



Market Profile

Gateway Commerce Park
 Lat.: 40.691 Long.: -84.113
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 40.69064
 Longitude: -84.11268

	20 minutes	40 minutes	60 minutes
Population Summary			
2000 Total Population	112,579	301,478	640,451
2010 Total Population	110,502	299,693	644,689
2016 Total Population	110,594	301,302	649,369
2016 Group Quarters	5,362	9,990	14,346
2021 Total Population	110,488	302,382	653,689
2016-2021 Annual Rate	-0.02%	0.07%	0.13%
2016 Total Daytime Population	114,931	300,196	636,588
Workers	57,794	147,670	304,636
Residents	57,137	152,526	331,952
Household Summary			
2000 Households	42,616	113,198	241,994
2000 Average Household Size	2.51	2.57	2.58
2010 Households	42,771	115,225	249,784
2010 Average Household Size	2.46	2.51	2.52
2016 Households	43,124	116,659	253,422
2016 Average Household Size	2.44	2.50	2.51
2021 Households	43,274	117,511	256,060
2021 Average Household Size	2.43	2.49	2.50
2016-2021 Annual Rate	0.07%	0.15%	0.21%
2010 Families	28,392	79,568	173,238
2010 Average Family Size	2.99	3.02	3.02
2016 Families	28,213	79,514	173,444
2016 Average Family Size	2.98	3.01	3.02
2021 Families	28,105	79,566	174,073
2021 Average Family Size	2.98	3.01	3.01
2016-2021 Annual Rate	-0.08%	0.01%	0.07%
Housing Unit Summary			
2000 Housing Units	46,310	124,154	260,600
Owner Occupied Housing Units	66.1%	68.3%	69.9%
Renter Occupied Housing Units	26.0%	22.9%	22.9%
Vacant Housing Units	8.0%	8.8%	7.1%
2010 Housing Units	47,330	130,647	277,190
Owner Occupied Housing Units	62.4%	64.4%	66.2%
Renter Occupied Housing Units	28.0%	23.8%	23.9%
Vacant Housing Units	9.6%	11.8%	9.9%
2016 Housing Units	47,412	132,218	281,641
Owner Occupied Housing Units	60.0%	61.9%	63.5%
Renter Occupied Housing Units	31.0%	26.3%	26.4%
Vacant Housing Units	9.0%	11.8%	10.0%
2021 Housing Units	47,559	133,399	285,263
Owner Occupied Housing Units	59.9%	61.7%	63.3%
Renter Occupied Housing Units	31.1%	26.4%	26.5%
Vacant Housing Units	9.0%	11.9%	10.2%
Median Household Income			
2016	\$45,040	\$48,900	\$50,137
2021	\$51,075	\$54,386	\$55,417
Median Home Value			
2016	\$110,541	\$123,785	\$127,749
2021	\$144,430	\$160,848	\$162,153
Per Capita Income			
2016	\$23,145	\$23,781	\$24,355
2021	\$25,404	\$26,339	\$27,029
Median Age			
2010	38.4	38.6	38.8
2016	39.2	39.5	39.9
2021	39.8	40.3	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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income			
Household Income Base	43,120	116,655	253,418
<\$15,000	14.8%	12.3%	11.6%
\$15,000 - \$24,999	12.6%	11.7%	11.5%
\$25,000 - \$34,999	11.4%	11.4%	11.5%
\$35,000 - \$49,999	15.1%	15.3%	15.2%
\$50,000 - \$74,999	20.3%	20.7%	20.9%
\$75,000 - \$99,999	11.1%	13.0%	13.3%
\$100,000 - \$149,999	10.1%	11.0%	11.2%
\$150,000 - \$199,999	2.5%	2.7%	2.8%
\$200,000+	2.1%	1.8%	1.9%
Average Household Income	\$58,487	\$60,646	\$61,792
2021 Households by Income			
Household Income Base	43,270	117,507	256,056
<\$15,000	15.1%	12.3%	11.5%
\$15,000 - \$24,999	12.0%	11.3%	11.1%
\$25,000 - \$34,999	11.1%	9.5%	9.5%
\$35,000 - \$49,999	10.3%	11.5%	11.4%
\$50,000 - \$74,999	21.1%	21.7%	22.0%
\$75,000 - \$99,999	12.7%	14.9%	15.2%
\$100,000 - \$149,999	12.3%	13.4%	13.7%
\$150,000 - \$199,999	3.1%	3.4%	3.6%
\$200,000+	2.2%	2.0%	2.1%
Average Household Income	\$64,006	\$67,012	\$68,392
2016 Owner Occupied Housing Units by Value			
Total	28,436	81,865	178,960
<\$50,000	16.1%	12.6%	11.0%
\$50,000 - \$99,999	29.5%	27.3%	26.6%
\$100,000 - \$149,999	20.9%	21.2%	22.4%
\$150,000 - \$199,999	14.3%	16.9%	16.2%
\$200,000 - \$249,999	7.6%	9.0%	9.6%
\$250,000 - \$299,999	4.3%	5.2%	5.5%
\$300,000 - \$399,999	3.4%	4.4%	5.0%
\$400,000 - \$499,999	2.0%	1.9%	2.0%
\$500,000 - \$749,999	1.2%	1.0%	1.1%
\$750,000 - \$999,999	0.3%	0.4%	0.4%
\$1,000,000 +	0.2%	0.2%	0.2%
Average Home Value	\$140,440	\$149,801	\$154,981
2021 Owner Occupied Housing Units by Value			
Total	28,480	82,331	180,500
<\$50,000	12.2%	8.9%	7.6%
\$50,000 - \$99,999	22.9%	18.1%	17.7%
\$100,000 - \$149,999	16.7%	17.9%	19.4%
\$150,000 - \$199,999	19.7%	23.5%	21.8%
\$200,000 - \$249,999	12.6%	14.8%	15.2%
\$250,000 - \$299,999	6.7%	7.6%	8.1%
\$300,000 - \$399,999	4.3%	5.3%	6.0%
\$400,000 - \$499,999	2.6%	2.2%	2.4%
\$500,000 - \$749,999	1.6%	1.2%	1.3%
\$750,000 - \$999,999	0.4%	0.4%	0.4%
\$1,000,000 +	0.2%	0.2%	0.2%
Average Home Value	\$165,142	\$174,987	\$179,178

