



## Executive Summary

Prepared By STDBOnline

5300 Kings Island Dr, Mason, OH  
45040-2353

Site Type: Ring	Radius: 1 Miles	Radius: 5 Miles	Radius: 7 Miles
<b>2009 Population</b>			
Total Population	1,435	87,806	167,331
Male Population	48.6%	49.3%	49.9%
Female Population	51.4%	50.7%	50.1%
Median Age	36.4	35.0	35.6
<b>2009 Income</b>			
Median HH Income	\$78,774	\$84,937	\$82,844
Per Capita Income	\$38,715	\$38,469	\$36,738
Average HH Income	\$110,357	\$104,378	\$102,114
<b>2009 Households</b>			
Total Households	534	32,252	59,266
Average Household Size	2.69	2.70	2.73
<b>2009 Housing</b>			
Owner Occupied Housing Units	82.2%	73.4%	72.7%
Renter Occupied Housing Units	11.6%	18.6%	19.9%
Vacant Housing Units	6.2%	8.0%	7.4%
<b>Population</b>			
1990 Population	725	34,366	86,687
2000 Population	1,222	57,409	125,940
2009 Population	1,435	87,806	167,331
2014 Population	1,593	103,145	188,295
1990-2000 Annual Rate	5.36%	5.27%	3.81%
2000-2009 Annual Rate	1.75%	4.7%	3.12%
2009-2014 Annual Rate	2.11%	3.27%	2.39%

In the identified market area, the current year population is 167,331. In 2000, the Census count in the market area was 125,940. The rate of change since 2000 was 3.12 percent annually. The five-year projection for the population in the market area is 188,295, representing a change of 2.39 percent annually from 2009 to 2014. Currently, the population is 49.9 percent male and 50.1 percent female.

Households	Radius: 1 Miles	Radius: 5 Miles	Radius: 7 Miles
1990 Households	277	12,506	29,513
2000 Households	448	20,904	43,838
2009 Households	534	32,252	59,266
2014 Households	595	38,060	67,145
1990-2000 Annual Rate	4.93%	5.27%	4.04%
2000-2009 Annual Rate	1.92%	4.8%	3.31%
2009-2014 Annual Rate	2.19%	3.37%	2.53%

The household count in this market area has changed from 43,838 in 2000 to 59,266 in the current year, a change of 3.31 percent annually. The five-year projection of households is 67,145, a change of 2.53 percent annually from the current year total. Average household size is currently 2.73, compared to 2.74 in the year 2000. The number of families in the current year is 44,419 in the market area.

### Housing

Currently, 72.7 percent of the 64,021 housing units in the market area are owner occupied; 19.9 percent, renter occupied; and 7.4 percent are vacant. In 2000, there were 46,151 housing units—75.8 percent owner occupied, 19.2 percent renter occupied and 5.0 percent vacant. The rate of change in housing units since 2000 is 3.6 percent. Median home value in the market area is \$192,635, compared to a median home value of \$162,279 for the U.S. In five years, median home value is projected to change by 2.02 percent annually to \$212,914. From 2000 to the current year, median home value changed by 2.75 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014. ESRI converted 1990 Census data into 2000 geography.



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Site Type: Ring	Radius: 1 Miles	Radius: 5 Miles	Radius: 7 Miles
<b>Median Household Income</b>			
1990 Median HH Income	\$35,104	\$40,793	\$41,675
2000 Median HH Income	\$69,559	\$64,671	\$63,928
2009 Median HH Income	\$78,774	\$84,937	\$82,844
2014 Median HH Income	\$81,589	\$94,646	\$88,856
1990-2000 Annual Rate	7.08%	4.72%	4.37%
2000-2009 Annual Rate	1.35%	2.99%	2.84%
2009-2014 Annual Rate	0.7%	2.19%	1.41%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$14,548	\$16,841	\$16,860
2000 Per Capita Income	\$30,340	\$28,777	\$27,870
2009 Per Capita Income	\$38,715	\$38,469	\$36,738
2014 Per Capita Income	\$39,951	\$40,125	\$38,347
1990-2000 Annual Rate	7.63%	5.5%	5.15%
2000-2009 Annual Rate	2.67%	3.19%	3.03%
2009-2014 Annual Rate	0.63%	0.85%	0.86%
<b>Average Household Income</b>			
1990 Average Household Income	\$38,152	\$46,327	\$48,883
2000 Average Household Income	\$88,082	\$78,733	\$78,374
2009 Average HH Income	\$110,357	\$104,378	\$102,114
2014 Average HH Income	\$113,073	\$108,381	\$105,892
1990-2000 Annual Rate	8.73%	5.45%	4.83%
2000-2009 Annual Rate	2.47%	3.1%	2.9%
2009-2014 Annual Rate	0.49%	0.76%	0.73%

### Households by Income

Current median household income is \$82,844 in the market area, compared to \$54,719 for all U.S. households. Median household income is projected to be \$88,856 in five years. In 2000, median household income was \$63,928, compared to \$41,675 in 1990.

