

Community Profile

Northland

Provided by the Columbus Planning Division

Population Summary

2010 Total Population	82,976
2020 Total Population	96,338
2020 Group Quarters	544
2025 Total Population	98,211
2025 Group Quarters	517
2030 Total Population	98,293
2025-2030 Annual Rate	0.02%
2025 Total Daytime Population	86,772
Workers	38,094
Residents	48,678

Household Summary

2010 Households	34,821
2010 Average Household Size	2.37
2020 Total Households	37,403
2020 Average Household Size	2.56
2025 Households	38,064
2025 Average Household Size	2.57
2030 Households	38,104
2030 Average Household Size	2.57
2025-2030 Annual Rate	0.02%
2010 Families	19,804
2010 Average Family Size	3.08
2025 Families	22,088
2025 Average Family Size	3.42
2030 Families	21,947
2030 Average Family Size	3.43
2025-2030 Annual Rate	-0.13%

Housing Unit Summary

2000 Housing Units	37,359
Owner Occupied Housing Units	44.0%
Renter Occupied Housing Units	50.3%
Vacant Housing Units	5.7%
2010 Housing Units	38,556
Owner Occupied Housing Units	41.2%
Renter Occupied Housing Units	49.1%
Vacant Housing Units	9.7%
2020 Housing Units	39,345
Owner Occupied Housing Units	40.5%
Renter Occupied Housing Units	54.5%
Vacant Housing Units	4.9%
2025 Housing Units	39,865
Owner Occupied Housing Units	41.6%
Renter Occupied Housing Units	53.9%
Vacant Housing Units	4.5%
2030 Housing Units	40,196
Owner Occupied Housing Units	42.5%
Renter Occupied Housing Units	52.3%
Vacant Housing Units	5.2%

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.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2025 Households by Income

Household Income Base	38,064
<\$15,000	9.0%
\$15,000 - \$24,999	7.8%
\$25,000 - \$34,999	9.4%
\$35,000 - \$49,999	14.8%
\$50,000 - \$74,999	20.4%
\$75,000 - \$99,999	12.4%
\$100,000 - \$149,999	16.3%
\$150,000 - \$199,999	5.8%
\$200,000+	4.1%
Average Household Income	\$75,690

2030 Households by Income

Household Income Base	38,104
<\$15,000	7.7%
\$15,000 - \$24,999	6.5%
\$25,000 - \$34,999	8.0%
\$35,000 - \$49,999	13.8%
\$50,000 - \$74,999	19.7%
\$75,000 - \$99,999	12.4%
\$100,000 - \$149,999	18.2%
\$150,000 - \$199,999	7.8%
\$200,000+	5.9%
Average Household Income	\$85,465

2025 Owner Occupied Housing Units by Value

Total	16,543
<\$50,000	1.9%
\$50,000 - \$99,999	3.4%
\$100,000 - \$149,999	7.3%
\$150,000 - \$199,999	16.8%
\$200,000 - \$249,999	23.2%
\$250,000 - \$299,999	18.8%
\$300,000 - \$399,999	16.8%
\$400,000 - \$499,999	3.2%
\$500,000 - \$749,999	3.4%
\$750,000 - \$999,999	3.0%
\$1,000,000 - \$1,499,999	1.4%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.6%
Average Home Value	\$300,046

2030 Owner Occupied Housing Units by Value

Total	17,074
<\$50,000	0.7%
\$50,000 - \$99,999	1.5%
\$100,000 - \$149,999	3.4%
\$150,000 - \$199,999	6.9%
\$200,000 - \$249,999	17.1%
\$250,000 - \$299,999	21.6%
\$300,000 - \$399,999	27.2%
\$400,000 - \$499,999	6.6%
\$500,000 - \$749,999	6.8%
\$750,000 - \$999,999	4.1%
\$1,000,000 - \$1,499,999	2.6%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	1.2%
Average Home Value	\$383,254

