



Market Profile

Bogner Business Park (AEPOH) Wooster, OH
 Drive Times: 20, 40, 60 minute radii

Latitude: 40.8446
 Longitude: -81.9077

	20 minute	40 minute	60 minute
Population Summary			
2000 Total Population	70,093	498,766	1,956,787
2010 Total Population	71,432	517,125	1,989,228
2017 Total Population	72,884	527,198	2,009,123
2017 Group Quarters	3,333	10,337	52,938
2022 Total Population	73,734	534,347	2,022,023
2017-2022 Annual Rate	0.23%	0.27%	0.13%
2017 Total Daytime Population	79,108	506,449	1,940,329
Workers	41,564	228,259	901,655
Residents	37,544	278,190	1,038,674
Household Summary			
2000 Households	26,295	186,682	759,095
2000 Average Household Size	2.55	2.62	2.51
2010 Households	27,680	197,928	792,446
2010 Average Household Size	2.47	2.56	2.44
2017 Households	28,358	202,193	802,934
2017 Average Household Size	2.45	2.56	2.44
2022 Households	28,817	205,204	809,246
2022 Average Household Size	2.44	2.55	2.43
2017-2022 Annual Rate	0.32%	0.30%	0.16%
2010 Families	18,801	137,801	523,812
2010 Average Family Size	3.01	3.08	3.00
2017 Families	18,946	138,775	522,437
2017 Average Family Size	3.00	3.09	3.01
2022 Families	19,114	139,970	522,921
2022 Average Family Size	3.00	3.09	3.01
2017-2022 Annual Rate	0.18%	0.17%	0.02%
Housing Unit Summary			
2000 Housing Units	27,606	196,812	801,619
Owner Occupied Housing Units	66.4%	70.9%	69.5%
Renter Occupied Housing Units	28.9%	24.0%	25.2%
Vacant Housing Units	4.7%	5.1%	5.3%
2010 Housing Units	29,890	214,669	862,104
Owner Occupied Housing Units	64.6%	67.6%	65.7%
Renter Occupied Housing Units	28.0%	24.6%	26.2%
Vacant Housing Units	7.4%	7.8%	8.1%
2017 Housing Units	30,524	219,685	875,847
Owner Occupied Housing Units	62.4%	65.2%	63.1%
Renter Occupied Housing Units	30.5%	26.8%	28.6%
Vacant Housing Units	7.1%	8.0%	8.3%
2022 Housing Units	31,021	223,615	887,021
Owner Occupied Housing Units	62.3%	64.9%	62.6%
Renter Occupied Housing Units	30.6%	26.9%	28.6%
Vacant Housing Units	7.1%	8.2%	8.8%
Median Household Income			
2017	\$51,267	\$52,711	\$53,086
2022	\$54,726	\$58,206	\$59,371
Median Home Value			
2017	\$146,427	\$146,109	\$147,863
2022	\$164,817	\$163,773	\$163,877
Per Capita Income			
2017	\$26,007	\$26,708	\$28,364
2022	\$29,897	\$30,716	\$32,440
Median Age			
2010	39.2	39.3	40.3
2017	40.2	40.5	41.5
2022	41.0	41.3	42.3

