



# Market Profile

Maule Road, Tiffin, OH 44883  
Rings: 10, 30, 50 mile radii

Latitude: 41.142  
Longitude: -83.186

	10 mile	30 mile	50 mile
<b>Population Summary</b>			
2000 Total Population	37,731	347,118	1,391,499
2010 Total Population	37,030	342,954	1,375,932
2015 Total Population	36,862	342,253	1,368,383
2015 Group Quarters	2,328	13,222	45,198
2020 Total Population	36,330	341,747	1,366,398
2015-2020 Annual Rate	-0.29%	-0.03%	-0.03%
<b>Household Summary</b>			
2000 Households	14,475	132,824	539,481
2000 Average Household Size	2.51	2.51	2.50
2010 Households	14,351	135,665	546,234
2010 Average Household Size	2.43	2.44	2.44
2015 Households	14,386	136,447	548,075
2015 Average Household Size	2.40	2.41	2.41
2020 Households	14,207	136,773	548,811
2020 Average Household Size	2.39	2.40	2.41
2015-2020 Annual Rate	-0.25%	0.05%	0.03%
2010 Families	9,656	89,298	358,580
2010 Average Family Size	2.91	2.95	2.98
2015 Families	9,514	88,008	353,257
2015 Average Family Size	2.90	2.94	2.97
2020 Families	9,298	87,082	349,826
2020 Average Family Size	2.91	2.94	2.98
2015-2020 Annual Rate	-0.46%	-0.21%	-0.20%
<b>Housing Unit Summary</b>			
2000 Housing Units	15,303	142,231	585,172
Owner Occupied Housing Units	71.3%	67.6%	65.7%
Renter Occupied Housing Units	23.3%	25.8%	26.5%
Vacant Housing Units	5.4%	6.6%	7.8%
2010 Housing Units	15,748	150,598	616,851
Owner Occupied Housing Units	67.8%	63.0%	61.2%
Renter Occupied Housing Units	23.3%	27.1%	27.3%
Vacant Housing Units	8.9%	9.9%	11.4%
2015 Housing Units	15,695	152,023	622,174
Owner Occupied Housing Units	65.9%	60.6%	58.8%
Renter Occupied Housing Units	25.8%	29.2%	29.2%
Vacant Housing Units	8.3%	10.2%	11.9%
2020 Housing Units	15,538	153,039	625,596
Owner Occupied Housing Units	65.5%	60.0%	58.5%
Renter Occupied Housing Units	25.9%	29.3%	29.2%
Vacant Housing Units	8.6%	10.6%	12.3%
<b>Median Household Income</b>			
2015	\$43,162	\$46,689	\$46,304
2020	\$50,550	\$53,348	\$53,625
<b>Median Home Value</b>			
2015	\$100,719	\$116,242	\$126,195
2020	\$115,959	\$134,816	\$152,045
<b>Per Capita Income</b>			
2015	\$22,319	\$23,801	\$24,744
2020	\$25,384	\$27,039	\$28,323
<b>Median Age</b>			
2010	39.6	38.3	38.8
2015	40.0	39.0	39.8
2020	40.7	39.8	40.5

