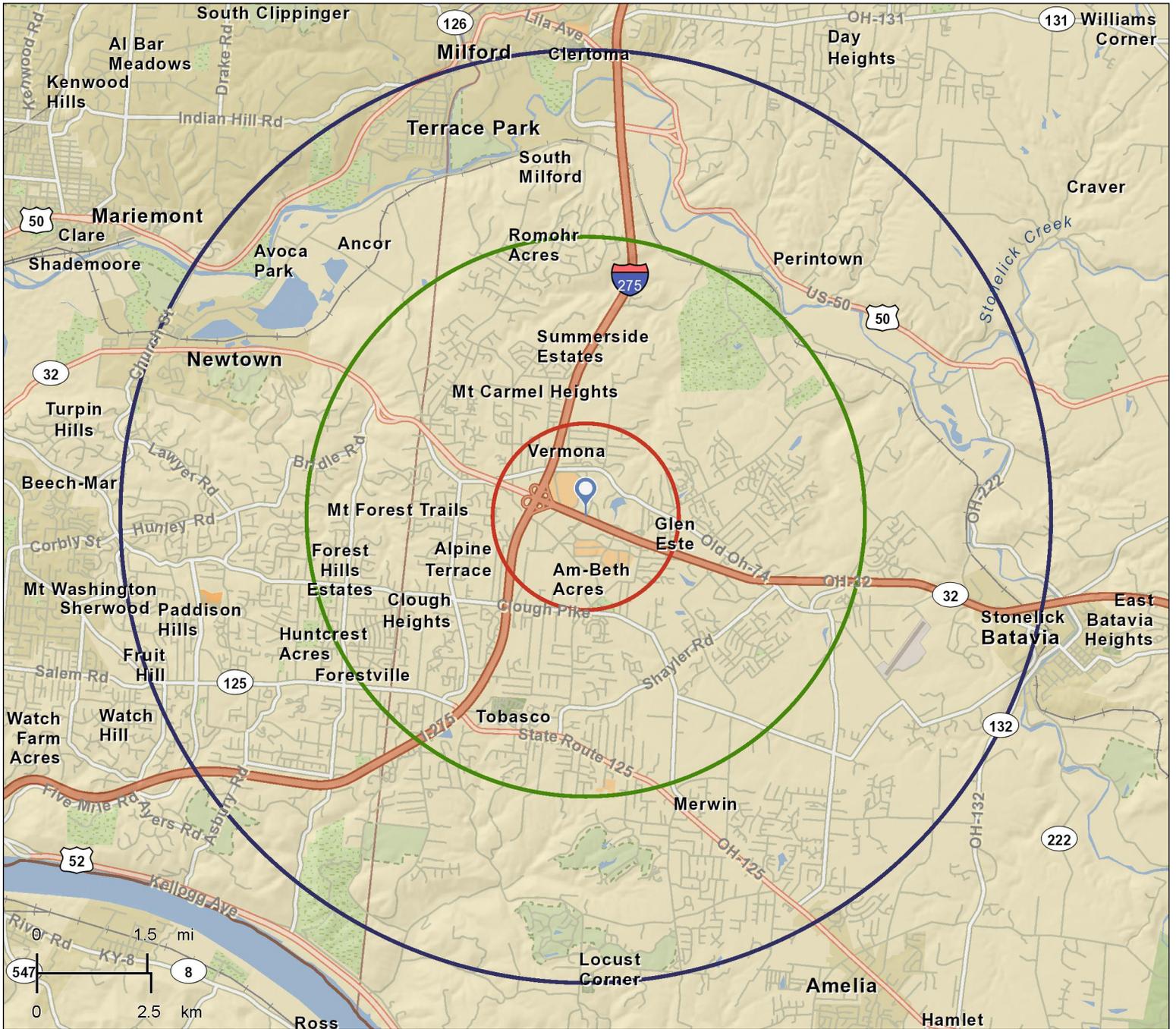


Eastgate Area - Rings
 Eastgate Blvd, Cincinnati, OH, 45245
 Ring: 1, 3, 5 Miles

Latitude: 39.0987
 Longitude: -84.27417





Retail MarketPlace Profile

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

Latitude: 39.0987
 Longitude: -84.27417

Summary Demographics

2010 Population	3,862
2010 Households	1,644
2010 Median Disposable Income	\$51,640
2010 Per Capita Income	\$30,526

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	\$44,789,452	\$358,008,952	-\$313,219,500	-77.8	186
Total Retail Trade	44-45	\$38,156,722	\$302,970,215	-\$264,813,494	-77.6	134
Total Food & Drink	722	\$6,632,731	\$55,038,737	-\$48,406,006	-78.5	52

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$8,931,729	\$18,462,782	-\$9,531,053	-34.8	6
Automobile Dealers	4411	\$7,575,822	\$10,477,779	-\$2,901,957	-16.1	2
Other Motor Vehicle Dealers	4412	\$639,034	\$6,369,192	-\$5,730,158	-81.8	1
Auto Parts, Accessories & Tire Stores	4413	\$716,873	\$1,615,811	-\$898,938	-38.5	3
Furniture & Home Furnishings Stores	442	\$658,736	\$19,536,265	-\$18,877,529	-93.5	10
Furniture Stores	4421	\$340,183	\$18,747,573	-\$18,407,390	-96.4	9
Home Furnishings Stores	4422	\$318,553	\$788,692	-\$470,139	-42.5	1
Electronics & Appliance Stores	4431	\$1,602,565	\$7,744,994	-\$6,142,429	-65.7	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,512,361	\$217,073	\$1,295,288	74.9	2
Bldg Material & Supplies Dealers	4441	\$1,431,872	\$97,797	\$1,334,075	87.2	1
Lawn & Garden Equip & Supply Stores	4442	\$80,489	\$119,275	-\$38,787	-19.4	1
Food & Beverage Stores	445	\$6,781,940	\$98,301,869	-\$91,519,930	-87.1	8
Grocery Stores	4451	\$6,499,263	\$97,081,095	-\$90,581,832	-87.5	7
Specialty Food Stores	4452	\$97,158	\$637,716	-\$540,558	-73.6	1
Beer, Wine & Liquor Stores	4453	\$185,519	\$583,058	-\$397,539	-51.7	0
Health & Personal Care Stores	446,4461	\$752,055	\$9,450,998	-\$8,698,943	-85.3	16
Gasoline Stations	447,4471	\$6,241,689	\$6,495,122	-\$253,433	-2.0	2
Clothing & Clothing Accessories Stores	448	\$1,126,430	\$21,836,034	-\$20,709,604	-90.2	43
Clothing Stores	4481	\$817,378	\$16,584,220	-\$15,766,842	-90.6	27
Shoe Stores	4482	\$178,153	\$2,604,571	-\$2,426,418	-87.2	9
Jewelry, Luggage & Leather Goods Stores	4483	\$130,898	\$2,647,243	-\$2,516,345	-90.6	8
Sporting Goods, Hobby, Book & Music Stores	451	\$181,794	\$8,419,028	-\$8,237,234	-95.8	16
Sporting Goods/Hobby/Musical Instr Stores	4511	\$140,298	\$4,875,880	-\$4,735,582	-94.4	12
Book, Periodical & Music Stores	4512	\$41,496	\$3,543,148	-\$3,501,652	-97.7	4
General Merchandise Stores	452	\$6,303,099	\$100,840,989	-\$94,537,890	-88.2	7
Department Stores Excluding Leased Depts.	4521	\$2,716,110	\$50,515,176	-\$47,799,066	-89.8	5
Other General Merchandise Stores	4529	\$3,586,988	\$50,325,813	-\$46,738,825	-86.7	3
Miscellaneous Store Retailers	453	\$535,267	\$4,086,581	-\$3,551,314	-76.8	17
Florists	4531	\$29,888	\$48,166	-\$18,279	-23.4	1
Office Supplies, Stationery & Gift Stores	4532	\$183,738	\$2,207,705	-\$2,023,967	-84.6	9
Used Merchandise Stores	4533	\$12,586	\$124,368	-\$111,783	-81.6	1
Other Miscellaneous Store Retailers	4539	\$309,056	\$1,706,341	-\$1,397,285	-69.3	6
Nonstore Retailers	454	\$3,529,058	\$7,578,480	-\$4,049,422	-36.5	2
Electronic Shopping & Mail-Order Houses	4541	\$3,308,338	\$7,578,480	-\$4,270,142	-39.2	2
Vending Machine Operators	4542	\$5,067	\$0	\$5,067	100.0	0
Direct Selling Establishments	4543	\$215,653	\$0	\$215,653	100.0	0
Food Services & Drinking Places	722	\$6,632,731	\$55,038,737	-\$48,406,006	-78.5	52
Full-Service Restaurants	7221	\$2,365,562	\$17,071,425	-\$14,705,863	-75.7	20
Limited-Service Eating Places	7222	\$3,680,511	\$36,363,609	-\$32,683,098	-81.6	30
Special Food Services	7223	\$463,516	\$1,363,266	-\$899,750	-49.3	1
Drinking Places - Alcoholic Beverages	7224	\$123,141	\$240,437	-\$117,296	-32.3	2

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

January 03, 2013

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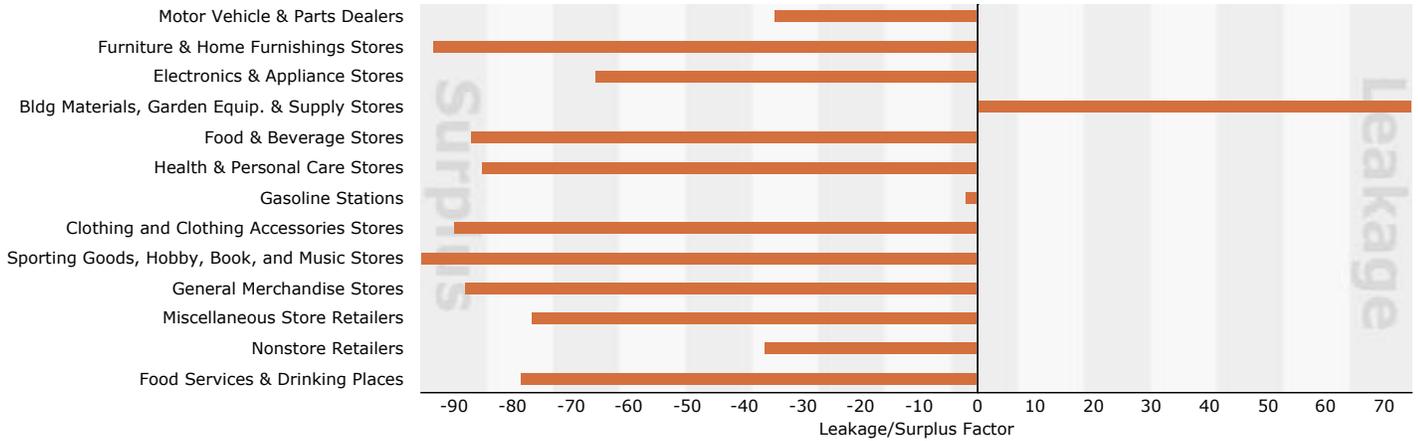


Retail MarketPlace Profile

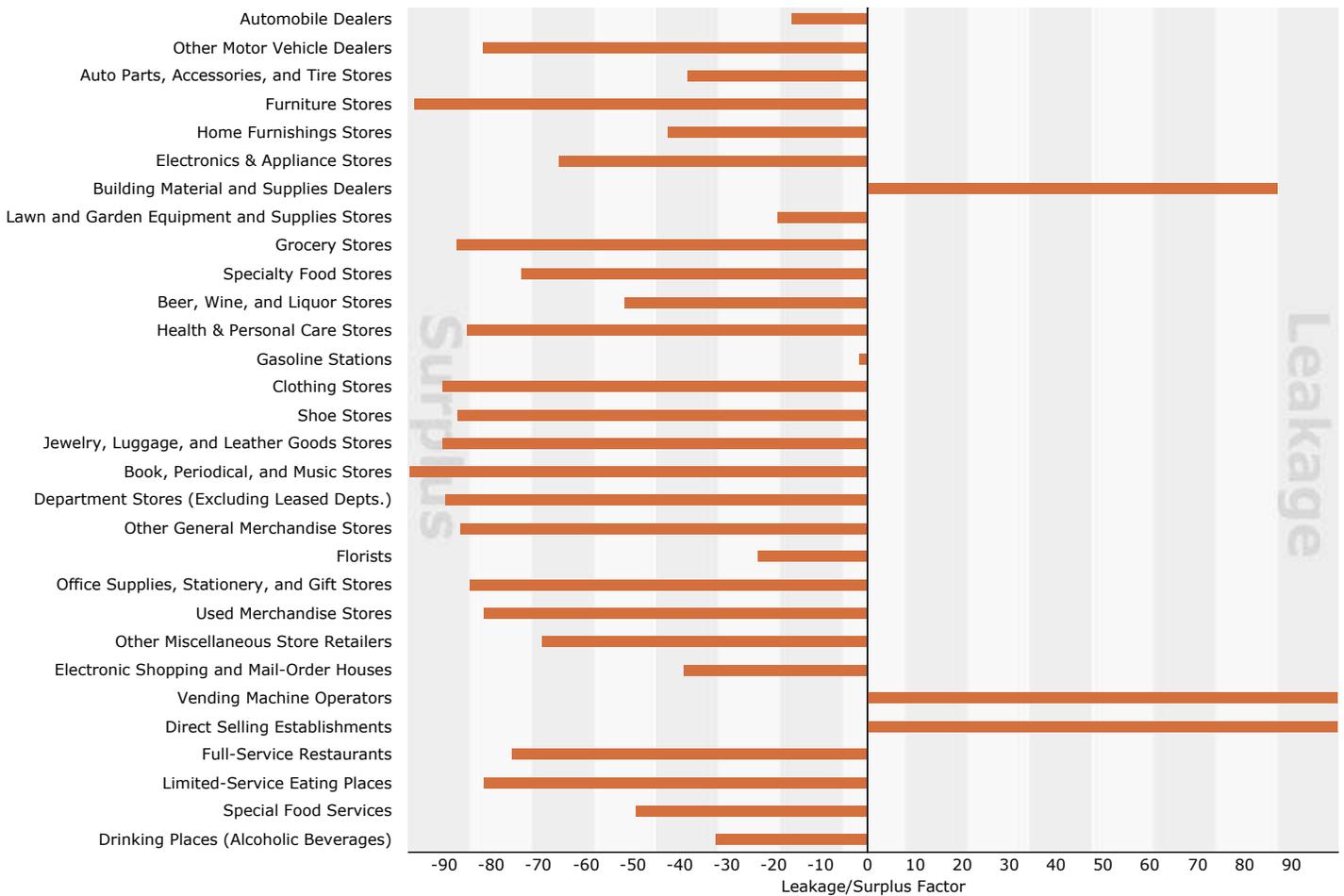
Eastgate Area - Rings
 Eastgate Blvd, Cincinnati, OH, 45245
 Ring: 1 mile radius

Latitude: 39.0987
 Longitude: -84.27417

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

January 03, 2013



Retail MarketPlace Profile

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

Latitude: 39.0987
 Longitude: -84.27417

Summary Demographics

2010 Population	49,219
2010 Households	19,614
2010 Median Disposable Income	\$51,327
2010 Per Capita Income	\$30,437

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	\$556,536,659	\$771,877,308	-\$215,340,649	-16.2	434
Total Retail Trade	44-45	\$474,244,275	\$653,873,037	-\$179,628,762	-15.9	314
Total Food & Drink	722	\$82,292,384	\$118,004,271	-\$35,711,887	-17.8	120

