



Market Profile

Dutch John Road and US 30, Van Wert, OH 45891
Rings: 10, 30, 50 mile radii

Latitude: 40.8858
Longitude: -84.5964

	10 mile	30 mile	50 mile
Population Summary			
2000 Total Population	22,895	393,440	1,015,215
2010 Total Population	22,227	391,708	1,035,372
2016 Total Population	22,276	396,445	1,054,744
2016 Group Quarters	372	8,250	22,354
2021 Total Population	22,238	400,869	1,071,391
2016-2021 Annual Rate	-0.03%	0.22%	0.31%
Household Summary			
2000 Households	8,975	146,937	384,526
2000 Average Household Size	2.50	2.62	2.58
2010 Households	8,859	149,285	398,276
2010 Average Household Size	2.47	2.57	2.54
2016 Households	8,986	151,959	407,537
2016 Average Household Size	2.44	2.55	2.53
2021 Households	9,027	154,121	414,919
2021 Average Household Size	2.42	2.55	2.53
2016-2021 Annual Rate	0.09%	0.28%	0.36%
2010 Families	6,089	103,223	273,764
2010 Average Family Size	2.98	3.10	3.07
2016 Families	6,089	103,796	276,960
2016 Average Family Size	2.96	3.10	3.07
2021 Families	6,073	104,624	280,302
2021 Average Family Size	2.95	3.10	3.07
2016-2021 Annual Rate	-0.05%	0.16%	0.24%
Housing Unit Summary			
2000 Housing Units	9,623	157,854	414,598
Owner Occupied Housing Units	75.3%	70.4%	70.1%
Renter Occupied Housing Units	18.0%	22.7%	22.7%
Vacant Housing Units	6.7%	6.9%	7.3%
2010 Housing Units	9,822	165,332	442,089
Owner Occupied Housing Units	69.3%	66.4%	66.5%
Renter Occupied Housing Units	20.9%	23.9%	23.6%
Vacant Housing Units	9.8%	9.7%	9.9%
2016 Housing Units	9,985	168,335	452,591
Owner Occupied Housing Units	66.6%	63.9%	64.2%
Renter Occupied Housing Units	23.4%	26.4%	25.9%
Vacant Housing Units	10.0%	9.7%	10.0%
2021 Housing Units	10,048	170,869	461,253
Owner Occupied Housing Units	66.4%	63.8%	64.1%
Renter Occupied Housing Units	23.4%	26.4%	25.9%
Vacant Housing Units	10.2%	9.8%	10.0%
Median Household Income			
2016	\$43,255	\$47,226	\$49,680
2021	\$50,447	\$53,201	\$55,208
Median Home Value			
2016	\$94,426	\$112,946	\$121,355
2021	\$125,509	\$139,228	\$149,186
Per Capita Income			
2016	\$22,491	\$22,969	\$24,364
2021	\$25,249	\$25,425	\$26,960
Median Age			
2010	40.3	37.6	37.5
2016	41.5	38.4	38.5
2021	42.2	39.0	39.2

