



Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
 Longitude: -84.521659
 Radius: 1.0 mile

Summary Demographics

2008 Population	5,756
2008 Households	2,293
2008 Median Disposable Income	\$50,675
2008 Per Capita Income	\$31,973

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$71,781,726	\$17,014,348	\$54,767,378	61.7	17
Total Retail Trade (NAICS 44-45)	\$61,439,527	\$13,558,814	\$47,880,713	63.8	11
Total Food & Drink (NAICS 722)	\$10,342,199	\$3,455,534	\$6,886,665	49.9	6

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$14,669,928	\$0	\$14,669,928	100.0	0
Automobile Dealers (NAICS 4411)	\$12,631,470	\$0	\$12,631,470	100.0	0
Other Motor Vehicle Dealers (NAICS 4412)	\$1,077,337	\$0	\$1,077,337	100.0	0
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$961,121	\$0	\$961,121	100.0	0
Furniture & Home Furnishings Stores (NAICS 442)	\$2,173,054	\$163,826	\$2,009,228	86.0	1
Furniture Stores (NAICS 4421)	\$1,021,673	\$0	\$1,021,673	100.0	0
Home Furnishings Stores (NAICS 4422)	\$1,151,381	\$163,826	\$987,555	75.1	1
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$2,683,903	\$314,758	\$2,369,145	79.0	1
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$2,245,496	\$3,605,560	\$-1,360,064	-23.2	1
Building Material and Supplies Dealers (NAICS 4441)	\$2,115,191	\$3,601,847	\$-1,486,656	-26.0	1
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$130,305	\$3,713	\$126,592	94.5	0
Food & Beverage Stores (NAICS 445)	\$10,120,701	\$2,034,124	\$8,086,577	66.5	2
Grocery Stores (NAICS 4451)	\$9,281,599	\$1,338,267	\$7,943,332	74.8	1
Specialty Food Stores (NAICS 4452)	\$384,092	\$0	\$384,092	100.0	0
Beer, Wine, and Liquor Stores (NAICS 4453)	\$455,010	\$695,857	\$-240,847	-20.9	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$2,544,250	\$0	\$2,544,250	100.0	0
Gasoline Stations (NAICS 447/4471)	\$8,413,085	\$0	\$8,413,085	100.0	0
Clothing and Clothing Accessories Stores (NAICS 448)	\$3,743,757	\$189,938	\$3,553,819	90.3	2
Clothing Stores (NAICS 4481)	\$2,933,146	\$189,938	\$2,743,208	87.8	2
Shoe Stores (NAICS 4482)	\$453,352	\$0	\$453,352	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$357,259	\$0	\$357,259	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$905,063	\$536,865	\$368,198	25.5	1
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$583,767	\$449,510	\$134,257	13.0	1
Book, Periodical, and Music Stores (NAICS 4512)	\$321,296	\$87,355	\$233,941	57.2	0

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.