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$113,187,113	\$146,768,226	-\$33,581,113	-12.9	37
Automobile Dealers	4411	\$96,516,844	\$112,998,359	-\$16,481,516	-7.9	15
Other Motor Vehicle Dealers	4412	\$7,896,037	\$25,680,443	-\$17,784,407	-53.0	7
Auto Parts, Accessories & Tire Stores	4413	\$8,774,232	\$8,089,424	\$684,809	4.1	15
Furniture & Home Furnishings Stores	442	\$8,750,462	\$24,701,473	-\$15,951,011	-47.7	20
Furniture Stores	4421	\$4,722,304	\$20,606,036	-\$15,883,733	-62.7	12
Home Furnishings Stores	4422	\$4,028,159	\$4,095,437	-\$67,278	-0.8	8
Electronics & Appliance Stores	4431	\$19,885,325	\$15,099,227	\$4,786,098	13.7	23
Bldg Materials, Garden Equip. & Supply Stores	444	\$17,770,921	\$39,536,893	-\$21,765,972	-38.0	20
Bldg Material & Supplies Dealers	4441	\$16,771,178	\$38,400,373	-\$21,629,196	-39.2	15
Lawn & Garden Equip & Supply Stores	4442	\$999,743	\$1,136,520	-\$136,777	-6.4	6
Food & Beverage Stores	445	\$83,721,961	\$133,766,765	-\$50,044,804	-23.0	26
Grocery Stores	4451	\$79,842,811	\$129,263,215	-\$49,420,404	-23.6	18
Specialty Food Stores	4452	\$1,396,950	\$1,327,502	\$69,448	2.5	5
Beer, Wine & Liquor Stores	4453	\$2,482,200	\$3,176,048	-\$693,848	-12.3	3
Health & Personal Care Stores	446,4461	\$10,210,511	\$14,417,241	-\$4,206,729	-17.1	21
Gasoline Stations	447,4471	\$78,280,710	\$67,694,748	\$10,585,962	7.3	19
Clothing & Clothing Accessories Stores	448	\$15,003,878	\$25,898,702	-\$10,894,824	-26.6	56
Clothing Stores	4481	\$10,991,373	\$19,116,224	-\$8,124,851	-27.0	33
Shoe Stores	4482	\$2,276,127	\$3,456,778	-\$1,180,651	-20.6	11
Jewelry, Luggage & Leather Goods Stores	4483	\$1,736,378	\$3,325,700	-\$1,589,322	-31.4	12
Sporting Goods, Hobby, Book & Music Stores	451	\$2,778,137	\$9,890,185	-\$7,112,047	-56.1	28
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,011,746	\$6,239,009	-\$4,227,262	-51.2	24
Book, Periodical & Music Stores	4512	\$766,391	\$3,651,176	-\$2,884,785	-65.3	4
General Merchandise Stores	452	\$77,128,081	\$160,340,188	-\$83,212,107	-35.0	17
Department Stores Excluding Leased Depts.	4521	\$32,683,211	\$84,782,945	-\$52,099,734	-44.4	7
Other General Merchandise Stores	4529	\$44,444,871	\$75,557,243	-\$31,112,373	-25.9	10
Miscellaneous Store Retailers	453	\$7,101,246	\$7,935,465	-\$834,219	-5.5	44
Florists	4531	\$435,081	\$361,215	\$73,866	9.3	5
Office Supplies, Stationery & Gift Stores	4532	\$2,523,579	\$4,305,580	-\$1,782,001	-26.1	17
Used Merchandise Stores	4533	\$222,017	\$555,433	-\$333,416	-42.9	8
Other Miscellaneous Store Retailers	4539	\$3,920,569	\$2,713,237	\$1,207,332	18.2	14
Nonstore Retailers	454	\$40,425,929	\$7,823,923	\$32,602,005	67.6	3
Electronic Shopping & Mail-Order Houses	4541	\$36,704,828	\$7,578,480	\$29,126,348	65.8	2
Vending Machine Operators	4542	\$342,441	\$134,703	\$207,738	43.5	1
Direct Selling Establishments	4543	\$3,378,660	\$110,740	\$3,267,920	93.7	0
Food Services & Drinking Places	722	\$82,292,384	\$118,004,271	-\$35,711,887	-17.8	120
Full-Service Restaurants	7221	\$30,145,922	\$35,219,202	-\$5,073,281	-7.8	51
Limited-Service Eating Places	7222	\$44,700,969	\$78,633,890	-\$33,932,921	-27.5	59
Special Food Services	7223	\$5,801,585	\$3,280,879	\$2,520,705	27.8	5
Drinking Places - Alcoholic Beverages	7224	\$1,643,909	\$870,300	\$773,609	30.8	5

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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

January 03, 2013

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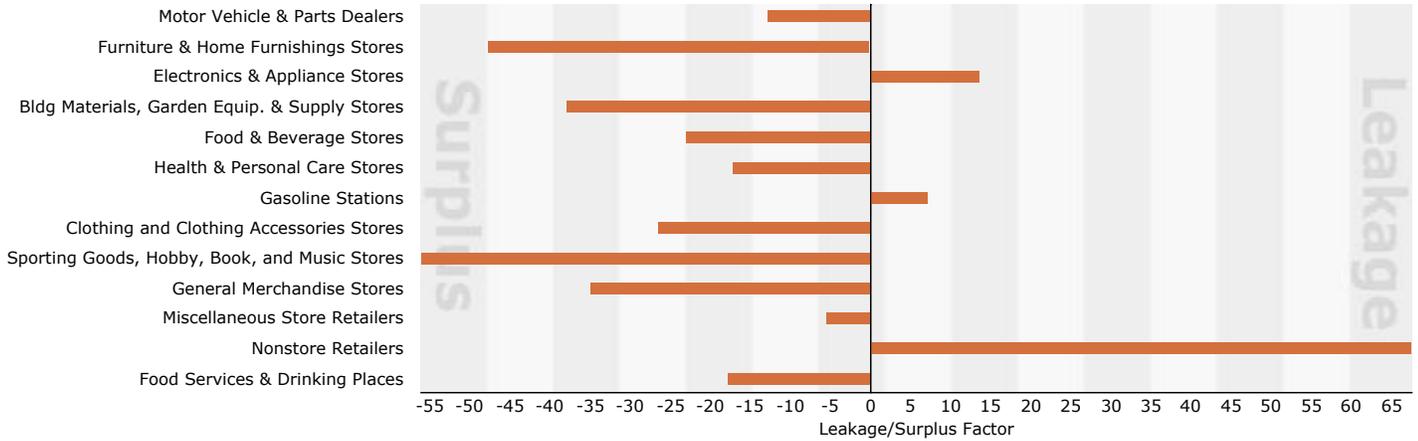


Retail MarketPlace Profile

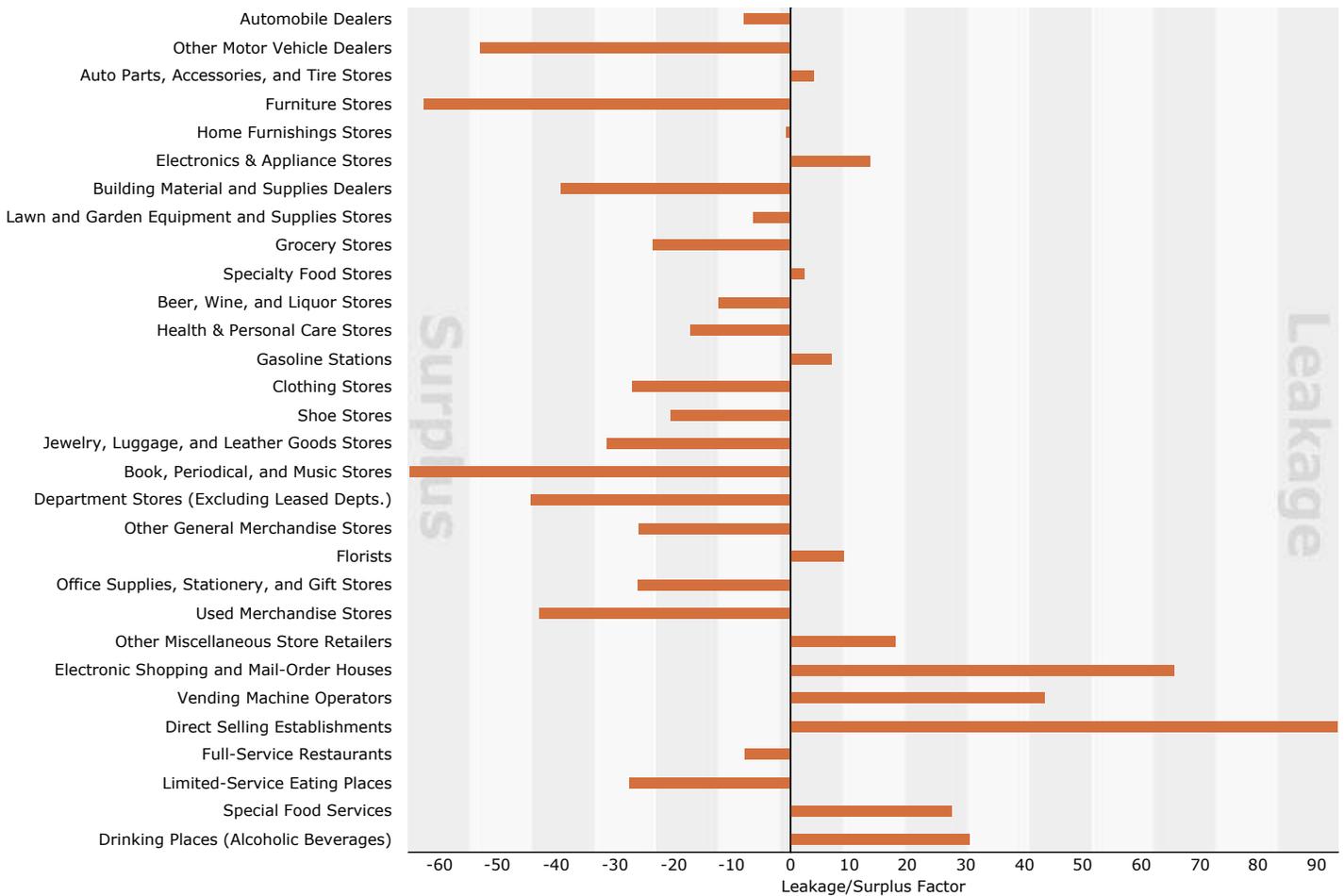
Eastgate Area - Rings
 Eastgate Blvd, Cincinnati, OH, 45245
 Ring: 3 mile radius

Latitude: 39.0987
 Longitude: -84.27417

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

January 03, 2013

Made with Esri Business Analyst



Retail MarketPlace Profile

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

Latitude: 39.0987
 Longitude: -84.27417

Summary Demographics

2010 Population	100,016
2010 Households	38,454
2010 Median Disposable Income	\$53,683
2010 Per Capita Income	\$33,186

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,217,293,666	\$1,309,483,908	-\$92,190,242	-3.6	759
Total Retail Trade	44-45	\$1,036,468,776	\$1,112,872,247	-\$76,403,470	-3.6	539
Total Food & Drink	722	\$180,824,890	\$196,611,662	-\$15,786,772	-4.2	219

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$246,568,818	\$227,648,839	\$18,919,979	4.0	65
Automobile Dealers	4411	\$209,660,323	\$189,426,661	\$20,233,662	5.1	31
Other Motor Vehicle Dealers	4412	\$17,813,959	\$26,912,863	-\$9,098,904	-20.3	10
Auto Parts, Accessories & Tire Stores	4413	\$19,094,535	\$11,309,315	\$7,785,221	25.6	24
Furniture & Home Furnishings Stores	442	\$23,252,038	\$29,793,336	-\$6,541,298	-12.3	33
Furniture Stores	4421	\$13,226,741	\$23,471,890	-\$10,245,149	-27.9	19
Home Furnishings Stores	4422	\$10,025,297	\$6,321,447	\$3,703,851	22.7	14
Electronics & Appliance Stores	4431	\$43,523,798	\$63,519,660	-\$19,995,861	-18.7	39
Bldg Materials, Garden Equip. & Supply Stores	444	\$41,105,318	\$44,594,356	-\$3,489,039	-4.1	40
Bldg Material & Supplies Dealers	4441	\$38,693,429	\$40,664,589	-\$1,971,160	-2.5	28
Lawn & Garden Equip & Supply Stores	4442	\$2,411,889	\$3,929,767	-\$1,517,878	-23.9	13
Food & Beverage Stores	445	\$182,343,316	\$220,670,496	-\$38,327,180	-9.5	52
Grocery Stores	4451	\$172,060,784	\$211,175,107	-\$39,114,323	-10.2	32
Specialty Food Stores	4452	\$3,983,559	\$4,548,114	-\$564,555	-6.6	12
Beer, Wine & Liquor Stores	4453	\$6,298,973	\$4,947,275	\$1,351,698	12.0	7
Health & Personal Care Stores	446,4461	\$26,804,556	\$37,811,680	-\$11,007,123	-17.0	44
Gasoline Stations	447,4471	\$166,577,664	\$112,114,610	\$54,463,054	19.5	29
Clothing & Clothing Accessories Stores	448	\$38,109,716	\$29,661,822	\$8,447,894	12.5	67
Clothing Stores	4481	\$28,266,575	\$21,244,541	\$7,022,034	14.2	41
Shoe Stores	4482	\$5,144,630	\$4,469,197	\$675,432	7.0	12
Jewelry, Luggage & Leather Goods Stores	4483	\$4,698,512	\$3,948,084	\$750,428	8.7	14
Sporting Goods, Hobby, Book & Music Stores	451	\$8,465,174	\$11,904,063	-\$3,438,889	-16.9	45
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,650,806	\$7,949,697	-\$2,298,891	-16.9	41
Book, Periodical & Music Stores	4512	\$2,814,368	\$3,954,366	-\$1,139,998	-16.8	4
General Merchandise Stores	452	\$165,387,107	\$238,997,865	-\$73,610,757	-18.2	30
Department Stores Excluding Leased Depts.	4521	\$67,383,119	\$128,588,241	-\$61,205,122	-31.2	13
Other General Merchandise Stores	4529	\$98,003,988	\$110,409,624	-\$12,405,635	-6.0	18
Miscellaneous Store Retailers	453	\$18,185,881	\$19,125,333	-\$939,452	-2.5	85
Florists	4531	\$1,352,041	\$1,014,580	\$337,460	14.3	11
Office Supplies, Stationery & Gift Stores	4532	\$6,915,076	\$12,045,772	-\$5,130,696	-27.1	26
Used Merchandise Stores	4533	\$795,530	\$1,032,171	-\$236,641	-12.9	17
Other Miscellaneous Store Retailers	4539	\$9,123,234	\$5,032,810	\$4,090,424	28.9	31
Nonstore Retailers	454	\$76,145,389	\$77,030,186	-\$884,797	-0.6	9
Electronic Shopping & Mail-Order Houses	4541	\$60,918,858	\$76,347,906	-\$15,429,048	-11.2	5
Vending Machine Operators	4542	\$2,042,819	\$330,285	\$1,712,534	72.2	2
Direct Selling Establishments	4543	\$13,183,712	\$351,995	\$12,831,717	94.8	1
Food Services & Drinking Places	722	\$180,824,890	\$196,611,662	-\$15,786,772	-4.2	219
Full-Service Restaurants	7221	\$70,817,613	\$68,397,960	\$2,419,653	1.7	100
Limited-Service Eating Places	7222	\$93,057,637	\$120,733,075	-\$27,675,438	-12.9	99
Special Food Services	7223	\$12,876,367	\$5,676,044	\$7,200,323	38.8	9
Drinking Places - Alcoholic Beverages	7224	\$4,073,273	\$1,804,583	\$2,268,690	38.6	11

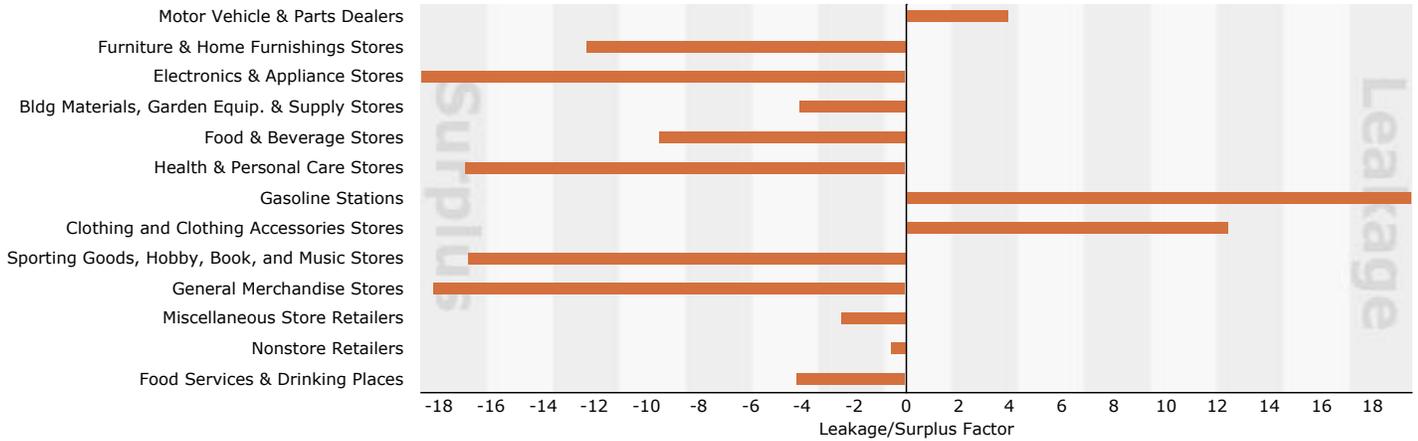
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