**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.

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<b>2015 Households by Income</b>			
Household Income Base	14,386	136,444	548,069
<\$15,000	10.6%	12.8%	14.2%
\$15,000 - \$24,999	15.3%	12.0%	12.3%
\$25,000 - \$34,999	14.1%	12.0%	11.6%
\$35,000 - \$49,999	16.1%	15.8%	14.7%
\$50,000 - \$74,999	19.4%	20.6%	18.9%
\$75,000 - \$99,999	11.8%	12.7%	12.2%
\$100,000 - \$149,999	8.7%	9.7%	10.7%
\$150,000 - \$199,999	2.7%	2.7%	2.9%
\$200,000+	1.4%	1.6%	2.3%
Average Household Income	\$56,773	\$58,953	\$61,126
<b>2020 Households by Income</b>			
Household Income Base	14,207	136,770	548,805
<\$15,000	9.8%	11.8%	13.2%
\$15,000 - \$24,999	11.9%	9.1%	9.2%
\$25,000 - \$34,999	11.8%	9.7%	9.8%
\$35,000 - \$49,999	15.7%	14.9%	13.7%
\$50,000 - \$74,999	21.1%	22.2%	19.6%
\$75,000 - \$99,999	13.4%	15.0%	14.7%
\$100,000 - \$149,999	11.0%	11.9%	13.0%
\$150,000 - \$199,999	3.5%	3.4%	3.9%
\$200,000+	1.7%	1.9%	2.7%
Average Household Income	\$64,502	\$66,800	\$69,853
<b>2015 Owner Occupied Housing Units by Value</b>			
Total	10,337	92,071	366,103
<\$50,000	7.9%	11.7%	10.1%
\$50,000 - \$99,999	41.6%	30.0%	26.5%
\$100,000 - \$149,999	28.3%	25.6%	25.7%
\$150,000 - \$199,999	11.5%	14.5%	16.7%
\$200,000 - \$249,999	4.4%	7.6%	8.8%
\$250,000 - \$299,999	2.2%	4.1%	4.8%
\$300,000 - \$399,999	2.3%	3.8%	4.2%
\$400,000 - \$499,999	1.0%	1.4%	1.6%
\$500,000 - \$749,999	0.7%	0.9%	1.2%
\$750,000 - \$999,999	0.1%	0.2%	0.2%
\$1,000,000 +	0.1%	0.3%	0.3%
Average Home Value	\$122,569	\$141,192	\$151,394
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	10,183	91,858	365,791
<\$50,000	7.2%	10.4%	9.2%
\$50,000 - \$99,999	33.7%	23.0%	19.4%
\$100,000 - \$149,999	28.5%	23.8%	20.6%
\$150,000 - \$199,999	15.7%	18.3%	20.2%
\$200,000 - \$249,999	6.6%	10.6%	13.0%
\$250,000 - \$299,999	3.3%	5.9%	7.3%
\$300,000 - \$399,999	2.9%	4.6%	5.5%
\$400,000 - \$499,999	1.1%	1.7%	2.1%
\$500,000 - \$749,999	0.9%	1.2%	1.9%
\$750,000 - \$999,999	0.1%	0.3%	0.4%
\$1,000,000 +	0.1%	0.3%	0.3%
Average Home Value	\$136,267	\$158,347	\$175,746

**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.

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<b>2010 Population by Age</b>			
Total	37,032	342,956	1,375,931
0 - 4	5.8%	6.0%	6.2%
5 - 9	6.1%	6.3%	6.4%
10 - 14	6.1%	6.5%	6.6%
15 - 24	16.0%	16.0%	14.5%
25 - 34	11.0%	11.5%	11.7%
35 - 44	11.0%	11.9%	12.3%
45 - 54	15.1%	14.7%	15.0%
55 - 64	13.5%	12.6%	12.9%
65 - 74	7.4%	7.6%	7.5%
75 - 84	5.5%	4.9%	4.8%
85 +	2.4%	2.2%	2.1%
18 +	78.1%	77.2%	76.5%
<b>2015 Population by Age</b>			
Total	36,861	342,252	1,368,382
0 - 4	5.5%	5.7%	5.9%
5 - 9	5.8%	5.8%	6.0%
10 - 14	5.8%	6.0%	6.2%
15 - 24	15.6%	16.1%	14.1%
25 - 34	11.9%	12.0%	12.3%
35 - 44	10.7%	11.2%	11.7%
45 - 54	12.8%	13.0%	13.3%
55 - 64	14.8%	13.9%	14.1%
65 - 74	9.4%	9.2%	9.3%
75 - 84	5.1%	4.8%	4.8%
85 +	2.7%	2.3%	2.3%
18 +	79.5%	78.9%	78.2%
<b>2020 Population by Age</b>			
Total	36,331	341,748	1,366,398
0 - 4	5.4%	5.5%	5.7%
5 - 9	5.6%	5.6%	5.8%
10 - 14	5.8%	6.0%	6.2%
15 - 24	14.8%	15.2%	13.1%
25 - 34	12.1%	12.1%	12.5%
35 - 44	11.0%	11.2%	11.7%
45 - 54	11.1%	11.7%	12.1%
55 - 64	14.3%	13.9%	14.0%
65 - 74	11.7%	10.9%	11.1%
75 - 84	5.5%	5.5%	5.4%
85 +	2.7%	2.3%	2.3%
18 +	79.7%	79.3%	78.6%
<b>2010 Population by Sex</b>			
Males	18,522	168,467	676,851
Females	18,508	174,487	699,081
<b>2015 Population by Sex</b>			
Males	18,530	168,632	674,991
Females	18,331	173,621	693,392
<b>2020 Population by Sex</b>			
Males	18,314	168,772	675,599
Females	18,016	172,975	690,799

