



Market Profile

149 Holmes Court South, Bucyrus, OH 44820
Rings: 10, 30, 50 mile radii

Latitude: 40.8313421
Longitude: -82.9641418

	10 mile	30 mile	50 mile
Population Summary			
2000 Total Population	25,908	357,646	1,093,153
2010 Total Population	24,466	350,931	1,176,011
2015 Total Population	24,092	346,919	1,191,238
2015 Group Quarters	411	16,478	38,748
2020 Total Population	23,760	343,811	1,213,661
2015-2020 Annual Rate	-0.28%	-0.18%	0.37%
Household Summary			
2000 Households	10,360	136,323	412,697
2000 Average Household Size	2.46	2.52	2.56
2010 Households	10,075	135,985	450,347
2010 Average Household Size	2.39	2.46	2.53
2015 Households	10,022	135,527	458,791
2015 Average Household Size	2.36	2.44	2.51
2020 Households	9,909	134,549	467,776
2020 Average Household Size	2.36	2.43	2.51
2015-2020 Annual Rate	-0.23%	-0.14%	0.39%
2010 Families	6,848	92,666	313,879
2010 Average Family Size	2.87	2.96	3.01
2015 Families	6,696	90,801	314,927
2015 Average Family Size	2.86	2.95	3.02
2020 Families	6,553	89,229	318,371
2020 Average Family Size	2.86	2.96	3.03
2015-2020 Annual Rate	-0.43%	-0.35%	0.22%
Housing Unit Summary			
2000 Housing Units	10,951	145,260	444,555
Owner Occupied Housing Units	70.7%	69.0%	69.2%
Renter Occupied Housing Units	23.9%	24.8%	23.6%
Vacant Housing Units	5.4%	6.2%	7.2%
2010 Housing Units	11,088	151,251	498,324
Owner Occupied Housing Units	64.9%	63.9%	66.3%
Renter Occupied Housing Units	26.0%	26.0%	24.1%
Vacant Housing Units	9.1%	10.1%	9.6%
2015 Housing Units	11,042	151,272	508,935
Owner Occupied Housing Units	62.9%	61.7%	64.3%
Renter Occupied Housing Units	27.8%	27.9%	25.9%
Vacant Housing Units	9.2%	10.4%	9.9%
2020 Housing Units	10,966	151,142	520,236
Owner Occupied Housing Units	62.5%	61.2%	64.1%
Renter Occupied Housing Units	27.8%	27.9%	25.8%
Vacant Housing Units	9.6%	11.0%	10.1%
Median Household Income			
2015	\$43,053	\$43,968	\$54,583
2020	\$49,926	\$51,264	\$62,755
Median Home Value			
2015	\$81,283	\$106,401	\$148,926
2020	\$89,420	\$128,169	\$181,526
Per Capita Income			
2015	\$22,441	\$22,058	\$28,449
2020	\$25,445	\$25,085	\$32,720
Median Age			
2010	42.9	40.3	38.9
2015	44.1	41.2	40.0
2020	45.3	41.9	40.7