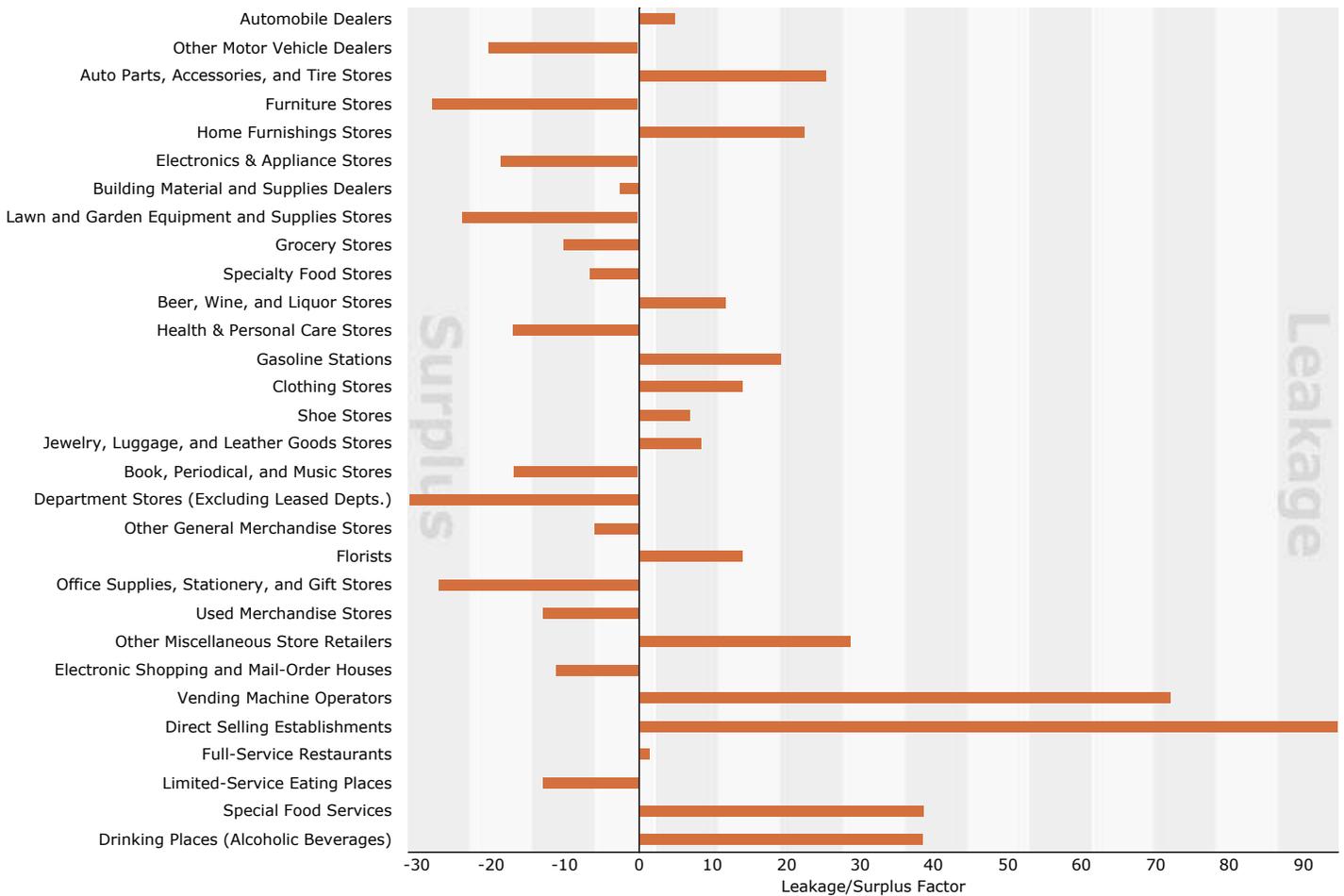
Eastgate Area - Rings
 Eastgate Blvd, Cincinnati, OH, 45245
 Ring: 5 mile radius

Latitude: 39.0987
 Longitude: -84.27417

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail Market Potential

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

Latitude: 39.0987
Longitude: -84.27417

Demographic Summary	2011	2016
Population	2,599	2,602
Population 18+	1,985	1,996
Households	1,043	1,043
Median Household Income	\$52,622	\$57,713

Product/Consumer Behavior	Expected Number Adults/HHS	Percent of Adults/HHS	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	1,006	50.7%	102
Bought any women's apparel in last 12 months	920	46.3%	102
Bought apparel for child <13 in last 6 months	606	30.5%	108
Bought any shoes in last 12 months	1,044	52.6%	101
Bought costume jewelry in last 12 months	442	22.3%	107
Bought any fine jewelry in last 12 months	437	22.0%	100
Bought a watch in last 12 months	397	20.0%	103
Automobiles (Households)			
HH owns/leases any vehicle	943	90.4%	105
HH bought/leased new vehicle last 12 mo	108	10.4%	108
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,801	90.7%	105
Bought/changed motor oil in last 12 months	1,112	56.0%	108
Had tune-up in last 12 months	644	32.4%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,260	63.5%	103
Drank regular cola in last 6 months	1,037	52.2%	102
Drank beer/ale in last 6 months	890	44.8%	105
Cameras & Film (Adults)			
Bought any camera in last 12 months	256	12.9%	101
Bought film in last 12 months	392	19.7%	104
Bought digital camera in last 12 months	143	7.2%	105
Bought memory card for camera in last 12 months	155	7.8%	102
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	722	36.4%	103
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	428	21.6%	101
Avg monthly cell/mobile phone/PDA bill: \$50-99	643	32.4%	100
Avg monthly cell/mobile phone/PDA bill: \$100+	464	23.4%	110
Computers (Households)			
HH owns a personal computer	835	80.1%	108
Spent <\$500 on most recent home PC purchase	100	9.6%	111
Spent \$500-\$999 on most recent home PC purchase	209	20.0%	112
Spent \$1000-\$1499 on most recent home PC purchase	150	14.4%	110
Spent \$1500-\$1999 on most recent home PC purchase	78	7.5%	105
Spent \$2000+ on most recent home PC purchase	63	6.0%	96

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.



Retail Market Potential

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

Latitude: 39.0987
 Longitude: -84.27417

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	1,263	63.6%	106
Bought cigarettes at convenience store in last 30 days	324	16.3%	106
Bought gas at convenience store in last 30 days	770	38.8%	116
Spent at convenience store in last 30 days: <\$20	187	9.4%	98
Spent at convenience store in last 30 days: \$20-39	209	10.5%	104
Spent at convenience store in last 30 days: \$40+	784	39.5%	111
Entertainment (Adults)			
Attended movies in last 6 months	1,214	61.2%	104
Went to live theater in last 12 months	272	13.7%	104
Went to a bar/night club in last 12 months	412	20.8%	109
Dined out in last 12 months	1,029	51.8%	105
Gambled at a casino in last 12 months	381	19.2%	120
Visited a theme park in last 12 months	470	23.7%	110
DVDs rented in last 30 days: 1	57	2.9%	108
DVDs rented in last 30 days: 2	102	5.1%	111
DVDs rented in last 30 days: 3	64	3.2%	101
DVDs rented in last 30 days: 4	83	4.2%	109
DVDs rented in last 30 days: 5+	318	16.0%	121
DVDs purchased in last 30 days: 1	98	4.9%	99
DVDs purchased in last 30 days: 2	115	5.8%	123
DVDs purchased in last 30 days: 3-4	88	4.4%	96
DVDs purchased in last 30 days: 5+	98	4.9%	95
Spent on toys/games in last 12 months: <\$50	147	7.4%	122
Spent on toys/games in last 12 months: \$50-\$99	55	2.8%	101
Spent on toys/games in last 12 months: \$100-\$199	138	7.0%	97
Spent on toys/games in last 12 months: \$200-\$499	244	12.3%	114
Spent on toys/games in last 12 months: \$500+	121	6.1%	107
Financial (Adults)			
Have home mortgage (1st)	447	22.5%	117
Used ATM/cash machine in last 12 months	1,122	56.5%	111
Own any stock	175	8.8%	96
Own U.S. savings bond	124	6.2%	92
Own shares in mutual fund (stock)	184	9.3%	99
Own shares in mutual fund (bonds)	118	5.9%	101
Used full service brokerage firm in last 12 months	121	6.1%	98
Have savings account	797	40.2%	111
Have 401K retirement savings	401	20.2%	114
Did banking over the Internet in last 12 months	622	31.3%	114
Own any credit/debit card (in own name)	1,575	79.3%	107
Avg monthly credit card expenditures: <\$111	292	14.7%	107
Avg monthly credit card expenditures: \$111-225	183	9.2%	119
Avg monthly credit card expenditures: \$226-450	168	8.5%	113
Avg monthly credit card expenditures: \$451-700	144	7.3%	114
Avg monthly credit card expenditures: \$701+	253	12.7%	95

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

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Retail Market Potential

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

Latitude: 39.0987
 Longitude: -84.27417

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,480	74.6%	105
Used bread in last 6 months	1,927	97.1%	101
Used chicken/turkey (fresh or frozen) in last 6 months	1,576	79.4%	103
Used fish/seafood (fresh or frozen) in last 6 months	1,102	55.5%	105
Used fresh fruit/vegetables in last 6 months	1,777	89.5%	103
Used fresh milk in last 6 months	1,840	92.7%	102
Health (Adults)			
Exercise at home 2+ times per week	621	31.3%	104
Exercise at club 2+ times per week	276	13.9%	112
Visited a doctor in last 12 months	1,551	78.1%	101
Used vitamin/dietary supplement in last 6 months	997	50.2%	104
Home (Households)			
Any home improvement in last 12 months	356	34.1%	108
Used housekeeper/maid/prof HH cleaning service in the last 12 months	140	13.4%	85
Purchased any HH furnishing in last 12 months	334	32.0%	107
Purchased bedding/bath goods in last 12 months	590	56.6%	103
Purchased cooking/serving product in last 12 months	298	28.6%	104
Bought any kitchen appliance in last 12 months	193	18.5%	106
Insurance (Adults)			
Currently carry any life insurance	1,033	52.0%	110
Have medical/hospital/accident insurance	1,499	75.5%	105
Carry homeowner insurance	1,104	55.6%	106
Carry renter insurance	139	7.0%	113
Have auto/other vehicle insurance	1,754	88.4%	107
Pets (Households)			
HH owns any pet	572	54.8%	107
HH owns any cat	262	25.1%	105
HH owns any dog	411	39.4%	105
Reading Materials (Adults)			
Bought book in last 12 months	1,036	52.2%	104
Read any daily newspaper	816	41.1%	100
Heavy magazine reader	384	19.3%	97
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	1,495	75.3%	105
Went to family restaurant/steak house last mo: <2 times	504	25.4%	99
Went to family restaurant/steak house last mo: 2-4 times	577	29.1%	108
Went to family restaurant/steak house last mo: 5+ times	414	20.9%	108
Went to fast food/drive-in restaurant in last 6 mo	1,806	91.0%	103
Went to fast food/drive-in restaurant <6 times/mo	683	34.4%	98
Went to fast food/drive-in restaurant 6-13 times/mo	581	29.3%	102
Went to fast food/drive-in restaurant 14+ times/mo	542	27.3%	110
Fast food/drive-in last 6 mo: eat in	738	37.2%	99
Fast food/drive-in last 6 mo: home delivery	259	13.0%	125
Fast food/drive-in last 6 mo: take-out/drive-thru	1,138	57.3%	110
Fast food/drive-in last 6 mo: take-out/walk-in	513	25.8%	105

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Retail Market Potential

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

Latitude: 39.0987
Longitude: -84.27417

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	701	67.2%	104
HH average monthly long distance phone bill: <\$16	317	30.4%	110
HH average monthly long distance phone bill: \$16-25	108	10.4%	91
HH average monthly long distance phone bill: \$26-59	98	9.4%	102
HH average monthly long distance phone bill: \$60+	39	3.7%	84
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	169	16.2%	82
HH owns 2 TVs	271	26.0%	99
HH owns 3 TVs	247	23.7%	106
HH owns 4+ TVs	249	23.9%	114
HH subscribes to cable TV	653	62.6%	108
HH Purchased audio equipment in last 12 months	104	10.0%	102
HH Purchased CD player in last 12 months	47	4.5%	116
HH Purchased DVD player in last 12 months	111	10.6%	109
HH Purchased MP3 player in last 12 months	226	11.4%	111
HH Purchased video game system in last 12 months	141	13.5%	125
Travel (Adults)			
Domestic travel in last 12 months	1,111	56.0%	107
Took 3+ domestic trips in last 12 months	327	16.5%	111
Spent on domestic vacations last 12 mo: <\$1000	280	14.1%	112
Spent on domestic vacations last 12 mo: \$1000-\$1499	160	8.1%	120
Spent on domestic vacations last 12 mo: \$1500-\$1999	81	4.1%	100
Spent on domestic vacations last 12 mo: \$2000-\$2999	70	3.5%	85
Spent on domestic vacations last 12 mo: \$3000+	99	5.0%	99
Foreign travel in last 3 years	508	25.6%	98
Took 3+ foreign trips by plane in last 3 years	73	3.7%	76
Spent on foreign vacations last 12 mo: <\$1000	114	5.7%	96
Spent on foreign vacations last 12 mo: \$1000-\$2999	66	3.3%	81
Spent on foreign vacations last 12 mo: \$3000+	97	4.9%	98
Stayed 1+ nights at hotel/motel in last 12 months	870	43.8%	108

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Retail Market Potential

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

Latitude: 39.0987
 Longitude: -84.27417

Demographic Summary	2011	2016
Population	49,372	50,922
Population 18+	37,239	38,570
Households	19,482	20,149
Median Household Income	\$54,160	\$60,445

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	19,512	52.4%	105
Bought any women's apparel in last 12 months	17,832	47.9%	105
Bought apparel for child <13 in last 6 months	11,437	30.7%	108
Bought any shoes in last 12 months	20,461	54.9%	106
Bought costume jewelry in last 12 months	8,442	22.7%	109
Bought any fine jewelry in last 12 months	8,682	23.3%	106
Bought a watch in last 12 months	7,491	20.1%	104
Automobiles (Households)			
HH owns/leases any vehicle	17,695	90.8%	106
HH bought/leased new vehicle last 12 mo	2,001	10.3%	107
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	34,058	91.5%	105
Bought/changed motor oil in last 12 months	20,511	55.1%	106
Had tune-up in last 12 months	12,383	33.3%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	23,830	64.0%	103
Drank regular cola in last 6 months	19,423	52.2%	102
Drank beer/ale in last 6 months	16,685	44.8%	105
Cameras & Film (Adults)			
Bought any camera in last 12 months	4,849	13.0%	102
Bought film in last 12 months	7,193	19.3%	102
Bought digital camera in last 12 months	2,778	7.5%	109
Bought memory card for camera in last 12 months	3,166	8.5%	111
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	14,310	38.4%	109
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	7,765	20.9%	98
Avg monthly cell/mobile phone/PDA bill: \$50-99	12,687	34.1%	105
Avg monthly cell/mobile phone/PDA bill: \$100+	9,314	25.0%	118
Computers (Households)			
HH owns a personal computer	15,764	80.9%	109
Spent <\$500 on most recent home PC purchase	1,837	9.4%	109
Spent \$500-\$999 on most recent home PC purchase	3,977	20.4%	114
Spent \$1000-\$1499 on most recent home PC purchase	2,832	14.5%	111
Spent \$1500-\$1999 on most recent home PC purchase	1,543	7.9%	111
Spent \$2000+ on most recent home PC purchase	1,262	6.5%	103

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Retail Market Potential

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

Latitude: 39.0987
 Longitude: -84.27417

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	23,931	64.3%	107
Bought cigarettes at convenience store in last 30 days	5,989	16.1%	104
Bought gas at convenience store in last 30 days	14,051	37.7%	113
Spent at convenience store in last 30 days: <\$20	3,618	9.7%	101
Spent at convenience store in last 30 days: \$20-39	3,931	10.6%	104
Spent at convenience store in last 30 days: \$40+	14,674	39.4%	110
Entertainment (Adults)			
Attended movies in last 6 months	23,443	63.0%	107
Went to live theater in last 12 months	5,406	14.5%	110
Went to a bar/night club in last 12 months	7,877	21.2%	111
Dined out in last 12 months	19,704	52.9%	108
Gambled at a casino in last 12 months	6,780	18.2%	113
Visited a theme park in last 12 months	9,380	25.2%	117
DVDs rented in last 30 days: 1	1,125	3.0%	114
DVDs rented in last 30 days: 2	2,008	5.4%	117
DVDs rented in last 30 days: 3	1,265	3.4%	106
DVDs rented in last 30 days: 4	1,512	4.1%	106
DVDs rented in last 30 days: 5+	6,220	16.7%	126
DVDs purchased in last 30 days: 1	2,035	5.5%	110
DVDs purchased in last 30 days: 2	2,229	6.0%	127
DVDs purchased in last 30 days: 3-4	1,888	5.1%	110
DVDs purchased in last 30 days: 5+	1,816	4.9%	94
Spent on toys/games in last 12 months: <\$50	2,472	6.6%	109
Spent on toys/games in last 12 months: \$50-\$99	1,062	2.9%	104
Spent on toys/games in last 12 months: \$100-\$199	2,609	7.0%	98
Spent on toys/games in last 12 months: \$200-\$499	4,566	12.3%	114
Spent on toys/games in last 12 months: \$500+	2,546	6.8%	119
Financial (Adults)			
Have home mortgage (1st)	8,640	23.2%	121
Used ATM/cash machine in last 12 months	21,882	58.8%	116
Own any stock	3,520	9.5%	103
Own U.S. savings bond	2,779	7.5%	110
Own shares in mutual fund (stock)	3,875	10.4%	111
Own shares in mutual fund (bonds)	2,447	6.6%	111
Used full service brokerage firm in last 12 months	2,458	6.6%	106
Have savings account	15,616	41.9%	116
Have 401K retirement savings	7,965	21.4%	121
Did banking over the Internet in last 12 months	12,936	34.7%	127
Own any credit/debit card (in own name)	29,913	80.3%	109
Avg monthly credit card expenditures: <\$111	5,608	15.1%	110
Avg monthly credit card expenditures: \$111-225	3,245	8.7%	112
Avg monthly credit card expenditures: \$226-450	3,188	8.6%	114
Avg monthly credit card expenditures: \$451-700	2,555	6.9%	108
Avg monthly credit card expenditures: \$701+	5,314	14.3%	106