Source: ESRI and infoUSA®

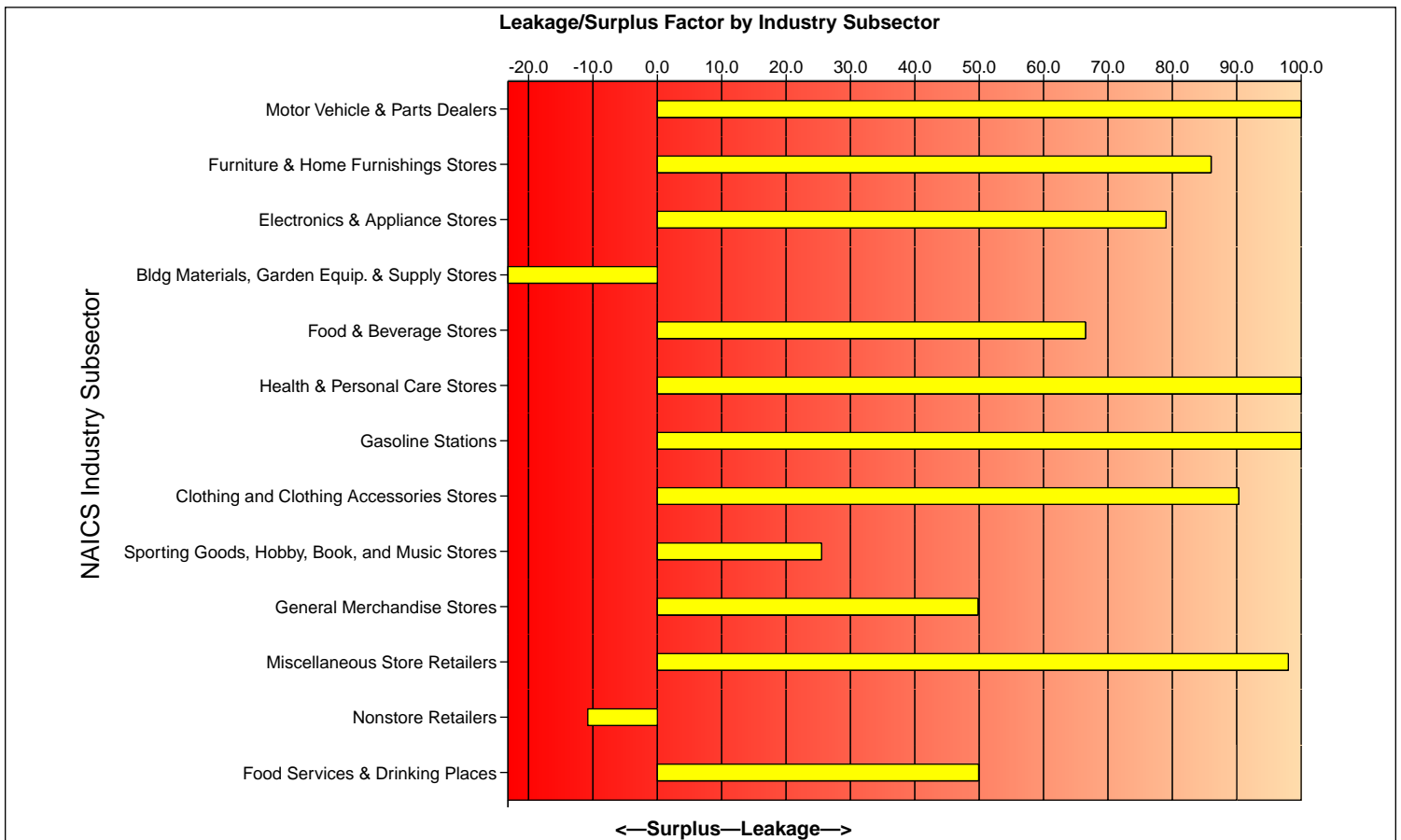


Greenhills
22 Endicott St
Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
Longitude: -84.521659
Radius: 1.0 mile

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$9,781,690	\$3,281,595	\$6,500,095	49.8	1
Department Stores Excluding Leased Depts.(NAICS 4521)	\$3,762,450	\$0	\$3,762,450	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$6,019,240	\$3,281,595	\$2,737,645	29.4	1
Miscellaneous Store Retailers (NAICS 453)	\$1,408,030	\$13,918	\$1,394,112	98.0	0
Florists (NAICS 4531)	\$149,042	\$13,918	\$135,124	82.9	0
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$527,505	\$0	\$527,505	100.0	0
Used Merchandise Stores (NAICS 4533)	\$74,000	\$0	\$74,000	100.0	0
Other Miscellaneous Store Retailers (NAICS 4539)	\$657,483	\$0	\$657,483	100.0	0
Nonstore Retailers (NAICS 454)	\$2,750,570	\$3,418,230	-\$667,660	-10.8	2
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$1,159,022	\$3,178,198	-\$2,019,176	-46.6	1
Vending Machine Operators (NAICS 4542)	\$363,871	\$57,271	\$306,600	72.8	0
Direct Selling Establishments (NAICS 4543)	\$1,227,677	\$182,761	\$1,044,916	74.1	1
Food Services & Drinking Places (NAICS 722)	\$10,342,199	\$3,455,534	\$6,886,665	49.9	6
Full-Service Restaurants (NAICS 7221)	\$3,528,685	\$1,618,891	\$1,909,794	37.1	4
Limited-Service Eating Places (NAICS 7222)	\$4,558,818	\$423,744	\$4,135,074	83.0	1
Special Food Services (NAICS 7223)	\$1,473,971	\$1,381,411	\$92,560	3.2	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$780,725	\$31,488	\$749,237	92.2	0



