



# Market Profile

SR 850, Bidwell, OH 45631  
Rings: 30, 45, 60 mile radii

Latitude: 38.885  
Longitude: -82.297

	30 mile	45 mile	60 mile
<b>Population Summary</b>			
2000 Total Population	178,741	724,228	1,237,931
2010 Total Population	183,211	733,965	1,249,280
2016 Total Population	184,534	741,483	1,262,258
2016 Group Quarters	2,387	23,436	39,401
2021 Total Population	184,684	745,226	1,268,991
2016-2021 Annual Rate	0.02%	0.10%	0.11%
<b>Household Summary</b>			
2000 Households	69,896	287,189	493,467
2000 Average Household Size	2.52	2.44	2.43
2010 Households	72,536	293,937	503,263
2010 Average Household Size	2.49	2.41	2.40
2016 Households	73,062	297,326	509,487
2016 Average Household Size	2.49	2.42	2.40
2021 Households	73,147	298,837	512,475
2021 Average Household Size	2.49	2.42	2.40
2016-2021 Annual Rate	0.02%	0.10%	0.12%
2010 Families	50,956	195,772	334,104
2010 Average Family Size	2.96	2.92	2.91
2016 Families	50,687	195,291	333,663
2016 Average Family Size	2.97	2.93	2.92
2021 Families	50,428	194,887	333,323
2021 Average Family Size	2.98	2.93	2.93
2016-2021 Annual Rate	-0.10%	-0.04%	-0.02%
<b>Housing Unit Summary</b>			
2000 Housing Units	78,232	317,107	545,866
Owner Occupied Housing Units	70.0%	66.6%	66.1%
Renter Occupied Housing Units	19.3%	24.0%	24.3%
Vacant Housing Units	10.7%	9.4%	9.6%
2010 Housing Units	82,527	327,668	562,172
Owner Occupied Housing Units	67.1%	64.0%	63.5%
Renter Occupied Housing Units	20.8%	25.7%	26.0%
Vacant Housing Units	12.1%	10.3%	10.5%
2016 Housing Units	83,032	332,364	570,750
Owner Occupied Housing Units	64.7%	61.0%	60.5%
Renter Occupied Housing Units	23.3%	28.5%	28.8%
Vacant Housing Units	12.0%	10.5%	10.7%
2021 Housing Units	83,356	335,230	576,004
Owner Occupied Housing Units	64.5%	60.7%	60.3%
Renter Occupied Housing Units	23.2%	28.4%	28.7%
Vacant Housing Units	12.2%	10.9%	11.0%
<b>Median Household Income</b>			
2016	\$40,012	\$40,715	\$40,715
2021	\$42,804	\$42,785	\$42,665
<b>Median Home Value</b>			
2016	\$96,059	\$106,133	\$106,258
2021	\$124,373	\$132,884	\$132,905
<b>Per Capita Income</b>			
2016	\$21,238	\$22,318	\$22,534
2021	\$23,083	\$24,011	\$24,169
<b>Median Age</b>			
2010	40.5	39.5	40.1
2016	41.8	40.8	41.4
2021	43.5	42.2	42.7