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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2015 Households by Income			
Household Income Base	10,022	135,524	458,787
<\$15,000	11.4%	13.0%	10.5%
\$15,000 - \$24,999	13.5%	13.6%	10.3%
\$25,000 - \$34,999	13.0%	12.6%	10.3%
\$35,000 - \$49,999	19.4%	16.0%	13.9%
\$50,000 - \$74,999	20.2%	20.1%	19.6%
\$75,000 - \$99,999	12.2%	12.3%	13.5%
\$100,000 - \$149,999	7.4%	9.3%	13.1%
\$150,000 - \$199,999	2.2%	1.9%	4.6%
\$200,000+	0.8%	1.2%	4.2%
Average Household Income	\$53,888	\$55,562	\$73,272
2020 Households by Income			
Household Income Base	9,909	134,546	467,772
<\$15,000	10.5%	12.2%	9.4%
\$15,000 - \$24,999	10.4%	10.4%	7.6%
\$25,000 - \$34,999	10.5%	10.6%	8.2%
\$35,000 - \$49,999	18.7%	15.2%	12.7%
\$50,000 - \$74,999	22.6%	21.4%	20.1%
\$75,000 - \$99,999	14.9%	15.2%	15.6%
\$100,000 - \$149,999	9.1%	11.0%	15.4%
\$150,000 - \$199,999	2.5%	2.6%	6.1%
\$200,000+	0.9%	1.4%	5.0%
Average Household Income	\$60,966	\$63,168	\$84,295
2015 Owner Occupied Housing Units by Value			
Total	6,948	93,303	327,049
<\$50,000	22.8%	11.8%	7.3%
\$50,000 - \$99,999	43.4%	34.7%	21.5%
\$100,000 - \$149,999	18.1%	26.7%	21.6%
\$150,000 - \$199,999	7.4%	13.2%	15.7%
\$200,000 - \$249,999	2.6%	5.8%	10.8%
\$250,000 - \$299,999	1.6%	2.9%	7.2%
\$300,000 - \$399,999	2.4%	2.7%	8.1%
\$400,000 - \$499,999	1.0%	1.1%	3.7%
\$500,000 - \$749,999	0.5%	0.8%	2.8%
\$750,000 - \$999,999	0.2%	0.1%	0.6%
\$1,000,000 +	0.1%	0.1%	0.5%
Average Home Value	\$102,400	\$128,680	\$191,697
2020 Owner Occupied Housing Units by Value			
Total	6,859	92,449	333,336
<\$50,000	21.9%	10.9%	6.2%
\$50,000 - \$99,999	35.7%	26.4%	15.2%
\$100,000 - \$149,999	19.2%	22.6%	17.3%
\$150,000 - \$199,999	11.0%	17.7%	17.9%
\$200,000 - \$249,999	4.2%	9.5%	14.3%
\$250,000 - \$299,999	2.5%	5.1%	10.0%
\$300,000 - \$399,999	3.3%	4.1%	9.4%
\$400,000 - \$499,999	1.3%	1.7%	4.3%
\$500,000 - \$749,999	0.7%	1.6%	3.8%
\$750,000 - \$999,999	0.3%	0.3%	1.0%
\$1,000,000 +	0.1%	0.1%	0.5%
Average Home Value	\$116,746	\$153,662	\$217,142

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.

March 16, 2016



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2010 Population by Age			
Total	24,468	350,930	1,176,008
0 - 4	5.5%	6.1%	6.3%
5 - 9	6.0%	6.4%	6.9%
10 - 14	6.6%	6.6%	7.0%
15 - 24	11.2%	12.8%	13.0%
25 - 34	11.0%	11.7%	11.6%
35 - 44	12.4%	12.6%	13.5%
45 - 54	15.4%	15.2%	15.3%
55 - 64	14.2%	13.1%	12.6%
65 - 74	9.6%	8.2%	7.4%
75 - 84	5.7%	5.2%	4.4%
85 +	2.5%	2.1%	1.8%
18 +	77.8%	76.8%	75.4%
2015 Population by Age			
Total	24,092	346,919	1,191,239
0 - 4	5.3%	5.8%	6.0%
5 - 9	5.6%	6.0%	6.4%
10 - 14	5.9%	6.2%	6.8%
15 - 24	11.7%	12.7%	13.3%
25 - 34	10.8%	12.0%	11.5%
35 - 44	11.9%	12.0%	12.6%
45 - 54	13.8%	13.7%	14.0%
55 - 64	15.4%	14.3%	13.9%
65 - 74	11.3%	9.8%	9.1%
75 - 84	5.8%	5.2%	4.5%
85 +	2.6%	2.3%	2.0%
18 +	79.7%	78.4%	76.9%
2020 Population by Age			
Total	23,759	343,811	1,213,663
0 - 4	5.1%	5.6%	5.8%
5 - 9	5.5%	5.9%	6.2%
10 - 14	6.0%	6.2%	6.7%
15 - 24	10.5%	11.8%	12.6%
25 - 34	11.1%	12.2%	11.7%
35 - 44	11.4%	11.9%	12.4%
45 - 54	12.7%	12.5%	12.9%
55 - 64	15.2%	14.1%	13.9%
65 - 74	13.2%	11.5%	10.6%
75 - 84	6.7%	5.8%	5.1%
85 +	2.6%	2.4%	2.1%
18 +	80.0%	78.6%	77.4%
2010 Population by Sex			
Males	12,033	177,035	581,255
Females	12,433	173,895	594,756
2015 Population by Sex			
Males	11,919	175,745	590,108
Females	12,172	171,174	601,131
2020 Population by Sex			
Males	11,813	174,683	602,035
Females	11,948	169,128	611,626

