



# Market Profile

Eagle Rock Business Park - North (AEPOH) Tiffin, OH  
 Drive Times: 20, 40, 60 minute radii

Latitude: 41.1423  
 Longitude: -83.1863

	20 minute	40 minute	60 minute
<b>Population Summary</b>			
2000 Total Population	59,485	249,157	822,582
2010 Total Population	57,838	248,440	805,000
2017 Total Population	57,310	247,340	801,167
2017 Group Quarters	2,682	5,572	26,203
2022 Total Population	56,601	245,755	797,338
2017-2022 Annual Rate	-0.25%	-0.13%	-0.10%
2017 Total Daytime Population	51,963	237,491	803,095
Workers	21,577	111,787	381,537
Residents	30,386	125,704	421,558
<b>Household Summary</b>			
2000 Households	22,734	95,992	317,285
2000 Average Household Size	2.54	2.54	2.51
2010 Households	22,455	98,498	318,895
2010 Average Household Size	2.46	2.47	2.44
2017 Households	22,367	98,583	318,224
2017 Average Household Size	2.44	2.45	2.44
2022 Households	22,145	98,178	317,191
2022 Average Household Size	2.43	2.45	2.43
2017-2022 Annual Rate	-0.20%	-0.08%	-0.07%
2010 Families	15,302	67,086	209,418
2010 Average Family Size	2.94	2.95	2.98
2017 Families	15,001	66,030	205,330
2017 Average Family Size	2.93	2.96	2.99
2022 Families	14,748	65,261	203,016
2022 Average Family Size	2.93	2.96	2.99
2017-2022 Annual Rate	-0.34%	-0.23%	-0.23%
<b>Housing Unit Summary</b>			
2000 Housing Units	24,111	102,069	347,732
Owner Occupied Housing Units	71.4%	70.6%	63.6%
Renter Occupied Housing Units	22.9%	23.5%	27.6%
Vacant Housing Units	5.7%	6.0%	8.8%
2010 Housing Units	24,784	108,316	364,498
Owner Occupied Housing Units	67.4%	66.5%	59.2%
Renter Occupied Housing Units	23.2%	24.4%	28.3%
Vacant Housing Units	9.4%	9.1%	12.5%
2017 Housing Units	24,779	109,032	367,820
Owner Occupied Housing Units	64.5%	63.6%	56.1%
Renter Occupied Housing Units	25.7%	26.8%	30.4%
Vacant Housing Units	9.7%	9.6%	13.5%
2022 Housing Units	24,765	109,938	371,299
Owner Occupied Housing Units	63.8%	62.7%	55.3%
Renter Occupied Housing Units	25.6%	26.6%	30.1%
Vacant Housing Units	10.6%	10.7%	14.6%
<b>Median Household Income</b>			
2017	\$48,085	\$51,440	\$48,499
2022	\$51,553	\$55,003	\$52,787
<b>Median Home Value</b>			
2017	\$115,503	\$125,951	\$127,135
2022	\$129,106	\$140,540	\$143,028
<b>Per Capita Income</b>			
2017	\$24,877	\$26,099	\$25,316
2022	\$28,424	\$29,871	\$28,967
<b>Median Age</b>			
2010	39.9	39.5	38.5
2017	40.9	40.8	39.8
2022	41.5	41.6	40.6

