

Community Profile

Northwest

Provided by the Columbus Planning Division

Population Summary

2010 Total Population	37,214
2020 Total Population	43,328
2020 Group Quarters	507
2025 Total Population	43,867
2025 Group Quarters	485
2030 Total Population	43,915
2025-2030 Annual Rate	0.02%
2025 Total Daytime Population	40,313
Workers	22,860
Residents	17,453

Household Summary

2010 Households	17,972
2010 Average Household Size	2.05
2020 Total Households	20,590
2020 Average Household Size	2.08
2025 Households	21,061
2025 Average Household Size	2.06
2030 Households	21,245
2030 Average Household Size	2.04
2025-2030 Annual Rate	0.17%
2010 Families	8,237
2010 Average Family Size	2.81
2025 Families	9,653
2025 Average Family Size	2.91
2030 Families	9,634
2030 Average Family Size	2.90
2025-2030 Annual Rate	-0.04%

Housing Unit Summary

2000 Housing Units	18,959
Owner Occupied Housing Units	44.4%
Renter Occupied Housing Units	51.3%
Vacant Housing Units	4.3%
2010 Housing Units	19,312
Owner Occupied Housing Units	41.3%
Renter Occupied Housing Units	51.7%
Vacant Housing Units	6.9%
2020 Housing Units	22,039
Owner Occupied Housing Units	37.1%
Renter Occupied Housing Units	56.3%
Vacant Housing Units	6.5%
2025 Housing Units	22,410
Owner Occupied Housing Units	37.7%
Renter Occupied Housing Units	56.3%
Vacant Housing Units	6.0%
2030 Housing Units	22,725
Owner Occupied Housing Units	38.0%
Renter Occupied Housing Units	55.4%
Vacant Housing Units	6.5%

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	21,061
<\$15,000	7.1%
\$15,000 - \$24,999	5.3%
\$25,000 - \$34,999	7.4%
\$35,000 - \$49,999	14.9%
\$50,000 - \$74,999	15.9%
\$75,000 - \$99,999	13.0%
\$100,000 - \$149,999	18.5%
\$150,000 - \$199,999	10.5%
\$200,000+	7.5%
Average Household Income	\$97,636

2030 Households by Income

Household Income Base	21,245
<\$15,000	6.1%
\$15,000 - \$24,999	4.4%
\$25,000 - \$34,999	6.3%
\$35,000 - \$49,999	13.7%
\$50,000 - \$74,999	15.4%
\$75,000 - \$99,999	12.5%
\$100,000 - \$149,999	19.2%
\$150,000 - \$199,999	12.6%
\$200,000+	9.8%
Average Household Income	\$108,605

2025 Owner Occupied Housing Units by Value

Total	8,431
<\$50,000	0.5%
\$50,000 - \$99,999	1.3%
\$100,000 - \$149,999	2.4%
\$150,000 - \$199,999	5.6%
\$200,000 - \$249,999	9.7%
\$250,000 - \$299,999	16.4%
\$300,000 - \$399,999	37.0%
\$400,000 - \$499,999	11.9%
\$500,000 - \$749,999	12.4%
\$750,000 - \$999,999	1.9%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.4%
Average Home Value	\$375,741

2030 Owner Occupied Housing Units by Value

Total	8,628
<\$50,000	0.1%
\$50,000 - \$99,999	0.9%
\$100,000 - \$149,999	1.2%
\$150,000 - \$199,999	2.2%
\$200,000 - \$249,999	4.5%
\$250,000 - \$299,999	11.7%
\$300,000 - \$399,999	38.6%
\$400,000 - \$499,999	16.2%
\$500,000 - \$749,999	20.8%
\$750,000 - \$999,999	2.5%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.6%
\$2,000,000 +	0.5%
Average Home Value	\$433,910

