



Market Profile

Greif Park (AEPOH) Delaware, OH
 Drive Times: 20, 40, 60 minute radii

Latitude: 40.2212
 Longitude: -83.0389

	20 minute	40 minute	60 minute
Population Summary			
2000 Total Population	189,951	1,289,664	1,833,987
2010 Total Population	256,580	1,454,054	2,050,703
2017 Total Population	291,583	1,598,884	2,216,161
2017 Group Quarters	4,276	39,108	59,446
2022 Total Population	317,478	1,695,929	2,327,134
2017-2022 Annual Rate	1.72%	1.19%	0.98%
2017 Total Daytime Population	278,927	1,695,755	2,246,907
Workers	139,657	897,655	1,131,577
Residents	139,270	798,100	1,115,330
Household Summary			
2000 Households	72,253	518,485	722,628
2000 Average Household Size	2.57	2.43	2.46
2010 Households	96,790	581,299	808,931
2010 Average Household Size	2.61	2.44	2.47
2017 Households	109,625	636,968	872,393
2017 Average Household Size	2.62	2.45	2.47
2022 Households	119,153	675,188	915,844
2022 Average Household Size	2.63	2.45	2.48
2017-2022 Annual Rate	1.68%	1.17%	0.98%
2010 Families	68,736	356,102	515,765
2010 Average Family Size	3.10	3.06	3.05
2017 Families	76,867	382,829	545,603
2017 Average Family Size	3.14	3.10	3.08
2022 Families	83,190	402,625	568,000
2022 Average Family Size	3.15	3.11	3.09
2017-2022 Annual Rate	1.59%	1.01%	0.81%
Housing Unit Summary			
2000 Housing Units	76,354	555,937	773,173
Owner Occupied Housing Units	66.3%	56.1%	60.0%
Renter Occupied Housing Units	28.3%	37.2%	33.5%
Vacant Housing Units	5.4%	6.7%	6.5%
2010 Housing Units	102,726	638,903	888,547
Owner Occupied Housing Units	68.6%	54.2%	57.6%
Renter Occupied Housing Units	25.6%	36.8%	33.4%
Vacant Housing Units	5.8%	9.0%	9.0%
2017 Housing Units	114,503	690,123	947,405
Owner Occupied Housing Units	67.8%	52.3%	55.5%
Renter Occupied Housing Units	28.0%	40.0%	36.6%
Vacant Housing Units	4.3%	7.7%	7.9%
2022 Housing Units	124,585	733,077	996,951
Owner Occupied Housing Units	67.9%	52.0%	55.1%
Renter Occupied Housing Units	27.8%	40.1%	36.7%
Vacant Housing Units	4.4%	7.9%	8.1%
Median Household Income			
2017	\$88,755	\$56,891	\$56,523
2022	\$97,468	\$65,205	\$64,487
Median Home Value			
2017	\$259,046	\$177,800	\$169,974
2022	\$287,518	\$194,428	\$187,942
Per Capita Income			
2017	\$43,507	\$32,040	\$30,810
2022	\$48,654	\$36,406	\$35,119
Median Age			
2010	36.1	34.4	35.7
2017	37.1	35.5	36.8
2022	37.9	36.1	37.4

