



Market Profile

Commerce Parkway, Lima, OH 45804
Rings: 10, 30, 50 mile radii

Latitude: 40.695104
Longitude: -84.1025329

	10 mile	30 mile	50 mile
Population Summary			
2000 Total Population	103,376	341,339	808,914
2010 Total Population	101,212	338,107	816,283
2015 Total Population	100,851	339,044	818,789
2015 Group Quarters	5,213	10,437	19,691
2020 Total Population	100,853	341,015	824,443
2015-2020 Annual Rate	0.00%	0.12%	0.14%
Household Summary			
2000 Households	39,217	128,329	304,198
2000 Average Household Size	2.50	2.57	2.59
2010 Households	39,124	130,042	313,665
2010 Average Household Size	2.46	2.52	2.54
2015 Households	39,259	131,428	317,077
2015 Average Household Size	2.44	2.50	2.52
2020 Households	39,344	132,572	320,010
2020 Average Household Size	2.43	2.49	2.51
2015-2020 Annual Rate	0.04%	0.17%	0.18%
2010 Families	25,812	89,942	218,988
2010 Average Family Size	2.99	3.02	3.03
2015 Families	25,427	89,420	217,920
2015 Average Family Size	2.99	3.02	3.03
2020 Families	25,195	89,309	217,855
2020 Average Family Size	3.00	3.03	3.04
2015-2020 Annual Rate	-0.18%	-0.02%	-0.01%
Housing Unit Summary			
2000 Housing Units	42,724	140,274	326,864
Owner Occupied Housing Units	65.2%	69.0%	70.7%
Renter Occupied Housing Units	26.6%	22.4%	22.4%
Vacant Housing Units	8.2%	8.5%	6.9%
2010 Housing Units	43,462	146,980	347,708
Owner Occupied Housing Units	61.4%	65.0%	66.8%
Renter Occupied Housing Units	28.6%	23.5%	23.4%
Vacant Housing Units	10.0%	11.5%	9.8%
2015 Housing Units	43,487	148,692	351,995
Owner Occupied Housing Units	59.4%	63.0%	64.8%
Renter Occupied Housing Units	30.9%	25.4%	25.2%
Vacant Housing Units	9.7%	11.6%	9.9%
2020 Housing Units	43,670	150,149	355,911
Owner Occupied Housing Units	59.2%	62.8%	64.6%
Renter Occupied Housing Units	30.9%	25.5%	25.3%
Vacant Housing Units	9.9%	11.7%	10.1%
Median Household Income			
2015	\$43,107	\$49,683	\$50,297
2020	\$50,904	\$55,419	\$56,035
Median Home Value			
2015	\$120,434	\$131,075	\$134,251
2020	\$155,596	\$154,830	\$158,075
Per Capita Income			
2015	\$22,797	\$23,837	\$24,152
2020	\$26,004	\$27,108	\$27,473
Median Age			
2010	38.3	38.7	38.6
2015	39.2	39.6	39.6
2020	39.9	40.4	40.3

