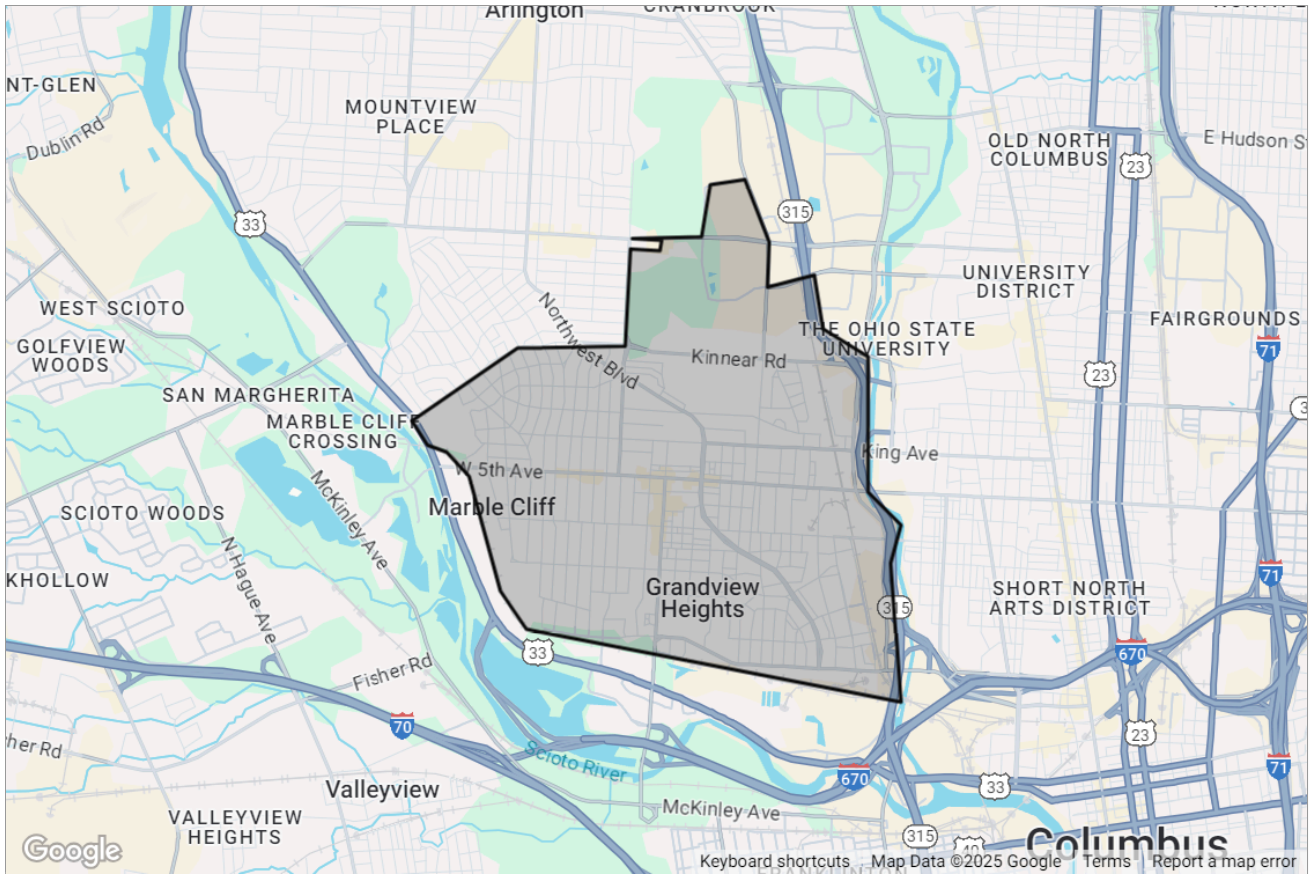# Columbus, OH 43212

Presented by

Greg Hrabcak, CCIM | CCIM

Ohio Real Estate License: 0700310191

Mobile: (614) 906-2227 | Work: (614) 888-3456 x408

Main: greg@hannacre.com
Office: https://hannacre.com/

Hanna Commercial Real Estate

413 N State Street
Westerville, OH 43082

1/7/2025

Criteria Used for Analysis

Median Household Income	Median Age	Total Population	1st Dominant Segment
$72,567	**33.3**	**24,949**	**Metro Renters**

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Uptown Individuals

Younger, urban singles in the city

Urbanization

Where do people like this usually live?

