

DEVELOPING CINCINNATI

AN ANALYSIS OF THE SEYMOUR/READING MARKET AREA



CINCINNATI GARDENS



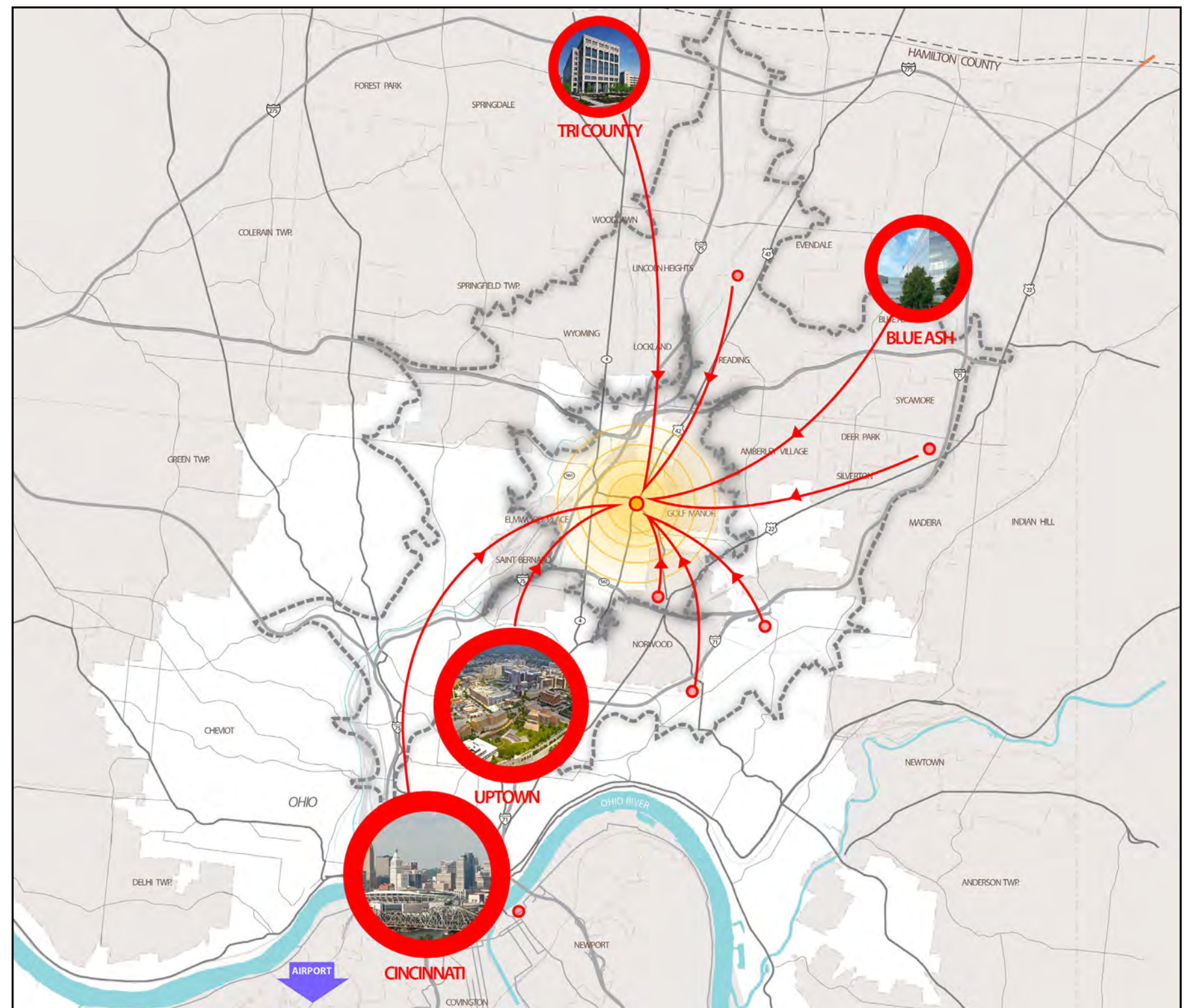
GRAETER'S MANUFACTURING FACILITY



COMMUNITY MEMBERS



VILLAGES OF DAYBREAK



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SEYMOUR/READING MARKET AREA THE INTERSECTION OF LIVABILITY AND VITALITY

Forward

The appeal of close-in neighborhoods is rising due to their proximity to major employment centers and to transit options. - *Urban Land Institute*

Metropolitan areas will increasingly gain importance as strongholds of economic growth because they contain the infrastructure and assets needed to foster innovation and develop growing industries. After decades of shifts in population and shrinking industries and the effects of sustained recession, Midwestern cities require focused strategies to maximize the value of their assets.

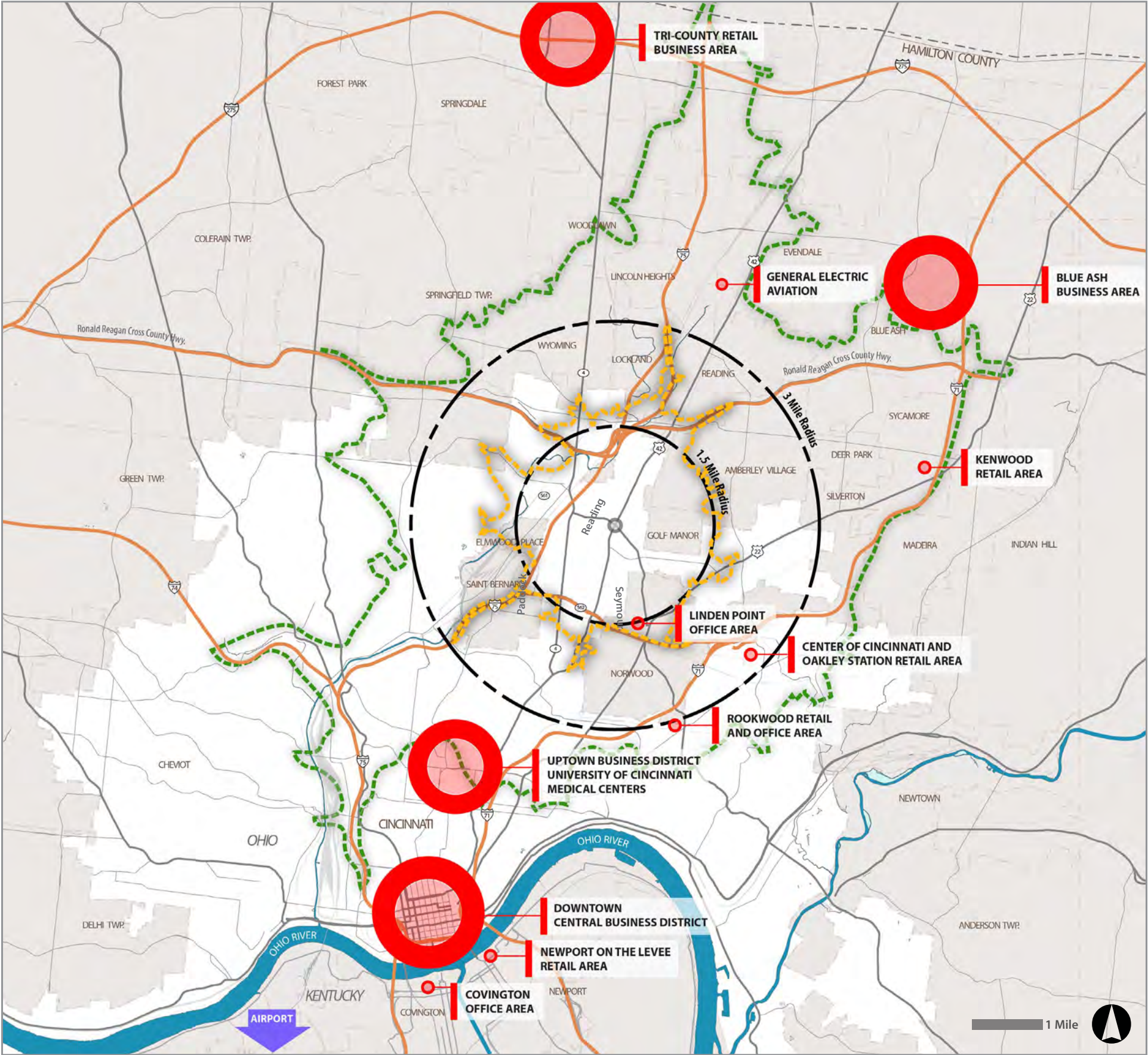
Cincinnati’s Seymour/Reading Road Market Area is a compelling example of such change at work. The area presents a case for continued redevelopment and investment as one of the region’s premier locations for commercial and residential activity. Seymour/Reading has an established sense of place and honored legacy as a vital first-tier neighborhood located in the geographic midpoint of the Cincinnati region. Its attributes that contributed to its place as a pillar of the early Cincinnati neighborhood system are also key to its future growth: stable and abundant housing; strong centrality to regional employment cores; population density and diversity; and direct access to key highways and main thoroughfares.

The momentum of the Seymour/Reading Corridor is illustrated by significant investment over the past decade. Over \$270 million of new investment includes 300 new homes, new schools, recreational facilities, religious institutions, and supports over 1,900 jobs.

The immediate Seymour/Reading Market Area is defined by a 1.5 mile radius, or 5 minute drive time, around the central intersection of Seymour Ave and Reading Road. In addition, a three-mile radius around the primary intersection reveals the greater market area that can be captured by typical business activity.

Market Area Profile Highlights

- Concentration of significant **buying power** underserved by retail such as groceries and department stores;
- Recent **influx of investment** from public and private organizations has led to new commercial, civic, and residential development;
- Integrated land use** is compatible for continued infill development and encourages a compact pattern of diverse development;
- Distinct communities, landmarks, civic space, and architecture contribute to a **unique sense of place**;
- Central location** within Cincinnati MSA provides accessibility and connectivity to the entire region;
- Strategic location capitalizes on **direct access** to interstate 75, two State Highways, and two major City thoroughfares;
- Newer business parks combined with established industrial corridors have created an **Emerging Regional Employment Center**.



REGIONAL CONTEXT

Central to regional employment, population, and highway access.



