Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections
Calculated using TAS Retrieval

Apr 3, 2025

BRIXMOR®

Latitude: 39.144031   Longitude: -84.619628

Western Hills Plaza Cincinnati, OH		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population	Current Year Estimated Population	58,051	149,589	550,419
	Population Est 23Q1	58,242	150,051	549,909
	Population Est 22Q4	58,290	150,071	549,846
	Population Est 22Q3	58,281	150,083	549,900
	Population Est 22Q2	58,307	150,106	549,758
	Population Est 22Q1	58,244	149,990	549,461
	Population Est 21Q4	58,252	149,845	549,014
	Population Est 21Q3	58,317	149,902	548,392
	Population Est 21Q2	58,608	150,579	548,424
	Population Fcst	56,739	146,637	547,240
	2010 Census Population	56,527	148,359	534,170
	2000 Census Population	53,847	157,958	573,250
	1990 Census Population	58,352	162,641	603,536
	Current Year Daytime Population	42,369	100,405	678,178
	Average Seasonal Population	335	1,022	6,518
	Historical Annual Growth, 1990 – 2000	-0.80%	-0.29%	-0.51%
	Historical Annual Growth, 2000 – 2010	0.49%	-0.63%	-0.70%
	Estimated Annual Growth, 2010 – CY	0.19%	0.06%	0.21%
	Projected Annual Growth, CY to Y5	-0.46%	-0.40%	-0.12%
	Group Qtrs Est	627	1,708	18,426
	Transient Est Average Last 4 Qtrs	141	1,223	32,343
Households	Current Year Estimated Households	24,877	61,108	235,330
	Households Est 23Q1	24,956	61,280	234,795
	Households Est 22Q4	24,985	61,299	234,743
	Households Est 22Q3	24,979	61,304	234,734
	Households Est 22Q2	24,989	61,315	234,659
	Households Est 22Q1	24,964	61,271	234,533
	Households Est 21Q4	24,964	61,211	234,327
	Households Est 21Q3	24,991	61,230	233,988
	Households Est 21Q2	25,119	61,513	233,959
	Households Fcst	24,313	59,893	234,512
	2010 Census Households	24,527	59,952	223,569
	2000 Census Households	23,306	63,670	238,383
	1990 Census Households	24,751	62,921	239,781
	Historical Annual Growth, 1990 – 2000	-0.60%	0.12%	-0.06%
	Historical Annual Growth, 2000 – 2010	0.51%	-0.60%	-0.64%
	Estimated Annual Growth, 2010 – CY	0.10%	0.13%	0.36%
	Projected Annual Growth, CY to Y5	-0.46%	-0.40%	-0.07%
	Population per Household	2.31	2.42	2.26

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

Demographic Source: Synergos Technologies, Inc

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Western Hills Plaza Cincinnati, OH	5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
HH Income $500,000 or more	0.8%	1.0%	1.3%
HH Income $250,000 to $499,999	0.9%	1.2%	1.5%
HH Income $200,000 to $249,999	2.2%	2.7%	3.6%
HH Income $175,000 to $199,999	2.7%	2.7%	3.1%
HH Income $150,000 to $174,999	4.1%	4.2%	4.5%
HH Income $100,000 to 149,999	16.7%	15.9%	15.3%
HH Income $75,000 to 99,999	13.1%	12.3%	11.9%
HH Income $50,000 to 74,999	19.5%	17.4%	16.2%
HH Income $35,000 to 49,999	12.9%	12.0%	11.9%
HH Income $25,000 to 34,999	10.4%	9.8%	9.3%
HH Income $15,000 to 24,999	6.8%	8.6%	9.2%
HH Income $0 to 14,999	9.8%	12.2%	12.3%
Average Household Income	$78,614	$79,577	$85,537
Median Household Income	$62,212	$60,029	$60,535
Per Capita Income	$33,980	$32,817	$37,305
Average Disposable Income	$64,471	$64,130	$66,730
Median Disposable Income	$53,490	$51,640	$51,963
Discretionary HH Income Over $150,000	1.9%	2.6%	3.7%
Discretionary HH Income $125,000 to $149,999	2.1%	2.4%	3.0%
Discretionary HH Income $100,000 to $124,999	4.6%	4.9%	5.5%
Discretionary HH Income $75,000 to $99,999	10.9%	10.1%	9.6%
Discretionary HH Income $50,000 to $74,999	18.5%	16.7%	16.5%
Discretionary HH Income $25,000 to $49,999	30.8%	27.5%	26.1%
Discretionary HH Income Under $25,000	31.2%	35.7%	35.7%
Average Discretionary HH Income	$47,415	$46,450	$48,580
Median Discretionary HH Income	$39,146	$36,753	$37,331
Householder White – Count	17,002	40,779	152,217
Median HH Income	$69,698	$72,379	$74,352
Average HH Income	$80,291	$83,031	$86,055
Householder Black or African-American – Count	6,603	16,087	63,126
Median HH Income	$40,040	$35,747	$37,871
Average HH Income	$54,870	$48,340	$50,367
Householder Hispanic – Count	374	1,280	5,677
Median HH Income	$72,165	$48,588	$51,860
Average HH Income	$89,113	$70,381	$67,110
Householder Asian or Pacific Islander – Count	132	527	4,249
Median HH Income	$87,689	$79,602	$70,364
Average HH Income	$90,053	$80,041	$77,868
Householder Other or Pacific Islander – Count	766	2,435	10,061
Median HH Income	$57,612	$39,151	$41,406
Average HH Income	$68,629	$53,716	$56,832

