The Shops at Brunswick Placer Trade
Area: 116.76 square miles

Prepared by Esri

This site is located in:

City:	Brunswick
County:	Medina County
State:	Ohio
ZIP Code:	44212
Census Tract:	39103415100
Census Block Group:	391034151002
CBSA:	Cleveland-Elyria, OH Metropolitan Statistical Area

Summary	Census 2010	Census 2020	2023	2028
Population	97,344	102,513	102,634	102,343
Households	37,064	40,482	40,897	41,376
Families	27,353	28,715	29,217	29,475
Average Household Size	2.61	2.51	2.49	2.45
Owner Occupied Housing Units	30,477	32,875	33,414	34,044
Renter Occupied Housing Units	6,587	7,607	7,483	7,332
Median Age	41.4	44.1	43.9	44.7

Trends: 2023-2028 Annual Rate	Area	State	National
Population	-0.06%	0.00%	0.30%
Households	0.23%	0.19%	0.49%
Families	0.18%	0.11%	0.44%
Owner HHs	0.37%	0.34%	0.66%
Median Household Income	2.22%	3.07%	2.57%

Households by Income		2023		2028	
		Number	Percent	Number	Percent
<$15,000		1,641	4.0%	1,332	3.2%
$15,000 - $24,999		1,789	4.4%	1,305	3.2%
$25,000 - $34,999		1,954	4.8%	1,597	3.9%
$35,000 - $49,999		3,693	9.0%	3,188	7.7%
$50,000 - $74,999		6,789	16.6%	6,113	14.8%
$75,000 - $99,999		5,628	13.8%	5,574	13.5%
$100,000 - $149,999		9,333	22.8%	9,929	24.0%
$150,000 - $199,999		5,182	12.7%	6,533	15.8%
$200,000+		4,887	11.9%	5,804	14.0%
Median Household Income		$94,242		$105,179	
Average Household Income		$122,485		$139,194	
Per Capita Income		$48,888		$56,365	

Population by Age	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,314	5.5%	4,905	4.8%	4,898	4.8%	4,908	4.8%
5 - 9	6,615	6.8%	5,829	5.7%	5,661	5.5%	5,411	5.3%
10 - 14	7,178	7.4%	6,504	6.3%	6,529	6.4%	6,152	6.0%
15 - 19	6,769	7.0%	6,520	6.4%	6,467	6.3%	5,796	5.7%
20 - 24	4,389	4.5%	5,406	5.3%	4,892	4.8%	4,647	4.5%
25 - 34	10,004	10.3%	10,567	10.3%	11,596	11.3%	11,158	10.9%
35 - 44	13,733	14.1%	12,600	12.3%	12,700	12.4%	13,446	13.1%
45 - 54	16,763	17.2%	13,939	13.6%	13,741	13.4%	12,938	12.6%
55 - 64	13,658	14.0%	15,806	15.4%	15,439	15.0%	14,175	13.9%
65 - 74	7,527	7.7%	12,218	11.9%	12,666	12.3%	13,181	12.9%
75 - 84	3,883	4.0%	6,112	6.0%	6,070	5.9%	8,074	7.9%
85+	1,511	1.6%	2,108	2.1%	1,977	1.9%	2,457	2.4%