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

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Retail Market Potential

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

Latitude: 39.0987
Longitude: -84.27417

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	27,544	74.0%	105
Used bread in last 6 months	36,208	97.2%	101
Used chicken/turkey (fresh or frozen) in last 6 months	29,714	79.8%	103
Used fish/seafood (fresh or frozen) in last 6 months	20,554	55.2%	105
Used fresh fruit/vegetables in last 6 months	33,060	88.8%	102
Used fresh milk in last 6 months	34,376	92.3%	102
Health (Adults)			
Exercise at home 2+ times per week	12,058	32.4%	108
Exercise at club 2+ times per week	5,361	14.4%	116
Visited a doctor in last 12 months	29,407	79.0%	102
Used vitamin/dietary supplement in last 6 months	18,580	49.9%	103
Home (Households)			
Any home improvement in last 12 months	6,583	33.8%	107
Used housekeeper/maid/prof HH cleaning service in the last 12 months	2,960	15.2%	97
Purchased any HH furnishing in last 12 months	6,442	33.1%	110
Purchased bedding/bath goods in last 12 months	11,212	57.6%	105
Purchased cooking/serving product in last 12 months	5,613	28.8%	105
Bought any kitchen appliance in last 12 months	3,605	18.5%	106
Insurance (Adults)			
Currently carry any life insurance	19,777	53.1%	112
Have medical/hospital/accident insurance	28,126	75.5%	106
Carry homeowner insurance	21,168	56.8%	108
Carry renter insurance	2,518	6.8%	110
Have auto/other vehicle insurance	32,956	88.5%	107
Pets (Households)			
HH owns any pet	10,529	54.0%	105
HH owns any cat	4,659	23.9%	100
HH owns any dog	7,615	39.1%	104
Reading Materials (Adults)			
Bought book in last 12 months	20,205	54.3%	108
Read any daily newspaper	15,345	41.2%	100
Heavy magazine reader	7,697	20.7%	104
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	29,176	78.3%	109
Went to family restaurant/steak house last mo: <2 times	9,717	26.1%	102
Went to family restaurant/steak house last mo: 2-4 times	10,909	29.3%	109
Went to family restaurant/steak house last mo: 5+ times	8,548	23.0%	119
Went to fast food/drive-in restaurant in last 6 mo	34,198	91.8%	104
Went to fast food/drive-in restaurant <6 times/mo	12,830	34.5%	99
Went to fast food/drive-in restaurant 6-13 times/mo	11,207	30.1%	104
Went to fast food/drive-in restaurant 14+ times/mo	10,161	27.3%	110
Fast food/drive-in last 6 mo: eat in	13,971	37.5%	100
Fast food/drive-in last 6 mo: home delivery	4,703	12.6%	121
Fast food/drive-in last 6 mo: take-out/drive-thru	22,041	59.2%	114
Fast food/drive-in last 6 mo: take-out/walk-in	9,594	25.8%	105

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Retail Market Potential

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

Latitude: 39.0987
 Longitude: -84.27417

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	12,870	66.1%	103
HH average monthly long distance phone bill: <\$16	5,709	29.3%	106
HH average monthly long distance phone bill: \$16-25	2,070	10.6%	93
HH average monthly long distance phone bill: \$26-59	1,758	9.0%	98
HH average monthly long distance phone bill: \$60+	799	4.1%	92
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	3,129	16.1%	81
HH owns 2 TVs	5,076	26.1%	99
HH owns 3 TVs	4,635	23.8%	106
HH owns 4+ TVs	4,675	24.0%	115
HH subscribes to cable TV	12,693	65.2%	112
HH Purchased audio equipment in last 12 months	2,029	10.4%	107
HH Purchased CD player in last 12 months	823	4.2%	109
HH Purchased DVD player in last 12 months	2,018	10.4%	107
HH Purchased MP3 player in last 12 months	4,598	12.3%	121
HH Purchased video game system in last 12 months	2,510	12.9%	119
Travel (Adults)			
Domestic travel in last 12 months	21,660	58.2%	111
Took 3+ domestic trips in last 12 months	6,318	17.0%	114
Spent on domestic vacations last 12 mo: <\$1000	5,194	13.9%	111
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,866	7.7%	115
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,755	4.7%	115
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,608	4.3%	104
Spent on domestic vacations last 12 mo: \$3000+	1,904	5.1%	101
Foreign travel in last 3 years	10,200	27.4%	105
Took 3+ foreign trips by plane in last 3 years	1,712	4.6%	95
Spent on foreign vacations last 12 mo: <\$1000	2,190	5.9%	98
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,478	4.0%	96
Spent on foreign vacations last 12 mo: \$3000+	1,751	4.7%	94
Stayed 1+ nights at hotel/motel in last 12 months	16,926	45.5%	112

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Retail Market Potential

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

Latitude: 39.0987
 Longitude: -84.27417

Demographic Summary	2011	2016
Population	99,949	102,405
Population 18+	74,355	76,530
Households	38,888	40,063
Median Household Income	\$58,821	\$65,349

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	39,212	52.7%	106
Bought any women's apparel in last 12 months	35,719	48.0%	106
Bought apparel for child <13 in last 6 months	22,223	29.9%	105
Bought any shoes in last 12 months	40,958	55.1%	106
Bought costume jewelry in last 12 months	17,163	23.1%	111
Bought any fine jewelry in last 12 months	17,430	23.4%	107
Bought a watch in last 12 months	14,634	19.7%	102
Automobiles (Households)			
HH owns/leases any vehicle	35,184	90.5%	105
HH bought/leased new vehicle last 12 mo	4,415	11.4%	118
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	67,983	91.4%	105
Bought/changed motor oil in last 12 months	39,682	53.4%	103
Had tune-up in last 12 months	24,912	33.5%	108
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	47,798	64.3%	104
Drank regular cola in last 6 months	36,867	49.6%	97
Drank beer/ale in last 6 months	33,624	45.2%	106
Cameras & Film (Adults)			
Bought any camera in last 12 months	9,814	13.2%	103
Bought film in last 12 months	14,607	19.6%	103
Bought digital camera in last 12 months	5,692	7.7%	112
Bought memory card for camera in last 12 months	6,438	8.7%	114
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	27,815	37.4%	106
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	15,944	21.4%	101
Avg monthly cell/mobile phone/PDA bill: \$50-99	24,943	33.5%	103
Avg monthly cell/mobile phone/PDA bill: \$100+	18,485	24.9%	117
Computers (Households)			
HH owns a personal computer	31,819	81.8%	110
Spent <\$500 on most recent home PC purchase	3,574	9.2%	106
Spent \$500-\$999 on most recent home PC purchase	7,918	20.4%	114
Spent \$1000-\$1499 on most recent home PC purchase	5,942	15.3%	116
Spent \$1500-\$1999 on most recent home PC purchase	3,190	8.2%	115
Spent \$2000+ on most recent home PC purchase	2,764	7.1%	113

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.



Retail Market Potential

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

Latitude: 39.0987
 Longitude: -84.27417

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	46,760	62.9%	105
Bought cigarettes at convenience store in last 30 days	10,880	14.6%	95
Bought gas at convenience store in last 30 days	26,556	35.7%	107
Spent at convenience store in last 30 days: <\$20	7,531	10.1%	105
Spent at convenience store in last 30 days: \$20-39	7,913	10.6%	105
Spent at convenience store in last 30 days: \$40+	27,692	37.2%	104
Entertainment (Adults)			
Attended movies in last 6 months	47,253	63.6%	108
Went to live theater in last 12 months	11,686	15.7%	119
Went to a bar/night club in last 12 months	15,735	21.2%	111
Dined out in last 12 months	41,053	55.2%	112
Gambled at a casino in last 12 months	13,504	18.2%	113
Visited a theme park in last 12 months	18,370	24.7%	115
DVDs rented in last 30 days: 1	2,232	3.0%	113
DVDs rented in last 30 days: 2	4,131	5.6%	120
DVDs rented in last 30 days: 3	2,658	3.6%	112
DVDs rented in last 30 days: 4	3,147	4.2%	110
DVDs rented in last 30 days: 5+	11,889	16.0%	121
DVDs purchased in last 30 days: 1	4,181	5.6%	113
DVDs purchased in last 30 days: 2	4,214	5.7%	120
DVDs purchased in last 30 days: 3-4	3,486	4.7%	102
DVDs purchased in last 30 days: 5+	3,446	4.6%	90
Spent on toys/games in last 12 months: <\$50	4,743	6.4%	105
Spent on toys/games in last 12 months: \$50-\$99	2,060	2.8%	101
Spent on toys/games in last 12 months: \$100-\$199	5,367	7.2%	101
Spent on toys/games in last 12 months: \$200-\$499	9,023	12.1%	112
Spent on toys/games in last 12 months: \$500+	5,180	7.0%	122
Financial (Adults)			
Have home mortgage (1st)	18,458	24.8%	130
Used ATM/cash machine in last 12 months	44,035	59.2%	117
Own any stock	8,492	11.4%	124
Own U.S. savings bond	6,089	8.2%	120
Own shares in mutual fund (stock)	8,951	12.0%	128
Own shares in mutual fund (bonds)	5,639	7.6%	128
Used full service brokerage firm in last 12 months	5,794	7.8%	125
Have savings account	32,100	43.2%	119
Have 401K retirement savings	16,831	22.6%	128
Did banking over the Internet in last 12 months	26,046	35.0%	128
Own any credit/debit card (in own name)	60,726	81.7%	111
Avg monthly credit card expenditures: <\$111	10,930	14.7%	107
Avg monthly credit card expenditures: \$111-225	6,369	8.6%	111
Avg monthly credit card expenditures: \$226-450	6,406	8.6%	115
Avg monthly credit card expenditures: \$451-700	5,379	7.2%	113
Avg monthly credit card expenditures: \$701+	12,355	16.6%	124

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Retail Market Potential

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

Latitude: 39.0987
 Longitude: -84.27417

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	54,948	73.9%	105
Used bread in last 6 months	72,339	97.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	59,379	79.9%	103
Used fish/seafood (fresh or frozen) in last 6 months	41,777	56.2%	107
Used fresh fruit/vegetables in last 6 months	66,537	89.5%	103
Used fresh milk in last 6 months	68,738	92.4%	102
Health (Adults)			
Exercise at home 2+ times per week	24,754	33.3%	111
Exercise at club 2+ times per week	11,191	15.1%	121
Visited a doctor in last 12 months	60,084	80.8%	104
Used vitamin/dietary supplement in last 6 months	38,504	51.8%	107
Home (Households)			
Any home improvement in last 12 months	13,892	35.7%	113
Used housekeeper/maid/prof HH cleaning service in the last 12 months	6,938	17.8%	113
Purchased any HH furnishing in last 12 months	13,047	33.6%	112
Purchased bedding/bath goods in last 12 months	22,269	57.3%	105
Purchased cooking/serving product in last 12 months	11,265	29.0%	105
Bought any kitchen appliance in last 12 months	7,402	19.0%	109
Insurance (Adults)			
Currently carry any life insurance	40,532	54.5%	115
Have medical/hospital/accident insurance	57,403	77.2%	108
Carry homeowner insurance	44,187	59.4%	113
Carry renter insurance	4,840	6.5%	105
Have auto/other vehicle insurance	65,892	88.6%	107
Pets (Households)			
HH owns any pet	21,064	54.2%	105
HH owns any cat	9,614	24.7%	103
HH owns any dog	15,449	39.7%	106
Reading Materials (Adults)			
Bought book in last 12 months	41,576	55.9%	111
Read any daily newspaper	32,632	43.9%	106
Heavy magazine reader	15,724	21.1%	106
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	58,679	78.9%	110
Went to family restaurant/steak house last mo: <2 times	19,532	26.3%	102
Went to family restaurant/steak house last mo: 2-4 times	22,383	30.1%	112
Went to family restaurant/steak house last mo: 5+ times	16,764	22.5%	116
Went to fast food/drive-in restaurant in last 6 mo	67,814	91.2%	103
Went to fast food/drive-in restaurant <6 times/mo	25,892	34.8%	100
Went to fast food/drive-in restaurant 6-13 times/mo	22,489	30.2%	105
Went to fast food/drive-in restaurant 14+ times/mo	19,432	26.1%	105
Fast food/drive-in last 6 mo: eat in	28,769	38.7%	103
Fast food/drive-in last 6 mo: home delivery	8,615	11.6%	111
Fast food/drive-in last 6 mo: take-out/drive-thru	42,615	57.3%	110
Fast food/drive-in last 6 mo: take-out/walk-in	19,286	25.9%	106

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Retail Market Potential

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

Latitude: 39.0987
 Longitude: -84.27417

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	26,679	68.6%	106
HH average monthly long distance phone bill: <\$16	11,451	29.4%	107
HH average monthly long distance phone bill: \$16-25	4,596	11.8%	103
HH average monthly long distance phone bill: \$26-59	3,784	9.7%	106
HH average monthly long distance phone bill: \$60+	1,673	4.3%	96
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	6,212	16.0%	81
HH owns 2 TVs	10,101	26.0%	99
HH owns 3 TVs	9,124	23.5%	105
HH owns 4+ TVs	9,806	25.2%	121
HH subscribes to cable TV	25,894	66.6%	115
HH Purchased audio equipment in last 12 months	3,999	10.3%	106
HH Purchased CD player in last 12 months	1,562	4.0%	104
HH Purchased DVD player in last 12 months	4,017	10.3%	106
HH Purchased MP3 player in last 12 months	9,148	12.3%	120
HH Purchased video game system in last 12 months	4,799	12.3%	114
Travel (Adults)			
Domestic travel in last 12 months	45,303	60.9%	117
Took 3+ domestic trips in last 12 months	13,600	18.3%	123
Spent on domestic vacations last 12 mo: <\$1000	10,408	14.0%	111
Spent on domestic vacations last 12 mo: \$1000-\$1499	5,998	8.1%	120
Spent on domestic vacations last 12 mo: \$1500-\$1999	3,878	5.2%	127
Spent on domestic vacations last 12 mo: \$2000-\$2999	3,664	4.9%	119
Spent on domestic vacations last 12 mo: \$3000+	4,465	6.0%	119
Foreign travel in last 3 years	22,159	29.8%	114
Took 3+ foreign trips by plane in last 3 years	4,002	5.4%	112
Spent on foreign vacations last 12 mo: <\$1000	4,844	6.5%	109
Spent on foreign vacations last 12 mo: \$1000-\$2999	3,264	4.4%	107
Spent on foreign vacations last 12 mo: \$3000+	4,101	5.5%	111
Stayed 1+ nights at hotel/motel in last 12 months	35,713	48.0%	119

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Restaurant Market Potential

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

Latitude: 39.0987
 Longitude: -84.27417

Demographic Summary	2011	2016
Population	2,599	2,602
Population 18+	1,985	1,996
Households	1,043	1,043
Median Household Income	\$52,622	\$57,713

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	1,495	75.3%	105
Family restaurant/steak house last month: <2 times	504	25.4%	99
Family restaurant/steak house last month: 2-4 times	577	29.1%	108
Family restaurant/steak house last month: 5+ times	414	20.9%	108
Family restaurant/steak house last 6 months: breakfast	281	14.2%	108
Family restaurant/steak house last 6 months: lunch	519	26.1%	105
Family restaurant/steak house last 6 months: snack	49	2.5%	88
Family restaurant/steak house last 6 months: dinner	1,131	57.0%	108
Family restaurant/steak house last 6 months: weekday	822	41.4%	108
Family restaurant/steak house last 6 months: weekend	945	47.6%	107
Family restaurant/steak house last 6 months: Applebee's	595	30.0%	119
Family restaurant/steak house last 6 months: Bennigan's	49	2.5%	111
Family restaurant/steak house last 6 months: Bob Evans Farm	93	4.7%	104
Family restaurant/steak house last 6 months: Cheesecake Factory	120	6.0%	91
Family restaurant/steak house last 6 months: Chili's Grill & Bar	255	12.8%	110
Family restaurant/steak house last 6 months: Cracker Barrel	218	11.0%	100
Family restaurant/steak house last 6 months: Denny's	187	9.4%	104
Family restaurant/steak house last 6 months: Friendly's	79	4.0%	101
Family restaurant/steak house last 6 months: Golden Corral	152	7.7%	106
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	251	12.6%	108
Family restaurant/steak house last 6 months: Lone Star Steakhouse	65	3.3%	122
Family restaurant/steak house last 6 months: Old Country Buffet	52	2.6%	93
Family restaurant/steak house last 6 months: Olive Garden	424	21.4%	120
Family restaurant/steak house last 6 months: Outback Steakhouse	248	12.5%	110
Family restaurant/steak house last 6 months: Perkins	75	3.8%	105
Family restaurant/steak house last 6 months: Red Lobster	303	15.3%	114
Family restaurant/steak house last 6 months: Red Robin	135	6.8%	121
Family restaurant/steak house last 6 months: Ruby Tuesday	174	8.8%	106
Family restaurant/steak house last 6 months: Ryan's	55	2.8%	74
Family restaurant/steak house last 6 months: Sizzler	60	3.0%	99
Family restaurant/steak house last 6 months: T.G.I. Friday's	196	9.9%	96
Went to fast food/drive-in restaurant in last 6 months	1,806	91.0%	103
Went to fast food/drive-in restaurant <6 times/month	683	34.4%	98
Went to fast food/drive-in restaurant 6-13 times/month	581	29.3%	102
Went to fast food/drive-in restaurant 14+ times/month	542	27.3%	110
Fast food/drive-in last 6 months: breakfast	575	29.0%	106
Fast food/drive-in last 6 months: lunch	1,215	61.2%	104
Fast food/drive-in last 6 months: snack	344	17.3%	99
Fast food/drive-in last 6 months: dinner	1,055	53.1%	110

