Community Profile

Northern Lights
3349 Cleveland Ave, Columbus, Ohio, 43224
Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	16,099	131,657	323,119
2020 Total Population	17,378	146,092	363,783
2020 Group Quarters	32	779	19,290
2026 Total Population	17,375	149,327	380,406
2026 Group Quarters	31	881	18,197
2031 Total Population	17,302	151,002	388,175
2026-2031 Annual Rate	-0.08%	0.22%	0.41%
2026 Total Daytime Population	13,964	130,095	450,643
Workers	4,953	54,603	269,949
Residents	9,011	75,492	180,694

Household Summary			
2010 Total Households	6,606	54,765	135,815
2010 Average Household Size	2.43	2.39	2.28
2020 Total Households	6,842	57,889	149,545
2020 Average Household Size	2.54	2.51	2.30
2026 Total Households	6,908	59,552	158,945
2026 Average Household Size	2.51	2.49	2.28
2031 Total Households	6,892	60,243	163,364
2031 Average Household Size	2.51	2.49	2.26
2026-2031 Annual Rate	-0.05%	0.23%	0.55%
2026 Families	3,860	32,167	75,094
2026 Average Family Size	3.39	3.33	3.16
2031 Families	3,829	32,422	76,173
2031 Average Family Size	3.39	3.33	3.16
2026-2031 Growth Rate	-0.16%	0.16%	0.29%

Median Household Income			
2026	$53,117	$62,021	$68,638
2031	$63,649	$73,214	$78,806

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	3 miles	5 miles
2026	$26,419	$33,074	$40,611
2031	$30,902	$38,325	$46,861

2026 Households by Income			
Household Income Base	6,906	59,552	158,945
<$10,000	4.8%	6.6%	7.4%
$10,000-14,999	4.8%	4.0%	3.6%
$15,000-19,999	3.9%	4.0%	3.4%
$20,000-24,999	3.7%	3.5%	2.9%
$25,000-29,999	7.3%	4.8%	3.9%
$30,000-34,999	7.2%	4.8%	4.2%
$35,000-39,999	4.5%	4.8%	4.2%
$40,000-44,999	5.3%	4.8%	4.4%
$45,000-49,999	5.2%	3.9%	3.4%
$50,000-59,999	8.9%	7.2%	6.4%
$60,000-74,999	8.2%	9.4%	9.9%
$75000-99999	16.2%	14.0%	13.3%
$100,000-124,999	8.8%	9.2%	9.5%
$125,000-149,999	5.2%	5.8%	6.3%
$150000-199999	3.8%	6.8%	7.5%
$200,000-249,999	0.7%	2.6%	3.8%
$250,000-299,999	1.0%	1.9%	2.3%
$300,000-399,999	0.1%	0.7%	1.1%
$400,000-499,999	0.0%	0.2%	0.6%
$500,000+	0.3%	0.9%	1.7%
Average Household Income	$66,767	$82,937	$96,411

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	108	91	83
Percent of Income for Mortgage	18.9%	22.8%	25.2%
Wealth Index	40	55	65

Median Home Value			
2026	$170,710	$240,524	$294,516
2031	$229,926	$308,247	$366,220

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	3,533	27,426	64,730
<$50,000	5.6%	4.1%	2.7%
$50,000 - $99,999	13.9%	9.7%	5.4%
$100,000 - $149,999	14.8%	9.2%	5.6%
$150,000 - $199,999	29.1%	14.9%	10.7%
$200,000 - $249,999	13.8%	14.9%	14.0%
$250,000 - $299,999	5.0%	11.9%	13.0%
$300,000 - $399,999	4.7%	15.9%	20.7%
$400,000 - $499,999	4.2%	8.8%	11.8%
$500,000 - $749,999	7.6%	7.0%	11.4%
$750,000 - $999,999	0.8%	2.1%	2.7%
$1,000,000 - $1,499,999	0.4%	1.1%	1.2%
$1,500,000 - $1,999,999	0.2%	0.1%	0.2%
$2,000,000 +	0.2%	0.3%	0.4%
Average Home Value	$226,175	$291,562	$347,405

