



# Market Profile

Bogner Business Park  
 Lat.: 40.843 Long.: -81.908  
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM  
 Latitude: 40.84263  
 Longitude: -81.90839

	20 minutes	40 minutes	60 minutes
<b>Population Summary</b>			
2000 Total Population	70,049	510,245	1,961,581
2010 Total Population	71,434	528,285	1,993,892
2016 Total Population	72,137	535,323	2,004,486
2016 Group Quarters	3,171	10,247	52,148
2021 Total Population	72,533	541,315	2,014,078
2016-2021 Annual Rate	0.11%	0.22%	0.10%
2016 Total Daytime Population	78,676	515,504	1,943,611
Workers	42,187	234,552	910,960
Residents	36,489	280,952	1,032,651
<b>Household Summary</b>			
2000 Households	26,267	190,950	761,101
2000 Average Household Size	2.55	2.62	2.51
2010 Households	27,661	202,202	794,347
2010 Average Household Size	2.48	2.56	2.44
2016 Households	28,259	206,483	805,429
2016 Average Household Size	2.44	2.54	2.42
2021 Households	28,636	209,658	812,768
2021 Average Household Size	2.42	2.53	2.41
2016-2021 Annual Rate	0.27%	0.31%	0.18%
2010 Families	18,800	140,673	524,901
2010 Average Family Size	3.01	3.08	3.00
2016 Families	18,937	141,904	525,088
2016 Average Family Size	2.98	3.07	2.99
2021 Families	19,052	143,226	526,318
2021 Average Family Size	2.97	3.06	2.99
2016-2021 Annual Rate	0.12%	0.19%	0.05%
<b>Housing Unit Summary</b>			
2000 Housing Units	27,578	201,264	803,699
Owner Occupied Housing Units	66.4%	70.8%	69.4%
Renter Occupied Housing Units	28.9%	24.1%	25.3%
Vacant Housing Units	4.8%	5.1%	5.3%
2010 Housing Units	29,872	219,299	864,135
Owner Occupied Housing Units	64.6%	67.5%	65.6%
Renter Occupied Housing Units	28.0%	24.7%	26.3%
Vacant Housing Units	7.4%	7.8%	8.1%
2016 Housing Units	30,460	224,295	877,511
Owner Occupied Housing Units	62.2%	64.9%	62.9%
Renter Occupied Housing Units	30.6%	27.2%	28.9%
Vacant Housing Units	7.2%	7.9%	8.2%
2021 Housing Units	30,938	228,217	887,621
Owner Occupied Housing Units	61.9%	64.6%	62.6%
Renter Occupied Housing Units	30.7%	27.2%	29.0%
Vacant Housing Units	7.4%	8.1%	8.4%
<b>Median Household Income</b>			
2016	\$48,468	\$50,557	\$50,763
2021	\$54,988	\$56,300	\$56,872
<b>Median Home Value</b>			
2016	\$143,766	\$142,668	\$144,434
2021	\$174,207	\$173,740	\$174,025
<b>Per Capita Income</b>			
2016	\$24,301	\$25,433	\$27,100
2021	\$27,296	\$28,196	\$30,016
<b>Median Age</b>			
2010	39.1	39.3	40.2
2016	40.0	40.3	41.3
2021	40.6	41.0	42.0

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



# Market Profile

Bogner Business Park  
 Lat.: 40.843 Long.: -81.908  
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM  
 Latitude: 40.84263  
 Longitude: -81.90839