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	\$73,909
2030	\$81,915
Median Home Value	
2025	\$338,214
2030	\$376,448
Per Capita Income	
2025	\$46,658
2030	\$52,326
Median Age	
2010	32.6
2020	34.4
2025	35.5
2030	37.1
2020 Population by Age	
Total	43,328
0 - 4	5.3%
5 - 9	5.0%
10 - 14	4.5%
15 - 24	13.6%
25 - 34	22.8%
35 - 44	13.1%
45 - 54	9.7%
55 - 64	9.8%
65 - 74	8.7%
75 - 84	4.8%
85 +	2.7%
18 +	82.7%
2025 Population by Age	
Total	43,867
0 - 4	5.1%
5 - 9	4.9%
10 - 14	4.5%
15 - 24	13.3%
25 - 34	21.5%
35 - 44	14.8%
45 - 54	10.1%
55 - 64	9.0%
65 - 74	8.6%
75 - 84	5.7%
85 +	2.7%
18 +	83.0%
2030 Population by Age	
Total	43,917
0 - 4	4.9%
5 - 9	4.5%
10 - 14	4.3%
15 - 24	13.6%
25 - 34	19.3%
35 - 44	15.4%
45 - 54	11.5%
55 - 64	8.8%
65 - 74	8.2%
75 - 84	6.5%
85 +	3.0%
18 +	83.7%

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	21,275
Females	22,053
2025 Population by Sex	
Males	21,927
Females	21,940
2030 Population by Sex	
Males	21,906
Females	22,009
2010 Population by Race/Ethnicity	
Total	37,213
White Alone	78.2%
Black Alone	5.6%
American Indian Alone	0.1%
Asian Alone	10.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.9%
Two or More Races	3.0%
Hispanic Origin	6.1%
Diversity Index	44.5
2020 Population by Race/Ethnicity	
Total	43,328
White Alone	68.2%
Black Alone	8.0%
American Indian Alone	0.4%
Asian Alone	13.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.3%
Two or More Races	7.1%
Hispanic Origin	6.9%
Diversity Index	56.9
2025 Population by Race/Ethnicity	
Total	43,867
White Alone	65.7%
Black Alone	8.7%
American Indian Alone	0.4%
Asian Alone	13.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.7%
Two or More Races	7.8%
Hispanic Origin	7.9%
Diversity Index	60.2
2030 Population by Race/Ethnicity	
Total	43,914
White Alone	63.3%
Black Alone	9.1%
American Indian Alone	0.5%
Asian Alone	14.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.1%
Two or More Races	8.4%
Hispanic Origin	8.6%
Diversity Index	63.0

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	43,328
In Households	98.8%
Householder	47.3%
Opposite-Sex Spouse	15.8%
Same-Sex Spouse	0.3%
Opposite-Sex Unmarried Partner	3.7%
Same-Sex Unmarried Partner	0.3%
Biological Child	21.2%
Adopted Child	0.3%
Stepchild	0.5%
Grandchild	0.6%
Brother or Sister	1.2%
Parent	1.1%
Parent-in-law	0.2%
Son-in-law or Daughter-in-law	0.2%
Other Relatives	0.7%
Foster Child	0.0%
Other Nonrelatives	5.3%
In Group Quarters	1.2%
Institutionalized	0.9%
Noninstitutionalized	0.3%

2025 Population 25+ by Educational Attainment

Total	31,731
Less than 9th Grade	1.9%
9th - 12th Grade, No Diploma	2.1%
High School Graduate	13.4%
GED/Alternative Credential	2.4%
Some College, No Degree	16.4%
Associate Degree	7.1%
Bachelor's Degree	34.2%
Graduate/Professional Degree	22.4%

2025 Population 15+ by Marital Status

Total	37,567
Never Married	39.7%
Married	44.4%
Widowed	4.2%
Divorced	11.6%

2025 Civilian Population 16+ in Labor Force

Civilian Population 16+	27,506
Population 16+ Employed	97.6%
Population 16+ Unemployment rate	2.4%
Population 16-24 Employed	15.3%
Population 16-24 Unemployment rate	1.6%
Population 25-54 Employed	66.6%
Population 25-54 Unemployment rate	2.6%
Population 55-64 Employed	11.0%
Population 55-64 Unemployment rate	2.7%
Population 65+ Employed	7.1%
Population 65+ Unemployment rate	1.5%