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	109,625	636,952	872,377
<\$15,000	4.8%	11.8%	11.2%
\$15,000 - \$24,999	5.1%	9.2%	9.3%
\$25,000 - \$34,999	6.4%	9.7%	9.8%
\$35,000 - \$49,999	10.1%	13.0%	13.3%
\$50,000 - \$74,999	15.2%	17.5%	18.2%
\$75,000 - \$99,999	13.6%	12.6%	13.0%
\$100,000 - \$149,999	21.0%	14.5%	14.5%
\$150,000 - \$199,999	11.3%	5.9%	5.5%
\$200,000+	12.4%	5.8%	5.0%
Average Household Income	\$115,455	\$79,789	\$77,438
2022 Households by Income			
Household Income Base	119,153	675,172	915,828
<\$15,000	4.3%	11.1%	10.6%
\$15,000 - \$24,999	4.3%	8.2%	8.4%
\$25,000 - \$34,999	5.2%	8.2%	8.4%
\$35,000 - \$49,999	8.3%	11.1%	11.4%
\$50,000 - \$74,999	13.7%	16.3%	16.9%
\$75,000 - \$99,999	15.3%	14.9%	15.2%
\$100,000 - \$149,999	22.6%	16.6%	16.7%
\$150,000 - \$199,999	12.2%	6.8%	6.5%
\$200,000+	14.1%	6.7%	6.0%
Average Household Income	\$129,444	\$90,848	\$88,444
2017 Owner Occupied Housing Units by Value			
Total	77,586	360,517	525,493
<\$50,000	1.7%	4.6%	5.6%
\$50,000 - \$99,999	3.9%	16.1%	17.1%
\$100,000 - \$149,999	8.1%	18.9%	19.6%
\$150,000 - \$199,999	16.1%	18.7%	19.4%
\$200,000 - \$249,999	17.8%	12.9%	12.5%
\$250,000 - \$299,999	13.1%	8.2%	8.0%
\$300,000 - \$399,999	19.8%	10.4%	9.2%
\$400,000 - \$499,999	9.1%	4.7%	4.0%
\$500,000 - \$749,999	7.8%	4.0%	3.3%
\$750,000 - \$999,999	1.6%	0.9%	0.8%
\$1,000,000 +	0.9%	0.6%	0.5%
Average Home Value	\$301,836	\$219,342	\$207,579
2022 Owner Occupied Housing Units by Value			
Total	84,536	381,236	549,534
<\$50,000	1.1%	3.9%	4.6%
\$50,000 - \$99,999	3.1%	14.5%	15.0%
\$100,000 - \$149,999	6.5%	16.7%	17.2%
\$150,000 - \$199,999	13.4%	16.8%	17.5%
\$200,000 - \$249,999	16.3%	12.6%	12.6%
\$250,000 - \$299,999	12.8%	8.8%	9.0%
\$300,000 - \$399,999	22.2%	12.8%	11.8%
\$400,000 - \$499,999	11.5%	6.4%	5.7%
\$500,000 - \$749,999	10.3%	5.6%	4.9%
\$750,000 - \$999,999	1.9%	1.2%	1.1%
\$1,000,000 +	0.9%	0.7%	0.7%
Average Home Value	\$327,773	\$242,437	\$233,259

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	256,579	1,454,054	2,050,703
0 - 4	7.3%	7.1%	6.9%
5 - 9	8.2%	6.9%	6.9%
10 - 14	7.6%	6.6%	6.8%
15 - 24	12.0%	14.9%	14.3%
25 - 34	13.1%	15.4%	14.3%
35 - 44	16.2%	14.1%	13.9%
45 - 54	15.1%	14.2%	14.5%
55 - 64	11.2%	10.7%	11.3%
65 - 74	5.3%	5.5%	6.2%
75 - 84	2.8%	3.2%	3.6%
85 +	1.1%	1.3%	1.4%
18 +	72.6%	75.4%	75.4%
2017 Population by Age			
Total	291,582	1,598,885	2,216,161
0 - 4	6.6%	6.5%	6.3%
5 - 9	7.5%	6.6%	6.5%
10 - 14	7.7%	6.4%	6.5%
15 - 24	13.0%	14.9%	14.3%
25 - 34	12.2%	14.9%	14.1%
35 - 44	14.5%	13.4%	13.1%
45 - 54	14.2%	12.8%	13.1%
55 - 64	12.3%	11.9%	12.5%
65 - 74	7.6%	7.6%	8.2%
75 - 84	3.2%	3.5%	3.8%
85 +	1.3%	1.5%	1.7%
18 +	74.1%	76.8%	77.1%
2022 Population by Age			
Total	317,480	1,695,928	2,327,136
0 - 4	6.5%	6.5%	6.3%
5 - 9	7.0%	6.3%	6.2%
10 - 14	7.3%	6.4%	6.4%
15 - 24	12.5%	14.4%	13.7%
25 - 34	12.6%	15.0%	14.2%
35 - 44	14.2%	13.4%	13.1%
45 - 54	13.2%	11.9%	12.1%
55 - 64	12.3%	11.7%	12.2%
65 - 74	8.9%	8.7%	9.4%
75 - 84	4.1%	4.2%	4.6%
85 +	1.4%	1.6%	1.7%
18 +	75.1%	77.3%	77.5%
2010 Population by Sex			
Males	125,864	711,378	1,006,845
Females	130,716	742,676	1,043,858
2017 Population by Sex			
Males	143,053	783,863	1,089,762
Females	148,531	815,021	1,126,399
2022 Population by Sex			
Males	155,770	832,116	1,145,423
Females	161,708	863,813	1,181,712