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Restaurant Market Potential

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

Latitude: 39.0987
 Longitude: -84.27417

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	1,383	69.7%	105
Fast food/drive-in last 6 months: weekend	1,027	51.7%	107
Fast food/drive-in last 6 months: A & W	100	5.0%	112
Fast food/drive-in last 6 months: Arby's	455	22.9%	112
Fast food/drive-in last 6 months: Boston Market	92	4.6%	97
Fast food/drive-in last 6 months: Burger King	773	38.9%	108
Fast food/drive-in last 6 months: Captain D's	86	4.3%	85
Fast food/drive-in last 6 months: Carl's Jr.	114	5.7%	90
Fast food/drive-in last 6 months: Checkers	64	3.2%	101
Fast food/drive-in last 6 months: Chick-fil-A	316	15.9%	123
Fast food/drive-in last 6 months: Chipotle Mex. Grill	118	5.9%	97
Fast food/drive-in last 6 months: Chuck E. Cheese	95	4.8%	107
Fast food/drive-in last 6 months: Church's Fr. Chicken	78	3.9%	92
Fast food/drive-in last 6 months: Dairy Queen	377	19.0%	120
Fast food/drive-in last 6 months: Del Taco	67	3.4%	99
Fast food/drive-in last 6 months: Domino's Pizza	297	15.0%	111
Fast food/drive-in last 6 months: Dunkin' Donuts	219	11.0%	96
Fast food/drive-in last 6 months: Fuddruckers	61	3.1%	109
Fast food/drive-in last 6 months: Hardee's	107	5.4%	80
Fast food/drive-in last 6 months: Jack in the Box	247	12.4%	118
Fast food/drive-in last 6 months: KFC	571	28.8%	105
Fast food/drive-in last 6 months: Little Caesars	190	9.6%	131
Fast food/drive-in last 6 months: Long John Silver's	121	6.1%	97
Fast food/drive-in last 6 months: McDonald's	1,174	59.1%	106
Fast food/drive-in last 6 months: Panera Bread	202	10.2%	104
Fast food/drive-in last 6 months: Papa John's	219	11.0%	127
Fast food/drive-in last 6 months: Pizza Hut	490	24.7%	112
Fast food/drive-in last 6 months: Popeyes	148	7.5%	102
Fast food/drive-in last 6 months: Quiznos	207	10.4%	115
Fast food/drive-in last 6 months: Sonic Drive-In	247	12.4%	106
Fast food/drive-in last 6 months: Starbucks	326	16.4%	109
Fast food/drive-in last 6 months: Steak n Shake	103	5.2%	103
Fast food/drive-in last 6 months: Subway	688	34.7%	110
Fast food/drive-in last 6 months: Taco Bell	723	36.4%	114
Fast food/drive-in last 6 months: Wendy's	674	34.0%	110
Fast food/drive-in last 6 months: Whataburger	114	5.7%	118
Fast food/drive-in last 6 months: White Castle	62	3.1%	78
Fast food/drive-in last 6 months: eat in	738	37.2%	99
Fast food/drive-in last 6 months: home delivery	259	13.0%	125
Fast food/drive-in last 6 months: take-out/drive-thru	1,138	57.3%	110
Fast food/drive-in last 6 months: take-out/walk-in	513	25.8%	105

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Restaurant Market Potential

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

Latitude: 39.0987
 Longitude: -84.27417

Demographic Summary		2011	2016	
Population		49,372	50,922	
Population 18+		37,239	38,570	
Households		19,482	20,149	
Median Household Income		\$54,160	\$60,445	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		29,176	78.3%	109
Family restaurant/steak house last month: <2 times		9,717	26.1%	102
Family restaurant/steak house last month: 2-4 times		10,909	29.3%	109
Family restaurant/steak house last month: 5+ times		8,548	23.0%	119
Family restaurant/steak house last 6 months: breakfast		5,648	15.2%	116
Family restaurant/steak house last 6 months: lunch		9,912	26.6%	107
Family restaurant/steak house last 6 months: snack		994	2.7%	95
Family restaurant/steak house last 6 months: dinner		22,563	60.6%	115
Family restaurant/steak house last 6 months: weekday		16,147	43.4%	113
Family restaurant/steak house last 6 months: weekend		19,030	51.1%	115
Family restaurant/steak house last 6 months: Applebee's		11,253	30.2%	120
Family restaurant/steak house last 6 months: Bennigan's		1,103	3.0%	133
Family restaurant/steak house last 6 months: Bob Evans Farm		1,716	4.6%	102
Family restaurant/steak house last 6 months: Cheesecake Factory		2,626	7.1%	106
Family restaurant/steak house last 6 months: Chili's Grill & Bar		5,327	14.3%	123
Family restaurant/steak house last 6 months: Cracker Barrel		4,634	12.4%	113
Family restaurant/steak house last 6 months: Denny's		3,597	9.7%	107
Family restaurant/steak house last 6 months: Friendly's		1,388	3.7%	95
Family restaurant/steak house last 6 months: Golden Corral		3,137	8.4%	117
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		5,047	13.6%	116
Family restaurant/steak house last 6 months: Lone Star Steakhouse		1,263	3.4%	126
Family restaurant/steak house last 6 months: Old Country Buffet		1,034	2.8%	99
Family restaurant/steak house last 6 months: Olive Garden		8,164	21.9%	124
Family restaurant/steak house last 6 months: Outback Steakhouse		5,101	13.7%	120
Family restaurant/steak house last 6 months: Perkins		1,516	4.1%	113
Family restaurant/steak house last 6 months: Red Lobster		5,569	15.0%	112
Family restaurant/steak house last 6 months: Red Robin		2,872	7.7%	137
Family restaurant/steak house last 6 months: Ruby Tuesday		3,602	9.7%	116
Family restaurant/steak house last 6 months: Ryan's		1,069	2.9%	77
Family restaurant/steak house last 6 months: Sizzler		1,021	2.7%	90
Family restaurant/steak house last 6 months: T.G.I. Friday's		4,439	11.9%	116
Went to fast food/drive-in restaurant in last 6 months		34,198	91.8%	104
Went to fast food/drive-in restaurant <6 times/month		12,830	34.5%	99
Went to fast food/drive-in restaurant 6-13 times/month		11,207	30.1%	104
Went to fast food/drive-in restaurant 14+ times/month		10,161	27.3%	110
Fast food/drive-in last 6 months: breakfast		11,368	30.5%	111
Fast food/drive-in last 6 months: lunch		23,786	63.9%	109
Fast food/drive-in last 6 months: snack		6,609	17.7%	102
Fast food/drive-in last 6 months: dinner		19,902	53.4%	111

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Restaurant Market Potential

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

Latitude: 39.0987
Longitude: -84.27417

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	26,476	71.1%	107
Fast food/drive-in last 6 months: weekend	19,511	52.4%	109
Fast food/drive-in last 6 months: A & W	1,826	4.9%	109
Fast food/drive-in last 6 months: Arby's	9,055	24.3%	119
Fast food/drive-in last 6 months: Boston Market	2,073	5.6%	116
Fast food/drive-in last 6 months: Burger King	14,398	38.7%	107
Fast food/drive-in last 6 months: Captain D's	1,689	4.5%	89
Fast food/drive-in last 6 months: Carl's Jr.	2,066	5.5%	87
Fast food/drive-in last 6 months: Checkers	1,214	3.3%	102
Fast food/drive-in last 6 months: Chick-fil-A	6,669	17.9%	139
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,860	7.7%	125
Fast food/drive-in last 6 months: Chuck E. Cheese	1,789	4.8%	107
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,727	4.6%	108
Fast food/drive-in last 6 months: Dairy Queen	6,891	18.5%	117
Fast food/drive-in last 6 months: Del Taco	1,244	3.3%	98
Fast food/drive-in last 6 months: Domino's Pizza	5,498	14.8%	110
Fast food/drive-in last 6 months: Dunkin' Donuts	4,156	11.2%	97
Fast food/drive-in last 6 months: Fuddruckers	1,374	3.7%	130
Fast food/drive-in last 6 months: Hardee's	2,229	6.0%	89
Fast food/drive-in last 6 months: Jack in the Box	4,337	11.6%	111
Fast food/drive-in last 6 months: KFC	10,637	28.6%	104
Fast food/drive-in last 6 months: Little Caesars	3,386	9.1%	125
Fast food/drive-in last 6 months: Long John Silver's	2,383	6.4%	102
Fast food/drive-in last 6 months: McDonald's	22,330	60.0%	108
Fast food/drive-in last 6 months: Panera Bread	4,275	11.5%	118
Fast food/drive-in last 6 months: Papa John's	4,352	11.7%	134
Fast food/drive-in last 6 months: Pizza Hut	8,926	24.0%	109
Fast food/drive-in last 6 months: Popeyes	3,025	8.1%	111
Fast food/drive-in last 6 months: Quiznos	4,117	11.1%	122
Fast food/drive-in last 6 months: Sonic Drive-In	4,901	13.2%	112
Fast food/drive-in last 6 months: Starbucks	6,416	17.2%	114
Fast food/drive-in last 6 months: Steak n Shake	2,287	6.1%	122
Fast food/drive-in last 6 months: Subway	13,011	34.9%	110
Fast food/drive-in last 6 months: Taco Bell	13,852	37.2%	116
Fast food/drive-in last 6 months: Wendy's	12,939	34.7%	112
Fast food/drive-in last 6 months: Whataburger	2,135	5.7%	118
Fast food/drive-in last 6 months: White Castle	1,468	3.9%	99
Fast food/drive-in last 6 months: eat in	13,971	37.5%	100
Fast food/drive-in last 6 months: home delivery	4,703	12.6%	121
Fast food/drive-in last 6 months: take-out/drive-thru	22,041	59.2%	114
Fast food/drive-in last 6 months: take-out/walk-in	9,594	25.8%	105

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.



Restaurant Market Potential

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

Latitude: 39.0987
 Longitude: -84.27417

Demographic Summary		2011	2016	
Population		99,949	102,405	
Population 18+		74,355	76,530	
Households		38,888	40,063	
Median Household Income		\$58,821	\$65,349	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		58,679	78.9%	110
Family restaurant/steak house last month: <2 times		19,532	26.3%	102
Family restaurant/steak house last month: 2-4 times		22,383	30.1%	112
Family restaurant/steak house last month: 5+ times		16,764	22.5%	116
Family restaurant/steak house last 6 months: breakfast		11,150	15.0%	114
Family restaurant/steak house last 6 months: lunch		20,405	27.4%	111
Family restaurant/steak house last 6 months: snack		1,985	2.7%	95
Family restaurant/steak house last 6 months: dinner		45,442	61.1%	116
Family restaurant/steak house last 6 months: weekday		33,202	44.7%	116
Family restaurant/steak house last 6 months: weekend		37,817	50.9%	115
Family restaurant/steak house last 6 months: Applebee's		22,211	29.9%	119
Family restaurant/steak house last 6 months: Bennigan's		2,155	2.9%	131
Family restaurant/steak house last 6 months: Bob Evans Farm		3,618	4.9%	108
Family restaurant/steak house last 6 months: Cheesecake Factory		5,749	7.7%	116
Family restaurant/steak house last 6 months: Chili's Grill & Bar		10,853	14.6%	125
Family restaurant/steak house last 6 months: Cracker Barrel		9,365	12.6%	115
Family restaurant/steak house last 6 months: Denny's		6,847	9.2%	102
Family restaurant/steak house last 6 months: Friendly's		3,287	4.4%	112
Family restaurant/steak house last 6 months: Golden Corral		5,517	7.4%	103
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		9,886	13.3%	114
Family restaurant/steak house last 6 months: Lone Star Steakhouse		2,471	3.3%	124
Family restaurant/steak house last 6 months: Old Country Buffet		2,102	2.8%	100
Family restaurant/steak house last 6 months: Olive Garden		16,332	22.0%	124
Family restaurant/steak house last 6 months: Outback Steakhouse		10,653	14.3%	126
Family restaurant/steak house last 6 months: Perkins		2,958	4.0%	111
Family restaurant/steak house last 6 months: Red Lobster		11,046	14.9%	111
Family restaurant/steak house last 6 months: Red Robin		5,805	7.8%	139
Family restaurant/steak house last 6 months: Ruby Tuesday		7,533	10.1%	122
Family restaurant/steak house last 6 months: Ryan's		1,911	2.6%	69
Family restaurant/steak house last 6 months: Sizzler		1,841	2.5%	81
Family restaurant/steak house last 6 months: T.G.I. Friday's		9,411	12.7%	123
Went to fast food/drive-in restaurant in last 6 months		67,814	91.2%	103
Went to fast food/drive-in restaurant <6 times/month		25,892	34.8%	100
Went to fast food/drive-in restaurant 6-13 times/month		22,489	30.2%	105
Went to fast food/drive-in restaurant 14+ times/month		19,432	26.1%	105
Fast food/drive-in last 6 months: breakfast		22,333	30.0%	110
Fast food/drive-in last 6 months: lunch		47,495	63.9%	109
Fast food/drive-in last 6 months: snack		13,622	18.3%	105
Fast food/drive-in last 6 months: dinner		38,638	52.0%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.



Restaurant Market Potential

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

Latitude: 39.0987
 Longitude: -84.27417

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	53,182	71.5%	108
Fast food/drive-in last 6 months: weekend	37,734	50.7%	105
Fast food/drive-in last 6 months: A & W	3,612	4.9%	108
Fast food/drive-in last 6 months: Arby's	17,340	23.3%	114
Fast food/drive-in last 6 months: Boston Market	4,493	6.0%	126
Fast food/drive-in last 6 months: Burger King	27,914	37.5%	104
Fast food/drive-in last 6 months: Captain D's	3,076	4.1%	82
Fast food/drive-in last 6 months: Carl's Jr.	3,960	5.3%	84
Fast food/drive-in last 6 months: Checkers	2,286	3.1%	97
Fast food/drive-in last 6 months: Chick-fil-A	12,919	17.4%	135
Fast food/drive-in last 6 months: Chipotle Mex. Grill	5,937	8.0%	130
Fast food/drive-in last 6 months: Chuck E. Cheese	3,380	4.5%	101
Fast food/drive-in last 6 months: Church's Fr. Chicken	2,842	3.8%	89
Fast food/drive-in last 6 months: Dairy Queen	13,427	18.1%	114
Fast food/drive-in last 6 months: Del Taco	2,337	3.1%	92
Fast food/drive-in last 6 months: Domino's Pizza	10,050	13.5%	101
Fast food/drive-in last 6 months: Dunkin' Donuts	9,572	12.9%	112
Fast food/drive-in last 6 months: Fuddruckers	2,866	3.9%	136
Fast food/drive-in last 6 months: Hardee's	4,281	5.8%	86
Fast food/drive-in last 6 months: Jack in the Box	7,624	10.3%	97
Fast food/drive-in last 6 months: KFC	20,316	27.3%	100
Fast food/drive-in last 6 months: Little Caesars	5,744	7.7%	106
Fast food/drive-in last 6 months: Long John Silver's	4,371	5.9%	94
Fast food/drive-in last 6 months: McDonald's	43,437	58.4%	105
Fast food/drive-in last 6 months: Panera Bread	9,657	13.0%	133
Fast food/drive-in last 6 months: Papa John's	8,044	10.8%	124
Fast food/drive-in last 6 months: Pizza Hut	16,594	22.3%	102
Fast food/drive-in last 6 months: Popeyes	5,515	7.4%	101
Fast food/drive-in last 6 months: Quiznos	8,383	11.3%	124
Fast food/drive-in last 6 months: Sonic Drive-In	9,088	12.2%	104
Fast food/drive-in last 6 months: Starbucks	13,254	17.8%	118
Fast food/drive-in last 6 months: Steak n Shake	4,514	6.1%	121
Fast food/drive-in last 6 months: Subway	25,507	34.3%	108
Fast food/drive-in last 6 months: Taco Bell	26,033	35.0%	109
Fast food/drive-in last 6 months: Wendy's	25,309	34.0%	110
Fast food/drive-in last 6 months: Whataburger	3,759	5.1%	104
Fast food/drive-in last 6 months: White Castle	2,931	3.9%	99
Fast food/drive-in last 6 months: eat in	28,769	38.7%	103
Fast food/drive-in last 6 months: home delivery	8,615	11.6%	111
Fast food/drive-in last 6 months: take-out/drive-thru	42,615	57.3%	110
Fast food/drive-in last 6 months: take-out/walk-in	19,286	25.9%	106

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.