Housing Unit Summary			
2010 Total Housing Units	7,491	61,637	151,504
Owner Occupied Housing Units	54.9%	49.4%	45.2%
Renter Occupied Housing Units	45.1%	50.6%	54.8%
Vacant Housing Units	11.8%	11.2%	10.4%
2020 Housing Units	7,408	62,600	162,190
Owner Occupied Housing Units	49.2%	45.1%	41.1%
Renter Occupied Housing Units	50.8%	54.9%	58.9%
Vacant Housing Units	7.7%	7.5%	7.8%
2026 Housing Units	7,471	63,971	172,684
Owner Occupied Housing Units	51.2%	46.1%	40.7%
Renter Occupied Housing Units	48.8%	53.9%	59.3%
Vacant Housing Units	7.5%	6.9%	8.0%
2031 Total Housing Units	7,540	65,329	177,468
Owner Occupied Housing Units	52.3%	46.6%	40.7%
Renter Occupied Housing Units	47.7%	53.4%	59.3%
Vacant Housing Units	8.6%	7.8%	8.0%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Population by Sex	1 mile	3 miles	5 miles
Males	8,604	73,858	189,471
Females	8,771	75,469	190,935

Median Age			
2010	35.2	32.2	30.2
2020	34.7	32.6	30.7
2026	36.7	33.9	31.6
2031	38.3	34.8	32.1

2026 Population by Age			
Total	17,375	149,326	380,407
0 - 4	6.8%	7.0%	6.0%
5 - 9	6.7%	6.8%	5.8%
10 - 14	7.5%	6.6%	5.4%
15 - 24	13.2%	15.6%	20.6%
25 - 34	13.3%	15.8%	17.7%
35 - 44	15.2%	14.4%	13.4%
45 - 54	12.8%	11.5%	10.3%
55 - 64	11.3%	9.5%	8.6%
65 - 74	9.7%	8.4%	7.6%
75 - 84	3.8%	3.9%	3.9%
85 +	1.0%	1.1%	1.3%
18 +	74.6%	75.8%	79.7%

2026 Population 15+ by Marital Status			
Total	13,741	118,910	315,049
Never Married	40.3%	46.1%	51.5%
Married	41.6%	38.9%	35.4%
Widowed	4.0%	4.5%	4.0%
Divorced	14.0%	10.6%	9.1%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	11,447	95,606	236,740
Less than 9th Grade	6.1%	6.1%	3.8%
9th - 12th Grade, No Diploma	10.3%	7.1%	5.0%
High School Graduate	29.8%	24.9%	20.5%
GED/Alternative Credential	5.5%	4.3%	3.0%
Some College, No Degree	17.6%	16.5%	16.5%
Associate Degree	9.5%	8.7%	8.0%
Bachelor's Degree	15.2%	20.9%	26.9%
Graduate/Professional Degree	6.0%	11.6%	16.4%

2020 Population by Race/Ethnicity			
Total	17,378	146,092	363,783
White Alone	38.1%	39.7%	52.8%
Black Alone	44.1%	42.4%	30.7%
American Indian Alone	0.6%	0.4%	0.3%
Asian Alone	1.8%	5.8%	5.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.6%	4.9%	3.7%
Two or More Races	7.6%	4.9%	3.7%
Hispanic Origin	11.4%	8.0%	6.9%
Diversity Index	71.9	70.3	66.7

2026 Population by Race/Ethnicity			
Total	17,376	149,327	380,405
White Alone	34.5%	36.9%	49.7%
Black Alone	45.8%	44.0%	32.2%
American Indian Alone	0.8%	0.6%	0.5%
Asian Alone	1.8%	5.8%	6.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.7%	5.5%	4.2%
Two or More Races	8.3%	7.3%	7.4%
Hispanic Origin	13.2%	9.2%	8.1%
Diversity Index	73.5	71.6	69.2

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	9,199	80,097	213,664
White Collar	48.3%	57.1%	64.9%
Management/Business/Financial	13.6%	14.9%	18.0%
Professional	15.7%	22.3%	27.8%
Sales	5.9%	7.5%	7.9%
Administrative Support	13.0%	12.5%	11.2%
Services	25.0%	20.7%	17.7%