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	110,500	299,693	644,689
0 - 4	6.5%	6.6%	6.7%
5 - 9	6.7%	6.8%	6.9%
10 - 14	6.7%	7.0%	7.1%
15 - 24	14.2%	13.9%	13.3%
25 - 34	11.9%	11.4%	11.4%
35 - 44	11.9%	12.2%	12.4%
45 - 54	14.6%	14.9%	15.0%
55 - 64	12.8%	12.6%	12.6%
65 - 74	7.5%	7.5%	7.6%
75 - 84	4.9%	4.9%	4.9%
85 +	2.2%	2.1%	2.1%
18 +	75.9%	75.2%	74.9%
2016 Population by Age			
Total	110,593	301,302	649,369
0 - 4	6.2%	6.3%	6.3%
5 - 9	6.3%	6.4%	6.5%
10 - 14	6.4%	6.6%	6.7%
15 - 24	13.6%	13.5%	13.0%
25 - 34	12.7%	12.0%	11.9%
35 - 44	11.6%	11.6%	11.8%
45 - 54	12.7%	13.1%	13.3%
55 - 64	13.8%	14.0%	13.9%
65 - 74	9.4%	9.4%	9.5%
75 - 84	5.0%	4.9%	4.9%
85 +	2.4%	2.3%	2.3%
18 +	77.6%	76.9%	76.6%
2021 Population by Age			
Total	110,489	302,383	653,689
0 - 4	6.1%	6.1%	6.1%
5 - 9	6.1%	6.3%	6.3%
10 - 14	6.3%	6.7%	6.7%
15 - 24	12.7%	12.7%	12.2%
25 - 34	13.0%	12.0%	11.9%
35 - 44	12.0%	11.9%	11.9%
45 - 54	11.6%	11.9%	12.1%
55 - 64	13.2%	13.8%	13.7%
65 - 74	11.2%	11.1%	11.1%
75 - 84	5.6%	5.5%	5.6%
85 +	2.4%	2.3%	2.3%
18 +	78.0%	77.1%	76.9%
2010 Population by Sex			
Males	55,685	149,756	319,585
Females	54,817	149,937	325,104
2016 Population by Sex			
Males	55,930	151,084	322,861
Females	54,664	150,218	326,508
2021 Population by Sex			
Males	56,181	152,353	326,253
Females	54,307	150,029	327,436