DOWNTOWN CINCINNATI

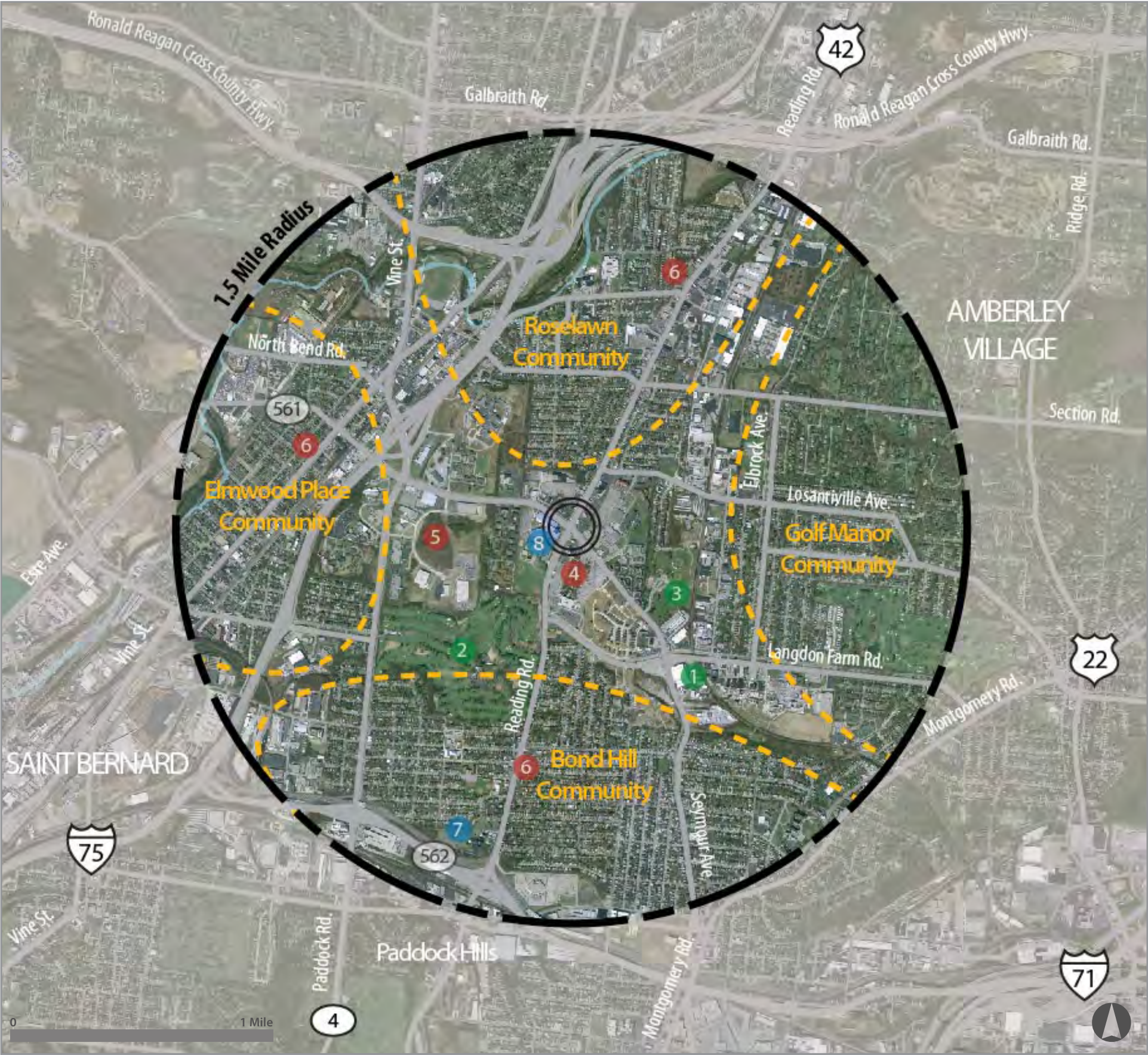


UPTOWN CINCINNATI

The Seymour/Reading Market Area consists of four urban communities, including Bond Hill and Roselawn. It is strategically located just 6 miles north of downtown Cincinnati near many of the region’s primary commercial and employment areas, such as Uptown and the University of Cincinnati campus. Cincinnati is located in Hamilton County, which is the third most populated Ohio county with over 800,000 residents. The entire Cincinnati-Middletown metropolitan statistical area (MSA) exhibits a population of approximately 2.2 million people. The region is home to ten Fortune 500 companies, four Division I universities, two professional sports teams, world-class arts venues, and diverse, livable neighborhoods. Reading Road/US 42 is a historically important corridor within the region as a once-bustling commercial destination and is now identified as a key City redevelopment area.

Legend





LOCAL CONTEXT

4 Communities and 7 Landmarks.



WOODWARD HIGH SCHOOL



CINCINNATI GARDENS



MAKETEWAH COUNTRY CLUB

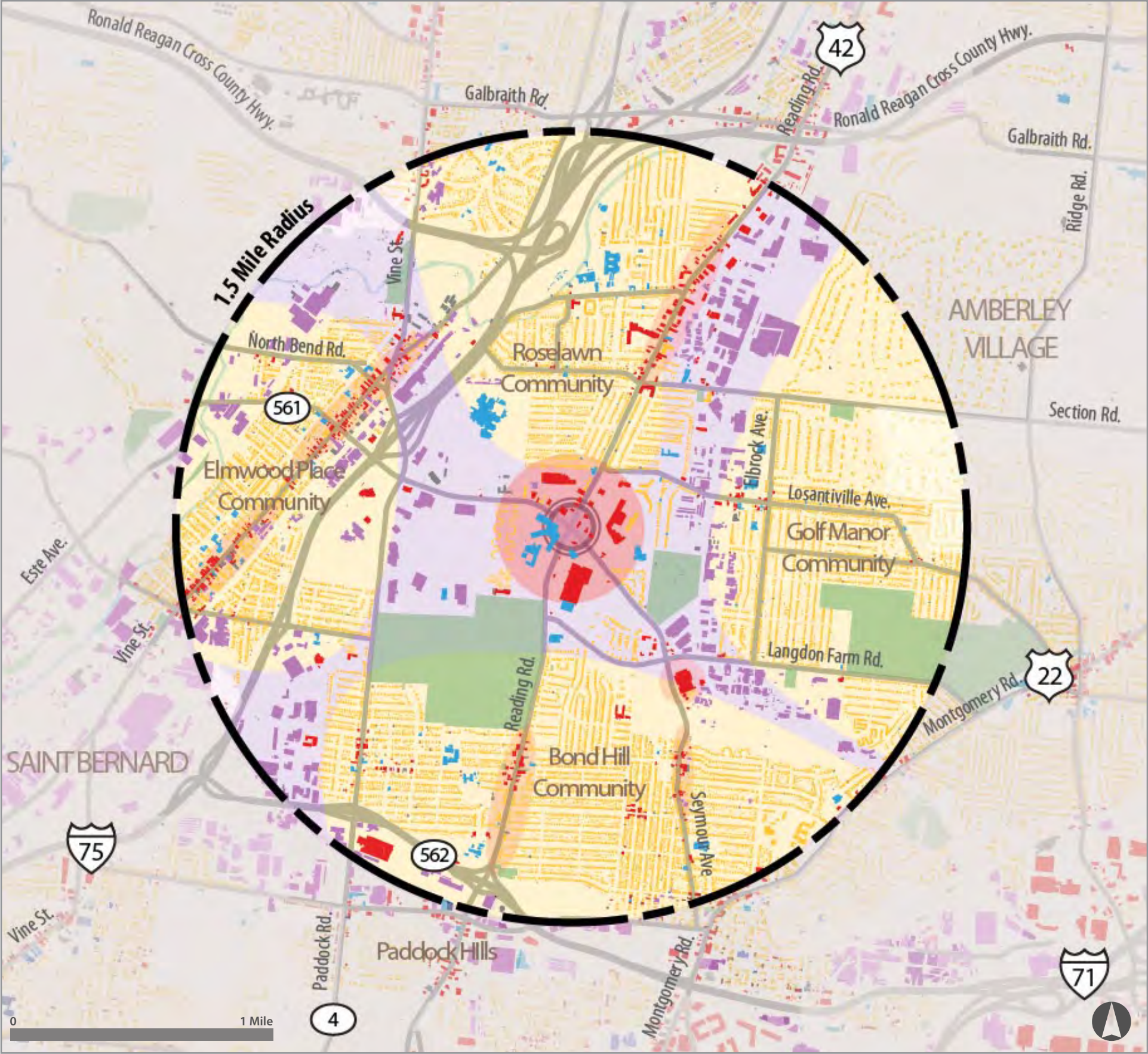


ST. ALOYSIUS

Within the four communities of the Seymour/Reading Market Area are a number of regional landmarks including historic buildings such as St. Aloysius and new, state of the art schools, businesses, and civic centers. TechSolve has become an important employment center and is a member of the State of Ohio’s Edison Technology Centers. Recently, the Cincinnati Reds announced that its Reds Community Fund will construct a year-round training facility in Roselawn Park for its Urban Youth Academy with a goal of attracting the 2015 Little League World Series.

Legend

1 Cincinnati Gardens	5 TechSolve Business Park
2 Maketewah Country Club	6 Neighborhood Business Districts
3 Roselawn Park	7 St Aloysius
4 Jordan Crossing	8 Woodward Career Technical High School



LAND USE

A balanced mix of Live, Work, Play.



QUEST DIAGNOSTICS



BOND HILL HOUSE



HAMILTON CO. COMMUNITY ACTION AGENCY

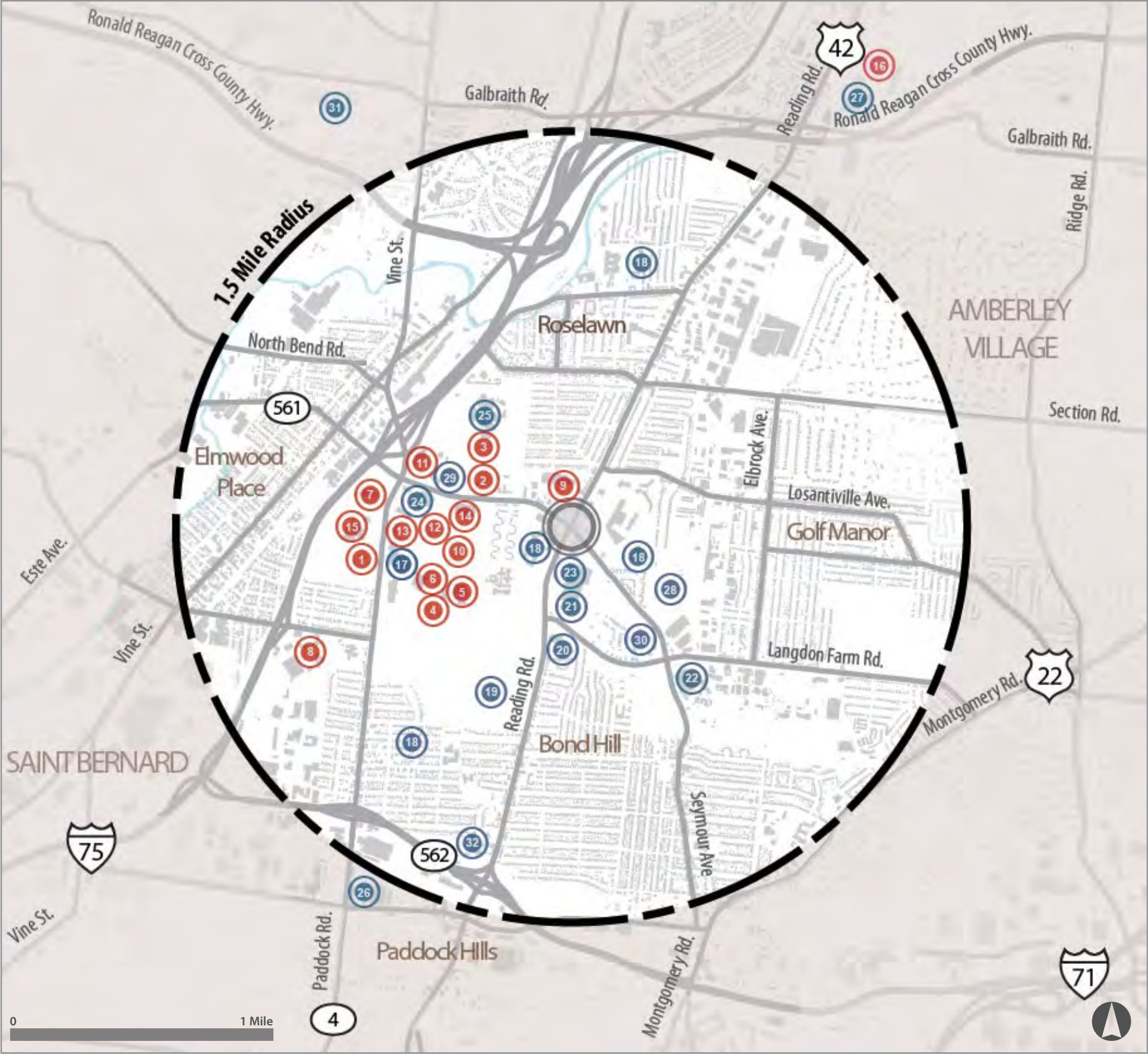


ROSELAWN PARK

The Seymour/Reading Market Area has a diverse mix of land uses that are integrated through a strong and historic urban fabric. The four distinct residential communities are connected by major industrial corridors and anchored by a commercial center. Abundant parks, recreational areas and civic facilities are located throughout the residential and business environment of the area. The market area exhibits a traditional urban form that has remained intact as it has developed over time, which provides opportunity for continued infill development in the area.