Data Note: 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.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Median Household Income		
2025		\$58,140
2030		\$65,257
Median Home Value		
2025		\$244,271
2030		\$297,064
Per Capita Income		
2025		\$29,370
2030		\$33,167
Median Age		
2010		33.1
2020		33.4
2025		34.4
2030		35.3
2020 Population by Age		
Total		96,338
0 - 4		8.3%
5 - 9		7.8%
10 - 14		7.0%
15 - 24		12.9%
25 - 34		16.9%
35 - 44		14.0%
45 - 54		11.4%
55 - 64		10.4%
65 - 74		7.0%
75 - 84		2.9%
85 +		1.3%
18 +		73.0%
2025 Population by Age		
Total		98,211
0 - 4		7.9%
5 - 9		7.8%
10 - 14		7.0%
15 - 24		13.5%
25 - 34		14.7%
35 - 44		15.0%
45 - 54		11.5%
55 - 64		9.6%
65 - 74		7.9%
75 - 84		3.8%
85 +		1.3%
18 +		73.2%
2030 Population by Age		
Total		98,293
0 - 4		7.7%
5 - 9		7.1%
10 - 14		7.1%
15 - 24		13.9%
25 - 34		13.7%
35 - 44		14.6%
45 - 54		12.1%
55 - 64		9.4%
65 - 74		8.1%
75 - 84		4.8%
85 +		1.5%
18 +		74.0%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Sex

Males	46,868
Females	49,470

2025 Population by Sex

Males	48,333
Females	49,878

2030 Population by Sex

Males	48,209
Females	50,084

2010 Population by Race/Ethnicity

Total	82,977
White Alone	51.2%
Black Alone	37.7%
American Indian Alone	0.3%
Asian Alone	2.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.2%
Two or More Races	4.0%
Hispanic Origin	8.9%
Diversity Index	65.8

2020 Population by Race/Ethnicity

Total	96,338
White Alone	35.7%
Black Alone	42.6%
American Indian Alone	0.5%
Asian Alone	8.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	5.7%
Two or More Races	7.4%
Hispanic Origin	9.8%
Diversity Index	73.4

2025 Population by Race/Ethnicity

Total	98,211
White Alone	33.1%
Black Alone	44.3%
American Indian Alone	0.6%
Asian Alone	8.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	6.1%
Two or More Races	7.8%
Hispanic Origin	10.7%
Diversity Index	73.9

2030 Population by Race/Ethnicity

Total	98,293
White Alone	31.5%
Black Alone	44.9%
American Indian Alone	0.6%
Asian Alone	8.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	6.5%
Two or More Races	8.2%
Hispanic Origin	11.3%
Diversity Index	74.5

Data Note: 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.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Relationship and Household Type

Total	96,338
In Households	99.4%
Householder	38.8%
Opposite-Sex Spouse	13.4%
Same-Sex Spouse	0.3%
Opposite-Sex Unmarried Partner	2.7%
Same-Sex Unmarried Partner	0.2%
Biological Child	30.8%
Adopted Child	0.5%
Stepchild	1.0%
Grandchild	2.0%
Brother or Sister	1.9%
Parent	1.8%
Parent-in-law	0.2%
Son-in-law or Daughter-in-law	0.3%
Other Relatives	2.0%
Foster Child	0.1%
Other Nonrelatives	3.3%
In Group Quarters	0.6%
Institutionalized	0.3%
Noninstitutionalized	0.3%

2025 Population 25+ by Educational Attainment

Total	62,685
Less than 9th Grade	8.5%
9th - 12th Grade, No Diploma	5.5%
High School Graduate	26.2%
GED/Alternative Credential	3.2%
Some College, No Degree	17.8%
Associate Degree	9.8%
Bachelor's Degree	19.7%
Graduate/Professional Degree	9.4%

2025 Population 15+ by Marital Status

Total	75,904
Never Married	41.7%
Married	42.7%
Widowed	5.1%
Divorced	10.6%

2025 Civilian Population 16+ in Labor Force

Civilian Population 16+	53,428
Population 16+ Employed	94.6%
Population 16+ Unemployment rate	5.4%
Population 16-24 Employed	14.5%
Population 16-24 Unemployment rate	10.9%
Population 25-54 Employed	68.0%
Population 25-54 Unemployment rate	3.8%
Population 55-64 Employed	12.1%
Population 55-64 Unemployment rate	5.4%
Population 65+ Employed	5.4%
Population 65+ Unemployment rate	9.6%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2025 Employed Population 16+ by Industry