Principal Urban Centers

Young, mobile population in metros of 2.5 + million people

Top Tapestry Segments

	Metro Renters	Emerald City	College Towns	Urban Chic	In Style
% of Households	5,759 (41.4%)	2,799 (20.1%)	2,702 (19.4%)	1,026 (7.4%)	802 (5.8%)
% of Columbus	36,564 (9.3%)	21,144 (5.4%)	13,648 (3.5%)	2,082 (0.5%)	12,279 (3.1%)
Lifestyle Group	Uptown Individuals	Middle Ground	Scholars and Patriots	Upscale Avenues	GenXurban
Urbanization Group	Principal Urban Centers	Metro Cities	Metro Cities	Suburban Periphery	Metro Cities
Residence Type	Multi-Unit Rentals	Single Family; Multi-Units	Multi-Unit Rentals; Single Family	Single Family	Single Family
Household Type	Singles	Singles	Singles	Married Couples	Married Couples w/No Kids
Average Household Size	1.69	2.05	2.07	2.42	2.32
Median Age	33.7	38.6	22.8	43.9	43
Diversity Index	69.2	57.6	65	59	50.9
Median Household Income	$89,000	$79,600	$44,400	$134,000	$87,800
Median Net Worth	$51,100	$112,200	$13,500	$535,900	$243,800
Median Home Value	$511,400	$399,800	$271,400	$818,400	$348,500
Homeownership	22.2 %	52.6 %	28.3 %	69.3 %	70.7 %
Employment	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Services	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial
Education	Bachelor's Degree	Bachelor's Degree	Bachelor's Degree	Bachelor's Degree	Bachelor's Degree
Preferred Activities	Socializing and social status very important. . Participate in yoga, Pilates, and skiing.	Place importance on learning new things to keep life fresh and variable. . Buy natural, green, and environmentally friendly products..	Go out to the movies and out for drinks . Popular activities: backpacking, Pilates, and Frisbee.	Maintain a "green" lifestyle. . Travel extensively domestically and internationally.	Support arts, concerts, theaters, museums . Prefer organic foods, grow their own vegetables.
Financial	Spend a large portion of wages on rent, clothes and technology	Contribute to NPR, PBS	Limited incomes result in thrifty purchases	Financially shrewd with healthy portfolios	Variety of investments often managed by a financial planner
Media	Active on Facebook, Twitter, YouTube, LinkedIn	Read books, magazines and use the web for news	Use the Internet for social media, blogging, watch movies and TV.	Use PCs extensively for staying current.	Connected and knowledgeable via smartphones
Vehicle	Public transportation, taxis, walking and biking	Take public transportation	Prefer vehicle with good gas mileage	Choose luxury imports	Partial to late model SUVs and compact SUVs

1/7/2025

About this segment

Metro Renters

This is the	In this area	In the United States
#1	**41.4%**	**1.8%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest-growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is above the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

Our Neighborhood

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.67.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking, and biking are popular ways to navigate the city.

Socioeconomic Traits

- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.

Market Profile

- Enjoy wine at bars and restaurants.
- Shop at Trader Joe's and Whole Foods for groceries; partial to organic foods.
- Own a Mac computer and use it for reading/writing blogs, accessing dating websites, and watching TV programs and movies.
- Favorite websites: Facebook, Twitter, YouTube, and LinkedIn.
- Use a tablet for reading newspapers and magazines.
- Participate in leisure activities including yoga, Pilates, and downhill skiing.
- Shop for clothes at Banana Republic, The Gap, and Nordstrom.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2023. Update Frequency: Annually.

1/7/2025

About this segment

Emerald City

<table>
<tr><td>**This is the**
#2
dominant segment
for this area</td><td>**In this area**
20.1%
of households fall
into this segment</td><td>**In the United States**
1.4%
of households fall
into this segment</td></tr>
</table>

An overview of who makes up this segment across the United States

Who We Are

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages, investments, and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both abroad and domestically.

Our Neighborhood

- There are mostly older, established neighborhoods with homes built before 1960; around 30% built before 1940.

- Just over half of all homes are renter occupied.

- Single-person and nonfamily types make up over half of all households.

- Median home value and average rent are slightly above the US levels; around half of owned homes are worth $150,000– $300,000.

Socioeconomic Traits

- Consumers research products carefully before making purchases.

- They buy natural, green, and environmentally friendly products.

- Very conscious of nutrition, they regularly buy and eat organic foods.

- Cell phones and text messaging are a huge part of everyday life.

- They place importance on learning new things to keep life fresh and variable.