(Row label: Income)

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Gender	Male Population	27,963	72,057	268,043
	Female Population	30,088	77,532	282,376
Total Population by Age	Count of Pop 0 to 4 years	3,686	9,379	34,007
	Count of Pop 0 to 7 years	5,220	13,520	46,760
	Count of Pop 5 - 13	6,732	18,107	58,290
	Count of Pop 14 - 18	3,004	8,368	29,474
	Count of Pop 19 - 22	2,926	8,156	33,687
	Count of Pop 22 - 25	2,140	5,914	27,570
	Count of Pop 25 - 29	3,684	9,486	36,409
	Count of Pop 30 - 34	4,160	10,106	42,901
	Count of Pop 35 - 39	4,354	10,416	39,398
	Count of Pop 40 - 44	3,957	9,502	33,689
	Count of Pop 45 - 59	10,074	25,169	88,965
	Count of Pop 60 - 74	9,572	25,240	90,946
	Count of Pop 75 - 84	2,726	7,138	26,283
	Count of Pop 85+	1,034	2,607	8,799
	% of Pop 0 to 4 years	6.3%	6.3%	6.2%
	% of Pop 0 to 7 years	9.0%	9.0%	8.5%
	% of Pop 5 - 13	11.6%	12.1%	10.6%
	% of Pop 14 - 18	5.2%	5.6%	5.4%
	% of Pop 19 - 22	5.0%	5.5%	6.1%
	% of Pop 22 - 25	3.7%	4.0%	5.0%
	% of Pop 25 - 29	6.3%	6.3%	6.6%
	% of Pop 30 - 34	7.2%	6.8%	7.8%
	% of Pop 35 - 39	7.5%	7.0%	7.2%
	% of Pop 40 - 44	6.8%	6.4%	6.1%
	% of Pop 45 - 59	17.4%	16.8%	16.2%
	% of Pop 60 - 74	16.5%	16.9%	16.5%
	% of Pop 75 - 84	4.7%	4.8%	4.8%
	% of Pop 85+	1.8%	1.7%	1.6%
	Median Age	38.1	37.5	36.6
	Average Age	39.2	38.9	38.8
Male Population by Age	% of Pop 0 to 4 years	6.8%	6.7%	6.5%
	% of Pop 5 - 13	12.5%	12.8%	11.0%
	% of Pop 14 - 18	5.5%	5.8%	5.5%
	% of Pop 19 - 22	5.4%	5.7%	6.4%
	% of Pop 22 - 25	3.9%	4.1%	5.4%
	% of Pop 25 - 29	6.4%	6.3%	6.7%
	% of Pop 30 - 34	6.9%	6.5%	7.8%
	% of Pop 35 - 39	7.6%	6.9%	7.2%
	% of Pop 40 - 44	7.0%	6.4%	6.2%
	% of Pop 45 - 59	17.4%	16.9%	16.2%
	% of Pop 75 - 84	4.1%	4.2%	4.1%
	% of Pop 60 - 74	15.5%	16.5%	16.0%
	% of Pop 85+	1.1%	1.1%	1.0%
	Median Age	36.7	36.5	35.5
	Average Age	37.7	37.9	37.7

