



# Market Profile

12701 County Road 212, Findlay, OH 45840  
Rings: 10, 30, 50 mile radii

Latitude: 41.077  
Longitude: -83.627

	10 mile	30 mile	50 mile
<b>Population Summary</b>			
2000 Total Population	62,562	296,318	1,337,808
2010 Total Population	66,101	299,085	1,324,091
2015 Total Population	65,319	301,014	1,318,950
2015 Group Quarters	1,661	15,111	41,694
2020 Total Population	65,597	303,276	1,318,567
2015-2020 Annual Rate	0.08%	0.15%	-0.01%
<b>Household Summary</b>			
2000 Households	24,544	110,868	516,173
2000 Average Household Size	2.48	2.54	2.52
2010 Households	26,723	115,389	522,940
2010 Average Household Size	2.41	2.47	2.46
2015 Households	26,691	116,864	524,985
2015 Average Household Size	2.38	2.45	2.43
2020 Households	26,910	118,236	526,242
2020 Average Household Size	2.38	2.44	2.43
2015-2020 Annual Rate	0.16%	0.23%	0.05%
2010 Families	17,368	76,682	345,022
2010 Average Family Size	2.94	2.98	2.99
2015 Families	17,009	76,156	340,186
2015 Average Family Size	2.93	2.97	2.99
2020 Families	16,944	76,109	337,281
2020 Average Family Size	2.93	2.97	2.99
2015-2020 Annual Rate	-0.08%	-0.01%	-0.17%
<b>Housing Unit Summary</b>			
2000 Housing Units	26,246	117,371	555,253
Owner Occupied Housing Units	66.3%	69.4%	66.9%
Renter Occupied Housing Units	27.2%	25.1%	26.0%
Vacant Housing Units	6.5%	5.5%	7.0%
2010 Housing Units	29,407	126,198	583,780
Owner Occupied Housing Units	62.1%	65.3%	62.5%
Renter Occupied Housing Units	28.7%	26.1%	27.1%
Vacant Housing Units	9.1%	8.6%	10.4%
2015 Housing Units	29,595	127,889	588,858
Owner Occupied Housing Units	59.4%	63.1%	60.1%
Renter Occupied Housing Units	30.8%	28.3%	29.1%
Vacant Housing Units	9.8%	8.6%	10.8%
2020 Housing Units	29,905	129,598	592,387
Owner Occupied Housing Units	59.0%	62.8%	59.7%
Renter Occupied Housing Units	30.9%	28.5%	29.1%
Vacant Housing Units	10.0%	8.8%	11.2%
<b>Median Household Income</b>			
2015	\$51,341	\$49,681	\$46,973
2020	\$58,004	\$55,485	\$54,027
<b>Median Home Value</b>			
2015	\$150,290	\$129,516	\$124,713
2020	\$172,617	\$151,552	\$149,749
<b>Per Capita Income</b>			
2015	\$27,780	\$24,552	\$24,632
2020	\$31,632	\$27,919	\$28,154
<b>Median Age</b>			
2010	37.6	36.9	38.3
2015	38.5	37.5	39.3
2020	39.2	38.5	40.0