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

April 04, 2016



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Maule Road, Tiffin, OH 44883  
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<b>2010 Population by Race/Ethnicity</b>			
Total	37,030	342,955	1,375,932
White Alone	95.5%	93.5%	86.7%
Black Alone	1.6%	2.0%	8.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.7%	0.8%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	1.6%	1.4%
Two or More Races	1.2%	1.8%	2.2%
Hispanic Origin	2.8%	5.2%	4.4%
Diversity Index	13.7	21.3	30.5
<b>2015 Population by Race/Ethnicity</b>			
Total	36,862	342,254	1,368,383
White Alone	94.9%	92.5%	85.9%
Black Alone	1.8%	2.4%	8.6%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	0.8%	0.9%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	1.9%	1.6%
Two or More Races	1.4%	2.1%	2.5%
Hispanic Origin	3.2%	6.1%	5.1%
Diversity Index	15.6	24.2	32.7
<b>2020 Population by Race/Ethnicity</b>			
Total	36,329	341,747	1,366,397
White Alone	94.2%	91.5%	85.0%
Black Alone	2.0%	2.7%	8.9%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	0.9%	1.0%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	2.1%	1.8%
Two or More Races	1.6%	2.5%	2.8%
Hispanic Origin	3.7%	7.0%	5.9%
Diversity Index	17.5	27.1	35.1
<b>2010 Population by Relationship and Household Type</b>			
Total	37,030	342,955	1,375,932
In Households	94.1%	96.5%	96.8%
In Family Households	78.1%	79.2%	80.0%
Householder	26.0%	26.0%	26.1%
Spouse	20.2%	19.9%	19.1%
Child	28.0%	28.9%	30.2%
Other relative	1.7%	2.0%	2.3%
Nonrelative	2.2%	2.4%	2.3%
In Nonfamily Households	15.9%	17.3%	16.8%
In Group Quarters	5.9%	3.5%	3.2%
Institutionalized Population	1.6%	1.2%	1.8%
Noninstitutionalized Population	4.4%	2.4%	1.4%

**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.

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<b>2015 Population 25+ by Educational Attainment</b>			
Total	24,839	227,300	926,611
Less than 9th Grade	2.6%	2.9%	2.9%
9th - 12th Grade, No Diploma	6.8%	6.7%	7.6%
High School Graduate	37.7%	36.9%	33.0%
GED/Alternative Credential	4.8%	4.1%	4.4%
Some College, No Degree	19.1%	20.7%	21.4%
Associate Degree	9.8%	9.7%	9.4%
Bachelor's Degree	11.6%	12.1%	13.2%
Graduate/Professional Degree	7.6%	7.0%	8.1%
<b>2015 Population 15+ by Marital Status</b>			
Total	30,572	282,346	1,120,174
Never Married	31.6%	31.1%	31.3%
Married	51.5%	51.4%	50.0%
Widowed	6.0%	6.5%	6.6%
Divorced	11.0%	11.0%	12.1%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.1%	94.4%	93.3%
Civilian Unemployed	6.9%	5.6%	6.7%
<b>2015 Employed Population 16+ by Industry</b>			
Total	17,254	166,204	640,247
Agriculture/Mining	1.8%	3.1%	1.6%
Construction	4.8%	5.6%	5.3%
Manufacturing	23.7%	23.5%	19.6%
Wholesale Trade	1.8%	1.6%	2.2%
Retail Trade	12.0%	11.1%	11.5%
Transportation/Utilities	4.2%	5.2%	5.3%
Information	0.7%	1.1%	1.3%
Finance/Insurance/Real Estate	3.9%	3.6%	4.3%
Services	44.2%	42.5%	45.8%
Public Administration	2.8%	2.7%	3.3%
<b>2015 Employed Population 16+ by Occupation</b>			
Total	17,254	166,203	640,250
White Collar	49.5%	48.1%	52.5%
Management/Business/Financial	10.4%	10.6%	10.7%
Professional	18.5%	17.1%	18.9%
Sales	8.3%	8.3%	9.6%
Administrative Support	12.3%	12.1%	13.4%
Services	18.9%	17.9%	18.5%
Blue Collar	31.6%	34.0%	29.0%
Farming/Forestry/Fishing	0.8%	1.4%	0.6%
Construction/Extraction	5.6%	6.0%	5.1%
Installation/Maintenance/Repair	4.2%	4.7%	3.9%
Production	11.9%	12.4%	10.7%
Transportation/Material Moving	9.1%	9.5%	8.6%