- They are interested in the fine arts and especially enjoy listening to music.

Market Profile

- Liberal segment that contributes to NPR and PBS.

- Shop at Trader Joe's and Whole Foods.

- Budget time, utilize home cleaning services so there's time for yoga.

- Use the web for professional networking, blogging, making travel plans, shopping, and sports news.

- Read magazines and books on a tablet, sometimes while exercising at home.

- Attend venues like art galleries, museums, and concerts. At home they like to cook and bake.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2023. Update Frequency: Annually.

About this segment

College Towns

This is the	In this area	In the United States
#3	**19.4%**	**0.9%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, schoolwork, news, social media, and entertainment. College Towns residents are all about new experiences, and they seek out variety and adventure in their lives.

Our Neighborhood

- These are nonfamily households with many students living alone or with roommates for the first time.
- This segment is a mix of densely developed student housing and dorms with local residences.
- Off-campus, low rent apartments comprise half of the housing stock.
- Over three-quarters of the households are renter occupied, with one in ten remaining vacant.
- One-third of homes are single family; mostly occupied by local residents who own their homes.
- This market is bike and pedestrian friendly.

Socioeconomic Traits

- Limited incomes result in thrifty purchases.
- Dress to impress with the latest fashions of the season.
- Strong preference for environmentally friendly products and vehicles that get good gas mileage.
- Heavily influenced by celebrity endorsements and trends in magazines.
- Most feel anything that can be done online is easier than in person.

Market Profile

- Own laptops/notebooks and video game systems.
- Prefer to watch movies and TV programs online; but do watch some TV like MTV2, ESPNews, ESPN2, and Comedy Central.
- Use the Internet for social media connections, blogging, paying bills, and searching for jobs.
- Have cell phones only (no landlines) and enjoy customizing them.
- Popular activities: backpacking, Pilates, and Frisbee.
- Go out to the movies and out for drinks.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2023. Update Frequency: Annually.

About this segment

Urban Chic

This is the	In this area	In the United States
#4	**7.4%**	**1.3%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Urban Chic residents are professionals who live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families, and about 30 percent are singles. These are busy, well-connected and well-educated consumers--avid readers and moviegoers, environmentally active and financially stable. This market is a bit older, with a median age of almost 43 years, and growing slowly, but steadily.

Our Neighborhood

- More than half of Urban Chic households include married couples; nearly 30% are singles.
- Average household size is slightly lower at 2.39.
- Homes range from prewar to recent construction, high-rise to single family. Over 60% of householders live in single-family homes; more than one in four live in multiunit structures.
- Two-thirds of homes are owner occupied.
- Major concentrations of these neighborhoods are found in the suburban periphery of large metropolitan areas on the California coast and along the East Coast.
- Most households have two vehicles available. Commuting time is slightly longer, but commuting by bicycle is common.

Socioeconomic Traits

- Well educated, more than 65% of residents hold a bachelor's degree or higher.
- Labor force participation is higher at 68%.
- Residents are employed in white collar occupations—in managerial, technical, and legal positions.
- Nearly 40% of households receive income from investments.
- Environmentally aware, residents actively recycle and maintain a "green" lifestyle.

Market Profile

- Shop at Trader Joe's, Costco, or Whole Foods.
- Eat organic foods, drink imported wine, and truly appreciate a good cup of coffee.
- Travel extensively (domestically and internationally).
- Prefer to drive luxury imports and shop at upscale establishments.
- Embrace city life by visiting museums, art galleries, and movie theaters for a night out.
- Avid book readers of both digital and audio formats.
- Financially shrewd residents that maintain a healthy portfolio of stocks, bonds, and real estate.
- In their downtime, enjoy activities such as skiing, yoga, hiking, and tennis.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2023. Update Frequency: Annually.

About this segment

In Style

An overview of who makes up this segment across the United States

Who We Are

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

Our Neighborhood

- City dwellers of large metropolitan areas.
- Married couples, primarily with no children or single households; average household size at 2.35.
- Home ownership average at 68%; nearly half, 47%, mortgaged.
- Primarily single-family homes, in older neighborhoods (built before 1980) with a mix of town homes and smaller (5 –19 units) apartment buildings.
- Median home value at $243,900.
- Vacant housing units at 8.6%.

Socioeconomic Traits

- College educated: 48% are graduates; 77% with some college education.
- Higher labor force participation rate is at 67% with proportionately more 2-worker households.
- Median household income of $73,000 reveals an affluent market with income supplemented by investments and a substantial net worth.
- Connected and knowledgeable, they carry smartphones and use many of the features.
- Attentive to price, they use coupons, especially mobile coupons.

