

# Demographic Summary Report

## Rossford Pointe

Radius	3 Mile	5 Mile	10 Mile
<b>Population</b>			
2016 Projection	22,880	75,324	340,036
2011 Estimate	22,867	74,707	343,871
2010 Census	23,002	74,581	345,165
Growth 2011 - 2016	0.10%	0.80%	-1.10%
Growth 2010 - 2011	-0.60%	0.20%	-0.40%
<b>2011 Population by Hispanic Origin</b>	946	3,100	23,050
<b>2011 Population By Race</b>	22,867	74,707	343,871
White	21,434 93.73%	68,308 91.43%	245,385 71.36%
Black or African American	312 1.36%	2,779 3.72%	73,178 21.28%
American Indian and Alaska Native	42 0.18%	169 0.23%	1,119 0.33%
Asian	485 2.12%	1,326 1.77%	5,400 1.57%
Native Hawaiian and Pacific Islander	12 0.05%	21 0.03%	95 0.03%
Other Race	250 1.09%	803 1.07%	7,699 2.24%
Two or More Races	332 1.45%	1,301 1.74%	10,994 3.20%
<b>Households</b>			
2016 Projection	9,860	31,928	140,174
2011 Estimate	9,747	31,482	141,040
2010 Census	9,797	31,449	141,580
Growth 2011 - 2016	1.20%	1.40%	-0.60%
Growth 2010 - 2011	-0.50%	0.10%	-0.40%
Owner Occupied	6,767 69.43%	22,177 70.44%	83,804 59.42%
Renter Occupied	2,980 30.57%	9,305 29.56%	57,236 40.58%
<b>2011 Households by HH Income</b>	9,748	31,482	141,040
Income Less Than \$15,000	1,123 11.52%	3,765 11.96%	27,147 19.25%
Income: \$15,000 - \$24,999	824 8.45%	3,266 10.37%	18,736 13.28%
Income: \$25,000 - \$34,999	895 9.18%	3,212 10.20%	16,315 11.57%
Income: \$35,000 - \$49,999	1,386 14.22%	4,603 14.62%	20,905 14.82%
Income: \$50,000 - \$74,999	1,920 19.70%	6,043 19.20%	23,969 16.99%
Income: \$75,000 - \$99,999	1,311 13.45%	4,272 13.57%	14,759 10.46%
Income: \$100,000 - \$149,999	1,455 14.93%	4,121 13.09%	12,579 8.92%
Income: \$150,000 - \$199,999	487 5.00%	1,226 3.89%	3,739 2.65%
Income: \$200,000+	347 3.56%	974 3.09%	2,891 2.05%
<b>2011 Avg Household Income</b>	\$73,347	\$68,445	\$55,494
<b>2011 Med Household Income</b>	\$56,266	\$52,547	\$39,825
<b>2011 Per Capita Income</b>	\$31,519	\$28,959	\$23,341

# Demographic Detail Report

## Rossford Pointe

Radius	3 Mile		5 Mile		10 Mile	
<b>Population</b>						
2016 Projection	22,880		75,324		340,036	
2011 Estimate	22,867		74,707		343,871	
2010 Census	23,002		74,581		345,165	
Growth 2011 - 2016	0.10%		0.80%		-1.10%	
Growth 2010 - 2011	-0.60%		0.20%		-0.40%	
<b>2011 Population by Age</b>						
	<b>22,867</b>		<b>74,707</b>		<b>343,871</b>	
Age 0 - 4	1,278	5.59%	4,327	5.79%	23,234	6.76%
Age 5 - 9	1,414	6.18%	4,655	6.23%	22,526	6.55%
Age 10 - 14	1,475	6.45%	4,861	6.51%	22,193	6.45%
Age 15 - 19	1,399	6.12%	4,895	6.55%	26,451	7.69%
Age 20 - 24	1,185	5.18%	4,233	5.67%	27,708	8.06%
Age 25 - 34	2,823	12.35%	9,627	12.89%	44,544	12.95%
Age 35 - 44	2,891	12.64%	9,632	12.89%	42,309	12.30%
Age 45 - 49	1,644	7.19%	5,455	7.30%	23,388	6.80%
Age 50 - 54	1,770	7.74%	5,988	8.02%	25,180	7.32%
Age 55 - 59	1,817	7.95%	5,613	7.51%	22,996	6.69%
Age 60 - 64	1,527	6.68%	4,661	6.24%	19,081	5.55%
Age 65 - 74	1,800	7.87%	5,360	7.17%	22,935	6.67%
Age 75 - 84	1,247	5.45%	3,811	5.10%	14,858	4.32%
Age 85 and over	596	2.61%	1,589	2.13%	6,468	1.88%
Age 65 and over	3,643	15.93%	10,760	14.40%	44,261	12.87%
<b>Median Age</b>	<b>41.40</b>		<b>39.90</b>		<b>36.20</b>	
<b>Average Age</b>	<b>40.70</b>		<b>39.70</b>		<b>37.50</b>	