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<b>2010 Households by Type</b>			
Total	14,350	135,665	546,235
Households with 1 Person	27.0%	27.4%	28.3%
Households with 2+ People	73.0%	72.6%	71.7%
Family Households	67.3%	65.8%	65.6%
Husband-wife Families	52.4%	50.2%	48.1%
With Related Children	19.1%	19.3%	18.9%
Other Family (No Spouse Present)	14.9%	15.6%	17.6%
Other Family with Male Householder	4.7%	4.8%	4.8%
With Related Children	3.0%	3.0%	2.9%
Other Family with Female Householder	10.1%	10.8%	12.8%
With Related Children	6.9%	7.4%	8.6%
Nonfamily Households	5.8%	6.8%	6.1%
All Households with Children	29.5%	30.3%	31.0%
Multigenerational Households	2.3%	2.7%	3.1%
Unmarried Partner Households	6.8%	7.2%	7.1%
Male-female	6.4%	6.8%	6.5%
Same-sex	0.4%	0.5%	0.5%
<b>2010 Households by Size</b>			
Total	14,351	135,664	546,234
1 Person Household	27.0%	27.4%	28.3%
2 Person Household	37.4%	36.2%	35.0%
3 Person Household	15.1%	15.3%	15.4%
4 Person Household	11.5%	12.4%	12.3%
5 Person Household	5.8%	5.7%	5.7%
6 Person Household	2.2%	2.1%	2.1%
7 + Person Household	1.1%	1.0%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	14,351	135,665	546,234
Owner Occupied	74.4%	69.9%	69.1%
Owned with a Mortgage/Loan	45.8%	45.6%	46.7%
Owned Free and Clear	28.6%	24.3%	22.4%
Renter Occupied	25.6%	30.1%	30.9%

**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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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Salt of the Earth (6B)	Salt of the Earth (6B)	Salt of the Earth (6B)
<b>2.</b>	Traditional Living (12B)	Traditional Living (12B)	Traditional Living (12B)
<b>3.</b>	Heartland Communities	Heartland Communities	Heartland Communities
<b>2015 Consumer Spending</b>			
Apparel & Services: Total \$	\$24,453,896	\$242,354,225	\$1,014,645,803
Average Spent	\$1,699.84	\$1,776.18	\$1,851.29
Spending Potential Index	73	77	80
Computers & Accessories: Total \$	\$2,750,314	\$27,354,670	\$113,909,459
Average Spent	\$191.18	\$200.48	\$207.84
Spending Potential Index	73	77	80
Education: Total \$	\$15,322,783	\$154,367,482	\$648,093,060
Average Spent	\$1,065.12	\$1,131.34	\$1,182.49
Spending Potential Index	70	74	78
Entertainment/Recreation: Total \$	\$36,895,404	\$363,198,686	\$1,502,734,159
Average Spent	\$2,564.67	\$2,661.83	\$2,741.84
Spending Potential Index	77	80	83
Food at Home: Total \$	\$58,906,637	\$580,397,336	\$2,398,281,833
Average Spent	\$4,094.72	\$4,253.65	\$4,375.83
Spending Potential Index	78	81	84
Food Away from Home: Total \$	\$35,321,996	\$349,592,259	\$1,454,021,965
Average Spent	\$2,455.30	\$2,562.11	\$2,652.96
Spending Potential Index	75	78	81
Health Care: Total \$	\$56,667,424	\$552,311,610	\$2,270,605,547
Average Spent	\$3,939.07	\$4,047.81	\$4,142.87
Spending Potential Index	83	85	87
HH Furnishings & Equipment: Total \$	\$20,336,732	\$200,838,306	\$832,547,316
Average Spent	\$1,413.65	\$1,471.91	\$1,519.04
Spending Potential Index	77	80	83
Investments: Total \$	\$23,531,010	\$233,909,689	\$954,176,599
Average Spent	\$1,635.69	\$1,714.29	\$1,740.96
Spending Potential Index	59	62	63
Retail Goods: Total \$	\$289,979,081	\$2,860,411,170	\$11,770,002,660
Average Spent	\$20,157.03	\$20,963.53	\$21,475.17
Spending Potential Index	79	82	84
Shelter: Total \$	\$169,991,870	\$1,674,346,533	\$7,081,451,919
Average Spent	\$11,816.48	\$12,271.04	\$12,920.59
Spending Potential Index	72	75	79
TV/Video/Audio: Total \$	\$14,796,684	\$146,146,722	\$607,379,292
Average Spent	\$1,028.55	\$1,071.09	\$1,108.20
Spending Potential Index	79	82	85
Travel: Total \$	\$20,461,978	\$200,656,882	\$842,983,028
Average Spent	\$1,422.35	\$1,470.58	\$1,538.08
Spending Potential Index	73	75	79
Vehicle Maintenance & Repairs: Total \$	\$12,354,523	\$121,699,646	\$505,103,219
Average Spent	\$858.79	\$891.92	\$921.60
Spending Potential Index	77	80	83

**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.