Market Profile

- Partial to late model SUVs: compact SUVs are gaining popularity.
- Homes integral part of their style; invest in home remodeling/maintenance, DIY or contractors; housekeeping hired.
- Prefer organic foods, including growing their own vegetables.
- Financially active, own a variety of investments often managed by a financial planner.
- Meticulous planners, both well insured and well invested in retirement savings.
- Generous with support of various charities and causes.
- Actively support the arts, theater, concerts, and museums.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2023. Update Frequency: Annually.

Columbus, OH 43212: Population Comparison

Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)

Geography	2023	2028 (Projected)
43212	24,949	27,155
Franklin County	1,354,876	1,374,562
Ohio	11,849,286	11,850,386

Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)

Geography	2023	2028 (Projected)
43212	6,078.7	6,616.2
Franklin County	2,545.9	2,582.8
Ohio	290.0	290.0

Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2023, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)

Geography	2023	2028 (Projected)
43212	3.07%	8.84%
Franklin County	2.35%	1.45%
Ohio	0.42%	0.01%
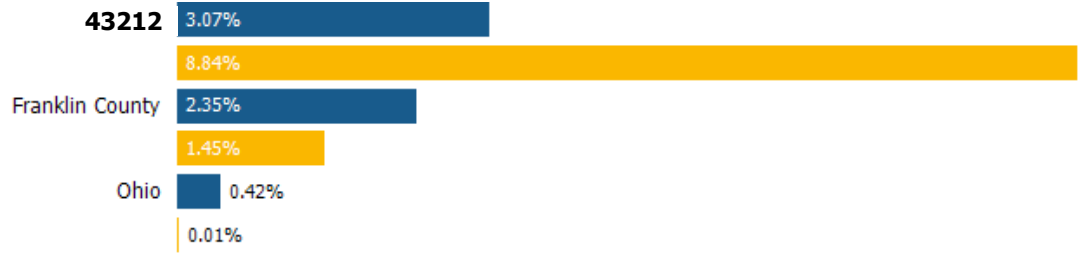
Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 43212

Geography	43212
43212	29,813
Franklin County	1,471,090
Ohio	11,810,945

1/7/2025

Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 43212

Geography	Value
43212	7,263.8
Franklin County	2,764.2
Ohio	289.1

Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

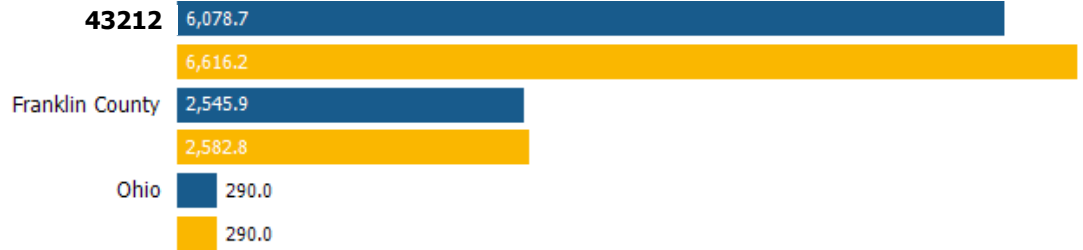Update Frequency: Annually

■ 2023
■ 2028 (Projected)

Geography	2023	2028 (Projected)
43212	1.78	1.80
Franklin County	2.38	2.37
Ohio	2.38	2.36

Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)

Geography	2023	2028 (Projected)
43212	12,138	13,456
Franklin County	957,674	964,937
Ohio	9,051,974	9,004,998

1/7/2025

Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ Women 2023 2023

■ Men 2023 2023

■ Women 2028 (Projected) 2028 (Projected)

Men 2028 (Projected) 2028 (Projected)

Geography	Women 2023	Men 2023	Women 2028	Men 2028
43212	49.7%	50.3%	49.9%	50.1%
Franklin County	51.1%	48.9%	51.2%	48.8%
Ohio	50.9%	49.1%	50.9%	49.1%

![HANNA COMMERCIAL REAL ESTATE]