Source: ESRI and infoUSA®

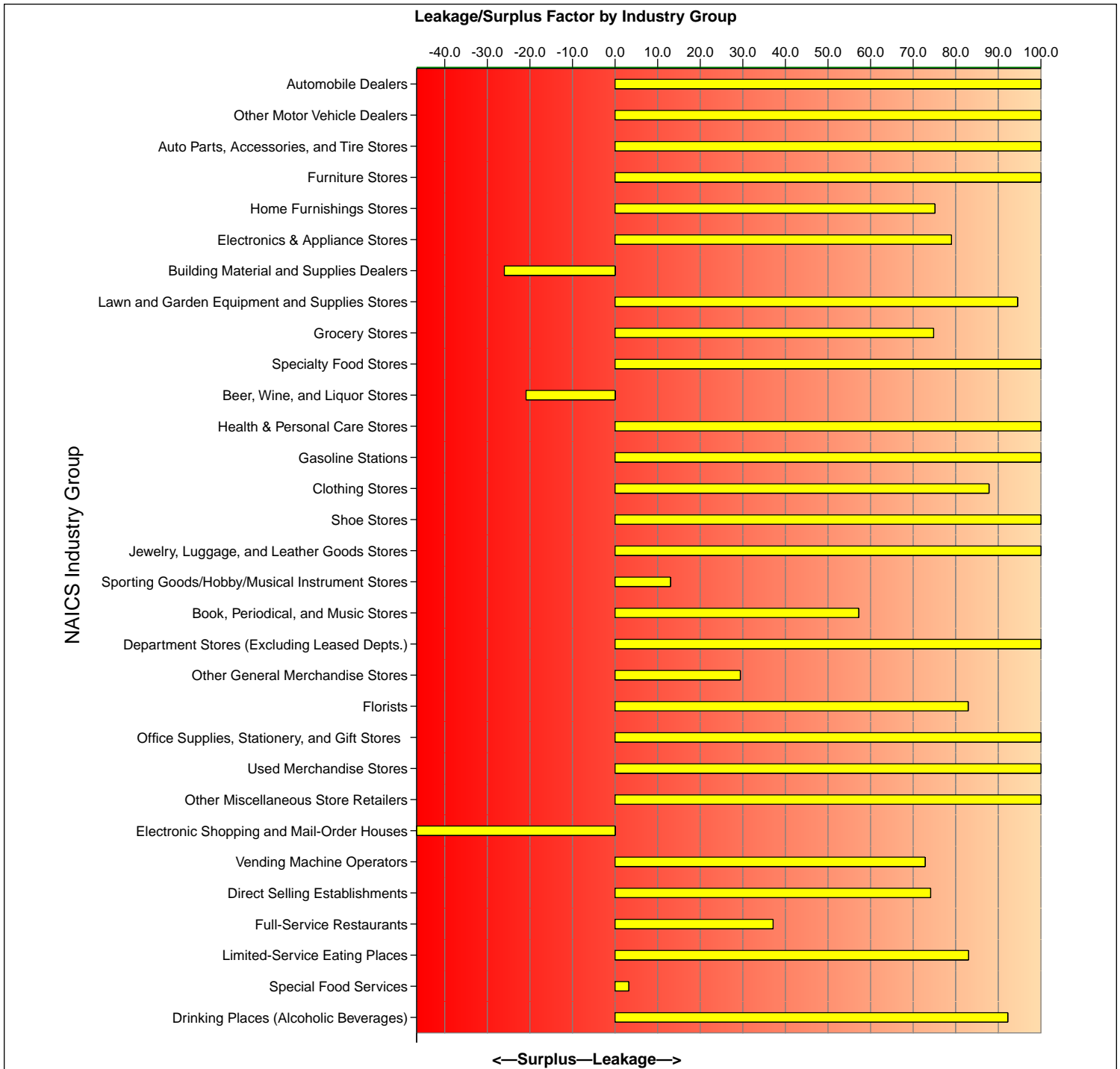


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Leakage/Surplus Factor by Industry Group



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Summary Demographics

2008 Population	27,254
2008 Households	10,542
2008 Median Disposable Income	\$50,577
2008 Per Capita Income	\$30,292

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$319,519,264	\$210,005,706	\$109,513,558	20.7	121
Total Retail Trade (NAICS 44-45)	\$273,808,124	\$152,966,539	\$120,841,585	28.3	88
Total Food & Drink (NAICS 722)	\$45,711,140	\$57,039,167	\$-11,328,027	-11.0	33

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$66,362,105	\$15,860,025	\$50,502,080	61.4	8
Automobile Dealers (NAICS 4411)	\$57,098,205	\$8,048,889	\$49,049,316	75.3	1
Other Motor Vehicle Dealers (NAICS 4412)	\$4,989,416	\$0	\$4,989,416	100.0	0
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$4,274,484	\$7,811,136	\$-3,536,652	-29.3	7
Furniture & Home Furnishings Stores (NAICS 442)	\$9,863,845	\$1,013,043	\$8,850,802	81.4	3
Furniture Stores (NAICS 4421)	\$4,650,571	\$172,270	\$4,478,301	92.9	0
Home Furnishings Stores (NAICS 4422)	\$5,213,274	\$840,773	\$4,372,501	72.2	3
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$11,929,731	\$11,040,565	\$889,166	3.9	10
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$10,142,377	\$10,765,923	\$-623,546	-3.0	10
Building Material and Supplies Dealers (NAICS 4441)	\$9,553,454	\$10,435,116	\$-881,662	-4.4	8
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$588,923	\$330,807	\$258,116	28.1	2
Food & Beverage Stores (NAICS 445)	\$44,583,433	\$49,100,370	\$-4,516,937	-4.8	9
Grocery Stores (NAICS 4451)	\$40,905,933	\$48,157,366	\$-7,251,433	-8.1	7
Specialty Food Stores (NAICS 4452)	\$1,692,561	\$26,454	\$1,666,107	96.9	0
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,984,939	\$916,550	\$1,068,389	36.8	2
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$11,295,832	\$2,214,774	\$9,081,058	67.2	3
Gasoline Stations (NAICS 447/4471)	\$37,366,180	\$13,283,555	\$24,082,625	47.5	2
Clothing and Clothing Accessories Stores (NAICS 448)	\$16,632,316	\$8,949,214	\$7,683,102	30.0	14
Clothing Stores (NAICS 4481)	\$13,001,126	\$7,440,839	\$5,560,287	27.2	10
Shoe Stores (NAICS 4482)	\$2,007,167	\$1,005,538	\$1,001,629	33.2	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,624,023	\$502,837	\$1,121,186	52.7	2
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$3,962,557	\$5,169,149	\$-1,206,592	-13.2	8
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$2,585,138	\$4,781,998	\$-2,196,860	-29.8	7
Book, Periodical, and Music Stores (NAICS 4512)	\$1,377,419	\$387,151	\$990,268	56.1	1

