

Newport on the Levee
Consumer Research Summary – Leasing
November, 2010

Trade Area Draw & Profile

- NOL has a very broad geographic draw—60% of its customers come from a 6-county trade area that spans the Cincinnati metropolitan area and northern Kentucky suburbs, while 40% are visitors or tourists who live outside the 6-county trade area
- The trade area contains 1.8 million people and 700,000 households
- 33% of trade area households have incomes of \$75,000+
- 33% of trade area households have children under age 18

Customer Profile (Demographic characteristics of those who visit NOL)

- Strong draw among customers age 18 – 34 (44%)
- Strong draw among customers age 35 – 54 (42%)
- 45% have children under age 18 living in their home
- 1 in 2 customers are men (48%)
- Average household income is \$88,220 – 25% above trade area norm
- Median household income is \$76,670 – 43% above trade area norm
- 30% earn \$100,000+ (compared to the 20% of trade area households)
- 51% earn \$75,000+ (compared to 33% of trade area households)

Consumer Behavior & Perceptions

- 100% of trade area consumers are aware of NOL and 2 in 3 visit this center at least once a year
- This market has a favorable impression of NOL, with trade area consumers indicating a high level of interest in more retail and dining options at this center
- NOL's restaurants, aquarium and movie theater have been successful magnets for retail merchants—30% of NOL's customers eat, shop and visit an entertainment venue while an additional 33% combine eating with shopping or entertainment
- 50% of trade area consumers age 18 – 34 visit downtown Cincinnati once a month or more often*
- NOL is the top dining destination among competitor shopping centers
- Trade area consumers who visit NOL exclusively for the restaurants tend to be more affluent (\$100,000+)

The Research Shop
3411 Elm Creek Dr
Medina MN 55340
United States
Phone: (763) 478-4697
Fax: (763) 478-6158
Email: deb@researchshop.net