**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.



# Market Profile

12701 County Road 212, Findlay, OH 45840  
Rings: 10, 30, 50 mile radii

Latitude: 41.077  
Longitude: -83.627

	10 mile	30 mile	50 mile
<b>2015 Households by Income</b>			
Household Income Base	26,691	116,861	524,975
<\$15,000	13.3%	12.7%	14.2%
\$15,000 - \$24,999	10.6%	11.4%	12.0%
\$25,000 - \$34,999	11.4%	11.3%	11.6%
\$35,000 - \$49,999	13.0%	14.8%	14.5%
\$50,000 - \$74,999	20.4%	20.8%	19.3%
\$75,000 - \$99,999	13.0%	12.9%	12.4%
\$100,000 - \$149,999	10.3%	10.9%	10.9%
\$150,000 - \$199,999	4.4%	3.0%	2.8%
\$200,000+	3.6%	2.1%	2.3%
Average Household Income	\$67,777	\$62,213	\$61,244
<b>2020 Households by Income</b>			
Household Income Base	26,910	118,233	526,232
<\$15,000	11.8%	11.7%	13.2%
\$15,000 - \$24,999	8.0%	8.5%	9.0%
\$25,000 - \$34,999	9.0%	9.2%	9.7%
\$35,000 - \$49,999	12.1%	13.9%	13.5%
\$50,000 - \$74,999	21.7%	21.9%	20.0%
\$75,000 - \$99,999	15.2%	15.1%	14.8%
\$100,000 - \$149,999	13.0%	13.2%	13.2%
\$150,000 - \$199,999	5.4%	4.0%	3.8%
\$200,000+	3.9%	2.4%	2.7%
Average Household Income	\$76,906	\$70,578	\$69,892
<b>2015 Owner Occupied Housing Units by Value</b>			
Total	17,565	80,679	353,843
<\$50,000	7.4%	8.6%	10.1%
\$50,000 - \$99,999	18.5%	26.7%	27.2%
\$100,000 - \$149,999	24.0%	24.8%	25.6%
\$150,000 - \$199,999	17.7%	16.3%	16.3%
\$200,000 - \$249,999	12.9%	9.6%	8.7%
\$250,000 - \$299,999	7.1%	5.4%	4.7%
\$300,000 - \$399,999	7.0%	5.0%	4.1%
\$400,000 - \$499,999	2.8%	1.8%	1.6%
\$500,000 - \$749,999	1.8%	1.3%	1.2%
\$750,000 - \$999,999	0.3%	0.2%	0.2%
\$1,000,000 +	0.5%	0.3%	0.3%
Average Home Value	\$182,338	\$156,902	\$150,273
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	17,655	81,319	353,907
<\$50,000	6.2%	7.3%	9.2%
\$50,000 - \$99,999	13.0%	20.4%	20.1%
\$100,000 - \$149,999	21.3%	21.7%	20.8%
\$150,000 - \$199,999	21.0%	19.3%	19.8%
\$200,000 - \$249,999	16.5%	13.0%	12.7%
\$250,000 - \$299,999	9.2%	7.7%	7.1%
\$300,000 - \$399,999	6.9%	6.0%	5.4%
\$400,000 - \$499,999	3.0%	2.3%	2.1%
\$500,000 - \$749,999	2.1%	1.7%	2.0%
\$750,000 - \$999,999	0.4%	0.3%	0.4%
\$1,000,000 +	0.4%	0.3%	0.3%
Average Home Value	\$196,285	\$176,672	\$174,647