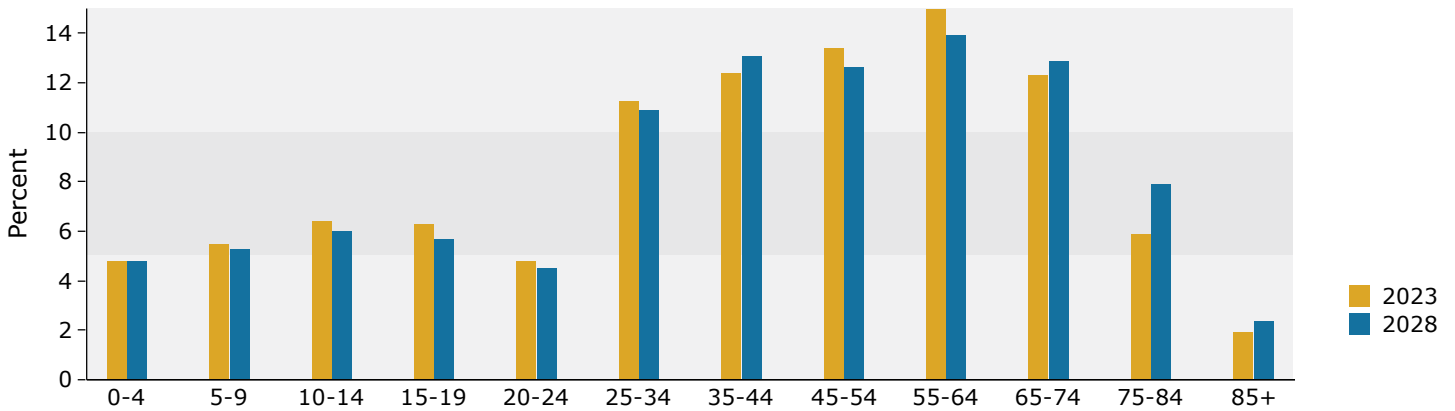| Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	92,065	94.6%	91,806	89.6%	91,194	88.9%	89,622	87.6%
Black Alone	1,197	1.2%	1,613	1.6%	1,680	1.6%	1,761	1.7%
American Indian Alone	116	0.1%	117	0.1%	117	0.1%	128	0.1%
Asian Alone	2,338	2.4%	3,037	3.0%	3,267	3.2%	3,687	3.6%
Pacific Islander Alone	11	0.0%	12	0.0%	14	0.0%	16	0.0%
Some Other Race Alone	426	0.4%	873	0.9%	946	0.9%	1,063	1.0%
Two or More Races	1,190	1.2%	5,057	4.9%	5,416	5.3%	6,065	5.9%
Hispanic Origin (Any Race)	1,882	1.9%	3,085	3.0%	3,389	3.3%	3,841	3.8%

Data Note: Income is expressed in current dollars.

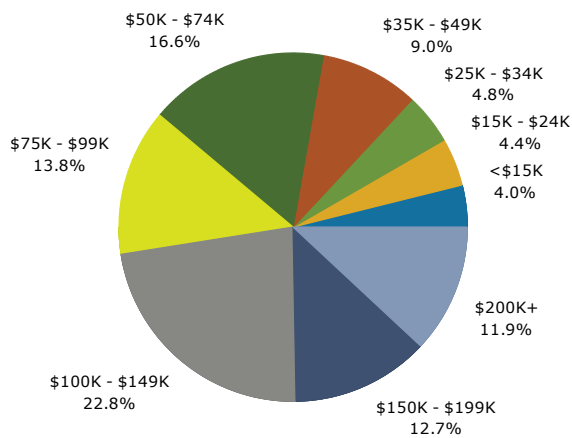**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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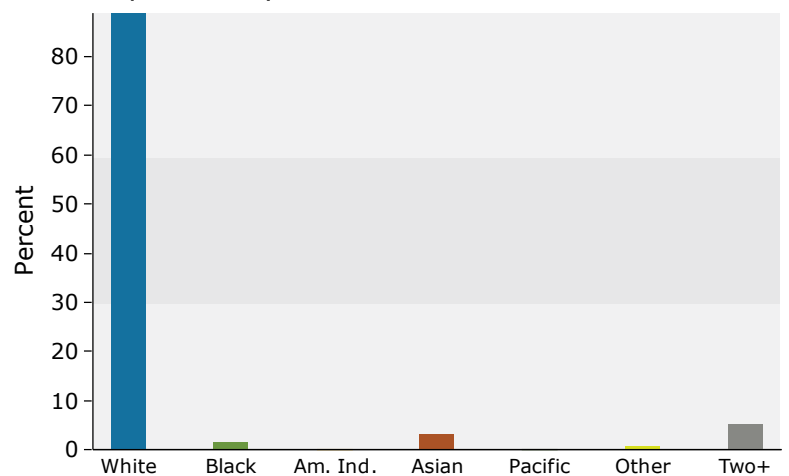
Trends 2023-2028