## Demographic Detail Report

### Rossford Pointe

Radius	3 Mile	5 Mile	10 Mile
<b>2011 Population By Race</b>	<b>22,867</b>	<b>74,707</b>	<b>343,871</b>
White	21,434 93.73%	68,308 91.43%	245,385 71.36%
Black or African American	312 1.36%	2,779 3.72%	73,178 21.28%
American Indian and Alaska Native	42 0.18%	169 0.23%	1,119 0.33%
Asian	485 2.12%	1,326 1.77%	5,400 1.57%
Native Hawaiian and Pacific Islander	12 0.05%	21 0.03%	95 0.03%
Other Race	250 1.09%	803 1.07%	7,699 2.24%
Two or More Races	332 1.45%	1,301 1.74%	10,994 3.20%
<b>2011 Population by Hispanic Origin</b>	<b>22,867</b>	<b>74,707</b>	<b>343,870</b>
Not Hispanic or Latino	21,921 95.86%	71,607 95.85%	320,820 93.30%
Hispanic or Latino	946 4.14%	3,100 4.15%	23,050 6.70%
<b>2011 Age 5+ Language at Home</b>	<b>20,657</b>	<b>69,620</b>	<b>330,683</b>
Speak Only English	19,627 95.01%	66,185 95.07%	309,449 93.58%
Speak Asian or Pacific Island	317 1.53%	732 1.05%	3,018 0.91%
Speak IndoEuropean	385 1.86%	1,424 2.05%	5,283 1.60%
Speak Spanish	306 1.48%	1,086 1.56%	10,298 3.11%
Speak Other Language	22 0.11%	193 0.28%	2,635 0.80%
<b>2011 Median Age, Male</b>	<b>39.40</b>	<b>38.10</b>	<b>34.70</b>
<b>2011 Average Age, Male</b>	<b>39.00</b>	<b>38.20</b>	<b>36.20</b>
<b>Median Age, Female</b>	<b>43.30</b>	<b>41.70</b>	<b>37.60</b>
<b>Average Age, Female</b>	<b>42.20</b>	<b>41.00</b>	<b>38.70</b>
<b>2011 Population by Occupation Classification (Age 16+)</b>	<b>11,378</b>	<b>38,909</b>	<b>160,965</b>
Blue Collar	2,231 19.61%	8,299 21.33%	40,266 25.02%
White Collar	7,712 67.78%	25,131 64.59%	90,404 56.16%
Service	1,435 12.61%	5,479 14.08%	30,295 18.82%
<b>2011 Population by Marital Status (Age 15+)</b>	<b>17,919</b>	<b>59,482</b>	<b>283,499</b>
Total, Never Married	4,283 23.90%	15,474 26.01%	100,448 35.43%
Married	10,321 57.60%	33,543 56.39%	127,014 44.80%
Widowed	1,443 8.05%	3,923 6.60%	19,232 6.78%
Divorced	1,872 10.45%	6,542 11.00%	36,805 12.98%