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



Market Profile

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2010 Population by Race/Ethnicity			
Total	256,580	1,454,055	2,050,703
White Alone	85.5%	73.9%	79.0%
Black Alone	5.5%	17.5%	13.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	5.4%	3.7%	2.9%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	1.2%	2.0%	1.5%
Two or More Races	2.2%	2.7%	2.5%
Hispanic Origin	3.3%	4.2%	3.4%
Diversity Index	31.0	46.9	39.9
2017 Population by Race/Ethnicity			
Total	291,584	1,598,885	2,216,161
White Alone	82.7%	70.9%	76.2%
Black Alone	5.8%	18.5%	15.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	7.4%	4.9%	3.8%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	1.3%	2.2%	1.8%
Two or More Races	2.6%	3.2%	2.9%
Hispanic Origin	3.8%	4.9%	4.1%
Diversity Index	35.8	51.0	44.3
2022 Population by Race/Ethnicity			
Total	317,478	1,695,931	2,327,136
White Alone	80.2%	68.6%	74.0%
Black Alone	6.1%	19.3%	15.9%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	9.0%	5.8%	4.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	2.4%	2.0%
Two or More Races	3.0%	3.5%	3.3%
Hispanic Origin	4.3%	5.4%	4.7%
Diversity Index	39.8	54.1	47.7
2010 Population by Relationship and Household Type			
Total	256,580	1,454,054	2,050,703
In Households	98.4%	97.5%	97.3%
In Family Households	84.6%	77.3%	78.9%
Householder	26.7%	24.5%	25.1%
Spouse	22.2%	17.3%	18.3%
Child	32.2%	30.1%	30.3%
Other relative	2.1%	3.1%	2.9%
Nonrelative	1.4%	2.3%	2.3%
In Nonfamily Households	13.8%	20.2%	18.4%
In Group Quarters	1.6%	2.5%	2.7%
Institutionalized Population	0.5%	1.2%	1.5%
Noninstitutionalized Population	1.1%	1.3%	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	190,302	1,048,431	1,473,658
Less than 9th Grade	1.1%	2.7%	2.5%
9th - 12th Grade, No Diploma	2.2%	5.9%	6.2%
High School Graduate	15.4%	22.0%	25.5%
GED/Alternative Credential	1.5%	3.2%	3.6%
Some College, No Degree	17.2%	20.1%	20.3%
Associate Degree	7.0%	7.2%	7.7%
Bachelor's Degree	35.1%	24.9%	22.0%
Graduate/Professional Degree	20.5%	14.1%	12.2%
2017 Population 15+ by Marital Status			
Total	228,070	1,286,515	1,789,935
Never Married	27.9%	36.8%	34.2%
Married	58.4%	46.5%	48.6%
Widowed	3.9%	4.8%	5.3%
Divorced	9.7%	11.9%	12.0%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	97.1%	94.7%	94.7%
Civilian Unemployed (Unemployment Rate)	2.9%	5.3%	5.3%
2017 Employed Population 16+ by Industry			
Total	155,053	806,613	1,102,326
Agriculture/Mining	0.5%	0.5%	0.8%
Construction	3.6%	4.1%	4.5%
Manufacturing	8.0%	8.7%	10.4%
Wholesale Trade	3.1%	3.0%	2.9%
Retail Trade	10.9%	11.6%	11.6%
Transportation/Utilities	3.2%	4.9%	5.2%
Information	2.0%	1.9%	1.8%
Finance/Insurance/Real Estate	14.2%	10.3%	9.5%
Services	50.6%	50.5%	48.5%
Public Administration	4.0%	4.6%	4.8%
2017 Employed Population 16+ by Occupation			
Total	155,051	806,612	1,102,322
White Collar	77.3%	67.0%	64.3%
Management/Business/Financial	23.9%	17.4%	16.5%
Professional	29.0%	24.6%	23.2%
Sales	12.2%	10.2%	10.0%
Administrative Support	12.3%	14.7%	14.7%
Services	12.5%	16.4%	16.5%
Blue Collar	10.2%	16.6%	19.1%
Farming/Forestry/Fishing	0.2%	0.2%	0.3%
Construction/Extraction	2.3%	3.0%	3.4%
Installation/Maintenance/Repair	1.6%	2.4%	2.7%
Production	3.0%	5.0%	6.2%
Transportation/Material Moving	3.1%	6.0%	6.5%
2010 Population By Urban/ Rural Status			
Total Population	256,580	1,454,054	2,050,703
Population Inside Urbanized Area	92.4%	86.1%	73.2%
Population Inside Urbanized Cluster	0.0%	5.5%	10.2%
Rural Population	7.6%	8.4%	16.7%

