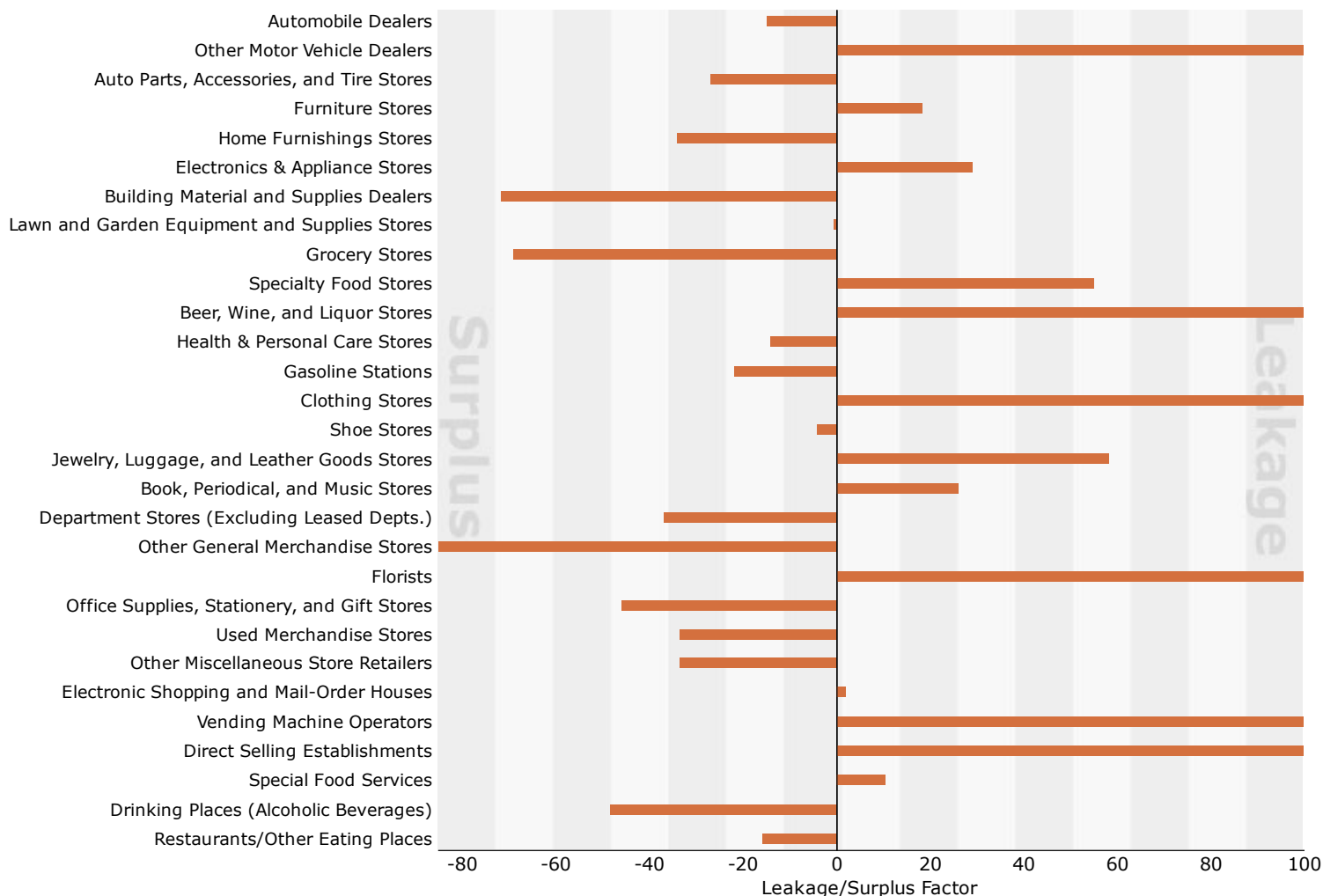
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April 18, 2017

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

3400 Highland Ave, Cincinnati, Ohio, 45213
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.17054
Longitude: -84.42231

Summary Demographics

2016 Population	110,436
2016 Households	52,119
2016 Median Disposable Income	\$40,025
2016 Per Capita Income	\$35,008

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$2,032,205,532	\$1,734,520,202	\$297,685,330	7.9	990
Total Retail Trade	44-45	\$1,837,268,417	\$1,509,341,658	\$327,926,759	9.8	661
Total Food & Drink	722	\$194,937,115	\$225,178,544	-\$30,241,429	-7.2	329

