



Market Profile

Gateway Commerce Park-Certified Food Site (AEPOH) Lima,
 Drive Times: 20, 40, 60 minute radii

Latitude: 40.6969
 Longitude: -84.1011

	20 minute	40 minute	60 minute
Population Summary			
2000 Total Population	112,775	322,607	661,353
2010 Total Population	110,742	319,867	665,561
2017 Total Population	110,835	321,424	671,875
2017 Group Quarters	5,301	10,982	17,362
2022 Total Population	110,585	322,179	675,720
2017-2022 Annual Rate	-0.05%	0.05%	0.11%
2017 Total Daytime Population	113,996	327,196	661,259
Workers	55,722	162,881	315,758
Residents	58,274	164,315	345,501
Household Summary			
2000 Households	42,696	121,250	249,066
2000 Average Household Size	2.51	2.56	2.58
2010 Households	42,836	123,003	256,933
2010 Average Household Size	2.46	2.51	2.52
2017 Households	42,929	123,945	260,081
2017 Average Household Size	2.46	2.50	2.52
2022 Households	42,853	124,357	261,920
2022 Average Household Size	2.46	2.50	2.51
2017-2022 Annual Rate	-0.04%	0.07%	0.14%
2010 Families	28,456	84,221	177,393
2010 Average Family Size	2.99	3.01	3.02
2017 Families	28,036	83,554	176,714
2017 Average Family Size	3.01	3.03	3.03
2022 Families	27,768	83,239	176,666
2022 Average Family Size	3.01	3.03	3.04
2017-2022 Annual Rate	-0.19%	-0.08%	-0.01%
Housing Unit Summary			
2000 Housing Units	46,391	132,303	268,334
Owner Occupied Housing Units	66.1%	68.1%	69.5%
Renter Occupied Housing Units	25.9%	23.6%	23.3%
Vacant Housing Units	8.0%	8.4%	7.2%
2010 Housing Units	47,399	138,565	285,510
Owner Occupied Housing Units	62.5%	64.2%	65.6%
Renter Occupied Housing Units	27.9%	24.6%	24.4%
Vacant Housing Units	9.6%	11.2%	10.0%
2017 Housing Units	47,470	139,963	289,255
Owner Occupied Housing Units	59.9%	61.7%	63.2%
Renter Occupied Housing Units	30.5%	26.9%	26.7%
Vacant Housing Units	9.6%	11.4%	10.1%
2022 Housing Units	47,597	141,240	292,843
Owner Occupied Housing Units	59.6%	61.2%	62.8%
Renter Occupied Housing Units	30.4%	26.8%	26.7%
Vacant Housing Units	10.0%	12.0%	10.6%
Median Household Income			
2017	\$47,882	\$51,470	\$52,085
2022	\$52,811	\$55,490	\$56,547
Median Home Value			
2017	\$112,370	\$127,638	\$130,889
2022	\$127,349	\$145,199	\$148,545
Per Capita Income			
2017	\$24,204	\$25,248	\$25,616
2022	\$27,685	\$28,934	\$29,424
Median Age			
2010	38.4	38.3	38.4
2017	39.4	39.4	39.6
2022	40.1	40.1	40.4