**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.



# Market Profile

12701 County Road 212, Findlay, OH 45840  
 Rings: 10, 30, 50 mile radii

Latitude: 41.077  
 Longitude: -83.627

	10 mile	30 mile	50 mile
<b>2010 Population by Age</b>			
Total	66,102	299,086	1,324,093
0 - 4	6.5%	6.1%	6.3%
5 - 9	6.3%	6.2%	6.5%
10 - 14	6.7%	6.5%	6.7%
15 - 24	15.0%	17.6%	14.7%
25 - 34	12.4%	11.4%	11.8%
35 - 44	12.4%	11.7%	12.3%
45 - 54	14.8%	14.5%	15.0%
55 - 64	12.1%	12.1%	12.7%
65 - 74	7.3%	7.1%	7.3%
75 - 84	4.6%	4.6%	4.7%
85 +	2.0%	2.2%	2.0%
18 +	76.4%	77.1%	76.2%
<b>2015 Population by Age</b>			
Total	65,318	301,012	1,318,949
0 - 4	6.1%	5.7%	6.0%
5 - 9	6.1%	5.9%	6.1%
10 - 14	6.1%	6.0%	6.3%
15 - 24	14.5%	17.5%	14.3%
25 - 34	13.2%	12.0%	12.4%
35 - 44	11.6%	11.0%	11.7%
45 - 54	13.0%	12.7%	13.3%
55 - 64	13.5%	13.5%	14.0%
65 - 74	8.9%	8.7%	9.0%
75 - 84	4.7%	4.6%	4.6%
85 +	2.2%	2.3%	2.2%
18 +	77.9%	78.7%	77.9%
<b>2020 Population by Age</b>			
Total	65,598	303,276	1,318,567
0 - 4	6.0%	5.6%	5.9%
5 - 9	5.9%	5.7%	5.9%
10 - 14	6.2%	6.1%	6.3%
15 - 24	13.6%	16.6%	13.3%
25 - 34	12.9%	12.0%	12.6%
35 - 44	12.0%	11.3%	11.8%
45 - 54	11.7%	11.4%	12.1%
55 - 64	13.5%	13.5%	13.9%
65 - 74	10.4%	10.4%	10.9%
75 - 84	5.4%	5.2%	5.3%
85 +	2.3%	2.3%	2.2%
18 +	78.3%	79.0%	78.2%
<b>2010 Population by Sex</b>			
Males	32,029	147,096	651,963
Females	34,072	151,989	672,128
<b>2015 Population by Sex</b>			
Males	31,700	148,492	651,527
Females	33,619	152,522	667,423
<b>2020 Population by Sex</b>			
Males	31,868	149,973	652,955
Females	33,729	153,303	665,612

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



# Market Profile

12701 County Road 212, Findlay, OH 45840  
Rings: 10, 30, 50 mile radii

Latitude: 41.077  
Longitude: -83.627

	10 mile	30 mile	50 mile
<b>2010 Population by Race/Ethnicity</b>			
Total	66,101	299,085	1,324,092
White Alone	93.0%	93.9%	86.6%
Black Alone	1.6%	1.7%	8.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.9%	1.0%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	1.5%	1.6%
Two or More Races	1.8%	1.6%	2.2%
Hispanic Origin	4.8%	4.5%	4.9%
Diversity Index	21.2	19.3	31.4
<b>2015 Population by Race/Ethnicity</b>			
Total	65,318	301,014	1,318,951
White Alone	92.2%	93.0%	85.6%
Black Alone	1.8%	2.0%	8.7%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	1.9%	1.0%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	1.8%	1.8%
Two or More Races	2.1%	1.9%	2.5%
Hispanic Origin	5.7%	5.3%	5.6%
Diversity Index	24.2	22.2	33.8
<b>2020 Population by Race/Ethnicity</b>			
Total	65,598	303,275	1,318,567
White Alone	91.2%	92.1%	84.6%
Black Alone	2.0%	2.3%	9.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.0%	1.1%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	2.0%	2.0%
Two or More Races	2.4%	2.2%	2.9%
Hispanic Origin	6.8%	6.1%	6.4%
Diversity Index	27.3	24.8	36.2
<b>2010 Population by Relationship and Household Type</b>			
Total	66,101	299,086	1,324,091
In Households	97.5%	95.3%	97.0%
In Family Households	79.5%	78.4%	80.3%
Householder	26.3%	25.6%	26.1%
Spouse	20.1%	20.1%	19.1%
Child	28.9%	28.8%	30.5%
Other relative	1.9%	1.7%	2.2%
Nonrelative	2.3%	2.1%	2.3%
In Nonfamily Households	17.9%	16.9%	16.6%
In Group Quarters	2.5%	4.7%	3.0%
Institutionalized Population	1.0%	1.1%	1.6%
Noninstitutionalized Population	1.5%	3.6%	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.

