



# Market Profile

450 Industrial Park Drive, Waverly, OH 45690  
 Rings: 10, 30, 50 mile radii

Latitude: 39.07597036  
 Longitude: -82.9648876

	10 mile	30 mile	50 mile
<b>Population Summary</b>			
2000 Total Population	24,294	245,791	698,448
2010 Total Population	24,926	252,882	722,621
2015 Total Population	24,868	252,511	723,032
2015 Group Quarters	496	10,596	30,260
2020 Total Population	24,857	252,080	724,157
2015-2020 Annual Rate	-0.01%	-0.03%	0.03%
<b>Household Summary</b>			
2000 Households	9,280	93,818	266,774
2000 Average Household Size	2.57	2.51	2.51
2010 Households	9,697	96,945	277,578
2010 Average Household Size	2.52	2.50	2.49
2015 Households	9,740	97,314	278,981
2015 Average Household Size	2.50	2.49	2.48
2020 Households	9,750	97,235	279,695
2020 Average Household Size	2.50	2.48	2.48
2015-2020 Annual Rate	0.02%	-0.02%	0.05%
2010 Families	6,748	66,543	189,308
2010 Average Family Size	2.98	2.98	2.97
2015 Families	6,669	65,693	187,245
2015 Average Family Size	2.98	2.99	2.98
2020 Families	6,607	64,978	185,904
2020 Average Family Size	2.99	3.00	2.99
2015-2020 Annual Rate	-0.19%	-0.22%	-0.14%
<b>Housing Unit Summary</b>			
2000 Housing Units	10,296	103,961	293,298
Owner Occupied Housing Units	62.2%	65.2%	65.8%
Renter Occupied Housing Units	27.9%	25.0%	25.2%
Vacant Housing Units	9.9%	9.8%	9.0%
2010 Housing Units	10,963	109,317	311,416
Owner Occupied Housing Units	59.8%	62.0%	62.4%
Renter Occupied Housing Units	28.7%	26.7%	26.8%
Vacant Housing Units	11.5%	11.3%	10.9%
2015 Housing Units	11,063	109,851	313,896
Owner Occupied Housing Units	57.8%	60.0%	60.0%
Renter Occupied Housing Units	30.3%	28.6%	28.9%
Vacant Housing Units	12.0%	11.4%	11.1%
2020 Housing Units	11,111	110,223	316,198
Owner Occupied Housing Units	57.6%	59.6%	59.6%
Renter Occupied Housing Units	30.1%	28.7%	28.9%
Vacant Housing Units	12.2%	11.8%	11.5%
<b>Median Household Income</b>			
2015	\$37,971	\$37,289	\$39,319
2020	\$43,329	\$42,895	\$45,556
<b>Median Home Value</b>			
2015	\$99,273	\$94,170	\$110,275
2020	\$113,304	\$111,274	\$134,349
<b>Per Capita Income</b>			
2015	\$19,281	\$19,294	\$20,317
2020	\$21,923	\$22,025	\$23,227
<b>Median Age</b>			
2010	39.8	39.3	38.7
2015	41.2	40.6	39.9
2020	42.8	41.9	41.1