Annual Rate (in percent) by Population, Households, Families, Owner HHs, Median HH Income — Area, State, USA

Population by Age

Percent by age group (0-4, 5-9, 10-14, 15-19, 20-24, 25-34, 35-44, 45-54, 55-64, 65-74, 75-84, 85+) — 2023, 2028

2023 Household Income

- $50K - $74K 16.6%
- $35K - $49K 9.0%
- $25K - $34K 4.8%
- $15K - $24K 4.4%
- <$15K 4.0%
- $75K - $99K 13.8%
- $200K+ 11.9%
- $100K - $149K 22.8%
- $150K - $199K 12.7%

2023 Population by Race

Percent by White, Black, Am. Ind., Asian, Pacific, Other, Two+
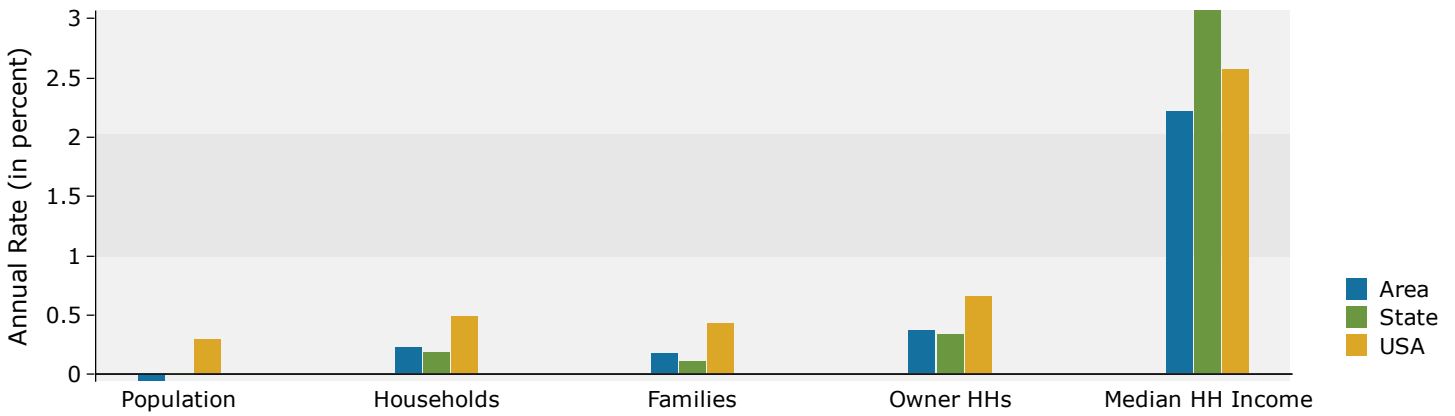
2023 Percent Hispanic Origin: 3.3%

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Data for all businesses in area

Total Businesses:	2,917
Total Employees:	34,430
Total Residential Population:	102,634
Employee/Residential Population Ratio (per 100 Residents)	34

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	83	2.8%	511	1.5%
Construction	260	8.9%	2,889	8.4%
Manufacturing	157	5.4%	4,563	13.3%
Transportation	95	3.3%	1,221	3.5%
Communication	18	0.6%	103	0.3%
Utility	4	0.1%	37	0.1%
Wholesale Trade	118	4.0%	1,202	3.5%
Retail Trade Summary	646	22.1%	9,381	27.2%
Home Improvement	43	1.5%	525	1.5%
General Merchandise Stores	28	1.0%	797	2.3%
Food Stores	75	2.6%	1,041	3.0%
Auto Dealers & Gas Stations	52	1.8%	870	2.5%
Apparel & Accessory Stores	60	2.1%	903	2.6%
Furniture & Home Furnishings	46	1.6%	329	1.0%
Eating & Drinking Places	194	6.7%	3,586	10.4%
Miscellaneous Retail	149	5.1%	1,331	3.9%
Finance, Insurance, Real Estate Summary	257	8.8%	1,890	5.5%
Banks, Savings & Lending Institutions	48	1.6%	432	1.3%
Securities Brokers	31	1.1%	113	0.3%
Insurance Carriers & Agents	64	2.2%	258	0.7%
Real Estate, Holding, Other Investment Offices	115	3.9%	1,088	3.2%
Services Summary	1,017	34.9%	11,602	33.7%
Hotels & Lodging	10	0.3%	196	0.6%
Automotive Services	77	2.6%	499	1.4%
Movies & Amusements	112	3.8%	1,291	3.7%
Health Services	148	5.1%	1,850	5.4%
Legal Services	19	0.7%	72	0.2%
Education Institutions & Libraries	48	1.6%	1,832	5.3%
Other Services	603	20.7%	5,862	17.0%
Government	65	2.2%	930	2.7%
Unclassified Establishments	194	6.7%	101	0.3%
Totals	2,917	100.0%	34,430	100.0%