Legend

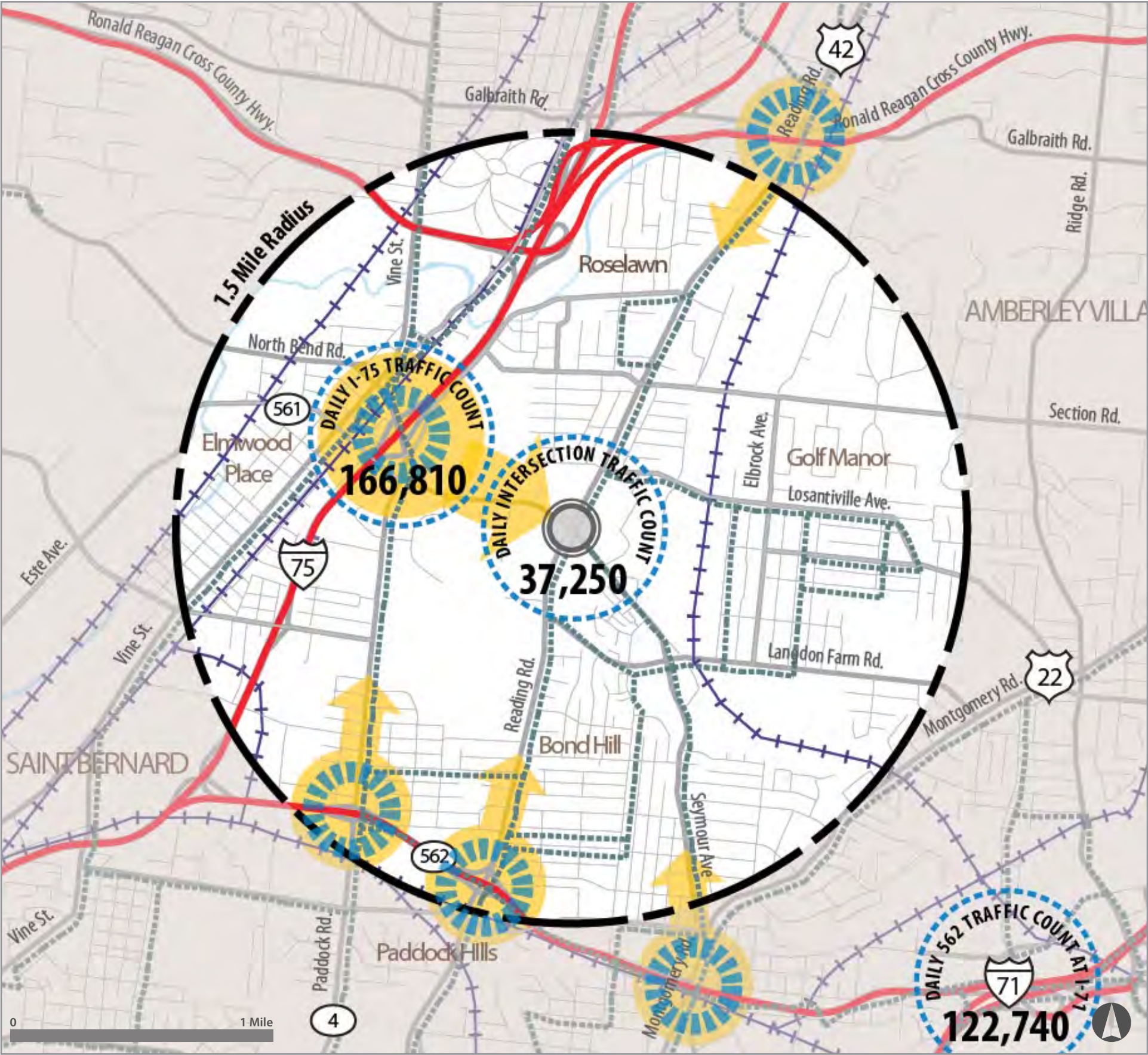
	Seymour & Reading Rd		Residential
	Parks & Open Space		Commercial
	Industrial		Civic



STAKEHOLDERS

Home to key businesses and civic organizations.

COMMERCIAL			CIVIC		
1	Graeter's Ice Cream Manufacturing Facility		17	Food and Drug Administration Office and Laboratory	
2	Eurostampa Manufacturing Facility		18	Cincinnati Public Schools (CPS) Primary and Secondary Schools	
3	Links Unlimited Office and Manufacturing Facility		19	Maketewah Country Club Country Club	
4	TechSolve Consulting Services		20	Tryed Stone Baptist Church Church	
5	Quest Diagnostics Medical Laboratory		21	Hamilton County Community Action Agency Social Service Agency	
6	Amantea Nonwovens Manufacturing Facility		22	The Cincinnati Gardens Sports and Entertainment Venue	
7	Givaudan Flavors Research and Manufacturing Facility		23	Allen Temple AME Church Church	
8	Messer Construction Construction Services		24	National College Higher Education Facility	
9	Walgreens Retail Store		25	Summit Behavioral Institute (Ohio Dept. of Health) Healthcare Institution	
10	Collins Ink Manufacturing Facility		26	People Working Cooperatively Community Agency	
11	Fed Ex Distribution		27	UC Metabolic Disease Institute Medical Research Facility	
12	Midwest Grip and Lighting Equipment Supplier		28	Reds Urban Youth Academy Athletic Training Facility	
13	Lamar Signs Advertising Services		29	Ohio Department of Transportation Storage Facility	
14	Jet Machine and Manufacturing Company (Wulco) Manufacturing Facility		30	Integrity Hall Conference Center	
15	Rough Brothers Inc. Office & Manufacturing Facility		31	Drake Center Hospital	
16	Patheon Pharmaceuticals		32	St. Aloysius Charter School	



TRANSPORTATION NETWORK

Superior connectivity, high daily traffic counts.



PADDOCK ROAD I-75 BRIDGE

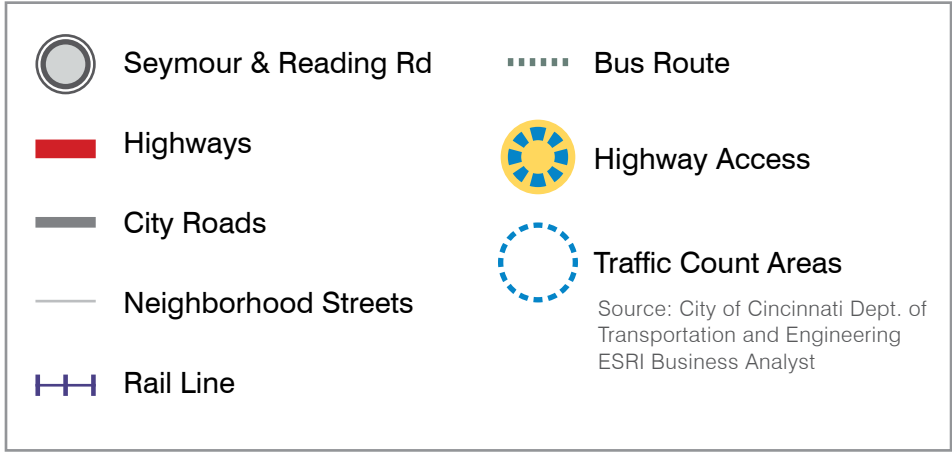


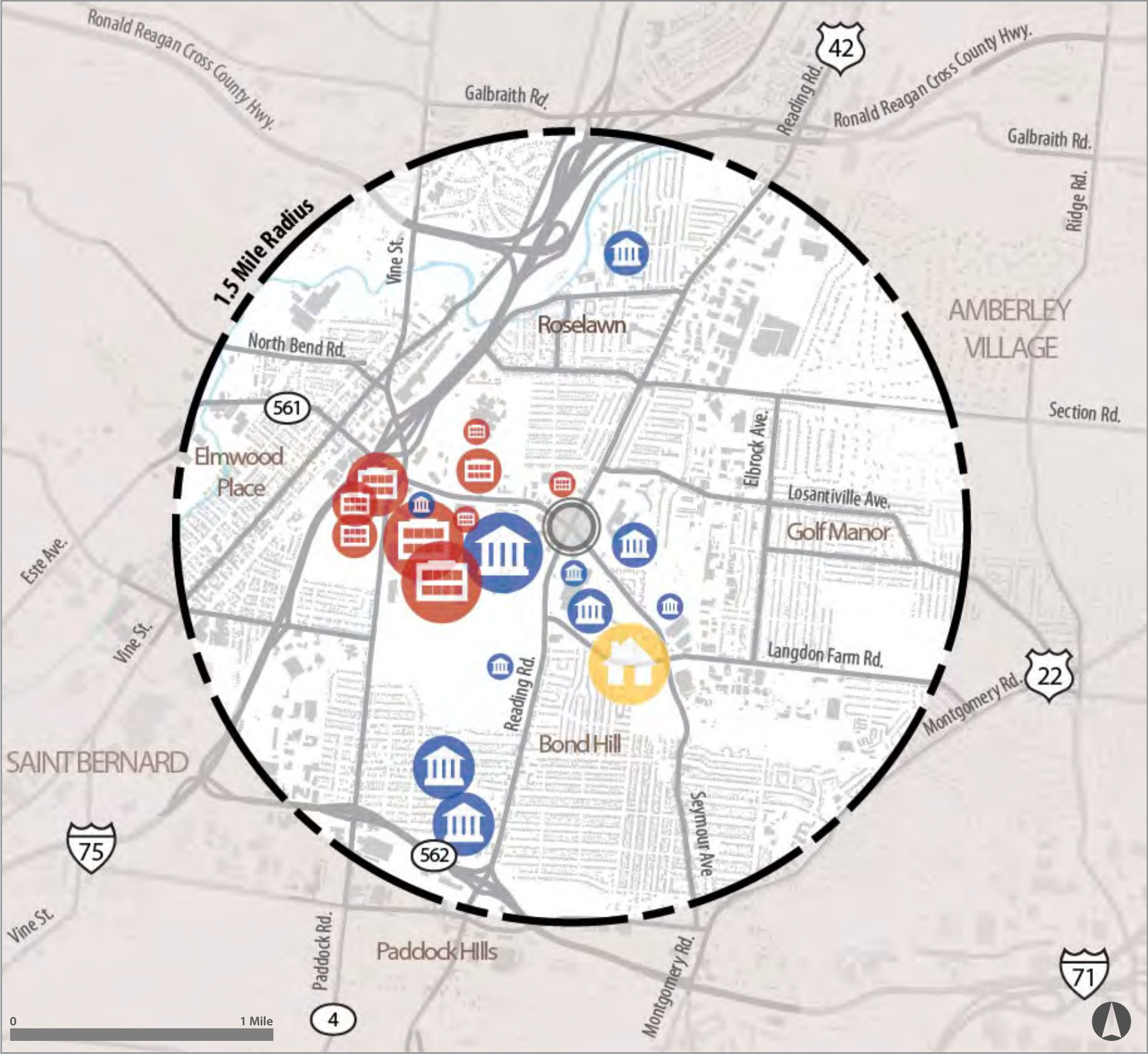
CINCINNATI METRO

The Seymour/Reading Market Area is framed by three major regional highways including Interstate 75, one of the most traveled interstates in the country. Two major thoroughfares create the spine of the extensive roadway network that runs throughout the area. This network provides superior connectivity to surrounding communities and regional centers, as well as access to other major markets: Interstate 74 connects to Indianapolis; Interstate 71 connects to Louisville, Columbus, and Cleveland; and Interstate 75 connects to Lexington, Dayton, and Detroit.

The Seymour/Reading Market Area has an extensive multimodal network with two major bus routes and a street grid for pedestrian-oriented access. The area also has access to one of the region's central rail lines which currently provides freight service and could eventually provide passenger rail service.

Legend





DEVELOPMENT TRENDS

Over \$250 million of investments over the past 10 years.

