



TheRetailCoach®

# COMMUNITY DEMOGRAPHIC PROFILE

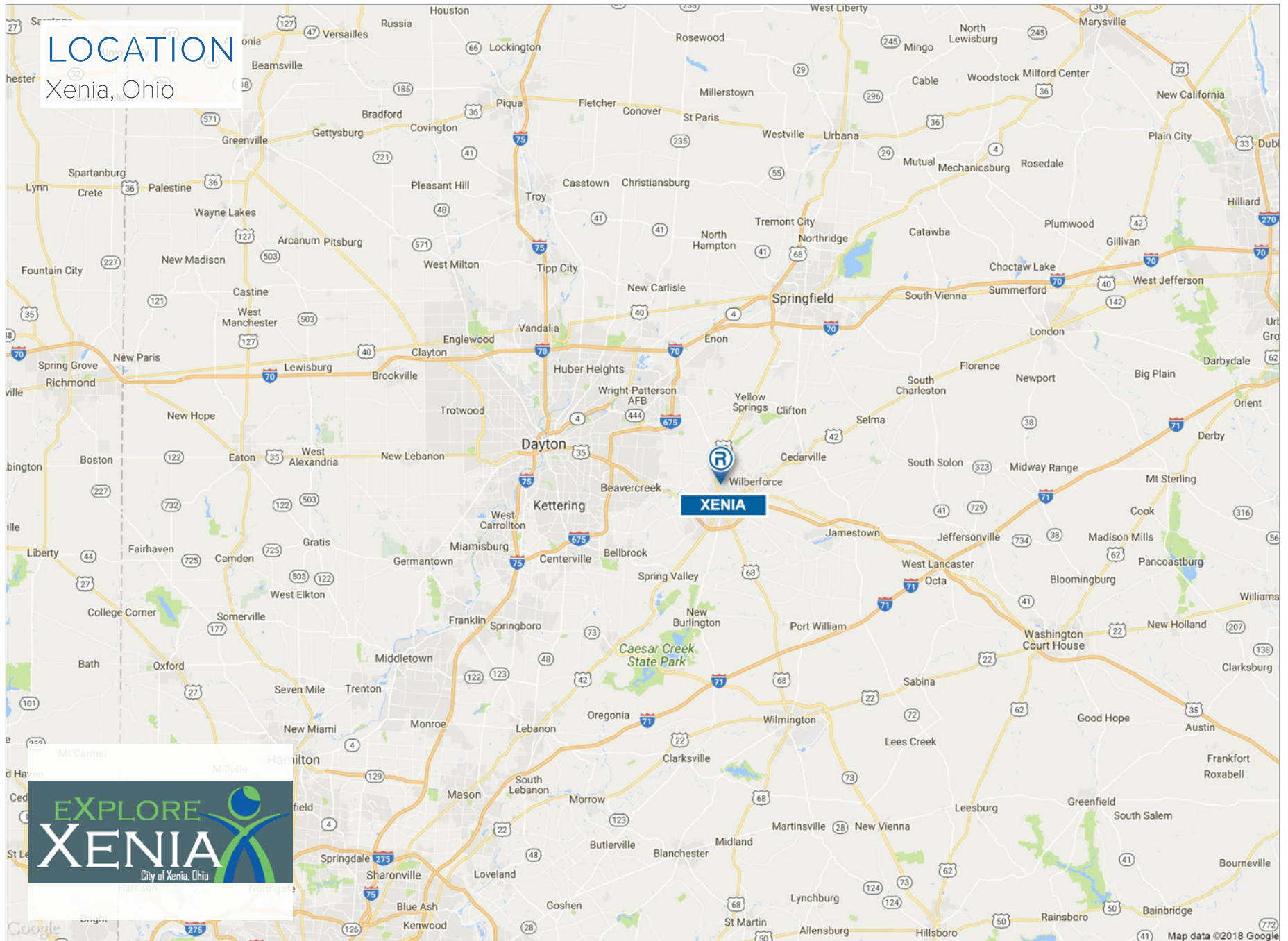
Xenia, Ohio

Prepared for  
City of Xenia, Ohio  
July 2018



# LOCATION

Xenia, Ohio



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# COMMUNITY • DEMOGRAPHIC PROFILE