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	110,502	299,692	644,689
White Alone	84.4%	91.8%	93.5%
Black Alone	11.4%	4.8%	3.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.7%	0.6%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.7%	0.8%
Two or More Races	2.5%	1.8%	1.7%
Hispanic Origin	2.3%	2.0%	2.3%
Diversity Index	30.8	18.7	16.4
2016 Population by Race/Ethnicity			
Total	110,596	301,302	649,369
White Alone	82.8%	90.8%	92.5%
Black Alone	12.0%	5.2%	3.3%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	0.8%	0.8%	0.9%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	0.9%	0.8%	1.0%
Two or More Races	3.1%	2.2%	2.0%
Hispanic Origin	3.0%	2.5%	2.9%
Diversity Index	34.0	21.4	19.0
2021 Population by Race/Ethnicity			
Total	110,487	302,382	653,689
White Alone	82.8%	90.4%	91.9%
Black Alone	12.0%	5.3%	3.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.8%	0.8%	1.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.9%	0.9%	1.1%
Two or More Races	3.1%	2.3%	2.2%
Hispanic Origin	3.0%	2.7%	3.2%
Diversity Index	34.0	22.4	20.7
2010 Population by Relationship and Household Type			
Total	110,502	299,693	644,689
In Households	95.3%	96.7%	97.8%
In Family Households	79.3%	82.2%	83.4%
Householder	25.7%	26.5%	26.9%
Spouse	18.5%	20.5%	21.0%
Child	30.5%	31.1%	31.4%
Other relative	2.2%	1.9%	1.9%
Nonrelative	2.4%	2.2%	2.2%
In Nonfamily Households	16.0%	14.4%	14.4%
In Group Quarters	4.7%	3.3%	2.2%
Institutionalized Population	3.7%	1.9%	1.4%
Noninstitutionalized Population	1.0%	1.4%	0.9%

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	74,750	202,528	438,478
Less than 9th Grade	2.2%	2.2%	2.3%
9th - 12th Grade, No Diploma	8.8%	7.4%	7.5%
High School Graduate	35.3%	38.0%	38.0%
GED/Alternative Credential	4.6%	4.0%	4.0%
Some College, No Degree	21.7%	19.7%	19.2%
Associate Degree	10.4%	10.3%	10.0%
Bachelor's Degree	10.0%	11.1%	11.8%
Graduate/Professional Degree	7.0%	7.3%	7.2%
2016 Population 15+ by Marital Status			
Total	89,827	243,169	522,803
Never Married	32.1%	28.1%	27.2%
Married	47.7%	53.3%	54.3%
Widowed	6.7%	6.7%	6.8%
Divorced	13.5%	12.0%	11.7%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	92.6%	94.4%	94.6%
Civilian Unemployed	7.4%	5.6%	5.4%
2016 Employed Population 16+ by Industry			
Total	51,043	147,338	317,782
Agriculture/Mining	0.9%	1.9%	2.2%
Construction	5.3%	5.2%	5.7%
Manufacturing	21.5%	27.0%	27.6%
Wholesale Trade	2.8%	2.8%	2.5%
Retail Trade	11.6%	10.1%	10.2%
Transportation/Utilities	3.5%	3.8%	4.3%
Information	1.3%	0.9%	1.0%
Finance/Insurance/Real Estate	3.6%	3.2%	3.2%
Services	46.6%	42.3%	40.5%
Public Administration	2.9%	2.7%	2.8%
2016 Employed Population 16+ by Occupation			
Total	51,042	147,337	317,782
White Collar	49.0%	48.7%	49.1%
Management/Business/Financial	8.8%	10.3%	11.2%
Professional	17.5%	17.5%	17.5%
Sales	10.2%	8.4%	8.1%
Administrative Support	12.5%	12.5%	12.4%
Services	20.0%	17.1%	16.2%
Blue Collar	31.0%	34.2%	34.6%
Farming/Forestry/Fishing	0.3%	0.5%	0.7%
Construction/Extraction	5.0%	4.8%	4.9%
Installation/Maintenance/Repair	3.8%	4.0%	4.0%
Production	12.6%	15.6%	15.5%
Transportation/Material Moving	9.3%	9.4%	9.6%
2010 Population By Urban/ Rural Status			
Total Population	110,502	299,693	644,689
Population Inside Urbanized Area	65.7%	24.3%	21.3%
Population Inside Urbanized Cluster	9.6%	34.3%	33.7%
Rural Population	24.7%	41.4%	45.0%