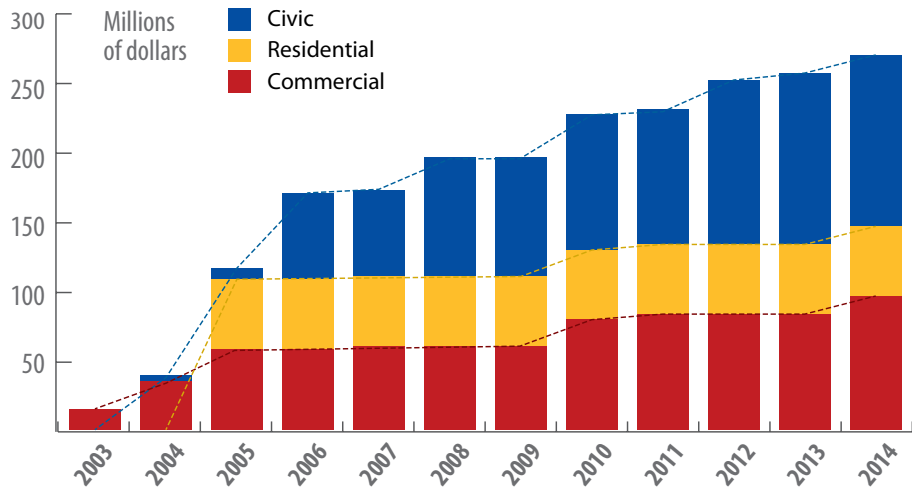


GRAETER'S MANUFACTURING FACILITY

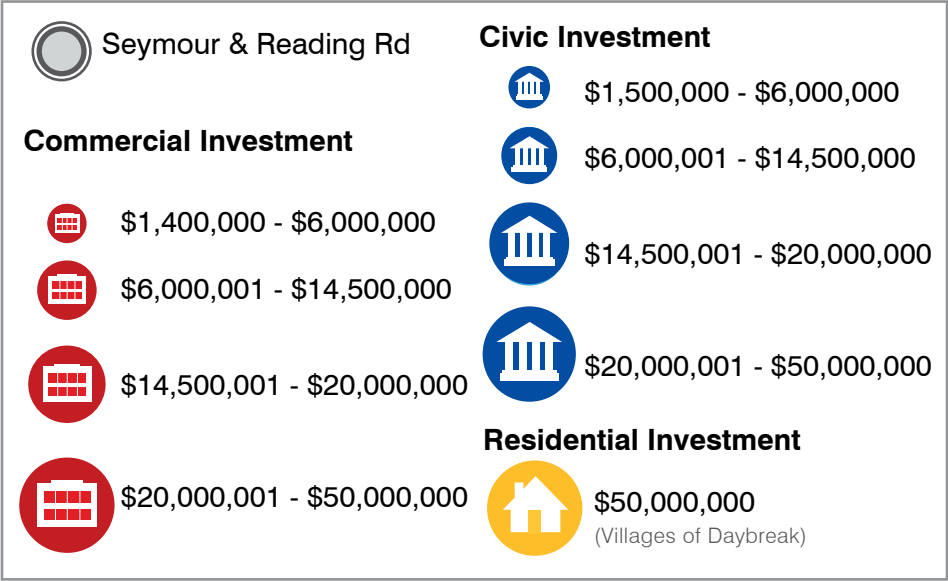


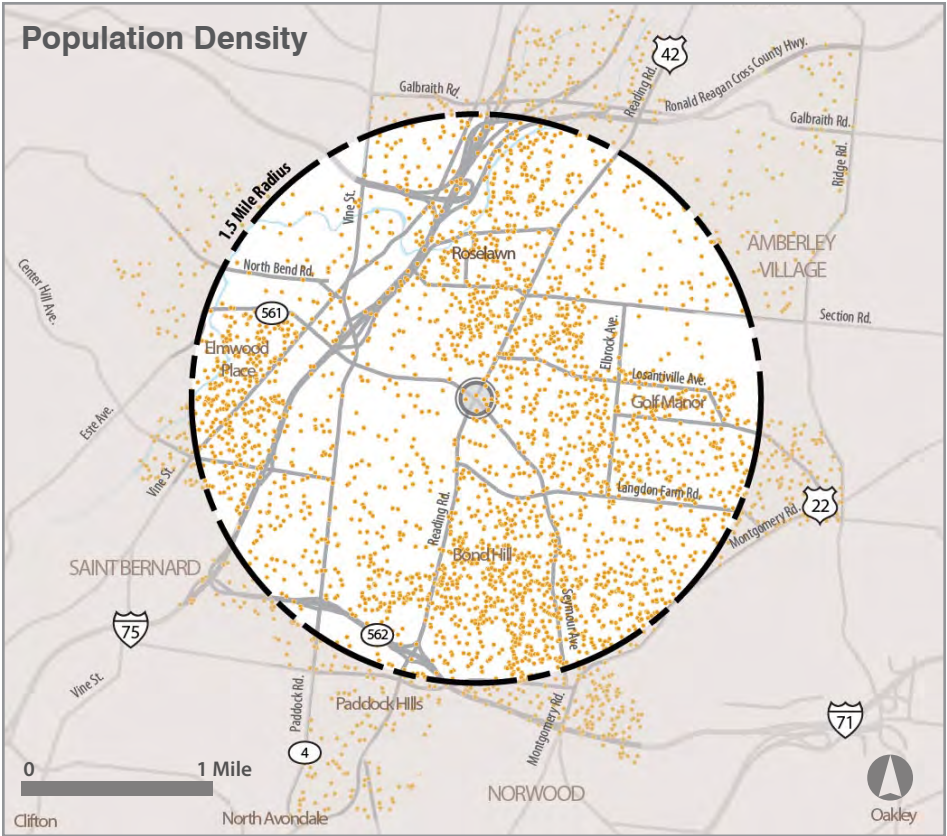
VILLAGES OF DAYBREAK

Cumulative New Investment Over Time

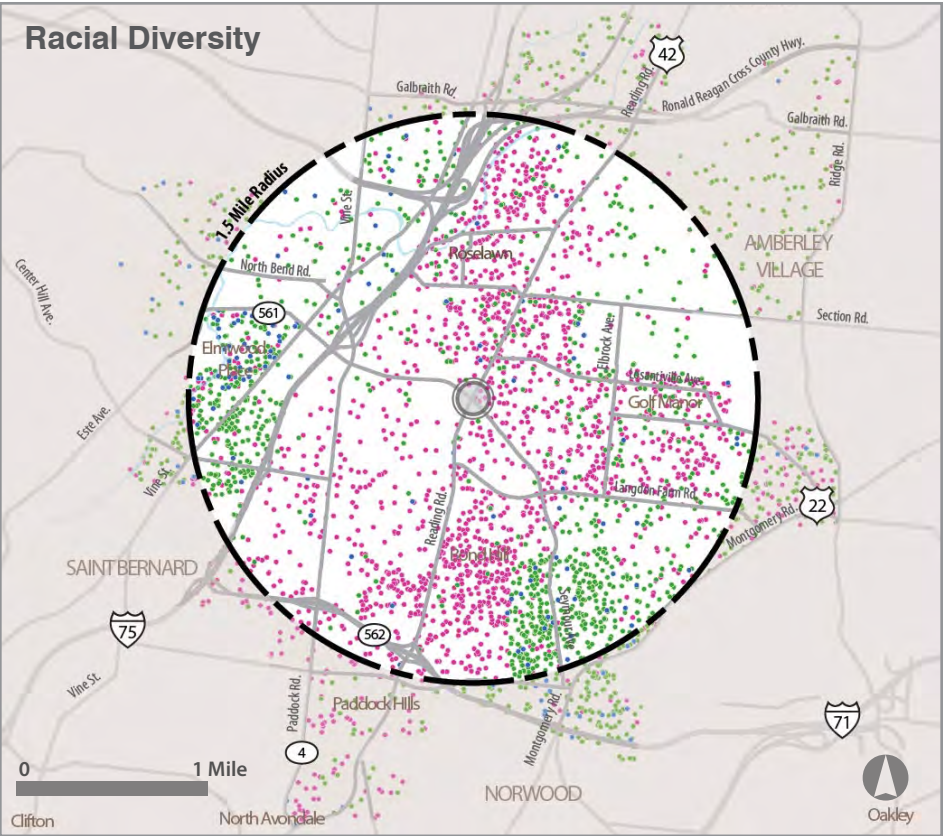


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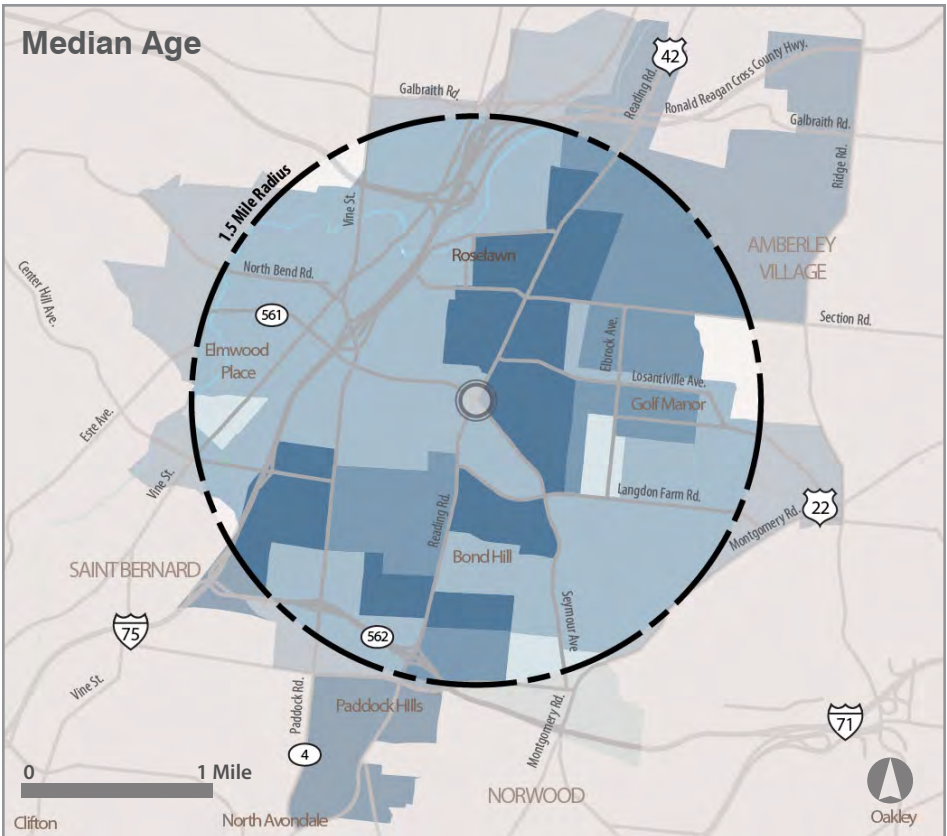




● Household (1 dot=10 Households)



● White ● Black ● Other (1dot = 10 people)



33 - 35 35 - 40 40 - 45 45 - 55 years

A stable, integrated community.

Racial Diversity

	1.5 Mile Radius	3 Mile Radius	Cincinnati	Hamilton County
	Percentage	Percentage	Percentage	Percentage
White	42.4%	52.2%	49.3%	68.8%
Black	52.8%	41.1%	44.8%	25.7%
All Others	4.7%	6.2%	4.9%	4.8%

Source: US Census Bureau, 2010/2011

Over 40% of population between ages 25 and 54.

Age Distribution

	1.5 Mile Radius	3 Mile Radius	Cincinnati	Hamilton County
Age	Percentage	Percentage	Percentage	Percentage
0-14	18.7%	16.7%	18.9%	19.5%
15-24	12.0%	21.7%	18.0%	14.6%
25-34	13.1%	15.7%	16.6%	13.5%
35-44	12.6%	10.8%	11.9%	12.2%
45-54	15.9%	13.0%	13.4%	14.9%
55-64	13.4%	11.1%	10.7%	12.0%
65+	14.3%	11.0%	10.8%	13.3%
Median	39.9	32.4	33.0	37.0

Source: US Census Bureau, 2010/2011

DENSITY AND DIVERSITY



COMMUNITY MEMBERS



AREA CHILDREN



AREA HIGH SCHOOL STUDENTS

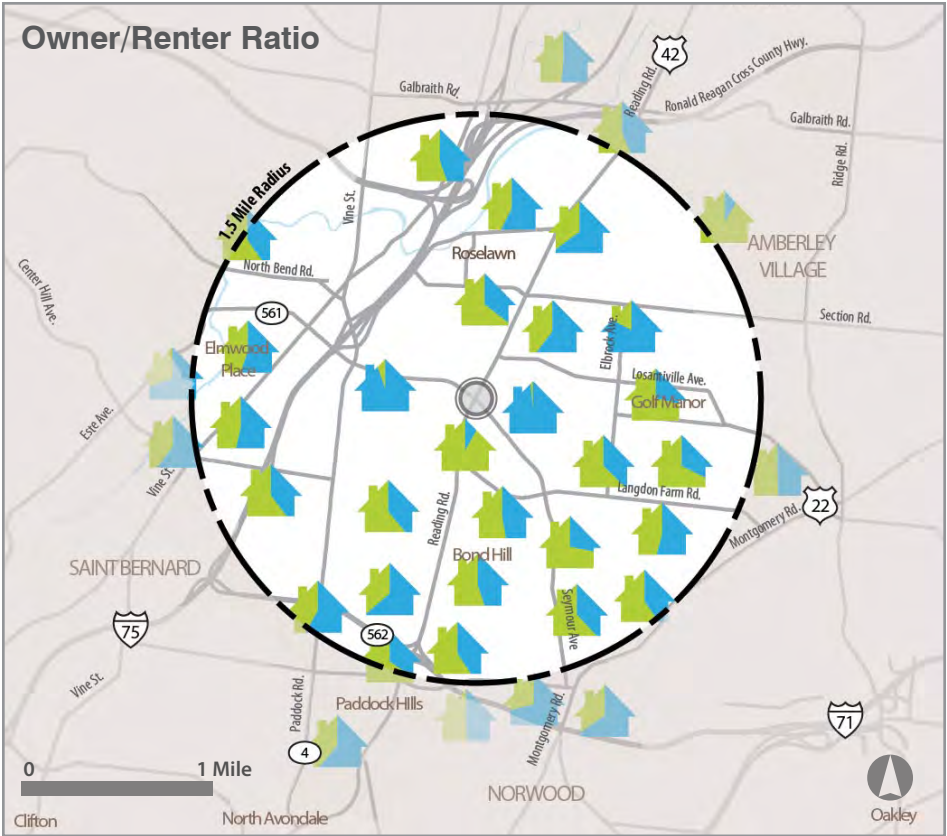
The Reading/Seymour Market Area is attractive for infill development due to the existing population base, both in the immediate market area and the larger market area. This creates an area with a sizable population as well as significant density. Additionally, these surrounding communities are stable and integrated, with a diverse mix of age, race, and ethnic groups.

