



Market Profile

Zahns Corner Industrial Park (AEPOH) Waverly, OH
 Drive Times: 20, 40, 60 minute radii

Latitude: 39.0760
 Longitude: -82.9649

	20 minute	40 minute	60 minute
Population Summary			
2000 Total Population	25,757	190,726	392,272
2010 Total Population	26,568	194,944	404,995
2017 Total Population	26,248	192,278	402,482
2017 Group Quarters	614	9,505	13,416
2022 Total Population	25,919	189,591	398,771
2017-2022 Annual Rate	-0.25%	-0.28%	-0.19%
2017 Total Daytime Population	28,012	189,408	379,963
Workers	11,540	75,986	141,554
Residents	16,472	113,422	238,409
Household Summary			
2000 Households	9,779	72,719	150,485
2000 Average Household Size	2.57	2.50	2.52
2010 Households	10,233	74,359	156,278
2010 Average Household Size	2.54	2.48	2.50
2017 Households	10,159	73,657	155,659
2017 Average Household Size	2.52	2.48	2.50
2022 Households	10,047	72,595	154,168
2022 Average Household Size	2.52	2.48	2.50
2017-2022 Annual Rate	-0.22%	-0.29%	-0.19%
2010 Families	7,160	50,476	107,899
2010 Average Family Size	2.99	2.98	2.98
2017 Families	6,999	49,202	105,848
2017 Average Family Size	3.00	2.99	3.00
2022 Families	6,873	48,150	104,132
2022 Average Family Size	3.00	3.00	3.00
2017-2022 Annual Rate	-0.36%	-0.43%	-0.33%
Housing Unit Summary			
2000 Housing Units	10,833	79,995	166,023
Owner Occupied Housing Units	62.8%	64.4%	65.8%
Renter Occupied Housing Units	27.5%	26.5%	24.8%
Vacant Housing Units	9.7%	9.1%	9.4%
2010 Housing Units	11,526	83,033	176,124
Owner Occupied Housing Units	60.6%	61.2%	62.5%
Renter Occupied Housing Units	28.2%	28.3%	26.3%
Vacant Housing Units	11.2%	10.4%	11.3%
2017 Housing Units	11,512	83,095	176,527
Owner Occupied Housing Units	58.1%	58.3%	59.8%
Renter Occupied Housing Units	30.2%	30.4%	28.4%
Vacant Housing Units	11.8%	11.4%	11.8%
2022 Housing Units	11,564	83,397	177,752
Owner Occupied Housing Units	57.2%	57.1%	58.7%
Renter Occupied Housing Units	29.7%	29.9%	28.0%
Vacant Housing Units	13.1%	13.0%	13.3%
Median Household Income			
2017	\$43,776	\$41,696	\$42,667
2022	\$49,110	\$45,542	\$47,590
Median Home Value			
2017	\$108,297	\$104,057	\$111,568
2022	\$124,419	\$121,926	\$131,814
Per Capita Income			
2017	\$21,655	\$21,982	\$22,234
2022	\$24,808	\$25,181	\$25,635
Median Age			
2010	39.6	39.1	39.5
2017	41.5	40.5	41.1
2022	43.4	41.9	42.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	10,159	73,657	155,659
<\$15,000	16.5%	16.7%	15.8%
\$15,000 - \$24,999	12.8%	13.6%	13.2%
\$25,000 - \$34,999	11.1%	12.2%	12.3%
\$35,000 - \$49,999	14.6%	14.3%	14.7%
\$50,000 - \$74,999	19.9%	18.2%	18.5%
\$75,000 - \$99,999	12.6%	10.4%	11.1%
\$100,000 - \$149,999	8.8%	10.3%	10.1%
\$150,000 - \$199,999	2.5%	2.4%	2.5%
\$200,000+	1.2%	1.9%	1.7%
Average Household Income	\$55,043	\$56,321	\$56,680
2022 Households by Income			
Household Income Base	10,047	72,595	154,168
<\$15,000	15.8%	16.5%	15.3%
\$15,000 - \$24,999	11.7%	12.7%	12.2%
\$25,000 - \$34,999	9.9%	11.0%	11.0%
\$35,000 - \$49,999	13.2%	12.9%	13.1%
\$50,000 - \$74,999	19.4%	17.4%	17.7%
\$75,000 - \$99,999	13.6%	11.4%	12.5%
\$100,000 - \$149,999	11.3%	12.0%	12.3%
\$150,000 - \$199,999	3.6%	3.5%	3.6%
\$200,000+	1.5%	2.6%	2.4%
Average Household Income	\$63,081	\$64,685	\$65,500
2017 Owner Occupied Housing Units by Value			
Total	6,687	48,426	105,565
<\$50,000	16.0%	17.6%	16.2%
\$50,000 - \$99,999	29.9%	30.7%	29.0%
\$100,000 - \$149,999	24.3%	21.6%	20.6%
\$150,000 - \$199,999	10.6%	13.9%	14.9%
\$200,000 - \$249,999	8.4%	7.7%	7.9%
\$250,000 - \$299,999	4.8%	3.4%	4.2%
\$300,000 - \$399,999	4.2%	2.9%	3.9%
\$400,000 - \$499,999	1.1%	1.1%	1.6%
\$500,000 - \$749,999	0.2%	0.8%	0.9%
\$750,000 - \$999,999	0.3%	0.2%	0.3%
\$1,000,000 +	0.3%	0.2%	0.4%
Average Home Value	\$134,059	\$129,616	\$141,701
2022 Owner Occupied Housing Units by Value			
Total	6,609	47,631	104,394
<\$50,000	12.6%	14.4%	12.9%
\$50,000 - \$99,999	23.7%	26.1%	24.2%
\$100,000 - \$149,999	28.0%	21.7%	20.3%
\$150,000 - \$199,999	12.5%	15.8%	16.3%
\$200,000 - \$249,999	10.1%	9.5%	9.5%
\$250,000 - \$299,999	5.9%	4.4%	5.5%
\$300,000 - \$399,999	4.9%	4.2%	5.6%
\$400,000 - \$499,999	1.2%	1.7%	2.7%
\$500,000 - \$749,999	0.3%	1.5%	1.8%
\$750,000 - \$999,999	0.3%	0.3%	0.6%
\$1,000,000 +	0.3%	0.3%	0.6%
Average Home Value	\$148,222	\$150,274	\$167,508

