



Market Profile

Lancaster Colony
 411 S Ewing St, Lancaster, Ohio, 43130
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 39.71080
 Longitude: -82.57706

	20 minutes	40 minutes	60 minutes
Population Summary			
2000 Total Population	75,273	428,198	1,635,775
2010 Total Population	81,500	486,339	1,788,982
2016 Total Population	84,366	507,167	1,885,358
2016 Group Quarters	3,190	9,821	55,362
2021 Total Population	87,007	526,389	1,972,076
2016-2021 Annual Rate	0.62%	0.75%	0.90%
2016 Total Daytime Population	78,242	436,025	1,957,184
Workers	33,198	169,638	993,635
Residents	45,044	266,387	963,549
Household Summary			
2000 Households	28,862	165,919	650,541
2000 Average Household Size	2.53	2.52	2.44
2010 Households	31,434	189,152	713,870
2010 Average Household Size	2.51	2.52	2.43
2016 Households	32,352	197,121	752,075
2016 Average Household Size	2.51	2.52	2.43
2021 Households	33,383	204,633	787,401
2021 Average Household Size	2.51	2.52	2.43
2016-2021 Annual Rate	0.63%	0.75%	0.92%
2010 Families	21,827	128,068	440,549
2010 Average Family Size	2.97	3.04	3.03
2016 Families	22,141	131,560	456,027
2016 Average Family Size	2.99	3.06	3.05
2021 Families	22,679	135,532	472,974
2021 Average Family Size	3.00	3.07	3.06
2016-2021 Annual Rate	0.48%	0.60%	0.73%
Housing Unit Summary			
2000 Housing Units	30,761	178,144	699,353
Owner Occupied Housing Units	67.7%	63.5%	57.9%
Renter Occupied Housing Units	26.1%	29.6%	35.1%
Vacant Housing Units	6.2%	6.9%	7.0%
2010 Housing Units	34,430	210,137	788,060
Owner Occupied Housing Units	64.3%	59.4%	54.9%
Renter Occupied Housing Units	27.0%	30.6%	35.7%
Vacant Housing Units	8.7%	10.0%	9.4%
2016 Housing Units	35,526	218,920	831,086
Owner Occupied Housing Units	61.2%	56.5%	51.8%
Renter Occupied Housing Units	29.8%	33.6%	38.7%
Vacant Housing Units	8.9%	10.0%	9.5%
2021 Housing Units	36,708	227,199	869,918
Owner Occupied Housing Units	60.9%	56.2%	51.5%
Renter Occupied Housing Units	30.0%	33.8%	39.0%
Vacant Housing Units	9.1%	9.9%	9.5%
Median Household Income			
2016	\$47,954	\$50,371	\$50,664
2021	\$53,750	\$56,455	\$56,960
Median Home Value			
2016	\$145,479	\$144,852	\$154,972
2021	\$176,995	\$174,347	\$181,234
Per Capita Income			
2016	\$23,762	\$25,323	\$27,578
2021	\$26,102	\$27,882	\$30,329
Median Age			
2010	39.2	37.2	34.9
2016	40.6	38.2	35.9
2021	41.4	38.9	36.5