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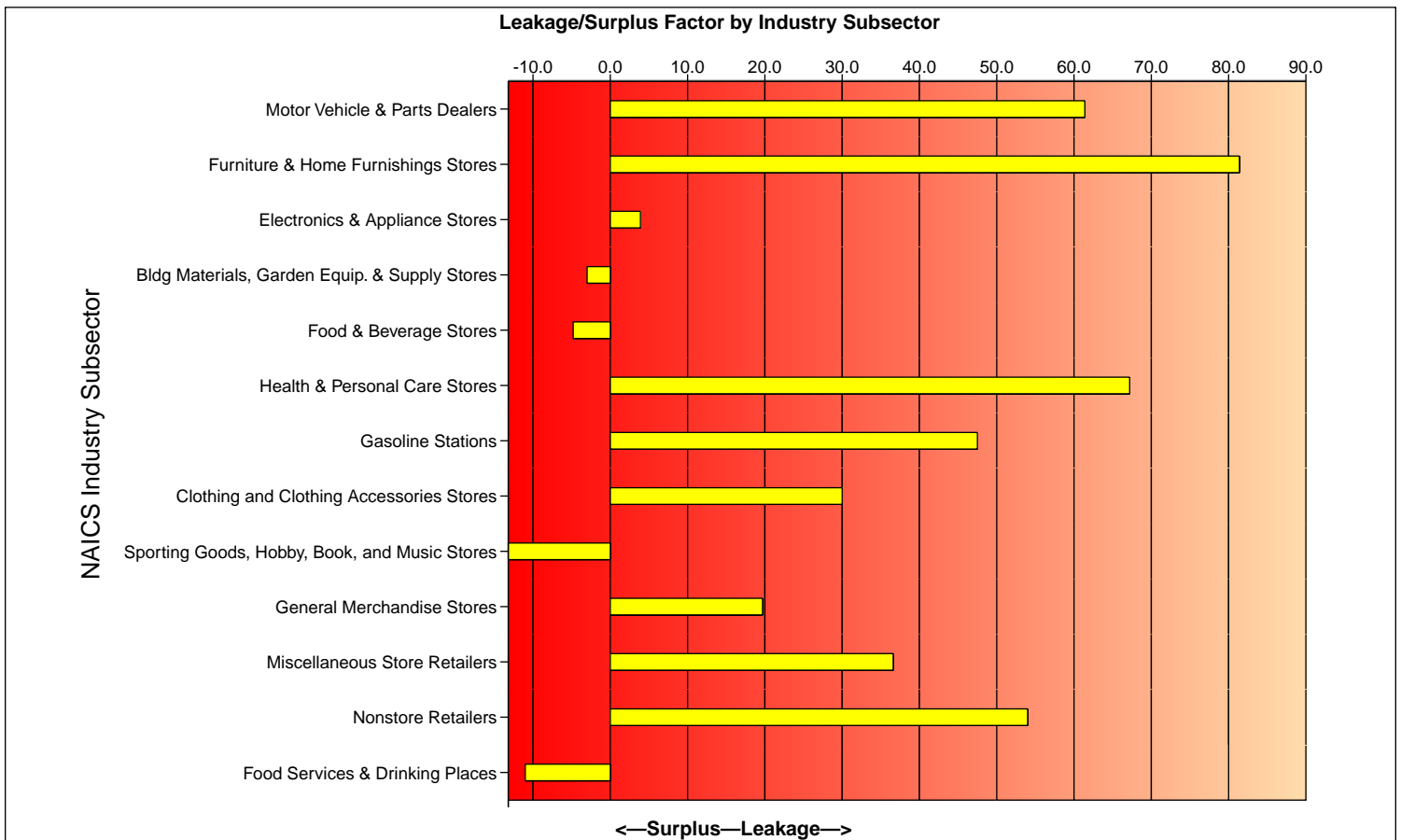