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income			
Household Income Base	8,986	151,955	407,533
<\$15,000	11.5%	12.6%	11.4%
\$15,000 - \$24,999	11.9%	11.5%	11.1%
\$25,000 - \$34,999	15.1%	12.2%	11.8%
\$35,000 - \$49,999	18.1%	15.9%	16.0%
\$50,000 - \$74,999	20.6%	20.7%	20.9%
\$75,000 - \$99,999	11.2%	12.9%	13.2%
\$100,000 - \$149,999	8.6%	10.2%	10.9%
\$150,000 - \$199,999	1.8%	2.3%	2.7%
\$200,000+	1.3%	1.7%	2.1%
Average Household Income	\$55,210	\$59,273	\$62,362
2021 Households by Income			
Household Income Base	9,027	154,117	414,915
<\$15,000	11.5%	12.7%	11.4%
\$15,000 - \$24,999	11.9%	11.2%	10.8%
\$25,000 - \$34,999	10.8%	11.0%	10.3%
\$35,000 - \$49,999	15.2%	11.0%	11.0%
\$50,000 - \$74,999	23.1%	21.7%	22.2%
\$75,000 - \$99,999	12.8%	14.9%	15.3%
\$100,000 - \$149,999	10.9%	12.6%	13.3%
\$150,000 - \$199,999	2.4%	3.0%	3.4%
\$200,000+	1.5%	1.9%	2.4%
Average Household Income	\$61,650	\$65,469	\$68,931
2016 Owner Occupied Housing Units by Value			
Total	6,650	107,567	290,523
<\$50,000	16.9%	13.0%	12.0%
\$50,000 - \$99,999	37.2%	30.7%	28.2%
\$100,000 - \$149,999	19.5%	24.2%	23.1%
\$150,000 - \$199,999	11.6%	13.9%	15.3%
\$200,000 - \$249,999	8.3%	7.4%	8.4%
\$250,000 - \$299,999	2.1%	4.3%	5.0%
\$300,000 - \$399,999	2.7%	3.6%	4.5%
\$400,000 - \$499,999	1.0%	1.5%	1.8%
\$500,000 - \$749,999	0.4%	0.9%	1.2%
\$750,000 - \$999,999	0.2%	0.3%	0.5%
\$1,000,000 +	0.1%	0.2%	0.3%
Average Home Value	\$120,150	\$139,499	\$150,769
2021 Owner Occupied Housing Units by Value			
Total	6,676	108,961	295,473
<\$50,000	12.7%	9.8%	8.5%
\$50,000 - \$99,999	27.1%	22.9%	20.9%
\$100,000 - \$149,999	19.8%	22.1%	20.9%
\$150,000 - \$199,999	16.3%	19.2%	20.5%
\$200,000 - \$249,999	15.4%	12.2%	13.1%
\$250,000 - \$299,999	3.1%	6.1%	6.9%
\$300,000 - \$399,999	3.5%	4.3%	5.1%
\$400,000 - \$499,999	1.2%	1.6%	1.9%
\$500,000 - \$749,999	0.5%	1.1%	1.4%
\$750,000 - \$999,999	0.2%	0.4%	0.5%
\$1,000,000 +	0.1%	0.2%	0.3%
Average Home Value	\$143,368	\$160,729	\$171,194

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	22,226	391,710	1,035,371
0 - 4	6.8%	7.3%	7.0%
5 - 9	6.6%	7.3%	7.2%
10 - 14	6.9%	7.3%	7.3%
15 - 24	12.0%	13.3%	13.5%
25 - 34	11.4%	11.7%	11.9%
35 - 44	11.8%	12.0%	12.5%
45 - 54	14.8%	14.4%	14.7%
55 - 64	13.2%	12.3%	12.2%
65 - 74	8.0%	7.3%	7.1%
75 - 84	5.6%	4.8%	4.6%
85 +	2.9%	2.2%	2.1%
18 +	75.0%	73.5%	74.0%
2016 Population by Age			
Total	22,277	396,443	1,054,743
0 - 4	6.4%	7.0%	6.6%
5 - 9	6.3%	6.9%	6.8%
10 - 14	6.6%	7.0%	6.9%
15 - 24	11.9%	13.0%	13.2%
25 - 34	11.4%	12.2%	12.3%
35 - 44	11.4%	11.6%	12.0%
45 - 54	12.9%	12.7%	13.0%
55 - 64	14.5%	13.5%	13.5%
65 - 74	10.1%	9.1%	8.9%
75 - 84	5.4%	4.8%	4.5%
85 +	3.1%	2.4%	2.2%
18 +	76.7%	75.1%	75.7%
2021 Population by Age			
Total	22,238	400,868	1,071,391
0 - 4	6.2%	6.8%	6.5%
5 - 9	6.3%	6.8%	6.6%
10 - 14	6.7%	7.0%	6.9%
15 - 24	11.3%	12.3%	12.5%
25 - 34	11.3%	12.4%	12.3%
35 - 44	11.4%	11.7%	12.1%
45 - 54	11.7%	11.6%	12.0%
55 - 64	14.1%	13.1%	13.3%
65 - 74	11.9%	10.7%	10.5%
75 - 84	6.0%	5.3%	5.2%
85 +	3.0%	2.3%	2.2%
18 +	76.7%	75.4%	76.0%
2010 Population by Sex			
Males	10,740	192,877	511,085
Females	11,487	198,831	524,287
2016 Population by Sex			
Males	10,811	195,823	522,072
Females	11,465	200,622	532,672
2021 Population by Sex			
Males	10,844	198,848	532,295
Females	11,394	202,022	539,096