## Demographic Detail Report

### Rossford Pointe

Radius	3 Mile	5 Mile	10 Mile
<b>2011 Population by Education</b>	<b>14,899</b>	<b>49,940</b>	<b>227,998</b>
Less Than 9th Grade	196 1.32%	833 1.67%	6,857 3.01%
Some High School, No Diploma	793 5.32%	2,478 4.96%	25,449 11.16%
High School Grad (Incl Equivalency)	4,157 27.90%	15,021 30.08%	76,183 33.41%
Some College, No Degree	2,959 19.86%	10,681 21.39%	49,551 21.73%
Associate Degree	1,523 10.22%	4,773 9.56%	17,786 7.80%
Bachelor Degree	3,201 21.48%	10,418 20.86%	33,282 14.60%
Advanced Degrees	2,070 13.89%	5,736 11.49%	18,890 8.29%
<b>2011 Population by Occupation (Age 16+)</b>	<b>12,815</b>	<b>44,387</b>	<b>191,259</b>
Management, Business, & Financial	3,851 30.05%	12,486 28.13%	43,916 22.96%
Professional & Related Occupations	698 5.45%	1,940 4.37%	6,655 3.48%
Services	5,025 39.21%	18,889 42.56%	89,114 46.59%
Sales & Office	1,450 11.31%	4,297 9.68%	16,426 8.59%
Farming, Fishing, and Forestry	52 0.41%	65 0.15%	215 0.11%
Construction and Extraction, Maint	390 3.04%	1,548 3.49%	7,008 3.66%
Production & Transportation	1,349 10.53%	5,162 11.63%	27,925 14.60%
<b>2011 Workers by Travel Time to Work (Age 16+)</b>	<b>10,857</b>	<b>37,881</b>	<b>155,784</b>
Less Than 15 Minutes	3,649 33.61%	12,703 33.53%	51,693 33.18%
15 to 29 Minutes	5,614 51.71%	18,765 49.54%	74,878 48.07%
30 to 44 Minutes	911 8.39%	3,301 8.71%	17,400 11.17%
45 to 59 Minutes	224 2.06%	934 2.47%	3,432 2.20%
60+ Minutes	459 4.23%	2,178 5.75%	8,381 5.38%
<b>2000 Households by HH Size</b>	<b>9,797</b>	<b>31,450</b>	<b>141,579</b>
1-Person Households	3,063 31.26%	9,618 30.58%	45,512 32.15%
2-Person Households	3,482 35.54%	10,782 34.28%	45,476 32.12%
3-Person Households	1,345 13.73%	4,756 15.12%	21,804 15.40%
4-Person Households	1,163 11.87%	3,872 12.31%	16,564 11.70%
5-Person Households	525 5.36%	1,679 5.34%	7,693 5.43%
6-Person Households	158 1.61%	552 1.76%	2,958 2.09%
7 or more Person Households	61 0.62%	191 0.61%	1,572 1.11%
<b>2011 Average Household Size</b>	<b>2.32</b>	<b>2.35</b>	<b>2.38</b>

