



# Market Profile

8070 E Broad St, Reynoldsburg, Ohio, 43068  
Rings: 1, 3, 5 mile radii

Prepared by Bill Weitzenkorn, CCIM

Latitude: 39.98600  
Longitude: -82.78475

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	3,518	40,464	102,148
2010 Total Population	8,513	59,462	128,446
2017 Total Population	9,182	65,139	139,143
2017 Group Quarters	0	12	565
2022 Total Population	9,713	68,952	146,523
2017-2022 Annual Rate	1.13%	1.14%	1.04%
2017 Total Daytime Population	9,679	54,112	120,514
Workers	5,557	23,715	54,192
Residents	4,122	30,397	66,322
<b>Household Summary</b>			
2000 Households	1,284	16,411	41,276
2000 Average Household Size	2.74	2.46	2.46
2010 Households	3,357	23,711	51,635
2010 Average Household Size	2.54	2.51	2.48
2017 Households	3,599	25,849	55,635
2017 Average Household Size	2.55	2.52	2.49
2022 Households	3,800	27,308	58,468
2022 Average Household Size	2.56	2.52	2.50
2017-2022 Annual Rate	1.09%	1.10%	1.00%
2010 Families	2,193	15,984	33,889
2010 Average Family Size	3.13	3.05	3.06
2017 Families	2,317	17,169	35,938
2017 Average Family Size	3.17	3.09	3.09
2022 Families	2,432	18,014	37,491
2022 Average Family Size	3.18	3.10	3.11
2017-2022 Annual Rate	0.97%	0.97%	0.85%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,380	17,359	43,673
Owner Occupied Housing Units	78.6%	67.7%	59.2%
Renter Occupied Housing Units	14.4%	26.9%	35.3%
Vacant Housing Units	7.0%	5.5%	5.5%
2010 Housing Units	3,604	25,415	55,967
Owner Occupied Housing Units	74.0%	67.7%	57.8%
Renter Occupied Housing Units	19.1%	25.6%	34.5%
Vacant Housing Units	6.9%	6.7%	7.7%
2017 Housing Units	3,700	27,021	59,228
Owner Occupied Housing Units	74.4%	66.5%	56.5%
Renter Occupied Housing Units	22.9%	29.1%	37.5%
Vacant Housing Units	2.7%	4.3%	6.1%
2022 Housing Units	3,914	28,562	62,316
Owner Occupied Housing Units	74.7%	66.4%	56.4%
Renter Occupied Housing Units	22.4%	29.2%	37.4%
Vacant Housing Units	2.9%	4.4%	6.2%
<b>Median Household Income</b>			
2017	\$73,235	\$68,415	\$62,592
2022	\$79,672	\$77,893	\$72,307
<b>Median Home Value</b>			
2017	\$156,961	\$168,738	\$175,067
2022	\$168,116	\$184,089	\$190,480
<b>Per Capita Income</b>			
2017	\$33,268	\$32,957	\$32,709
2022	\$37,716	\$37,692	\$37,009
<b>Median Age</b>			
2010	32.7	35.1	35.5
2017	33.2	36.6	36.8
2022	33.6	37.0	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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<b>2017 Households by Income</b>			
Household Income Base	3,599	25,849	55,631
<\$15,000	2.3%	6.2%	7.5%
\$15,000 - \$24,999	4.2%	6.3%	8.1%
\$25,000 - \$34,999	5.5%	8.1%	9.5%
\$35,000 - \$49,999	13.0%	12.6%	13.5%
\$50,000 - \$74,999	26.3%	21.0%	19.1%
\$75,000 - \$99,999	21.4%	17.0%	14.5%
\$100,000 - \$149,999	19.0%	18.2%	16.6%
\$150,000 - \$199,999	5.6%	6.5%	6.4%
\$200,000+	2.8%	4.1%	4.9%
Average Household Income	\$83,753	\$83,020	\$81,588
<b>2022 Households by Income</b>			
Household Income Base	3,800	27,308	58,464
<\$15,000	2.0%	5.6%	7.0%
\$15,000 - \$24,999	3.6%	5.4%	7.2%
\$25,000 - \$34,999	4.4%	6.6%	8.0%
\$35,000 - \$49,999	10.2%	10.4%	11.5%
\$50,000 - \$74,999	23.6%	18.9%	17.7%
\$75,000 - \$99,999	23.9%	19.3%	16.8%
\$100,000 - \$149,999	21.9%	20.7%	18.7%
\$150,000 - \$199,999	6.9%	7.9%	7.3%
\$200,000+	3.5%	5.1%	5.7%
Average Household Income	\$95,111	\$95,136	\$92,534
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	2,751	17,977	33,446
<\$50,000	3.6%	4.2%	4.1%
\$50,000 - \$99,999	12.7%	10.7%	10.7%
\$100,000 - \$149,999	28.7%	23.5%	21.8%
\$150,000 - \$199,999	35.8%	31.0%	26.7%
\$200,000 - \$249,999	12.2%	13.9%	14.7%
\$250,000 - \$299,999	3.7%	6.3%	6.9%
\$300,000 - \$399,999	1.2%	5.0%	8.0%
\$400,000 - \$499,999	1.8%	1.9%	2.6%
\$500,000 - \$749,999	0.3%	3.3%	3.7%
\$750,000 - \$999,999	0.0%	0.2%	0.5%
\$1,000,000 +	0.0%	0.2%	0.2%
Average Home Value	\$160,792	\$191,493	\$205,251
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	2,923	18,973	35,171
<\$50,000	2.7%	3.1%	3.2%
\$50,000 - \$99,999	9.3%	8.9%	9.3%
\$100,000 - \$149,999	25.6%	19.4%	18.7%
\$150,000 - \$199,999	34.4%	27.3%	23.3%
\$200,000 - \$249,999	14.3%	15.1%	15.0%
\$250,000 - \$299,999	5.3%	8.1%	8.2%
\$300,000 - \$399,999	2.0%	7.7%	11.0%
\$400,000 - \$499,999	5.8%	3.5%	4.0%
\$500,000 - \$749,999	0.7%	6.4%	6.4%
\$750,000 - \$999,999	0.0%	0.3%	0.7%
\$1,000,000 +	0.0%	0.2%	0.2%
Average Home Value	\$183,867	\$223,913	\$233,761