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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<b>2016 Households by Income</b>			
Household Income Base	73,062	297,326	509,487
<\$15,000	16.9%	17.7%	17.3%
\$15,000 - \$24,999	14.2%	13.5%	13.7%
\$25,000 - \$34,999	12.3%	11.9%	12.0%
\$35,000 - \$49,999	16.0%	15.0%	15.1%
\$50,000 - \$74,999	17.7%	18.0%	18.2%
\$75,000 - \$99,999	10.5%	10.5%	10.4%
\$100,000 - \$149,999	8.9%	9.4%	9.2%
\$150,000 - \$199,999	2.2%	2.4%	2.3%
\$200,000+	1.3%	1.7%	1.7%
Average Household Income	\$53,157	\$54,800	\$54,932
<b>2021 Households by Income</b>			
Household Income Base	73,147	298,837	512,475
<\$15,000	17.0%	17.7%	17.3%
\$15,000 - \$24,999	14.0%	13.8%	14.1%
\$25,000 - \$34,999	11.0%	11.1%	11.2%
\$35,000 - \$49,999	13.3%	12.4%	12.6%
\$50,000 - \$74,999	17.8%	17.6%	17.9%
\$75,000 - \$99,999	12.0%	11.7%	11.6%
\$100,000 - \$149,999	10.6%	10.9%	10.6%
\$150,000 - \$199,999	2.8%	2.9%	2.9%
\$200,000+	1.5%	1.8%	1.9%
Average Household Income	\$57,795	\$59,025	\$58,954
<b>2016 Owner Occupied Housing Units by Value</b>			
Total	53,757	202,579	345,284
<\$50,000	24.8%	20.7%	20.2%
\$50,000 - \$99,999	27.3%	26.9%	27.2%
\$100,000 - \$149,999	18.3%	19.9%	20.2%
\$150,000 - \$199,999	13.1%	14.1%	13.9%
\$200,000 - \$249,999	6.4%	7.5%	7.5%
\$250,000 - \$299,999	3.7%	4.2%	4.1%
\$300,000 - \$399,999	3.9%	3.9%	3.8%
\$400,000 - \$499,999	1.4%	1.4%	1.5%
\$500,000 - \$749,999	0.7%	0.9%	0.9%
\$750,000 - \$999,999	0.2%	0.3%	0.3%
\$1,000,000 +	0.2%	0.3%	0.3%
Average Home Value	\$125,444	\$135,075	\$135,657
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	53,788	203,476	347,152
<\$50,000	18.0%	14.7%	14.7%
\$50,000 - \$99,999	22.2%	21.7%	21.7%
\$100,000 - \$149,999	20.2%	20.7%	20.7%
\$150,000 - \$199,999	15.7%	17.6%	17.7%
\$200,000 - \$249,999	10.2%	11.0%	11.2%
\$250,000 - \$299,999	5.7%	6.0%	5.8%
\$300,000 - \$399,999	5.0%	4.9%	4.7%
\$400,000 - \$499,999	1.7%	1.7%	1.7%
\$500,000 - \$749,999	0.8%	1.1%	1.2%
\$750,000 - \$999,999	0.3%	0.4%	0.4%
\$1,000,000 +	0.2%	0.3%	0.3%
Average Home Value	\$147,806	\$156,726	\$156,609

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	183,212	733,962	1,249,280
0 - 4	6.1%	5.8%	5.8%
5 - 9	6.5%	6.0%	6.0%
10 - 14	6.8%	6.2%	6.2%
15 - 24	12.0%	14.4%	13.5%
25 - 34	11.7%	12.0%	12.0%
35 - 44	12.9%	12.6%	12.8%
45 - 54	15.2%	14.5%	14.9%
55 - 64	13.5%	13.1%	13.3%
65 - 74	8.9%	8.6%	8.6%
75 - 84	4.9%	5.1%	5.1%
85 +	1.6%	1.8%	1.8%
18 +	76.5%	78.3%	78.1%
<b>2016 Population by Age</b>			
Total	184,535	741,484	1,262,258
0 - 4	5.7%	5.4%	5.5%
5 - 9	6.1%	5.7%	5.7%
10 - 14	6.3%	5.8%	5.9%
15 - 24	11.4%	13.8%	12.9%
25 - 34	11.9%	12.2%	12.1%
35 - 44	12.6%	12.2%	12.3%
45 - 54	13.6%	13.1%	13.3%
55 - 64	14.7%	14.1%	14.3%
65 - 74	10.7%	10.4%	10.5%
75 - 84	5.2%	5.3%	5.3%
85 +	1.8%	2.0%	2.0%
18 +	78.3%	79.7%	79.5%
<b>2021 Population by Age</b>			
Total	184,686	745,225	1,268,991
0 - 4	5.4%	5.2%	5.2%
5 - 9	5.8%	5.5%	5.5%
10 - 14	6.4%	5.9%	6.0%
15 - 24	10.9%	13.2%	12.4%
25 - 34	10.9%	11.4%	11.4%
35 - 44	12.4%	12.2%	12.3%
45 - 54	13.0%	12.5%	12.6%
55 - 64	14.6%	13.9%	14.1%
65 - 74	12.4%	11.9%	12.1%
75 - 84	6.2%	6.2%	6.2%
85 +	1.9%	2.1%	2.2%
18 +	78.6%	79.9%	79.7%
<b>2010 Population by Sex</b>			
Males	90,042	360,378	614,988
Females	93,169	373,587	634,292
<b>2016 Population by Sex</b>			
Males	91,037	365,229	623,201
Females	93,496	376,254	639,057
<b>2021 Population by Sex</b>			
Males	91,460	368,447	628,751
Females	93,224	376,780	640,240