## Demographic Detail Report

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<b>Households</b>			
2016 Projection	9,860	31,928	140,174
2011 Estimate	9,747	31,482	141,040
2010 Census	9,797	31,449	141,580
Growth 2011 - 2016	1.20%	1.40%	-0.60%
Growth 2010 - 2011	-0.50%	0.10%	-0.40%
<b>2011 Households by HH Income</b>	<b>9,748</b>	<b>31,482</b>	<b>141,040</b>
Income: Less than \$15,000	1,123 11.52%	3,765 11.96%	27,147 19.25%
Income: \$15,000 - \$24,999	824 8.45%	3,266 10.37%	18,736 13.28%
Income: \$25,000 - \$34,999	895 9.18%	3,212 10.20%	16,315 11.57%
Income: \$35,000 - \$49,999	1,386 14.22%	4,603 14.62%	20,905 14.82%
Income: \$50,000 - \$74,999	1,920 19.70%	6,043 19.20%	23,969 16.99%
Income: \$75,000 - \$99,999	1,311 13.45%	4,272 13.57%	14,759 10.46%
Income: \$100,000 - \$149,999	1,455 14.93%	4,121 13.09%	12,579 8.92%
Income: \$150,000 - \$199,999	487 5.00%	1,226 3.89%	3,739 2.65%
Income: \$200,000+	347 3.56%	974 3.09%	2,891 2.05%
2011 Avg Household Income	\$73,347	\$68,445	\$55,494
2011 Med Household Income	\$56,266	\$52,547	\$39,825
2011 Per Capita Income	\$31,519	\$28,959	\$23,341
<b>2011 Occupied Housing</b>	<b>9,747</b>	<b>31,482</b>	<b>141,040</b>
Owner Occupied	6,767 69.43%	22,177 70.44%	83,804 59.42%
Renter Occupied	2,980 30.57%	9,305 29.56%	57,236 40.58%
<b>2000 Housing Units</b>	<b>9,982</b>	<b>32,074</b>	<b>158,355</b>
1 Unit Attached	817 8.18%	1,456 4.54%	5,670 3.58%
1 Unit Detached	5,964 59.75%	22,589 70.43%	101,763 64.26%
2 Units	289 2.90%	991 3.09%	10,290 6.50%
3 - 19 Units	1,246 12.48%	3,940 12.28%	24,189 15.28%
20 - 49 Units	360 3.61%	977 3.05%	5,016 3.17%
50 or more Units	473 4.74%	708 2.21%	5,831 3.68%
Mobile Home or Trailer	833 8.35%	1,413 4.41%	5,582 3.52%
Boat, RV, Van, Etc.	0 0.00%	0 0.00%	14 0.01%

## Demographic Detail Report

### Rossford Pointe

Radius	3 Mile		5 Mile		10 Mile	
<b>2011 Housing Value - Owner Occupied</b>	<b>6,644</b>		<b>22,572</b>		<b>87,612</b>	
Value Less than \$20,000	409	6.16%	763	3.38%	4,115	4.70%
Value \$20,000 - \$39,999	138	2.08%	313	1.39%	5,342	6.10%
Value \$40,000 - \$59,999	104	1.57%	170	0.75%	5,715	6.52%
Value \$60,000 - \$79,999	116	1.75%	560	2.48%	8,231	9.39%
Value \$80,000 - \$99,999	259	3.90%	1,731	7.67%	11,104	12.67%
Value \$100,000 - \$149,999	1,329	20.00%	7,387	32.73%	21,870	24.96%
Value \$150,000 - \$199,999	2,094	31.52%	6,331	28.05%	15,729	17.95%
Value \$200,000 - \$299,999	1,393	20.97%	3,422	15.16%	10,325	11.78%
Value \$300,000 - \$399,999	482	7.25%	1,042	4.62%	2,730	3.12%
Value \$400,000 - \$499,999	89	1.34%	359	1.59%	1,110	1.27%
Value \$500,000 - \$749,999	60	0.90%	200	0.89%	793	0.91%
Value \$750,000 - \$999,999	71	1.07%	146	0.65%	233	0.27%
Value \$1,000,000 or more	100	1.51%	148	0.66%	315	0.36%
<b>2011 Med Housing Val-Owner Occupied</b>	<b>\$168,520</b>		<b>\$152,258</b>		<b>\$120,221</b>	
<b>2011 Housing Units by Yr Built</b>	<b>9,983</b>		<b>32,073</b>		<b>158,354</b>	
Built 2005 to Present	307	3.08%	786	2.45%	2,293	1.45%
Built 2000 to 2004	830	8.31%	1,644	5.13%	7,436	4.70%
Built 1990 to 1999	1,447	14.49%	3,439	10.72%	11,103	7.01%
Built 1980 to 1989	1,561	15.64%	3,527	11.00%	13,607	8.59%
Built 1970 to 1979	2,399	24.03%	5,402	16.84%	22,376	14.13%
Built 1960 to 1969	899	9.01%	4,122	12.85%	15,984	10.09%
Built 1950 to 1959	925	9.27%	5,825	18.16%	22,751	14.37%
Built 1940 to 1949	335	3.36%	1,868	5.82%	11,880	7.50%
Built 1939 or Earlier	1,280	12.82%	5,460	17.02%	50,924	32.16%
<b>2011 Median Year Built</b>	<b>1976</b>		<b>1967</b>		<b>1957</b>	