Tapestry Segmentation Area Profile

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

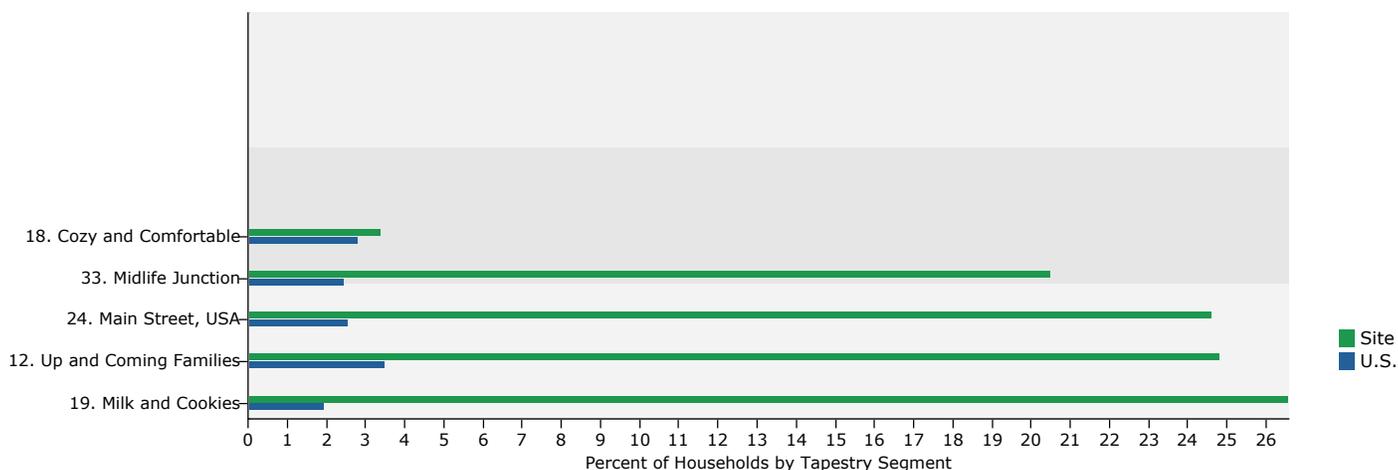
Latitude: 39.0987
 Longitude: -84.27417

Top Twenty Tapestry Segments

Tapestry descriptions can be found [here](#)

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	19. Milk and Cookies	26.6%	26.6%	2.0%	2.0%	1354
2	12. Up and Coming Families	24.8%	51.4%	3.5%	5.5%	708
3	24. Main Street, USA	24.6%	76.1%	2.6%	8.1%	955
4	33. Midlife Junction	20.5%	96.6%	2.5%	10.5%	830
5	18. Cozy and Comfortable	3.4%	100.0%	2.8%	13.3%	121
Subtotal		100.0%		13.3%		
Total		100.0%		13.3%		750

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

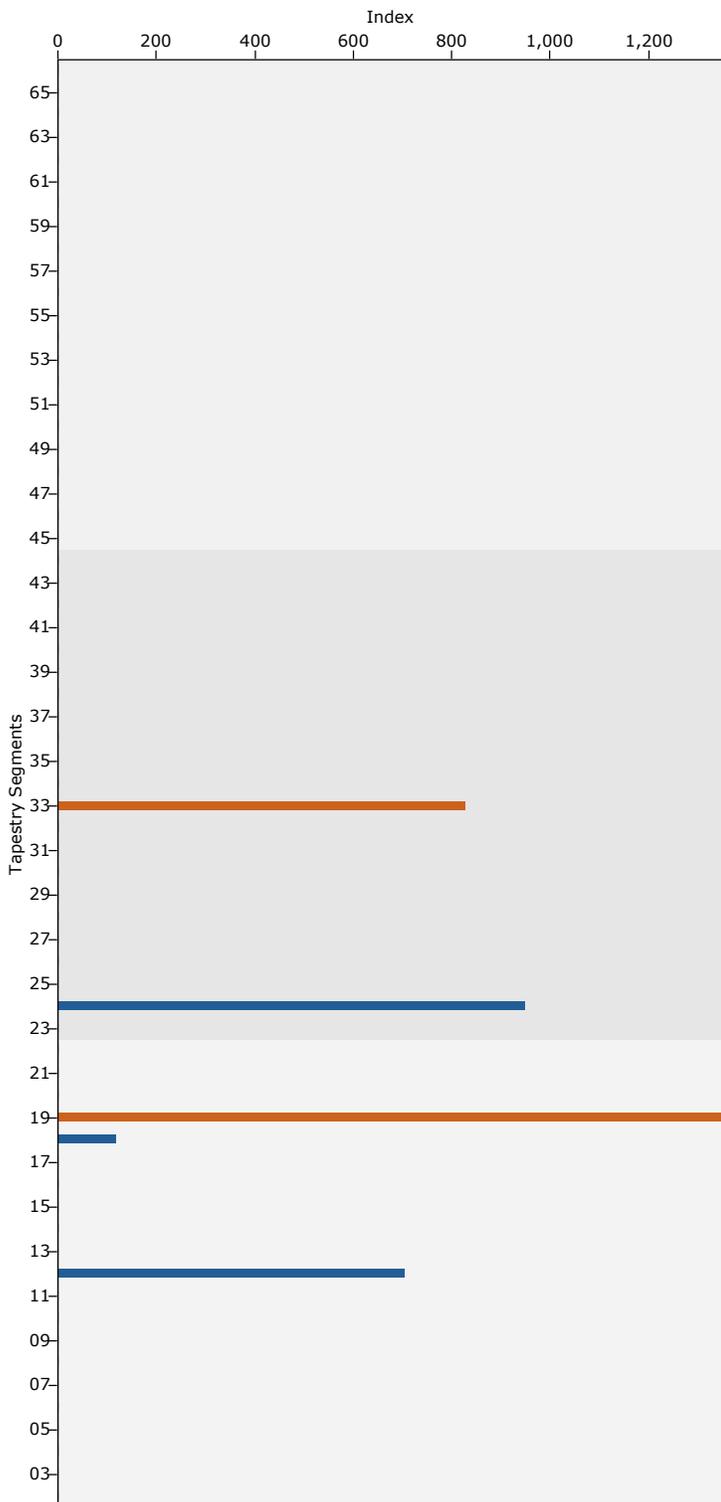


Tapestry Segmentation Area Profile

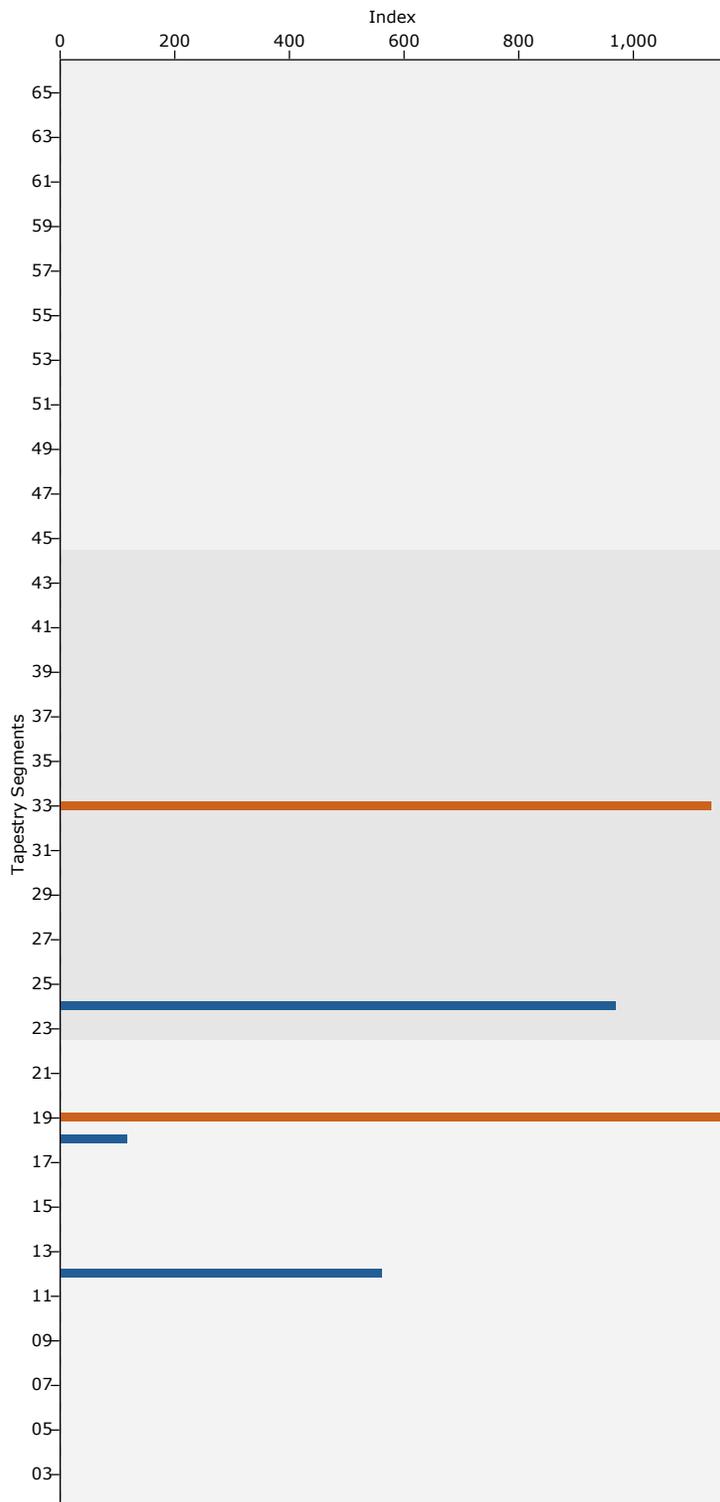
Eastgate Area - Rings
Eastgate Blvd, Cincinnati, OH, 45245
Ring: 1 mile radius

Latitude: 39.0987
Longitude: -84.27417

Tapestry Indexes by Households



Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

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

Latitude: 39.0987
 Longitude: -84.27417

Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,043	100.0%		2,598	100.0%	
L1. High Society	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	36	3.5%	25	87	3.3%	24
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	36	3.4%	121	87	3.3%	120
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitan	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

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

Latitude: 39.0987
 Longitude: -84.27417

Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,043	100.0%		2,598	100.0%	
L7. High Hopes	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	536	51.4%	651	1,232	47.4%	511
12 Up and Coming Families	259	24.8%	708	573	22.1%	565
19 Milk and Cookies	277	26.6%	1354	659	25.4%	1162
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	471	45.2%	519	1,279	49.2%	596
24 Main Street, USA	257	24.6%	954	631	24.3%	970
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	214	20.5%	830	648	24.9%	1138
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

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

Latitude: 39.0987
 Longitude: -84.27417

Tapestry Urbanization Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,043	100.0%		2,598	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	277	26.6%	234	659	25.4%	223
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	277	26.6%	1354	659	25.4%	1162
22 Metropolitanans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	257	24.6%	225	631	24.3%	213
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	257	24.6%	954	631	24.3%	970
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

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

Latitude: 39.0987
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Tapestry Urbanization Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,043	100.0%		2,598	100.0%	
U6. Urban Outskirts II	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	259	24.8%	157	573	22.1%	135
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	259	24.8%	708	573	22.1%	565
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	250	24.0%	249	735	28.3%	314
18 Cozy and Comfortable	36	3.4%	121	87	3.3%	120
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	214	20.5%	830	648	24.9%	1138
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

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

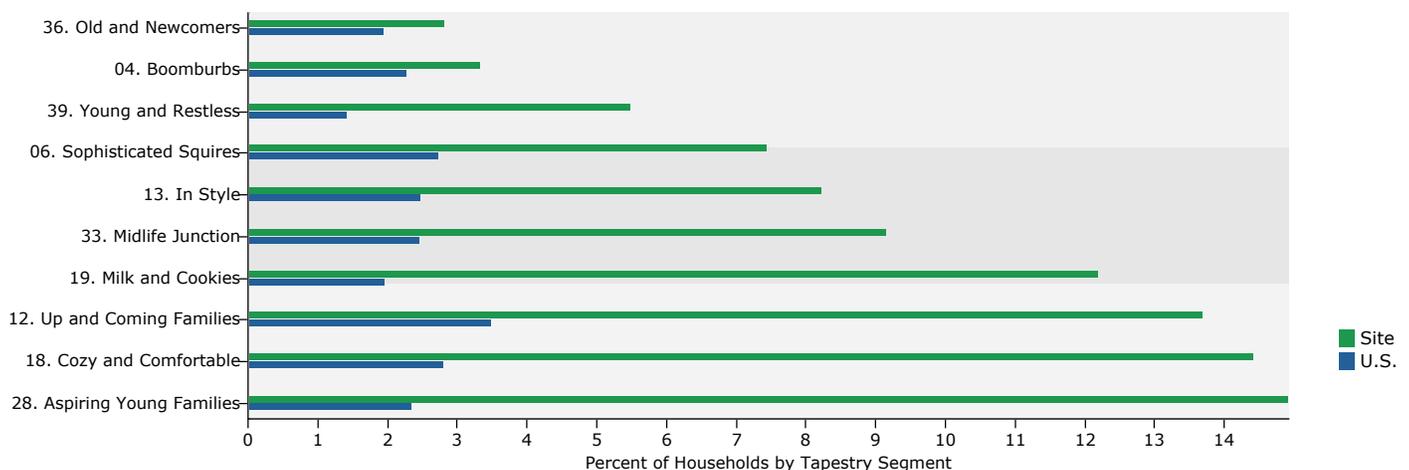
Latitude: 39.0987
 Longitude: -84.27417

Top Twenty Tapestry Segments

Tapestry descriptions can be found [here](#)

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	28. Aspiring Young Families	14.9%	14.9%	2.4%	2.4%	633
2	18. Cozy and Comfortable	14.4%	29.4%	2.8%	5.2%	512
3	12. Up and Coming Families	13.7%	43.1%	3.5%	8.7%	391
4	19. Milk and Cookies	12.2%	55.3%	2.0%	10.6%	622
5	33. Midlife Junction	9.2%	64.4%	2.5%	13.1%	370
Subtotal		64.4%		13.1%		
6	13. In Style	8.2%	72.7%	2.5%	15.6%	331
7	06. Sophisticated Squires	7.5%	80.1%	2.7%	18.3%	272
8	39. Young and Restless	5.5%	85.6%	1.4%	19.8%	386
9	04. Boomburbs	3.3%	89.0%	2.3%	22.0%	147
10	36. Old and Newcomers	2.8%	91.8%	1.9%	24.0%	145
Subtotal		27.3%		10.9%		
11	48. Great Expectations	2.7%	94.5%	1.7%	25.7%	156
12	57. Simple Living	2.4%	96.9%	1.4%	27.1%	172
13	24. Main Street, USA	1.3%	98.2%	2.6%	29.7%	51
14	02. Suburban Splendor	0.8%	99.0%	1.7%	31.5%	45
15	29. Rustbelt Retirees	0.7%	99.7%	2.1%	33.5%	34
Subtotal		7.9%		9.5%		
16	50. Heartland Communities	0.3%	100.0%	2.1%	35.6%	13
17	07. Exurbanites	0.0%	100.0%	2.5%	38.2%	1
Subtotal		0.3%		4.6%		
Total		100.0%		38.2%		262