	20 minutes	40 minutes	60 minutes
<b>2016 Households by Income</b>			
Household Income Base	28,259	206,483	805,429
<\$15,000	12.1%	11.9%	12.2%
\$15,000 - \$24,999	11.4%	11.1%	11.0%
\$25,000 - \$34,999	11.9%	11.2%	11.1%
\$35,000 - \$49,999	15.7%	15.1%	14.8%
\$50,000 - \$74,999	20.0%	19.9%	19.0%
\$75,000 - \$99,999	12.6%	12.9%	12.8%
\$100,000 - \$149,999	11.7%	11.7%	12.4%
\$150,000 - \$199,999	2.5%	3.4%	3.7%
\$200,000+	2.0%	2.9%	3.1%
Average Household Income	\$61,315	\$65,198	\$66,541
<b>2021 Households by Income</b>			
Household Income Base	28,636	209,658	812,768
<\$15,000	11.7%	11.9%	12.1%
\$15,000 - \$24,999	11.1%	10.5%	10.5%
\$25,000 - \$34,999	8.1%	10.1%	10.9%
\$35,000 - \$49,999	13.0%	10.3%	9.3%
\$50,000 - \$74,999	21.8%	21.2%	20.0%
\$75,000 - \$99,999	14.6%	14.7%	14.5%
\$100,000 - \$149,999	14.1%	14.0%	14.8%
\$150,000 - \$199,999	3.4%	4.2%	4.5%
\$200,000+	2.2%	3.2%	3.5%
Average Household Income	\$68,474	\$72,071	\$73,491
<b>2016 Owner Occupied Housing Units by Value</b>			
Total	18,936	145,490	551,766
<\$50,000	8.4%	9.0%	8.3%
\$50,000 - \$99,999	16.9%	21.8%	20.7%
\$100,000 - \$149,999	28.3%	22.4%	23.6%
\$150,000 - \$199,999	20.9%	17.6%	18.4%
\$200,000 - \$249,999	10.8%	10.9%	11.4%
\$250,000 - \$299,999	7.6%	6.5%	6.4%
\$300,000 - \$399,999	4.0%	6.4%	6.0%
\$400,000 - \$499,999	1.5%	3.1%	3.0%
\$500,000 - \$749,999	1.0%	1.5%	1.5%
\$750,000 - \$999,999	0.3%	0.4%	0.4%
\$1,000,000 +	0.4%	0.3%	0.3%
Average Home Value	\$166,635	\$172,586	\$173,567
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	19,148	147,501	555,679
<\$50,000	4.2%	5.7%	5.6%
\$50,000 - \$99,999	9.7%	15.9%	15.6%
\$100,000 - \$149,999	22.5%	17.6%	17.7%
\$150,000 - \$199,999	28.2%	22.6%	23.1%
\$200,000 - \$249,999	16.7%	16.4%	16.7%
\$250,000 - \$299,999	10.8%	9.3%	9.2%
\$300,000 - \$399,999	4.8%	6.9%	6.4%
\$400,000 - \$499,999	1.5%	3.3%	3.3%
\$500,000 - \$749,999	1.0%	1.6%	1.6%
\$750,000 - \$999,999	0.3%	0.4%	0.4%
\$1,000,000 +	0.4%	0.3%	0.3%
Average Home Value	\$190,312	\$193,358	\$193,224

**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.



# Market Profile

Bogner Business Park  
 Lat.: 40.843 Long.: -81.908  
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM  
 Latitude: 40.84263  
 Longitude: -81.90839