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



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2015 Households by Income			
Household Income Base	39,255	131,424	317,072
<\$15,000	15.9%	12.6%	11.8%
\$15,000 - \$24,999	12.8%	11.6%	11.6%
\$25,000 - \$34,999	12.2%	11.7%	11.6%
\$35,000 - \$49,999	14.8%	14.4%	14.6%
\$50,000 - \$74,999	18.5%	21.0%	21.3%
\$75,000 - \$99,999	11.2%	13.4%	13.6%
\$100,000 - \$149,999	10.7%	11.1%	10.8%
\$150,000 - \$199,999	2.0%	2.4%	2.8%
\$200,000+	1.8%	1.8%	2.0%
Average Household Income	\$57,256	\$60,866	\$61,891
2020 Households by Income			
Household Income Base	39,340	132,568	320,005
<\$15,000	15.1%	11.6%	10.8%
\$15,000 - \$24,999	9.7%	8.7%	8.7%
\$25,000 - \$34,999	10.6%	9.5%	9.4%
\$35,000 - \$49,999	13.6%	13.4%	13.7%
\$50,000 - \$74,999	18.9%	22.2%	22.5%
\$75,000 - \$99,999	14.0%	15.8%	16.1%
\$100,000 - \$149,999	13.1%	13.2%	12.9%
\$150,000 - \$199,999	3.0%	3.4%	3.7%
\$200,000+	2.1%	2.1%	2.2%
Average Household Income	\$65,332	\$69,099	\$70,295
2015 Owner Occupied Housing Units by Value			
Total	25,830	93,666	228,258
<\$50,000	9.1%	7.9%	7.2%
\$50,000 - \$99,999	30.2%	26.1%	25.1%
\$100,000 - \$149,999	26.2%	25.7%	25.8%
\$150,000 - \$199,999	16.5%	16.7%	16.9%
\$200,000 - \$249,999	7.7%	9.1%	9.8%
\$250,000 - \$299,999	3.7%	5.1%	5.5%
\$300,000 - \$399,999	3.3%	4.8%	5.0%
\$400,000 - \$499,999	1.4%	1.9%	2.0%
\$500,000 - \$749,999	1.5%	1.9%	1.8%
\$750,000 - \$999,999	0.2%	0.4%	0.5%
\$1,000,000 +	0.2%	0.3%	0.4%
Average Home Value	\$145,558	\$162,337	\$166,662
2020 Owner Occupied Housing Units by Value			
Total	25,852	94,355	230,018
<\$50,000	9.0%	7.0%	6.2%
\$50,000 - \$99,999	20.7%	19.1%	18.4%
\$100,000 - \$149,999	18.0%	22.0%	22.1%
\$150,000 - \$199,999	20.4%	20.4%	20.2%
\$200,000 - \$249,999	12.8%	12.6%	13.3%
\$250,000 - \$299,999	6.7%	7.2%	7.7%
\$300,000 - \$399,999	5.4%	5.8%	6.0%
\$400,000 - \$499,999	2.4%	2.3%	2.4%
\$500,000 - \$749,999	3.7%	2.7%	2.5%
\$750,000 - \$999,999	0.6%	0.7%	0.7%
\$1,000,000 +	0.2%	0.3%	0.4%
Average Home Value	\$184,249	\$184,276	\$187,928

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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2010 Population by Age			
Total	101,211	338,104	816,282
0 - 4	6.5%	6.7%	6.7%
5 - 9	6.7%	6.8%	7.0%
10 - 14	6.7%	7.0%	7.2%
15 - 24	14.3%	13.8%	13.2%
25 - 34	11.9%	11.4%	11.5%
35 - 44	11.9%	12.1%	12.5%
45 - 54	14.5%	14.9%	14.9%
55 - 64	12.8%	12.7%	12.5%
65 - 74	7.6%	7.5%	7.6%
75 - 84	4.9%	4.9%	4.8%
85 +	2.2%	2.2%	2.1%
18 +	76.0%	75.0%	74.7%
2015 Population by Age			
Total	100,850	339,046	818,789
0 - 4	6.1%	6.4%	6.4%
5 - 9	6.2%	6.5%	6.6%
10 - 14	6.4%	6.6%	6.8%
15 - 24	14.0%	13.5%	13.1%
25 - 34	12.5%	11.7%	11.8%
35 - 44	11.5%	11.5%	11.9%
45 - 54	12.9%	13.3%	13.4%
55 - 64	13.9%	14.1%	13.9%
65 - 74	9.3%	9.1%	9.1%
75 - 84	4.9%	4.8%	4.7%
85 +	2.4%	2.3%	2.3%
18 +	77.6%	76.7%	76.3%
2020 Population by Age			
Total	100,853	341,014	824,444
0 - 4	6.0%	6.2%	6.2%
5 - 9	6.0%	6.3%	6.4%
10 - 14	6.2%	6.8%	6.9%
15 - 24	13.0%	12.5%	12.2%
25 - 34	13.0%	11.8%	11.8%
35 - 44	11.7%	11.7%	11.9%
45 - 54	11.7%	12.0%	12.2%
55 - 64	13.4%	14.1%	13.9%
65 - 74	11.0%	10.9%	10.8%
75 - 84	5.6%	5.4%	5.4%
85 +	2.4%	2.4%	2.3%
18 +	78.1%	76.9%	76.5%
2010 Population by Sex			
Males	51,063	168,511	402,626
Females	50,149	169,596	413,657
2015 Population by Sex			
Males	51,065	169,621	405,194
Females	49,785	169,423	413,595
2020 Population by Sex			
Males	51,218	171,204	409,174
Females	49,634	169,811	415,270