**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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<b>2017 Households by Income</b>			
Household Income Base	22,367	98,583	318,218
<\$15,000	10.7%	10.2%	13.5%
\$15,000 - \$24,999	12.3%	11.0%	11.6%
\$25,000 - \$34,999	12.7%	11.3%	11.2%
\$35,000 - \$49,999	15.8%	15.7%	14.9%
\$50,000 - \$74,999	20.2%	20.9%	19.1%
\$75,000 - \$99,999	12.0%	13.1%	12.2%
\$100,000 - \$149,999	10.9%	12.3%	12.1%
\$150,000 - \$199,999	3.0%	3.2%	3.2%
\$200,000+	2.3%	2.3%	2.4%
Average Household Income	\$62,411	\$64,990	\$62,891
<b>2022 Households by Income</b>			
Household Income Base	22,145	98,178	317,185
<\$15,000	10.7%	10.2%	13.2%
\$15,000 - \$24,999	11.6%	10.3%	10.7%
\$25,000 - \$34,999	11.6%	10.2%	10.0%
\$35,000 - \$49,999	14.2%	13.9%	13.2%
\$50,000 - \$74,999	19.3%	19.7%	18.0%
\$75,000 - \$99,999	12.8%	14.1%	13.6%
\$100,000 - \$149,999	12.2%	13.9%	13.9%
\$150,000 - \$199,999	4.3%	4.6%	4.3%
\$200,000+	3.2%	3.2%	3.1%
Average Household Income	\$71,312	\$74,302	\$71,972
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	15,993	69,381	206,351
<\$50,000	10.5%	8.8%	11.8%
\$50,000 - \$99,999	31.7%	27.7%	25.9%
\$100,000 - \$149,999	25.1%	26.1%	22.6%
\$150,000 - \$199,999	17.6%	16.8%	17.5%
\$200,000 - \$249,999	7.1%	8.9%	9.2%
\$250,000 - \$299,999	2.7%	4.8%	5.1%
\$300,000 - \$399,999	2.8%	4.5%	4.4%
\$400,000 - \$499,999	1.3%	1.2%	1.4%
\$500,000 - \$749,999	0.5%	0.8%	1.3%
\$750,000 - \$999,999	0.3%	0.3%	0.5%
\$1,000,000 +	0.2%	0.2%	0.3%
Average Home Value	\$136,285	\$148,811	\$154,265
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	15,804	68,909	205,233
<\$50,000	8.7%	7.0%	10.1%
\$50,000 - \$99,999	27.7%	23.2%	22.2%
\$100,000 - \$149,999	23.4%	24.4%	20.6%
\$150,000 - \$199,999	19.3%	17.9%	17.6%
\$200,000 - \$249,999	8.9%	10.6%	10.4%
\$250,000 - \$299,999	3.6%	6.1%	6.4%
\$300,000 - \$399,999	4.2%	6.4%	6.5%
\$400,000 - \$499,999	2.2%	2.0%	2.4%
\$500,000 - \$749,999	1.2%	1.7%	2.4%
\$750,000 - \$999,999	0.5%	0.5%	0.9%
\$1,000,000 +	0.3%	0.2%	0.5%
Average Home Value	\$156,640	\$170,966	\$179,390

**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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<b>2010 Population by Age</b>			
Total	57,835	248,441	805,001
0 - 4	6.1%	6.2%	6.3%
5 - 9	6.5%	6.6%	6.5%
10 - 14	6.4%	6.8%	6.7%
15 - 24	14.6%	13.5%	14.4%
25 - 34	11.1%	11.5%	11.8%
35 - 44	11.3%	12.2%	12.3%
45 - 54	15.1%	15.3%	14.9%
55 - 64	13.5%	12.9%	12.7%
65 - 74	7.6%	7.7%	7.5%
75 - 84	5.4%	5.0%	4.8%
85 +	2.5%	2.2%	2.1%
18 +	77.0%	76.1%	76.2%
<b>2017 Population by Age</b>			
Total	57,311	247,338	801,166
0 - 4	5.7%	5.8%	5.9%
5 - 9	5.8%	6.0%	6.0%
10 - 14	6.0%	6.2%	6.1%
15 - 24	13.9%	12.9%	13.8%
25 - 34	12.0%	12.3%	12.6%
35 - 44	11.0%	11.6%	11.6%
45 - 54	12.4%	13.0%	12.9%
55 - 64	14.7%	14.4%	14.0%
65 - 74	10.4%	10.2%	9.9%
75 - 84	5.3%	5.1%	4.9%
85 +	2.9%	2.5%	2.3%
18 +	79.0%	78.3%	78.5%
<b>2022 Population by Age</b>			
Total	56,601	245,756	797,338
0 - 4	5.6%	5.7%	5.8%
5 - 9	5.7%	5.9%	5.8%
10 - 14	6.0%	6.3%	6.1%
15 - 24	13.3%	12.3%	13.0%
25 - 34	11.8%	11.9%	12.5%
35 - 44	11.4%	11.9%	11.9%
45 - 54	11.3%	11.9%	11.8%
55 - 64	13.7%	13.8%	13.5%
65 - 74	12.2%	11.9%	11.4%
75 - 84	6.2%	6.1%	5.8%
85 +	2.8%	2.4%	2.3%
18 +	79.1%	78.5%	78.7%
<b>2010 Population by Sex</b>			
Males	28,736	122,297	396,722
Females	29,102	126,143	408,278
<b>2017 Population by Sex</b>			
Males	28,572	122,119	395,783
Females	28,738	125,221	405,384
<b>2022 Population by Sex</b>			
Males	28,328	121,748	394,904
Females	28,274	124,007	402,434

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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 Drive Times: 20, 40, 60 minute radii

