



Community Profile

Rings: 1, 3, 5 mile radii

4393 Digital Way, Mason, OH 45040, USA

Latitude: 39.3122

Longitude: -84.30182

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	5,340	47,317	114,239
2010 Total Population	6,739	55,968	136,484
2018 Total Population	7,468	59,243	143,951
2018 Group Quarters	5	120	661
2023 Total Population	8,055	61,753	149,492
2018-2023 Annual Rate	1.52%	0.83%	0.76%
2018 Total Daytime Population	17,263	70,691	156,610
Workers	13,586	43,738	89,138
Residents	3,677	26,953	67,472
Household Summary			
2000 Households	1,798	17,400	41,760
2000 Average Household Size	2.97	2.69	2.71
2010 Households	2,562	21,972	51,632
2010 Average Household Size	2.63	2.54	2.63
2018 Households	2,863	23,279	54,427
2018 Average Household Size	2.61	2.54	2.63
2023 Households	3,093	24,259	56,488
2023 Average Household Size	2.60	2.54	2.63
2018-2023 Annual Rate	1.56%	0.83%	0.75%
2010 Families	1,726	15,252	37,650
2010 Average Family Size	3.25	3.09	3.12
2018 Families	1,894	15,876	39,075
2018 Average Family Size	3.27	3.12	3.15
2023 Families	2,031	16,427	40,322
2023 Average Family Size	3.28	3.14	3.17
2018-2023 Annual Rate	1.41%	0.68%	0.63%
Housing Unit Summary			
2000 Housing Units	1,868	18,317	43,648
Owner Occupied Housing Units	84.7%	75.3%	77.2%
Renter Occupied Housing Units	11.5%	19.7%	18.5%
Vacant Housing Units	3.7%	5.0%	4.3%
2010 Housing Units	2,722	23,137	54,421
Owner Occupied Housing Units	68.6%	68.3%	73.6%
Renter Occupied Housing Units	25.5%	26.7%	21.3%
Vacant Housing Units	5.9%	5.0%	5.1%
2018 Housing Units	3,027	24,499	57,133
Owner Occupied Housing Units	67.2%	66.3%	71.6%
Renter Occupied Housing Units	27.4%	28.7%	23.7%
Vacant Housing Units	5.4%	5.0%	4.7%
2023 Housing Units	3,288	25,628	59,458
Owner Occupied Housing Units	67.9%	66.9%	72.2%
Renter Occupied Housing Units	26.1%	27.7%	22.8%
Vacant Housing Units	5.9%	5.3%	5.0%
Median Household Income			
2018	\$89,481	\$88,415	\$89,244
2023	\$100,476	\$97,736	\$98,732
Median Home Value			
2018	\$237,626	\$238,838	\$246,616
2023	\$285,491	\$271,765	\$277,078
Per Capita Income			
2018	\$44,532	\$45,293	\$44,605
2023	\$51,242	\$51,410	\$50,427
Median Age			
2010	37.8	37.9	38.8
2018	39.0	39.2	40.0
2023	39.3	40.1	40.9