2026 Employed Pop 16+ by Occupation			
Total	9,199	80,097	213,664
Blue Collar	26.7%	22.2%	17.4%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	5.2%	3.4%	2.8%
Installation/Maintenance/Repair	3.3%	1.8%	1.4%
Production	5.7%	5.1%	4.1%
Transportation/Material Moving	12.4%	11.8%	9.1%
White Collar	48.3%	57.1%	64.9%
Management/Business/Financial	13.6%	14.9%	18.0%
Professional	15.7%	22.3%	27.8%
Sales	5.9%	7.5%	7.9%
Administrative Support	13.0%	12.5%	11.2%
Services	25.0%	20.7%	17.7%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	9,199	80,097	213,664
Population 16+ Employed	92.9%	94.1%	95.4%
Population 16+ Unemployment rate	7.1%	5.9%	4.6%
Population 16-24 Employed	11.9%	15.8%	19.3%
Population 16-24 Unemployment rate	13.0%	9.9%	7.8%
Population 25-54 Employed	59.2%	60.3%	59.6%
Population 25-54 Unemployment rate	6.2%	5.3%	4.0%
Population 55-64 Employed	13%	12%	11%
Population 55-64 Unemployment rate	6.9%	5.1%	3.8%
Population 65+ Employed	9%	6%	6%
Population 65+ Unemployment rate	4.8%	2.5%	2.3%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	8,547	75,383	203,744
Agriculture/Mining	0.2%	0.2%	0.3%
Construction	7.8%	5.1%	4.5%
Manufacturing	7.4%	6.4%	6.1%
Wholesale Trade	1.3%	1.5%	1.6%
Retail Trade	12.8%	11.7%	11.2%
Transportation/Utilities	7.3%	8.6%	6.4%
Information	1%	1%	1%
Finance/Insurance/Real Estate	6.8%	8.6%	9.0%
Services	52.4%	53.4%	55.9%
Public Administration	2.8%	3.2%	3.5%

2026 Consumer Spending			
Apparel & Services: Total $	$9,961,469	$107,999,827	$337,148,943
Average Spent	$1,442.02	$1,813.54	$2,121.17
Spending Potential Index	57	71	83
Education: Total $	$7,506,294	$82,217,821	$263,232,877
Average Spent	$1,086.61	$1,380.61	$1,656.13
Spending Potential Index	54	69	83
Entertainment/Recreation: Total $	$16,850,797	$174,333,309	$533,613,357
Average Spent	$2,439.32	$2,927.41	$3,357.22
Spending Potential Index	57	68	78
Food at Home: Total $	$32,069,538	$337,473,986	$1,029,839,836
Average Spent	$4,642.38	$5,666.88	$6,479.22
Spending Potential Index	59	72	82
Food Away from Home: Total $	$17,053,713	$185,410,469	$582,250,394
Average Spent	$2,468.69	$3,113.42	$3,663.22
Spending Potential Index	55	70	82
Health Care: Total $	$32,542,643	$328,405,664	$977,490,102
Average Spent	$4,710.86	$5,514.60	$6,149.86
Spending Potential Index	59	69	77
HH Furnishings & Equipment: Total $	$10,942,447	$115,615,165	$355,474,261
Average Spent	$1,584.03	$1,941.42	$2,236.46
Spending Potential Index	56	68	79
Personal Care Products & Services: Total $	$4,322,866	$47,048,372	$147,453,136
Average Spent	$625.78	$790.04	$927.70
Spending Potential Index	55	69	81

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$102,139,337	$1,128,785,966	$3,555,648,218
Average Spent	$14,785.66	$18,954.63	$22,370.31
Spending Potential Index	54	69	81
Support Payments/Gifts in Kind: Total $	$11,279,820	$118,397,742	$357,696,269
Average Spent	$1,632.86	$1,988.14	$2,250.44
Spending Potential Index	54	65	74
Travel: Total $	$12,626,398	$136,207,314	$423,626,413
Average Spent	$1,827.79	$2,287.20	$2,665.24
Spending Potential Index	50	63	73
Vehicle Maintenance & Repairs: Total $	$5,004,771	$52,079,825	$159,413,607
Average Spent	$724.49	$874.53	$1,002.95
Spending Potential Index	58	71	81

Top Tapestry Segment

1 mile

Hometown Charm (E3):

This segment is characterized by young suburban families in the Midwest and South.

Learn more about this segment...

3 miles

City Greens (K6):

This segment is characterized by educated professionals in metro areas with high home ownership.

Learn more about this segment...

5 miles

Metro Renters (D4):

This segment is characterized by young, educated professionals in urban rentals.

Learn more about this segment...

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.