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	28,358	202,193	802,934
<\$15,000	10.5%	10.5%	11.0%
\$15,000 - \$24,999	10.7%	10.4%	10.4%
\$25,000 - \$34,999	12.1%	10.9%	10.7%
\$35,000 - \$49,999	15.2%	14.9%	14.5%
\$50,000 - \$74,999	20.0%	20.1%	19.1%
\$75,000 - \$99,999	12.4%	13.2%	13.2%
\$100,000 - \$149,999	13.2%	12.7%	13.5%
\$150,000 - \$199,999	3.2%	3.8%	4.0%
\$200,000+	2.7%	3.4%	3.5%
Average Household Income	\$66,068	\$68,968	\$70,070
2022 Households by Income			
Household Income Base	28,817	205,204	809,246
<\$15,000	10.5%	10.2%	10.5%
\$15,000 - \$24,999	10.0%	9.5%	9.4%
\$25,000 - \$34,999	10.9%	9.5%	9.3%
\$35,000 - \$49,999	13.6%	13.0%	12.5%
\$50,000 - \$74,999	18.9%	18.7%	17.7%
\$75,000 - \$99,999	13.2%	15.2%	15.5%
\$100,000 - \$149,999	14.4%	14.9%	15.9%
\$150,000 - \$199,999	4.6%	4.8%	4.9%
\$200,000+	3.8%	4.3%	4.2%
Average Household Income	\$75,787	\$79,334	\$80,170
2017 Owner Occupied Housing Units by Value			
Total	19,059	143,238	552,396
<\$50,000	6.7%	7.2%	6.6%
\$50,000 - \$99,999	16.5%	22.0%	21.0%
\$100,000 - \$149,999	28.9%	22.6%	23.4%
\$150,000 - \$199,999	22.6%	18.9%	19.6%
\$200,000 - \$249,999	10.5%	10.9%	11.2%
\$250,000 - \$299,999	7.8%	6.9%	6.8%
\$300,000 - \$399,999	3.7%	6.7%	6.5%
\$400,000 - \$499,999	1.3%	2.5%	2.4%
\$500,000 - \$749,999	1.1%	1.6%	1.6%
\$750,000 - \$999,999	0.4%	0.4%	0.4%
\$1,000,000 +	0.6%	0.4%	0.4%
Average Home Value	\$171,147	\$176,213	\$177,744
2022 Owner Occupied Housing Units by Value			
Total	19,324	145,125	555,580
<\$50,000	4.8%	6.0%	5.7%
\$50,000 - \$99,999	13.2%	19.3%	18.7%
\$100,000 - \$149,999	25.1%	19.8%	20.6%
\$150,000 - \$199,999	23.3%	17.7%	17.8%
\$200,000 - \$249,999	12.3%	11.7%	11.7%
\$250,000 - \$299,999	10.0%	8.4%	8.3%
\$300,000 - \$399,999	5.4%	9.2%	9.2%
\$400,000 - \$499,999	2.1%	3.9%	3.9%
\$500,000 - \$749,999	2.1%	2.8%	2.7%
\$750,000 - \$999,999	0.8%	0.7%	0.7%
\$1,000,000 +	0.9%	0.6%	0.7%
Average Home Value	\$198,131	\$201,342	\$202,228

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	71,431	517,125	1,989,228
0 - 4	6.2%	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	8.1%	7.7%	7.8%
75 - 84	5.1%	4.8%	5.2%
85 +	2.4%	2.1%	2.3%
18 +	76.5%	74.9%	77.0%
2017 Population by Age			
Total	72,884	527,196	2,009,121
0 - 4	5.8%	6.0%	5.4%
5 - 9	6.0%	6.3%	5.8%
10 - 14	6.1%	6.6%	6.1%
15 - 24	14.2%	12.5%	12.8%
25 - 34	12.1%	12.1%	12.2%
35 - 44	11.0%	11.7%	11.7%
45 - 54	12.4%	13.3%	13.4%
55 - 64	14.0%	14.0%	14.4%
65 - 74	10.3%	10.1%	10.3%
75 - 84	5.5%	5.0%	5.3%
85 +	2.7%	2.3%	2.6%
18 +	78.5%	77.2%	79.1%
2022 Population by Age			
Total	73,734	534,346	2,022,024
0 - 4	5.7%	5.9%	5.4%
5 - 9	5.9%	6.2%	5.6%
10 - 14	6.2%	6.6%	6.0%
15 - 24	13.6%	11.7%	12.1%
25 - 34	11.5%	11.9%	12.0%
35 - 44	11.6%	12.2%	12.1%
45 - 54	11.2%	12.1%	12.2%
55 - 64	13.4%	13.6%	13.9%
65 - 74	11.7%	11.5%	11.8%
75 - 84	6.5%	6.0%	6.2%
85 +	2.7%	2.3%	2.6%
18 +	78.5%	77.4%	79.4%
2010 Population by Sex			
Males	34,974	253,748	971,224
Females	36,458	263,377	1,018,004
2017 Population by Sex			
Males	35,837	259,450	983,521
Females	37,047	267,747	1,025,602
2022 Population by Sex			
Males	36,386	263,786	992,494
Females	37,348	270,561	1,029,530