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<b>2010 Population by Race/Ethnicity</b>			
Total	57,838	248,440	805,000
White Alone	93.4%	93.6%	87.2%
Black Alone	2.5%	1.8%	7.7%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	0.6%	0.8%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	1.7%	1.8%
Two or More Races	1.9%	1.9%	2.2%
Hispanic Origin	4.9%	5.4%	5.4%
Diversity Index	20.9	21.4	31.1
<b>2017 Population by Race/Ethnicity</b>			
Total	57,310	247,340	801,167
White Alone	92.2%	92.3%	86.0%
Black Alone	2.7%	2.1%	8.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.8%	1.0%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.8%	2.0%	2.1%
Two or More Races	2.2%	2.3%	2.7%
Hispanic Origin	5.8%	6.5%	6.5%
Diversity Index	24.2	25.1	34.5
<b>2022 Population by Race/Ethnicity</b>			
Total	56,602	245,756	797,338
White Alone	91.3%	91.3%	84.9%
Black Alone	2.9%	2.3%	8.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.1%	1.1%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	2.2%	2.3%
Two or More Races	2.5%	2.7%	3.1%
Hispanic Origin	6.6%	7.4%	7.4%
Diversity Index	26.8	28.0	37.2
<b>2010 Population by Relationship and Household Type</b>			
Total	57,838	248,440	805,000
In Households	95.5%	97.8%	96.8%
In Family Households	80.2%	82.2%	80.0%
Householder	26.4%	27.0%	26.0%
Spouse	20.0%	20.7%	18.8%
Child	29.3%	30.2%	30.3%
Other relative	1.9%	2.0%	2.3%
Nonrelative	2.6%	2.5%	2.5%
In Nonfamily Households	15.3%	15.5%	16.8%
In Group Quarters	4.5%	2.2%	3.2%
Institutionalized Population	1.7%	1.1%	1.8%
Noninstitutionalized Population	2.8%	1.1%	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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Population 25+ by Educational Attainment</b>			
Total	39,337	170,838	546,764
Less than 9th Grade	2.1%	2.2%	2.7%
9th - 12th Grade, No Diploma	6.8%	6.2%	7.5%
High School Graduate	39.1%	37.7%	34.0%
GED/Alternative Credential	4.7%	4.0%	4.6%
Some College, No Degree	20.8%	21.4%	21.3%
Associate Degree	10.9%	10.0%	9.8%
Bachelor's Degree	10.4%	12.1%	12.6%
Graduate/Professional Degree	5.2%	6.5%	7.4%
<b>2017 Population 15+ by Marital Status</b>			
Total	47,289	202,797	657,434
Never Married	30.6%	28.3%	31.5%
Married	50.0%	52.6%	49.1%
Widowed	6.9%	7.0%	6.9%
Divorced	12.5%	12.1%	12.6%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.5%	94.6%	93.2%
Civilian Unemployed (Unemployment Rate)	6.5%	5.4%	6.8%
<b>2017 Employed Population 16+ by Industry</b>			
Total	27,080	122,800	378,520
Agriculture/Mining	1.7%	2.4%	1.8%
Construction	4.6%	5.2%	5.0%
Manufacturing	27.7%	26.7%	21.1%
Wholesale Trade	2.5%	2.3%	2.2%
Retail Trade	11.3%	10.0%	10.6%
Transportation/Utilities	4.8%	5.8%	5.7%
Information	0.7%	0.8%	1.1%
Finance/Insurance/Real Estate	3.2%	3.3%	3.9%
Services	41.1%	40.8%	45.4%
Public Administration	2.4%	2.6%	3.1%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	27,079	122,801	378,520
White Collar	45.6%	47.2%	50.6%
Management/Business/Financial	9.7%	11.2%	10.9%
Professional	16.5%	16.8%	18.4%
Sales	8.3%	7.7%	8.9%
Administrative Support	11.1%	11.5%	12.3%
Services	17.4%	17.3%	18.6%
Blue Collar	37.0%	35.5%	30.8%
Farming/Forestry/Fishing	0.3%	0.7%	0.7%
Construction/Extraction	4.5%	4.7%	4.5%
Installation/Maintenance/Repair	3.7%	4.1%	3.7%
Production	17.2%	15.1%	12.5%
Transportation/Material Moving	11.3%	10.9%	9.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	57,838	248,440	805,000
Population Inside Urbanized Area	0.0%	0.0%	25.8%
Population Inside Urbanized Cluster	56.0%	55.6%	43.2%
Rural Population	44.0%	44.4%	31.0%