Industry Group

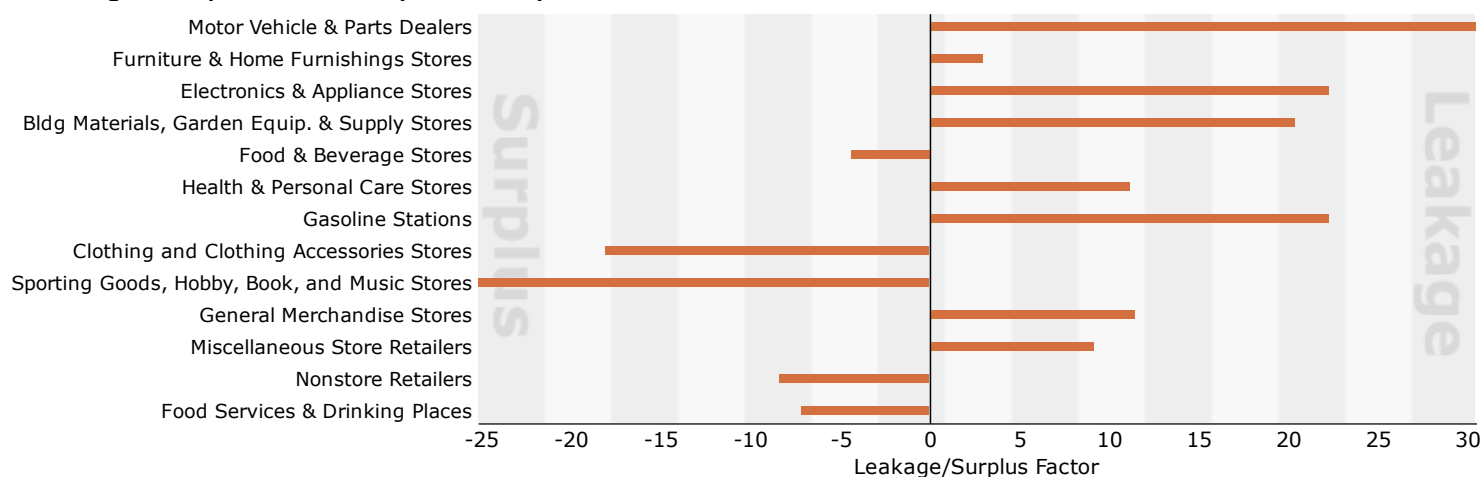
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$422,545,045	\$224,806,928	\$197,738,117	30.5	57
Automobile Dealers	4411	\$350,482,106	\$179,042,171	\$171,439,935	32.4	23
Other Motor Vehicle Dealers	4412	\$39,244,489	\$12,695,928	\$26,548,561	51.1	4
Auto Parts, Accessories & Tire Stores	4413	\$32,818,449	\$33,068,829	-\$250,380	-0.4	30
Furniture & Home Furnishings Stores	442	\$49,992,053	\$47,070,978	\$2,921,075	3.0	36
Furniture Stores	4421	\$32,428,106	\$17,992,825	\$14,435,281	28.6	13
Home Furnishings Stores	4422	\$17,563,947	\$29,078,153	-\$11,514,206	-24.7	22
Electronics & Appliance Stores	443	\$93,199,400	\$59,268,417	\$33,930,983	22.3	47
Bldg Materials, Garden Equip. & Supply Stores	444	\$108,742,690	\$71,933,739	\$36,808,951	20.4	45
Bldg Material & Supplies Dealers	4441	\$98,511,342	\$69,937,582	\$28,573,760	17.0	39
Lawn & Garden Equip & Supply Stores	4442	\$10,231,347	\$1,996,157	\$8,235,190	67.3	6
Food & Beverage Stores	445	\$337,255,903	\$368,619,479	-\$31,363,576	-4.4	90
Grocery Stores	4451	\$298,611,483	\$343,091,216	-\$44,479,733	-6.9	63
Specialty Food Stores	4452	\$25,598,193	\$13,345,757	\$12,252,436	31.5	19
Beer, Wine & Liquor Stores	4453	\$13,046,227	\$12,182,506	\$863,721	3.4	9
Health & Personal Care Stores	446,4461	\$123,667,052	\$98,665,847	\$25,001,205	11.2	51
Gasoline Stations	447,4471	\$127,962,643	\$81,320,100	\$46,642,543	22.3	34
Clothing & Clothing Accessories Stores	448	\$79,654,727	\$114,835,890	-\$35,181,163	-18.1	103
Clothing Stores	4481	\$52,185,832	\$81,826,936	-\$29,641,104	-22.1	68
Shoe Stores	4482	\$10,794,599	\$21,208,917	-\$10,414,318	-32.5	18
Jewelry, Luggage & Leather Goods Stores	4483	\$16,674,296	\$11,800,038	\$4,874,258	17.1	17
Sporting Goods, Hobby, Book & Music Stores	451	\$38,704,047	\$64,840,081	-\$26,136,034	-25.2	51
Sporting Goods/Hobby/Musical Instr Stores	4511	\$31,313,670	\$57,344,541	-\$26,030,871	-29.4	43
Book, Periodical & Music Stores	4512	\$7,390,377	\$7,495,540	-\$105,163	-0.7	8
General Merchandise Stores	452	\$333,619,389	\$264,847,856	\$68,771,533	11.5	37
Department Stores Excluding Leased Depts.	4521	\$244,807,372	\$153,985,981	\$90,821,391	22.8	11
Other General Merchandise Stores	4529	\$88,812,017	\$110,861,874	-\$22,049,857	-11.0	26
Miscellaneous Store Retailers	453	\$88,597,441	\$73,709,837	\$14,887,604	9.2	95
Florists	4531	\$3,237,923	\$6,595,466	-\$3,357,543	-34.1	10
Office Supplies, Stationery & Gift Stores	4532	\$15,782,448	\$10,380,107	\$5,402,341	20.6	19
Used Merchandise Stores	4533	\$10,214,834	\$9,390,019	\$824,815	4.2	27
Other Miscellaneous Store Retailers	4539	\$59,362,236	\$47,344,246	\$12,017,990	11.3	38
Nonstore Retailers	454	\$33,328,028	\$39,422,506	-\$6,094,478	-8.4	15
Electronic Shopping & Mail-Order Houses	4541	\$19,453,317	\$10,607,621	\$8,845,696	29.4	7
Vending Machine Operators	4542	\$3,334,195	\$20,732,021	-\$17,397,826	-72.3	6
Direct Selling Establishments	4543	\$10,540,516	\$8,082,864	\$2,457,652	13.2	2
Food Services & Drinking Places	722	\$194,937,115	\$225,178,544	-\$30,241,429	-7.2	329
Special Food Services	7223	\$5,328,952	\$4,244,677	\$1,084,275	11.3	9
Drinking Places - Alcoholic Beverages	7224	\$7,125,321	\$9,523,073	-\$2,397,752	-14.4	31
Restaurants/Other Eating Places	7225	\$182,482,842	\$211,410,794	-\$28,927,952	-7	289