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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<b>2015 Households by Income</b>			
Household Income Base	9,740	97,314	278,981
<\$15,000	18.1%	19.0%	17.7%
\$15,000 - \$24,999	14.6%	14.6%	14.0%
\$25,000 - \$34,999	13.4%	13.2%	12.5%
\$35,000 - \$49,999	15.4%	15.9%	15.9%
\$50,000 - \$74,999	17.7%	16.8%	17.2%
\$75,000 - \$99,999	11.6%	10.3%	11.0%
\$100,000 - \$149,999	7.3%	7.7%	8.8%
\$150,000 - \$199,999	1.4%	1.5%	1.8%
\$200,000+	0.6%	1.0%	1.1%
Average Household Income	\$49,001	\$49,554	\$51,995
<b>2020 Households by Income</b>			
Household Income Base	9,750	97,235	279,695
<\$15,000	17.1%	18.0%	16.7%
\$15,000 - \$24,999	11.6%	11.6%	10.9%
\$25,000 - \$34,999	11.5%	11.1%	10.8%
\$35,000 - \$49,999	15.4%	15.2%	15.1%
\$50,000 - \$74,999	19.2%	18.6%	18.3%
\$75,000 - \$99,999	14.7%	13.3%	14.2%
\$100,000 - \$149,999	7.9%	9.0%	10.2%
\$150,000 - \$199,999	1.8%	1.9%	2.4%
\$200,000+	0.8%	1.2%	1.3%
Average Household Income	\$55,666	\$56,575	\$59,457
<b>2015 Owner Occupied Housing Units by Value</b>			
Total	6,392	65,875	188,349
<\$50,000	19.3%	21.3%	15.8%
\$50,000 - \$99,999	31.2%	32.5%	29.3%
\$100,000 - \$149,999	24.2%	21.9%	24.1%
\$150,000 - \$199,999	12.8%	11.5%	13.8%
\$200,000 - \$249,999	5.9%	5.4%	6.9%
\$250,000 - \$299,999	2.8%	2.9%	3.7%
\$300,000 - \$399,999	2.3%	2.4%	3.4%
\$400,000 - \$499,999	0.8%	1.0%	1.3%
\$500,000 - \$749,999	0.6%	0.7%	1.1%
\$750,000 - \$999,999	0.1%	0.2%	0.3%
\$1,000,000 +	0.3%	0.2%	0.4%
Average Home Value	\$120,957	\$119,180	\$137,882
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	6,402	65,651	188,397
<\$50,000	16.3%	18.9%	13.3%
\$50,000 - \$99,999	26.7%	26.0%	21.8%
\$100,000 - \$149,999	26.2%	22.5%	21.7%
\$150,000 - \$199,999	17.2%	15.4%	17.3%
\$200,000 - \$249,999	7.0%	7.7%	10.3%
\$250,000 - \$299,999	2.8%	4.0%	6.0%
\$300,000 - \$399,999	2.2%	2.9%	4.9%
\$400,000 - \$499,999	0.6%	1.1%	1.9%
\$500,000 - \$749,999	0.5%	0.9%	1.9%
\$750,000 - \$999,999	0.1%	0.3%	0.5%
\$1,000,000 +	0.3%	0.2%	0.4%
Average Home Value	\$128,940	\$133,979	\$163,855

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	24,927	252,886	722,621
0 - 4	6.3%	6.2%	6.1%
5 - 9	6.7%	6.4%	6.3%
10 - 14	6.8%	6.7%	6.6%
15 - 24	12.5%	12.6%	14.2%
25 - 34	11.4%	12.3%	12.0%
35 - 44	13.2%	13.4%	12.9%
45 - 54	15.2%	15.1%	14.7%
55 - 64	12.6%	12.7%	12.6%
65 - 74	8.1%	8.2%	8.2%
75 - 84	5.0%	4.7%	4.7%
85 +	2.1%	1.7%	1.7%
18 +	75.8%	76.5%	76.9%
<b>2015 Population by Age</b>			
Total	24,868	252,513	723,031
0 - 4	6.1%	6.0%	5.8%
5 - 9	6.4%	6.1%	6.0%
10 - 14	6.4%	6.1%	6.1%
15 - 24	11.9%	12.3%	14.1%
25 - 34	11.7%	12.4%	12.2%
35 - 44	12.4%	12.9%	12.3%
45 - 54	13.9%	13.8%	13.5%
55 - 64	14.0%	13.9%	13.7%
65 - 74	9.7%	9.7%	9.6%
75 - 84	5.2%	4.9%	4.9%
85 +	2.3%	1.9%	1.9%
18 +	77.5%	78.1%	78.6%
<b>2020 Population by Age</b>			
Total	24,856	252,079	724,156
0 - 4	5.7%	5.7%	5.5%
5 - 9	6.2%	5.9%	5.8%
10 - 14	6.6%	6.3%	6.2%
15 - 24	11.1%	11.6%	13.3%
25 - 34	11.2%	12.0%	11.8%
35 - 44	11.9%	12.4%	12.0%
45 - 54	13.1%	13.1%	12.6%
55 - 64	14.6%	14.1%	13.9%
65 - 74	11.2%	11.2%	11.0%
75 - 84	6.1%	5.7%	5.7%
85 +	2.4%	2.0%	2.0%
18 +	77.7%	78.4%	78.8%
<b>2010 Population by Sex</b>			
Males	12,276	127,223	359,393
Females	12,649	125,659	363,229
<b>2015 Population by Sex</b>			
Males	12,281	127,212	360,540
Females	12,586	125,299	362,492
<b>2020 Population by Sex</b>			
Males	12,297	127,152	361,884
Females	12,559	124,927	362,273