Demographic Market Comparison Report

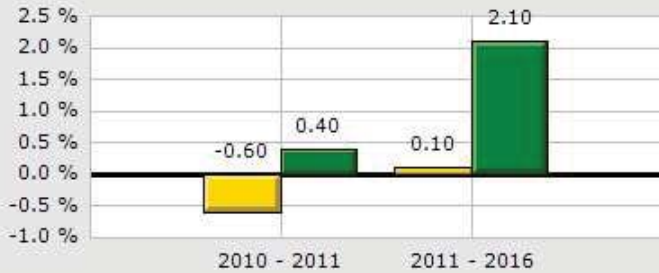
3 mile radius

Rossford Pointe

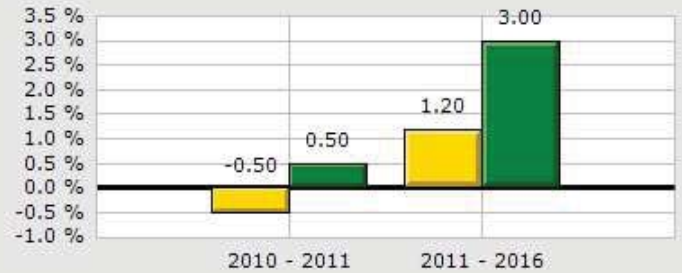
Type: Shopping Center/Neighborhood Center  
 County: Wood

3 Mile  
 County

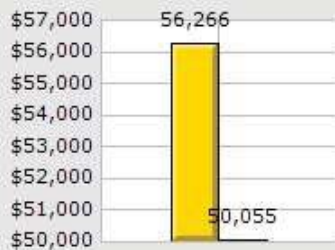
Population Growth



Household Growth



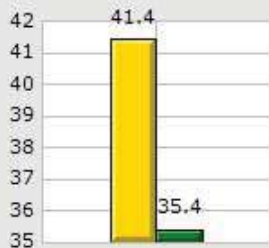
2011 Med Household Inc



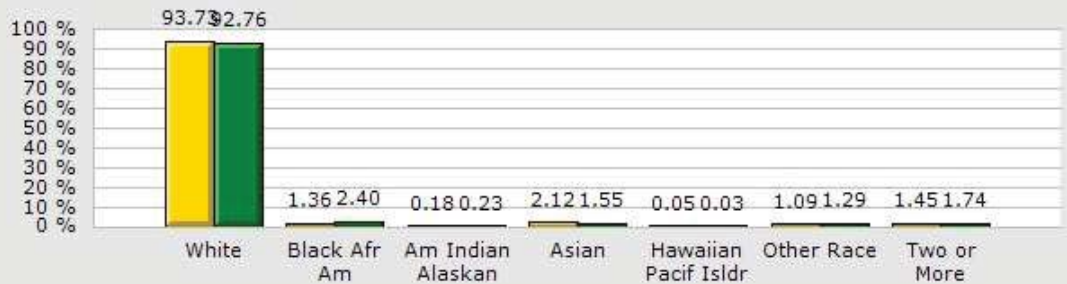
2011 Households by Household Income



2011 Median Age



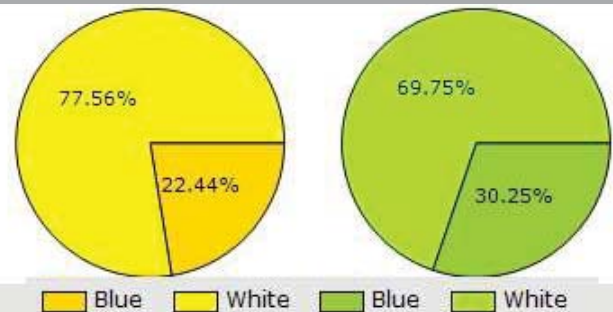
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