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	71,433	517,124	1,989,228
White Alone	94.3%	92.7%	88.3%
Black Alone	2.2%	4.2%	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%	0.6%
Two or More Races	1.7%	1.6%	1.9%
Hispanic Origin	1.9%	1.4%	2.1%
Diversity Index	14.4	16.3	24.6
2017 Population by Race/Ethnicity			
Total	72,884	527,197	2,009,124
White Alone	92.8%	91.5%	86.9%
Black Alone	2.5%	4.5%	7.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.5%	1.2%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.5%	0.8%
Two or More Races	2.1%	2.0%	2.3%
Hispanic Origin	2.4%	1.8%	2.8%
Diversity Index	17.9	19.1	28.1
2022 Population by Race/Ethnicity			
Total	73,734	534,347	2,022,024
White Alone	91.6%	90.5%	85.9%
Black Alone	2.7%	4.7%	7.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.8%	1.6%	2.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	0.6%	0.9%
Two or More Races	2.5%	2.4%	2.6%
Hispanic Origin	2.9%	2.2%	3.2%
Diversity Index	20.7	21.4	30.1
2010 Population by Relationship and Household Type			
Total	71,432	517,125	1,989,228
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%	20.7%	19.8%
Child	29.9%	32.4%	30.3%
Other relative	2.1%	2.3%	2.5%
Nonrelative	2.0%	2.1%	2.0%
In Nonfamily Households	14.8%	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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment			
Total	49,501	361,247	1,404,595
Less than 9th Grade	4.9%	4.9%	3.5%
9th - 12th Grade, No Diploma	6.9%	6.8%	6.4%
High School Graduate	34.7%	34.5%	31.4%
GED/Alternative Credential	4.4%	3.9%	3.7%
Some College, No Degree	17.0%	18.5%	20.5%
Associate Degree	7.4%	8.6%	8.7%
Bachelor's Degree	15.2%	15.1%	16.8%
Graduate/Professional Degree	9.6%	7.7%	9.0%
2017 Population 15+ by Marital Status			
Total	59,824	427,181	1,661,561
Never Married	29.1%	28.6%	31.1%
Married	53.9%	53.4%	50.3%
Widowed	6.0%	6.3%	6.6%
Divorced	11.0%	11.7%	12.0%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	96.1%	94.4%	93.8%
Civilian Unemployed (Unemployment Rate)	3.9%	5.6%	6.2%
2017 Employed Population 16+ by Industry			
Total	35,814	252,589	975,751
Agriculture/Mining	4.3%	2.3%	1.2%
Construction	4.1%	5.8%	5.3%
Manufacturing	21.9%	19.1%	16.9%
Wholesale Trade	2.4%	2.8%	2.9%
Retail Trade	12.1%	11.3%	11.3%
Transportation/Utilities	5.7%	5.7%	5.2%
Information	0.9%	1.2%	1.3%
Finance/Insurance/Real Estate	4.2%	5.4%	6.1%
Services	42.5%	43.7%	46.7%
Public Administration	1.7%	2.7%	3.2%
2017 Employed Population 16+ by Occupation			
Total	35,813	252,591	975,749
White Collar	53.2%	54.6%	58.3%
Management/Business/Financial	9.9%	12.3%	13.4%
Professional	20.9%	18.6%	20.6%
Sales	9.1%	10.3%	10.7%
Administrative Support	13.3%	13.3%	13.7%
Services	16.1%	17.1%	17.4%
Blue Collar	30.7%	28.3%	24.2%
Farming/Forestry/Fishing	2.6%	1.0%	0.5%
Construction/Extraction	3.9%	4.8%	4.3%
Installation/Maintenance/Repair	3.1%	3.9%	3.4%
Production	11.6%	10.4%	8.9%
Transportation/Material Moving	9.5%	8.2%	7.1%
2010 Population By Urban/ Rural Status			
Total Population	71,432	517,125	1,989,228
Population Inside Urbanized Area	0.3%	53.0%	73.2%
Population Inside Urbanized Cluster	58.0%	14.0%	7.7%
Rural Population	41.7%	33.0%	19.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	27,680	197,928	792,446
Households with 1 Person	27.2%	25.4%	28.2%
Households with 2+ People	72.8%	74.6%	71.8%
