



TheRetailCoach®

PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

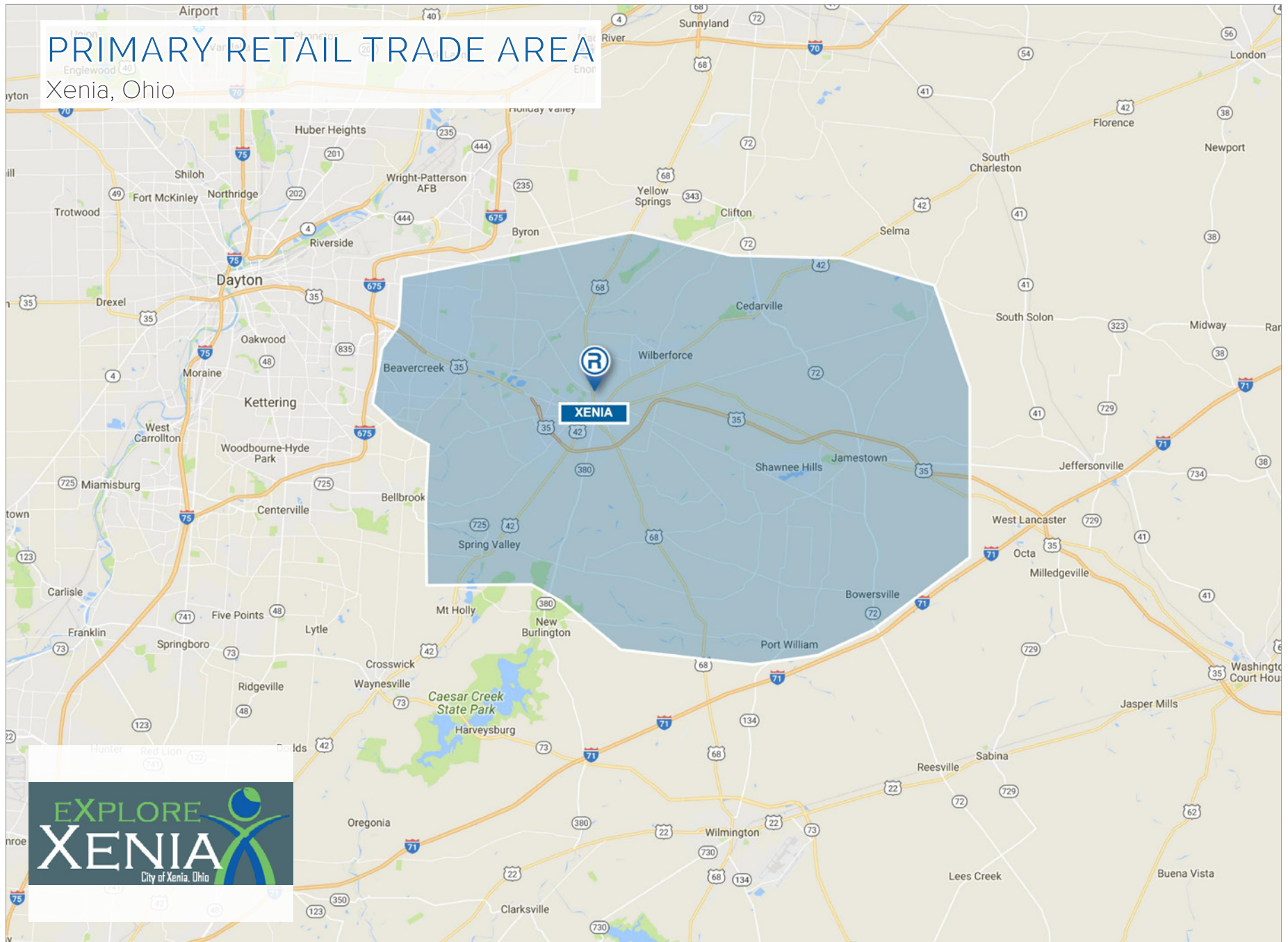
Xenia, Ohio

Prepared for
City of Xenia, Ohio
July 2018



PRIMARY RETAIL TRADE AREA

Xenia, Ohio



CONTACT **STEVE BRODSKY, DEVELOPMENT DIRECTOR**

City of Xenia, Ohio | 107 East Main Street | Xenia, Ohio 45385 | 937.372.7943
sbrodsky@ci.xenia.oh.us | www.ci.xenia.oh.us