Over 4,800 people per square mile.

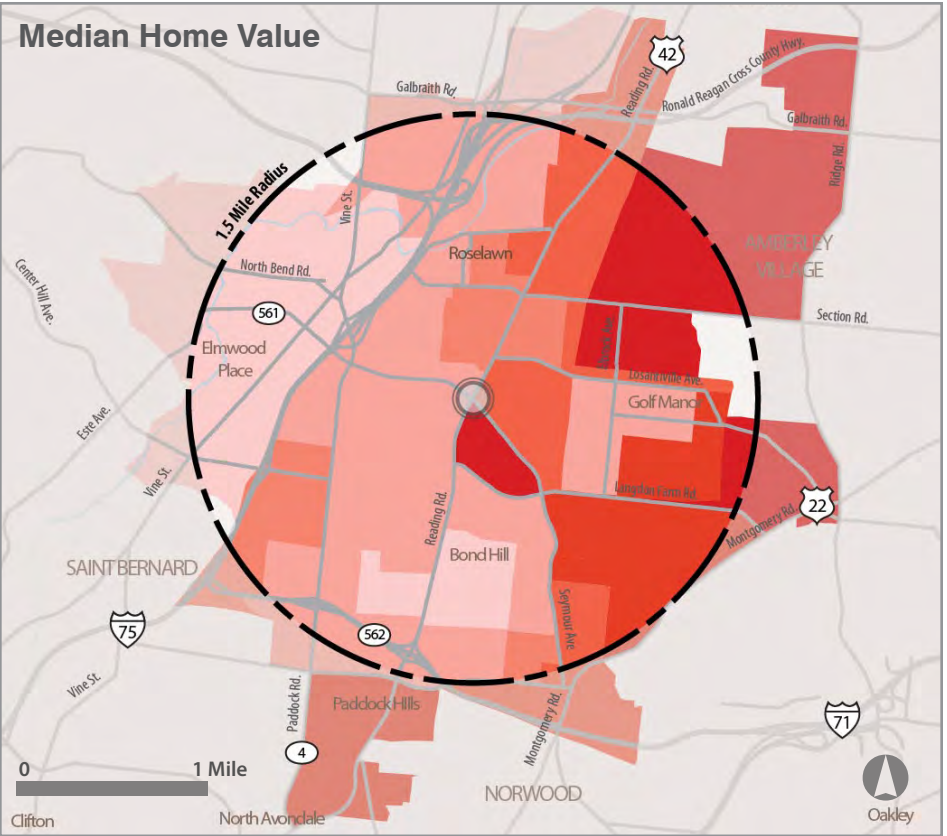
Population

	1.5 Mile Radius	3 Mile Radius	Cincinnati	Hamilton County
Total Population	35,000	136,000	296,900	802,200
Total Households	15,600	61,000	132,000	334,000
% Female	53.1%	51.5%	52.0%	52.0%
% Male	46.9%	48.5%	48.0%	48.0%
Land Area (sq. mi.)	10.0	28.3	78.0	405.9
Population Density (per sq. mi.)	3,493	4,810	3,806	1,976

Source: US Census Bureau, 2010/2011



Renter Occupancy
 Owner Occupancy



\$0 - \$90,000 \$90,000 - \$100,000 \$100,000 - \$110,000
 \$110,000 - \$150,000 \$150,000 +

HOUSING MARKET

High owner occupancy and low vacancy rate.



VILLAGES OF DAYBREAK

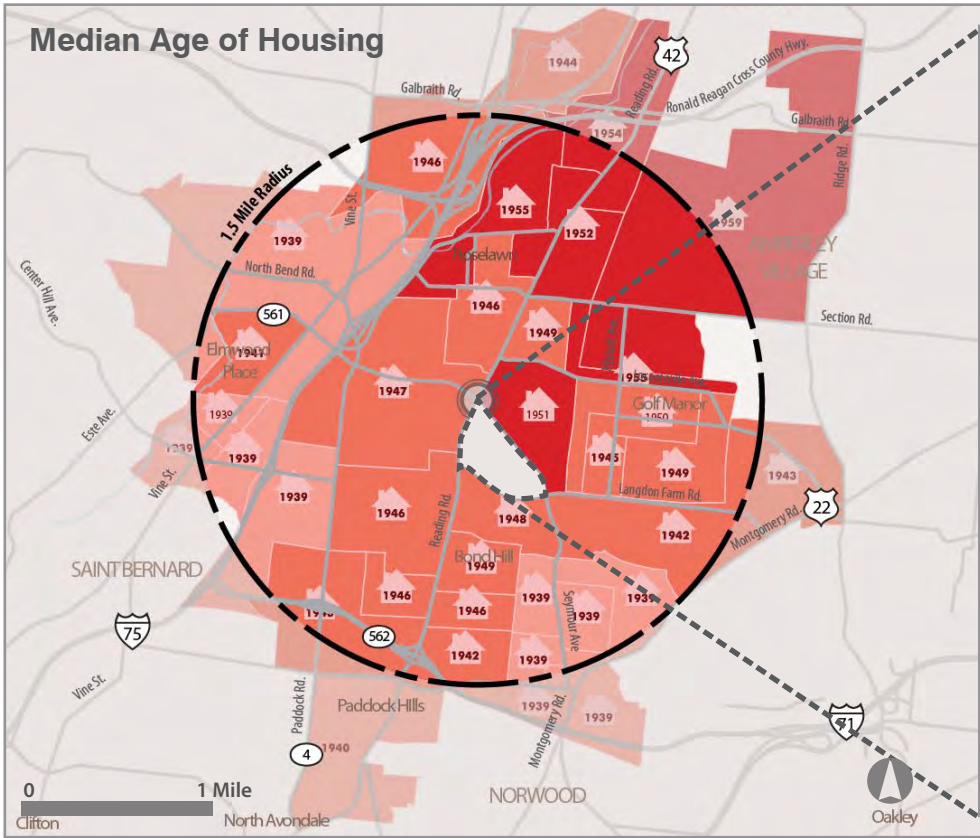


AREA HOUSING

Owner/Renter Ratio

	1.5 Mile Radius	3 Mile Radius	Cincinnati	Hamilton County
Total housing units	17,900	63,100	161,000	377,000
Owner occupied housing units	43.2%	41.5%	31.6%	52.7%
Renter occupied housing units	44.0%	45.5%	46.3%	35.8%
Vacant housing units	12.8%	13.0%	22.1%	11.5%

Source: US Census Bureau, 2010/2011



1930s 1940s 1950s

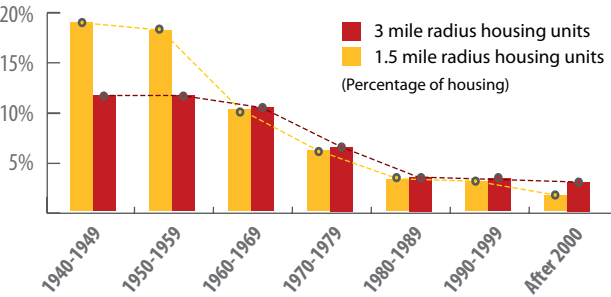
Villages of Daybreak



Single Family	
Average Sale Price	\$220,000
Number of Units	196
Median Age	2006
Townhomes/Condominiums	
Average Sale Price	\$180,000
Number of Units	102
Median Age	2007
Selected Home Sales	
Date	Sale Price
December-08	\$276,075
February-09	\$241,560
February-10	\$258,778
April-12	\$242,859
July-12	\$249,900

Source: Port of Greater Cincinnati Development Authority

Housing Units by Year Built*



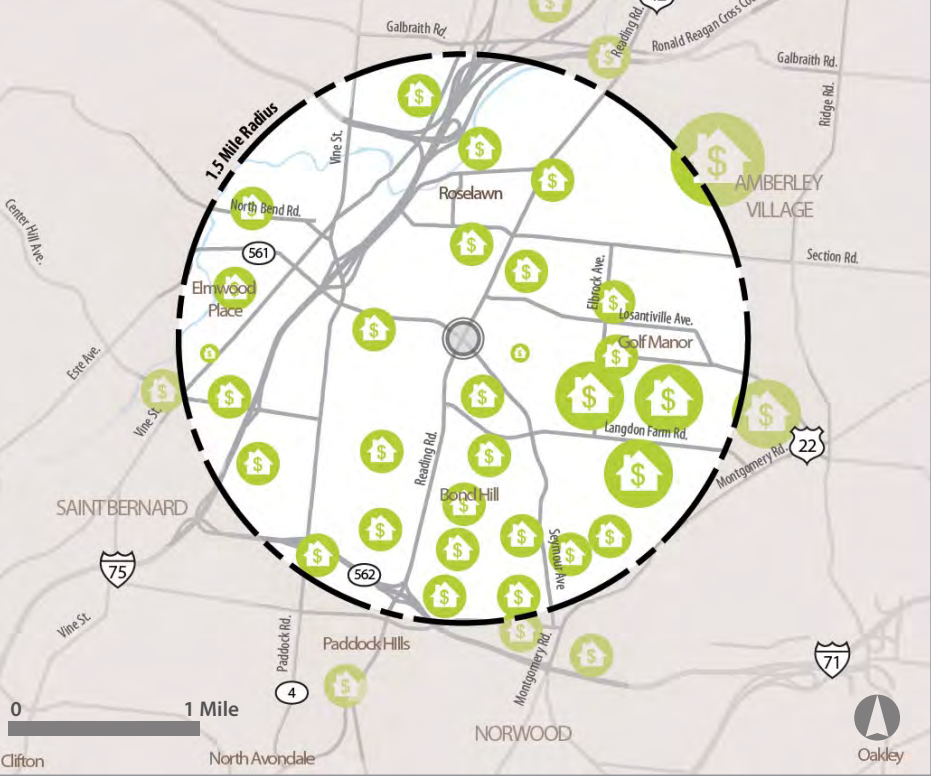
Source: US Census Bureau, 2011
*Balance of remaining homes prior to 1940

Sample of Homes Sold Since 2005

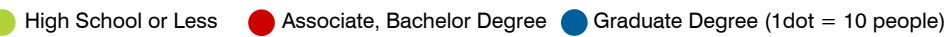
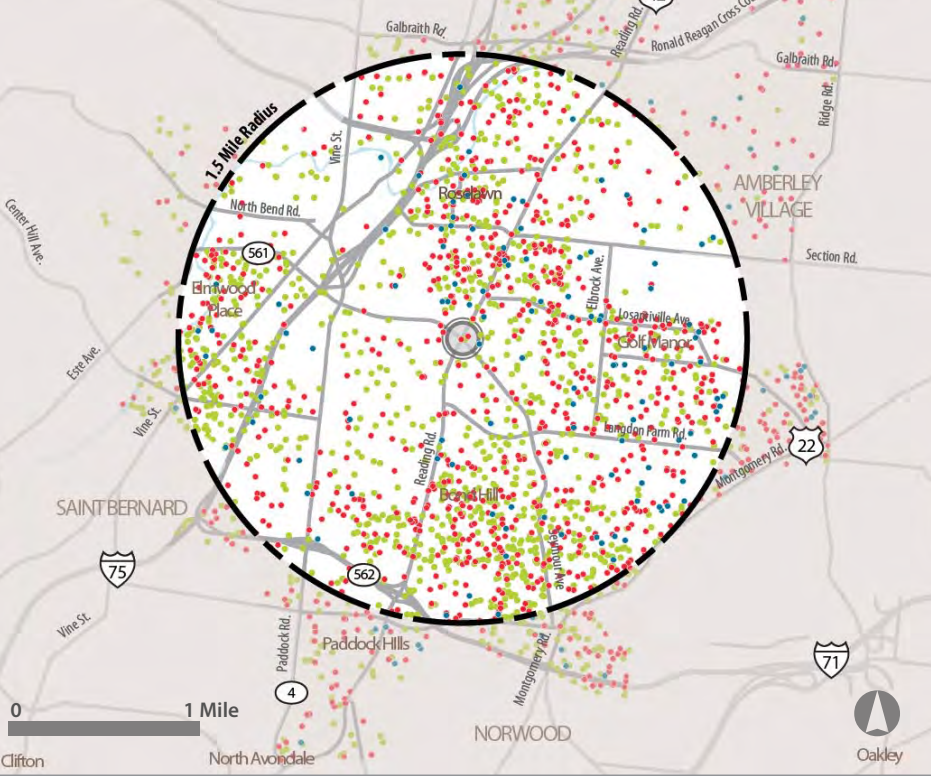
Street	# of Homes	# Sold Above \$200,000
Rhode Island Ave	21	20
Havenwood Ct	25	19
Morningdew Ct	14	11
Yorktown Rd	18	15
Langdon Farm Rd	23	6