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	24,926	252,882	722,621
White Alone	96.4%	94.4%	95.2%
Black Alone	1.0%	2.9%	2.1%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	0.2%	0.3%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.3%	0.3%
Two or More Races	1.7%	1.7%	1.5%
Hispanic Origin	0.8%	0.9%	1.0%
Diversity Index	8.4	12.5	11.1
<b>2015 Population by Race/Ethnicity</b>			
Total	24,868	252,510	723,031
White Alone	95.7%	93.8%	94.6%
Black Alone	1.2%	3.0%	2.3%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	0.3%	0.4%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.3%	0.3%
Two or More Races	2.1%	2.0%	1.7%
Hispanic Origin	1.0%	1.1%	1.3%
Diversity Index	10.2	13.8	12.7
<b>2020 Population by Race/Ethnicity</b>			
Total	24,855	252,078	724,157
White Alone	95.7%	93.4%	94.1%
Black Alone	1.2%	3.1%	2.4%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	0.3%	0.5%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.3%	0.4%
Two or More Races	2.1%	2.2%	1.9%
Hispanic Origin	1.0%	1.3%	1.5%
Diversity Index	10.3	14.9	14.0
<b>2010 Population by Relationship and Household Type</b>			
Total	24,926	252,882	722,622
In Households	98.0%	95.7%	95.8%
In Family Households	84.0%	81.3%	80.6%
Householder	27.0%	26.3%	26.2%
Spouse	19.6%	19.2%	19.5%
Child	31.2%	30.2%	29.6%
Other relative	2.8%	2.8%	2.6%
Nonrelative	3.3%	2.8%	2.7%
In Nonfamily Households	14.0%	14.4%	15.2%
In Group Quarters	2.0%	4.3%	4.2%
Institutionalized Population	1.6%	3.8%	2.6%
Noninstitutionalized Population	0.4%	0.5%	1.5%

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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<b>2015 Population 25+ by Educational Attainment</b>			
Total	17,216	175,340	491,884
Less than 9th Grade	6.7%	5.7%	4.9%
9th - 12th Grade, No Diploma	12.6%	11.8%	10.6%
High School Graduate	38.3%	36.4%	36.1%
GED/Alternative Credential	4.7%	5.4%	5.2%
Some College, No Degree	16.0%	17.9%	19.0%
Associate Degree	6.8%	8.3%	8.5%
Bachelor's Degree	9.1%	8.9%	9.5%
Graduate/Professional Degree	6.0%	5.5%	6.2%
<b>2015 Population 15+ by Marital Status</b>			
Total	20,174	206,483	593,817
Never Married	23.7%	27.3%	28.1%
Married	52.0%	51.1%	51.2%
Widowed	7.8%	7.4%	7.1%
Divorced	16.4%	14.3%	13.5%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	90.1%	91.9%	93.3%
Civilian Unemployed	9.9%	8.1%	6.7%
<b>2015 Employed Population 16+ by Industry</b>			
Total	8,960	93,243	283,371
Agriculture/Mining	3.0%	2.5%	2.3%
Construction	10.0%	7.5%	7.2%
Manufacturing	13.4%	15.6%	14.0%
Wholesale Trade	1.2%	1.5%	1.8%
Retail Trade	9.5%	11.8%	12.5%
Transportation/Utilities	4.8%	5.3%	6.5%
Information	0.7%	1.5%	1.5%
Finance/Insurance/Real Estate	3.4%	3.5%	3.9%
Services	47.1%	45.1%	45.7%
Public Administration	6.8%	5.7%	4.7%
<b>2015 Employed Population 16+ by Occupation</b>			
Total	8,961	93,241	283,371
White Collar	49.1%	50.2%	50.9%
Management/Business/Financial	11.7%	10.2%	10.3%
Professional	18.7%	19.0%	18.4%
Sales	6.5%	8.9%	9.4%
Administrative Support	12.2%	12.2%	12.9%
Services	21.4%	19.7%	19.7%
Blue Collar	29.5%	30.1%	29.3%
Farming/Forestry/Fishing	1.2%	1.0%	0.7%
Construction/Extraction	8.8%	7.2%	7.1%
Installation/Maintenance/Repair	3.6%	3.8%	4.3%
Production	5.9%	8.6%	8.1%
Transportation/Material Moving	10.1%	9.5%	9.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