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Xenia, Ohio



DESCRIPTION	DATA	%
Population Summary		
2000 Total Population	77,475	
2010 Total Population	85,558	
2018 Total Population	87,261	
2018 Group Quarters	4,789	
2023 Total Population	88,619	
2018-2023 Annual Rate		0.31%
2018 Total Daytime Population		
Workers	31,031	
Residents	45,674	
Household Summary		
2000 Households	27,799	
2000 Average Household Size	2.63	
2010 Households	31,706	
2010 Average Household Size	2.53	
2018 Households	32,708	
2018 Average Household Size	2.52	
2023 Households	33,331	
2023 Average Household Size	2.52	
2018-2023 Annual Rate		0.38%
2010 Families	22,958	
2010 Average Family Size	2.98	
2018 Families	23,375	
2018 Average Family Size	3.00	
2023 Families	23,685	
2023 Average Family Size	3.00	
2018-2023 Annual Rate		0.26%

DESCRIPTION	DATA	%
Housing Unit Summary		
2000 Housing Units	29,028	
Owner Occupied Housing Units		75.80%
Renter Occupied Housing Units		20.00%
Vacant Housing Units		4.20%
2010 Housing Units	34,118	
Owner Occupied Housing Units		71.80%
Renter Occupied Housing Units		21.10%
Vacant Housing Units		7.10%
2018 Housing Units	35,268	
Owner Occupied Housing Units		70.00%
Renter Occupied Housing Units		22.70%
Vacant Housing Units		7.30%
2023 Housing Units	36,047	
Owner Occupied Housing Units		70.60%
Renter Occupied Housing Units		21.90%
Vacant Housing Units		7.50%
Median Household Income		
2018	\$68,009	
2023	\$75,834	
Median Home Value		
2018	\$183,323	
2023	\$211,877	
Per Capita Income		
2018	\$34,909	
2023	\$39,445	

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Xenia, Ohio



DESCRIPTION	DATA	%
Median Age		
2010	39.8	
2018	41.5	
2023	42.2	
2018 Households by Income		
Household Income Base	32,708	
<\$15,000		8.60%
\$15,000 - \$24,999		6.70%
\$25,000 - \$34,999		8.20%
\$35,000 - \$49,999		12.40%
\$50,000 - \$74,999		18.00%
\$75,000 - \$99,999		12.80%
\$100,000 - \$149,999		18.00%
\$150,000 - \$199,999		8.70%
\$200,000+		6.60%
Average Household Income	\$90,869	
2023 Households by Income		
Household Income Base	33,331	
<\$15,000		7.40%
\$15,000 - \$24,999		5.60%
\$25,000 - \$34,999		7.00%
\$35,000 - \$49,999		11.40%
\$50,000 - \$74,999		18.00%
\$75,000 - \$99,999		13.40%
\$100,000 - \$149,999		20.00%
\$150,000 - \$199,999		9.40%
\$200,000+		7.80%
Average Household Income	\$102,690	

DESCRIPTION	DATA	%
2018 Owner Occupied Housing Units by Value		
Total	24,692	
<\$50,000		2.80%
\$50,000 - \$99,999		16.50%
\$100,000 - \$149,999		17.40%
\$150,000 - \$199,999		19.90%
\$200,000 - \$249,999		13.40%
\$250,000 - \$299,999		9.70%
\$300,000 - \$399,999		10.40%
\$400,000 - \$499,999		5.50%
\$500,000 - \$749,999		2.70%
\$750,000 - \$999,999		1.00%
\$1,000,000 - \$1,499,999		0.50%
\$1,500,000 - \$1,999,999		0.10%
\$2,000,000 +		0.10%
Average Home Value	\$223,999	