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	42,925	123,941	260,077
<\$15,000	13.2%	11.2%	10.6%
\$15,000 - \$24,999	12.1%	11.1%	10.8%
\$25,000 - \$34,999	11.4%	11.1%	11.2%
\$35,000 - \$49,999	14.9%	14.7%	14.8%
\$50,000 - \$74,999	20.4%	21.0%	21.0%
\$75,000 - \$99,999	11.7%	13.2%	13.6%
\$100,000 - \$149,999	11.2%	12.1%	12.3%
\$150,000 - \$199,999	3.0%	3.2%	3.2%
\$200,000+	2.3%	2.4%	2.4%
Average Household Income	\$61,619	\$64,595	\$65,432
2022 Households by Income			
Household Income Base	42,849	124,353	261,916
<\$15,000	12.8%	11.0%	10.3%
\$15,000 - \$24,999	11.1%	10.2%	9.9%
\$25,000 - \$34,999	10.0%	9.9%	9.9%
\$35,000 - \$49,999	13.0%	13.0%	13.0%
\$50,000 - \$74,999	19.1%	19.8%	19.8%
\$75,000 - \$99,999	13.8%	14.6%	15.2%
\$100,000 - \$149,999	13.5%	14.1%	14.4%
\$150,000 - \$199,999	3.8%	4.3%	4.4%
\$200,000+	2.8%	3.1%	3.2%
Average Household Income	\$70,586	\$74,078	\$75,166
2017 Owner Occupied Housing Units by Value			
Total	28,451	86,332	182,850
<\$50,000	13.6%	10.0%	9.0%
\$50,000 - \$99,999	31.4%	27.9%	27.0%
\$100,000 - \$149,999	20.3%	21.9%	22.7%
\$150,000 - \$199,999	15.3%	17.8%	17.3%
\$200,000 - \$249,999	7.8%	9.1%	9.7%
\$250,000 - \$299,999	4.6%	5.4%	5.8%
\$300,000 - \$399,999	3.6%	4.5%	5.0%
\$400,000 - \$499,999	1.5%	1.5%	1.7%
\$500,000 - \$749,999	1.3%	1.1%	1.2%
\$750,000 - \$999,999	0.4%	0.4%	0.4%
\$1,000,000 +	0.3%	0.3%	0.3%
Average Home Value	\$143,728	\$154,193	\$158,341
2022 Owner Occupied Housing Units by Value			
Total	28,389	86,503	183,774
<\$50,000	12.5%	8.3%	7.3%
\$50,000 - \$99,999	27.8%	23.3%	22.4%
\$100,000 - \$149,999	17.7%	20.3%	20.9%
\$150,000 - \$199,999	14.5%	18.2%	17.5%
\$200,000 - \$249,999	8.8%	10.6%	11.1%
\$250,000 - \$299,999	6.1%	6.8%	7.2%
\$300,000 - \$399,999	5.7%	6.5%	7.2%
\$400,000 - \$499,999	2.9%	2.6%	2.9%
\$500,000 - \$749,999	2.8%	2.1%	2.4%
\$750,000 - \$999,999	0.6%	0.8%	0.7%
\$1,000,000 +	0.5%	0.4%	0.4%
Average Home Value	\$170,427	\$179,223	\$184,644

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	110,740	319,869	665,560
0 - 4	6.5%	6.6%	6.6%
5 - 9	6.7%	6.7%	6.8%
10 - 14	6.7%	6.9%	7.1%
15 - 24	14.3%	14.4%	13.9%
25 - 34	11.9%	11.5%	11.4%
35 - 44	11.9%	12.2%	12.3%
45 - 54	14.6%	14.8%	14.8%
55 - 64	12.8%	12.5%	12.5%
65 - 74	7.6%	7.4%	7.5%
75 - 84	4.9%	4.8%	4.8%
85 +	2.2%	2.1%	2.1%
18 +	76.0%	75.4%	75.1%
2017 Population by Age			
Total	110,834	321,421	671,875
0 - 4	6.1%	6.2%	6.2%
5 - 9	6.1%	6.3%	6.3%
10 - 14	6.2%	6.4%	6.5%
15 - 24	13.3%	13.5%	13.4%
25 - 34	13.1%	12.5%	12.2%
35 - 44	11.5%	11.5%	11.6%
45 - 54	12.4%	12.7%	12.9%
55 - 64	13.8%	14.0%	13.9%
65 - 74	9.9%	9.7%	9.8%
75 - 84	5.1%	4.9%	5.0%
85 +	2.5%	2.3%	2.3%
18 +	78.0%	77.5%	77.3%
2022 Population by Age			
Total	110,586	322,179	675,721
0 - 4	6.0%	6.0%	6.0%
5 - 9	6.0%	6.2%	6.2%
10 - 14	6.2%	6.5%	6.6%
15 - 24	12.4%	12.8%	12.7%
25 - 34	13.1%	12.3%	12.0%
35 - 44	12.1%	11.9%	11.8%
45 - 54	11.4%	11.6%	11.8%
55 - 64	13.0%	13.4%	13.4%
65 - 74	11.4%	11.3%	11.3%
75 - 84	6.0%	5.7%	5.9%
85 +	2.4%	2.3%	2.3%
18 +	78.3%	77.6%	77.3%
2010 Population by Sex			
Males	55,782	159,376	329,776
Females	54,960	160,491	335,785
2017 Population by Sex			
Males	55,984	160,665	333,773
Females	54,851	160,758	338,102
2022 Population by Sex			
Males	56,101	161,744	336,803
Females	54,485	160,435	338,917