Columbus, OH 43212: Age Comparison

Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

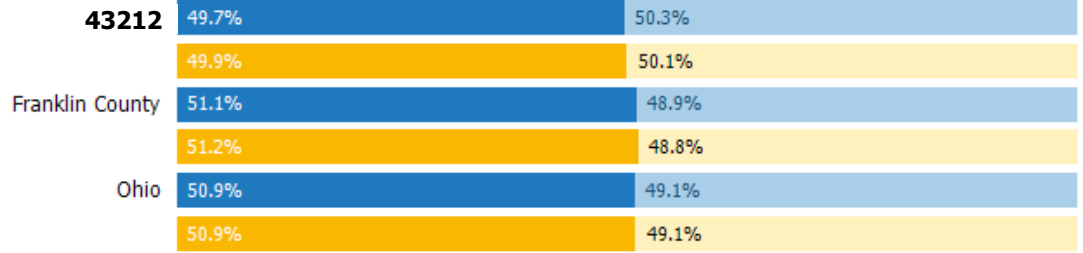Update Frequency: Annually

- 🟦 2023
- 🟨 2028 (Projected)

Geography	2023	2028 (Projected)
43212	33.3	34.2
Franklin County	35.8	36.2
Ohio	40.8	41.6

Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

- 🟦 2023
- 🟨 2028 (Projected)

Age Group	2023	2028 (Projected)
Children	6.7%	6.9%
Tweens	1.9%	1.7%
Teens	5.2%	4.3%
20s	27.5%	27.4%
30s	21.5%	19.8%
40s	10.5%	12.3%
50s	9.7%	9.1%
60s	8.7%	8.4%
70s	5.6%	6.6%
Over 80	2.8%	3.4%

Columbus, OH 43212: Marital Status Comparison

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ Married
■ Unmarried

	Married	Unmarried
43212	35.9%	64.1%
Franklin County	45.1%	54.9%
Ohio	49.1%	50.9%

Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

43212	35.9%
Franklin County	45.1%
Ohio	49.1%

Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

43212	55.0%
Franklin County	40.0%
Ohio	33.4%

Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

43212	3.4%
Franklin County	4.5%
Ohio	6.1%

Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

43212	5.6%
Franklin County	10.4%
Ohio	11.3%

1/7/2025

Columbus, OH 43212: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

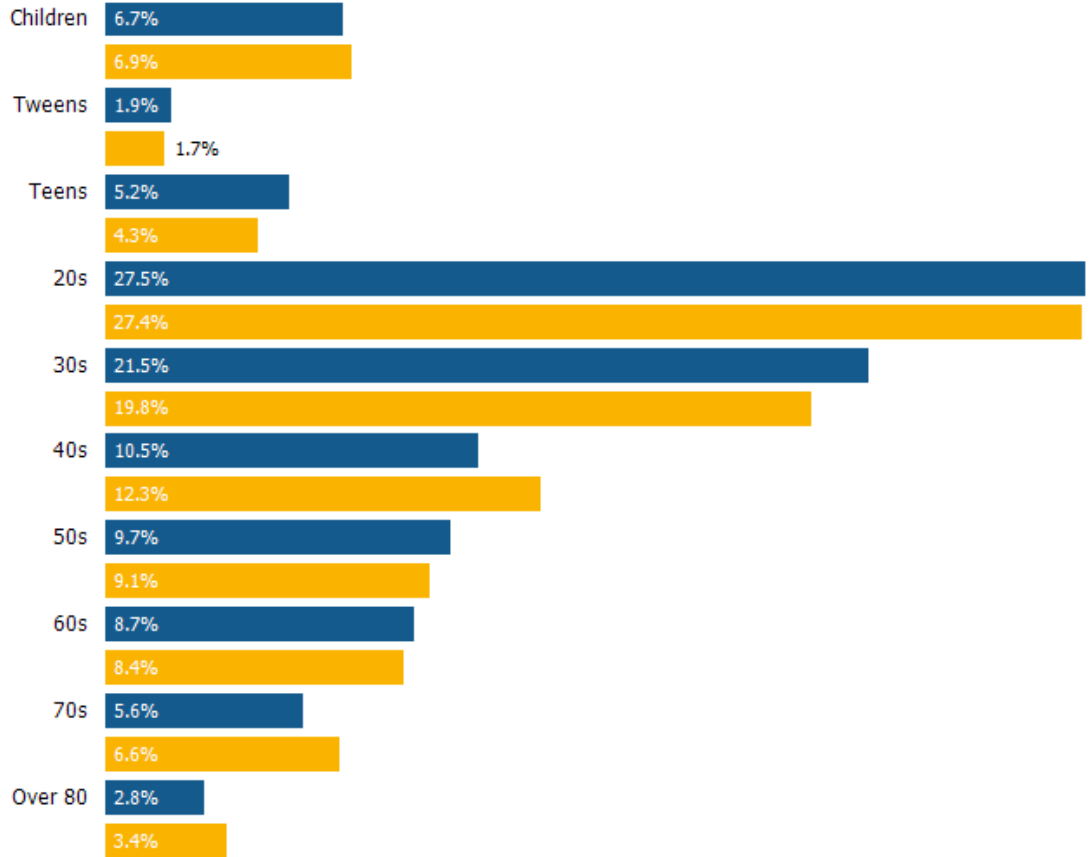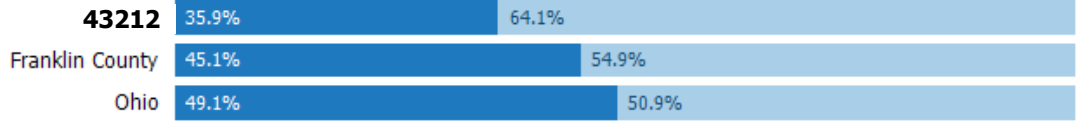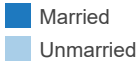Update Frequency: Annually

