

Market Optimization

Market - Cincinnati (MSA)  
Spacing - Locations tested at 1 mile spacing across the market  
Evaluation - 4,394 locations evaluated against demographic variables  
Exclusion Zones - 4 mile radius applied for top sites to avoid site overlap



Market Optimization		Top Traffic Counts	Population	Median HH Income	% Any College (13+)
Study Details					
Max Value			-	-	-
Min Value			-	-	-
Ideal Value			-	-	-
Method			Normal	Normal	Normal
Weight			50%	30%	20%
Trade Area			3 mi radius	3 mi radius	3 mi radius
1	2318 Ashland Ave Cincinnati, O...	6K East McMillan... 8K Gilbert Avenue...	164,281	\$70,317	71.2%
Overall Rank 1, (39.1232, -84.4835)					
2	1763 Northside Ave Cincinnati,...	22K Harrison Avenue 15K Queen City Av...	150,199	\$53,019	61.8%
Overall Rank 24, (39.1232, -84.5579)					
3	5792 Bayswater Mason, OH 45040	11K Reading Road,... 19K Tylersville R...	66,196	\$136,709	80.4%
Overall Rank 26, (39.3551, -84.3346)					
4	6726 Corkwood Knoll OH 45011	-	58,694	\$148,338	78.1%
Overall Rank 28, (39.3841, -84.4277)					
5	Ranked Site 5	24K Madison Road 32K Red Bank Expr...	100,719	\$91,534	76.9%
Overall Rank 30, (39.1667, -84.409)					
6	9725 Mason Montgomery Rd Mason...	101K Interstate 7... 30K Mason Montgom...	66,845	\$126,761	82.3%
Overall Rank 34, (39.2971, -84.316)					
7	1289 Normandy Rue Dayton, OH 45458	-	36,897	\$155,609	86.2%
Overall Rank 56, (39.5725, -84.1671)					
8	9960 Lakewood Ln Cincinnati, O...	13K Loveland Made... 8K Remington Road...	40,200	\$142,470	85.7%
Overall Rank 99, (39.2391, -84.3346)					
9	778 Cedar Dr Loveland, OH 45140	13K East Broadway... 13K Paxton Avenue...	39,162	\$142,967	81.3%
Overall Rank 146, (39.2536, -84.2602)					
10	1529 Blueorchard Dr Cincinnati...	20K Beechmont Ave... 12K Five Mile Road	61,560	\$111,568	80.7%
Overall Rank 154, (39.0797, -84.3532)					

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11 Ranked Site 11 Overall Rank 159, (39.3406, -84.2602)	-	49,145	\$128,804	80.1%
12 5384 Genesis Ct Middletown, OH... Overall Rank 162, (39.413, -84.3532)	-	36,218	\$146,934	79.7%
13 2205 Greenup St Covington, KY... Overall Rank 195, (39.0652, -84.5021)	4K East 20th Stre... 4K Greenup Street...	96,524	\$73,702	67.5%
14 8605 Shawnee Run Rd Cincinnati... Overall Rank 217, (39.1812, -84.3346)	-	28,864	\$141,180	81.6%
15 5320 Este Ave Cincinnati, OH 45232 Overall Rank 234, (39.1812, -84.5021)	9K Spring Grove A... 5K Vine Street	105,795	\$59,968	64%
16 3787 Fox Run Dr Blue Ash, OH 45236 Overall Rank 247, (39.2246, -84.409)	19K Plainfield Ro... 23K Ronald Reagan...	75,515	\$88,697	70.4%
17 5647 Julmar Dr Cincinnati, OH... Overall Rank 267, (39.1232, -84.6324)	-	97,205	\$71,821	60.8%
18 Ranked Site 18 Overall Rank 286, (38.9203, -84.6882)	-	24,868	\$141,752	77.3%
19 7170 Cindy Dr OH 45069 Overall Rank 288, (39.3116, -84.3904)	20K Cincinnati Co... 8K Fields Ertel R...	48,084	\$114,827	74.1%
20 2652 Cincinnati Ave Lebanon, O... Overall Rank 305, (39.3986, -84.2602)	-	16,588	\$146,131	79.8%