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	32,352	197,117	752,063
<\$15,000	12.8%	12.8%	14.0%
\$15,000 - \$24,999	12.4%	11.2%	10.8%
\$25,000 - \$34,999	11.8%	11.3%	10.7%
\$35,000 - \$49,999	14.5%	14.3%	13.8%
\$50,000 - \$74,999	20.2%	19.0%	17.9%
\$75,000 - \$99,999	12.5%	12.6%	12.1%
\$100,000 - \$149,999	11.4%	12.7%	12.7%
\$150,000 - \$199,999	2.6%	3.8%	4.4%
\$200,000+	1.7%	2.4%	3.6%
Average Household Income	\$59,891	\$64,305	\$68,328
2021 Households by Income			
Household Income Base	33,383	204,629	787,389
<\$15,000	12.9%	12.7%	13.8%
\$15,000 - \$24,999	11.7%	10.5%	10.1%
\$25,000 - \$34,999	12.2%	11.4%	10.5%
\$35,000 - \$49,999	8.6%	8.4%	8.5%
\$50,000 - \$74,999	21.0%	20.1%	19.2%
\$75,000 - \$99,999	14.6%	14.5%	13.6%
\$100,000 - \$149,999	13.6%	15.1%	14.9%
\$150,000 - \$199,999	3.3%	4.6%	5.3%
\$200,000+	2.0%	2.7%	4.0%
Average Household Income	\$66,023	\$70,926	\$75,192
2016 Owner Occupied Housing Units by Value			
Total	21,744	123,598	430,045
<\$50,000	10.4%	10.2%	8.5%
\$50,000 - \$99,999	18.9%	20.0%	18.5%
\$100,000 - \$149,999	22.7%	22.0%	21.2%
\$150,000 - \$199,999	20.5%	19.3%	18.9%
\$200,000 - \$249,999	10.9%	11.8%	12.7%
\$250,000 - \$299,999	5.7%	6.0%	6.5%
\$300,000 - \$399,999	6.7%	5.4%	6.8%
\$400,000 - \$499,999	2.5%	2.9%	3.8%
\$500,000 - \$749,999	1.1%	1.5%	2.3%
\$750,000 - \$999,999	0.3%	0.4%	0.6%
\$1,000,000 +	0.3%	0.3%	0.4%
Average Home Value	\$168,572	\$170,669	\$186,691
2021 Owner Occupied Housing Units by Value			
Total	22,364	127,735	447,694
<\$50,000	5.7%	6.2%	5.5%
\$50,000 - \$99,999	14.4%	15.8%	14.2%
\$100,000 - \$149,999	15.8%	16.6%	15.9%
\$150,000 - \$199,999	26.1%	23.5%	23.1%
\$200,000 - \$249,999	16.3%	17.2%	17.7%
\$250,000 - \$299,999	8.8%	8.9%	9.0%
\$300,000 - \$399,999	7.9%	5.9%	6.9%
\$400,000 - \$499,999	3.2%	3.5%	4.2%
\$500,000 - \$749,999	1.2%	1.7%	2.5%
\$750,000 - \$999,999	0.4%	0.6%	0.7%
\$1,000,000 +	0.2%	0.2%	0.3%
Average Home Value	\$194,197	\$193,131	\$205,652

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.

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2010 Population by Age			
Total	81,504	486,340	1,788,980
0 - 4	6.3%	6.7%	6.8%
5 - 9	6.5%	7.0%	6.6%
10 - 14	7.0%	7.4%	6.5%
15 - 24	12.4%	13.5%	15.5%
25 - 34	12.4%	12.6%	14.8%
35 - 44	13.2%	13.8%	13.5%
45 - 54	14.7%	14.9%	14.2%
55 - 64	12.7%	11.8%	11.1%
65 - 74	8.2%	7.0%	6.2%
75 - 84	4.7%	3.9%	3.6%
85 +	1.8%	1.4%	1.4%
18 +	76.1%	74.4%	76.2%
2016 Population by Age			
Total	84,366	507,165	1,885,358
0 - 4	5.8%	6.3%	6.3%
5 - 9	6.1%	6.5%	6.3%
10 - 14	6.4%	6.9%	6.3%
15 - 24	12.6%	13.6%	15.5%
25 - 34	12.3%	12.6%	14.4%
35 - 44	12.4%	12.9%	13.0%
45 - 54	13.6%	13.8%	12.9%
55 - 64	13.4%	12.9%	12.1%
65 - 74	10.0%	8.7%	7.8%
75 - 84	5.2%	4.2%	3.7%
85 +	2.1%	1.6%	1.6%
18 +	77.8%	76.2%	77.5%
2021 Population by Age			
Total	87,005	526,390	1,972,076
0 - 4	5.6%	6.2%	6.2%
5 - 9	5.9%	6.3%	6.1%
10 - 14	6.4%	6.6%	6.2%
15 - 24	12.1%	13.0%	14.8%
25 - 34	12.1%	13.0%	14.6%
35 - 44	12.2%	12.5%	12.9%
45 - 54	12.6%	12.7%	12.0%
55 - 64	13.6%	13.0%	12.1%
65 - 74	11.2%	10.0%	9.1%
75 - 84	6.0%	4.9%	4.4%
85 +	2.3%	1.7%	1.6%
18 +	78.2%	76.9%	78.0%
2010 Population by Sex			
Males	40,682	236,538	879,059
Females	40,818	249,801	909,923
2016 Population by Sex			
Males	42,291	246,927	927,560
Females	42,075	260,240	957,798
2021 Population by Sex			
Males	43,690	256,647	971,245
Females	43,317	269,742	1,000,831