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	2,863	23,279	54,427
<\$15,000	5.8%	4.6%	4.4%
\$15,000 - \$24,999	3.4%	4.3%	4.6%
\$25,000 - \$34,999	4.3%	5.6%	5.6%
\$35,000 - \$49,999	8.9%	10.0%	9.7%
\$50,000 - \$74,999	18.4%	17.2%	17.4%
\$75,000 - \$99,999	14.1%	13.6%	12.9%
\$100,000 - \$149,999	22.9%	20.9%	20.3%
\$150,000 - \$199,999	10.5%	10.4%	11.2%
\$200,000+	11.5%	13.4%	13.8%
Average Household Income	\$111,562	\$115,383	\$117,532
2023 Households by Income			
Household Income Base	3,093	24,259	56,488
<\$15,000	5.0%	3.9%	3.7%
\$15,000 - \$24,999	2.7%	3.5%	3.7%
\$25,000 - \$34,999	3.5%	4.6%	4.6%
\$35,000 - \$49,999	7.6%	8.9%	8.7%
\$50,000 - \$74,999	17.1%	16.5%	16.8%
\$75,000 - \$99,999	13.7%	13.7%	13.0%
\$100,000 - \$149,999	24.3%	22.2%	21.5%
\$150,000 - \$199,999	11.4%	10.9%	11.7%
\$200,000+	14.6%	15.9%	16.3%
Average Household Income	\$128,661	\$130,990	\$133,047
2018 Owner Occupied Housing Units by Value			
Total	2,034	16,247	40,905
<\$50,000	0.7%	1.3%	2.1%
\$50,000 - \$99,999	1.3%	3.2%	3.8%
\$100,000 - \$149,999	15.1%	11.7%	11.9%
\$150,000 - \$199,999	21.8%	21.3%	18.8%
\$200,000 - \$249,999	14.6%	16.0%	14.3%
\$250,000 - \$299,999	9.3%	11.0%	13.4%
\$300,000 - \$399,999	25.7%	19.6%	16.5%
\$400,000 - \$499,999	7.7%	9.0%	10.0%
\$500,000 - \$749,999	1.1%	5.5%	5.9%
\$750,000 - \$999,999	0.9%	0.6%	1.5%
\$1,000,000 - \$1,499,999	0.9%	0.4%	1.0%
\$1,500,000 - \$1,999,999	0.1%	0.0%	0.4%
\$2,000,000 +	0.5%	0.2%	0.2%
Average Home Value	\$282,182	\$281,395	\$299,171
2023 Owner Occupied Housing Units by Value			
Total	2,234	17,151	42,910
<\$50,000	0.4%	0.8%	1.1%
\$50,000 - \$99,999	0.5%	2.0%	2.2%
\$100,000 - \$149,999	8.5%	7.8%	7.6%
\$150,000 - \$199,999	18.8%	17.8%	15.9%
\$200,000 - \$249,999	14.7%	16.4%	15.0%
\$250,000 - \$299,999	10.0%	12.1%	15.2%
\$300,000 - \$399,999	32.1%	23.9%	19.4%
\$400,000 - \$499,999	10.7%	11.5%	12.5%
\$500,000 - \$749,999	1.5%	6.2%	7.4%
\$750,000 - \$999,999	1.4%	0.9%	2.1%
\$1,000,000 - \$1,499,999	0.8%	0.4%	1.0%
\$1,500,000 - \$1,999,999	0.1%	0.0%	0.4%
\$2,000,000 +	0.5%	0.2%	0.2%
Average Home Value	\$309,501	\$305,893	\$328,529

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	6,737	55,974	136,483
0 - 4	6.3%	6.3%	6.3%
5 - 9	7.4%	7.5%	7.9%
10 - 14	8.1%	8.0%	8.2%
15 - 24	11.2%	11.6%	11.2%
25 - 34	12.9%	12.5%	11.1%
35 - 44	15.7%	15.0%	15.0%
45 - 54	17.0%	16.9%	17.0%
55 - 64	11.1%	11.3%	11.9%
65 - 74	6.2%	5.7%	6.2%
75 - 84	3.3%	3.7%	3.7%
85 +	0.9%	1.5%	1.4%
18 +	73.8%	73.6%	72.8%
2018 Population by Age			
Total	7,468	59,241	143,952
0 - 4	5.9%	5.7%	5.7%
5 - 9	7.1%	6.5%	6.7%
10 - 14	7.8%	7.3%	7.7%
15 - 24	10.2%	11.7%	11.8%
25 - 34	12.8%	12.8%	11.3%
35 - 44	15.7%	13.9%	13.4%
45 - 54	14.4%	14.4%	14.7%
55 - 64	12.9%	13.7%	14.0%
65 - 74	8.4%	8.3%	8.8%
75 - 84	3.8%	3.8%	4.0%
85 +	1.1%	1.7%	1.7%
18 +	75.4%	76.3%	75.5%
2023 Population by Age			
Total	8,054	61,753	149,490
0 - 4	6.0%	5.8%	5.7%
5 - 9	7.0%	6.3%	6.3%
10 - 14	7.6%	6.8%	7.2%
15 - 24	9.4%	10.9%	11.2%
25 - 34	12.9%	12.8%	11.6%
35 - 44	16.7%	14.7%	13.8%
45 - 54	13.2%	13.0%	13.5%
55 - 64	11.9%	13.3%	13.5%
65 - 74	9.4%	10.0%	10.4%
75 - 84	4.6%	4.7%	5.0%
85 +	1.2%	1.8%	1.8%
18 +	75.6%	77.3%	76.6%
2010 Population by Sex			
Males	3,293	27,303	66,616
Females	3,446	28,665	69,868
2018 Population by Sex			
Males	3,656	28,983	70,369
Females	3,812	30,259	73,582
2023 Population by Sex			
Males	3,952	30,313	73,279
Females	4,103	31,440	76,213