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 Race/Ethnicity			
Total	110,742	319,867	665,562
White Alone	84.4%	91.8%	93.3%
Black Alone	11.4%	4.6%	3.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.7%	0.7%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.8%	0.9%
Two or More Races	2.5%	1.8%	1.7%
Hispanic Origin	2.3%	2.3%	2.6%
Diversity Index	30.7	19.3	17.3
2017 Population by Race/Ethnicity			
Total	110,833	321,422	671,875
White Alone	82.7%	90.5%	92.1%
Black Alone	12.1%	5.0%	3.4%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	0.9%	0.9%	1.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.9%	1.0%	1.1%
Two or More Races	3.2%	2.3%	2.1%
Hispanic Origin	3.1%	3.0%	3.3%
Diversity Index	34.4	22.6	20.5
2022 Population by Race/Ethnicity			
Total	110,585	322,181	675,720
White Alone	81.4%	89.6%	91.2%
Black Alone	12.4%	5.2%	3.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.0%	1.0%	1.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.1%	1.1%	1.3%
Two or More Races	3.8%	2.7%	2.5%
Hispanic Origin	3.8%	3.5%	3.8%
Diversity Index	37.1	25.0	22.9
2010 Population by Relationship and Household Type			
Total	110,742	319,867	665,561
In Households	95.2%	96.5%	97.4%
In Family Households	79.2%	81.6%	82.7%
Householder	25.7%	26.4%	26.7%
Spouse	18.5%	20.3%	20.8%
Child	30.5%	30.8%	31.2%
Other relative	2.2%	1.9%	1.9%
Nonrelative	2.4%	2.2%	2.2%
In Nonfamily Households	16.0%	14.9%	14.7%
In Group Quarters	4.8%	3.5%	2.6%
Institutionalized Population	3.7%	1.9%	1.4%
Noninstitutionalized Population	1.0%	1.6%	1.2%

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	75,683	217,356	454,290
Less than 9th Grade	2.1%	2.2%	2.2%
9th - 12th Grade, No Diploma	7.7%	6.6%	6.9%
High School Graduate	35.3%	37.4%	37.9%
GED/Alternative Credential	4.9%	4.1%	4.2%
Some College, No Degree	22.2%	20.3%	19.7%
Associate Degree	11.0%	10.8%	10.2%
Bachelor's Degree	10.0%	11.3%	11.8%
Graduate/Professional Degree	6.7%	7.2%	7.0%
2017 Population 15+ by Marital Status			
Total	90,433	260,906	544,169
Never Married	32.5%	28.5%	27.9%
Married	46.9%	52.7%	53.7%
Widowed	7.0%	6.8%	6.7%
Divorced	13.5%	12.0%	11.7%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	92.0%	94.1%	94.3%
Civilian Unemployed (Unemployment Rate)	8.0%	5.9%	5.7%
2017 Employed Population 16+ by Industry			
Total	50,180	155,768	326,748
Agriculture/Mining	1.0%	2.1%	2.5%
Construction	4.9%	4.8%	5.3%
Manufacturing	20.8%	26.1%	26.9%
Wholesale Trade	2.7%	2.5%	2.3%
Retail Trade	11.4%	10.1%	10.2%
Transportation/Utilities	4.0%	4.3%	4.7%
Information	1.2%	0.9%	0.9%
Finance/Insurance/Real Estate	3.9%	3.6%	3.5%
Services	47.1%	42.9%	40.9%
Public Administration	3.1%	2.7%	2.8%
2017 Employed Population 16+ by Occupation			
Total	50,180	155,767	326,746
White Collar	49.1%	49.3%	49.1%
Management/Business/Financial	8.7%	10.6%	11.1%
Professional	17.4%	17.5%	17.4%
Sales	10.4%	8.5%	8.3%
Administrative Support	12.6%	12.7%	12.3%
Services	20.4%	17.7%	16.8%
Blue Collar	30.5%	33.1%	34.1%
Farming/Forestry/Fishing	0.3%	0.6%	0.8%
Construction/Extraction	4.8%	4.4%	4.7%
Installation/Maintenance/Repair	3.7%	4.0%	4.0%
Production	12.3%	14.6%	15.1%
Transportation/Material Moving	9.3%	9.4%	9.6%
2010 Population By Urban/ Rural Status			
Total Population	110,742	319,867	665,561
Population Inside Urbanized Area	65.5%	22.8%	18.9%
Population Inside Urbanized Cluster	9.7%	38.2%	36.1%
Rural Population	24.8%	39.0%	45.1%