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$43,349,859	\$29,061,014	\$14,288,845	19.7	6
Department Stores Excluding Leased Depts.(NAICS 4521)	\$16,730,205	\$11,138,916	\$5,591,289	20.1	1
Other General Merchandise Stores (NAICS 4529)	\$26,619,654	\$17,922,098	\$8,697,556	19.5	5
Miscellaneous Store Retailers (NAICS 453)	\$6,270,901	\$2,909,759	\$3,361,142	36.6	12
Florists (NAICS 4531)	\$674,216	\$215,705	\$458,511	51.5	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$2,350,682	\$1,434,940	\$915,742	24.2	7
Used Merchandise Stores (NAICS 4533)	\$325,708	\$450,224	-\$124,516	-16.0	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$2,920,295	\$808,890	\$2,111,405	56.6	3
Nonstore Retailers (NAICS 454)	\$12,048,988	\$3,599,148	\$8,449,840	54.0	3
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$5,111,656	\$3,178,198	\$1,933,458	23.3	1
Vending Machine Operators (NAICS 4542)	\$1,604,746	\$148,906	\$1,455,840	83.0	1
Direct Selling Establishments (NAICS 4543)	\$5,332,586	\$272,044	\$5,060,542	90.3	1
Food Services & Drinking Places (NAICS 722)	\$45,711,140	\$57,039,167	-\$11,328,027	-11.0	33
Full-Service Restaurants (NAICS 7221)	\$15,606,456	\$42,909,044	-\$27,302,588	-46.7	17
Limited-Service Eating Places (NAICS 7222)	\$20,147,489	\$10,693,155	\$9,454,334	30.7	9
Special Food Services (NAICS 7223)	\$6,506,463	\$1,963,333	\$4,543,130	53.6	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$3,450,732	\$1,473,635	\$1,977,097	40.1	5