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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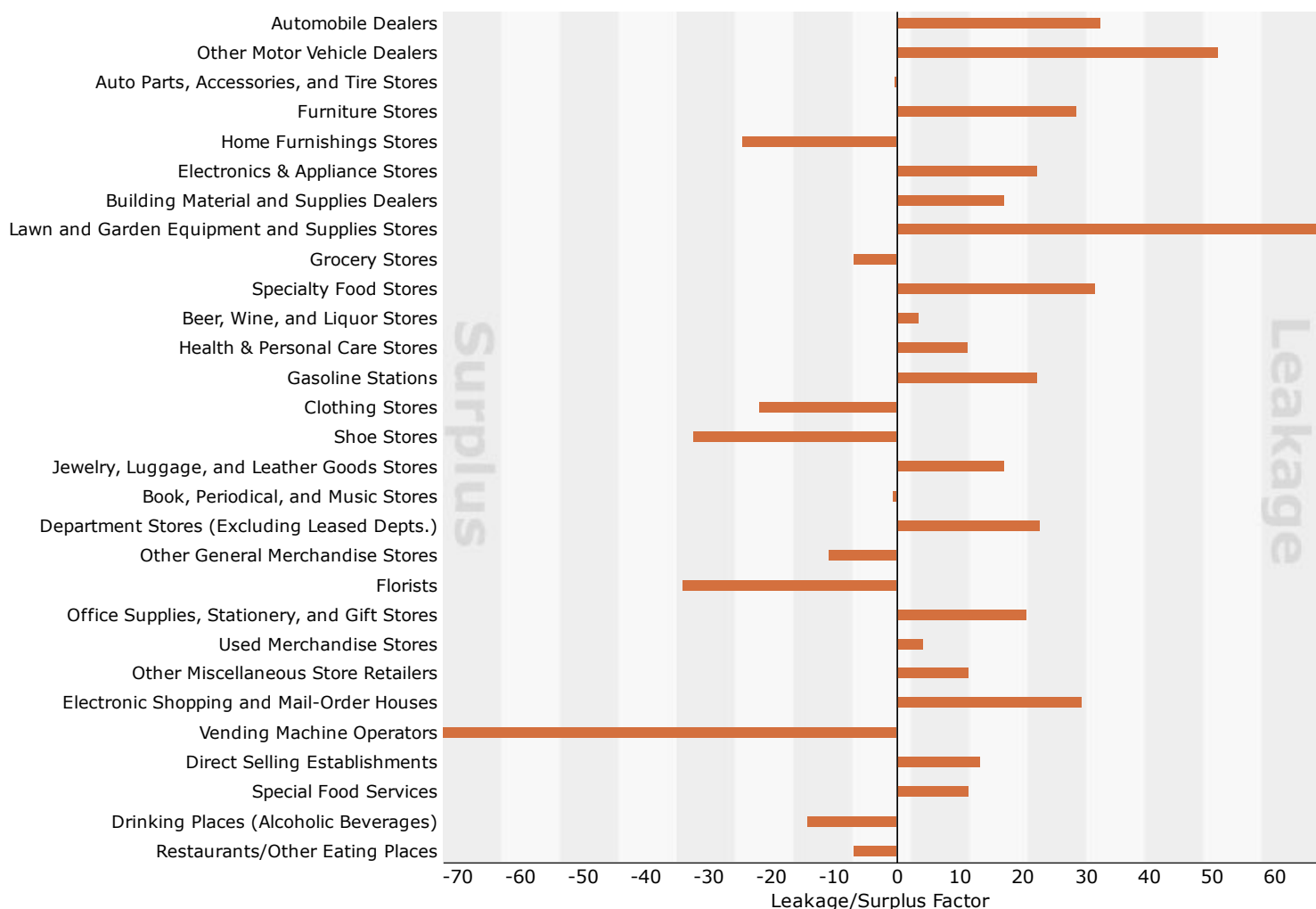
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