Total	50,542
Agriculture/Mining	0.3%
Construction	5.7%
Manufacturing	8.1%
Wholesale Trade	1.2%
Retail Trade	11.6%
Transportation/Utilities	8.1%
Information	1.6%
Finance/Insurance/Real Estate	8.8%
Services	50.9%
Public Administration	3.6%

2025 Employed Population 16+ by Occupation

Total	50,545
White Collar	55.3%
Management/Business/Financial	13.2%
Professional	23.3%
Sales	7.7%
Administrative Support	11.1%
Services	19.8%
Blue Collar	24.9%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	4.2%
Installation/Maintenance/Repair	2.0%
Production	6.0%
Transportation/Material Moving	12.7%

2020 Households by Type

Total	37,403
Married Couple Households	35.2%
With Own Children <18	16.8%
Without Own Children <18	18.5%
Cohabiting Couple Households	7.5%
With Own Children <18	2.8%
Without Own Children <18	4.8%
Male Householder, No Spouse/Partner	24.0%
Living Alone	15.7%
65 Years and over	3.1%
With Own Children <18	2.2%
Without Own Children <18, With Relatives	3.5%
No Relatives Present	2.5%
Female Householder, No Spouse/Partner	33.3%
Living Alone	16.2%
65 Years and over	5.8%
With Own Children <18	8.6%
Without Own Children <18, With Relatives	7.2%
No Relatives Present	1.2%

2020 Households by Size

Total	37,403
1 Person Household	31.9%
2 Person Household	29.3%
3 Person Household	15.3%
4 Person Household	11.4%
5 Person Household	6.5%
6 Person Household	3.2%
7 + Person Household	2.3%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Households by Tenure and Mortgage Status

Total	37,403
Owner Occupied	42.6%
Owned with a Mortgage/Loan	32.8%
Owned Free and Clear	9.9%
Renter Occupied	57.4%

2025 Affordability, Mortgage and Wealth

Housing Affordability Index	80
Percent of Income for Mortgage	26.3%
Wealth Index	49

2020 Housing Units By Urban/ Rural Status

Total	39,345
Urban Housing Units	100.0%
Rural Housing Units	0.0%

2020 Population By Urban/ Rural Status

Total	96,338
Urban Population	100.0%
Rural Population	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Top 3 Tapestry Segments

1.	Metro Fusion (C3)
2.	Kids and Kin (C2)
3.	Classic Comfort (K4)

2025 Consumer Spending

Apparel & Services: Total \$	\$65,029,383
Average Spent	\$1,708.42
Spending Potential Index	70
Education: Total \$	\$43,466,293
Average Spent	\$1,141.93
Spending Potential Index	64
Entertainment/Recreation: Total \$	\$100,874,660
Average Spent	\$2,650.13
Spending Potential Index	64
Food at Home: Total \$	\$195,528,786
Average Spent	\$5,136.84
Spending Potential Index	69
Food Away from Home: Total \$	\$106,774,849
Average Spent	\$2,805.14
Spending Potential Index	68
Health Care: Total \$	\$191,682,516
Average Spent	\$5,035.80
Spending Potential Index	65
HH Furnishings & Equipment: Total \$	\$72,774,682
Average Spent	\$1,911.90
Spending Potential Index	66
Personal Care Products & Services: Total \$	\$27,347,903
Average Spent	\$718.47
Spending Potential Index	69
Shelter: Total \$	\$676,647,941
Average Spent	\$17,776.59
Spending Potential Index	67
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$76,695,193
Average Spent	\$2,014.90
Spending Potential Index	61
Travel: Total \$	\$83,006,644
Average Spent	\$2,180.71
Spending Potential Index	60
Vehicle Maintenance & Repairs: Total \$	\$35,417,436
Average Spent	\$930.47
Spending Potential Index	69

Data Note: 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: Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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