	20 minutes	40 minutes	60 minutes
<b>2010 Population by Age</b>			
Total	71,435	528,282	1,993,889
0 - 4	6.3%	6.4%	5.9%
5 - 9	6.5%	6.9%	6.3%
10 - 14	6.7%	7.3%	6.7%
15 - 24	14.7%	12.9%	13.4%
25 - 34	11.2%	11.2%	11.5%
35 - 44	11.7%	12.8%	12.6%
45 - 54	14.6%	15.2%	15.4%
55 - 64	12.9%	12.8%	13.1%
65 - 74	8.0%	7.7%	7.8%
75 - 84	5.1%	4.8%	5.2%
85 +	2.4%	2.1%	2.3%
18 +	76.4%	74.9%	77.0%
<b>2016 Population by Age</b>			
Total	72,137	535,322	2,004,487
0 - 4	5.9%	6.1%	5.6%
5 - 9	6.1%	6.4%	5.9%
10 - 14	6.3%	6.8%	6.3%
15 - 24	14.3%	12.7%	13.0%
25 - 34	11.9%	11.8%	12.0%
35 - 44	11.1%	11.9%	11.8%
45 - 54	12.7%	13.6%	13.8%
55 - 64	13.9%	13.9%	14.3%
65 - 74	9.8%	9.6%	9.8%
75 - 84	5.3%	4.9%	5.2%
85 +	2.6%	2.2%	2.5%
18 +	78.0%	76.7%	78.6%
<b>2021 Population by Age</b>			
Total	72,532	541,315	2,014,078
0 - 4	5.7%	6.0%	5.4%
5 - 9	6.0%	6.2%	5.6%
10 - 14	6.4%	6.7%	6.1%
15 - 24	13.7%	12.0%	12.3%
25 - 34	11.6%	11.8%	12.0%
35 - 44	11.4%	12.0%	12.1%
45 - 54	11.4%	12.4%	12.5%
55 - 64	13.6%	13.8%	14.1%
65 - 74	11.3%	11.2%	11.5%
75 - 84	6.2%	5.6%	5.9%
85 +	2.6%	2.3%	2.5%
18 +	78.2%	77.2%	79.2%
<b>2010 Population by Sex</b>			
Males	34,986	259,120	973,523
Females	36,448	269,165	1,020,369
<b>2016 Population by Sex</b>			
Males	35,447	263,357	981,293
Females	36,690	271,966	1,023,192
<b>2021 Population by Sex</b>			
Males	35,788	267,214	988,885
Females	36,745	274,102	1,025,193

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



# Market Profile

Bogner Business Park  
 Lat.: 40.843 Long.: -81.908  
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM  
 Latitude: 40.84263  
 Longitude: -81.90839

	20 minutes	40 minutes	60 minutes
<b>2010 Population by Race/Ethnicity</b>			
Total	71,434	528,285	1,993,891
White Alone	94.3%	92.4%	88.3%
Black Alone	2.2%	4.5%	7.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.1%	0.9%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.4%	0.7%
Two or More Races	1.7%	1.6%	1.9%
Hispanic Origin	1.9%	1.4%	2.2%
Diversity Index	14.4	16.7	24.8
<b>2016 Population by Race/Ethnicity</b>			
Total	72,137	535,323	2,004,484
White Alone	93.1%	91.4%	87.0%
Black Alone	2.5%	4.7%	7.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.4%	1.2%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.5%	0.8%
Two or More Races	2.0%	2.0%	2.3%
Hispanic Origin	2.3%	1.8%	2.8%
Diversity Index	17.0	19.2	27.8
<b>2021 Population by Race/Ethnicity</b>			
Total	72,532	541,316	2,014,077
White Alone	92.1%	90.5%	85.9%
Black Alone	2.6%	4.9%	7.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.6%	1.5%	2.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	0.6%	1.0%
Two or More Races	2.4%	2.3%	2.7%
Hispanic Origin	2.7%	2.2%	3.4%
Diversity Index	19.6	21.5	30.5
<b>2010 Population by Relationship and Household Type</b>			
Total	71,434	528,285	1,993,892
In Households	95.9%	98.1%	97.4%
In Family Households	81.1%	84.1%	81.0%
Householder	26.2%	26.6%	26.3%
Spouse	20.9%	20.6%	19.8%
Child	30.0%	32.4%	30.3%
Other relative	2.1%	2.3%	2.5%
Nonrelative	2.0%	2.1%	2.0%
In Nonfamily Households	14.7%	14.0%	16.4%
In Group Quarters	4.1%	1.9%	2.6%
Institutionalized Population	1.3%	1.0%	1.4%
Noninstitutionalized Population	2.9%	0.9%	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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Bogner Business Park  
 Lat.: 40.843 Long.: -81.908  
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM  
 Latitude: 40.84263  
 Longitude: -81.90839