Xenia, Ohio



DESCRIPTION	DATA	%
<b>Population Summary</b>		
2000 Total Population	24,795	
2010 Total Population	25,663	
2018 Total Population	25,693	
2018 Group Quarters	921	
2023 Total Population	25,891	
2018-2023 Annual Rate		0.15%
<b>2018 Total Daytime Population</b>		
Workers	13,248	
Residents	14,976	
<b>Household Summary</b>		
2000 Households	9,580	
2000 Average Household Size	2.51	
2010 Households	10,369	
2010 Average Household Size	2.39	
2018 Households	10,501	
2018 Average Household Size	2.36	
2023 Households	10,620	
2023 Average Household Size	2.35	
2018-2023 Annual Rate		0.23%
2010 Families	6,613	
2010 Average Family Size	2.98	
2018 Families	6,620	
2018 Average Family Size	2.97	
2023 Families	6,636	
2023 Average Family Size	2.98	
2018-2023 Annual Rate		0.05%

DESCRIPTION	DATA	%
<b>Housing Unit Summary</b>		
2000 Housing Units	10,134	
Owner Occupied Housing Units		63.80%
Renter Occupied Housing Units		30.80%
Vacant Housing Units		5.50%
2010 Housing Units	11,403	
Owner Occupied Housing Units		56.00%
Renter Occupied Housing Units		34.90%
Vacant Housing Units		9.10%
2018 Housing Units	11,616	
Owner Occupied Housing Units		54.70%
Renter Occupied Housing Units		35.70%
Vacant Housing Units		9.60%
2023 Housing Units	11,788	
Owner Occupied Housing Units		55.60%
Renter Occupied Housing Units		34.50%
Vacant Housing Units		9.90%
<b>Median Household Income</b>		
2018	\$43,522	
2023	\$49,283	
<b>Median Home Value</b>		
2018	\$104,448	
2023	\$120,045	
<b>Per Capita Income</b>		
2018	\$23,329	
2023	\$26,792	

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DESCRIPTION	DATA	%
<b>Median Age</b>		
2010	37.2	
2018	38.7	
2023	39.1	
<b>2018 Households by Income</b>		
Household Income Base	10,501	
<\$15,000		16.20%
\$15,000 - \$24,999		10.60%
\$25,000 - \$34,999		11.90%
\$35,000 - \$49,999		17.30%
\$50,000 - \$74,999		20.60%
\$75,000 - \$99,999		10.00%
\$100,000 - \$149,999		9.20%
\$150,000 - \$199,999		3.10%
\$200,000+		1.10%
Average Household Income	\$55,509	
<b>2023 Households by Income</b>		
Household Income Base	10,620	
<\$15,000		14.20%
\$15,000 - \$24,999		9.10%
\$25,000 - \$34,999		10.60%
\$35,000 - \$49,999		16.60%
\$50,000 - \$74,999		21.70%
\$75,000 - \$99,999		11.30%
\$100,000 - \$149,999		11.30%
\$150,000 - \$199,999		3.70%
\$200,000+		1.50%
Average Household Income	\$63,824	

DESCRIPTION	DATA	%
<b>2018 Owner Occupied Housing Units by Value</b>		
Total	6,358	
<\$50,000		4.50%
\$50,000 - \$99,999		43.40%
\$100,000 - \$149,999		23.50%
\$150,000 - \$199,999		15.70%
\$200,000 - \$249,999		5.80%
\$250,000 - \$299,999		2.20%
\$300,000 - \$399,999		2.30%
\$400,000 - \$499,999		0.80%
\$500,000 - \$749,999		0.20%
\$750,000 - \$999,999		0.50%
\$1,000,000 - \$1,499,999		0.90%
\$1,500,000 - \$1,999,999		0.10%
\$2,000,000 +		0.00%
Average Home Value	\$140,626	