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	183,211	733,965	1,249,280
White Alone	97.1%	95.1%	94.4%
Black Alone	0.9%	2.2%	2.9%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.4%	0.7%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.2%	0.2%
Two or More Races	1.2%	1.5%	1.6%
Hispanic Origin	0.7%	0.9%	0.9%
Diversity Index	7.1	11.1	12.4
<b>2016 Population by Race/Ethnicity</b>			
Total	184,533	741,484	1,262,258
White Alone	96.6%	94.5%	93.7%
Black Alone	1.0%	2.2%	2.9%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.4%	0.9%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.3%	0.3%
Two or More Races	1.4%	1.8%	1.9%
Hispanic Origin	0.9%	1.2%	1.2%
Diversity Index	8.4	12.9	14.2
<b>2021 Population by Race/Ethnicity</b>			
Total	184,684	745,227	1,268,991
White Alone	96.3%	93.9%	93.2%
Black Alone	1.0%	2.3%	3.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.5%	1.1%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.4%	0.3%
Two or More Races	1.5%	2.0%	2.2%
Hispanic Origin	1.1%	1.5%	1.5%
Diversity Index	9.3	14.4	15.6
<b>2010 Population by Relationship and Household Type</b>			
Total	183,211	733,965	1,249,280
In Households	98.7%	96.7%	96.8%
In Family Households	84.8%	80.1%	80.2%
Householder	27.8%	26.7%	26.7%
Spouse	21.2%	20.0%	20.0%
Child	30.5%	28.5%	28.6%
Other relative	2.7%	2.6%	2.6%
Nonrelative	2.5%	2.3%	2.4%
In Nonfamily Households	13.9%	16.6%	16.5%
In Group Quarters	1.3%	3.3%	3.2%
Institutionalized Population	1.0%	1.6%	1.9%
Noninstitutionalized Population	0.2%	1.8%	1.4%

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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<b>2016 Population 25+ by Educational Attainment</b>			
Total	130,083	513,535	882,985
Less than 9th Grade	4.5%	4.1%	4.1%
9th - 12th Grade, No Diploma	10.9%	9.6%	9.6%
High School Graduate	38.3%	33.5%	34.0%
GED/Alternative Credential	5.1%	5.2%	5.3%
Some College, No Degree	17.1%	19.7%	19.6%
Associate Degree	8.7%	8.6%	8.3%
Bachelor's Degree	9.4%	11.5%	11.4%
Graduate/Professional Degree	6.1%	7.9%	7.5%
<b>2016 Population 15+ by Marital Status</b>			
Total	151,148	615,556	1,046,325
Never Married	24.3%	28.3%	27.8%
Married	53.6%	49.8%	50.3%
Widowed	7.7%	7.6%	7.7%
Divorced	14.3%	14.2%	14.3%
<b>2016 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.7%	93.7%	93.4%
Civilian Unemployed	6.3%	6.3%	6.6%
<b>2016 Employed Population 16+ by Industry</b>			
Total	72,389	294,587	508,020
Agriculture/Mining	1.9%	1.3%	1.7%
Construction	6.9%	5.7%	5.8%
Manufacturing	14.9%	10.5%	10.8%
Wholesale Trade	2.2%	2.3%	2.3%
Retail Trade	12.4%	13.5%	13.5%
Transportation/Utilities	7.3%	6.3%	6.0%
Information	1.1%	1.4%	1.3%
Finance/Insurance/Real Estate	3.2%	3.9%	4.3%
Services	45.4%	50.2%	48.8%
Public Administration	4.8%	5.0%	5.7%
<b>2016 Employed Population 16+ by Occupation</b>			
Total	72,389	294,586	508,020
White Collar	51.7%	57.5%	56.6%
Management/Business/Financial	9.1%	10.2%	10.8%
Professional	20.8%	22.8%	21.9%
Sales	9.7%	10.6%	10.5%
Administrative Support	12.1%	13.8%	13.5%
Services	17.0%	19.0%	19.3%
Blue Collar	31.3%	23.5%	24.1%
Farming/Forestry/Fishing	0.7%	0.3%	0.4%
Construction/Extraction	6.6%	5.4%	5.6%
Installation/Maintenance/Repair	4.4%	3.6%	3.6%
Production	9.9%	6.6%	6.8%
Transportation/Material Moving	9.8%	7.6%	7.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	183,211	733,965	1,249,280
Population Inside Urbanized Area	2.3%	35.0%	33.2%
Population Inside Urbanized Cluster	20.6%	17.4%	18.6%
Rural Population	77.1%	47.6%	48.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