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	6,740	55,967	136,484
White Alone	84.1%	84.0%	86.1%
Black Alone	3.5%	3.8%	3.7%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	9.2%	9.0%	7.1%
Pacific Islander Alone	0.0%	0.2%	0.2%
Some Other Race Alone	1.1%	1.1%	1.1%
Two or More Races	1.9%	1.9%	1.8%
Hispanic Origin	4.0%	3.3%	3.2%
Diversity Index	33.7	33.2	29.9
2018 Population by Race/Ethnicity			
Total	7,469	59,244	143,951
White Alone	79.0%	79.2%	82.1%
Black Alone	4.1%	4.3%	4.2%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	13.2%	12.6%	9.9%
Pacific Islander Alone	0.0%	0.2%	0.2%
Some Other Race Alone	1.2%	1.3%	1.3%
Two or More Races	2.3%	2.3%	2.2%
Hispanic Origin	4.9%	4.1%	4.0%
Diversity Index	41.6	40.6	36.7
2023 Population by Race/Ethnicity			
Total	8,055	61,753	149,492
White Alone	74.4%	75.1%	78.8%
Black Alone	4.6%	4.7%	4.6%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	16.8%	15.7%	12.2%
Pacific Islander Alone	0.0%	0.2%	0.2%
Some Other Race Alone	1.4%	1.5%	1.5%
Two or More Races	2.7%	2.7%	2.6%
Hispanic Origin	5.5%	4.8%	4.7%
Diversity Index	47.7	46.3	42.0
2010 Population by Relationship and Household Type			
Total	6,739	55,968	136,484
In Households	99.9%	99.8%	99.5%
In Family Households	84.1%	85.3%	87.2%
Householder	26.8%	27.2%	27.6%
Spouse	23.3%	22.7%	23.1%
Child	31.5%	32.0%	33.2%
Other relative	1.8%	2.2%	2.1%
Nonrelative	0.8%	1.2%	1.3%
In Nonfamily Households	15.8%	14.5%	12.3%
In Group Quarters	0.1%	0.2%	0.5%
Institutionalized Population	0.0%	0.0%	0.4%
Noninstitutionalized Population	0.1%	0.2%	0.1%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Population 25+ by Educational Attainment			
Total	5,153	40,693	97,876
Less than 9th Grade	0.7%	1.0%	1.2%
9th - 12th Grade, No Diploma	3.2%	2.1%	2.6%
High School Graduate	10.8%	14.4%	16.3%
GED/Alternative Credential	0.8%	1.3%	2.0%
Some College, No Degree	14.8%	15.8%	15.5%
Associate Degree	7.1%	7.9%	7.5%
Bachelor's Degree	36.4%	33.8%	32.4%
Graduate/Professional Degree	26.2%	23.6%	22.5%
2018 Population 15+ by Marital Status			
Total	5,914	47,637	114,915
Never Married	25.4%	25.6%	25.6%
Married	61.0%	59.0%	59.9%
Widowed	4.4%	5.1%	4.8%
Divorced	9.2%	10.3%	9.7%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	97.5%	97.3%	97.2%
Civilian Unemployed (Unemployment Rate)	2.5%	2.7%	2.8%
2018 Employed Population 16+ by Industry			
Total	3,866	32,873	77,805
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	2.9%	3.5%	3.9%
Manufacturing	14.0%	15.9%	16.9%
Wholesale Trade	2.5%	3.2%	3.3%
Retail Trade	15.9%	12.5%	11.8%
Transportation/Utilities	1.2%	3.8%	3.4%
Information	1.7%	1.3%	1.4%
Finance/Insurance/Real Estate	12.3%	9.8%	9.1%
Services	48.9%	48.0%	48.1%
Public Administration	0.5%	1.8%	1.9%
2018 Employed Population 16+ by Occupation			
Total	3,867	32,873	77,804
White Collar	82.2%	78.9%	75.0%
Management/Business/Financial	20.7%	22.4%	22.6%
Professional	30.6%	30.0%	28.1%
Sales	14.8%	14.0%	12.5%
Administrative Support	16.0%	12.5%	11.8%
Services	9.2%	10.2%	11.9%
Blue Collar	8.6%	10.9%	13.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.4%	1.9%	2.4%
Installation/Maintenance/Repair	2.7%	1.9%	2.4%
Production	1.4%	3.7%	4.2%
Transportation/Material Moving	2.1%	3.3%	4.1%
2010 Population By Urban/ Rural Status			
Total Population	6,739	55,968	136,484
Population Inside Urbanized Area	100.0%	100.0%	98.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	1.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	2,563	21,973	51,632
Households with 1 Person	26.8%	25.3%	22.6%
Households with 2+ People	73.2%	74.7%	77.4%
Family Households	67.3%	69.4%	72.9%
Husband-wife Families	58.6%	57.9%	61.0%
With Related Children	30.3%	29.2%	30.4%
Other Family (No Spouse Present)	8.7%	11.5%	11.9%
Other Family with Male Householder	2.7%	3.1%	3.2%
With Related Children	1.7%	1.9%	1.9%
Other Family with Female Householder	6.0%	8.4%	8.7%
With Related Children	3.9%	5.3%	5.7%
Nonfamily Households	5.8%	5.3%	4.5%
All Households with Children	36.1%	36.7%	38.3%
Multigenerational Households	2.0%	2.2%	2.5%
Unmarried Partner Households	4.6%	4.8%	4.7%
Male-female	4.0%	4.3%	4.1%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	2,563	21,971	51,633
1 Person Household	26.8%	25.3%	22.6%
2 Person Household	32.0%	32.7%	33.6%
3 Person Household	15.4%	16.5%	16.5%
4 Person Household	16.6%	16.6%	17.1%
5 Person Household	6.6%	6.5%	7.2%
6 Person Household	1.9%	1.9%	2.1%
7 + Person Household	0.5%	0.7%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	2,562	21,972	51,632
Owner Occupied	72.9%	71.9%	77.6%
Owned with a Mortgage/Loan	61.8%	58.8%	62.9%
Owned Free and Clear	11.1%	13.1%	14.7%
Renter Occupied	27.1%	28.1%	22.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,722	23,137	54,421
Housing Units Inside Urbanized Area	100.0%	100.0%	98.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	1.4%