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	22,227	391,707	1,035,373
White Alone	96.1%	85.4%	89.1%
Black Alone	1.0%	9.2%	5.6%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	0.3%	1.3%	1.2%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	0.9%	1.7%	1.7%
Two or More Races	1.5%	2.1%	2.0%
Hispanic Origin	2.9%	4.2%	4.3%
Diversity Index	12.8	32.1	26.8
2016 Population by Race/Ethnicity			
Total	22,277	396,444	1,054,744
White Alone	95.2%	83.9%	87.5%
Black Alone	1.2%	9.5%	6.0%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	0.5%	1.7%	1.7%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	1.1%	2.0%	2.1%
Two or More Races	1.8%	2.5%	2.4%
Hispanic Origin	3.4%	5.0%	5.1%
Diversity Index	15.2	35.4	30.5
2021 Population by Race/Ethnicity			
Total	22,239	400,870	1,071,393
White Alone	95.2%	83.0%	86.2%
Black Alone	1.2%	9.6%	6.2%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	0.5%	2.0%	2.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.1%	2.2%	2.3%
Two or More Races	1.8%	2.8%	2.7%
Hispanic Origin	3.4%	5.5%	5.8%
Diversity Index	15.3	37.4	33.5
2010 Population by Relationship and Household Type			
Total	22,227	391,708	1,035,372
In Households	98.3%	97.9%	97.8%
In Family Households	83.7%	83.8%	83.3%
Householder	27.4%	26.4%	26.4%
Spouse	21.9%	20.0%	20.4%
Child	30.4%	33.3%	32.3%
Other relative	1.9%	2.1%	2.1%
Nonrelative	2.1%	2.1%	2.1%
In Nonfamily Households	14.6%	14.1%	14.5%
In Group Quarters	1.7%	2.1%	2.2%
Institutionalized Population	1.6%	1.7%	1.3%
Noninstitutionalized Population	0.1%	0.4%	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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Population 25+ by Educational Attainment			
Total	15,316	262,234	701,090
Less than 9th Grade	2.3%	3.3%	3.0%
9th - 12th Grade, No Diploma	6.4%	7.6%	6.9%
High School Graduate	44.4%	35.5%	34.0%
GED/Alternative Credential	3.3%	4.2%	4.2%
Some College, No Degree	18.0%	20.6%	20.6%
Associate Degree	8.9%	10.4%	10.2%
Bachelor's Degree	10.3%	11.6%	13.5%
Graduate/Professional Degree	6.4%	6.8%	7.7%
2016 Population 15+ by Marital Status			
Total	17,968	313,745	840,379
Never Married	23.2%	28.8%	28.4%
Married	56.8%	52.7%	53.4%
Widowed	6.7%	6.8%	6.2%
Divorced	13.4%	11.7%	11.9%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	93.4%	94.1%	94.7%
Civilian Unemployed	6.6%	5.9%	5.3%
2016 Employed Population 16+ by Industry			
Total	10,411	186,857	512,096
Agriculture/Mining	2.4%	1.9%	1.8%
Construction	4.8%	5.7%	5.2%
Manufacturing	33.3%	25.5%	25.6%
Wholesale Trade	2.2%	2.6%	2.7%
Retail Trade	9.1%	11.0%	11.0%
Transportation/Utilities	4.1%	4.0%	4.1%
Information	0.7%	1.2%	1.4%
Finance/Insurance/Real Estate	4.4%	4.1%	4.4%
Services	36.9%	41.3%	41.3%
Public Administration	2.2%	2.7%	2.5%
2016 Employed Population 16+ by Occupation			
Total	10,413	186,856	512,097
White Collar	45.7%	49.3%	51.5%
Management/Business/Financial	9.0%	10.3%	11.4%
Professional	16.9%	17.2%	18.6%
Sales	8.5%	8.7%	8.8%
Administrative Support	11.2%	13.1%	12.8%
Services	14.6%	17.1%	16.1%
Blue Collar	39.7%	33.6%	32.3%
Farming/Forestry/Fishing	0.7%	0.7%	0.7%
Construction/Extraction	3.5%	5.4%	4.7%
Installation/Maintenance/Repair	3.3%	3.6%	3.8%
Production	22.5%	15.0%	14.5%
Transportation/Material Moving	9.8%	8.8%	8.8%
2010 Population By Urban/ Rural Status			
Total Population	22,227	391,708	1,035,372
Population Inside Urbanized Area	0.0%	42.6%	37.3%
Population Inside Urbanized Cluster	48.6%	21.4%	25.0%
Rural Population	51.4%	36.0%	37.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	8,858	149,286	398,276
Households with 1 Person	27.3%	26.2%	26.2%
Households with 2+ People	72.7%	73.8%	73.8%
Family Households	68.7%	69.1%	68.7%
Husband-wife Families	54.9%	52.3%	53.0%
With Related Children	21.4%	21.7%	22.3%
Other Family (No Spouse Present)	13.9%	16.9%	15.8%
Other Family with Male Householder	4.4%	4.5%	4.7%
With Related Children	2.9%	2.9%	3.0%
Other Family with Female Householder	9.5%	12.3%	11.1%
With Related Children	6.3%	8.6%	7.7%
Nonfamily Households	4.0%	4.6%	5.0%
All Households with Children	31.2%	33.7%	33.6%
Multigenerational Households	2.7%	3.1%	2.8%
Unmarried Partner Households	5.8%	6.1%	6.3%
Male-female	5.5%	5.6%	5.8%
Same-sex	0.4%	0.5%	0.5%
2010 Households by Size			
Total	8,859	149,287	398,277
1 Person Household	27.3%	26.2%	26.2%
2 Person Household	36.1%	34.7%	34.8%
3 Person Household	14.6%	15.2%	15.2%
4 Person Household	12.1%	12.7%	13.0%
5 Person Household	6.2%	6.7%	6.7%
6 Person Household	2.6%	2.7%	2.6%
7 + Person Household	1.0%	1.8%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	8,859	149,285	398,276
Owner Occupied	76.8%	73.5%	73.8%
Owned with a Mortgage/Loan	48.7%	48.8%	50.2%
Owned Free and Clear	28.1%	24.7%	23.7%
Renter Occupied	23.2%	26.5%	26.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	9,822	165,332	442,089
Housing Units Inside Urbanized Area	0.0%	43.5%	38.1%
Housing Units Inside Urbanized Cluster	51.8%	22.8%	26.5%
Rural Housing Units	48.2%	33.6%	35.4%