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	42,837	123,004	256,933
Households with 1 Person	27.8%	26.2%	25.8%
Households with 2+ People	72.2%	73.8%	74.2%
Family Households	66.4%	68.5%	69.0%
Husband-wife Families	47.8%	52.8%	53.9%
With Related Children	18.3%	21.2%	21.9%
Other Family (No Spouse Present)	18.6%	15.7%	15.1%
Other Family with Male Householder	4.8%	4.8%	4.7%
With Related Children	3.1%	3.1%	3.1%
Other Family with Female Householder	13.8%	11.0%	10.4%
With Related Children	9.7%	7.6%	7.1%
Nonfamily Households	5.8%	5.3%	5.2%
All Households with Children	31.7%	32.4%	32.6%
Multigenerational Households	3.1%	2.7%	2.7%
Unmarried Partner Households	7.0%	6.4%	6.4%
Male-female	6.5%	6.0%	5.9%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	42,837	123,004	256,933
1 Person Household	27.8%	26.2%	25.8%
2 Person Household	35.2%	35.6%	35.8%
3 Person Household	15.1%	15.2%	15.2%
4 Person Household	12.3%	12.8%	13.0%
5 Person Household	6.1%	6.5%	6.4%
6 Person Household	2.2%	2.4%	2.4%
7 + Person Household	1.3%	1.2%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	42,836	123,003	256,933
Owner Occupied	69.1%	72.3%	72.9%
Owned with a Mortgage/Loan	45.7%	47.5%	48.3%
Owned Free and Clear	23.5%	24.8%	24.6%
Renter Occupied	30.9%	27.7%	27.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	47,399	138,565	285,510
Housing Units Inside Urbanized Area	66.9%	23.0%	19.3%
Housing Units Inside Urbanized Cluster	10.0%	40.5%	38.3%
Rural Housing Units	23.2%	36.5%	42.4%

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.	Heartland Communities	Traditional Living (12B)	Traditional Living (12B)
2017 Consumer Spending			
Apparel & Services: Total \$	\$69,106,547	\$207,616,942	\$440,508,936
Average Spent	\$1,609.79	\$1,675.07	\$1,693.74
Spending Potential Index	75	78	78
Education: Total \$	\$45,819,818	\$135,414,259	\$288,097,824
Average Spent	\$1,067.34	\$1,092.54	\$1,107.72
Spending Potential Index	73	75	76
Entertainment/Recreation: Total \$	\$104,279,658	\$317,167,454	\$674,754,088
Average Spent	\$2,429.12	\$2,558.94	\$2,594.40
Spending Potential Index	78	82	83
Food at Home: Total \$	\$171,640,990	\$519,092,992	\$1,103,373,438
Average Spent	\$3,998.25	\$4,188.09	\$4,242.42
Spending Potential Index	79	83	84
Food Away from Home: Total \$	\$108,854,252	\$328,109,184	\$696,682,808
Average Spent	\$2,535.68	\$2,647.22	\$2,678.71
Spending Potential Index	76	79	80
Health Care: Total \$	\$194,007,496	\$595,669,942	\$1,268,240,026
Average Spent	\$4,519.26	\$4,805.92	\$4,876.33
Spending Potential Index	81	86	87
HH Furnishings & Equipment: Total \$	\$64,885,878	\$197,082,078	\$419,065,594
Average Spent	\$1,511.47	\$1,590.08	\$1,611.29
Spending Potential Index	78	82	83
Personal Care Products & Services: Total \$	\$26,132,664	\$78,891,363	\$167,408,875
Average Spent	\$608.74	\$636.50	\$643.68
Spending Potential Index	76	80	81
Shelter: Total \$	\$519,719,644	\$1,546,118,228	\$3,276,100,111
Average Spent	\$12,106.49	\$12,474.23	\$12,596.46
Spending Potential Index	75	77	78
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$77,857,820	\$236,676,193	\$502,812,563
Average Spent	\$1,813.64	\$1,909.53	\$1,933.29
Spending Potential Index	77	82	83
Travel: Total \$	\$65,726,237	\$199,871,363	\$424,967,679
Average Spent	\$1,531.05	\$1,612.58	\$1,633.98
Spending Potential Index	74	78	79
Vehicle Maintenance & Repairs: Total \$	\$36,442,754	\$110,963,500	\$236,083,500
Average Spent	\$848.91	\$895.26	\$907.73
Spending Potential Index	79	83	85

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.