**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	8,512	59,461	128,447
0 - 4	9.0%	8.0%	7.4%
5 - 9	8.4%	7.4%	7.2%
10 - 14	6.9%	7.1%	7.3%
15 - 24	9.7%	11.3%	12.5%
25 - 34	21.3%	16.2%	14.8%
35 - 44	18.6%	15.4%	14.6%
45 - 54	11.8%	14.0%	14.7%
55 - 64	8.5%	11.0%	11.1%
65 - 74	3.7%	5.8%	5.8%
75 - 84	1.7%	3.1%	3.3%
85 +	0.4%	0.9%	1.2%
18 +	72.3%	73.7%	73.7%
<b>2017 Population by Age</b>			
Total	9,181	65,139	139,145
0 - 4	8.3%	7.2%	6.8%
5 - 9	8.1%	7.4%	6.9%
10 - 14	6.6%	6.9%	6.9%
15 - 24	10.4%	11.5%	12.7%
25 - 34	20.3%	14.4%	14.1%
35 - 44	17.4%	14.9%	13.8%
45 - 54	11.9%	13.1%	13.4%
55 - 64	9.2%	11.7%	12.3%
65 - 74	5.3%	8.1%	8.0%
75 - 84	2.0%	3.5%	3.6%
85 +	0.5%	1.2%	1.5%
18 +	73.8%	74.9%	75.6%
<b>2022 Population by Age</b>			
Total	9,713	68,953	146,523
0 - 4	8.3%	7.1%	6.7%
5 - 9	7.9%	7.1%	6.6%
10 - 14	6.6%	6.9%	6.7%
15 - 24	9.8%	10.9%	12.1%
25 - 34	20.7%	14.7%	14.5%
35 - 44	17.9%	15.0%	13.8%
45 - 54	10.8%	12.0%	12.2%
55 - 64	9.1%	11.4%	12.1%
65 - 74	5.9%	9.0%	9.2%
75 - 84	2.5%	4.4%	4.5%
85 +	0.6%	1.3%	1.5%
18 +	74.1%	75.2%	76.2%
<b>2010 Population by Sex</b>			
Males	4,053	28,296	61,264
Females	4,460	31,166	67,182
<b>2017 Population by Sex</b>			
Males	4,380	31,103	66,531
Females	4,802	34,036	72,612
<b>2022 Population by Sex</b>			
Males	4,642	32,999	70,191
Females	5,071	35,953	76,332