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DESCRIPTION	DATA	%
<b>2023 Owner Occupied Housing Units by Value</b>		
Total	6,557	
<\$50,000		3.60%
\$50,000 - \$99,999		37.70%
\$100,000 - \$149,999		21.90%
\$150,000 - \$199,999		17.10%
\$200,000 - \$249,999		7.50%
\$250,000 - \$299,999		3.40%
\$300,000 - \$399,999		4.40%
\$400,000 - \$499,999		1.80%
\$500,000 - \$749,999		0.50%
\$750,000 - \$999,999		0.80%
\$1,000,000 - \$1,499,999		1.30%
\$1,500,000 - \$1,999,999		0.10%
\$2,000,000 +		0.00%
Average Home Value	\$164,744	
<b>2010 Population by Age</b>		
Total	25,663	
0 - 4		6.90%
5 - 9		6.90%
10 - 14		6.60%
15 - 24		13.40%
25 - 34		13.50%
35 - 44		12.00%
45 - 54		13.50%
55 - 64		11.40%
65 - 74		7.60%
75 - 84		5.50%
85 +		2.60%
18 +		75.30%

DESCRIPTION	DATA	%
<b>2018 Population by Age</b>		
Total	25,696	
0 - 4		6.20%
5 - 9		6.10%
10 - 14		6.20%
15 - 24		12.70%
25 - 34		14.10%
35 - 44		11.80%
45 - 54		11.80%
55 - 64		12.50%
65 - 74		10.00%
75 - 84		5.70%
85 +		2.70%
18 +		77.60%
<b>2023 Population by Age</b>		
Total	25,891	
0 - 4		6.20%
5 - 9		6.00%
10 - 14		6.20%
15 - 24		12.50%
25 - 34		13.60%
35 - 44		12.60%
45 - 54		11.00%
55 - 64		11.90%
65 - 74		10.90%
75 - 84		6.50%
85 +		2.60%
18 +		77.70%

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DESCRIPTION	DATA	%
<b>2010 Population by Sex</b>		
Males	12,101	
Females	13,562	
<b>2018 Population by Sex</b>		
Males	12,228	
Females	13,468	
<b>2023 Population by Sex</b>		
Males	12,420	
Females	13,471	
<b>2010 Population by Race/Ethnicity</b>		
Total	25,663	
White Alone		82.00%
Black Alone		13.40%
American Indian Alone		0.40%
Asian Alone		0.50%
Pacific Islander Alone		0.00%
Some Other Race Alone		0.50%
Two or More Races		3.20%
Hispanic Origin		1.70%
Diversity Index	33.2	

DESCRIPTION	DATA	%
<b>2018 Population by Race/Ethnicity</b>		
Total	25,692	
White Alone		81.50%
Black Alone		13.10%
American Indian Alone		0.40%
Asian Alone		0.50%
Pacific Islander Alone		0.10%
Some Other Race Alone		0.60%
Two or More Races		3.80%
Hispanic Origin		2.40%
Diversity Index	35.0	
<b>2023 Population by Race/Ethnicity</b>		
Total	25,891	
White Alone		80.60%
Black Alone		13.20%
American Indian Alone		0.40%
Asian Alone		0.50%
Pacific Islander Alone		0.10%
Some Other Race Alone		0.70%
Two or More Races		4.50%
Hispanic Origin		3.00%
Diversity Index	37.3	

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DESCRIPTION	DATA	%
<b>2010 Population by Relationship and Household Type</b>		
Total	25,663	
In Households		96.40%
In Family Households		79.20%
Householder		25.80%
Spouse		17.20%
Child		31.00%
Other relative		2.70%
Nonrelative		2.50%
In Nonfamily Households		17.20%
In Group Quarters		3.60%
Institutionalized Population		2.70%
Noninstitutionalized Population		0.90%
<b>2018 Population 25+ by Educational Attainment</b>		
Total	17,648	
Less than 9th Grade		3.20%
9th - 12th Grade, No Diploma		8.40%
High School Graduate		32.10%
GED/Alternative Credential		4.50%
Some College, No Degree		23.50%
Associate Degree		8.20%
Bachelor's Degree		12.10%
Graduate/Professional Degree		8.00%