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	81,500	486,340	1,788,983
White Alone	96.1%	78.2%	77.6%
Black Alone	1.4%	17.1%	15.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.4%	1.1%	2.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	1.0%	1.6%
Two or More Races	1.5%	2.3%	2.6%
Hispanic Origin	1.2%	2.4%	3.5%
Diversity Index	9.9	38.9	41.7
2016 Population by Race/Ethnicity			
Total	84,365	507,165	1,885,359
White Alone	95.0%	75.9%	75.3%
Black Alone	1.9%	18.6%	16.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.5%	1.3%	3.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	1.2%	1.9%
Two or More Races	1.7%	2.7%	3.0%
Hispanic Origin	1.7%	2.9%	4.1%
Diversity Index	12.7	42.4	45.3
2021 Population by Race/Ethnicity			
Total	87,006	526,389	1,972,075
White Alone	93.8%	73.6%	73.2%
Black Alone	2.4%	20.1%	17.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.6%	1.5%	3.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.7%	1.4%	2.1%
Two or More Races	2.1%	3.1%	3.4%
Hispanic Origin	2.2%	3.4%	4.7%
Diversity Index	15.7	45.5	48.5
2010 Population by Relationship and Household Type			
Total	81,500	486,339	1,788,982
In Households	96.7%	98.1%	97.0%
In Family Households	82.4%	82.8%	77.0%
Householder	26.8%	26.3%	24.6%
Spouse	20.4%	18.6%	17.3%
Child	30.2%	32.2%	29.6%
Other relative	2.3%	3.0%	3.0%
Nonrelative	2.8%	2.7%	2.5%
In Nonfamily Households	14.3%	15.3%	20.0%
In Group Quarters	3.3%	1.9%	3.0%
Institutionalized Population	3.0%	1.2%	1.4%
Noninstitutionalized Population	0.3%	0.7%	1.6%

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	58,291	337,995	1,236,389
Less than 9th Grade	2.6%	2.5%	2.7%
9th - 12th Grade, No Diploma	7.9%	7.9%	7.3%
High School Graduate	35.7%	32.0%	26.2%
GED/Alternative Credential	4.3%	3.8%	3.4%
Some College, No Degree	20.5%	21.5%	20.2%
Associate Degree	10.1%	9.2%	7.8%
Bachelor's Degree	13.2%	15.1%	20.4%
Graduate/Professional Degree	5.7%	8.0%	11.9%
2016 Population 15+ by Marital Status			
Total	68,929	407,142	1,529,029
Never Married	27.2%	31.7%	36.5%
Married	52.5%	49.6%	45.8%
Widowed	6.9%	5.8%	5.2%
Divorced	13.4%	12.9%	12.4%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	94.2%	94.1%	94.4%
Civilian Unemployed	5.8%	5.9%	5.6%
2016 Employed Population 16+ by Industry			
Total	38,525	242,788	925,619
Agriculture/Mining	1.2%	0.8%	0.6%
Construction	7.7%	6.4%	5.2%
Manufacturing	12.4%	10.5%	9.1%
Wholesale Trade	3.4%	3.0%	2.9%
Retail Trade	14.3%	13.0%	12.5%
Transportation/Utilities	6.0%	6.4%	4.9%
Information	1.1%	1.3%	1.8%
Finance/Insurance/Real Estate	4.3%	7.2%	8.4%
Services	43.7%	45.8%	49.9%
Public Administration	5.8%	5.6%	4.7%
2016 Employed Population 16+ by Occupation			
Total	38,525	242,788	925,620
White Collar	55.5%	58.1%	63.5%
Management/Business/Financial	12.3%	13.5%	15.4%
Professional	18.2%	19.2%	23.3%
Sales	9.9%	9.5%	9.8%
Administrative Support	15.0%	15.9%	15.0%
Services	18.9%	18.3%	17.3%
Blue Collar	25.7%	23.7%	19.2%
Farming/Forestry/Fishing	0.5%	0.3%	0.2%
Construction/Extraction	5.0%	4.8%	3.8%
Installation/Maintenance/Repair	4.8%	3.8%	2.9%
Production	7.3%	6.7%	5.5%
Transportation/Material Moving	8.1%	8.1%	6.8%
2010 Population By Urban/ Rural Status			
Total Population	81,500	486,339	1,788,982
Population Inside Urbanized Area	0.0%	53.5%	71.7%
Population Inside Urbanized Cluster	56.3%	18.1%	11.6%
Rural Population	43.7%	28.5%	16.7%