Source: Hamilton County Auditor, 2012

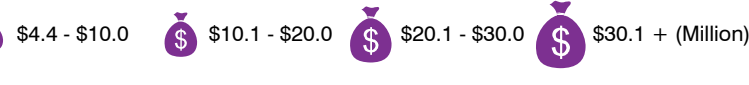
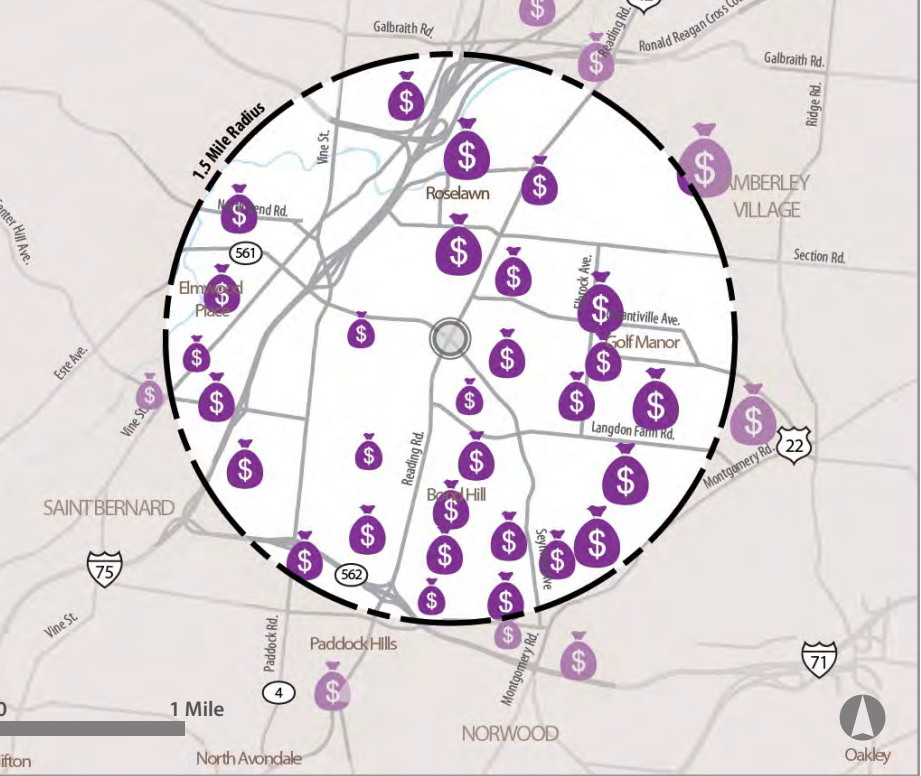
Median Household Income



Educational Attainment

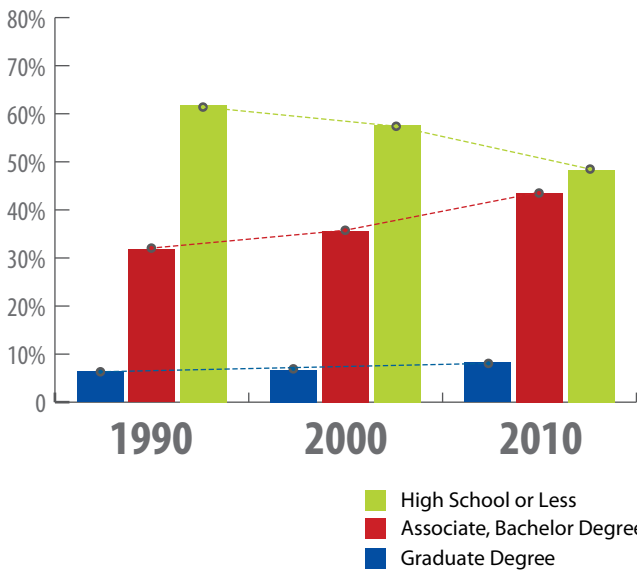


Total Area Purchasing Power



Educational Attainment (1.5 mile radius)

(percentage of population over the age 25+)



Source: US Census Bureau, 2011

PURCHASING POWER



NATIONAL COLLEGE



ROSELAWN CENTER

Nearly \$2.5 billion of purchasing power within a 3 mile radius.

Household Purchasing Power

	1.5 Mile Radius	3 Mile Radius	Cincinnati	Hamilton County
Disposable Income*	\$28,200	\$31,400	\$30,000	\$43,000
Total Purchasing Power (millions)	\$601.7	\$2,466.7	\$5,775.8	\$19,148.3
Purchasing Power (millions) per sq. mile	\$60.0	\$72.70	\$72.6	\$46.4

Source: US Census Bureau, 2010/2011

*Disposable Income represents household income available after income taxes are paid.

Of 61,000 households within 3 miles, 38% make over \$50,000/year.

Household Income

	1.5 Mile Radius	3 Mile Radius	Cincinnati	Hamilton County
<\$25k	39.9%	37.4%	39.6%	29.3%
\$25k-\$35k	13.4%	11.5%	11.9%	11.0%
\$35k-\$50k	15.5%	12.9%	13.1%	13.9%
\$50k-\$75k	14.4%	13.7%	14.9%	16.6%
\$75-\$100k	8.5%	8.9%	8.4%	11.7%
\$100k-\$200k	6.9%	11.9%	9.6%	13.6%
>\$200K	1.4%	3.6%	2.6%	3.8%
Median Household Income	\$31,700	\$36,000	\$33,700	\$48,200
Total Income (millions)	\$721.3	\$2,989.0	\$6,530.2	\$20,940.0
Total Income/Sq Mi (millions)	\$72.0	\$88.2	\$82.0	\$50.8

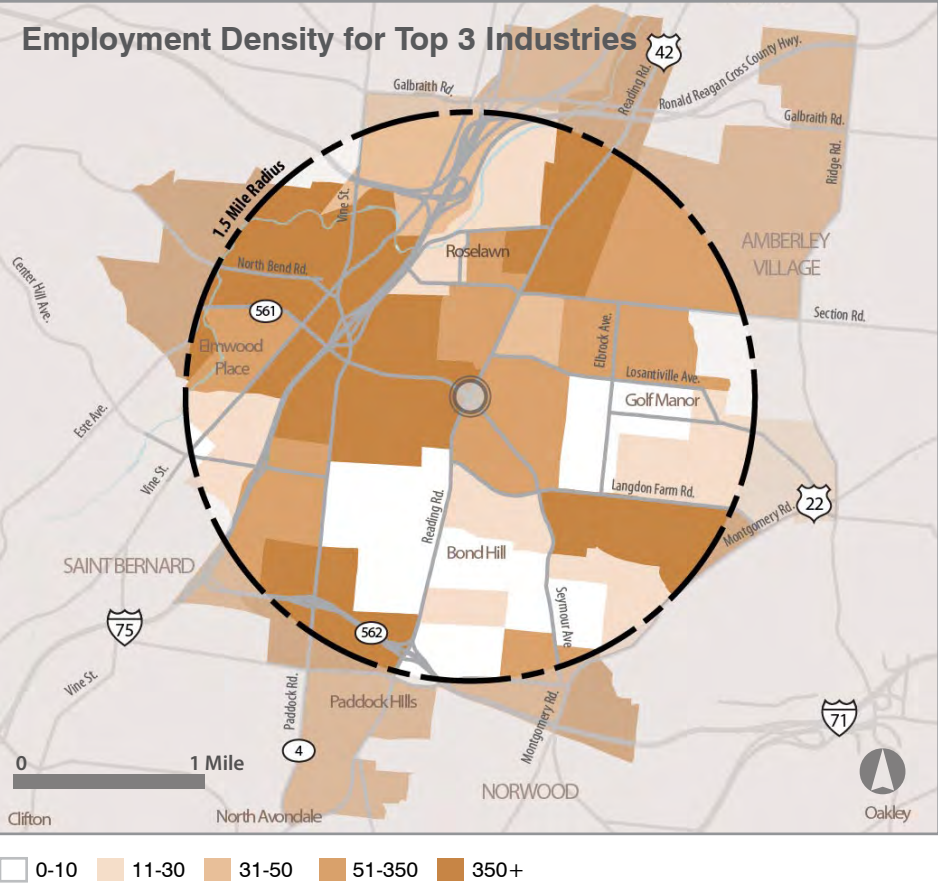
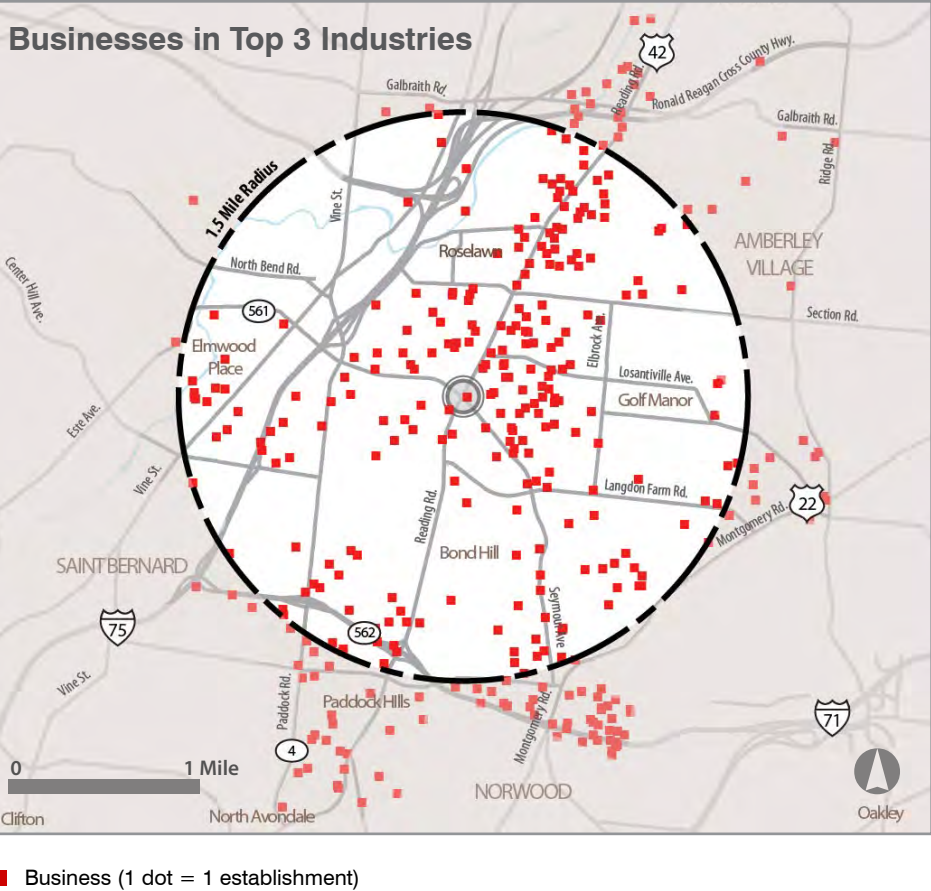
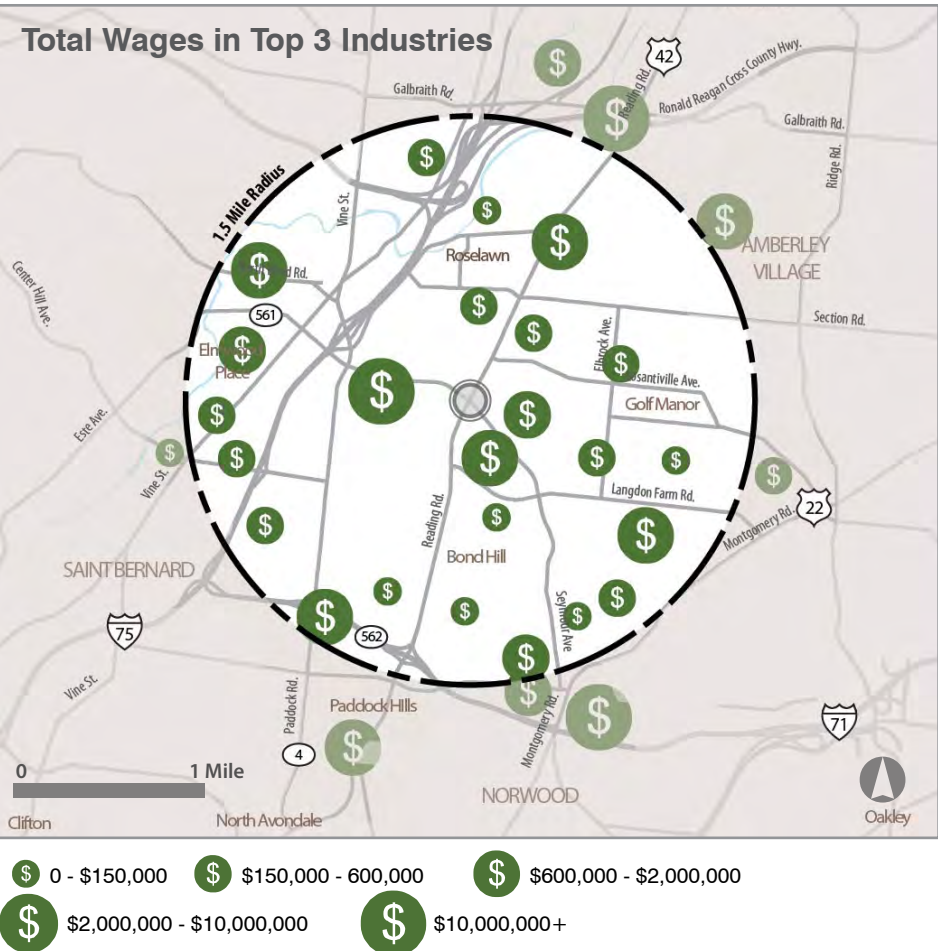
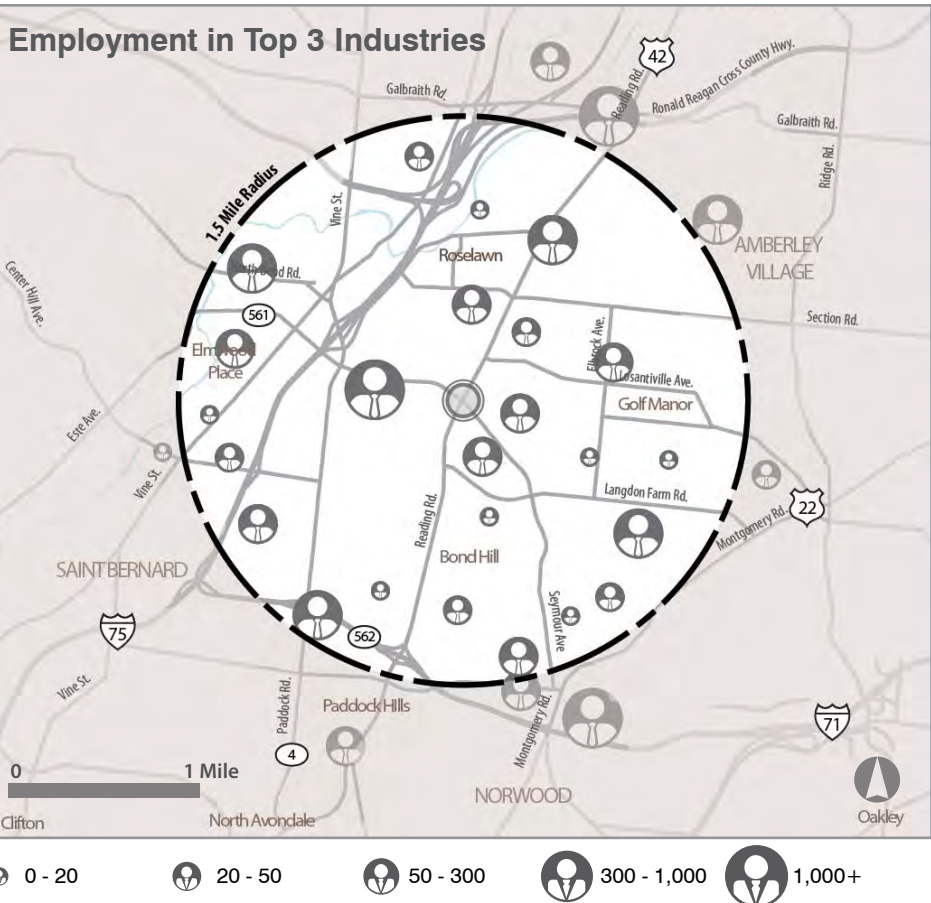
Source: US Census Bureau, 2010/2011