■ 2023
■ 2028 (Projected)

43212
- $111,414
- $127,133

Franklin County
- $98,486
- $112,383

Ohio
- $92,536
- $105,607

Median Household Income

This chart shows the median household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)

43212
- $72,567
- $83,938

Franklin County
- $68,551
- $78,786

Ohio
- $63,957
- $74,399

Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)

43212
- $63,602
- $71,699

Franklin County
- $40,470
- $46,406

Ohio
- $38,038
- $43,804

Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

43212 $83,116
Franklin County $75,978
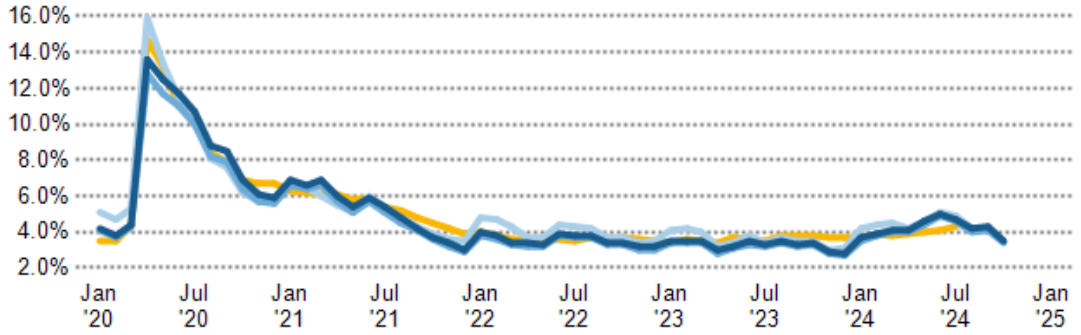**Ohio** $72,030

1/7/2025

Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

- Columbus
- Franklin County
- Ohio
- USA

Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2023

Update Frequency: Annually

Industry	Count
Health Care and Social Assistance	3,292
Education	2,601
Professional, Scientific and Technical	2,493
Finance and Insurance	1,608
Retail Trade	1,427
Accommodation and Food	1,192
Manufacturing	963
Transportation and Warehousing	569
Administrative Support and Waste Management	537
Other	531
Public Administration	496
Wholesale Trade	493
Construction	410
Real Estate, Rental and Leasing	400
Information	361
Arts, Entertainment and Recreation	271
Utilities	117
Business Management	82
Agriculture, Forestry, Fishing and Hunting	17
Mining	0 or no data available