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	% of Pop 0 to 4 years	6.0%	5.9%	5.9%
	% of Pop 5 - 13	10.8%	11.5%	10.2%
	% of Pop 14 - 18	4.9%	5.4%	5.2%
	% of Pop 19 - 22	4.7%	5.2%	5.9%
	% of Pop 22 - 25	3.4%	3.8%	4.7%
	% of Pop 25 - 29	6.3%	6.3%	6.5%
	% of Pop 30 - 34	7.4%	7.0%	7.8%
	% of Pop 35 - 39	7.4%	7.0%	7.1%
	% of Pop 40 - 44	6.7%	6.3%	6.1%
	% of Pop 45 - 59	17.3%	16.8%	16.1%
	% of Pop 60 - 74	17.4%	17.2%	17.0%
	% of Pop 75 - 84	5.3%	5.3%	5.4%
	% of Pop 85+	2.4%	2.3%	2.2%
	Median Age	39.4	38.5	37.7
	Average Age	40.5	39.9	39.9
Race	Count of White	37,610	95,329	345,176
	Count of Black or African-American	15,902	40,639	151,878
	Count of Asian or Pacific Islander	484	1,592	11,164
	Count of Other races	4,054	12,029	42,200
	White	64.8%	63.7%	62.7%
	Black or African American	27.4%	27.2%	27.6%
	Asian	0.8%	1.1%	2.0%
	Other Races	7.0%	8.0%	7.7%
Language Spoken	Speak English at Home	91.1%	91.6%	92.7%
	Speak Spanish at Home	2.1%	2.8%	2.7%
	Speak French or French Creole at Home	2.6%	1.3%	0.6%
	Speak German at Home	0.3%	0.3%	0.3%
	Speak Other Indo-European Languages at Home	0.6%	0.7%	0.9%
	Speak Russian and Other Slavic Languages at Home	0.2%	0.2%	0.3%
	Speak Chinese at Home	0.1%	0.2%	0.4%
	Speak Korean at Home	0.0%	0.0%	0.1%
	Speak Vietnamese at Home	0.2%	0.1%	0.1%
	Speak Other Asian Languages at Home	0.1%	0.3%	0.4%
	Speak Tagalog and Other Pacific Languages at Home	0.0%	0.0%	0.1%
	Speak Other Language at Home	2.9%	2.4%	1.3%
Hispanic	Hispanic Population	1,888	7,341	23,040
	Hispanic Population Percent	3.3%	4.9%	4.2%
	Mexican	37.3%	30.8%	36.4%
	Puerto Rican	23.8%	12.7%	14.0%
	Cuban	1.4%	10.3%	5.3%
	Dominican	0.0%	0.1%	1.1%
	Central American	18.3%	31.3%	27.1%
	South American	8.9%	2.8%	6.0%
	Other Hispanic	10.1%	11.9%	10.0%
	2000 Hispanic Population Percent	1%	1%	1%
	1990 Hispanic Population Percent	0%	0%	1%

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Western Hills Plaza Cincinnati, OH	5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Ancestry			
American (percent of total population)	5.2%	5.0%	4.8%
American	5.0%	4.9%	4.6%
Native American (ie. Indian/Eskimo)	0.1%	0.1%	0.2%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
Asian (percent of total population)	0.8%	1.1%	2.0%
Chinese	0.1%	0.2%	0.4%
Japanese	0.0%	0.0%	0.1%
Korean	0.0%	0.0%	0.1%
South Central Asian (ie. Indian)	0.1%	0.2%	0.5%
South East Asian (ie. Vietnamese)	0.3%	0.3%	0.4%
Other Asian	0.3%	0.4%	0.5%
European (percent of total population)	47.1%	44.3%	40.7%
British	4.3%	4.2%	5.0%
Dutch	0.4%	0.4%	0.5%
French	1.0%	0.9%	1.0%
German	24.5%	23.3%	19.2%
Italian	4.3%	3.6%	2.8%
Polish	0.6%	0.7%	0.7%
Scandinavian	0.5%	0.5%	0.6%
Scotch/Irish	8.8%	8.4%	8.4%
Other European (ie. Greek/Russian)	2.6%	2.5%	2.5%
Middle Eastern	0.3%	0.4%	0.4%
Other Ancestry	23.9%	24.8%	27.8%
Unclassified Ancestry	19.5%	19.5%	20.1%
Education (Age 25+)			
Adult Population (25 Years or Older)	39,561	99,665	367,391
Elementary (0 to 8)	2.4%	3.3%	3.0%
Some High School (9 to 11)	5.8%	7.0%	7.1%
High School Graduate (12)	32.4%	32.4%	29.0%
Some College (13 to 16)	19.7%	20.0%	19.3%
Associates Degree Only	9.6%	9.0%	8.3%
Bachelors Degree Only	20.2%	19.0%	20.7%
Graduate Degree	9.9%	9.3%	12.5%
% College (4+)	30.1%	28.3%	33.2%
Household Type			
Total Households – count	24,877	61,108	235,330
One Person HHs – count	8,991	20,324	89,392
Family HHs – count	14,089	36,565	123,980
Married Couple – count	8,544	22,414	77,032
w/own children – count	3,346	9,374	28,273
w/out own children – count	5,198	13,040	48,759
Male Householder – count	1,375	3,503	11,886
Female Householder – count	4,170	10,648	35,062
Non-Family Households – count	1,797	4,219	21,958
1 Person Household	36.1%	33.3%	38.0%
2 Person Household	30.5%	31.0%	30.9%
3 Person Household	14.2%	14.7%	13.3%
4 Person Household	10.6%	11.4%	9.7%
5 Person Household	5.1%	5.8%	4.9%
6 Person Household	2.3%	2.5%	2.0%
7+ Person Household	1.2%	1.4%	1.2%
% Households With Children	26.9%	29.2%	23.3%