3400 Highland Ave, Cincinnati, Ohio, 45213
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.17054
Longitude: -84.42231

Summary Demographics

2016 Population	232,072
2016 Households	104,757
2016 Median Disposable Income	\$38,686
2016 Per Capita Income	\$33,436

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	\$4,059,893,397	\$3,765,049,453	\$294,843,944	3.8	2,052
Total Retail Trade	44-45	\$3,671,939,581	\$3,289,463,813	\$382,475,768	5.5	1,418
Total Food & Drink	722	\$387,953,816	\$475,585,640	-\$87,631,824	-10.1	634

Industry Group

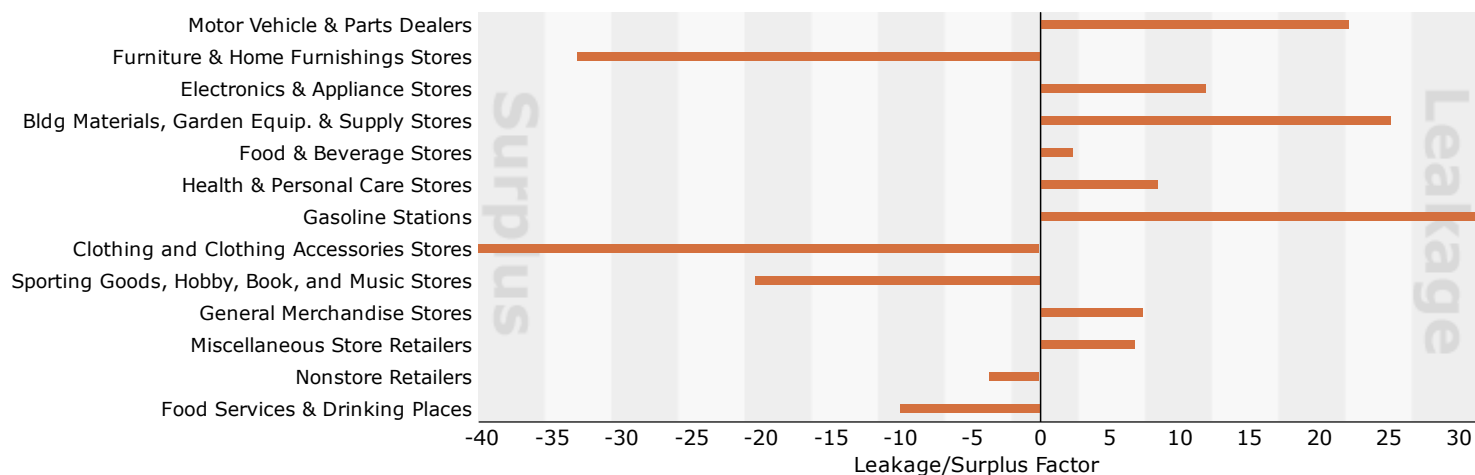
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$842,831,536	\$536,871,685	\$305,959,851	22.2	138
Automobile Dealers	4411	\$698,496,430	\$448,227,981	\$250,268,449	21.8	68
Other Motor Vehicle Dealers	4412	\$78,623,744	\$40,346,555	\$38,277,189	32.2	15
Auto Parts, Accessories & Tire Stores	4413	\$65,711,363	\$48,297,150	\$17,414,213	15.3	55
Furniture & Home Furnishings Stores	442	\$100,052,936	\$199,460,091	-\$99,407,155	-33.2	77
Furniture Stores	4421	\$64,574,912	\$155,335,117	-\$90,760,205	-41.3	40
Home Furnishings Stores	4422	\$35,478,024	\$44,124,974	-\$8,646,950	-10.9	37
Electronics & Appliance Stores	443	\$185,460,055	\$145,869,105	\$39,590,950	11.9	92
Bldg Materials, Garden Equip. & Supply Stores	444	\$221,800,611	\$132,579,185	\$89,221,426	25.2	98
Bldg Material & Supplies Dealers	4441	\$200,992,148	\$116,201,200	\$84,790,948	26.7	83
Lawn & Garden Equip & Supply Stores	4442	\$20,808,463	\$16,377,985	\$4,430,478	11.9	15
Food & Beverage Stores	445	\$672,264,382	\$640,400,371	\$31,864,011	2.4	162
Grocery Stores	4451	\$595,193,681	\$584,378,520	\$10,815,161	0.9	110
Specialty Food Stores	4452	\$50,728,730	\$38,390,546	\$12,338,184	13.8	38
Beer, Wine & Liquor Stores	4453	\$26,341,970	\$17,631,305	\$8,710,665	19.8	15
Health & Personal Care Stores	446,4461	\$247,842,584	\$208,951,698	\$38,890,886	8.5	109
Gasoline Stations	447,4471	\$254,958,067	\$133,367,140	\$121,590,927	31.3	56