Over \$100 million of unmet retail demand.

Household Expenditure Leakages

	1.5 Mile	3 Mile
Electronics and Appliance Stores	\$7,958,242	\$25,770,956
Grocery Stores	\$31,037,799	\$7,479,535
Clothing and Clothing Accessories Stores	\$9,415,312	\$18,186,223
Department Stores	\$12,600,285	\$28,832,257
Full-Service Restaurants	\$10,963,576	\$22,913,427
Total Retail Trade (all categories)	\$107,873,436	\$99,698,122
Total Food & Drink (all categories)	\$24,137,749	\$28,623,029

Source: ESRI Economic Data Services, 2011



EMERGING REGIONAL EMPLOYMENT CENTER

Health Care, Manufacturing, and Professional Services are top 3 industries in area.



JET MACHINE AND MANUFACTURING COMPANY



EUROSTAMPA

Over 75,000 employees within a 3 mile radius.

Largest Employers

	Number of Employees		Number of Establishments
	1.5 Mile Radius	3 Mile Radius	3 Mile Radius
*Health Care	3,557	8,111	255
Manufacturing	3,103	10,528	180
*Professional Services	1,644	2,921	208
Construction	1,436	4,757	214
*Admin Support	1,274	3,749	145
Total in All Industries	18,510	75,373	2,612

Source: ES202 Data based on QCEW for 2011q2

Employees earn over \$4 billion in wages.

Biggest Payroll

	Annual Wages in 000's		Avg wage per worker
	1.5 Mile Radius	3 Mile Radius	3 Mile Radius
*Health Care	\$129,200	\$311,056	\$36,300
Manufacturing	\$166,000	\$633,393	\$53,500
*Professional Services	\$170,400	\$241,941	\$103,600
Construction	\$68,000	\$226,032	\$47,400
*Admin Support	\$35,900	\$98,051	\$28,200
Total Wages (all industries)	\$1,105,400	\$4,214,084	
Total Wages / Sq. Mi.	\$110,300	\$124,202	

Source: ES202 Data based on QCEW for 2011q2.

*Professional Services, Administrative Support, and Health Care are the fastest growing industries in the state of Ohio.
*Ohio job growth has outpaced the nation during the current economic recovery. The presence of these three industries in the study area represents a base for investment opportunities.



GREAT AMERICAN CLEANUP DAY



PARK BENCHES



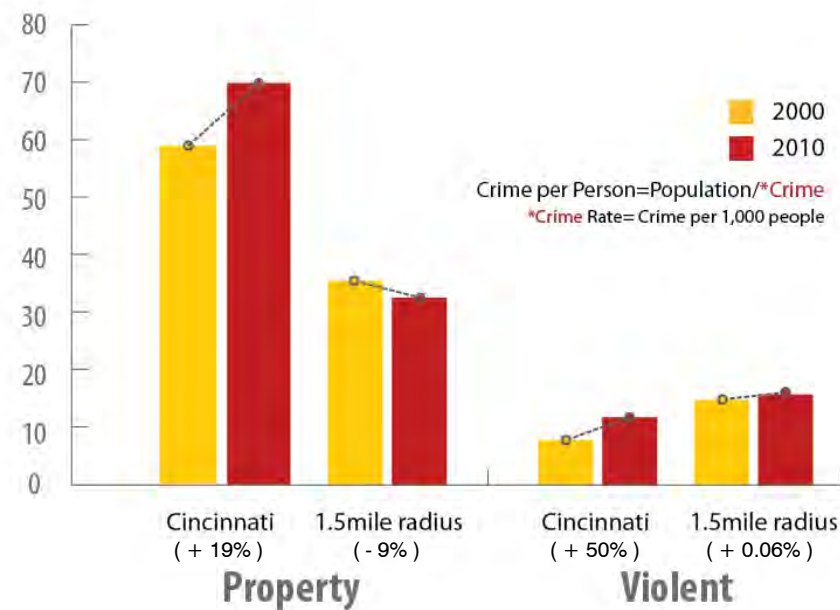
Decreased area of blight

In the fall of 2011, Keep Cincinnati Beautiful (KCB) worked with the community to coordinate a cleanup. Volunteers from the University of Cincinnati and the community came together to clean up and beautify the area.

Promoting beautification through community engagement

In 2011, communities in the Seymour/Reading Market Area were selected to participate in the City of Cincinnati's Neighborhood Enhancement Program (NEP). The NEP is a collaborative effort between the City of Cincinnati, community residents, and local stakeholders to develop neighborhood assets. The partners engaged in a comprehensive approach to improving safety, eliminating blight, and improving livability, utilizing short-term/high-impact initiatives that were results-driven. Community members addressed quality of life issues and were empowered to employ sustainable strategies for improvement.

Per Capita Crime Analysis



Cincinnati

Crimes (Burglaries, Thefts, Vehicle Thefts, Arson, Assault, Robbery, Rape, Murder)
Source: City-data.com (crime), US census (population)
<http://www.city-data.com/crime/crime-Cincinnati-Ohio.html>

1.5mile radius

Crimes (Burglaries, Thefts, Vehicle Thefts, Assault, Robbery, Rape, Murder)
Source: City of Cincinnati Police Department (crime), US census (population)

Crime data sources differed slightly between City of Cincinnati data and 1.5mile radius data. City data included Arson.

A trend of low crime

The rate of change in the Seymour/Reading Market Area's crime rates between 2000 and 2010 compares very favorably to the City of Cincinnati's rate of change for that same period. The area has experienced less than half as many property crime occurrences per capita than the City and has seen a reduction in property crime of nearly 9% over ten years. According to the Port Authority, several active community efforts such as Good Guy Loitering and Citizens on Patrol continue to supplement traditional policing to reduce crime in this area.

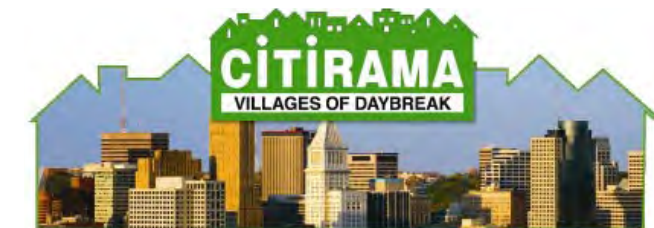
SAFE AND CLEAN



ARTWORKS MURAL IN ROSELAWN

Grants and donations

The community received \$8,100 of donations from area businesses, churches, and civic organizations to be used for beautification and clean-up activities during the NEP. In addition, the area has recently received 3 different grants from the City of Cincinnati totaling nearly \$100,000 for capital improvements in the various neighborhood business districts. The area will continue to build on this momentum with increased attention from the City, which plans to create a pool of \$54 million for development projects.



Villages of Daybreak highlighted during Citirama in 2011

The newest residential development in the market area, the Villages of Daybreak, was home to Citirama in 2011, which is a new home show co-sponsored by the Home Builders Association of Greater Cincinnati and the City of Cincinnati. This is the second time the event featured the Villages of Daybreak; the first time was the start of Phase I in 2005. Between the events in 2005 and 2011, 105 single-family homes have been sold. The 2011 Citirama event featured 6 single-family homes ranging in price from \$225,000 - \$325,000, with an additional 41 lots being prepared to accommodate additional demand.

The Seymour/Reading Market Area analysis reveals the strength of four established communities close to downtown Cincinnati and the potential to capitalize upon the existing assets and investment momentum. The \$100 million of unmet retail demand indicates a market need for additional local services. This household demand is further enhanced by a daytime workforce of over 75,000 employees within a three mile area.

The analysis of the Seymour/Reading Market Area was provided by the University of Cincinnati’s Economics Center and Community Design Center. The Economics Center, founded in 1977, is a leading provider of economics resources for educators, students, businesses, and public agencies. Its dynamic approach and critical data analysis empower business and civic leaders to respond to changing economic conditions, strengthen local economies, and improve the quality of life for their communities. The Community Design Center is a part of the College of Design, Architecture, Art, and Planning at the University of Cincinnati. The Center provides assistance to community groups, non-profit organizations, and City departments that are representing underserved areas and underfunded projects within the area.

The report was also made possible by generous grants provided by the Duke Energy Foundation and the Kroger Foundation.