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	96,790	581,299	808,932
Households with 1 Person	22.8%	29.8%	28.4%
Households with 2+ People	77.2%	70.2%	71.6%
Family Households	71.0%	61.3%	63.8%
Husband-wife Families	58.9%	43.3%	46.3%
With Related Children	30.4%	20.2%	20.8%
Other Family (No Spouse Present)	12.1%	18.0%	17.5%
Other Family with Male Householder	3.5%	4.7%	4.7%
With Related Children	2.3%	2.8%	2.9%
Other Family with Female Householder	8.6%	13.3%	12.8%
With Related Children	5.9%	9.1%	8.7%
Nonfamily Households	6.2%	8.9%	7.8%
All Households with Children	38.9%	32.5%	32.9%
Multigenerational Households	2.2%	3.0%	3.1%
Unmarried Partner Households	5.7%	7.6%	7.4%
Male-female	5.0%	6.6%	6.5%
Same-sex	0.7%	1.0%	0.9%
2010 Households by Size			
Total	96,791	581,298	808,932
1 Person Household	22.8%	29.8%	28.4%
2 Person Household	33.4%	32.6%	33.5%
3 Person Household	17.0%	15.7%	15.9%
4 Person Household	17.1%	12.8%	13.0%
5 Person Household	6.9%	5.7%	5.8%
6 Person Household	2.1%	2.1%	2.1%
7 + Person Household	0.7%	1.2%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	96,790	581,299	808,931
Owner Occupied	72.8%	59.6%	63.3%
Owned with a Mortgage/Loan	60.4%	47.3%	48.6%
Owned Free and Clear	12.4%	12.3%	14.7%
Renter Occupied	27.2%	40.4%	36.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	102,726	638,903	888,547
Housing Units Inside Urbanized Area	92.5%	87.5%	74.9%
Housing Units Inside Urbanized Cluster	0.0%	5.0%	9.8%
Rural Housing Units	7.5%	7.5%	15.3%

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.	Professional Pride (1B)	Bright Young Professionals	Green Acres (6A)
2.	Boomburbs (1C)	Hardscrabble Road (8G)	Salt of the Earth (6B)
3.	Soccer Moms (4A)	Metro Renters (3B)	Bright Young Professionals
2017 Consumer Spending			
Apparel & Services: Total \$	\$343,676,474	\$1,387,499,721	\$1,823,857,536
Average Spent	\$3,135.02	\$2,178.29	\$2,090.64
Spending Potential Index	145	101	97
Education: Total \$	\$239,953,044	\$966,906,627	\$1,250,552,801
Average Spent	\$2,188.85	\$1,517.98	\$1,433.47
Spending Potential Index	150	104	98
Entertainment/Recreation: Total \$	\$482,437,841	\$1,958,229,162	\$2,617,280,216
Average Spent	\$4,400.80	\$3,074.30	\$3,000.12
Spending Potential Index	141	99	96
Food at Home: Total \$	\$755,955,388	\$3,206,934,213	\$4,274,141,741
Average Spent	\$6,895.83	\$5,034.69	\$4,899.33
Spending Potential Index	137	100	97
Food Away from Home: Total \$	\$525,759,206	\$2,159,546,599	\$2,845,105,390
Average Spent	\$4,795.98	\$3,390.35	\$3,261.27
Spending Potential Index	144	102	98
Health Care: Total \$	\$830,611,057	\$3,406,366,447	\$4,634,987,514
Average Spent	\$7,576.84	\$5,347.78	\$5,312.96
Spending Potential Index	135	96	95
HH Furnishings & Equipment: Total \$	\$305,462,939	\$1,235,586,883	\$1,646,568,964
Average Spent	\$2,786.44	\$1,939.79	\$1,887.42
Spending Potential Index	143	100	97
Personal Care Products & Services: Total \$	\$125,003,874	\$504,811,067	\$669,746,563
Average Spent	\$1,140.29	\$792.52	\$767.71
Spending Potential Index	143	100	96
Shelter: Total \$	\$2,531,603,526	\$10,420,868,897	\$13,654,581,402
Average Spent	\$23,093.30	\$16,360.11	\$15,651.87
Spending Potential Index	142	101	96
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$364,207,506	\$1,442,153,528	\$1,938,044,598
Average Spent	\$3,322.30	\$2,264.09	\$2,221.53
Spending Potential Index	142	97	95
Travel: Total \$	\$334,461,379	\$1,278,204,279	\$1,700,796,591
Average Spent	\$3,050.96	\$2,006.70	\$1,949.58
Spending Potential Index	147	97	94
Vehicle Maintenance & Repairs: Total \$	\$162,926,280	\$674,236,758	\$903,531,706
Average Spent	\$1,486.21	\$1,058.51	\$1,035.69
Spending Potential Index	139	99	97

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.