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January 29, 2018



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<b>2010 Population by Race/Ethnicity</b>			
Total	8,513	59,463	128,446
White Alone	69.9%	71.8%	66.7%
Black Alone	23.0%	21.8%	26.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.5%	2.1%	2.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	1.0%	1.6%
Two or More Races	3.5%	3.1%	3.3%
Hispanic Origin	3.2%	3.1%	3.8%
Diversity Index	49.2	47.0	52.5
<b>2017 Population by Race/Ethnicity</b>			
Total	9,182	65,140	139,143
White Alone	65.9%	68.0%	62.7%
Black Alone	25.5%	24.3%	28.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.2%	2.7%	2.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.1%	1.8%
Two or More Races	4.1%	3.7%	3.8%
Hispanic Origin	3.7%	3.7%	4.5%
Diversity Index	53.5	51.5	56.4
<b>2022 Population by Race/Ethnicity</b>			
Total	9,714	68,952	146,524
White Alone	62.9%	64.9%	59.5%
Black Alone	27.4%	26.3%	30.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.8%	3.2%	3.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.2%	2.0%
Two or More Races	4.6%	4.2%	4.2%
Hispanic Origin	4.2%	4.3%	5.1%
Diversity Index	56.6	54.8	59.3
<b>2010 Population by Relationship and Household Type</b>			
Total	8,513	59,462	128,446
In Households	100.0%	100.0%	99.6%
In Family Households	82.5%	84.1%	82.9%
Householder	26.0%	26.9%	26.4%
Spouse	19.7%	19.9%	18.6%
Child	32.1%	32.4%	32.6%
Other relative	2.9%	2.9%	3.1%
Nonrelative	1.9%	2.0%	2.2%
In Nonfamily Households	17.5%	15.9%	16.7%
In Group Quarters	0.0%	0.0%	0.4%
Institutionalized Population	0.0%	0.0%	0.4%
Noninstitutionalized Population	0.0%	0.0%	0.0%

**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	6,104	43,625	92,802
Less than 9th Grade	0.7%	2.2%	2.0%
9th - 12th Grade, No Diploma	1.0%	3.5%	4.3%
High School Graduate	25.8%	23.5%	23.3%
GED/Alternative Credential	1.7%	2.8%	2.9%
Some College, No Degree	24.7%	23.2%	23.8%
Associate Degree	8.8%	8.5%	8.5%
Bachelor's Degree	25.2%	23.7%	23.3%
Graduate/Professional Degree	12.1%	12.7%	11.9%
<b>2017 Population 15+ by Marital Status</b>			
Total	7,063	51,141	110,419
Never Married	28.8%	30.5%	33.6%
Married	58.6%	51.9%	48.8%
Widowed	0.7%	4.3%	4.5%
Divorced	11.9%	13.3%	13.1%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.7%	95.7%	95.4%
Civilian Unemployed (Unemployment Rate)	3.3%	4.3%	4.6%
<b>2017 Employed Population 16+ by Industry</b>			
Total	5,138	35,301	74,082
Agriculture/Mining	0.1%	0.3%	0.3%
Construction	4.1%	3.8%	3.7%
Manufacturing	10.3%	7.9%	7.8%
Wholesale Trade	3.2%	3.0%	2.9%
Retail Trade	12.1%	14.4%	13.6%
Transportation/Utilities	6.9%	6.2%	6.6%
Information	1.4%	1.5%	1.7%
Finance/Insurance/Real Estate	11.8%	13.3%	11.8%
Services	38.7%	42.1%	45.4%
Public Administration	11.4%	7.6%	6.3%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	5,138	35,301	74,083
White Collar	69.3%	70.2%	67.1%
Management/Business/Financial	18.0%	19.7%	18.0%
Professional	18.1%	21.8%	21.4%
Sales	12.2%	11.5%	10.8%
Administrative Support	21.0%	17.3%	16.9%
Services	15.1%	14.5%	16.4%
Blue Collar	15.6%	15.3%	16.5%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	1.8%	2.7%	2.8%
Installation/Maintenance/Repair	1.1%	2.9%	2.6%
Production	4.0%	3.5%	4.2%
Transportation/Material Moving	8.6%	6.2%	6.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	8,513	59,462	128,446
Population Inside Urbanized Area	99.8%	96.6%	97.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.2%	3.4%	2.5%

