



# Market Profile

Lancaster Colony (AEPOH) Lancaster, OH  
 Drive Times: 20, 40, 60 minute radii

Latitude: 39.7073  
 Longitude: -82.5734

	20 minute	40 minute	60 minute
<b>Population Summary</b>			
2000 Total Population	71,740	418,325	1,638,861
2010 Total Population	77,567	474,541	1,793,097
2017 Total Population	80,967	502,878	1,933,182
2017 Group Quarters	3,103	9,132	56,120
2022 Total Population	83,515	522,600	2,025,737
2017-2022 Annual Rate	0.62%	0.77%	0.94%
2017 Total Daytime Population	76,874	433,256	2,008,162
Workers	33,641	169,542	1,023,797
Residents	43,233	263,714	984,365
<b>Household Summary</b>			
2000 Households	27,513	162,465	651,929
2000 Average Household Size	2.52	2.53	2.44
2010 Households	29,911	184,650	715,575
2010 Average Household Size	2.50	2.52	2.43
2017 Households	31,012	195,089	770,191
2017 Average Household Size	2.51	2.53	2.44
2022 Households	31,987	202,577	807,253
2022 Average Household Size	2.51	2.53	2.44
2017-2022 Annual Rate	0.62%	0.76%	0.94%
2010 Families	20,704	124,923	441,537
2010 Average Family Size	2.97	3.04	3.03
2017 Families	21,097	129,774	465,185
2017 Average Family Size	3.00	3.07	3.06
2022 Families	21,587	133,727	482,896
2022 Average Family Size	3.01	3.09	3.07
2017-2022 Annual Rate	0.46%	0.60%	0.75%
<b>Housing Unit Summary</b>			
2000 Housing Units	29,362	174,682	700,919
Owner Occupied Housing Units	67.6%	63.7%	57.9%
Renter Occupied Housing Units	26.1%	29.3%	35.1%
Vacant Housing Units	6.3%	7.0%	7.0%
2010 Housing Units	32,844	205,434	790,012
Owner Occupied Housing Units	64.1%	59.4%	54.9%
Renter Occupied Housing Units	27.0%	30.5%	35.7%
Vacant Housing Units	8.9%	10.1%	9.4%
2017 Housing Units	34,027	215,296	840,294
Owner Occupied Housing Units	61.4%	57.1%	52.5%
Renter Occupied Housing Units	29.7%	33.5%	39.1%
Vacant Housing Units	8.9%	9.4%	8.3%
2022 Housing Units	35,160	223,978	882,464
Owner Occupied Housing Units	61.0%	56.8%	52.2%
Renter Occupied Housing Units	30.0%	33.7%	39.3%
Vacant Housing Units	9.0%	9.6%	8.5%
<b>Median Household Income</b>			
2017	\$50,559	\$52,096	\$52,910
2022	\$56,288	\$58,174	\$59,434
<b>Median Home Value</b>			
2017	\$147,832	\$147,071	\$158,572
2022	\$166,771	\$163,852	\$174,632
<b>Per Capita Income</b>			
2017	\$24,676	\$26,098	\$28,878
2022	\$28,419	\$29,820	\$32,971
<b>Median Age</b>			
2010	39.2	37.2	34.9
2017	40.8	38.5	36.1
2022	41.6	39.2	36.8