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	26,571	194,942	404,996
0 - 4	6.3%	6.2%	6.2%
5 - 9	6.6%	6.3%	6.5%
10 - 14	6.9%	6.6%	6.8%
15 - 24	12.5%	12.8%	12.6%
25 - 34	11.6%	12.6%	12.0%
35 - 44	13.3%	13.5%	13.2%
45 - 54	15.2%	15.0%	15.0%
55 - 64	12.5%	12.6%	12.8%
65 - 74	8.1%	8.0%	8.4%
75 - 84	4.9%	4.7%	4.8%
85 +	2.1%	1.8%	1.7%
18 +	75.8%	76.8%	76.3%
2017 Population by Age			
Total	26,248	192,278	402,484
0 - 4	5.9%	5.8%	5.9%
5 - 9	6.2%	6.0%	6.1%
10 - 14	6.2%	6.0%	6.2%
15 - 24	11.4%	11.9%	11.8%
25 - 34	12.4%	13.1%	12.5%
35 - 44	12.3%	12.8%	12.5%
45 - 54	13.5%	13.4%	13.3%
55 - 64	14.1%	13.8%	14.1%
65 - 74	10.3%	10.1%	10.5%
75 - 84	5.3%	5.0%	5.2%
85 +	2.4%	2.0%	2.0%
18 +	78.2%	78.7%	78.4%
2022 Population by Age			
Total	25,916	189,591	398,770
0 - 4	5.5%	5.6%	5.6%
5 - 9	5.9%	5.8%	5.9%
10 - 14	6.4%	6.2%	6.3%
15 - 24	10.8%	11.4%	11.3%
25 - 34	11.2%	12.3%	11.8%
35 - 44	12.1%	12.7%	12.4%
45 - 54	12.8%	12.7%	12.7%
55 - 64	14.5%	13.6%	13.8%
65 - 74	11.9%	11.5%	11.8%
75 - 84	6.4%	6.1%	6.2%
85 +	2.4%	2.1%	2.1%
18 +	78.4%	78.8%	78.5%
2010 Population by Sex			
Males	13,189	98,622	201,823
Females	13,379	96,322	203,172
2017 Population by Sex			
Males	13,072	97,264	200,772
Females	13,176	95,014	201,709
2022 Population by Sex			
Males	12,946	96,225	199,513
Females	12,972	93,366	199,258