Current average household income is \$102,114 in this market area, compared to \$71,437 for all U.S. households. Average household income is projected to be \$105,892 in five years. In 2000, average household income was \$78,374, compared to \$48,883 in 1990.

Current per capita income is \$36,738 in the market area, compared to the U.S. per capita income of \$27,277. The per capita income is projected to be \$38,347 in five years. In 2000, the per capita income was \$27,870, compared to \$16,860 in 1990.

### Population by Employment

Total Businesses	69	2,139	4,950
Total Employees	2,934	41,049	74,165

Currently, 92.8 percent of the civilian labor force in the identified market area is employed and 7.2 percent are unemployed. In comparison, 89.4 percent of the U.S. civilian labor force is employed, and 10.6 percent are unemployed. In five years the rate of employment in the market area will be 95.1 percent of the civilian labor force, and unemployment will be 4.9 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 92.9 percent, and 7.1 percent will be unemployed. In 2000, 68.6 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

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

- 72.8 percent in white collar jobs (compared to 61.5 percent of U.S. employment)
- 11.9 percent in service jobs (compared to 17.1 percent of U.S. employment)
- 15.3 percent in blue collar jobs (compared to 21.4 percent of U.S. employment)

In 2000, 86.2 percent of the market area population drove alone to work, and 4.0 percent worked at home. The average travel time to work in 2000 was 23.6 minutes in the market area, compared to the U.S. average of 25.5 minutes.

### Population by Education

In 2009, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 8.3 percent had not earned a high school diploma (16.2 percent in the U.S.)
- 26.2 percent were high school graduates only (29.8 percent in the U.S.)
- 8.6 percent had completed an Associate degree (7.2 percent in the U.S.)
- 26.0 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 13.1 percent had earned a Master's/Professional/Doctorate Degree (9.8 percent in the U.S.)



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Site Type: Ring	Radius: 10 Miles	Radius: 30 Miles	Radius: 60 Miles
<b>2009 Population</b>			
Total Population	289,529	2,294,542	3,517,457
Male Population	49.7%	48.5%	48.7%
Female Population	50.3%	51.5%	51.3%
Median Age	36.5	37.0	37.4
<b>2009 Income</b>			
Median HH Income	\$84,432	\$57,110	\$55,440
Per Capita Income	\$37,894	\$29,608	\$27,981
Average HH Income	\$105,430	\$73,170	\$69,709
<b>2009 Households</b>			
Total Households	103,112	917,098	1,394,151
Average Household Size	2.74	2.44	2.46
<b>2009 Housing</b>			
Owner Occupied Housing Units	74.2%	59.0%	61.1%
Renter Occupied Housing Units	19.2%	30.7%	28.8%
Vacant Housing Units	6.6%	10.3%	10.0%
<b>Population</b>			
1990 Population	166,362	2,115,421	3,195,282
2000 Population	233,412	2,217,093	3,381,138
2009 Population	289,529	2,294,542	3,517,457
2014 Population	317,944	2,340,810	3,587,008
1990-2000 Annual Rate	3.44%	0.47%	0.57%
2000-2009 Annual Rate	2.36%	0.37%	0.43%
2009-2014 Annual Rate	1.89%	0.4%	0.39%

In the identified market area, the current year population is 3,517,457. In 2000, the Census count in the market area was 3,381,138. The rate of change since 2000 was 0.43 percent annually. The five-year projection for the population in the market area is 3,587,008, representing a change of 0.39 percent annually from 2009 to 2014. Currently, the population is 48.7 percent male and 51.3 percent female.

Households	Radius: 10 Miles	Radius: 30 Miles	Radius: 60 Miles
1990 Households	57,236	802,927	1,199,793
2000 Households	82,073	874,562	1,320,316
2009 Households	103,112	917,098	1,394,151
2014 Households	113,826	939,232	1,428,139
1990-2000 Annual Rate	3.67%	0.86%	0.96%
2000-2009 Annual Rate	2.5%	0.51%	0.59%
2009-2014 Annual Rate	2%	0.48%	0.48%

The household count in this market area has changed from 1,320,316 in 2000 to 1,394,151 in the current year, a change of 0.59 percent annually. The five-year projection of households is 1,428,139, a change of 0.48 percent annually from the current year total. Average household size is currently 2.46, compared to 2.50 in the year 2000. The number of families in the current year is 922,590 in the market area.