Source: ESRI and infoUSA®

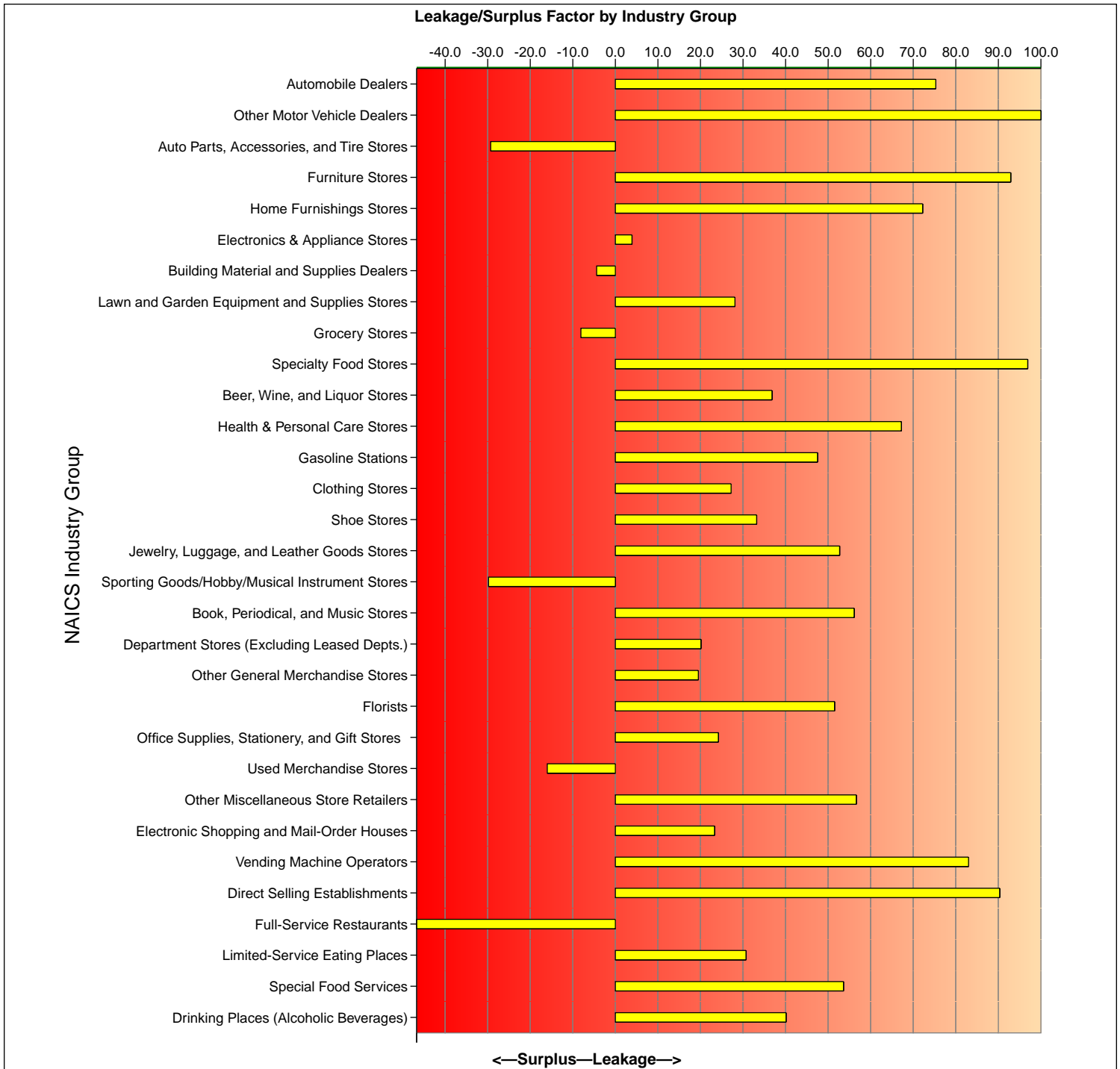


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Leakage/Surplus Factor by Industry Group



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Greenhills
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Cincinnati, OH 45218

Site Type: Radius

Latitude: 39.268059
 Longitude: -84.521659
 Radius: 5.0 mile

Summary Demographics

2008 Population	187,076
2008 Households	75,576
2008 Median Disposable Income	\$47,583
2008 Per Capita Income	\$29,908

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$2,180,045,690	\$3,792,791,780	-\$1,612,746,090	-27.0	1,662
Total Retail Trade (NAICS 44-45)	\$1,872,999,492	\$3,398,176,898	-\$1,525,177,406	-28.9	1,231
Total Food & Drink (NAICS 722)	\$307,046,198	\$394,614,882	-\$87,568,684	-12.5	431

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$455,277,969	\$833,342,160	-\$378,064,191	-29.3	153
Automobile Dealers (NAICS 4411)	\$389,531,402	\$725,135,409	-\$335,604,007	-30.1	71
Other Motor Vehicle Dealers (NAICS 4412)	\$34,602,850	\$55,373,706	-\$20,770,856	-23.1	17
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$31,143,717	\$52,833,045	-\$21,689,328	-25.8	65
Furniture & Home Furnishings Stores (NAICS 442)	\$68,680,110	\$157,912,563	-\$89,232,453	-39.4	71
Furniture Stores (NAICS 4421)	\$33,995,733	\$112,696,751	-\$78,701,018	-53.7	27
Home Furnishings Stores (NAICS 4422)	\$34,684,377	\$45,215,812	-\$10,531,435	-13.2	44
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$78,974,920	\$127,443,063	-\$48,468,143	-23.5	87
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$69,296,295	\$122,095,216	-\$52,798,921	-27.6	99
Building Material and Supplies Dealers (NAICS 4441)	\$64,974,972	\$118,364,710	-\$53,389,738	-29.1	86
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$4,321,323	\$3,730,506	\$590,817	7.3	13
Food & Beverage Stores (NAICS 445)	\$314,468,495	\$487,556,394	-\$173,087,899	-21.6	119
Grocery Stores (NAICS 4451)	\$289,626,386	\$467,085,457	-\$177,459,071	-23.5	71
Specialty Food Stores (NAICS 4452)	\$10,917,029	\$7,710,047	\$3,206,982	17.2	23
Beer, Wine, and Liquor Stores (NAICS 4453)	\$13,925,080	\$12,760,890	\$1,164,190	4.4	25
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$74,261,549	\$145,792,789	-\$71,531,240	-32.5	82
Gasoline Stations (NAICS 447/4471)	\$258,455,152	\$251,459,136	\$6,996,016	1.4	49
Clothing and Clothing Accessories Stores (NAICS 448)	\$105,405,246	\$189,671,447	-\$84,266,201	-28.6	226
Clothing Stores (NAICS 4481)	\$82,462,638	\$145,929,818	-\$63,467,180	-27.8	146
Shoe Stores (NAICS 4482)	\$12,404,912	\$24,441,881	-\$12,036,969	-32.7	36
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$10,537,696	\$19,299,748	-\$8,762,052	-29.4	44
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$25,927,354	\$68,605,723	-\$42,678,369	-45.1	102
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$16,841,087	\$46,625,963	-\$29,784,876	-46.9	79
Book, Periodical, and Music Stores (NAICS 4512)	\$9,086,267	\$21,979,760	-\$12,893,493	-41.5	23

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.

