



# Market Profile

3102 East North Street, Kendallville, IN 46755  
 Rings: 10, 30, 50 mile radii

Latitude: 41.4447654  
 Longitude: -85.2132376

	10 mile	30 mile	50 mile
<b>Population Summary</b>			
2000 Total Population	47,116	559,019	1,182,890
2010 Total Population	48,017	591,010	1,231,646
2015 Total Population	48,782	605,169	1,251,632
2015 Group Quarters	730	9,796	24,719
2020 Total Population	49,657	621,213	1,277,194
2015-2020 Annual Rate	0.36%	0.52%	0.41%
<b>Household Summary</b>			
2000 Households	18,010	210,969	442,292
2000 Average Household Size	2.58	2.61	2.62
2010 Households	18,468	223,759	463,741
2010 Average Household Size	2.56	2.60	2.60
2015 Households	18,856	229,704	473,325
2015 Average Household Size	2.55	2.59	2.59
2020 Households	19,203	235,912	483,346
2020 Average Household Size	2.55	2.59	2.59
2015-2020 Annual Rate	0.37%	0.53%	0.42%
2010 Families	12,948	153,150	323,118
2010 Average Family Size	3.03	3.14	3.11
2015 Families	13,135	156,060	327,097
2015 Average Family Size	3.02	3.14	3.10
2020 Families	13,328	159,556	332,384
2020 Average Family Size	3.02	3.14	3.11
2015-2020 Annual Rate	0.29%	0.44%	0.32%
<b>Housing Unit Summary</b>			
2000 Housing Units	20,078	235,403	486,615
Owner Occupied Housing Units	69.7%	67.0%	69.0%
Renter Occupied Housing Units	20.0%	22.7%	21.9%
Vacant Housing Units	10.3%	10.4%	9.1%
2010 Housing Units	21,501	259,379	530,406
Owner Occupied Housing Units	65.4%	63.1%	64.9%
Renter Occupied Housing Units	20.5%	23.2%	22.6%
Vacant Housing Units	14.1%	13.7%	12.6%
2015 Housing Units	21,874	266,029	541,592
Owner Occupied Housing Units	65.0%	62.3%	63.9%
Renter Occupied Housing Units	21.2%	24.1%	23.5%
Vacant Housing Units	13.8%	13.7%	12.6%
2020 Housing Units	22,241	272,546	552,493
Owner Occupied Housing Units	65.0%	62.4%	63.9%
Renter Occupied Housing Units	21.3%	24.1%	23.6%
Vacant Housing Units	13.7%	13.4%	12.5%
<b>Median Household Income</b>			
2015	\$47,100	\$49,807	\$48,384
2020	\$53,021	\$55,538	\$54,731
<b>Median Home Value</b>			
2015	\$131,001	\$139,669	\$135,219
2020	\$147,165	\$169,361	\$164,974
<b>Per Capita Income</b>			
2015	\$21,398	\$24,145	\$23,159
2020	\$24,204	\$27,164	\$26,206
<b>Median Age</b>			
2010	38.2	36.0	37.0
2015	39.5	36.8	37.8
2020	40.5	37.5	38.5