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



# Market Profile

12701 County Road 212, Findlay, OH 45840  
 Rings: 10, 30, 50 mile radii

Latitude: 41.077  
 Longitude: -83.627

	10 mile	30 mile	50 mile
<b>2015 Population 25+ by Educational Attainment</b>			
Total	43,904	194,931	886,970
Less than 9th Grade	2.0%	2.4%	2.8%
9th - 12th Grade, No Diploma	6.0%	6.0%	7.5%
High School Graduate	31.0%	35.8%	33.2%
GED/Alternative Credential	3.2%	3.7%	4.3%
Some College, No Degree	20.8%	19.5%	21.5%
Associate Degree	9.3%	10.0%	9.7%
Bachelor's Degree	18.0%	13.7%	13.1%
Graduate/Professional Degree	9.7%	8.9%	8.1%
<b>2015 Population 15+ by Marital Status</b>			
Total	53,358	247,729	1,075,603
Never Married	29.9%	32.2%	31.5%
Married	51.9%	51.4%	50.1%
Widowed	6.9%	6.2%	6.4%
Divorced	11.2%	10.2%	12.0%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.9%	94.4%	93.1%
Civilian Unemployed	5.1%	5.6%	6.9%
<b>2015 Employed Population 16+ by Industry</b>			
Total	33,849	150,253	618,604
Agriculture/Mining	1.3%	2.1%	1.7%
Construction	4.6%	5.4%	5.2%
Manufacturing	25.0%	22.7%	20.4%
Wholesale Trade	2.0%	1.8%	2.2%
Retail Trade	12.2%	11.6%	11.2%
Transportation/Utilities	4.9%	4.6%	5.3%
Information	1.3%	1.1%	1.3%
Finance/Insurance/Real Estate	3.4%	3.8%	4.2%
Services	43.1%	44.1%	45.4%
Public Administration	2.2%	2.8%	3.1%
<b>2015 Employed Population 16+ by Occupation</b>			
Total	33,849	150,254	618,603
White Collar	55.0%	51.3%	51.9%
Management/Business/Financial	13.3%	11.2%	10.7%
Professional	19.2%	19.2%	18.7%
Sales	9.1%	8.6%	9.4%
Administrative Support	13.4%	12.3%	13.1%
Services	15.7%	17.7%	18.4%
Blue Collar	29.3%	31.1%	29.6%
Farming/Forestry/Fishing	0.6%	0.8%	0.7%
Construction/Extraction	4.8%	5.6%	5.1%
Installation/Maintenance/Repair	4.3%	4.3%	4.1%
Production	11.2%	11.1%	10.9%
Transportation/Material Moving	8.4%	9.2%	8.8%

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



# Market Profile

12701 County Road 212, Findlay, OH 45840

Rings: 10, 30, 50 mile radii

Latitude: 41.077  
Longitude: -83.627

	10 mile	30 mile	50 mile
<b>2010 Households by Type</b>			
Total	26,723	115,389	522,940
Households with 1 Person	28.4%	26.5%	27.9%
Households with 2+ People	71.6%	73.5%	72.1%
Family Households	65.0%	66.5%	66.0%
Husband-wife Families	49.8%	52.2%	48.5%
With Related Children	20.0%	20.8%	19.3%
Other Family (No Spouse Present)	15.2%	14.3%	17.5%
Other Family with Male Householder	4.6%	4.6%	4.9%
With Related Children	3.0%	2.9%	3.0%
Other Family with Female Householder	10.6%	9.7%	12.6%
With Related Children	7.4%	6.7%	8.6%
Nonfamily Households	6.7%	7.0%	6.1%
All Households with Children	31.0%	30.9%	31.5%
Multigenerational Households	2.4%	2.5%	3.0%
Unmarried Partner Households	6.8%	6.5%	7.0%
Male-female	6.2%	6.1%	6.5%
Same-sex	0.6%	0.5%	0.5%
<b>2010 Households by Size</b>			
Total	26,722	115,389	522,942
1 Person Household	28.4%	26.5%	27.9%
2 Person Household	36.0%	36.1%	34.9%
3 Person Household	14.7%	15.3%	15.5%
4 Person Household	12.4%	12.8%	12.5%
5 Person Household	5.6%	6.1%	5.9%
6 Person Household	2.0%	2.1%	2.2%
7 + Person Household	1.0%	1.1%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	26,723	115,389	522,940
Owner Occupied	68.4%	71.4%	69.8%
Owned with a Mortgage/Loan	48.1%	47.1%	47.1%
Owned Free and Clear	20.3%	24.4%	22.7%
Renter Occupied	31.6%	28.6%	30.2%