	20 minutes	40 minutes	60 minutes
<b>2016 Population 25+ by Educational Attainment</b>			
Total	48,617	363,577	1,388,856
Less than 9th Grade	4.6%	4.7%	3.3%
9th - 12th Grade, No Diploma	7.0%	7.1%	6.7%
High School Graduate	35.6%	35.0%	31.6%
GED/Alternative Credential	4.3%	3.7%	3.5%
Some College, No Degree	17.1%	18.5%	20.3%
Associate Degree	7.1%	8.3%	8.6%
Bachelor's Degree	15.0%	15.0%	16.7%
Graduate/Professional Degree	9.2%	7.8%	9.3%
<b>2016 Population 15+ by Marital Status</b>			
Total	58,932	431,777	1,650,440
Never Married	29.4%	28.8%	31.2%
Married	53.6%	53.2%	50.3%
Widowed	6.0%	6.3%	6.6%
Divorced	11.0%	11.7%	12.0%
<b>2016 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.5%	95.0%	94.6%
Civilian Unemployed	3.5%	5.0%	5.4%
<b>2016 Employed Population 16+ by Industry</b>			
Total	36,154	258,140	977,671
Agriculture/Mining	3.9%	2.1%	1.1%
Construction	4.5%	6.3%	5.7%
Manufacturing	22.5%	19.5%	17.3%
Wholesale Trade	2.6%	2.9%	3.0%
Retail Trade	12.4%	11.6%	11.5%
Transportation/Utilities	5.1%	5.1%	4.6%
Information	1.0%	1.4%	1.5%
Finance/Insurance/Real Estate	3.9%	4.9%	5.6%
Services	42.4%	43.6%	46.7%
Public Administration	1.7%	2.7%	3.1%
<b>2016 Employed Population 16+ by Occupation</b>			
Total	36,154	258,139	977,670
White Collar	53.3%	54.6%	58.2%
Management/Business/Financial	10.0%	12.3%	13.4%
Professional	21.1%	18.8%	20.8%
Sales	8.9%	10.1%	10.4%
Administrative Support	13.2%	13.3%	13.6%
Services	15.9%	16.8%	17.1%
Blue Collar	30.9%	28.6%	24.6%
Farming/Forestry/Fishing	2.1%	0.9%	0.4%
Construction/Extraction	4.1%	5.1%	4.5%
Installation/Maintenance/Repair	3.1%	3.9%	3.5%
Production	11.9%	10.5%	9.1%
Transportation/Material Moving	9.6%	8.2%	7.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	71,434	528,285	1,993,892
Population Inside Urbanized Area	0.3%	53.6%	73.3%
Population Inside Urbanized Cluster	57.5%	13.7%	7.7%
Rural Population	42.1%	32.7%	19.0%

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



# Market Profile

Bogner Business Park  
 Lat.: 40.843 Long.: -81.908  
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM  
 Latitude: 40.84263  
 Longitude: -81.90839

	20 minutes	40 minutes	60 minutes
<b>2010 Households by Type</b>			
Total	27,661	202,202	794,347
Households with 1 Person	27.2%	25.4%	28.2%
Households with 2+ People	72.8%	74.6%	71.8%
Family Households	68.0%	69.6%	66.1%
Husband-wife Families	54.3%	53.9%	49.8%
With Related Children	21.2%	22.4%	19.9%
Other Family (No Spouse Present)	13.7%	15.7%	16.3%
Other Family with Male Householder	4.0%	4.5%	4.4%
With Related Children	2.3%	2.7%	2.4%
Other Family with Female Householder	9.7%	11.2%	11.9%
With Related Children	6.5%	7.2%	7.5%
Nonfamily Households	4.8%	5.0%	5.8%
All Households with Children	30.5%	32.8%	30.2%
Multigenerational Households	2.7%	3.1%	2.9%
Unmarried Partner Households	5.8%	6.3%	6.3%
Male-female	5.4%	5.8%	5.7%
Same-sex	0.4%	0.5%	0.5%
<b>2010 Households by Size</b>			
Total	27,663	202,202	794,348
1 Person Household	27.2%	25.4%	28.2%
2 Person Household	36.0%	34.9%	34.9%
3 Person Household	15.1%	15.9%	15.6%
4 Person Household	12.1%	13.4%	12.5%
5 Person Household	5.5%	6.1%	5.6%
6 Person Household	2.4%	2.4%	2.0%
7 + Person Household	1.7%	1.8%	1.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	27,661	202,202	794,347
Owner Occupied	69.8%	73.2%	71.4%
Owned with a Mortgage/Loan	44.3%	50.4%	49.3%
Owned Free and Clear	25.4%	22.9%	22.1%
Renter Occupied	30.2%	26.8%	28.6%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	29,872	219,299	864,135
Housing Units Inside Urbanized Area	0.3%	56.2%	75.2%
Housing Units Inside Urbanized Cluster	61.6%	14.8%	7.9%
Rural Housing Units	38.0%	29.0%	16.9%