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	31,434	189,152	713,871
Households with 1 Person	25.2%	26.4%	29.6%
Households with 2+ People	74.8%	73.6%	70.4%
Family Households	69.4%	67.7%	61.7%
Husband-wife Families	52.9%	48.0%	43.3%
With Related Children	21.1%	20.8%	19.0%
Other Family (No Spouse Present)	16.6%	19.7%	18.4%
Other Family with Male Householder	5.0%	5.2%	4.9%
With Related Children	3.3%	3.3%	3.0%
Other Family with Female Householder	11.6%	14.5%	13.5%
With Related Children	7.7%	10.1%	9.2%
Nonfamily Households	5.3%	5.9%	8.7%
All Households with Children	32.6%	34.7%	31.7%
Multigenerational Households	3.4%	3.7%	3.2%
Unmarried Partner Households	7.9%	7.7%	7.9%
Male-female	7.3%	7.0%	7.0%
Same-sex	0.6%	0.7%	0.9%
2010 Households by Size			
Total	31,434	189,152	713,870
1 Person Household	25.2%	26.4%	29.6%
2 Person Household	36.2%	33.7%	33.3%
3 Person Household	16.0%	16.7%	15.8%
4 Person Household	13.1%	13.4%	12.4%
5 Person Household	6.0%	6.3%	5.6%
6 Person Household	2.2%	2.3%	2.1%
7 + Person Household	1.2%	1.3%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	31,434	189,152	713,870
Owner Occupied	70.4%	66.0%	60.6%
Owned with a Mortgage/Loan	48.8%	48.9%	45.7%
Owned Free and Clear	21.6%	17.1%	14.9%
Renter Occupied	29.6%	34.0%	39.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	34,430	210,137	788,060
Housing Units Inside Urbanized Area	0.0%	54.7%	73.3%
Housing Units Inside Urbanized Cluster	60.1%	18.5%	11.0%
Rural Housing Units	39.9%	26.8%	15.7%

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)	Green Acres (6A)	Bright Young Professionals
2.	Traditional Living (12B)	Salt of the Earth (6B)	Rustbelt Traditions (5D)
3.	Heartland Communities	Middleburg (4C)	Hardscrabble Road (8G)
2016 Consumer Spending			
Apparel & Services: Total \$	\$49,356,311	\$330,126,599	\$1,363,773,729
Average Spent	\$1,525.60	\$1,674.74	\$1,813.35
Spending Potential Index	76	83	90
Education: Total \$	\$33,499,486	\$223,941,757	\$963,687,804
Average Spent	\$1,035.47	\$1,136.06	\$1,281.37
Spending Potential Index	73	80	91
Entertainment/Recreation: Total \$	\$74,426,105	\$483,082,991	\$1,946,629,341
Average Spent	\$2,300.51	\$2,450.69	\$2,588.34
Spending Potential Index	79	84	89
Food at Home: Total \$	\$129,471,456	\$840,858,387	\$3,409,125,818
Average Spent	\$4,001.96	\$4,265.70	\$4,532.96
Spending Potential Index	80	86	91
Food Away from Home: Total \$	\$77,186,029	\$513,693,320	\$2,112,405,711
Average Spent	\$2,385.82	\$2,605.98	\$2,808.77
Spending Potential Index	77	84	91
Health Care: Total \$	\$142,681,336	\$892,924,403	\$3,502,615,791
Average Spent	\$4,410.28	\$4,529.83	\$4,657.27
Spending Potential Index	83	86	88
HH Furnishings & Equipment: Total \$	\$44,695,608	\$292,297,717	\$1,184,037,000
Average Spent	\$1,381.54	\$1,482.83	\$1,574.36
Spending Potential Index	78	84	89
Personal Care Products & Services: Total \$	\$18,298,653	\$120,251,525	\$487,317,136
Average Spent	\$565.61	\$610.04	\$647.96
Spending Potential Index	77	83	88
Shelter: Total \$	\$376,676,674	\$2,534,619,498	\$10,504,216,321
Average Spent	\$11,643.07	\$12,858.19	\$13,966.98
Spending Potential Index	75	83	90
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$61,614,941	\$389,074,740	\$1,537,454,533
Average Spent	\$1,904.52	\$1,973.79	\$2,044.28
Spending Potential Index	82	85	88
Travel: Total \$	\$45,757,989	\$298,132,870	\$1,201,202,466
Average Spent	\$1,414.38	\$1,512.44	\$1,597.18
Spending Potential Index	76	81	86
Vehicle Maintenance & Repairs: Total \$	\$26,970,460	\$173,481,334	\$696,442,943
Average Spent	\$833.66	\$880.08	\$926.03
Spending Potential Index	81	85	89

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.