**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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<b>2017 Households by Income</b>			
Household Income Base	31,012	195,089	770,179
<\$15,000	11.4%	11.6%	12.7%
\$15,000 - \$24,999	11.9%	10.7%	10.2%
\$25,000 - \$34,999	11.6%	10.9%	10.3%
\$35,000 - \$49,999	14.4%	14.4%	13.7%
\$50,000 - \$74,999	20.7%	19.4%	18.4%
\$75,000 - \$99,999	13.3%	13.2%	12.5%
\$100,000 - \$149,999	12.0%	13.3%	13.4%
\$150,000 - \$199,999	2.9%	3.9%	4.7%
\$200,000+	1.8%	2.6%	4.1%
Average Household Income	\$62,279	\$66,560	\$71,687
<b>2022 Households by Income</b>			
Household Income Base	31,987	202,577	807,241
<\$15,000	10.7%	11.0%	12.1%
\$15,000 - \$24,999	10.6%	9.6%	9.1%
\$25,000 - \$34,999	10.0%	9.4%	8.9%
\$35,000 - \$49,999	12.3%	12.4%	11.8%
\$50,000 - \$74,999	19.1%	18.1%	17.2%
\$75,000 - \$99,999	16.2%	15.8%	14.9%
\$100,000 - \$149,999	15.1%	15.8%	15.6%
\$150,000 - \$199,999	3.7%	4.7%	5.5%
\$200,000+	2.3%	3.2%	4.8%
Average Household Income	\$72,115	\$76,269	\$81,983
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	20,893	122,961	441,433
<\$50,000	8.8%	8.2%	6.6%
\$50,000 - \$99,999	19.5%	21.2%	18.8%
\$100,000 - \$149,999	22.6%	21.9%	21.1%
\$150,000 - \$199,999	22.0%	20.3%	20.0%
\$200,000 - \$249,999	10.5%	11.3%	12.3%
\$250,000 - \$299,999	5.8%	6.4%	7.0%
\$300,000 - \$399,999	6.9%	5.8%	7.3%
\$400,000 - \$499,999	2.1%	2.4%	3.2%
\$500,000 - \$749,999	1.0%	1.5%	2.5%
\$750,000 - \$999,999	0.4%	0.5%	0.7%
\$1,000,000 +	0.4%	0.4%	0.5%
Average Home Value	\$170,903	\$174,133	\$191,193
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	21,432	127,147	460,093
<\$50,000	7.2%	6.7%	5.5%
\$50,000 - \$99,999	16.8%	18.9%	16.7%
\$100,000 - \$149,999	19.4%	19.4%	18.8%
\$150,000 - \$199,999	19.8%	18.1%	18.2%
\$200,000 - \$249,999	10.9%	11.8%	12.6%
\$250,000 - \$299,999	7.4%	8.0%	8.2%
\$300,000 - \$399,999	11.1%	8.8%	9.9%
\$400,000 - \$499,999	4.1%	4.0%	4.7%
\$500,000 - \$749,999	1.9%	2.8%	3.9%
\$750,000 - \$999,999	0.7%	1.0%	0.9%
\$1,000,000 +	0.7%	0.5%	0.6%
Average Home Value	\$202,092	\$201,897	\$215,620

**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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<b>2010 Population by Age</b>			
Total	77,567	474,542	1,793,097
0 - 4	6.3%	6.7%	6.8%
5 - 9	6.5%	7.0%	6.6%
10 - 14	6.9%	7.4%	6.5%
15 - 24	12.4%	13.4%	15.5%
25 - 34	12.5%	12.6%	14.8%
35 - 44	13.2%	13.7%	13.5%
45 - 54	14.6%	15.0%	14.1%
55 - 64	12.7%	11.9%	11.1%
65 - 74	8.3%	7.0%	6.2%
75 - 84	4.8%	3.9%	3.6%
85 +	1.9%	1.4%	1.4%
18 +	76.3%	74.4%	76.2%
<b>2017 Population by Age</b>			
Total	80,967	502,878	1,933,181
0 - 4	5.7%	6.2%	6.2%
5 - 9	6.0%	6.4%	6.2%
10 - 14	6.3%	6.7%	6.2%
15 - 24	12.4%	13.3%	15.3%
25 - 34	12.6%	12.9%	14.6%
35 - 44	12.2%	12.7%	12.8%
45 - 54	13.3%	13.5%	12.7%
55 - 64	13.6%	13.2%	12.3%
65 - 74	10.4%	9.1%	8.2%
75 - 84	5.3%	4.3%	3.8%
85 +	2.3%	1.7%	1.7%
18 +	78.2%	76.7%	77.9%
<b>2022 Population by Age</b>			
Total	83,516	522,599	2,025,737
0 - 4	5.6%	6.2%	6.2%
5 - 9	5.9%	6.2%	6.0%
10 - 14	6.4%	6.5%	6.1%
15 - 24	11.9%	12.6%	14.7%
25 - 34	12.2%	13.2%	14.7%
35 - 44	12.2%	12.5%	12.9%
45 - 54	12.3%	12.5%	11.8%
55 - 64	13.4%	13.0%	12.0%
65 - 74	11.4%	10.3%	9.3%
75 - 84	6.4%	5.2%	4.6%
85 +	2.3%	1.7%	1.7%
18 +	78.4%	77.2%	78.2%
<b>2010 Population by Sex</b>			
Males	38,769	231,046	881,095
Females	38,798	243,495	912,002
<b>2017 Population by Sex</b>			
Males	40,603	244,963	951,048
Females	40,364	257,915	982,134
<b>2022 Population by Sex</b>			
Males	41,944	254,961	997,443
Females	41,571	267,639	1,028,295

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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 Drive Times: 20, 40, 60 minute radii