**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.

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



# Market Profile

Bogner Business Park  
 Lat.: 40.843 Long.: -81.908  
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM  
 Latitude: 40.84263  
 Longitude: -81.90839

	20 minutes	40 minutes	60 minutes
<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>	Midlife Constants (5E)	Traditional Living (12B)	Rustbelt Traditions (5D)
<b>3.</b>	Traditional Living (12B)	Green Acres (6A)	Comfortable Empty Nesters
<b>2016 Consumer Spending</b>			
Apparel & Services: Total \$	\$44,014,149	\$342,638,532	\$1,371,977,250
Average Spent	\$1,557.53	\$1,659.40	\$1,703.41
Spending Potential Index	77	82	85
Education: Total \$	\$30,171,622	\$236,610,264	\$968,518,818
Average Spent	\$1,067.68	\$1,145.91	\$1,202.49
Spending Potential Index	75	81	85
Entertainment/Recreation: Total \$	\$66,379,304	\$514,370,864	\$2,036,938,741
Average Spent	\$2,348.96	\$2,491.11	\$2,529.01
Spending Potential Index	81	85	87
Food at Home: Total \$	\$115,289,994	\$889,221,276	\$3,517,684,108
Average Spent	\$4,079.76	\$4,306.51	\$4,367.47
Spending Potential Index	82	86	88
Food Away from Home: Total \$	\$68,786,862	\$533,780,972	\$2,129,937,058
Average Spent	\$2,434.16	\$2,585.11	\$2,644.48
Spending Potential Index	79	84	86
Health Care: Total \$	\$128,092,484	\$980,621,641	\$3,842,318,006
Average Spent	\$4,532.80	\$4,749.16	\$4,770.52
Spending Potential Index	86	90	90
HH Furnishings & Equipment: Total \$	\$39,959,850	\$310,291,070	\$1,234,714,580
Average Spent	\$1,414.06	\$1,502.74	\$1,532.99
Spending Potential Index	80	85	87
Personal Care Products & Services: Total \$	\$16,403,865	\$126,961,818	\$505,484,713
Average Spent	\$580.48	\$614.88	\$627.60
Spending Potential Index	79	84	86
Shelter: Total \$	\$336,102,927	\$2,617,769,669	\$10,581,795,231
Average Spent	\$11,893.66	\$12,677.89	\$13,138.09
Spending Potential Index	76	81	84
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$55,376,017	\$425,574,844	\$1,682,849,415
Average Spent	\$1,959.59	\$2,061.06	\$2,089.38
Spending Potential Index	84	89	90
Travel: Total \$	\$41,259,588	\$321,877,382	\$1,284,426,380
Average Spent	\$1,460.05	\$1,558.86	\$1,594.71
Spending Potential Index	78	84	86
Vehicle Maintenance & Repairs: Total \$	\$24,062,460	\$185,598,241	\$732,218,256
Average Spent	\$851.50	\$898.85	\$909.10
Spending Potential Index	82	87	88

**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.