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

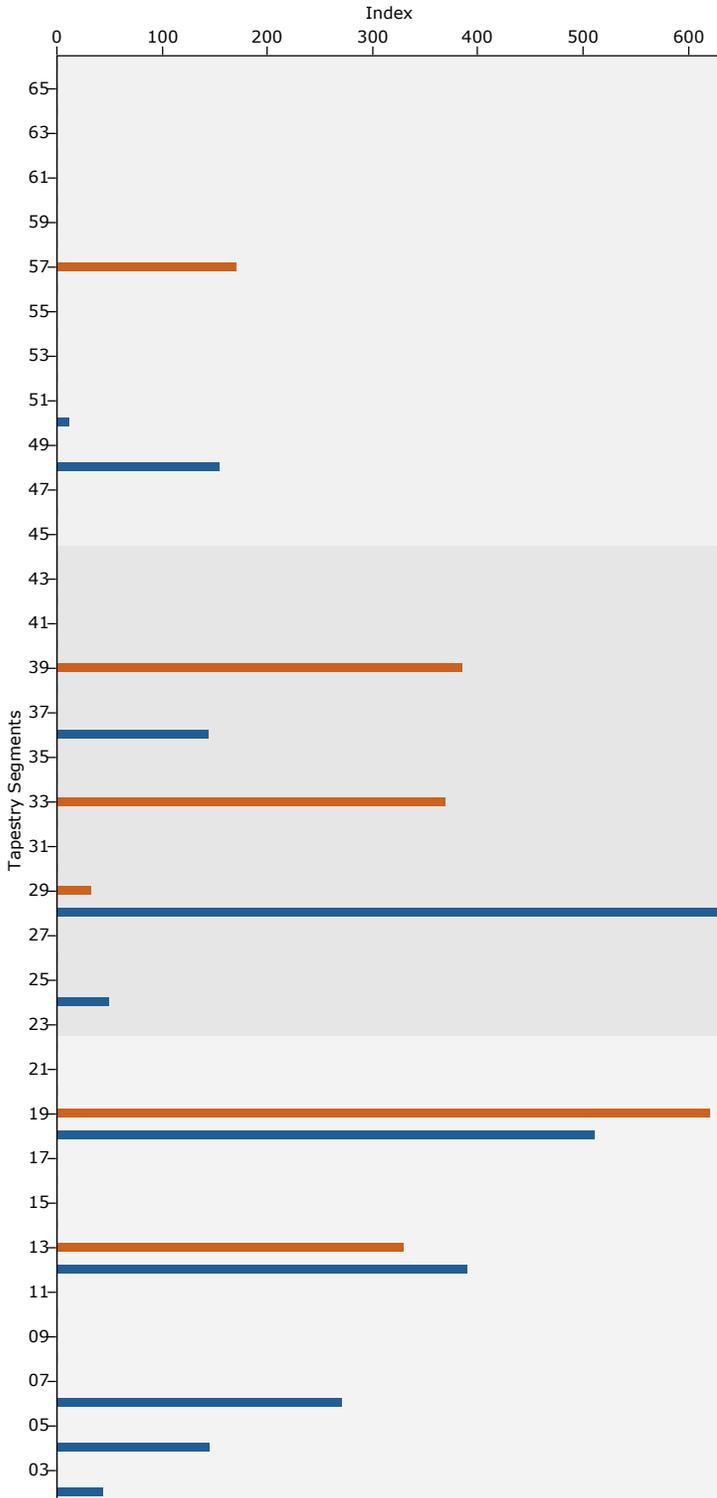


Tapestry Segmentation Area Profile

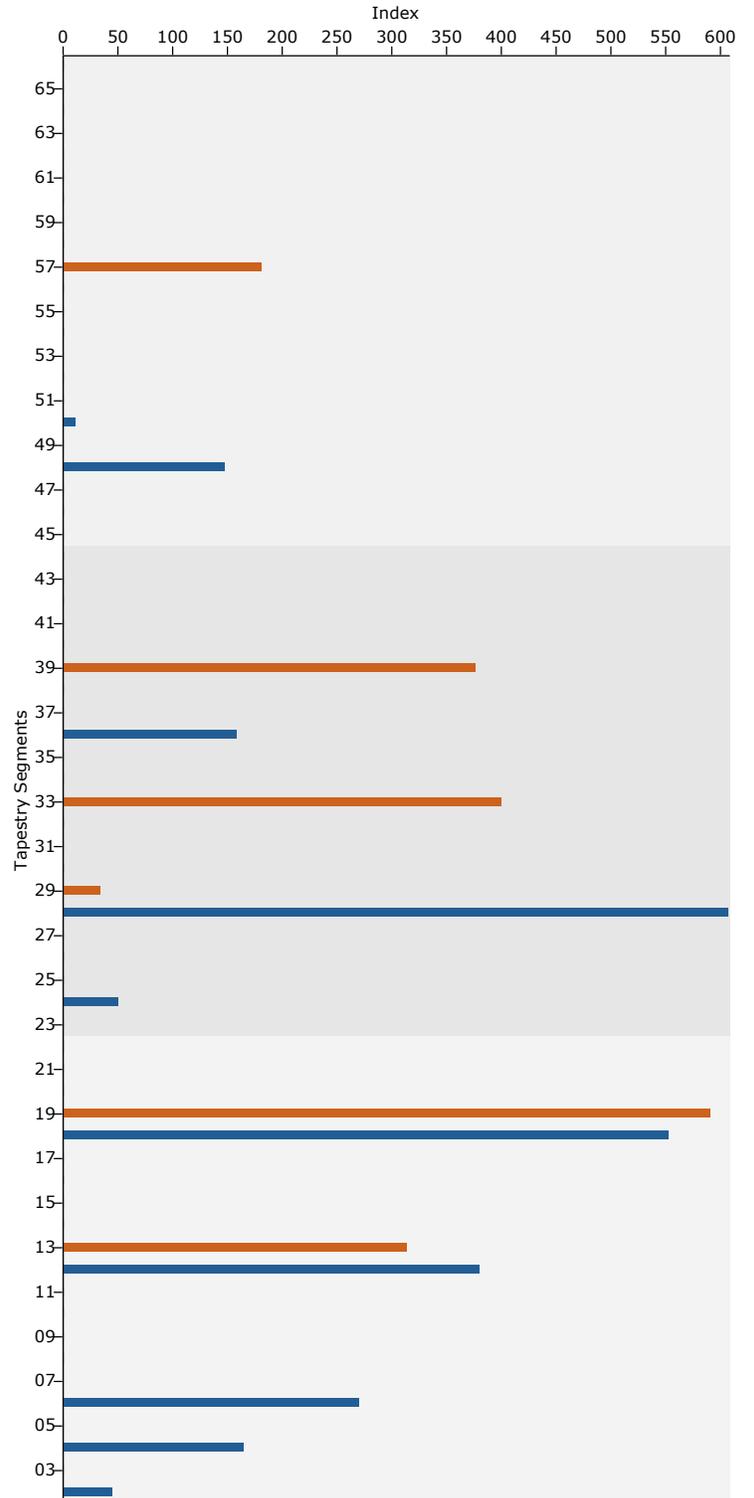
Eastgate Area - Rings
 Eastgate Blvd, Cincinnati, OH, 45245
 Ring: 3 mile radius

Latitude: 39.0987
 Longitude: -84.27417

Tapestry Indexes by Households



Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

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

Latitude: 39.0987
 Longitude: -84.27417

Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	19,482	100.0%		49,372	100.0%	
L1. High Society	2,261	11.6%	91	6,820	13.8%	99
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	152	0.8%	45	464	0.9%	47
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	652	3.3%	147	2,186	4.4%	166
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	1,452	7.5%	272	4,157	8.4%	271
07 Exurbanites	5	0.0%	1	13	0.0%	1
L2. Upscale Avenues	4,415	22.7%	163	11,200	22.7%	165
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	1,602	8.2%	331	3,575	7.2%	315
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	2,813	14.4%	512	7,625	15.4%	553
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitan	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	1,619	8.3%	122	3,211	6.5%	128
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	550	2.8%	145	1,182	2.4%	159
39 Young and Restless	1,069	5.5%	386	2,029	4.1%	378
L5. Senior Styles	659	3.4%	28	1,478	3.0%	29
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	137	0.7%	34	318	0.6%	35
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	52	0.3%	13	122	0.2%	13
57 Simple Living	470	2.4%	172	1,038	2.1%	182
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

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

Latitude: 39.0987
 Longitude: -84.27417

Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	19,482	100.0%		49,372	100.0%	
L7. High Hopes	3,438	17.6%	431	7,958	16.1%	422
28 Aspiring Young Families	2,909	14.9%	633	6,816	13.8%	608
48 Great Expectations	529	2.7%	156	1,142	2.3%	149
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	5,050	25.9%	328	13,734	27.8%	300
12 Up and Coming Families	2,671	13.7%	391	7,350	14.9%	381
19 Milk and Cookies	2,379	12.2%	622	6,384	12.9%	592
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	2,040	10.5%	120	4,971	10.1%	122
24 Main Street, USA	257	1.3%	51	631	1.3%	51
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	1,783	9.2%	370	4,340	8.8%	401
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

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

Latitude: 39.0987
 Longitude: -84.27417

Tapestry Urbanization Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	19,482	100.0%		49,372	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	2,379	12.2%	108	6,384	12.9%	114
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	2,379	12.2%	622	6,384	12.9%	592
22 Metropolitan	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	4,528	23.2%	214	10,027	20.3%	206
28 Aspiring Young Families	2,909	14.9%	633	6,816	13.8%	608
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	550	2.8%	145	1,182	2.4%	159
39 Young and Restless	1,069	5.5%	386	2,029	4.1%	378
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	1,438	7.4%	67	3,959	8.0%	70
04 Boomburbs	652	3.3%	147	2,186	4.4%	166
24 Main Street, USA	257	1.3%	51	631	1.3%	51
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	529	2.7%	156	1,142	2.3%	149

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

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

Latitude: 39.0987
 Longitude: -84.27417

Tapestry Urbanization Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	19,482	100.0%		49,372	100.0%	
U6. Urban Outskirts II	470	2.4%	47	1,038	2.1%	40
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	470	2.4%	172	1,038	2.1%	182
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	5,882	30.2%	191	15,559	31.5%	193
02 Suburban Splendor	152	0.8%	45	464	0.9%	47
06 Sophisticated Squires	1,452	7.5%	272	4,157	8.4%	271
07 Exurbanites	5	0.0%	1	13	0.0%	1
12 Up and Coming Families	2,671	13.7%	391	7,350	14.9%	381
13 In Style	1,602	8.2%	331	3,575	7.2%	315
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	4,733	24.3%	253	12,283	24.9%	276
18 Cozy and Comfortable	2,813	14.4%	512	7,625	15.4%	553
29 Rustbelt Retirees	137	0.7%	34	318	0.6%	35
33 Midlife Junction	1,783	9.2%	370	4,340	8.8%	401
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	52	0.3%	6	122	0.2%	5
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	52	0.3%	13	122	0.2%	13
U10. Rural I	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

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

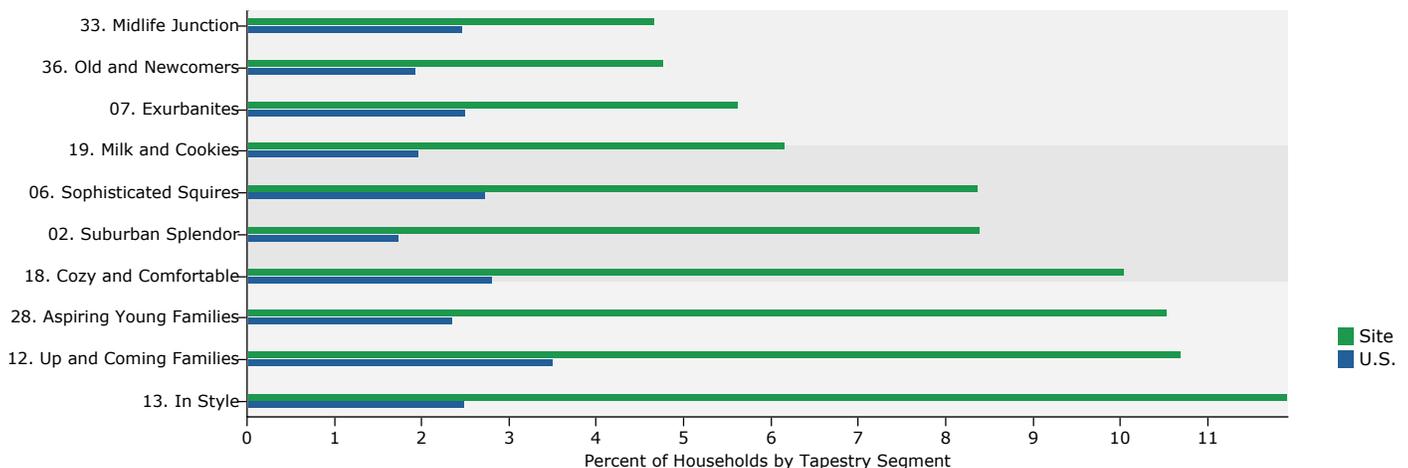
Latitude: 39.0987
 Longitude: -84.27417

Top Twenty Tapestry Segments

Tapestry descriptions can be found [here](#)

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	13. In Style	11.9%	11.9%	2.5%	2.5%	479
2	12. Up and Coming Families	10.7%	22.6%	3.5%	6.0%	305
3	28. Aspiring Young Families	10.5%	33.2%	2.4%	8.4%	447
4	18. Cozy and Comfortable	10.1%	43.2%	2.8%	11.2%	357
5	02. Suburban Splendor	8.4%	51.6%	1.7%	12.9%	480
Subtotal		51.6%		12.9%		
6	06. Sophisticated Squires	8.4%	60.0%	2.7%	15.7%	306
7	19. Milk and Cookies	6.2%	66.2%	2.0%	17.6%	314
8	07. Exurbanites	5.6%	71.8%	2.5%	20.1%	224
9	36. Old and Newcomers	4.8%	76.6%	1.9%	22.1%	246
10	33. Midlife Junction	4.7%	81.2%	2.5%	24.5%	189
Subtotal		29.6%		11.6%		
11	30. Retirement Communities	4.4%	85.7%	1.5%	26.0%	304
12	39. Young and Restless	2.7%	88.4%	1.4%	27.4%	193
13	17. Green Acres	2.1%	90.5%	3.2%	30.6%	66
14	04. Boomburbs	1.8%	92.4%	2.3%	32.9%	81
15	65. Social Security Set	1.4%	93.8%	0.6%	33.6%	221
Subtotal		12.6%		9.0%		
16	48. Great Expectations	1.4%	95.2%	1.7%	35.3%	78
17	29. Rustbelt Retirees	1.2%	96.4%	2.1%	37.4%	59
18	57. Simple Living	1.2%	97.6%	1.4%	38.8%	86
19	50. Heartland Communities	0.8%	98.4%	2.1%	40.9%	36
20	24. Main Street, USA	0.7%	99.0%	2.6%	43.5%	26
Subtotal		5.2%		9.9%		
Total		99.0%		43.5%		228