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<b>2010 Population by Race/Ethnicity</b>			
Total	77,568	474,540	1,793,097
White Alone	96.0%	77.9%	77.6%
Black Alone	1.5%	17.4%	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	10.0	39.2	41.7
<b>2017 Population by Race/Ethnicity</b>			
Total	80,967	502,877	1,933,181
White Alone	94.8%	75.0%	74.7%
Black Alone	2.0%	19.3%	16.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.5%	1.3%	3.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	1.2%	1.9%
Two or More Races	1.8%	2.8%	3.1%
Hispanic Origin	1.7%	2.9%	4.2%
Diversity Index	13.1	43.3	46.1
<b>2022 Population by Race/Ethnicity</b>			
Total	83,515	522,600	2,025,738
White Alone	93.6%	72.8%	72.5%
Black Alone	2.6%	20.9%	17.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.6%	1.5%	4.1%
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%	3.2%	3.5%
Hispanic Origin	2.2%	3.4%	4.8%
Diversity Index	16.1	46.5	49.3
<b>2010 Population by Relationship and Household Type</b>			
Total	77,567	474,541	1,793,097
In Households	96.5%	98.2%	97.0%
In Family Households	82.2%	82.8%	77.0%
Householder	26.7%	26.3%	24.6%
Spouse	20.3%	18.6%	17.3%
Child	30.0%	32.2%	29.6%
Other relative	2.3%	3.0%	3.0%
Nonrelative	2.8%	2.7%	2.5%
In Nonfamily Households	14.4%	15.4%	20.0%
In Group Quarters	3.5%	1.8%	3.0%
Institutionalized Population	3.1%	1.2%	1.4%
Noninstitutionalized Population	0.3%	0.6%	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.

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<b>2017 Population 25+ by Educational Attainment</b>			
Total	56,373	338,910	1,277,644
Less than 9th Grade	2.6%	2.6%	2.8%
9th - 12th Grade, No Diploma	7.6%	7.4%	6.9%
High School Graduate	35.4%	32.1%	25.9%
GED/Alternative Credential	4.4%	3.9%	3.5%
Some College, No Degree	21.1%	22.0%	20.5%
Associate Degree	10.1%	9.4%	7.9%
Bachelor's Degree	13.2%	15.0%	20.8%
Graduate/Professional Degree	5.6%	7.4%	11.7%
<b>2017 Population 15+ by Marital Status</b>			
Total	66,380	405,675	1,573,555
Never Married	26.9%	31.8%	36.3%
Married	53.0%	49.6%	46.1%
Widowed	6.8%	5.7%	5.2%
Divorced	13.3%	12.9%	12.4%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.4%	94.0%	94.3%
Civilian Unemployed (Unemployment Rate)	5.6%	6.0%	5.7%
<b>2017 Employed Population 16+ by Industry</b>			
Total	36,953	241,064	953,565
Agriculture/Mining	1.3%	0.9%	0.6%
Construction	7.1%	6.0%	4.8%
Manufacturing	12.4%	10.3%	8.8%
Wholesale Trade	3.3%	2.8%	2.7%
Retail Trade	14.2%	12.7%	12.2%
Transportation/Utilities	6.6%	7.2%	5.5%
Information	1.0%	1.2%	1.7%
Finance/Insurance/Real Estate	4.6%	7.8%	9.2%
Services	43.7%	45.5%	49.7%
Public Administration	5.8%	5.7%	4.7%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	36,952	241,066	953,565
White Collar	55.4%	57.7%	63.6%
Management/Business/Financial	12.1%	13.3%	15.4%
Professional	18.0%	18.7%	23.0%
Sales	10.3%	9.8%	10.1%
Administrative Support	15.0%	16.0%	15.0%
Services	19.2%	18.6%	17.6%
Blue Collar	25.4%	23.6%	18.8%
Farming/Forestry/Fishing	0.6%	0.4%	0.3%
Construction/Extraction	4.7%	4.6%	3.6%
Installation/Maintenance/Repair	4.7%	3.8%	2.8%
Production	7.3%	6.6%	5.3%
Transportation/Material Moving	8.1%	8.2%	6.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	77,567	474,541	1,793,097
Population Inside Urbanized Area	0.0%	51.8%	71.9%
Population Inside Urbanized Cluster	56.4%	19.0%	11.6%
Rural Population	43.6%	29.3%	16.5%

