



Executive Summary

Prepared by Scott Johnson Midland Retail

Columbia Square
Columbia Pkwy & Delta Ave, Cincinnati, OH 45226, Columbia Pkwy & Delta Ave
Ring: 1, 3, 5 Miles

Latitude: 39.117156
Longitude: -84.439265

	1 mile radius	3 miles radius	5 miles radius
2010 Population			
Total Population	6,225	88,591	288,666
Male Population	48.5%	47.2%	48.4%
Female Population	51.5%	52.8%	51.6%
Median Age	35.4	36.3	35.2
2010 Income			
Median HH Income	\$57,569	\$48,296	\$43,184
Per Capita Income	\$46,839	\$32,543	\$27,414
Average HH Income	\$97,282	\$69,447	\$60,585
2010 Households			
Total Households	2,971	40,869	127,909
Average Household Size	2.09	2.10	2.15
2010 Housing			
Owner Occupied Housing Units	48.3%	44.1%	37.9%
Renter Occupied Housing Units	39.1%	42.2%	45.3%
Vacant Housing Units	12.6%	13.7%	16.7%
Population			
1990 Population	6,753	98,886	320,837
2000 Population	6,344	91,924	298,704
2010 Population	6,225	88,591	288,666
2015 Population	6,326	88,826	290,585
1990-2000 Annual Rate	-0.62%	-0.73%	-0.71%
2000-2010 Annual Rate	-0.18%	-0.36%	-0.33%
2010-2015 Annual Rate	0.32%	0.05%	0.13%

In the identified market area, the current year population is 288,666. In 2000, the Census count in the market area was 298,704. The rate of change since 2000 was -0.33 percent annually. The five-year projection for the population in the market area is 290,585, representing a change of 0.13 percent annually from 2010 to 2015. Currently, the population is 48.4 percent male and 51.6 percent female.

Households			
1990 Households	2,922	42,479	134,401
2000 Households	3,024	41,960	131,863
2010 Households	2,971	40,869	127,909
2015 Households	3,021	41,131	129,119
1990-2000 Annual Rate	0.34%	-0.12%	-0.19%
2000-2010 Annual Rate	-0.17%	-0.26%	-0.3%
2010-2015 Annual Rate	0.33%	0.13%	0.19%

The household count in this market area has changed from 131,863 in 2000 to 127,909 in the current year, a change of -0.3 percent annually. The five-year projection of households is 129,119, a change of 0.19 percent annually from the current year total. Average household size is currently 2.15, compared to 2.17 in the year 2000. The number of families in the current year is 62,282 in the market area.

Housing

Currently, 37.9 percent of the 153,629 housing units in the market area are owner occupied; 45.3 percent, renter occupied; and 16.7 percent are vacant. In 2000, there were 146,855 housing units - 41.7 percent owner occupied, 48.1 percent renter occupied and 10.2 percent vacant. The rate of change in housing units since 2000 is 0.44 percent. Median home value in the market area is \$118,417, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 1.25 percent annually to \$125,985. From 2000 to the current year, median home value changed by 1.5 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.



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Median Household Income			
1990 Median HH Income	\$32,150	\$26,818	\$22,441
2000 Median HH Income	\$47,733	\$38,542	\$32,967
2010 Median HH Income	\$57,569	\$48,296	\$43,184
2015 Median HH Income	\$68,966	\$57,504	\$51,193
1990-2000 Annual Rate	4.03%	3.69%	3.92%
2000-2010 Annual Rate	1.84%	2.23%	2.67%
2010-2015 Annual Rate	3.68%	3.55%	3.46%
Per Capita Income			
1990 Per Capita Income	\$26,315	\$16,867	\$13,639
2000 Per Capita Income	\$43,774	\$27,714	\$22,631
2010 Per Capita Income	\$46,839	\$32,543	\$27,414
2015 Per Capita Income	\$55,370	\$37,512	\$31,432
1990-2000 Annual Rate	5.22%	5.09%	5.19%
2000-2010 Annual Rate	0.66%	1.58%	1.89%
2010-2015 Annual Rate	3.4%	2.88%	2.77%
Average Household Income			
1990 Average Household Income	\$60,665	\$38,632	\$32,074
2000 Average Household Income	\$90,454	\$59,793	\$50,378
2010 Average HH Income	\$97,282	\$69,447	\$60,585
2015 Average HH Income	\$114,944	\$79,757	\$69,291
1990-2000 Annual Rate	4.08%	4.46%	4.62%
2000-2010 Annual Rate	0.71%	1.47%	1.82%
2010-2015 Annual Rate	3.39%	2.81%	2.72%

Households by Income

Current median household income is \$43,184 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$51,193 in five years. In 2000, median household income was \$32,967, compared to \$22,441 in 1990.

Current average household income is \$60,585 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$69,291 in five years. In 2000, average household income was \$50,378, compared to \$32,074 in 1990.

Current per capita income is \$27,414 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$31,432 in five years. In 2000, the per capita income was \$22,631, compared to \$13,639 in 1990.

Population by Employment

Total Businesses	240	3,317	13,496
Total Employees	2,771	38,235	269,873

Currently, 86.3 percent of the civilian labor force in the identified market area is employed and 13.7 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 88.8 percent of the civilian labor force, and unemployment will be 11.2 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 63.5 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 65.8 percent in white collar jobs (compared to 61.6 percent of U.S. employment)
- 19.3 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 14.9 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 71.1 percent of the market area population drove alone to work, and 2.9 percent worked at home. The average travel time to work in 2000 was 21.3 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2010, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 16.1 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 26.4 percent were high school graduates only (29.6 percent in the U.S.)
- 6.2 percent had completed an Associate degree (7.7 percent in the U.S.)
- 19.9 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 13.2 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)