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Western Hills Plaza Cincinnati, OH	5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Housing			
Total Housing Units	26,882	66,764	261,645
Owner Occupied Percent	51.3%	51.5%	47.3%
Renter Occupied Percent	41.3%	40.1%	42.6%
Vacant Housing Percent	7.5%	8.5%	10.1%
Total Housing Units (Census 2000)	24,608	68,492	262,090
Home Value (Owner Occupied)			
Property Value $1,000,000 or more	0.7%	0.7%	1.4%
Property Value $750,000 to $999,999	0.7%	1.0%	2.3%
Property Value $500,000 to $749,999	2.5%	5.1%	7.6%
Property Value $400,000 to $499,999	3.7%	6.3%	8.5%
Property Value $300,000, to $399,999	9.8%	12.5%	14.0%
Property Value $200,000 to $299,999	31.9%	29.8%	25.2%
Property Value $150,000 to $199,999	26.1%	19.1%	16.2%
Property Value $100,000 to $149,999	17.6%	15.5%	14.9%
Property Value $60,000 to $99,999	4.3%	5.9%	5.8%
Property Value $40,000 to $59,999	0.8%	1.6%	1.4%
Property Value $0 to $39,999	2.0%	2.4%	2.5%
Median Home Value	$198,805	$214,533	$231,212
Wealth per Household			
$0 and under - percent	18.6%	18.7%	18.9%
$1 to $4999 - percent	9.5%	9.7%	9.7%
$5k to $9999 - percent	5.0%	5.0%	5.0%
$10k to $24999 - percent	6.7%	6.7%	6.7%
$25k to $49999 - percent	6.9%	6.9%	6.8%
$50k to $99999 - percent	10.2%	10.2%	10.0%
$100k to $249999 - percent	17.5%	17.4%	17.2%
$250k to $499999 - percent	12.3%	12.3%	12.2%
$500k+ - percent	13.3%	13.1%	13.3%
Median HH Wealth	$66,063	$64,801	$63,795
Avg HH Wealth	$221,498	$219,932	$220,977
Economic Viability			
Economic Viability Local	278	272	271
Economic Viability Indexed	103	100	100
Occupation (Employed Civilians Age 16+)			
Employed Civilian Pop 16+ by Occupation	31,253	75,689	279,512
Managerial/Executive	13.4%	14.3%	15.7%
Professional Specialty	23.1%	22.4%	24.8%
Healthcare Support	2.7%	3.2%	3.6%
Sales	9.8%	9.2%	9.6%
Office & Administrative Support	15.0%	14.2%	11.9%
Protective Service	2.2%	2.2%	2.1%
Food Preperation	4.1%	6.1%	6.8%
Building Maintenance & Cleaning	3.0%	3.3%	3.0%
Personal Care	2.1%	2.3%	2.3%
Farming, Fishing, & Forestry	0.0%	0.1%	0.2%
Construction	6.5%	6.6%	5.8%
Production & Transportation	18.0%	16.1%	14.3%
Percent White Collar Workers	64.0%	63.3%	65.4%
Percent Blue Collar Workers	36.0%	36.7%	34.6%

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Agriculture/Mining/Construction	4.7%	5.6%	5.3%
Manufacturing	11.3%	10.4%	10.8%
Transportation	9.3%	8.9%	6.9%
Information	1.0%	1.4%	1.7%
Wholesale/Retail	16.3%	14.0%	13.4%
Finance, Insurance, Real Estate	7.1%	7.0%	7.2%
Professional Services	6.0%	6.0%	7.4%
Management Services	0.3%	0.2%	0.2%
Administrative/Waste Services	5.7%	5.5%	4.7%
Educational Services	22.3%	23.6%	24.1%
Entertainment Services	7.4%	9.4%	10.4%
Other Professional Services	4.9%	4.4%	4.4%
Public Administration	3.7%	3.6%	3.5%
Vehicles per HH			
No Vehicles	11.1%	13.0%	13.7%
1 Vehicle	39.6%	37.2%	38.5%
2 Vehicles	34.6%	32.6%	32.5%
3 or more vehicles	14.7%	17.2%	15.3%
Average Number of Vehicles	1.59	1.61	1.56
Change			
Births (last 12 months)	680	1,785	6,760
Deaths (last 12 months)	495	1,291	4,700
Migration (last 12 months)	-430	-966	-1,163
Work place			
Workplace Establishments	1,226	2,513	16,548
Workplace Employees (FTE)	11,059	22,899	296,960