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.	Heartland Communities	Heartland Communities	Heartland Communities
3.	Traditional Living (12B)	Traditional Living (12B)	Traditional Living (12B)
2016 Consumer Spending			
Apparel & Services: Total \$	\$12,440,736	\$229,387,654	\$648,042,832
Average Spent	\$1,384.46	\$1,509.54	\$1,590.14
Spending Potential Index	69	75	79
Education: Total \$	\$8,314,669	\$155,123,875	\$440,029,022
Average Spent	\$925.29	\$1,020.83	\$1,079.73
Spending Potential Index	65	72	76
Entertainment/Recreation: Total \$	\$19,198,535	\$346,477,690	\$976,737,434
Average Spent	\$2,136.49	\$2,280.07	\$2,396.68
Spending Potential Index	73	78	82
Food at Home: Total \$	\$33,442,694	\$607,355,499	\$1,705,860,575
Average Spent	\$3,721.64	\$3,996.84	\$4,185.78
Spending Potential Index	75	80	84
Food Away from Home: Total \$	\$19,540,863	\$358,841,499	\$1,013,732,889
Average Spent	\$2,174.59	\$2,361.44	\$2,487.46
Spending Potential Index	70	76	80
Health Care: Total \$	\$37,840,265	\$667,970,762	\$1,873,542,161
Average Spent	\$4,211.02	\$4,395.73	\$4,597.23
Spending Potential Index	79	83	87
HH Furnishings & Equipment: Total \$	\$11,436,853	\$207,602,765	\$586,378,919
Average Spent	\$1,272.74	\$1,366.18	\$1,438.84
Spending Potential Index	72	77	81
Personal Care Products & Services: Total \$	\$4,696,214	\$84,969,217	\$239,716,212
Average Spent	\$522.61	\$559.16	\$588.21
Spending Potential Index	71	76	80
Shelter: Total \$	\$93,726,445	\$1,741,853,473	\$4,912,451,768
Average Spent	\$10,430.27	\$11,462.65	\$12,054.00
Spending Potential Index	67	74	77
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,135,549	\$286,538,316	\$805,548,849
Average Spent	\$1,795.63	\$1,885.63	\$1,976.63
Spending Potential Index	77	81	85
Travel: Total \$	\$11,769,432	\$211,248,062	\$598,826,245
Average Spent	\$1,309.75	\$1,390.16	\$1,469.38
Spending Potential Index	70	75	79
Vehicle Maintenance & Repairs: Total \$	\$7,026,525	\$126,058,976	\$354,820,864
Average Spent	\$781.94	\$829.56	\$870.65
Spending Potential Index	76	80	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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.