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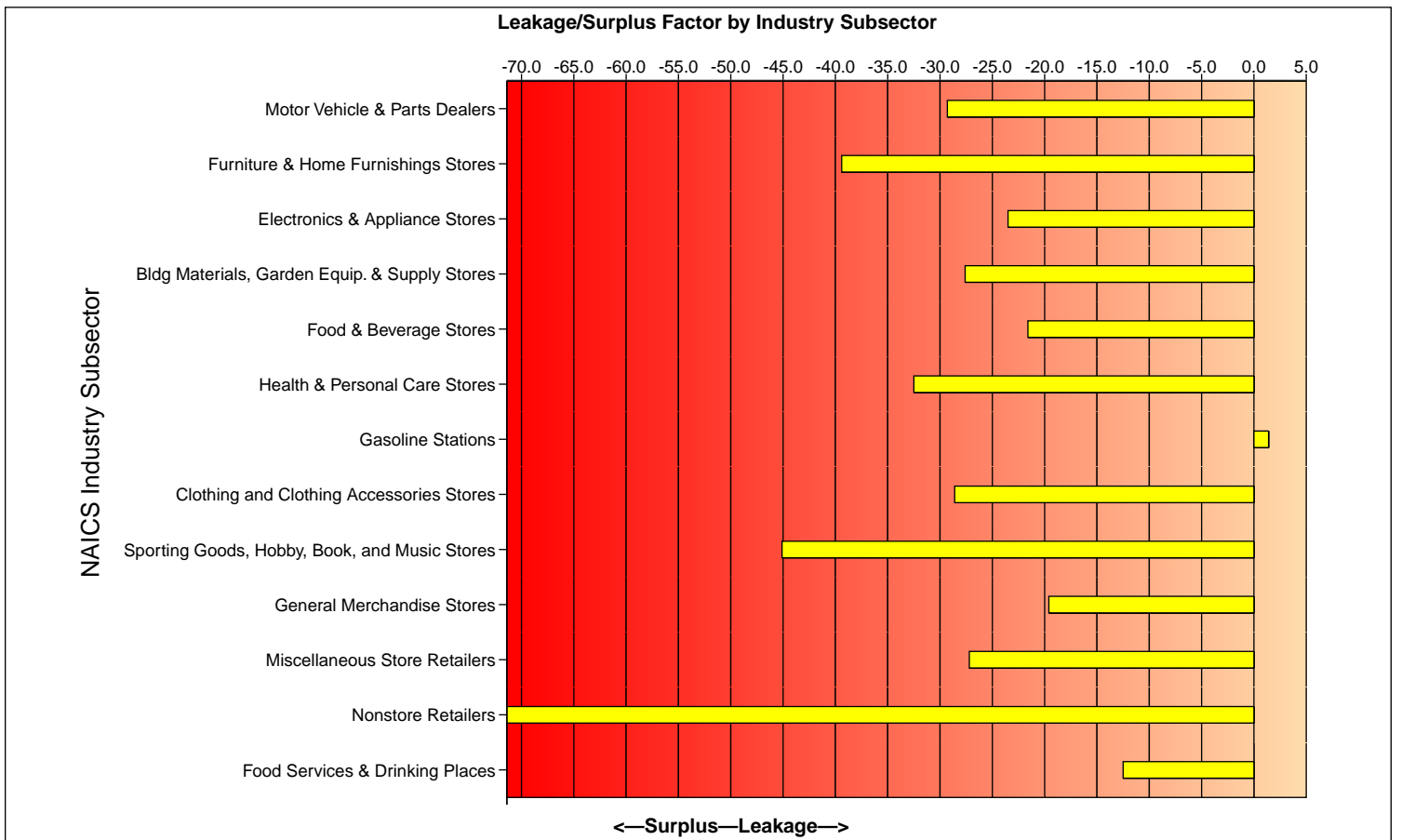


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$297,359,818	\$442,680,478	\$-145,320,660	-19.6	73
Department Stores Excluding Leased Depts.(NAICS 4521)	\$121,672,881	\$237,943,238	\$-116,270,357	-32.3	33
Other General Merchandise Stores (NAICS 4529)	\$175,686,937	\$204,737,240	\$-29,050,303	-7.6	40
Miscellaneous Store Retailers (NAICS 453)	\$41,713,866	\$72,956,277	\$-31,242,411	-27.2	148
Florists (NAICS 4531)	\$4,219,263	\$5,155,892	\$-936,629	-10.0	23
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$16,190,624	\$37,797,302	\$-21,606,678	-40.0	47
Used Merchandise Stores (NAICS 4533)	\$2,372,821	\$1,518,298	\$854,523	22.0	12
Other Miscellaneous Store Retailers (NAICS 4539)	\$18,931,158	\$28,484,785	\$-9,553,627	-20.1	66
Nonstore Retailers (NAICS 454)	\$83,178,718	\$498,661,652	\$-415,482,934	-71.4	22
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$38,918,928	\$455,608,345	\$-416,689,417	-84.3	6
Vending Machine Operators (NAICS 4542)	\$13,467,792	\$36,741,750	\$-23,273,958	-46.4	9
Direct Selling Establishments (NAICS 4543)	\$30,791,998	\$6,311,557	\$24,480,441	66.0	7
Food Services & Drinking Places (NAICS 722)	\$307,046,198	\$394,614,882	\$-87,568,684	-12.5	431
Full-Service Restaurants (NAICS 7221)	\$103,555,772	\$203,593,979	\$-100,038,207	-32.6	231
Limited-Service Eating Places (NAICS 7222)	\$139,031,881	\$144,163,450	\$-5,131,569	-1.8	133
Special Food Services (NAICS 7223)	\$40,861,837	\$32,462,571	\$8,399,266	11.5	19
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$23,596,708	\$14,394,882	\$9,201,826	24.2	48