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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2010 Population by Race/Ethnicity			
Total	24,467	350,932	1,176,011
White Alone	97.3%	92.3%	91.8%
Black Alone	0.7%	4.8%	3.6%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.4%	0.5%	1.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.6%	0.9%
Two or More Races	1.0%	1.5%	1.8%
Hispanic Origin	1.2%	2.1%	2.9%
Diversity Index	7.5	18.0	20.2
2015 Population by Race/Ethnicity			
Total	24,092	346,918	1,191,239
White Alone	96.7%	91.8%	90.9%
Black Alone	0.8%	4.9%	3.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.6%	0.6%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.7%	1.0%
Two or More Races	1.3%	1.8%	2.0%
Hispanic Origin	1.5%	2.4%	3.4%
Diversity Index	9.2	19.6	22.7
2020 Population by Race/Ethnicity			
Total	23,761	343,812	1,213,661
White Alone	96.0%	91.2%	89.8%
Black Alone	0.9%	5.0%	4.0%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	0.7%	0.7%	2.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.8%	1.1%
Two or More Races	1.7%	2.0%	2.4%
Hispanic Origin	1.8%	2.9%	3.9%
Diversity Index	11.0	21.2	25.2
2010 Population by Relationship and Household Type			
Total	24,466	350,930	1,176,011
In Households	98.3%	95.4%	96.7%
In Family Households	82.7%	80.5%	82.5%
Householder	27.9%	26.4%	26.7%
Spouse	21.6%	20.0%	21.0%
Child	28.6%	29.4%	30.6%
Other relative	2.0%	2.3%	2.1%
Nonrelative	2.5%	2.4%	2.1%
In Nonfamily Households	15.6%	14.8%	14.2%
In Group Quarters	1.7%	4.6%	3.3%
Institutionalized Population	1.5%	3.9%	2.0%
Noninstitutionalized Population	0.2%	0.8%	1.3%

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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2015 Population 25+ by Educational Attainment			
Total	17,228	240,372	804,136
Less than 9th Grade	3.2%	3.5%	2.7%
9th - 12th Grade, No Diploma	8.2%	8.9%	6.5%
High School Graduate	41.1%	38.1%	32.5%
GED/Alternative Credential	5.1%	5.7%	4.1%
Some College, No Degree	19.3%	20.0%	19.2%
Associate Degree	9.6%	8.9%	8.5%
Bachelor's Degree	8.8%	9.3%	16.9%
Graduate/Professional Degree	4.7%	5.5%	9.7%
2015 Population 15+ by Marital Status			
Total	20,037	284,520	962,141
Never Married	24.2%	27.6%	27.4%
Married	57.4%	53.1%	55.5%
Widowed	7.0%	7.1%	5.9%
Divorced	11.4%	12.2%	11.2%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	94.6%	94.8%	95.6%
Civilian Unemployed	5.4%	5.2%	4.4%
2015 Employed Population 16+ by Industry			
Total	10,939	153,893	578,156
Agriculture/Mining	2.9%	2.2%	2.0%
Construction	6.7%	5.6%	5.3%
Manufacturing	28.6%	24.5%	19.2%
Wholesale Trade	1.4%	1.9%	2.3%
Retail Trade	9.1%	11.4%	11.1%
Transportation/Utilities	3.6%	4.2%	4.5%
Information	1.3%	1.7%	1.7%
Finance/Insurance/Real Estate	4.3%	4.0%	6.4%
Services	37.8%	40.4%	43.7%
Public Administration	4.4%	4.1%	3.8%
2015 Employed Population 16+ by Occupation			
Total	10,939	153,893	578,156
White Collar	43.6%	47.6%	56.3%
Management/Business/Financial	9.2%	9.4%	13.8%
Professional	14.7%	16.2%	19.6%
Sales	7.7%	8.6%	9.7%
Administrative Support	12.1%	13.3%	13.2%
Services	18.8%	17.9%	16.4%
Blue Collar	37.6%	34.6%	27.3%
Farming/Forestry/Fishing	0.9%	0.9%	0.8%
Construction/Extraction	6.5%	5.5%	4.9%
Installation/Maintenance/Repair	6.0%	4.3%	3.6%
Production	15.7%	14.0%	10.2%
Transportation/Material Moving	8.6%	9.8%	7.8%