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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<b>2015 Households by Income</b>			
Household Income Base	18,856	229,704	473,325
<\$15,000	12.6%	11.6%	11.6%
\$15,000 - \$24,999	10.8%	11.1%	11.8%
\$25,000 - \$34,999	13.4%	11.9%	12.0%
\$35,000 - \$49,999	15.5%	15.6%	15.8%
\$50,000 - \$74,999	22.7%	21.2%	21.2%
\$75,000 - \$99,999	14.1%	12.7%	12.8%
\$100,000 - \$149,999	8.5%	10.6%	10.2%
\$150,000 - \$199,999	1.6%	2.7%	2.5%
\$200,000+	0.7%	2.6%	2.1%
Average Household Income	\$55,154	\$63,370	\$60,999
<b>2020 Households by Income</b>			
Household Income Base	19,203	235,912	483,346
<\$15,000	11.5%	10.8%	10.7%
\$15,000 - \$24,999	8.1%	8.2%	8.8%
\$25,000 - \$34,999	10.2%	9.4%	9.6%
\$35,000 - \$49,999	15.7%	14.5%	14.7%
\$50,000 - \$74,999	24.6%	23.0%	23.1%
\$75,000 - \$99,999	16.8%	15.4%	15.6%
\$100,000 - \$149,999	10.2%	12.5%	12.1%
\$150,000 - \$199,999	2.1%	3.3%	3.2%
\$200,000+	0.8%	2.9%	2.3%
Average Household Income	\$62,369	\$71,287	\$69,007
<b>2015 Owner Occupied Housing Units by Value</b>			
Total	14,209	165,683	346,115
<\$50,000	5.6%	6.8%	6.6%
\$50,000 - \$99,999	26.2%	20.8%	23.6%
\$100,000 - \$149,999	29.3%	28.2%	28.1%
\$150,000 - \$199,999	16.1%	17.5%	17.9%
\$200,000 - \$249,999	9.2%	10.7%	9.9%
\$250,000 - \$299,999	5.3%	5.8%	5.3%
\$300,000 - \$399,999	4.6%	5.7%	4.9%
\$400,000 - \$499,999	1.7%	2.3%	1.8%
\$500,000 - \$749,999	1.3%	1.5%	1.3%
\$750,000 - \$999,999	0.3%	0.3%	0.3%
\$1,000,000 +	0.3%	0.4%	0.4%
Average Home Value	\$159,738	\$170,485	\$162,918
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	14,464	170,085	353,214
<\$50,000	4.9%	6.3%	5.6%
\$50,000 - \$99,999	18.8%	14.8%	16.6%
\$100,000 - \$149,999	28.0%	20.5%	21.1%
\$150,000 - \$199,999	20.6%	21.6%	22.4%
\$200,000 - \$249,999	11.6%	14.8%	14.3%
\$250,000 - \$299,999	6.8%	8.6%	8.2%
\$300,000 - \$399,999	5.0%	7.1%	6.4%
\$400,000 - \$499,999	2.0%	3.1%	2.5%
\$500,000 - \$749,999	1.7%	2.1%	1.9%
\$750,000 - \$999,999	0.5%	0.7%	0.6%
\$1,000,000 +	0.2%	0.4%	0.4%
Average Home Value	\$175,499	\$195,450	\$189,584

**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.

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<b>2010 Population by Age</b>			
Total	48,019	591,008	1,231,644
0 - 4	6.7%	7.4%	7.1%
5 - 9	7.2%	7.6%	7.3%
10 - 14	7.4%	7.6%	7.4%
15 - 24	12.6%	13.7%	13.5%
25 - 34	11.9%	12.5%	12.1%
35 - 44	13.2%	12.7%	12.7%
45 - 54	15.1%	14.3%	14.5%
55 - 64	12.2%	11.8%	12.1%
65 - 74	7.3%	6.7%	7.1%
75 - 84	4.4%	4.1%	4.3%
85 +	2.0%	1.8%	1.9%
18 +	74.2%	72.9%	73.6%
<b>2015 Population by Age</b>			
Total	48,781	605,168	1,251,633
0 - 4	6.4%	7.1%	6.8%
5 - 9	6.5%	7.2%	7.0%
10 - 14	6.9%	7.2%	7.1%
15 - 24	12.7%	13.6%	13.4%
25 - 34	12.0%	12.7%	12.4%
35 - 44	12.6%	12.3%	12.2%
45 - 54	13.9%	12.9%	13.2%
55 - 64	13.6%	12.8%	13.2%
65 - 74	9.1%	8.3%	8.6%
75 - 84	4.2%	3.9%	4.2%
85 +	2.1%	1.9%	2.0%
18 +	76.2%	74.3%	75.0%
<b>2020 Population by Age</b>			
Total	49,657	621,210	1,277,195
0 - 4	6.3%	7.0%	6.7%
5 - 9	6.4%	7.0%	6.8%
10 - 14	6.7%	7.3%	7.2%
15 - 24	12.0%	12.8%	12.6%
25 - 34	12.1%	12.8%	12.4%
35 - 44	11.9%	12.3%	12.2%
45 - 54	12.9%	11.9%	12.0%
55 - 64	14.1%	12.8%	13.2%
65 - 74	10.4%	9.7%	10.1%
75 - 84	5.1%	4.6%	4.9%
85 +	2.1%	1.9%	2.0%
18 +	76.5%	74.6%	75.2%
<b>2010 Population by Sex</b>			
Males	23,630	291,217	608,985
Females	24,387	299,793	622,661
<b>2015 Population by Sex</b>			
Males	24,139	298,793	619,925
Females	24,643	306,375	631,707
<b>2020 Population by Sex</b>			
Males	24,683	307,309	634,060
Females	24,974	313,904	643,134