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1/7/2025

Columbus, OH 43212: Education Comparison

Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

43212	0.7%
Franklin County	2.7%
Ohio	2.4%

Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

43212	1.0%
Franklin County	4.5%
Ohio	5.1%

High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

43212	0.4%
Franklin County	3.3%
Ohio	4.1%

High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

43212	4.9%
Franklin County	21.3%
Ohio	29.5%

1/7/2025

Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

43212	9.0%
Franklin County	16.8%
Ohio	17.6%

Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

43212	4.4%
Franklin County	7.8%
Ohio	9.8%

Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

43212	46.0%
Franklin County	27.3%
Ohio	19.7%

Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

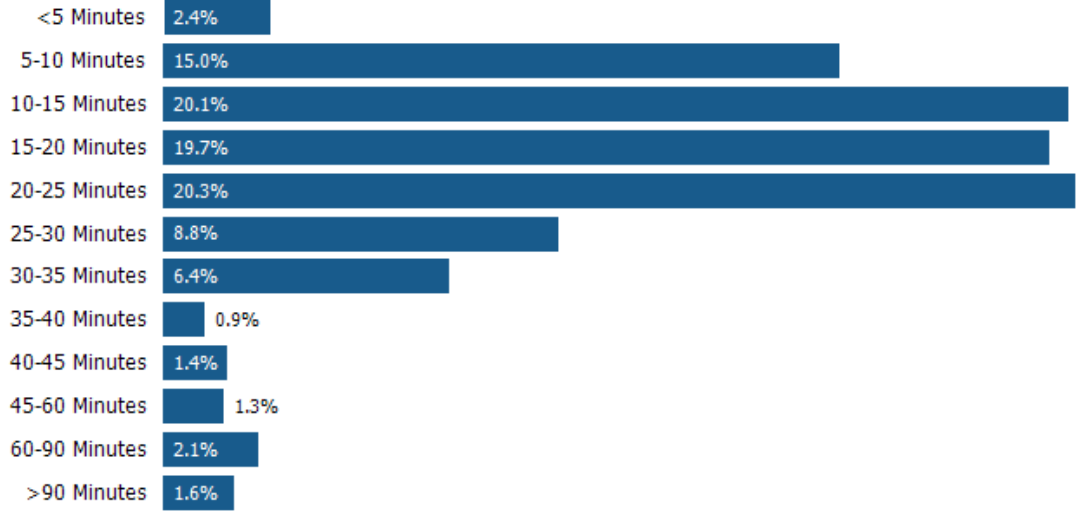|	
43212	33.7%
Franklin County	16.3%
Ohio	11.8%

Columbus, OH 43212: Commute Comparison

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 43212

Commute Time	Percentage
<5 Minutes	2.4%
5-10 Minutes	15.0%
10-15 Minutes	20.1%
15-20 Minutes	19.7%
20-25 Minutes	20.3%
25-30 Minutes	8.8%
30-35 Minutes	6.4%
35-40 Minutes	0.9%
40-45 Minutes	1.4%
45-60 Minutes	1.3%
60-90 Minutes	2.1%
>90 Minutes	1.6%

How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 43212

Transportation	Percentage
Drive Alone	85.2%
Work at Home	14.6%
Carpool	5.4%
Walk	4.3%
Bus	2.4%
Public Transit	2.4%
Bicycle	1.3%
Other	1.1%
Taxi	0.3%
Motorcycle	0.1%

