









# Executive Summary

Prepared by The Everest Group

**Former Big Top Restaurant  
Site Type: Radius**

**800 Reading Rd  
Mason, OH 45040  
Radius: 1.0 mile**

**800 Reading Rd  
Mason, OH 45040  
Radius: 3.0 mile**

**800 Reading Rd  
Mason, OH 45040  
Radius: 5.0 mile**

**2007 Population**

Total Population	9,700	53,265	129,668
Male Population	49.0%	48.9%	49.3%
Female Population	51.0%	51.1%	50.7%
Median Age	35.0	35.4	36.0

**2007 Income**

Median HH Income	\$77,030	\$90,835	\$88,460
Per Capita Income	\$33,698	\$39,805	\$39,297
Average HH Income	\$95,240	\$112,532	\$109,049

**2007 Households**

Total Households	3,419	18,852	46,571
Average Household Size	2.79	2.80	2.77
1990-2000 Annual Rate	4.21%	5.56%	4.61%

**2007 Housing**

Owner Occupied Housing Units	76.0%	80.9%	78.2%
Renter Occupied Housing Units	17.8%	12.5%	15.6%
Vacant Housing Units	6.2%	6.5%	6.2%

**Population**

1990 Population	5,358	23,518	69,996
2000 Population	8,016	40,064	106,336
2007 Population	9,700	53,265	129,668
2012 Population	11,324	64,086	148,684
1990-2000 Annual Rate	4.11%	5.47%	4.27%
2000-2007 Annual Rate	3.1%	4.66%	3.22%
2007-2012 Annual Rate	3.14%	3.77%	2.77%

In the identified market area, the current year population is 129,668. In 2000, the Census count in the market area was 106,336. The rate of change since 2000 was 3.22 percent annually. The five-year projection for the population in the market area is 148,684, representing a change of 2.77 percent annually from 2007 to 2012. Currently, the population is 49.3 percent male and 50.7 percent female.

**Households**

1990 Households	1,884	8,180	24,198
2000 Households	2,845	14,058	37,969
2007 Households	3,419	18,852	46,571
2012 Households	3,993	22,835	53,625
1990-2000 Annual Rate	4.21%	5.56%	4.61%
2000-2007 Annual Rate	2.98%	4.81%	3.32%
2007-2012 Annual Rate	3.15%	3.91%	2.86%

The household count in this market area has changed from 37,969 in 2000 to 46,571 in the current year, a change of 3.32 percent annually. The five-year projection of households is 53,625, a change of 2.86 percent annually from the current year total. Average household size is currently 2.77, compared to 2.78 in the year 2000. The number of families in the current year is 35,089 in the market area.

**Housing**

Currently, 78.2 percent of the 49,651 housing units in the market area are owner occupied; 15.6 percent, renter occupied; and 6.2 percent are vacant. In 2000, there were 39,741 housing units— 78.5 percent owner occupied, 17.0 percent renter occupied and 4.5 percent vacant. The rate of change in housing units since 2000 is 3.12 percent. Median home value in the market area is \$211,317, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 1.89 percent annually to \$232,014. From 2000 to the current year, median home value changed by 4.1 percent annually.



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<b>Median Household Income</b>			
1990 Median HH Income	\$40,114	\$43,326	\$49,295
2000 Median HH Income	\$60,831	\$69,583	\$69,526
2007 Median HH Income	\$77,030	\$90,835	\$88,460
2012 Median HH Income	\$92,711	\$111,968	\$108,037
1990-2000 Annual Rate	4.25%	4.85%	3.5%
2000-2007 Annual Rate	3.85%	4.36%	3.93%
2007-2012 Annual Rate	3.78%	4.27%	4.08%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$14,447	\$16,845	\$19,434
2000 Per Capita Income	\$25,668	\$29,053	\$29,771
2007 Per Capita Income	\$33,698	\$39,805	\$39,297
2012 Per Capita Income	\$42,234	\$50,454	\$49,035
1990-2000 Annual Rate	5.92%	5.6%	4.36%
2000-2007 Annual Rate	4.45%	5.17%	4.54%
2007-2012 Annual Rate	4.62%	4.86%	4.53%
<b>Average Household Income</b>			
1990 Average Household Income	\$41,240	\$47,873	\$56,155
2000 Average Household Income	\$70,857	\$82,263	\$82,783
2007 Average HH Income	\$95,240	\$112,532	\$109,049
2012 Average HH Income	\$119,904	\$141,784	\$135,557
1990-2000 Annual Rate	5.56%	5.56%	3.96%
2000-2007 Annual Rate	4.85%	5.14%	4.51%
2007-2012 Annual Rate	4.71%	4.73%	4.45%

### Households by Income

Current median household income is \$88,460 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$108,037 in five years. In 2000, median household income was \$69,526, compared to \$49,295 in 1990.

Current average household income is \$109,049 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$135,557 in five years. In 2000, average household income was \$82,783, compared to \$56,155 in 1990.

Current per capita income is \$39,297 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$49,035 in five years. In 2000, the per capita income was \$29,771, compared to \$19,434 in 1990.

### Population by Employment

Total Businesses	199	1,328	2,928
Total Employees	4,741	14,686	35,717

Currently, 96.4 percent of the civilian labor force in the identified market area is employed and 3.6 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 96.5 percent of the civilian labor force, and unemployment will be 3.5 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 73.8 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 75.0 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 10.9 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 14.1 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 87.0 percent of the market area population drove alone to work, and 4.1 percent worked at home. The average travel time to work in 2000 was 23.3 minutes in the market area, compared to the U.S. average of 25.5 minutes.

### Population by Education

In 2000, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 7.3 percent had not earned a high school diploma (19.6 percent in the U.S.)
- 21.6 percent were high school graduates only (28.6 percent in the U.S.)
- 7.6 percent had completed an Associate degree (6.3 percent in the U.S.)
- 29.3 percent had a Bachelor's degree (15.5 percent in the U.S.)
- 14.2 percent had earned a Master's/Professional/Doctorate Degree (8.9 percent in the U.S.)