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	101,211	338,108	816,283
White Alone	83.2%	92.2%	93.6%
Black Alone	12.4%	4.4%	2.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.7%	0.6%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.8%	1.0%
Two or More Races	2.7%	1.8%	1.7%
Hispanic Origin	2.4%	2.2%	2.9%
Diversity Index	32.6	18.4	17.2
2015 Population by Race/Ethnicity			
Total	100,850	339,043	818,787
White Alone	81.7%	91.3%	92.8%
Black Alone	13.0%	4.7%	3.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.8%	0.7%	0.8%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	0.9%	0.9%	1.2%
Two or More Races	3.2%	2.1%	2.0%
Hispanic Origin	3.0%	2.6%	3.5%
Diversity Index	35.5	20.7	19.6
2020 Population by Race/Ethnicity			
Total	100,853	341,016	824,443
White Alone	80.3%	90.3%	92.0%
Black Alone	13.4%	4.9%	3.2%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.0%	0.8%	0.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.1%	1.0%	1.3%
Two or More Races	3.8%	2.5%	2.3%
Hispanic Origin	3.6%	3.1%	4.0%
Diversity Index	38.2	23.0	21.8
2010 Population by Relationship and Household Type			
Total	101,212	338,107	816,283
In Households	94.9%	96.9%	97.6%
In Family Households	78.7%	82.6%	83.6%
Householder	25.5%	26.6%	26.8%
Spouse	18.2%	20.6%	21.0%
Child	30.4%	31.3%	31.6%
Other relative	2.3%	1.9%	1.9%
Nonrelative	2.4%	2.2%	2.2%
In Nonfamily Households	16.2%	14.3%	14.0%
In Group Quarters	5.1%	3.1%	2.4%
Institutionalized Population	4.0%	1.8%	1.6%
Noninstitutionalized Population	1.1%	1.2%	0.8%

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	67,865	226,953	549,358
Less than 9th Grade	2.6%	2.8%	2.8%
9th - 12th Grade, No Diploma	8.6%	7.6%	7.7%
High School Graduate	34.9%	39.0%	38.3%
GED/Alternative Credential	4.8%	4.2%	4.6%
Some College, No Degree	22.4%	19.3%	19.1%
Associate Degree	9.6%	9.6%	9.5%
Bachelor's Degree	10.2%	10.6%	11.4%
Graduate/Professional Degree	6.9%	7.0%	6.6%
2015 Population 15+ by Marital Status			
Total	81,971	272,844	656,480
Never Married	31.8%	27.7%	26.8%
Married	47.5%	53.9%	54.9%
Widowed	6.7%	6.8%	6.7%
Divorced	14.0%	11.6%	11.6%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	93.2%	94.9%	95.0%
Civilian Unemployed	6.8%	5.1%	5.0%
2015 Employed Population 16+ by Industry			
Total	45,027	163,887	396,164
Agriculture/Mining	1.1%	2.3%	2.5%
Construction	5.0%	4.9%	5.6%
Manufacturing	20.3%	26.5%	27.1%
Wholesale Trade	2.5%	2.3%	2.2%
Retail Trade	11.2%	10.7%	10.8%
Transportation/Utilities	3.5%	4.1%	4.6%
Information	1.6%	1.2%	1.1%
Finance/Insurance/Real Estate	3.6%	3.8%	3.7%
Services	47.5%	41.4%	39.5%
Public Administration	3.7%	2.9%	2.9%
2015 Employed Population 16+ by Occupation			
Total	45,027	163,889	396,165
White Collar	49.6%	48.0%	48.7%
Management/Business/Financial	9.6%	9.9%	10.7%
Professional	15.8%	16.4%	16.4%
Sales	10.3%	8.8%	8.7%
Administrative Support	13.8%	12.9%	12.9%
Services	21.5%	18.2%	16.8%
Blue Collar	28.9%	33.7%	34.5%
Farming/Forestry/Fishing	0.2%	0.7%	0.9%
Construction/Extraction	5.2%	5.2%	5.6%
Installation/Maintenance/Repair	4.4%	4.6%	4.5%
Production	11.3%	14.5%	14.4%
Transportation/Material Moving	7.8%	8.8%	9.2%