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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<b>2010 Households by Type</b>			
Total	22,455	98,498	318,895
Households with 1 Person	26.5%	26.4%	28.2%
Households with 2+ People	73.5%	73.6%	71.8%
Family Households	68.1%	68.1%	65.7%
Husband-wife Families	51.5%	52.2%	47.6%
With Related Children	18.7%	20.2%	18.6%
Other Family (No Spouse Present)	16.7%	15.9%	18.1%
Other Family with Male Householder	5.3%	5.0%	5.0%
With Related Children	3.4%	3.2%	3.1%
Other Family with Female Householder	11.4%	10.9%	13.2%
With Related Children	7.9%	7.5%	9.1%
Nonfamily Households	5.3%	5.5%	6.1%
All Households with Children	30.6%	31.6%	31.3%
Multigenerational Households	2.7%	2.8%	3.1%
Unmarried Partner Households	7.5%	7.3%	7.5%
Male-female	7.1%	6.8%	7.0%
Same-sex	0.4%	0.4%	0.5%
<b>2010 Households by Size</b>			
Total	22,457	98,498	318,894
1 Person Household	26.5%	26.4%	28.2%
2 Person Household	37.0%	36.3%	35.0%
3 Person Household	15.3%	15.3%	15.3%
4 Person Household	11.8%	12.7%	12.4%
5 Person Household	5.9%	5.9%	5.8%
6 Person Household	2.2%	2.2%	2.2%
7 + Person Household	1.2%	1.1%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	22,455	98,498	318,895
Owner Occupied	74.4%	73.1%	67.6%
Owned with a Mortgage/Loan	46.0%	47.9%	44.8%
Owned Free and Clear	28.3%	25.2%	22.9%
Renter Occupied	25.6%	26.9%	32.4%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	24,784	108,316	364,498
Housing Units Inside Urbanized Area	0.0%	0.0%	26.6%
Housing Units Inside Urbanized Cluster	58.4%	57.8%	44.6%
Rural Housing Units	41.6%	42.2%	28.8%

**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.

**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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<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>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$36,118,019	\$165,617,051	\$523,657,283
Average Spent	\$1,614.79	\$1,679.98	\$1,645.56
Spending Potential Index	75	78	76
Education: Total \$	\$23,586,221	\$108,018,345	\$348,248,739
Average Spent	\$1,054.51	\$1,095.71	\$1,094.35
Spending Potential Index	72	75	75
Entertainment/Recreation: Total \$	\$55,388,618	\$254,459,969	\$791,058,308
Average Spent	\$2,476.35	\$2,581.17	\$2,485.85
Spending Potential Index	79	83	80
Food at Home: Total \$	\$90,992,950	\$417,196,404	\$1,303,343,875
Average Spent	\$4,068.18	\$4,231.93	\$4,095.68
Spending Potential Index	81	84	81
Food Away from Home: Total \$	\$57,185,743	\$262,342,065	\$827,035,885
Average Spent	\$2,556.70	\$2,661.13	\$2,598.91
Spending Potential Index	77	80	78
Health Care: Total \$	\$104,171,831	\$478,766,767	\$1,468,816,974
Average Spent	\$4,657.39	\$4,856.48	\$4,615.67
Spending Potential Index	83	87	83
HH Furnishings & Equipment: Total \$	\$34,382,620	\$157,959,283	\$492,202,573
Average Spent	\$1,537.20	\$1,602.30	\$1,546.72
Spending Potential Index	79	82	80
Personal Care Products & Services: Total \$	\$13,751,344	\$63,048,073	\$197,373,175
Average Spent	\$614.81	\$639.54	\$620.23
Spending Potential Index	77	80	78
Shelter: Total \$	\$269,384,760	\$1,232,320,457	\$3,921,733,128
Average Spent	\$12,043.85	\$12,500.33	\$12,323.81
Spending Potential Index	74	77	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$41,164,057	\$189,001,924	\$587,303,819
Average Spent	\$1,840.39	\$1,917.19	\$1,845.57
Spending Potential Index	79	82	79
Travel: Total \$	\$34,688,770	\$159,486,719	\$495,436,773
Average Spent	\$1,550.89	\$1,617.79	\$1,556.88
Spending Potential Index	75	78	75
Vehicle Maintenance & Repairs: Total \$	\$19,391,929	\$89,083,801	\$276,705,770
Average Spent	\$866.99	\$903.64	\$869.53
Spending Potential Index	81	84	81

**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.