Clothing & Clothing Accessories Stores	448	\$158,736,140	\$373,281,874	-\$214,545,734	-40.3	265
Clothing Stores	4481	\$103,788,768	\$276,706,458	-\$172,917,690	-45.4	186
Shoe Stores	4482	\$21,593,304	\$44,806,021	-\$23,212,717	-35.0	36
Jewelry, Luggage & Leather Goods Stores	4483	\$33,354,068	\$51,769,396	-\$18,415,328	-21.6	43
Sporting Goods, Hobby, Book & Music Stores	451	\$77,364,574	\$117,369,542	-\$40,004,968	-20.5	99
Sporting Goods/Hobby/Musical Instr Stores	4511	\$62,614,076	\$102,445,744	-\$39,831,668	-24.1	82
Book, Periodical & Music Stores	4512	\$14,750,498	\$14,923,798	-\$173,300	-0.6	17
General Merchandise Stores	452	\$666,295,212	\$574,526,905	\$91,768,307	7.4	73
Department Stores Excluding Leased Depts.	4521	\$489,269,961	\$441,708,033	\$47,561,928	5.1	24
Other General Merchandise Stores	4529	\$177,025,251	\$132,818,872	\$44,206,379	14.3	49
Miscellaneous Store Retailers	453	\$176,828,108	\$154,114,533	\$22,713,575	6.9	215
Florists	4531	\$6,553,052	\$14,622,233	-\$8,069,181	-38.1	23
Office Supplies, Stationery & Gift Stores	4532	\$31,483,910	\$33,877,936	-\$2,394,026	-3.7	52
Used Merchandise Stores	4533	\$20,311,132	\$19,321,328	\$989,804	2.5	51
Other Miscellaneous Store Retailers	4539	\$118,480,014	\$86,293,036	\$32,186,978	15.7	90
Nonstore Retailers	454	\$67,505,376	\$72,671,683	-\$5,166,307	-3.7	31
Electronic Shopping & Mail-Order Houses	4541	\$38,837,212	\$28,015,626	\$10,821,586	16.2	14
Vending Machine Operators	4542	\$6,669,422	\$21,689,277	-\$15,019,855	-53.0	9
Direct Selling Establishments	4543	\$21,998,743	\$22,966,780	-\$968,037	-2.2	8
Food Services & Drinking Places	722	\$387,953,816	\$475,585,640	-\$87,631,824	-10.1	634
Special Food Services	7223	\$10,775,639	\$14,148,571	-\$3,372,932	-13.5	22
Drinking Places - Alcoholic Beverages	7224	\$14,083,551	\$25,094,888	-\$11,011,337	-28.1	74
Restaurants/Other Eating Places	7225	\$363,094,626	\$436,342,182	-\$73,247,556	-9	539

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