### Housing

Currently, 61.1 percent of the 1,549,666 housing units in the market area are owner occupied; 28.8 percent, renter occupied; and 10.0 percent are vacant. In 2000, there were 1,416,481 housing units—63.3 percent owner occupied, 29.9 percent renter occupied and 6.8 percent vacant. The rate of change in housing units since 2000 is 0.98 percent. Median home value in the market area is \$122,037, compared to a median home value of \$162,279 for the U.S. In five years, median home value is projected to change by 0.9 percent annually to \$127,626. From 2000 to the current year, median home value changed by 1.71 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014. ESRI converted 1990 Census data into 2000 geography.



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Site Type: Ring	Radius: 10 Miles	Radius: 30 Miles	Radius: 60 Miles
<b>Median Household Income</b>			
1990 Median HH Income	\$44,466	\$30,565	\$29,834
2000 Median HH Income	\$66,045	\$43,798	\$42,845
2009 Median HH Income	\$84,432	\$57,110	\$55,440
2014 Median HH Income	\$88,805	\$59,641	\$57,706
1990-2000 Annual Rate	4.04%	3.66%	3.69%
2000-2009 Annual Rate	2.69%	2.91%	2.83%
2009-2014 Annual Rate	1.02%	0.87%	0.8%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$18,230	\$14,579	\$13,826
2000 Per Capita Income	\$29,195	\$23,120	\$21,880
2009 Per Capita Income	\$37,894	\$29,608	\$27,981
2014 Per Capita Income	\$39,325	\$31,064	\$29,288
1990-2000 Annual Rate	4.82%	4.72%	4.7%
2000-2009 Annual Rate	2.86%	2.71%	2.69%
2009-2014 Annual Rate	0.74%	0.96%	0.92%
<b>Average Household Income</b>			
1990 Average Household Income	\$52,626	\$38,040	\$36,471
2000 Average Household Income	\$81,804	\$57,853	\$55,263
2009 Average HH Income	\$105,430	\$73,170	\$69,709
2014 Average HH Income	\$108,847	\$76,416	\$72,581
1990-2000 Annual Rate	4.51%	4.28%	4.24%
2000-2009 Annual Rate	2.78%	2.57%	2.54%
2009-2014 Annual Rate	0.64%	0.87%	0.81%

### Households by Income

Current median household income is \$55,440 in the market area, compared to \$54,719 for all U.S. households. Median household income is projected to be \$57,706 in five years. In 2000, median household income was \$42,845, compared to \$29,834 in 1990.

Current average household income is \$69,709 in this market area, compared to \$71,437 for all U.S. households. Average household income is projected to be \$72,581 in five years. In 2000, average household income was \$55,263, compared to \$36,471 in 1990.

Current per capita income is \$27,981 in the market area, compared to the U.S. per capita income of \$27,277. The per capita income is projected to be \$29,288 in five years. In 2000, the per capita income was \$21,880, compared to \$13,826 in 1990.

### Population by Employment

Total Businesses	10,565	82,699	122,430
Total Employees	145,896	1,219,440	1,692,961

Currently, 90.4 percent of the civilian labor force in the identified market area is employed and 9.6 percent are unemployed. In comparison, 89.4 percent of the U.S. civilian labor force is employed, and 10.6 percent are unemployed. In five years the rate of employment in the market area will be 93.7 percent of the civilian labor force, and unemployment will be 6.3 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 92.9 percent, and 7.1 percent will be unemployed. In 2000, 65.9 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.2 percent were in the Armed Forces.

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

- 61.6 percent in white collar jobs (compared to 61.5 percent of U.S. employment)
- 16.5 percent in service jobs (compared to 17.1 percent of U.S. employment)
- 21.9 percent in blue collar jobs (compared to 21.4 percent of U.S. employment)

In 2000, 82.0 percent of the market area population drove alone to work, and 2.7 percent worked at home. The average travel time to work in 2000 was 23.5 minutes in the market area, compared to the U.S. average of 25.5 minutes.

### Population by Education

In 2009, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 14.4 percent had not earned a high school diploma (16.2 percent in the U.S.)
- 34.5 percent were high school graduates only (29.8 percent in the U.S.)
- 7.3 percent had completed an Associate degree (7.2 percent in the U.S.)
- 15.4 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 9.1 percent had earned a Master's/Professional/Doctorate Degree (9.8 percent in the U.S.)