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



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2010 Households by Type			
Total	42,772	115,224	249,784
Households with 1 Person	27.8%	26.0%	25.8%
Households with 2+ People	72.2%	74.0%	74.2%
Family Households	66.4%	69.1%	69.4%
Husband-wife Families	47.8%	53.4%	54.3%
With Related Children	18.4%	21.4%	22.0%
Other Family (No Spouse Present)	18.6%	15.6%	15.1%
Other Family with Male Householder	4.8%	4.7%	4.7%
With Related Children	3.1%	3.1%	3.0%
Other Family with Female Householder	13.8%	10.9%	10.3%
With Related Children	9.7%	7.5%	7.1%
Nonfamily Households	5.8%	5.0%	4.9%
All Households with Children	31.7%	32.5%	32.8%
Multigenerational Households	3.1%	2.7%	2.7%
Unmarried Partner Households	7.0%	6.3%	6.3%
Male-female	6.5%	5.9%	5.9%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	42,770	115,226	249,784
1 Person Household	27.8%	26.0%	25.8%
2 Person Household	35.1%	35.8%	35.8%
3 Person Household	15.1%	15.2%	15.2%
4 Person Household	12.3%	12.8%	12.9%
5 Person Household	6.1%	6.6%	6.5%
6 Person Household	2.3%	2.5%	2.5%
7 + Person Household	1.3%	1.3%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	42,771	115,225	249,784
Owner Occupied	69.0%	73.0%	73.4%
Owned with a Mortgage/Loan	45.6%	47.6%	48.8%
Owned Free and Clear	23.4%	25.4%	24.6%
Renter Occupied	31.0%	27.0%	26.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	47,330	130,647	277,190
Housing Units Inside Urbanized Area	67.0%	24.3%	21.8%
Housing Units Inside Urbanized Cluster	9.9%	36.5%	36.0%
Rural Housing Units	23.1%	39.2%	42.2%

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.

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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.	Hardscrabble Road (8G)	Heartland Communities	Heartland Communities
3.	Traditional Living (12B)	Traditional Living (12B)	Traditional Living (12B)
2016 Consumer Spending			
Apparel & Services: Total \$	\$64,536,944	\$179,230,381	\$396,428,068
Average Spent	\$1,496.54	\$1,536.36	\$1,564.30
Spending Potential Index	74	76	78
Education: Total \$	\$44,665,891	\$121,758,695	\$270,069,406
Average Spent	\$1,035.75	\$1,043.71	\$1,065.69
Spending Potential Index	73	74	75
Entertainment/Recreation: Total \$	\$96,512,828	\$272,224,864	\$602,440,504
Average Spent	\$2,238.03	\$2,333.51	\$2,377.22
Spending Potential Index	77	80	82
Food at Home: Total \$	\$169,690,232	\$474,591,759	\$1,047,932,984
Average Spent	\$3,934.94	\$4,068.20	\$4,135.13
Spending Potential Index	79	82	83
Food Away from Home: Total \$	\$100,624,926	\$280,621,714	\$620,589,857
Average Spent	\$2,333.39	\$2,405.49	\$2,448.84
Spending Potential Index	75	78	79
Health Care: Total \$	\$184,472,073	\$527,648,289	\$1,166,006,144
Average Spent	\$4,277.71	\$4,523.00	\$4,601.05
Spending Potential Index	81	85	87
HH Furnishings & Equipment: Total \$	\$58,120,536	\$163,130,680	\$361,074,301
Average Spent	\$1,347.75	\$1,398.35	\$1,424.79
Spending Potential Index	76	79	81
Personal Care Products & Services: Total \$	\$23,804,603	\$66,783,166	\$147,712,620
Average Spent	\$552.00	\$572.46	\$582.87
Spending Potential Index	75	78	80
Shelter: Total \$	\$495,716,736	\$1,358,869,662	\$3,006,609,217
Average Spent	\$11,495.15	\$11,648.22	\$11,864.04
Spending Potential Index	74	75	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$79,772,934	\$226,327,650	\$500,663,585
Average Spent	\$1,849.85	\$1,940.08	\$1,975.61
Spending Potential Index	80	84	85
Travel: Total \$	\$59,226,594	\$167,343,599	\$371,329,783
Average Spent	\$1,373.40	\$1,434.47	\$1,465.26
Spending Potential Index	74	77	79
Vehicle Maintenance & Repairs: Total \$	\$34,997,155	\$99,096,904	\$219,123,842
Average Spent	\$811.55	\$849.46	\$864.66
Spending Potential Index	78	82	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.