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

January 29, 2018



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2010 Population by Race/Ethnicity			
Total	26,567	194,945	404,996
White Alone	96.2%	93.5%	95.0%
Black Alone	1.2%	3.6%	2.5%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	0.2%	0.3%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.1%	0.3%	0.3%
Two or More Races	1.7%	1.9%	1.6%
Hispanic Origin	0.7%	1.0%	0.9%
Diversity Index	8.7	14.1	11.4
2017 Population by Race/Ethnicity			
Total	26,249	192,278	402,482
White Alone	95.5%	93.0%	94.4%
Black Alone	1.4%	3.5%	2.5%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	0.3%	0.5%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.3%	0.3%
Two or More Races	2.0%	2.2%	1.9%
Hispanic Origin	1.0%	1.3%	1.2%
Diversity Index	10.7	15.6	13.0
2022 Population by Race/Ethnicity			
Total	25,919	189,591	398,770
White Alone	94.9%	92.7%	94.0%
Black Alone	1.6%	3.6%	2.6%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	0.4%	0.5%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.4%	0.4%
Two or More Races	2.3%	2.4%	2.1%
Hispanic Origin	1.2%	1.5%	1.4%
Diversity Index	12.0	16.5	14.1
2010 Population by Relationship and Household Type			
Total	26,568	194,944	404,995
In Households	97.7%	94.7%	96.5%
In Family Households	83.9%	80.0%	82.2%
Householder	27.0%	25.9%	26.6%
Spouse	19.7%	18.6%	19.7%
Child	31.2%	29.8%	30.3%
Other relative	2.8%	2.8%	2.7%
Nonrelative	3.2%	2.8%	2.8%
In Nonfamily Households	13.7%	14.7%	14.3%
In Group Quarters	2.3%	5.3%	3.5%
Institutionalized Population	2.0%	4.7%	3.0%
Noninstitutionalized Population	0.3%	0.6%	0.5%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment			
Total	18,446	135,020	282,123
Less than 9th Grade	5.6%	5.1%	4.9%
9th - 12th Grade, No Diploma	13.6%	11.5%	10.9%
High School Graduate	36.8%	36.1%	37.2%
GED/Alternative Credential	4.6%	5.2%	5.1%
Some College, No Degree	17.3%	17.9%	17.9%
Associate Degree	8.2%	9.0%	8.9%
Bachelor's Degree	8.4%	9.4%	9.4%
Graduate/Professional Degree	5.6%	5.8%	5.7%
2017 Population 15+ by Marital Status			
Total	21,436	157,973	329,729
Never Married	24.5%	28.7%	26.6%
Married	51.0%	48.8%	51.8%
Widowed	8.2%	7.3%	7.3%
Divorced	16.2%	15.2%	14.3%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	91.5%	91.8%	92.5%
Civilian Unemployed (Unemployment Rate)	8.5%	8.2%	7.5%
2017 Employed Population 16+ by Industry			
Total	9,918	73,791	159,868
Agriculture/Mining	1.9%	1.7%	2.1%
Construction	8.9%	6.3%	6.5%
Manufacturing	15.3%	16.0%	16.0%
Wholesale Trade	1.1%	1.7%	2.0%
Retail Trade	9.3%	11.5%	11.6%
Transportation/Utilities	6.3%	5.9%	6.9%
Information	0.6%	0.9%	1.0%
Finance/Insurance/Real Estate	5.1%	3.6%	3.9%
Services	45.7%	46.8%	44.9%
Public Administration	5.7%	5.5%	5.0%
2017 Employed Population 16+ by Occupation			
Total	9,918	73,793	159,866
White Collar	52.0%	51.2%	50.8%
Management/Business/Financial	11.8%	9.3%	10.1%
Professional	21.9%	21.3%	19.4%
Sales	6.0%	8.6%	8.8%
Administrative Support	12.3%	12.1%	12.4%
Services	20.0%	19.5%	18.8%
Blue Collar	28.0%	29.3%	30.5%
Farming/Forestry/Fishing	0.8%	0.9%	1.1%
Construction/Extraction	6.3%	5.7%	5.7%
Installation/Maintenance/Repair	3.0%	3.4%	3.9%
Production	9.3%	9.5%	10.1%
Transportation/Material Moving	8.5%	9.7%	9.8%
2010 Population By Urban/ Rural Status			
Total Population	26,568	194,944	404,995
Population Inside Urbanized Area	0.0%	0.0%	1.2%
Population Inside Urbanized Cluster	28.5%	42.3%	35.4%
Rural Population	71.5%	57.7%	63.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	10,234	74,359	156,279