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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<b>2010 Households by Type</b>			
Total	29,912	184,650	715,575
Households with 1 Person	25.4%	26.4%	29.6%
Households with 2+ People	74.6%	73.6%	70.4%
Family Households	69.2%	67.7%	61.7%
Husband-wife Families	52.6%	47.8%	43.3%
With Related Children	20.8%	20.6%	19.0%
Other Family (No Spouse Present)	16.7%	19.9%	18.4%
Other Family with Male Householder	5.0%	5.3%	4.9%
With Related Children	3.3%	3.4%	3.0%
Other Family with Female Householder	11.7%	14.6%	13.5%
With Related Children	7.8%	10.1%	9.2%
Nonfamily Households	5.4%	5.9%	8.7%
All Households with Children	32.4%	34.6%	31.7%
Multigenerational Households	3.4%	3.7%	3.2%
Unmarried Partner Households	8.0%	7.7%	7.9%
Male-female	7.4%	7.0%	7.0%
Same-sex	0.6%	0.7%	0.9%
<b>2010 Households by Size</b>			
Total	29,911	184,650	715,575
1 Person Household	25.4%	26.4%	29.6%
2 Person Household	36.3%	33.7%	33.3%
3 Person Household	16.0%	16.6%	15.8%
4 Person Household	13.0%	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%	1.4%	1.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	29,911	184,650	715,575
Owner Occupied	70.4%	66.1%	60.6%
Owned with a Mortgage/Loan	48.5%	48.8%	45.7%
Owned Free and Clear	21.9%	17.3%	14.9%
Renter Occupied	29.6%	33.9%	39.4%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	32,844	205,434	790,012
Housing Units Inside Urbanized Area	0.0%	53.0%	73.4%
Housing Units Inside Urbanized Cluster	60.1%	19.4%	11.0%
Rural Housing Units	39.9%	27.5%	15.6%

**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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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Salt of the Earth (6B)	Green Acres (6A)	Bright Young Professionals
<b>2.</b>	Traditional Living (12B)	Salt of the Earth (6B)	Rustbelt Traditions (5D)
<b>3.</b>	Midlife Constants (5E)	Bright Young Professionals	Hardscrabble Road (8G)
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$50,317,044	\$346,222,391	\$1,495,729,284
Average Spent	\$1,622.50	\$1,774.69	\$1,942.02
Spending Potential Index	75	82	90
Education: Total \$	\$32,525,899	\$225,427,755	\$1,024,663,362
Average Spent	\$1,048.82	\$1,155.51	\$1,330.40
Spending Potential Index	72	79	91
Entertainment/Recreation: Total \$	\$76,383,494	\$508,198,651	\$2,144,027,688
Average Spent	\$2,463.03	\$2,604.96	\$2,783.76
Spending Potential Index	79	83	89
Food at Home: Total \$	\$124,842,356	\$833,014,780	\$3,529,309,861
Average Spent	\$4,025.61	\$4,269.92	\$4,582.38
Spending Potential Index	80	85	91
Food Away from Home: Total \$	\$79,446,558	\$543,333,393	\$2,341,230,552
Average Spent	\$2,561.80	\$2,785.05	\$3,039.81
Spending Potential Index	77	84	91
Health Care: Total \$	\$143,128,707	\$925,099,906	\$3,794,958,951
Average Spent	\$4,615.27	\$4,741.94	\$4,927.30
Spending Potential Index	83	85	88
HH Furnishings & Equipment: Total \$	\$47,461,668	\$317,945,969	\$1,347,556,373
Average Spent	\$1,530.43	\$1,629.75	\$1,749.64
Spending Potential Index	79	84	90
Personal Care Products & Services: Total \$	\$19,050,520	\$128,617,579	\$547,977,445
Average Spent	\$614.30	\$659.28	\$711.48
Spending Potential Index	77	83	89
Shelter: Total \$	\$375,198,604	\$2,582,645,794	\$11,221,289,383
Average Spent	\$12,098.50	\$13,238.30	\$14,569.49
Spending Potential Index	75	82	90
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$57,413,679	\$379,690,541	\$1,580,556,127
Average Spent	\$1,851.34	\$1,946.24	\$2,052.16
Spending Potential Index	79	83	88
Travel: Total \$	\$48,138,180	\$323,639,524	\$1,375,196,427
Average Spent	\$1,552.24	\$1,658.93	\$1,785.53
Spending Potential Index	75	80	86
Vehicle Maintenance & Repairs: Total \$	\$26,704,537	\$176,870,919	\$742,815,284
Average Spent	\$861.10	\$906.62	\$964.46
Spending Potential Index	80	85	90

**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.