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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2010 Households by Type			
Total	10,075	135,985	450,346
Households with 1 Person	27.5%	26.9%	25.0%
Households with 2+ People	72.5%	73.1%	75.0%
Family Households	68.0%	68.1%	69.7%
Husband-wife Families	52.6%	51.6%	54.8%
With Related Children	18.4%	19.6%	23.0%
Other Family (No Spouse Present)	15.3%	16.6%	14.9%
Other Family with Male Householder	4.8%	4.8%	4.5%
With Related Children	3.0%	3.1%	2.9%
Other Family with Female Householder	10.6%	11.7%	10.4%
With Related Children	6.8%	7.9%	7.1%
Nonfamily Households	4.5%	4.9%	5.3%
All Households with Children	28.9%	31.2%	33.5%
Multigenerational Households	2.9%	3.2%	2.9%
Unmarried Partner Households	6.8%	7.1%	6.6%
Male-female	6.4%	6.6%	6.1%
Same-sex	0.3%	0.5%	0.5%
2010 Households by Size			
Total	10,075	135,987	450,346
1 Person Household	27.5%	26.9%	25.0%
2 Person Household	37.8%	36.4%	35.8%
3 Person Household	14.9%	15.3%	15.9%
4 Person Household	11.6%	12.1%	13.8%
5 Person Household	5.3%	5.8%	6.2%
6 Person Household	2.1%	2.2%	2.2%
7 + Person Household	0.8%	1.2%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	10,075	135,985	450,346
Owner Occupied	71.4%	71.1%	73.3%
Owned with a Mortgage/Loan	43.9%	45.6%	51.5%
Owned Free and Clear	27.5%	25.5%	21.8%
Renter Occupied	28.6%	28.9%	26.7%

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.

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Top 3 Tapestry Segments			
1.	Heartland Communities	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	Salt of the Earth (6B)	Traditional Living (12B)	Traditional Living (12B)
3.	Prairie Living (6D)	Heartland Communities	Heartland Communities
2015 Consumer Spending			
Apparel & Services: Total \$	\$16,019,372	\$225,341,133	\$1,014,273,598
Average Spent	\$1,598.42	\$1,662.70	\$2,210.75
Spending Potential Index	69	72	96
Computers & Accessories: Total \$	\$1,782,854	\$25,117,968	\$114,324,190
Average Spent	\$177.89	\$185.34	\$249.19
Spending Potential Index	68	71	95
Education: Total \$	\$9,061,048	\$137,273,723	\$648,594,569
Average Spent	\$904.12	\$1,012.89	\$1,413.70
Spending Potential Index	59	66	93
Entertainment/Recreation: Total \$	\$24,964,175	\$341,190,668	\$1,512,893,575
Average Spent	\$2,490.94	\$2,517.51	\$3,297.57
Spending Potential Index	75	76	100
Food at Home: Total \$	\$40,086,578	\$546,515,902	\$2,380,165,410
Average Spent	\$3,999.86	\$4,032.52	\$5,187.91
Spending Potential Index	77	77	99
Food Away from Home: Total \$	\$23,144,328	\$324,686,891	\$1,458,612,193
Average Spent	\$2,309.35	\$2,395.74	\$3,179.25
Spending Potential Index	70	73	97
Health Care: Total \$	\$39,192,039	\$527,339,421	\$2,266,803,048
Average Spent	\$3,910.60	\$3,891.03	\$4,940.82
Spending Potential Index	82	82	104
HH Furnishings & Equipment: Total \$	\$13,597,017	\$188,101,002	\$838,639,628
Average Spent	\$1,356.72	\$1,387.92	\$1,827.93
Spending Potential Index	74	75	99
Investments: Total \$	\$20,008,627	\$213,596,115	\$1,022,186,153
Average Spent	\$1,996.47	\$1,576.04	\$2,228.00
Spending Potential Index	72	57	81
Retail Goods: Total \$	\$199,695,751	\$2,698,885,052	\$11,792,150,311
Average Spent	\$19,925.74	\$19,914.00	\$25,702.66
Spending Potential Index	78	78	101
Shelter: Total \$	\$106,094,978	\$1,545,753,507	\$7,057,977,423
Average Spent	\$10,586.21	\$11,405.50	\$15,383.86
Spending Potential Index	64	69	94
TV/Video/Audio: Total \$	\$9,913,985	\$137,869,362	\$598,764,431
Average Spent	\$989.22	\$1,017.28	\$1,305.09
Spending Potential Index	76	78	100
Travel: Total \$	\$13,153,593	\$186,136,626	\$861,795,610
Average Spent	\$1,312.47	\$1,373.43	\$1,878.41
Spending Potential Index	67	70	96
Vehicle Maintenance & Repairs: Total \$	\$8,211,304	\$113,952,383	\$505,863,920
Average Spent	\$819.33	\$840.81	\$1,102.60
Spending Potential Index	73	75	99

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.

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