Source: ESRI and infoUSA®

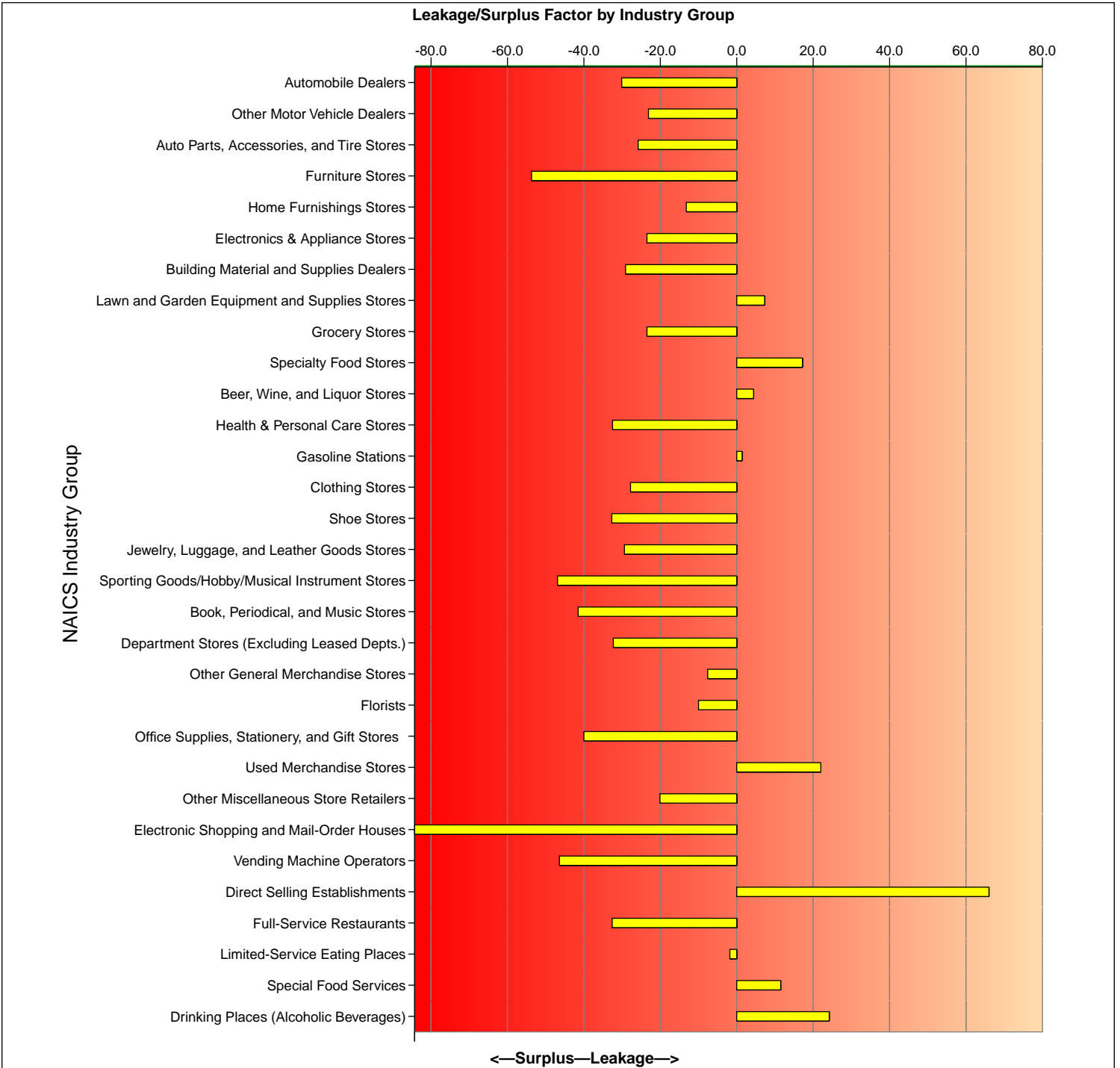


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Leakage/Surplus Factor by Industry Group



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