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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Top 3 Tapestry Segments			
1.	Soccer Moms (4A)	Bright Young Professionals	Soccer Moms (4A)
2.	Bright Young Professionals	Soccer Moms (4A)	Savvy Suburbanites (1D)
3.	Boomburbs (1C)	Savvy Suburbanites (1D)	Professional Pride (1B)
2018 Consumer Spending			
Apparel & Services: Total \$	\$8,490,115	\$70,024,144	\$165,145,348
Average Spent	\$2,965.46	\$3,008.04	\$3,034.25
Spending Potential Index	136	138	139
Education: Total \$	\$5,514,214	\$47,792,169	\$115,495,907
Average Spent	\$1,926.03	\$2,053.02	\$2,122.03
Spending Potential Index	133	142	147
Entertainment/Recreation: Total \$	\$12,151,347	\$102,032,049	\$242,446,423
Average Spent	\$4,244.27	\$4,383.01	\$4,454.52
Spending Potential Index	132	136	138
Food at Home: Total \$	\$18,562,955	\$155,692,825	\$366,570,309
Average Spent	\$6,483.74	\$6,688.12	\$6,735.08
Spending Potential Index	129	133	134
Food Away from Home: Total \$	\$13,702,171	\$113,151,383	\$265,854,313
Average Spent	\$4,785.95	\$4,860.66	\$4,884.60
Spending Potential Index	136	138	139
Health Care: Total \$	\$20,884,913	\$177,813,273	\$424,548,210
Average Spent	\$7,294.77	\$7,638.36	\$7,800.32
Spending Potential Index	127	133	136
HH Furnishings & Equipment: Total \$	\$8,122,198	\$67,498,492	\$159,873,915
Average Spent	\$2,836.95	\$2,899.54	\$2,937.40
Spending Potential Index	136	139	141
Personal Care Products & Services: Total \$	\$3,240,993	\$26,948,503	\$63,609,388
Average Spent	\$1,132.03	\$1,157.63	\$1,168.71
Spending Potential Index	137	140	141
Shelter: Total \$	\$62,639,725	\$529,533,364	\$1,252,727,980
Average Spent	\$21,879.05	\$22,747.26	\$23,016.66
Spending Potential Index	130	136	137
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,027,059	\$78,202,105	\$187,961,181
Average Spent	\$3,153.01	\$3,359.34	\$3,453.45
Spending Potential Index	127	135	139
Travel: Total \$	\$8,438,418	\$70,955,559	\$170,028,808
Average Spent	\$2,947.40	\$3,048.05	\$3,123.98
Spending Potential Index	137	142	145
Vehicle Maintenance & Repairs: Total \$	\$4,036,686	\$33,810,319	\$79,856,744
Average Spent	\$1,409.95	\$1,452.40	\$1,467.23
Spending Potential Index	131	135	136

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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