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	39,124	130,042	313,664
Households with 1 Person	28.1%	26.0%	25.4%
Households with 2+ People	71.9%	74.0%	74.6%
Family Households	66.0%	69.2%	69.8%
Husband-wife Families	47.0%	53.6%	54.7%
With Related Children	17.9%	21.6%	22.4%
Other Family (No Spouse Present)	19.0%	15.6%	15.1%
Other Family with Male Householder	4.8%	4.7%	4.8%
With Related Children	3.0%	3.1%	3.1%
Other Family with Female Householder	14.2%	10.8%	10.3%
With Related Children	10.0%	7.5%	7.1%
Nonfamily Households	5.9%	4.8%	4.8%
All Households with Children	31.5%	32.6%	33.1%
Multigenerational Households	3.2%	2.8%	2.8%
Unmarried Partner Households	7.0%	6.3%	6.4%
Male-female	6.5%	5.9%	6.0%
Same-sex	0.5%	0.4%	0.5%
2010 Households by Size			
Total	39,122	130,041	313,665
1 Person Household	28.1%	26.0%	25.4%
2 Person Household	35.1%	35.5%	35.8%
3 Person Household	15.1%	15.2%	15.3%
4 Person Household	12.2%	12.8%	13.1%
5 Person Household	6.0%	6.6%	6.5%
6 Person Household	2.3%	2.5%	2.5%
7 + Person Household	1.3%	1.3%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	39,124	130,041	313,664
Owner Occupied	68.3%	73.4%	74.1%
Owned with a Mortgage/Loan	45.1%	47.6%	49.2%
Owned Free and Clear	23.1%	25.8%	24.9%
Renter Occupied	31.7%	26.6%	25.9%

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.	Salt of the Earth (6B)	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	Hardscrabble Road (8G)	Heartland Communities	Heartland Communities
3.	Traditional Living (12B)	Traditional Living (12B)	Traditional Living (12B)
2015 Consumer Spending			
Apparel & Services: Total \$	\$68,121,812	\$238,880,695	\$585,994,024
Average Spent	\$1,735.19	\$1,817.58	\$1,848.11
Spending Potential Index	75	79	80
Computers & Accessories: Total \$	\$7,623,343	\$26,795,401	\$65,777,423
Average Spent	\$194.18	\$203.88	\$207.45
Spending Potential Index	74	78	79
Education: Total \$	\$43,349,157	\$148,035,972	\$362,934,477
Average Spent	\$1,104.18	\$1,126.37	\$1,144.63
Spending Potential Index	72	74	75
Entertainment/Recreation: Total \$	\$100,529,682	\$362,187,709	\$889,467,936
Average Spent	\$2,560.68	\$2,755.79	\$2,805.21
Spending Potential Index	77	83	85
Food at Home: Total \$	\$161,356,655	\$575,975,264	\$1,411,647,352
Average Spent	\$4,110.06	\$4,382.44	\$4,452.06
Spending Potential Index	79	84	85
Food Away from Home: Total \$	\$97,385,066	\$344,732,969	\$846,374,132
Average Spent	\$2,480.58	\$2,622.98	\$2,669.30
Spending Potential Index	75	80	81
Health Care: Total \$	\$152,584,453	\$557,900,739	\$1,366,485,569
Average Spent	\$3,886.61	\$4,244.92	\$4,309.63
Spending Potential Index	82	90	91
HH Furnishings & Equipment: Total \$	\$55,637,019	\$199,750,412	\$490,512,985
Average Spent	\$1,417.18	\$1,519.85	\$1,546.98
Spending Potential Index	77	83	84
Investments: Total \$	\$61,972,011	\$232,687,887	\$578,725,283
Average Spent	\$1,578.54	\$1,770.46	\$1,825.19
Spending Potential Index	57	64	66
Retail Goods: Total \$	\$787,040,530	\$2,850,872,296	\$6,999,537,156
Average Spent	\$20,047.39	\$21,691.51	\$22,075.20
Spending Potential Index	79	85	87
Shelter: Total \$	\$478,664,837	\$1,649,715,164	\$4,038,882,171
Average Spent	\$12,192.49	\$12,552.24	\$12,737.86
Spending Potential Index	74	76	77
TV/Video/Audio: Total \$	\$40,936,958	\$144,965,592	\$354,756,198
Average Spent	\$1,042.74	\$1,103.00	\$1,118.83
Spending Potential Index	80	84	86
Travel: Total \$	\$56,348,946	\$200,877,628	\$493,330,747
Average Spent	\$1,435.31	\$1,528.42	\$1,555.87
Spending Potential Index	73	78	80
Vehicle Maintenance & Repairs: Total \$	\$33,909,887	\$121,022,804	\$296,813,866
Average Spent	\$863.75	\$920.83	\$936.09
Spending Potential Index	77	83	84

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.