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



# Market Profile

12701 County Road 212, Findlay, OH 45840  
Rings: 10, 30, 50 mile radii

Latitude: 41.077  
Longitude: -83.627

	10 mile	30 mile	50 mile
<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Rustbelt Traditions (5D)	Salt of the Earth (6B)	Salt of the Earth (6B)
<b>2.</b>	Traditional Living (12B)	Heartland Communities	Traditional Living (12B)
<b>3.</b>	Salt of the Earth (6B)	Traditional Living (12B)	Heartland Communities
<b>2015 Consumer Spending</b>			
Apparel & Services: Total \$	\$55,316,731	\$219,650,265	\$974,028,604
Average Spent	\$2,072.49	\$1,879.54	\$1,855.35
Spending Potential Index	90	81	80
Computers & Accessories: Total \$	\$6,246,145	\$24,885,702	\$109,412,674
Average Spent	\$234.02	\$212.95	\$208.41
Spending Potential Index	90	82	80
Education: Total \$	\$36,311,948	\$142,710,379	\$623,583,868
Average Spent	\$1,360.46	\$1,221.17	\$1,187.81
Spending Potential Index	89	80	78
Entertainment/Recreation: Total \$	\$80,407,190	\$327,118,277	\$1,441,927,550
Average Spent	\$3,012.52	\$2,799.14	\$2,746.61
Spending Potential Index	91	85	83
Food at Home: Total \$	\$127,694,263	\$520,044,994	\$2,301,056,254
Average Spent	\$4,784.17	\$4,450.00	\$4,383.09
Spending Potential Index	92	85	84
Food Away from Home: Total \$	\$79,185,618	\$316,987,231	\$1,396,285,035
Average Spent	\$2,966.75	\$2,712.45	\$2,659.67
Spending Potential Index	90	83	81
Health Care: Total \$	\$119,185,650	\$492,987,090	\$2,177,058,484
Average Spent	\$4,465.39	\$4,218.47	\$4,146.90
Spending Potential Index	94	89	87
HH Furnishings & Equipment: Total \$	\$44,758,789	\$181,518,663	\$799,165,721
Average Spent	\$1,676.92	\$1,553.25	\$1,522.26
Spending Potential Index	91	84	83
Investments: Total \$	\$53,083,451	\$208,666,131	\$906,987,560
Average Spent	\$1,988.81	\$1,785.55	\$1,727.64
Spending Potential Index	72	65	63
Retail Goods: Total \$	\$623,345,575	\$2,565,728,769	\$11,291,451,377
Average Spent	\$23,354.15	\$21,954.83	\$21,508.14
Spending Potential Index	92	86	84
Shelter: Total \$	\$392,542,461	\$1,526,135,331	\$6,800,063,820
Average Spent	\$14,706.92	\$13,059.07	\$12,952.87
Spending Potential Index	89	79	79
TV/Video/Audio: Total \$	\$32,331,030	\$131,138,213	\$582,471,320
Average Spent	\$1,211.31	\$1,122.14	\$1,109.50
Spending Potential Index	93	86	85
Travel: Total \$	\$46,449,593	\$183,317,175	\$809,257,622
Average Spent	\$1,740.27	\$1,568.64	\$1,541.49
Spending Potential Index	89	80	79
Vehicle Maintenance & Repairs: Total \$	\$27,202,939	\$109,821,513	\$484,801,782
Average Spent	\$1,019.18	\$939.74	\$923.46
Spending Potential Index	91	84	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.