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<b>2010 Households by Type</b>			
Total	3,358	23,712	51,636
Households with 1 Person	26.7%	26.3%	28.2%
Households with 2+ People	73.3%	73.7%	71.8%
Family Households	65.3%	67.4%	65.6%
Husband-wife Families	49.5%	49.8%	46.2%
With Related Children	26.4%	23.4%	21.7%
Other Family (No Spouse Present)	15.8%	17.6%	19.5%
Other Family with Male Householder	4.1%	4.5%	4.8%
With Related Children	2.7%	2.8%	3.0%
Other Family with Female Householder	11.8%	13.1%	14.6%
With Related Children	8.1%	9.0%	10.3%
Nonfamily Households	8.0%	6.3%	6.2%
All Households with Children	37.6%	35.7%	35.5%
Multigenerational Households	2.7%	3.2%	3.2%
Unmarried Partner Households	7.6%	7.0%	7.0%
Male-female	6.7%	6.2%	6.3%
Same-sex	0.9%	0.8%	0.7%
<b>2010 Households by Size</b>			
Total	3,357	23,710	51,635
1 Person Household	26.8%	26.3%	28.2%
2 Person Household	32.8%	33.9%	32.6%
3 Person Household	16.4%	16.6%	16.6%
4 Person Household	14.6%	14.0%	13.6%
5 Person Household	6.6%	6.0%	5.9%
6 Person Household	1.9%	2.1%	2.1%
7 + Person Household	0.9%	1.1%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,357	23,711	51,635
Owner Occupied	79.5%	72.5%	62.6%
Owned with a Mortgage/Loan	73.9%	61.3%	51.7%
Owned Free and Clear	5.6%	11.2%	10.9%
Renter Occupied	20.5%	27.5%	37.4%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,604	25,415	55,967
Housing Units Inside Urbanized Area	99.8%	97.0%	97.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.2%	3.0%	2.2%

**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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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Up and Coming Families	Up and Coming Families	Up and Coming Families
<b>2.</b>	In Style (5B)	Soccer Moms (4A)	Metro Fusion (11C)
<b>3.</b>	Middleburg (4C)	Middleburg (4C)	Young and Restless (11B)
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$8,354,753	\$58,419,328	\$124,080,778
Average Spent	\$2,321.41	\$2,260.02	\$2,230.26
Spending Potential Index	107	105	103
Education: Total \$	\$4,917,769	\$37,664,342	\$83,219,176
Average Spent	\$1,366.43	\$1,457.09	\$1,495.81
Spending Potential Index	94	100	103
Entertainment/Recreation: Total \$	\$11,642,468	\$82,784,296	\$174,481,959
Average Spent	\$3,234.92	\$3,202.61	\$3,136.19
Spending Potential Index	104	103	101
Food at Home: Total \$	\$18,378,723	\$133,074,524	\$284,029,623
Average Spent	\$5,106.62	\$5,148.15	\$5,105.23
Spending Potential Index	101	102	101
Food Away from Home: Total \$	\$12,921,951	\$90,710,473	\$192,735,266
Average Spent	\$3,590.43	\$3,509.24	\$3,464.28
Spending Potential Index	108	105	104
Health Care: Total \$	\$20,069,163	\$145,767,689	\$304,298,483
Average Spent	\$5,576.32	\$5,639.20	\$5,469.55
Spending Potential Index	100	101	98
HH Furnishings & Equipment: Total \$	\$7,494,327	\$52,534,061	\$110,375,919
Average Spent	\$2,082.34	\$2,032.34	\$1,983.93
Spending Potential Index	107	105	102
Personal Care Products & Services: Total \$	\$2,993,940	\$21,350,879	\$45,234,168
Average Spent	\$831.88	\$825.98	\$813.05
Spending Potential Index	104	104	102
Shelter: Total \$	\$60,360,385	\$433,285,382	\$927,103,885
Average Spent	\$16,771.43	\$16,762.17	\$16,664.04
Spending Potential Index	103	103	103
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,629,887	\$61,774,340	\$129,504,050
Average Spent	\$2,397.86	\$2,389.82	\$2,327.74
Spending Potential Index	102	102	99
Travel: Total \$	\$7,798,156	\$54,963,122	\$115,358,329
Average Spent	\$2,166.76	\$2,126.32	\$2,073.48
Spending Potential Index	105	103	100
Vehicle Maintenance & Repairs: Total \$	\$3,950,902	\$28,407,886	\$60,064,828
Average Spent	\$1,097.78	\$1,098.99	\$1,079.62
Spending Potential Index	102	102	101

**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.