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	26,856
Agriculture/Mining	0.1%
Construction	4.2%
Manufacturing	4.7%
Wholesale Trade	1.1%
Retail Trade	13.1%
Transportation/Utilities	3.7%
Information	2.3%
Finance/Insurance/Real Estate	11.8%
Services	54.3%
Public Administration	4.8%

2025 Employed Population 16+ by Occupation

Total	26,856
White Collar	75.5%
Management/Business/Financial	21.0%
Professional	34.6%
Sales	8.6%
Administrative Support	11.2%
Services	13.3%
Blue Collar	11.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.8%
Installation/Maintenance/Repair	1.1%
Production	1.5%
Transportation/Material Moving	5.9%

2020 Households by Type

Total	20,590
Married Couple Households	34.2%
With Own Children <18	12.9%
Without Own Children <18	21.3%
Cohabiting Couple Households	8.4%
With Own Children <18	1.5%
Without Own Children <18	6.9%
Male Householder, No Spouse/Partner	25.4%
Living Alone	17.2%
65 Years and over	3.6%
With Own Children <18	1.3%
Without Own Children <18, With Relatives	2.4%
No Relatives Present	4.4%
Female Householder, No Spouse/Partner	32.0%
Living Alone	21.2%
65 Years and over	8.7%
With Own Children <18	3.8%
Without Own Children <18, With Relatives	4.4%
No Relatives Present	2.6%

2020 Households by Size

Total	20,590
1 Person Household	38.4%
2 Person Household	35.5%
3 Person Household	12.0%
4 Person Household	8.3%
5 Person Household	3.6%
6 Person Household	1.3%
7 + Person Household	0.8%

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	20,590
Owner Occupied	39.8%
Owned with a Mortgage/Loan	26.7%
Owned Free and Clear	13.1%
Renter Occupied	60.2%

2025 Affordability, Mortgage and Wealth

Housing Affordability Index	75
Percent of Income for Mortgage	28.6%
Wealth Index	72

2020 Housing Units By Urban/ Rural Status

Total	22,039
Urban Housing Units	100.0%
Rural Housing Units	0.0%

2020 Population By Urban/ Rural Status

Total	43,328
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.	Emerging Hub (D1)
2.	City Greens (K6)
3.	Modern Minds (D3)

2025 Consumer Spending

Apparel & Services: Total \$	\$45,700,497
Average Spent	\$2,169.91
Spending Potential Index	89
Education: Total \$	\$32,613,281
Average Spent	\$1,548.52
Spending Potential Index	87
Entertainment/Recreation: Total \$	\$71,798,282
Average Spent	\$3,409.06
Spending Potential Index	83
Food at Home: Total \$	\$134,328,808
Average Spent	\$6,378.08
Spending Potential Index	86
Food Away from Home: Total \$	\$75,813,854
Average Spent	\$3,599.73
Spending Potential Index	87
Health Care: Total \$	\$131,184,618
Average Spent	\$6,228.79
Spending Potential Index	81
HH Furnishings & Equipment: Total \$	\$51,472,238
Average Spent	\$2,443.96
Spending Potential Index	84
Personal Care Products & Services: Total \$	\$19,442,676
Average Spent	\$923.16
Spending Potential Index	88
Shelter: Total \$	\$484,975,038
Average Spent	\$23,027.16
Spending Potential Index	87
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$55,625,905
Average Spent	\$2,641.18
Spending Potential Index	80
Travel: Total \$	\$61,476,901
Average Spent	\$2,918.99
Spending Potential Index	81
Vehicle Maintenance & Repairs: Total \$	\$24,610,994
Average Spent	\$1,168.56
Spending Potential Index	87

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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