1/7/2025

Columbus, OH 43212: Home Value Comparison

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

43212	$511,020
Franklin County	$327,910
Ohio	$270,310

12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

43212	0.0%
Franklin County	+2.0%
Ohio	+6.5%

Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

Data Source: Listing data

Update Frequency: Monthly

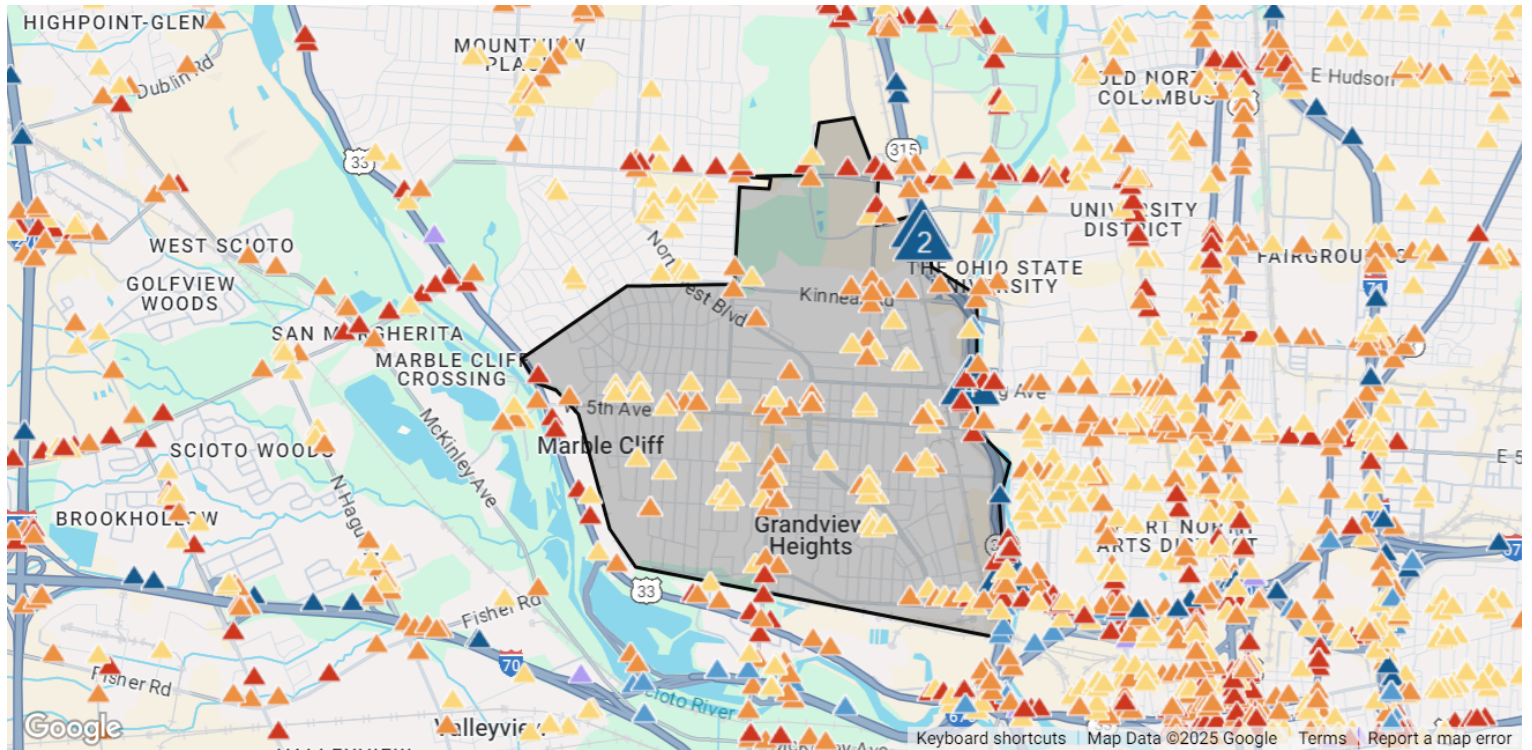|	
43212	$426,950
Franklin County	$317,000
Ohio	$260,000

12 mo. Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: Listing data

Update Frequency: Monthly

43212	-25.4%
Franklin County	-4.5%
Ohio	+18.2%

1/7/2025

Traffic Counts

Daily Traffic Counts: 🔺 6,001 – 15,000   🔺 15,001 – 30,000   🔺 30,001 – 50,000   🔺 50,001 – 100,000   🔺 Over 100,000 / day
🔺 Up 6,000 / day

1

115,485

2021 Est. daily traffic counts

Street: **Olentangy Freeway**
Cross: **Woody Hayes Dr**
Cross Dir: **N**
Dist: **0.24 miles**

Historical counts

Year	Count	Type
2020	🔺 100,012	AADT
2019	🔺 121,218	AADT
2014	🔺 106,080	AADT
2010	🔺 99,490	ADT

2

115,195

2024 Est. daily traffic counts

Street: **Moody Jackson Pkwy**
Cross: **Woody Hayes Dr**
Cross Dir: **N**
Dist: **–**

Historical counts

Year	Count	Type

3

110,282

2024 Est. daily traffic counts

Street: **MOODY-JACKSON PKWY**
Cross: **King Ave**
Cross Dir: **N**
Dist: **–**

Historical counts

Year	Count	Type

4

109,943

2021 Est. daily traffic counts

Street: **Olentangy Freeway**
Cross: **King Ave**
Cross Dir: **N**
Dist: **0.09 miles**

Historical counts

Year	Count	Type
2020	🔺 94,708	AADT
2019	🔺 121,142	AADT

5

109,050

2024 Est. daily traffic counts

Street: **Olentangy Fwy**
Cross: **W Goodale St**
Cross Dir: **S**
Dist: **–**

Historical counts

Year	Count	Type
2014	🔺 103,329	AADT
2002	🔺 89,970	ADT
1997	🔺 64,404	AADT
1994	🔺 64,380	ADT

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (*)

About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.

- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.

- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.

- This report has been provided to you by a member of the NAR.

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About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.

- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.

- **Market conditions and forecasts** based on listing and public records data.

- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.

- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.

- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.

- **School data and reviews** from Niche.

- **Specialty data sets** such as walkability scores, traffic counts and flood zones.

Update Frequency

- Listings and public records data are updated on a continuous basis.

- Charts and statistics calculated from listing and public records data are refreshed monthly.

- Other data sets range from daily to annual updates.

Learn more

For more information about RPR, please visit RPR's public website: https://blog.narrpr.com

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