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Xenia, Ohio



DESCRIPTION	DATA	%
2023 Owner Occupied Housing Units by Value		
Total	25,450	
<\$50,000		1.90%
\$50,000 - \$99,999		12.80%
\$100,000 - \$149,999		13.40%
\$150,000 - \$199,999		18.50%
\$200,000 - \$249,999		14.30%
\$250,000 - \$299,999		11.60%
\$300,000 - \$399,999		13.50%
\$400,000 - \$499,999		8.00%
\$500,000 - \$749,999		3.70%
\$750,000 - \$999,999		1.40%
\$1,000,000 - \$1,499,999		0.60%
\$1,500,000 - \$1,999,999		0.10%
\$2,000,000 +		0.10%
Average Home Value	\$254,156	
2010 Population by Age		
Total	85,562	
0 - 4		5.40%
5 - 9		6.30%
10 - 14		6.60%
15 - 24		16.40%
25 - 34		9.90%
35 - 44		11.80%
45 - 54		15.30%
55 - 64		13.50%
65 - 74		7.90%
75 - 84		4.80%
85 +		2.00%
18 +		77.30%

DESCRIPTION	DATA	%
2018 Population by Age		
Total	87,262	
0 - 4		5.00%
5 - 9		5.50%
10 - 14		6.20%
15 - 24		15.10%
25 - 34		11.00%
35 - 44		11.00%
45 - 54		12.80%
55 - 64		14.60%
65 - 74		11.10%
75 - 84		5.40%
85 +		2.30%
18 +		79.50%
2023 Population by Age		
Total	88,619	
0 - 4		5.00%
5 - 9		5.40%
10 - 14		6.00%
15 - 24		14.40%
25 - 34		10.80%
35 - 44		11.90%
45 - 54		11.60%
55 - 64		13.60%
65 - 74		12.50%
75 - 84		6.60%
85 +		2.30%
18 +		80.00%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Xenia, Ohio



DESCRIPTION	DATA	%
2010 Population by Sex		
Males	41,757	
Females	43,801	
2018 Population by Sex		
Males	42,642	
Females	44,619	
2023 Population by Sex		
Males	43,450	
Females	45,169	
2010 Population by Race/Ethnicity		
Total	85,557	
White Alone		87.40%
Black Alone		7.50%
American Indian Alone		0.30%
Asian Alone		2.20%
Pacific Islander Alone		0.00%
Some Other Race Alone		0.40%
Two or More Races		2.30%
Hispanic Origin		1.70%
Diversity Index	25.6	

DESCRIPTION	DATA	%
2018 Population by Race/Ethnicity		
Total	87,260	
White Alone		86.60%
Black Alone		7.30%
American Indian Alone		0.30%
Asian Alone		2.40%
Pacific Islander Alone		0.10%
Some Other Race Alone		0.50%
Two or More Races		2.80%
Hispanic Origin		2.50%
Diversity Index	28.1	
2023 Population by Race/Ethnicity		
Total	88,620	
White Alone		85.80%
Black Alone		7.30%
American Indian Alone		0.30%
Asian Alone		2.60%
Pacific Islander Alone		0.10%
Some Other Race Alone		0.60%
Two or More Races		3.30%
Hispanic Origin		3.20%
Diversity Index	30.3	

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Xenia, Ohio



DESCRIPTION	DATA	%
2010 Population by Relationship and Household Type		
Total	85,558	
In Households		93.90%
In Family Households		81.70%
Householder		26.80%
Spouse		21.60%
Child		29.50%
Other relative		2.20%
Nonrelative		1.60%
In Nonfamily Households		12.20%
In Group Quarters		6.10%
Institutionalized Population		1.10%
Noninstitutionalized Population		5.00%
2018 Population 25+ by Educational Attainment		
Total	59,449	
Less than 9th Grade		1.80%
9th - 12th Grade, No Diploma		4.90%
High School Graduate		24.50%
GED/Alternative Credential		3.00%
Some College, No Degree		20.20%
Associate Degree		8.80%
Bachelor's Degree		19.10%
Graduate/Professional Degree		17.80%