Source: Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.
Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

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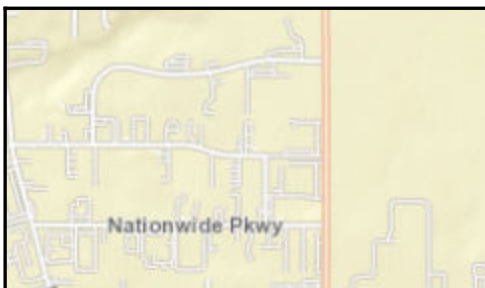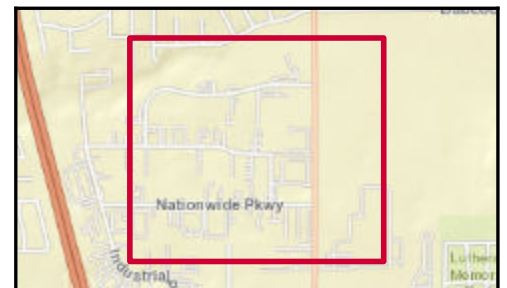The Shops at Brunswick Placer Trade
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by NAICS Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture, Forestry, Fishing & Hunting	12	0.4%	45	0.1%
Mining	0	0.0%	0	0.0%
Utilities	2	0.1%	21	0.1%
Construction	270	9.3%	2,931	8.5%
Manufacturing	174	6.0%	4,676	13.6%
Wholesale Trade	115	3.9%	1,194	3.5%
Retail Trade	425	14.6%	5,553	16.1%
Motor Vehicle & Parts Dealers	43	1.5%	806	2.3%
Furniture & Home Furnishings Stores	22	0.8%	154	0.4%
Electronics & Appliance Stores	17	0.6%	186	0.5%
Building Material & Garden Equipment & Supplies Dealers	41	1.4%	503	1.5%
Food & Beverage Stores	54	1.9%	832	2.4%
Health & Personal Care Stores	42	1.4%	440	1.3%
Gasoline Stations & Fuel Dealers	10	0.3%	72	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	75	2.6%	983	2.9%
Sporting Goods, Hobby, Book, & Music Stores	71	2.4%	625	1.8%
General Merchandise Stores	49	1.7%	952	2.8%
Transportation & Warehousing	72	2.5%	1,073	3.1%
Information	44	1.5%	666	1.9%
Finance & Insurance	143	4.9%	802	2.3%
Central Bank/Credit Intermediation & Related Activities	47	1.6%	428	1.2%
Securities & Commodity Contracts	32	1.1%	117	0.3%
Funds, Trusts & Other Financial Vehicles	64	2.2%	258	0.7%
Real Estate, Rental & Leasing	137	4.7%	1,192	3.5%
Professional, Scientific & Tech Services	208	7.1%	1,629	4.7%
Legal Services	23	0.8%	109	0.3%
Management of Companies & Enterprises	7	0.2%	22	0.1%
Administrative, Support & Waste Management Services	127	4.4%	1,275	3.7%
Educational Services	70	2.4%	1,921	5.6%
Health Care & Social Assistance	201	6.9%	2,999	8.7%
Arts, Entertainment & Recreation	94	3.2%	1,128	3.3%
Accommodation & Food Services	215	7.4%	3,931	11.4%
Accommodation	10	0.3%	196	0.6%
Food Services & Drinking Places	206	7.1%	3,735	10.8%
Other Services (except Public Administration)	344	11.8%	2,341	6.8%
Automotive Repair & Maintenance	62	2.1%	420	1.2%
Public Administration	65	2.2%	930	2.7%
Unclassified Establishments	194	6.7%	101	0.3%
Total	2,917	100.0%	34,430	100.0%