CLOSING

The Port of Greater Cincinnati Development Authority commissioned this study to bring into focus the attributes of the Seymour/Reading Market Area that make it an attractive market in which to invest and conduct business. Pursuant to the City of Cincinnati’s 2008 GO Cincinnati Economic Development report, the Port Authority is focusing attention and investment in this market area, including the redevelopment of the former Jordan Crossing site. Located at the intersection of Seymour Avenue and Reading Road, this 25 acre site will be redeveloped as an urban mixed-use center that will serve as a catalyst for continued investment activity throughout the area. Aided by a funding commitment from the City of Cincinnati, the Port Authority will employ a horizontal development model with the intent to work with the private development community on this and future redevelopment projects in the Seymour/Reading Market Area.

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DATA APPENDIX

Demographics

Data for the study area were analyzed at the U.S. Census blockgroup level. Within the 1.5 mile study area, there are 37 blockgroups, totaling a size of approximately 10 square miles. Unless otherwise noted, data for the 1.5 mile area, 3 mile area, and Hamilton County, are based on the 2011 U.S. Census *American Community Survey*, provided by Claritas. Reported values for the City of Cincinnati are taken directly from *Factfinder*, from the American Community Survey and U.S. 2010 Census.

Some percentages under the “Racial and Ethnic Diversity” table add up to less than 100% because of non-reporting of race or ethnic origin in the U.S. Census *American Community Survey*.

Income and Spending

Household spending data in specific industries, including leakages, are provided by ESRI: Business Analyst. For more information on the Retail Market Place data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

“Disposable income” as presented in the main body of the report is calculated by Claritas from *American Community Survey* data and made available under the term “Expected Buying Income.”

In addition to the median household disposable income, the report includes total purchasing power as calculated by aggregating “Expected Buying Income” over all households in the appropriate study area.

Industry Focus

Business employment represents the firms located in the study area and the number of workers they hire, whether the workers live in the study area or not. These data are reported by employers in the *Quarterly Survey of Employment and Wages*. Data at the firm level are made available to the Economics Center via the ES202 Network, and are provided at the U.S. Census blockgroup level. The “Top 3 Industry” data presented in the report’s maps include totals from: firms in manufacturing (NAICS codes 31-33), health care (NAICS code 62), and professional services (NAICS code 54). These are the three industries that employ the most workers in the 1.5 mile radius study area. Two other industries, Administrative Support (NAICS code 56) and Construction (NAICS Code 23) are included because they round out the top five employment industries. Professional Services, Administrative Support, and Health Care are the fastest growing industries in the Ohio as measured by job growth.

Investment Projects

Project	Address	Year	Cost	FTEs	Type
Givaudan Flavors	1199 Edison Dr	2003	\$15,000,000	401	Commercial
National College	6871 Steger Dr	2004	\$4,500,000	40	
Amantea Nonwovens	1111 Edison Dr	2004	\$21,000,000	33	Commercial
Walgreens	1776 Seymour Ave	2005	\$1,400,000		Commercial
Allen Temple AME	7030 Reading	2005	\$3,700,000		Civic
Quest Diagnostics	6700 Steger Dr	2005	\$21,000,000	500	Commercial
Villages of Daybreak	Scattered Sites	2005	\$50,000,000		Residential
Hamilton County Community Action Agency	1740 Langdon Farm	2006	\$6,000,000		Civic
Woodward Career & Technical High School (CPS)*	7005 Reading Road	2006	\$47,700,000		Civic
Collins Ink	1201 Edison Dr	2007	\$2,500,000	73	Commercial
Roselawn Condon School (CPS)*	7735 Greenland Place	2008	\$9,400,000		Civic
Bond Hill Academy (CPS)*	1510 California Ave	2008	\$14,600,000		Civic
Eurostampa	1440 Seymour Ave	2010	\$7,200,000	100	Commercial
Graeter’s Ice Cream	1175 Paddock Rd	2010	\$11,000,000	50	Commercial
Academy of Multilingual Immersian Studies (CPS)*	1908 Seymour Ave	2010	\$11,582,753		Civic
Links Unlimited	1460 Seymour Ave	2011	\$4,000,000	10	Commercial
Maketewah Country Club	5401 Reading Road	2012	\$1,500,000		Civic
St Aloysius	4721 Reading Road	2012	\$19,500,000	25	Civic
Cincinnati Reds Community Fund	2026 Seymour Ave	2013	\$5,000,000		Civic
Rough Brothers, Inc	1175 Paddock Rd	2014	\$13,000,000	120	Commercial
Total			\$269,582,753	1,345	

Source: Port of Greater Cincinnati Development Authority
*(CPS) Cincinnati Public Schools

Education Attainment

	1990	2000	2010		1.5 Mile Radius	3 Mile Radius	Cincinnati	Hamilton County
Graduate or Professional Degree	6.4%	6.7%	8.2%	<HS Degree	18.0%	13.7%	17.5%	11.6%
Bachelor’s Degree	9.4%	10.3%	13.5%	High School Graduate	34.5%	23.7%	29.3%	27.7%
< 4 Years College (incl. Associate’s)	22.4%	25.3%	30.0%	<4 yrs College (includes Associate)	27.4%	27.0%	20.3%	28.2%
High School Graduate	30.3%	32.2%	31.7%	Bachelor's Degree	12.9%	20.3%	19.8%	20.5%
< High School	31.4%	25.5%	16.6%	Graduate Degree	7.3%	15.3%	13.1%	12.5%

Source: US Census Bureau, accessed 2012

Source: US Census Bureau, 2010/2011

Concentration of Businesses for Top Sectors
in 1.5 Mile Radius


	1.5 Mile Radius Location Quotient (compared to US)	3 Mile Radius Location Quotient
*Professional Services	0.67	0.29
*Admin Support	1.14	0.83
*Health Care	1.51	0.85
Construction	1.75	1.43
Manufacturing	1.85	1.54

Source: ES202 Data based on QCEW for 2011q2
Location quotient represents the relative concentration of an industry when compared to the national average; an LQ of 1.85 means that Manufacturing has 1.85 times the proportion of workers when compared to the concentration nationally.

Resident Workforce

	1.5 Mile Radius	3 Mile Radius	City of Cincinnati	Hamilton County
Employed	13,400	63,700	135,800	373,600
Unemployed	2,000	8,029	16,300	37,900
Unemp Rate	13.2%	12.9%	10.7%	9.2%
Not in Labor Force	11,200	39,938	104,400	391,000

Resident employment consists of people who live in the area and have jobs (EMPLOYED); do not have jobs, but are actively seeking work (UNEMPLOYED); or are neither currently working nor seeking work (NOT IN LABOR FORCE).



Retail MarketPlace Profile

7109 Reading Rd, Cincinnati, OH, 45237
Ring: 1.5 mile radius

Latitude: 39.18936
Longitude: -84.46327

Summary Demographics						
2010 Population		31,933				
2010 Households		14,134				
2010 Median Disposable Income		\$32,379				
2010 Per Capita Income		\$22,833				
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	\$275,220,884	\$143,209,698	\$132,011,186	31.5	179
Total Retail Trade	44-45	\$234,490,488	\$126,617,052	\$107,873,436	29.9	133
Total Food & Drink	722	\$40,730,396	\$16,592,647	\$24,137,749	42.1	46
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$53,861,839	\$30,482,898	\$23,378,940	27.7	35
Automobile Dealers	4411	\$46,325,281	\$24,689,329	\$21,635,952	30.5	17
Other Motor Vehicle Dealers	4412	\$3,433,015	\$1,465,935	\$1,967,080	40.2	3
Auto Parts, Accessories & Tire Stores	4413	\$4,103,542	\$4,327,634	-\$224,092	-2.7	15
Furniture & Home Furnishings Stores	442	\$6,321,597	\$3,217,990	\$3,103,607	32.5	4
Furniture Stores	4421	\$3,843,373	\$222,601	\$3,620,773	89.1	1
Home Furnishings Stores	4422	\$2,478,223	\$2,995,389	-\$517,165	-9.4	3
Electronics & Appliance Stores	4431	\$9,315,242	\$1,357,000	\$7,958,242	74.6	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,807,038	\$3,931,375	\$3,875,663	33.0	8
Bldg Material & Supplies Dealers	4441	\$7,251,131	\$3,768,549	\$3,482,582	31.6	7
Lawn & Garden Equip & Supply Stores	4442	\$555,907	\$162,826	\$393,081	54.7	1
Food & Beverage Stores	445	\$43,317,289	\$12,059,525	\$31,257,764	56.4	27
Grocery Stores	4451	\$39,939,878	\$8,902,079	\$31,037,799	63.5	17
Specialty Food Stores	4452	\$1,465,553	\$1,350,983	\$114,570	4.1	3
Beer, Wine & Liquor Stores	4453	\$1,911,858	\$1,806,462	\$105,395	2.8	7
Health & Personal Care Stores	446,4461	\$8,943,786	\$8,267,779	\$676,007	3.9	7
Gasoline Stations	447,4471	\$39,166,151	\$37,182,380	\$1,983,771	2.6	7
Clothing & Clothing Accessories Stores	448	\$10,931,319	\$1,516,007	\$9,415,312	75.6	9
Clothing Stores	4481	\$8,334,391	\$1,326,802	\$7,007,589	72.5	7
Shoe Stores	4482	\$1,295,602	\$146,319	\$1,149,283	79.7	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,301,326	\$42,886	\$1,258,440	93.6	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,059,800	\$1,028,721	\$2,031,079	49.7	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,824,952	\$807,391	\$1,017,561	38.7	4
Book, Periodical & Music Stores	4512	\$1,234,848	\$221,331	\$1,013,518	69.6	2
General Merchandise Stores	452	\$36,002,798	\$13,705,748	\$22,297,050	44.9	7
Department Stores Excluding Leased Depts.	4521	\$12,682,246	\$81,961	\$12,600,285	98.7	1
Other General Merchandise Stores	4529	\$23,320,552	\$13,623,787	\$9,696,766	26.2	6
Miscellaneous Store Retailers	453	\$5,316,008	\$2,285,866	\$3,030,142	39.9	15
Florists	4531	\$430,303	\$169,010	\$261,293	43.6	3
Office Supplies, Stationery & Gift Stores	4532	\$2,165,125	\$129,649	\$2,035,476	88.7	2
Used Merchandise Stores	4533	\$323,631	\$1,138,569	-\$814,938	-55.7	3
Other Miscellaneous Store Retailers	4539	\$2,396,949	\$848,639	\$1,548,310	47.7	7
Nonstore Retailers	454	\$10,447,622	\$11,581,763	-\$1,134,141	-5.1	4
Electronic Shopping & Mail-Order Houses	4541	\$3,370,437	\$0	\$3,370,437	100.0	0
Vending Machine Operators	4542	\$1,190,946	\$5,616,101	-\$4,425,155	-65.0	3
Direct Selling Establishments	4543	\$5,886,238	\$5,965,662	-\$79,424	-0.7	1
Food Services & Drinking Places	722	\$40,730,396	\$16,592,647	\$24,137,749	42.1	46
Full-Service Restaurants	7221	\$18,014,476	\$7,050,901	\$10,963,576	43.7	22
Limited-Service Eating Places	7222	\$18,445,444	\$6,426,401	\$12,019,043	48.3	8
Special Food Services	7223	\$3,003,395	\$1,431,010	\$1,572,385	35.5	3
Drinking Places - Alcoholic Beverages	7224	\$1,267,082	\$1,684,336	-\$417,254	-14.1	13

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



Retail MarketPlace Profile

7109 Reading Rd, Cincinnati, OH, 45237
Ring: 3 mile radius

Latitude: 39.18936
Longitude: -84.46327

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Crime Analysis

		1.5 Mile Radius			Cincinnati		
		Population	Crime Rate	Crime per Person	Population	Crime Rate	Crime per Person
Property Crime	2000	35,498	1,287	36	331,285	19,383	59
	2010	31,765	1,046	33	296,943	20,712	70
Violent Crime	2000	35,498	517	15	331,285	2,671	8
	2010	31,765	499	16	296,943	3,608	12

1.5mile radius
Crimes (Burglaries, Thefts, Vehicle Thefts, Assault, Robbery, Rape, Murder)
Source: City of Cincinnati Police Department (crime), US census (population)

Cincinnati
Crimes (Burglaries, Thefts, Vehicle Thefts, Arson, Assault, Robbery, Rape, Murder)
Source: City-data.com (crime), US census (population)
<http://www.city-data.com/crime/crime-Cincinnati-Ohio.html>

Crime data sources differed slightly between City of Cincinnati data and 1.5mile radius data. City data included Arson.

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