February 19, 2016



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<b>2010 Households by Type</b>			
Total	9,698	96,945	277,577
Households with 1 Person	25.9%	26.4%	26.1%
Households with 2+ People	74.1%	73.6%	73.9%
Family Households	69.6%	68.6%	68.2%
Husband-wife Families	50.5%	50.1%	50.7%
With Related Children	20.6%	20.2%	20.4%
Other Family (No Spouse Present)	19.0%	18.6%	17.5%
Other Family with Male Householder	5.7%	5.6%	5.3%
With Related Children	3.7%	3.5%	3.3%
Other Family with Female Householder	13.4%	13.0%	12.2%
With Related Children	8.9%	8.6%	8.0%
Nonfamily Households	4.5%	4.9%	5.7%
All Households with Children	33.9%	33.0%	32.3%
Multigenerational Households	4.1%	4.1%	3.8%
Unmarried Partner Households	7.9%	7.7%	7.5%
Male-female	7.5%	7.2%	6.9%
Same-sex	0.4%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	9,695	96,946	277,578
1 Person Household	25.9%	26.4%	26.1%
2 Person Household	34.3%	34.8%	35.2%
3 Person Household	16.9%	16.6%	16.7%
4 Person Household	13.2%	12.7%	12.8%
5 Person Household	6.1%	6.0%	5.8%
6 Person Household	2.2%	2.1%	2.1%
7 + Person Household	1.3%	1.3%	1.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	9,697	96,945	277,578
Owner Occupied	67.6%	69.9%	70.0%
Owned with a Mortgage/Loan	38.2%	40.7%	42.1%
Owned Free and Clear	29.3%	29.2%	27.8%
Renter Occupied	32.4%	30.1%	30.0%

**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.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Southern Satellites (10A)	Southern Satellites (10A)	Southern Satellites (10A)
<b>2.</b>	Heartland Communities	Rooted Rural (10B)	Heartland Communities
<b>3.</b>	Rural Bypasses (10E)	Heartland Communities	Salt of the Earth (6B)
<b>2015 Consumer Spending</b>			
Apparel & Services: Total \$	\$14,476,218	\$146,323,210	\$440,087,588
Average Spent	\$1,486.26	\$1,503.62	\$1,577.48
Spending Potential Index	64	65	68
Computers & Accessories: Total \$	\$1,542,996	\$15,860,351	\$48,166,364
Average Spent	\$158.42	\$162.98	\$172.65
Spending Potential Index	61	62	66
Education: Total \$	\$7,199,108	\$79,324,282	\$247,743,675
Average Spent	\$739.13	\$815.14	\$888.03
Spending Potential Index	49	53	58
Entertainment/Recreation: Total \$	\$21,950,054	\$220,283,571	\$660,663,845
Average Spent	\$2,253.60	\$2,263.64	\$2,368.13
Spending Potential Index	68	68	72
Food at Home: Total \$	\$35,880,330	\$358,624,354	\$1,071,603,608
Average Spent	\$3,683.81	\$3,685.23	\$3,841.13
Spending Potential Index	71	71	74
Food Away from Home: Total \$	\$20,675,770	\$208,953,486	\$629,747,460
Average Spent	\$2,122.77	\$2,147.21	\$2,257.31
Spending Potential Index	65	65	69
Health Care: Total \$	\$34,507,779	\$341,757,016	\$1,017,704,896
Average Spent	\$3,542.89	\$3,511.90	\$3,647.94
Spending Potential Index	75	74	77
HH Furnishings & Equipment: Total \$	\$12,152,959	\$121,701,991	\$365,786,828
Average Spent	\$1,247.74	\$1,250.61	\$1,311.15
Spending Potential Index	68	68	71
Investments: Total \$	\$17,304,436	\$165,297,451	\$482,314,904
Average Spent	\$1,776.64	\$1,698.60	\$1,728.84
Spending Potential Index	64	62	63
Retail Goods: Total \$	\$179,086,043	\$1,775,465,704	\$5,303,532,204
Average Spent	\$18,386.66	\$18,244.71	\$19,010.37
Spending Potential Index	72	72	75
Shelter: Total \$	\$91,994,649	\$957,821,291	\$2,910,754,156
Average Spent	\$9,445.04	\$9,842.58	\$10,433.52
Spending Potential Index	57	60	63
TV/Video/Audio: Total \$	\$9,104,755	\$90,596,613	\$270,902,700
Average Spent	\$934.78	\$930.97	\$971.04
Spending Potential Index	71	71	74
Travel: Total \$	\$11,105,275	\$114,752,865	\$348,107,137
Average Spent	\$1,140.17	\$1,179.20	\$1,247.78
Spending Potential Index	58	60	64
Vehicle Maintenance & Repairs: Total \$	\$7,252,803	\$73,131,916	\$219,910,558
Average Spent	\$744.64	\$751.50	\$788.26
Spending Potential Index	67	67	71

**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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.