Households with 1 Person	25.6%	27.1%	26.1%
Households with 2+ People	74.4%	72.9%	73.9%
Family Households	70.0%	67.9%	69.0%
Husband-wife Families	51.0%	48.9%	51.1%
With Related Children	20.9%	19.9%	20.6%
Other Family (No Spouse Present)	18.9%	19.0%	17.9%
Other Family with Male Householder	5.8%	5.6%	5.4%
With Related Children	3.7%	3.5%	3.4%
Other Family with Female Householder	13.1%	13.4%	12.5%
With Related Children	8.7%	8.9%	8.3%
Nonfamily Households	4.5%	5.1%	4.8%
All Households with Children	34.0%	32.9%	32.9%
Multigenerational Households	4.1%	4.1%	3.9%
Unmarried Partner Households	7.8%	7.8%	7.6%
Male-female	7.4%	7.3%	7.0%
Same-sex	0.4%	0.5%	0.6%
2010 Households by Size			
Total	10,233	74,359	156,277
1 Person Household	25.6%	27.1%	26.1%
2 Person Household	34.5%	34.4%	35.1%
3 Person Household	17.0%	16.6%	16.5%
4 Person Household	13.2%	12.7%	12.8%
5 Person Household	6.2%	5.9%	5.9%
6 Person Household	2.2%	2.1%	2.2%
7 + Person Household	1.4%	1.2%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	10,233	74,359	156,278
Owner Occupied	68.3%	68.3%	70.4%
Owned with a Mortgage/Loan	38.4%	39.7%	41.7%
Owned Free and Clear	29.9%	28.6%	28.7%
Renter Occupied	31.7%	31.7%	29.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	11,526	83,033	176,124
Housing Units Inside Urbanized Area	0.0%	0.0%	1.2%
Housing Units Inside Urbanized Cluster	31.9%	42.7%	36.1%
Rural Housing Units	68.1%	57.3%	62.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Southern Satellites (10A)	Southern Satellites (10A)	Southern Satellites (10A)
2.	Heartland Communities	Rural Bypasses (10E)	Heartland Communities
3.	Rural Bypasses (10E)	Heartland Communities	Rooted Rural (10B)
2017 Consumer Spending			
Apparel & Services: Total \$	\$14,462,112	\$107,956,235	\$228,617,455
Average Spent	\$1,423.58	\$1,465.66	\$1,468.71
Spending Potential Index	66	68	68
Education: Total \$	\$7,441,472	\$61,478,006	\$129,952,441
Average Spent	\$732.50	\$834.65	\$834.85
Spending Potential Index	50	57	57
Entertainment/Recreation: Total \$	\$23,079,576	\$168,569,242	\$358,882,941
Average Spent	\$2,271.84	\$2,288.57	\$2,305.57
Spending Potential Index	73	73	74
Food at Home: Total \$	\$38,571,467	\$281,186,624	\$596,742,077
Average Spent	\$3,796.78	\$3,817.51	\$3,833.65
Spending Potential Index	75	76	76
Food Away from Home: Total \$	\$23,398,372	\$172,920,515	\$366,543,994
Average Spent	\$2,303.22	\$2,347.65	\$2,354.79
Spending Potential Index	69	70	71
Health Care: Total \$	\$45,429,209	\$324,356,457	\$692,658,870
Average Spent	\$4,471.82	\$4,403.61	\$4,449.85
Spending Potential Index	80	79	80
HH Furnishings & Equipment: Total \$	\$14,027,572	\$103,100,203	\$219,559,048
Average Spent	\$1,380.80	\$1,399.73	\$1,410.51
Spending Potential Index	71	72	73
Personal Care Products & Services: Total \$	\$5,453,557	\$40,611,954	\$86,228,288
Average Spent	\$536.82	\$551.37	\$553.96
Spending Potential Index	67	69	70
Shelter: Total \$	\$102,900,299	\$783,660,766	\$1,656,737,332
Average Spent	\$10,128.98	\$10,639.33	\$10,643.38
Spending Potential Index	62	66	66
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,527,106	\$126,380,283	\$269,009,025
Average Spent	\$1,725.28	\$1,715.79	\$1,728.19
Spending Potential Index	74	73	74
Travel: Total \$	\$12,992,421	\$98,290,055	\$209,920,801
Average Spent	\$1,278.91	\$1,334.43	\$1,348.59
Spending Potential Index	62	64	65
Vehicle Maintenance & Repairs: Total \$	\$8,234,262	\$59,723,503	\$127,167,701
Average Spent	\$810.54	\$810.83	\$816.96
Spending Potential Index	76	76	76

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.