

MARKET AT A GLANCE



OCCUPANCY RATE

96.3%

Up 50 bps since 1Q19



EFFECTIVE RENT

\$996

Up 3.7% since 1Q19



DELIVERIES

293

Units YTD

MARKET IMPACT ANALYSIS

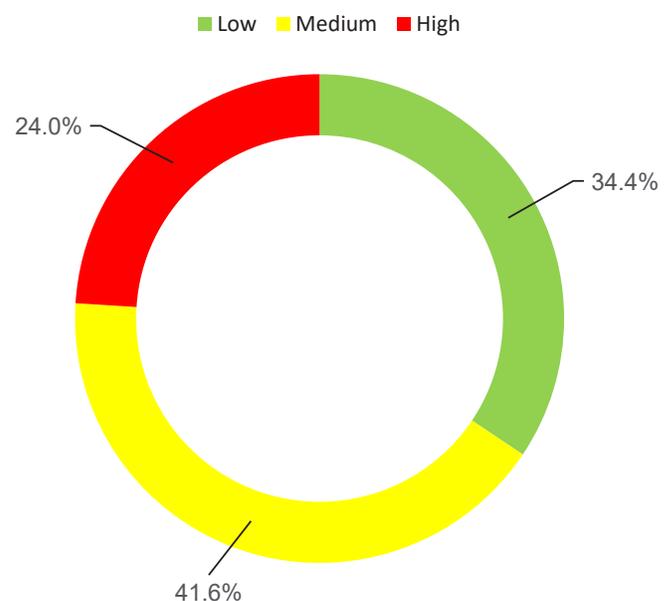
TOP EMPLOYERS HIT WITH LAYOFFS AS RELIEF EFFORTS RAMP UP

Employers in the health care, manufacturing, and retail industries—Cincinnati’s largest job sectors—are experiencing sudden workforce contractions as a result of COVID-19. Revenue streams for care providers have shrunk as health services are suspended to focus resources on pandemic care. UC Health has implemented executive-level salary cuts to avoid layoffs, but Bon Secours Mercy Health announced that it will furlough 700 employees in response to revenue loss related to the coronavirus. Leaders at GE Aviation, representing over 5% of the local manufacturing sector, announced the company will be cutting 10% of its 10,000-employee workforce due to lessened demand across the aviation industry. Additionally, the temporary closure of many of the metro’s most popular retail anchors—including Macy’s, Kohl’s, IKEA, Ulta Beauty, and Nordstrom—will put hundreds if not thousands of retail workers and renters out of work in the short term. Thankfully, a wave of coronavirus relief aid and resources is being deployed to stem the negative impacts of the crisis. State officials recently made \$250 million in relief aid available to Ohio cities, including nearly \$9 million for the development of new health care facilities in Cincinnati. Another bright spot: enrollment at the University of Cincinnati has set a record each year since 2013, hinting at major opportunities for housing development in the metro once the COVID-19 pandemic is under control.

INDUSTRY COMPOSITION

| Risk Level | % of Market | National Avg |
|---|--------------|--------------|
| LOW | | |
| Agriculture, forestry, fishing and hunting | 0.1% | 1.1% |
| Finance and insurance | 5.8% | 4.7% |
| Health care and social assistance | 16.0% | 16.0% |
| Information | 1.3% | 2.2% |
| Transportation and warehousing | 5.2% | 4.4% |
| Utilities | 0.3% | 0.4% |
| Wholesale trade | 5.7% | 4.7% |
| Total | 34.4% | 33.4% |
| MEDIUM | | |
| Administrative and waste services | 7.8% | 7.4% |
| Educational services | 3.6% | 2.3% |
| Manufacturing | 2.1% | 10.1% |
| Mining, quarrying, and oil and gas extraction | 0.0% | 0.5% |
| Other services, except public administration | 7.0% | 3.6% |
| Professional and technical services | 20.3% | 7.5% |
| Retail trade | 10.5% | 12.2% |
| Total | 41.6% | 43.6% |
| HIGH | | |
| Accommodation and food services | 10.7% | 11.1% |
| Arts, entertainment, and recreation | 2.7% | 1.9% |
| Construction | 5.0% | 6.1% |
| Management of companies and enterprises | 4.2% | 1.9% |
| Real estate and rental and leasing | 1.5% | 1.8% |
| Unclassified | 0.0% | 0.1% |
| Total | 24.0% | 23.0% |

JOBS EXPOSURE



Analysis based on RealPage Market Analytics' first quarter 2020 data, which sources more than 3 million units across more than 400 U.S. markets in real time. Data may be revised in future publications as additional information becomes available after the initial release. Risk level based on the percentage of essential vs. nonessential jobs for that sector, along with work-from-home opportunity and impacted revenue.



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