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

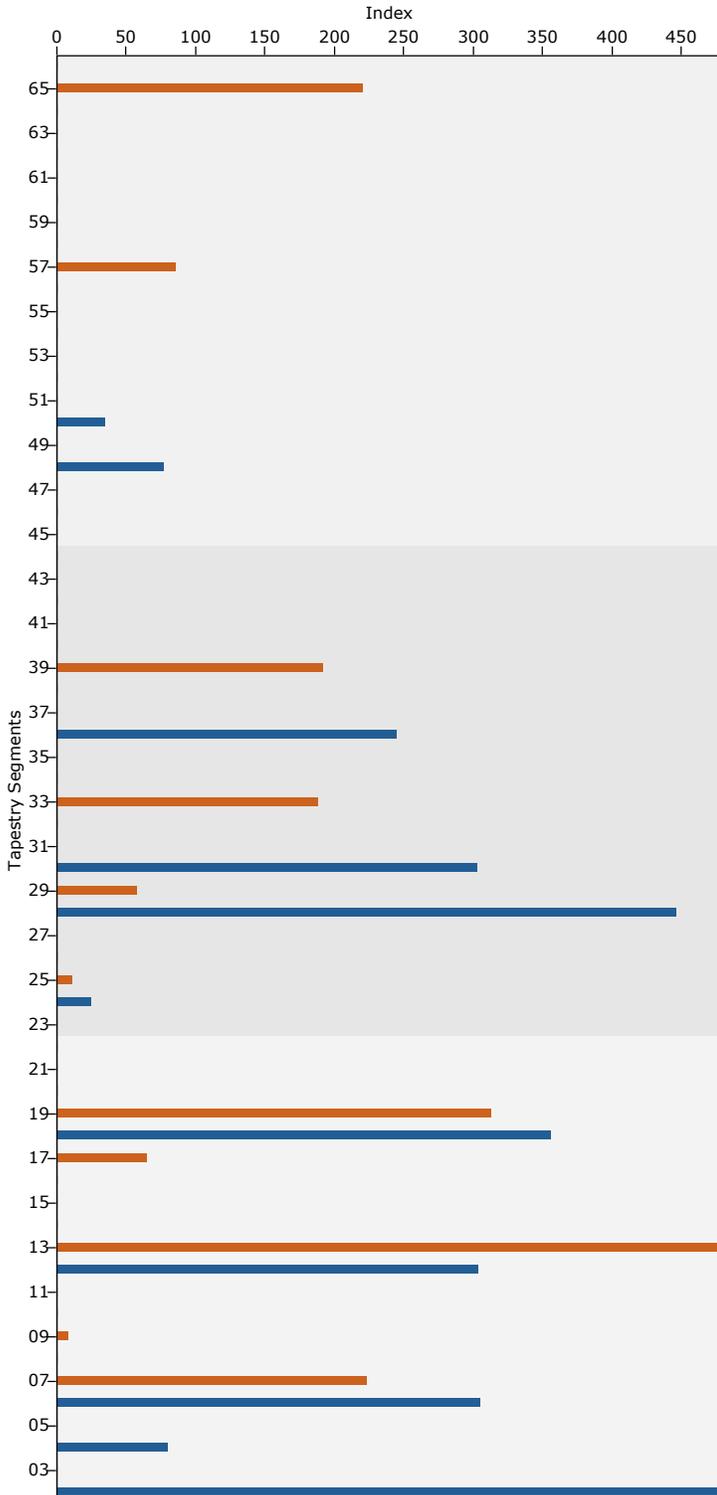


Tapestry Segmentation Area Profile

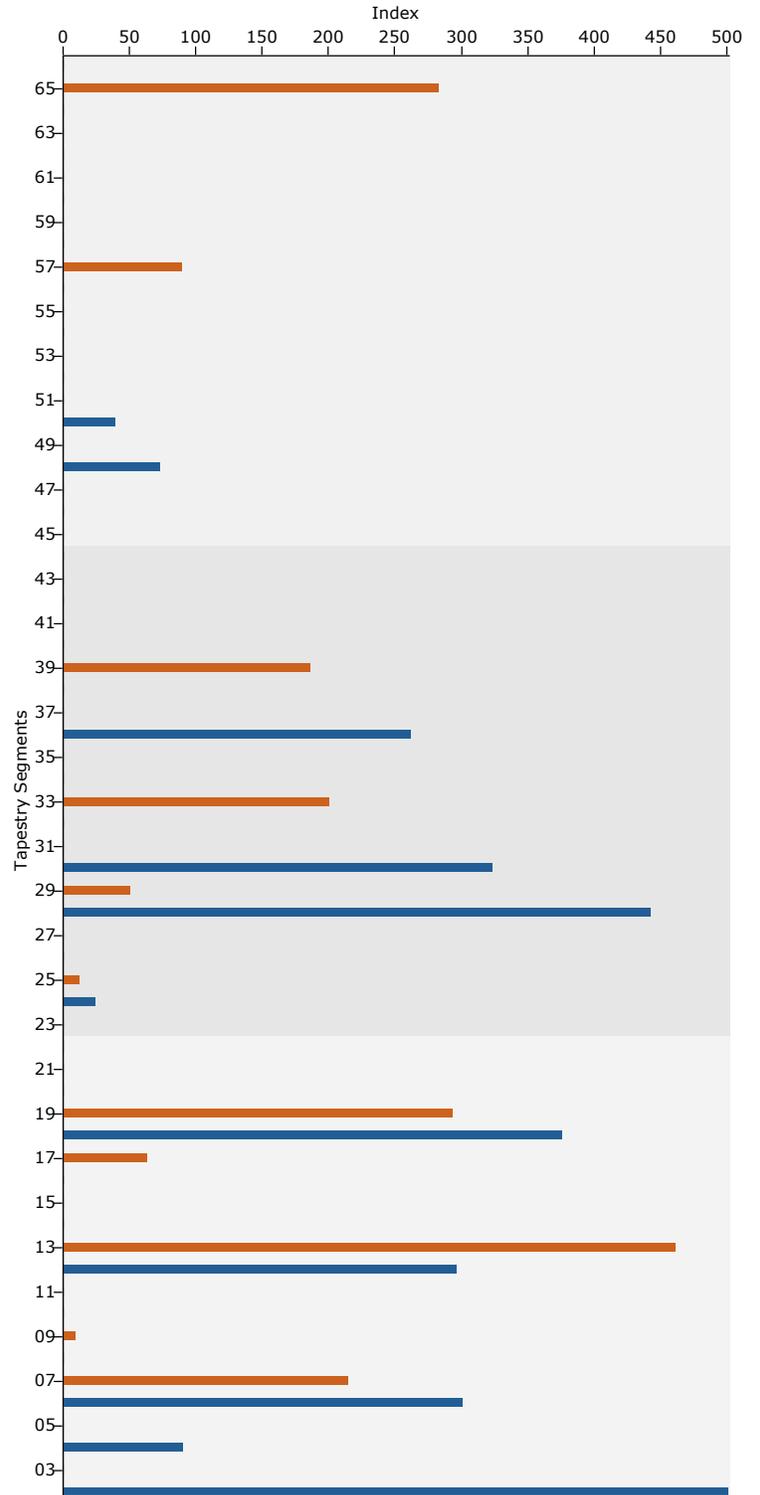
Eastgate Area - Rings
 Eastgate Blvd, Cincinnati, OH, 45245
 Ring: 5 mile radius

Latitude: 39.0987
 Longitude: -84.27417

Tapestry Indexes by Households



Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

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

Latitude: 39.0987
 Longitude: -84.27417

Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	38,887	100.0%		99,949	100.0%	
L1. High Society	9,630	24.8%	194	28,127	28.1%	201
01 Top Rung	202	0.5%	75	696	0.7%	91
02 Suburban Splendor	3,263	8.4%	480	10,056	10.1%	502
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	718	1.8%	81	2,425	2.4%	91
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	3,260	8.4%	306	9,380	9.4%	302
07 Exurbanites	2,187	5.6%	224	5,570	5.6%	216
L2. Upscale Avenues	9,422	24.2%	175	23,454	23.5%	170
09 Urban Chic	45	0.1%	9	131	0.1%	11
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	4,636	11.9%	479	10,640	10.6%	463
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	829	2.1%	66	2,159	2.2%	64
18 Cozy and Comfortable	3,912	10.1%	357	10,524	10.5%	377
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitan	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	2,926	7.5%	111	5,992	6.0%	118
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	1,857	4.8%	246	3,963	4.0%	263
39 Young and Restless	1,069	2.7%	193	2,029	2.0%	187
L5. Senior Styles	3,513	9.0%	74	7,709	7.7%	75
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	472	1.2%	59	976	1.0%	52
30 Retirement Communities	1,718	4.4%	304	3,595	3.6%	324
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	295	0.8%	36	755	0.8%	40
57 Simple Living	470	1.2%	86	1,038	1.0%	90
65 Social Security Set	558	1.4%	221	1,345	1.3%	284
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

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

Latitude: 39.0987
 Longitude: -84.27417

Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	38,887	100.0%		99,949	100.0%	
L7. High Hopes	4,627	11.9%	291	11,198	11.2%	293
28 Aspiring Young Families	4,098	10.5%	447	10,056	10.1%	443
48 Great Expectations	529	1.4%	78	1,142	1.1%	74
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	6,557	16.9%	214	18,041	18.1%	195
12 Up and Coming Families	4,160	10.7%	305	11,612	11.6%	298
19 Milk and Cookies	2,397	6.2%	314	6,429	6.4%	295
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	2,082	5.4%	61	5,073	5.1%	61
24 Main Street, USA	257	0.7%	26	631	0.6%	25
32 Rustbelt Traditions	5	0.0%	0	7	0.0%	0
33 Midlife Junction	1,820	4.7%	189	4,435	4.4%	202
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	130	0.3%	4	355	0.4%	4
25 Salt of the Earth	130	0.3%	12	355	0.4%	13
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

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

Latitude: 39.0987
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Tapestry Urbanization Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	38,887	100.0%		99,949	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	558	1.4%	30	1,345	1.3%	24
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	558	1.4%	221	1,345	1.3%	284
U3. Metro Cities I	2,644	6.8%	60	7,256	7.3%	64
01 Top Rung	202	0.5%	75	696	0.7%	91
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	45	0.1%	9	131	0.1%	11
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	2,397	6.2%	314	6,429	6.4%	295
22 Metropolitan	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	8,742	22.5%	207	19,643	19.7%	199
28 Aspiring Young Families	4,098	10.5%	447	10,056	10.1%	443
30 Retirement Communities	1,718	4.4%	304	3,595	3.6%	324
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	1,857	4.8%	246	3,963	4.0%	263
39 Young and Restless	1,069	2.7%	193	2,029	2.0%	187
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	1,509	3.9%	35	4,205	4.2%	37
04 Boomburbs	718	1.8%	81	2,425	2.4%	91
24 Main Street, USA	257	0.7%	26	631	0.6%	25
32 Rustbelt Traditions	5	0.0%	0	7	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	529	1.4%	78	1,142	1.1%	74

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

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

Latitude: 39.0987
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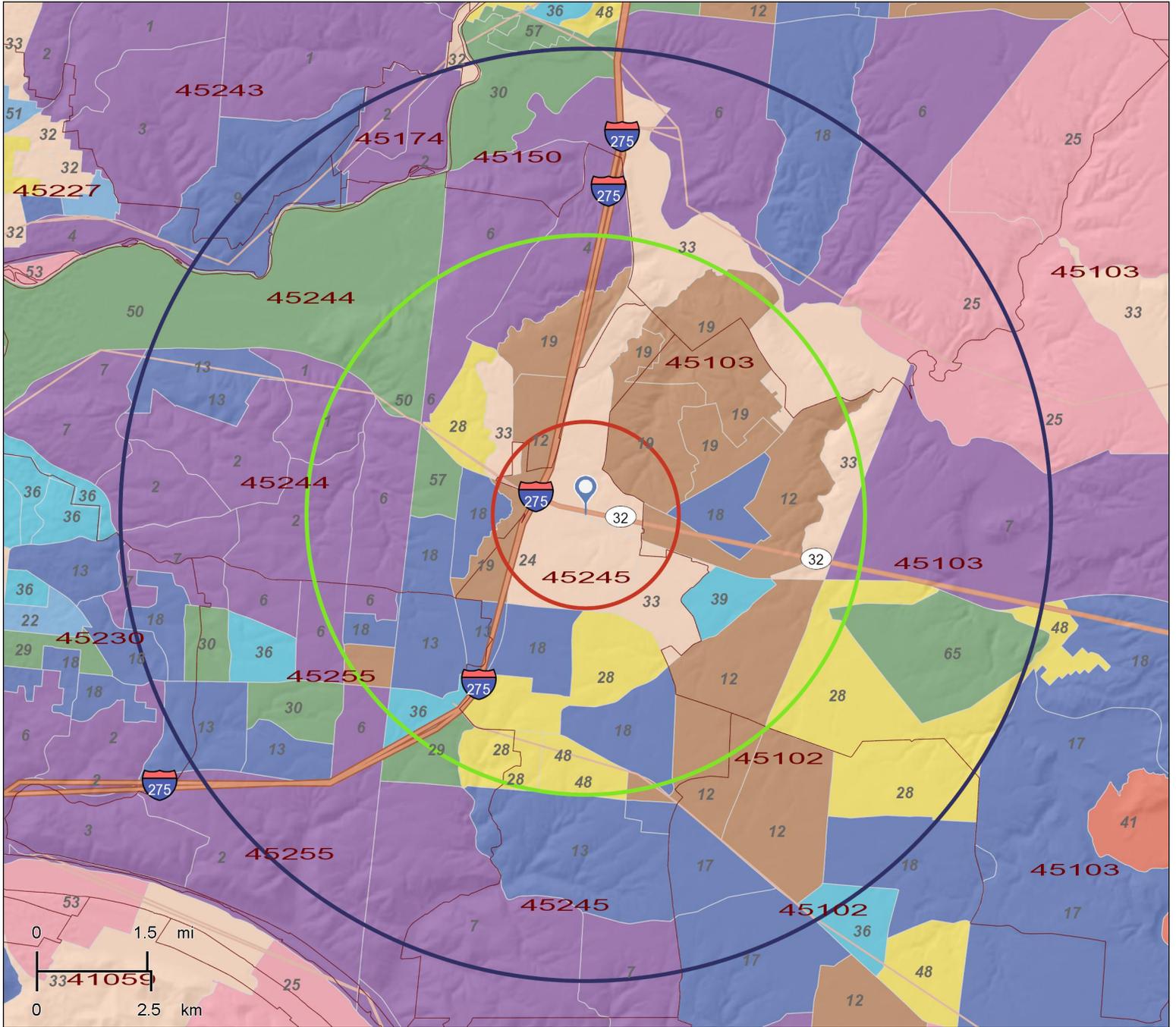
Tapestry Urbanization Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	38,887	100.0%		99,949	100.0%	
U6. Urban Outskirts II	470	1.2%	24	1,038	1.0%	20
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	470	1.2%	86	1,038	1.0%	90
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	17,506	45.0%	285	47,258	47.3%	290
02 Suburban Splendor	3,263	8.4%	480	10,056	10.1%	502
06 Sophisticated Squires	3,260	8.4%	306	9,380	9.4%	302
07 Exurbanites	2,187	5.6%	224	5,570	5.6%	216
12 Up and Coming Families	4,160	10.7%	305	11,612	11.6%	298
13 In Style	4,636	11.9%	479	10,640	10.6%	463
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	6,204	16.0%	166	15,935	15.9%	177
18 Cozy and Comfortable	3,912	10.1%	357	10,524	10.5%	377
29 Rustbelt Retirees	472	1.2%	59	976	1.0%	52
33 Midlife Junction	1,820	4.7%	189	4,435	4.4%	202
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	295	0.8%	16	755	0.8%	17
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	295	0.8%	36	755	0.8%	40
U10. Rural I	959	2.5%	22	2,514	2.5%	22
17 Green Acres	829	2.1%	66	2,159	2.2%	64
25 Salt of the Earth	130	0.3%	12	355	0.4%	13
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

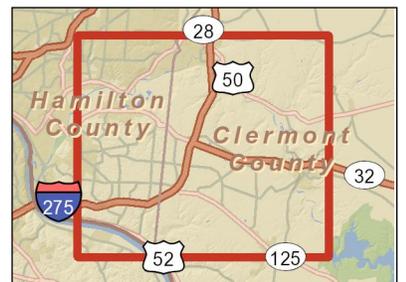
Eastgate Area - Rings
 Eastgate Blvd, Cincinnati, OH, 45245
 Ring: 1, 3, 5 Miles

Latitude: 39.0987
 Longitude: -84.27417



Tapestry LifeMode

- L1 High Society: Affluent, well-educated, married-couple homeowners
- L2 Upscale Avenues: Prosperous, married-couple homeowners in different housing
- L3 Metropolis: City dwellers in older homes reflecting the diversity of urban culture
- L4 Solo Acts: Urban young singles on the move
- L5 Senior Styles: Senior lifestyles by income, age, and housing type
- L6 Scholars and Patriots: College, military environments
- L7 High Hopes: Young households striving for the "American Dream"
- L8 Global Roots: Ethnic and culturally diverse families
- L9 Family Portrait: Youth, family life, and children
- L10 Traditional Living: Middle-aged, middle income—Middle America
- L11 Factories and Farms: Hardworking families in small communities, settled near jobs
- L12 American Quilt: Households in small towns and rural areas



Source: Esri

January 03, 2013

Made with Esri Business Analyst



Dominant Tapestry Site Map

Eastgate Area - Rings
Eastgate Blvd, Cincinnati, OH, 45245
Ring: 1, 3, 5 Miles

Latitude: 39.0987
Longitude: -84.27417

Tapestry Segmentation

Tapestry Segmentation represents the fourth generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. A longer description of each segment is available at:

<http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

- | | |
|--|---------------------------------------|
| Segment 01: Top Rung | Segment 34: Family Foundations |
| Segment 02: Suburban Splendor | Segment 35: International Marketplace |
| Segment 03: Connoisseurs | Segment 36: Old and Newcomers |
| Segment 04: Boomburbs | Segment 37: Prairie Living |
| Segment 05: Wealthy Seaboard Suburbs | Segment 38: Industrious Urban Fringe |
| Segment 06: Sophisticated Squires | Segment 39: Young and Restless |
| Segment 07: Exurbanites | Segment 40: Military Proximity |
| Segment 08: Laptops and Lattes | Segment 41: Crossroads |
| Segment 09: Urban Chic | Segment 42: Southern Satellites |
| Segment 10: Pleasant-Ville | Segment 43: The Elders |
| Segment 11: Pacific Heights | Segment 44: Urban Melting Pot |
| Segment 12: Up and Coming Families | Segment 45: City Strivers |
| Segment 13: In Style | Segment 46: Rooted Rural |
| Segment 14: Prosperous Empty Nesters | Segment 47: Las Casas |
| Segment 15: Silver and Gold | Segment 48: Great Expectations |
| Segment 16: Enterprising Professionals | Segment 49: Senior Sun Seekers |
| Segment 17: Green Acres | Segment 50: Heartland Communities |
| Segment 18: Cozy and Comfortable | Segment 51: Metro City Edge |
| Segment 19: Milk and Cookies | Segment 52: Inner City Tenants |
| Segment 20: City Lights | Segment 53: Home Town |
| Segment 21: Urban Villages | Segment 54: Urban Rows |
| Segment 22: Metropolitans | Segment 55: College Towns |
| Segment 23: Trendsetters | Segment 56: Rural Bypasses |
| Segment 24: Main Street, USA | Segment 57: Simple Living |
| Segment 25: Salt of the Earth | Segment 58: NeWest Residents |
| Segment 26: Midland Crowd | Segment 59: Southwestern Families |
| Segment 27: Metro Renters | Segment 60: City Dimensions |
| Segment 28: Aspiring Young Families | Segment 61: High Rise Renters |
| Segment 29: Rustbelt Retirees | Segment 62: Modest Income Homes |
| Segment 30: Retirement Communities | Segment 63: Dorms to Diplomas |
| Segment 31: Rural Resort Dwellers | Segment 64: City Commons |
| Segment 32: Rustbelt Traditions | Segment 65: Social Security Set |
| Segment 33: Midlife Junction | Segment 66: Unclassified |

Source: Esri

January 03, 2013