DESCRIPTION	DATA	%
<b>2018 Population 15+ by Marital Status</b>		
Total	20,920	
Never Married		32.00%
Married		44.80%
Widowed		8.20%
Divorced		15.10%
<b>2018 Civilian Population 16+ in Labor Force</b>		
Civilian Employed		93.90%
Civilian Unemployed (Unemployment Rate)		6.10%
<b>2018 Employed Population 16+ by Industry</b>		
Total	10,676	
Agriculture/Mining		0.40%
Construction		6.40%
Manufacturing		9.90%
Wholesale Trade		1.70%
Retail Trade		16.10%
Transportation/Utilities		4.80%
Information		1.90%
Finance/Insurance/Real Estate		4.20%
Services		47.70%
Public Administration		6.90%

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DESCRIPTION	DATA	%
<b>2018 Employed Population 16+ by Occupation</b>		
Total	10,675	
White Collar		57.70%
Management/Business/Financial		11.10%
Professional		19.00%
Sales		11.10%
Administrative Support		16.60%
Services		19.30%
Blue Collar		23.00%
Farming/Forestry/Fishing		0.00%
Construction/Extraction		4.70%
Installation/Maintenance/Repair		5.80%
Production		6.40%
Transportation/Material Moving		6.10%
<b>2010 Population By Urban/ Rural Status</b>		
Total Population	25,663	
Population Inside Urbanized Area		97.90%
Population Inside Urbanized Cluster		0.00%
Rural Population		2.10%

DESCRIPTION	DATA	%
<b>2010 Households by Type</b>		
Total	10,369	
Households with 1 Person		31.10%
Households with 2+ People		68.90%
Family Households		63.80%
Husband-wife Families		42.60%
With Related Children		17.70%
Other Family (No Spouse Present)		21.20%
Other Family with Male Householder		4.90%
With Related Children		3.00%
Other Family with Female Householder		16.20%
With Related Children		11.10%
Nonfamily Households		5.10%
All Households with Children		32.20%
Multigenerational Households		3.50%
Unmarried Partner Households		6.10%
Male-female		5.60%
Same-sex		0.50%
<b>2010 Households by Size</b>		
Total	10,369	
1 Person Household		31.10%
2 Person Household		32.70%
3 Person Household		15.90%
4 Person Household		11.70%
5 Person Household		5.60%
6 Person Household		1.90%
7 + Person Household		1.00%



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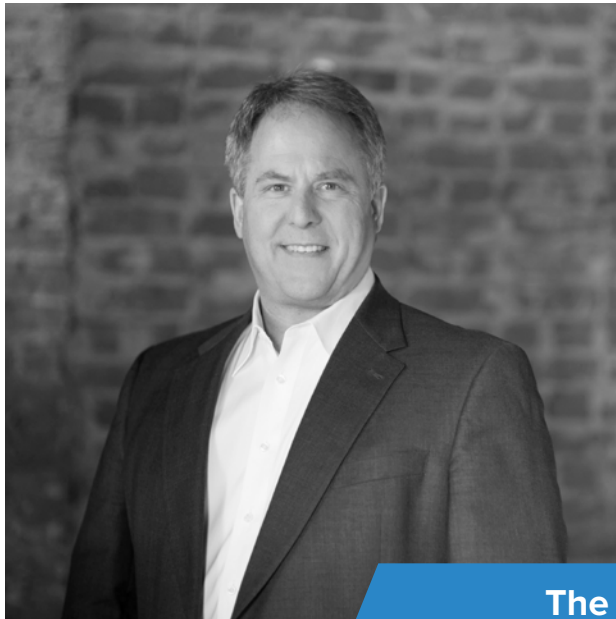
DESCRIPTION	DATA	%
<b>2010 Households by Tenure and Mortgage Status</b>		
Total	10,369	
Owner Occupied		61.60%
Owned with a Mortgage/Loan		44.70%
Owned Free and Clear		16.80%
Renter Occupied		38.40%
<b>2010 Housing Units By Urban/ Rural Status</b>		
Total Housing Units	11,403	
Housing Units Inside Urbanized Area		97.40%
Housing Units Inside Urbanized Cluster		0.00%
Rural Housing Units		2.60%

# ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

 TheRetailCoach®



C. Kelly Cofer  
President & CEO  
The Retail Coach, LLC

## Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

### The Retail Coach –

*“It’s not about data. It’s about your success.”*



# ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics 2018, ESRI 2017, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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