DESCRIPTION	DATA	%
2018 Population 15+ by Marital Status		
Total	72,662	
Never Married		29.20%
Married		55.00%
Widowed		5.90%
Divorced		9.90%
2018 Civilian Population 16+ in Labor Force		
Civilian Employed		96.00%
Civilian Unemployed (Unemployment Rate)		4.00%
2018 Employed Population 16+ by Industry		
Total	41,576	
Agriculture/Mining		1.30%
Construction		4.60%
Manufacturing		10.70%
Wholesale Trade		1.80%
Retail Trade		10.70%
Transportation/Utilities		4.00%
Information		1.40%
Finance/Insurance/Real Estate		5.30%
Services		50.50%
Public Administration		9.80%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Xenia, Ohio



DESCRIPTION	DATA	%
2018 Employed Population 16+ by Occupation		
Total	41,574	
White Collar		66.50%
Management/Business/Financial		17.80%
Professional		26.50%
Sales		9.70%
Administrative Support		12.50%
Services		15.60%
Blue Collar		17.90%
Farming/Forestry/Fishing		0.50%
Construction/Extraction		3.10%
Installation/Maintenance/Repair		3.20%
Production		6.20%
Transportation/Material Moving		5.00%
2010 Population By Urban/ Rural Status		
Total Population	85,558	
Population Inside Urbanized Area		69.10%
Population Inside Urbanized Cluster		9.10%
Rural Population		21.80%

DESCRIPTION	DATA	%
2010 Households by Type		
Total	31,705	
Households with 1 Person		23.20%
Households with 2+ People		76.80%
Family Households		72.40%
Husband-wife Families		58.40%
With Related Children		23.20%
Other Family (No Spouse Present)		14.00%
Other Family with Male Householder		3.90%
With Related Children		2.30%
Other Family with Female Householder		10.00%
With Related Children		6.40%
Nonfamily Households		4.40%
All Households with Children		32.20%
Multigenerational Households		3.10%
Unmarried Partner Households		4.90%
Male-female		4.40%
Same-sex		0.50%
2010 Households by Size		
Total	31,705	
1 Person Household		23.20%
2 Person Household		37.40%
3 Person Household		16.20%
4 Person Household		13.80%
5 Person Household		6.10%
6 Person Household		2.20%
7 + Person Household		1.10%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Xenia, Ohio

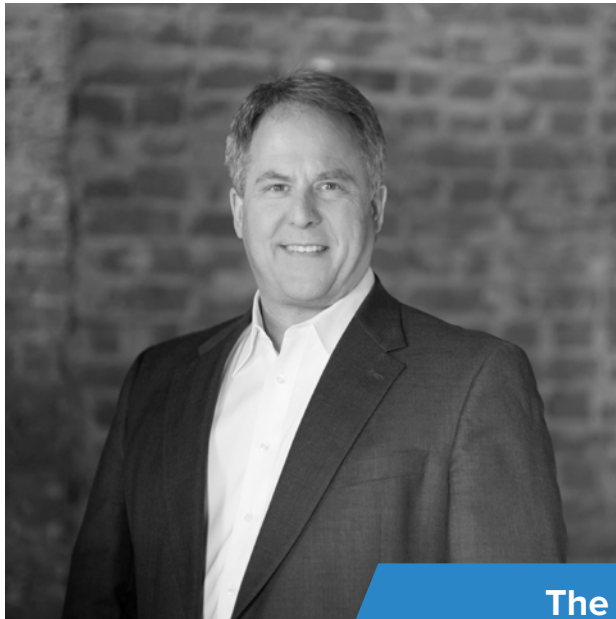
DESCRIPTION	DATA	%
2010 Households by Tenure and Mortgage Status		
Total	31,706	
Owner Occupied		77.30%
Owned with a Mortgage/Loan		56.40%
Owned Free and Clear		20.90%
Renter Occupied		22.70%
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	34,118	
Housing Units Inside Urbanized Area		72.10%
Housing Units Inside Urbanized Cluster		6.90%
Rural Housing Units		21.00%

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.

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