July 29, 2016



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<b>2010 Households by Type</b>			
Total	72,537	293,938	503,263
Households with 1 Person	25.4%	27.5%	28.0%
Households with 2+ People	74.6%	72.5%	72.0%
Family Households	70.2%	66.6%	66.4%
Husband-wife Families	53.6%	50.0%	49.6%
With Related Children	21.3%	19.5%	19.1%
Other Family (No Spouse Present)	16.7%	16.6%	16.8%
Other Family with Male Householder	5.2%	4.9%	4.9%
With Related Children	3.1%	2.9%	2.9%
Other Family with Female Householder	11.5%	11.7%	11.9%
With Related Children	7.3%	7.5%	7.6%
Nonfamily Households	4.4%	5.9%	5.6%
All Households with Children	32.3%	30.3%	30.2%
Multigenerational Households	3.7%	3.5%	3.4%
Unmarried Partner Households	6.9%	6.6%	6.9%
Male-female	6.4%	6.0%	6.2%
Same-sex	0.5%	0.6%	0.7%
<b>2010 Households by Size</b>			
Total	72,535	293,939	503,263
1 Person Household	25.4%	27.5%	28.0%
2 Person Household	35.9%	35.7%	35.7%
3 Person Household	17.0%	16.7%	16.4%
4 Person Household	13.0%	12.3%	12.2%
5 Person Household	5.7%	5.1%	5.1%
6 Person Household	2.0%	1.7%	1.7%
7 + Person Household	1.1%	0.9%	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	72,536	293,937	503,263
Owner Occupied	76.4%	71.3%	71.0%
Owned with a Mortgage/Loan	40.7%	40.1%	40.0%
Owned Free and Clear	35.7%	31.2%	31.0%
Renter Occupied	23.6%	28.7%	29.0%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	82,527	327,668	562,172
Housing Units Inside Urbanized Area	2.3%	36.3%	34.9%
Housing Units Inside Urbanized Cluster	22.0%	16.8%	17.9%
Rural Housing Units	75.7%	46.9%	47.2%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Rooted Rural (10B)	Rooted Rural (10B)	Rooted Rural (10B)
<b>2.</b>	Southern Satellites (10A)	Southern Satellites (10A)	Small Town Simplicity
<b>3.</b>	Small Town Simplicity	Small Town Simplicity	Southern Satellites (10A)
<b>2016 Consumer Spending</b>			
Apparel & Services: Total \$	\$99,843,095	\$420,885,165	\$721,687,745
Average Spent	\$1,366.55	\$1,415.57	\$1,416.50
Spending Potential Index	68	70	70
Education: Total \$	\$55,680,109	\$260,859,442	\$444,182,380
Average Spent	\$762.09	\$877.35	\$871.82
Spending Potential Index	54	62	62
Entertainment/Recreation: Total \$	\$155,228,454	\$641,114,539	\$1,101,341,347
Average Spent	\$2,124.61	\$2,156.27	\$2,161.67
Spending Potential Index	73	74	74
Food at Home: Total \$	\$275,307,415	\$1,132,541,912	\$1,946,728,952
Average Spent	\$3,768.13	\$3,809.09	\$3,820.96
Spending Potential Index	76	76	77
Food Away from Home: Total \$	\$158,044,428	\$661,832,285	\$1,134,262,600
Average Spent	\$2,163.15	\$2,225.95	\$2,226.28
Spending Potential Index	70	72	72
Health Care: Total \$	\$307,480,445	\$1,243,841,725	\$2,139,917,948
Average Spent	\$4,208.49	\$4,183.43	\$4,200.14
Spending Potential Index	79	79	79
HH Furnishings & Equipment: Total \$	\$89,409,238	\$375,075,182	\$644,429,607
Average Spent	\$1,223.74	\$1,261.49	\$1,264.86
Spending Potential Index	69	71	72
Personal Care Products & Services: Total \$	\$37,082,668	\$155,009,681	\$266,518,787
Average Spent	\$507.55	\$521.35	\$523.11
Spending Potential Index	69	71	71
Shelter: Total \$	\$709,937,373	\$3,083,895,994	\$5,296,322,417
Average Spent	\$9,716.92	\$10,372.10	\$10,395.40
Spending Potential Index	62	67	67
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$126,122,300	\$520,400,502	\$895,888,396
Average Spent	\$1,726.24	\$1,750.27	\$1,758.41
Spending Potential Index	74	75	76
Travel: Total \$	\$85,184,796	\$365,839,042	\$629,750,282
Average Spent	\$1,165.92	\$1,230.43	\$1,236.05
Spending Potential Index	63	66	66
Vehicle Maintenance & Repairs: Total \$	\$57,075,438	\$234,383,913	\$402,768,830
Average Spent	\$781.19	\$788.31	\$790.54
Spending Potential Index	75	76	76

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.