**Rossford Pointe**

Type: **Shopping Center/Neighborhood Center**  
 County: **Wood**

	3 Mile		County	
<b>Population</b>				
Growth 2010 - 2011	-0.60%		0.40%	
Growth 2011 - 2016	0.10%		2.10%	
2011 Blue Collar	2,231	22.44%	16,111	30.25%
2011 White Collar	7,712	77.56%	37,155	69.75%
<b>2011 Population By Race</b>				
	<b>22,867</b>		<b>126,047</b>	
White	21,434	93.73%	116,921	92.76%
Black Afr Am	312	1.36%	3,030	2.40%
Am Indian Alaskan	42	0.18%	285	0.23%
Asian	485	2.12%	1,949	1.55%
Hawaiian Pacif Islldr	12	0.05%	37	0.03%
Other Race	250	1.09%	1,632	1.29%
Two or More	332	1.45%	2,193	1.74%
<b>Households</b>				
Growth 2010 - 2011	-0.50%		0.50%	
Growth 2011 - 2016	1.20%		3.00%	
Renter Occupied	2,980	30.57%	16,127	32.73%
Owner Occupied	6,767	69.43%	33,146	67.27%
<b>2011 Households by HH Income</b>				
	<b>9,748</b>		<b>49,270</b>	
Income < \$35,000	2,842	29.15%	17,313	35.14%
Income \$35,000 - \$74,999	3,306	33.91%	17,090	34.69%
Income \$75,000 - \$149,999	2,766	28.38%	12,070	24.50%
Income \$150,000 - \$199,999	487	5.00%	1,741	3.53%
Income \$200,000+	347	3.56%	1,056	2.14%
2011 Median Household Income	\$56,266		\$50,055	
2011 Median Age	41.40		35.40	

# Consumer Spending Report

## Rossford Pointe

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
<b>Total Specified Consumer Spending</b>	<b>\$379,538</b>	<b>\$1,147,325</b>	<b>\$4,222,486</b>
<b>Total Apparel</b>	<b>\$15,019</b>	<b>\$45,571</b>	<b>\$170,375</b>
Women's Apparel	5,363	16,175	59,350
Men's Apparel	3,078	9,314	34,401
Girl's Apparel	1,139	3,495	12,948
Boy's Apparel	892	2,766	10,487
Infant Apparel	911	2,813	10,941
Footwear (excl. Infants)	2,049	6,223	23,602
Other Apparel Prod/Services	1,587	4,786	18,646
<b>Total Entertainment</b>	<b>\$36,161</b>	<b>\$108,374</b>	<b>\$386,474</b>
Sports and Recreation	1,452	4,378	15,680
TV, Radio and Sound Equipment	12,602	38,222	143,815
Reading Materials	1,664	4,983	17,728
Travel	20,004	59,452	204,413
Photographic Equipment	439	1,339	4,838
<b>Total Food At Home</b>	<b>\$31,146</b>	<b>\$94,106</b>	<b>\$353,129</b>
Cereal Products	1,884	5,710	21,634
Bread & Bakery Products	4,189	12,683	47,311
Seafood	1,645	4,931	18,157
Meat/Poultry/Fish/Eggs	10,445	31,616	119,943
Dairy Products	5,025	15,223	57,056
Fruits and Vegetables	7,957	23,945	89,028
<b>Total Food Away From Home</b>	<b>\$31,129</b>	<b>\$94,320</b>	<b>\$350,576</b>
Breakfast and Brunch	2,989	9,042	33,889
Dinner	14,620	44,272	163,565
Lunch	10,159	30,810	115,721
Snacks and Non Alcoholic Bev	2,268	6,898	25,968
Catered Affairs	1,094	3,298	11,433