Family Households	67.9%	69.6%	66.1%
Husband-wife Families	54.2%	54.0%	49.9%
With Related Children	21.2%	22.5%	19.9%
Other Family (No Spouse Present)	13.7%	15.6%	16.2%
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%	11.1%	11.8%
With Related Children	6.5%	7.1%	7.4%
Nonfamily Households	4.8%	5.0%	5.7%
All Households with Children	30.4%	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%
2010 Households by Size			
Total	27,681	197,928	792,446
1 Person Household	27.2%	25.4%	28.2%
2 Person Household	36.0%	35.0%	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%
2010 Households by Tenure and Mortgage Status			
Total	27,680	197,928	792,446
Owner Occupied	69.8%	73.3%	71.5%
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%	26.7%	28.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	29,890	214,669	862,104
Housing Units Inside Urbanized Area	0.3%	55.6%	75.2%
Housing Units Inside Urbanized Cluster	62.1%	15.1%	7.9%
Rural Housing Units	37.6%	29.3%	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 2017 and 2022 Esri converted Census 2000 data into 2010 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.	Midlife Constants (5E)	Traditional Living (12B)	Rustbelt Traditions (5D)
3.	Traditional Living (12B)	Green Acres (6A)	Traditional Living (12B)
2017 Consumer Spending			
Apparel & Services: Total \$	\$48,616,442	\$363,728,331	\$1,476,288,925
Average Spent	\$1,714.38	\$1,798.92	\$1,838.62
Spending Potential Index	79	83	85
Education: Total \$	\$31,926,807	\$239,566,214	\$998,728,665
Average Spent	\$1,125.85	\$1,184.84	\$1,243.85
Spending Potential Index	77	81	85
Entertainment/Recreation: Total \$	\$73,847,140	\$548,500,652	\$2,199,383,725
Average Spent	\$2,604.10	\$2,712.76	\$2,739.18
Spending Potential Index	83	87	88
Food at Home: Total \$	\$120,339,599	\$890,914,467	\$3,565,881,994
Average Spent	\$4,243.59	\$4,406.26	\$4,441.06
Spending Potential Index	84	87	88
Food Away from Home: Total \$	\$76,650,233	\$570,825,694	\$2,310,044,684
Average Spent	\$2,702.95	\$2,823.17	\$2,877.00
Spending Potential Index	81	85	86
Health Care: Total \$	\$138,759,100	\$1,020,695,650	\$4,053,536,817
Average Spent	\$4,893.12	\$5,048.13	\$5,048.41
Spending Potential Index	87	90	90
HH Furnishings & Equipment: Total \$	\$45,948,770	\$342,087,102	\$1,374,301,509
Average Spent	\$1,620.31	\$1,691.88	\$1,711.60
Spending Potential Index	83	87	88
Personal Care Products & Services: Total \$	\$18,508,497	\$137,398,043	\$555,468,469
Average Spent	\$652.67	\$679.54	\$691.80
Spending Potential Index	82	85	87
Shelter: Total \$	\$363,721,718	\$2,705,429,577	\$11,070,932,318
Average Spent	\$12,826.07	\$13,380.43	\$13,788.10
Spending Potential Index	79	82	85
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$55,661,752	\$411,812,247	\$1,657,546,375
Average Spent	\$1,962.82	\$2,036.73	\$2,064.36
Spending Potential Index	84	87	88
Travel: Total \$	\$47,142,577	\$351,844,516	\$1,424,163,168
Average Spent	\$1,662.41	\$1,740.14	\$1,773.70
Spending Potential Index	80	84	86
Vehicle Maintenance & Repairs: Total \$	\$25,764,961	\$190,824,312	\$763,300,283
Average Spent	\$908.56	\$943.77	\$950.64
Spending Potential Index	85	88	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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.