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Traffic Count Map - Close Up

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Benjamin Dr

Plum Creek

Carquest Dr

Carquest Dr

Western Dr

W 130th St

8,954

Interstate Pkwy

Forest Edge Pkwy

8,980

Nationwide Pkwy

0th St

0
mi

Nationwide Pkwy

Nationwide Pkwy

Average Daily Traffic Volume
▲ ***Up to 6,000 vehicles per day***
▲ ***6,001 - 15,000***
▲ ***15,001 - 30,000***
▲ ***30,001 - 50,000***
▲ ***50,001 - 100,000***
▲ ***More than 100,000 per day***

Source: ©2023 Kalibrate Technologies (Q3 2023).

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Traffic Count Profile

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Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.19	W 130TH ST	Carquest Dr (0.27 miles N)	2020	8,980
0.38	W 130th St	Carquest Dr (0.13 miles S)	2012	8,954
0.48	W 130th St	Michael Dr (0.39 miles S)	2012	10,119
0.53	W 130th St	Marland Dr (0.04 miles N)	2010	9,275
0.56	Industrial Pkwy	Industrial Pkwy N (0.09 miles N)	2006	3,098
0.60	Center Rd	Fox Dr (0.12 miles W)	2006	11,580
0.60	Center Road	Industrial Pkwy S (0.01 miles E)	2021	19,758
0.61	BABCOCK RD	Woodside Dr (0.23 miles E)	2020	1,153
0.62	Center Rd	Industrial Pkwy (0.06 miles W)	2007	24,170
0.72	RAMP FROM SR303 WB TO IR71 NB	Center Rd (0.0 miles)	2021	3,453
0.72	RAMP FROM SR303 WB TO IR71 NB	Center Rd (0.06 miles SW)	2020	2,946
0.74	Center Rd	I- 71 (0.06 miles W)	2006	23,493
0.76	I- 71	Grafton Rd (0.78 miles N)	2002	55,980
0.76	Industrial Pkwy S	Center Rd (0.12 miles N)	2006	4,761
0.77	RAMP FROM IR71 SB TO SR303	Center Rd (0.1 miles SE)	2021	12,094
0.77		(0.0 miles)	2019	12,442
0.80	W 130th St	Michael Dr (0.06 miles S)	2018	6,232
0.82	RAMP FROM SR303 TO IR71 NB	Center Rd (0.0 miles)	2021	8,251
0.82	RAMP FROM SR303 TO IR71 NB	Center Rd (0.12 miles NW)	2020	7,260
0.83		(0.0 miles)	2019	5,191
0.84	Michael Drive	Fox Dr (0.1 miles W)	2021	152
0.85	Center Rd	Carpenter Rd S (0.05 miles W)	2013	38,700
0.85	RAMP FROM IR71 NB TO SR303	Center Rd (0.0 miles)	2021	4,758
0.87	Center Rd	Carpenter Rd S (0.02 miles W)	2016	39,739
0.87	RAMP FROM SR303 TO IR71 SB	Center Rd (0.1 miles N)	2021	5,824
0.87		(0.0 miles)	2019	5,858
0.95	W 130TH ST	Grafton Rd (0.06 miles N)	2020	9,166
0.99	Grafton Rd	W 130th St (0.19 miles E)	2014	4,319
1.00	BABCOCK RD	Woodside Dr (0.25 miles W)	2020	1,024
1.00	Center Road	Carpenter Rd S (0.03 miles W)	2021	37,087

Data Note: The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2022 to 2000. Esri removes counts that are older than 2000 from the Kalibrate provided database. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.
Source: ©2023 Kalibrate Technologies (Q3 2023).

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