## Consumer Spending Report

<b>Rossford Pointe</b>			
<b>Annual Spending (in Thousands)</b>	<b>3 Mile</b>	<b>5 Mile</b>	<b>10 Mile</b>
<b>Total Alcoholic Beverages</b>	<b>\$5,940</b>	<b>\$18,089</b>	<b>\$67,904</b>
Alcoholic Bev. at Home	3,415	10,308	38,291
Alcoholic Bev. away from Home	2,524	7,780	29,613
<b>Total Furniture/Appliances</b>	<b>\$35,059</b>	<b>\$105,407</b>	<b>\$377,506</b>
Bedroom Furniture	1,852	5,554	20,532
Living Room Furniture	3,070	9,241	32,914
Other Living & Family Room Furniture	826	2,476	8,633
Other Furniture	414	1,253	4,233
Major Appliances	3,135	9,400	33,176
Small Appliances & Housewares	7,129	21,466	77,581
Misc Household Equipment	18,634	56,016	200,437
<b>Total Transportation/Maint.</b>	<b>\$84,132</b>	<b>\$254,642</b>	<b>\$943,862</b>
New Autos/Trucks/Vans	22,913	68,855	242,747
Used Vehicles	20,168	61,622	236,671
Purchase of RVs or Boats	2,664	7,680	25,767
Gasoline	28,229	85,987	326,762
Diesel Fuel	484	1,427	5,065
Automotive Maintenance/Repair	9,674	29,071	106,850
<b>Total Health Care</b>	<b>\$16,680</b>	<b>\$49,991</b>	<b>\$181,527</b>
Medical Services	9,695	29,093	104,349
Prescription Drugs	5,321	15,930	59,263
Medical Supplies	1,664	4,967	17,915
<b>Total Education/Day Care</b>	<b>\$29,343</b>	<b>\$89,573</b>	<b>\$328,966</b>
Education	12,989	39,619	146,534
Room and Board	1,372	4,018	13,928
Tuition/School Supplies	11,445	34,919	129,180
Day Care, Nursery & Preschool	3,538	11,017	39,323

## Rossford Pointe

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
<b>Total Businesses</b>	<b>1,126</b>	<b>16,742</b>	<b>15</b>
<b>Total Retail</b>	<b>252</b>	<b>5,006</b>	<b>20</b>
Home Improvement Stores	18	801	45
General Merchandise Stores	8	143	18
Food Stores	20	635	32
Auto Dealers and Gas Stations	18	336	19
Apparel and Accessory Stores	24	170	7
Furniture and Home Furnishings	17	72	4
Eating and Drinking Places	84	1,671	20
Miscellaneous Retail Stores	63	1,178	19
<b>Finance-Insurance-Real Estate</b>	<b>123</b>	<b>594</b>	<b>5</b>
Banks, Saving and Lending Inst.	27	188	7
Security Brokers and Investments	24	95	4
Insurance Carriers and Agencies	36	124	3
Real Estate-Trust-Holding Co.	36	187	5
<b>Services</b>	<b>474</b>	<b>5,058</b>	<b>11</b>
Hotels and Lodging	12	418	35
Motion Picture and Amusement	33	223	7
Health Services	78	920	12
Legal Services	17	84	5
Educational Services	28	1,476	53
Auto Services	21	143	7
Other Services	285	1,794	6
<b>Agriculture/Mining</b>	<b>22</b>	<b>134</b>	<b>6</b>
<b>Construction</b>	<b>59</b>	<b>508</b>	<b>9</b>
<b>Manufacturing</b>	<b>54</b>	<b>2,884</b>	<b>53</b>
<b>Transportation, Comm./Pub Util.</b>	<b>42</b>	<b>498</b>	<b>12</b>
<b>Wholesale Trade</b>	<b>64</b>	<b>1,241</b>	<b>19</b>
<b>Government</b>	<b>36</b>	<b>819</b>	<b>23</b>
<b>Daytime Population</b>	<b>16,742</b>		
<b>Daytime Population/Business</b>	<b>15</b>		

Rossford Pointe



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 Fremont Pike	Simmons Rd	0.04 SE	2010	18,141	MPSI	.33
2 Thompson Rd	Five Point Rd	2.21 S	2010	1,768	MPSI	.49
3 Holiday Ln	Fremont Pike	0.01 NE	2010	29,699	MPSI	.69
4 Fremont Pike	Helen Dr	0.04 SE	2010	29,725	MPSI	.80
5 I-75	Simmons Rd	0.12 NE	2010	37,387	MPSI	.88
6 I-75	Simmons Rd	0.15 NE	2010	42,192	MPSI	.88
7 Lime City Rd	Sherman St	0.86 S	2010	1,090	MPSI	.98