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<b>2010 Population by Race/Ethnicity</b>			
Total	48,017	591,009	1,231,646
White Alone	96.6%	86.2%	88.4%
Black Alone	0.4%	6.7%	4.9%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	0.4%	1.8%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	2.7%	3.1%
Two or More Races	1.1%	2.2%	2.0%
Hispanic Origin	2.8%	5.9%	6.7%
Diversity Index	11.7	33.5	31.5
<b>2015 Population by Race/Ethnicity</b>			
Total	48,781	605,169	1,251,631
White Alone	95.8%	84.8%	87.0%
Black Alone	0.6%	7.0%	5.2%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	0.6%	2.2%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	3.1%	3.5%
Two or More Races	1.3%	2.6%	2.4%
Hispanic Origin	3.1%	6.7%	7.6%
Diversity Index	13.8	36.6	34.7
<b>2020 Population by Race/Ethnicity</b>			
Total	49,656	621,214	1,277,194
White Alone	94.9%	83.2%	85.6%
Black Alone	0.8%	7.3%	5.4%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	0.8%	2.7%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	3.5%	4.0%
Two or More Races	1.6%	3.0%	2.7%
Hispanic Origin	3.6%	7.6%	8.7%
Diversity Index	16.2	40.0	38.1
<b>2010 Population by Relationship and Household Type</b>			
Total	48,017	591,010	1,231,646
In Households	98.5%	98.3%	97.9%
In Family Households	84.6%	83.7%	84.0%
Householder	27.0%	25.9%	26.2%
Spouse	20.5%	19.7%	20.1%
Child	31.9%	33.3%	32.6%
Other relative	2.4%	2.5%	2.6%
Nonrelative	2.7%	2.3%	2.4%
In Nonfamily Households	13.9%	14.6%	13.9%
In Group Quarters	1.5%	1.7%	2.1%
Institutionalized Population	1.1%	0.9%	1.3%
Noninstitutionalized Population	0.4%	0.7%	0.8%

**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.

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<b>2015 Population 25+ by Educational Attainment</b>			
Total	32,893	392,482	822,542
Less than 9th Grade	3.6%	5.8%	5.2%
9th - 12th Grade, No Diploma	8.6%	7.4%	8.2%
High School Graduate	33.8%	27.9%	30.8%
GED/Alternative Credential	6.2%	4.5%	4.9%
Some College, No Degree	22.6%	22.5%	21.9%
Associate Degree	9.6%	9.0%	8.6%
Bachelor's Degree	10.6%	14.8%	13.3%
Graduate/Professional Degree	5.0%	8.0%	7.1%
<b>2015 Population 15+ by Marital Status</b>			
Total	39,092	474,568	989,762
Never Married	26.0%	28.7%	27.7%
Married	52.7%	53.2%	54.3%
Widowed	6.6%	5.9%	6.0%
Divorced	14.6%	12.2%	12.0%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	92.9%	93.9%	93.7%
Civilian Unemployed	7.1%	6.1%	6.3%
<b>2015 Employed Population 16+ by Industry</b>			
Total	24,173	294,296	612,901
Agriculture/Mining	2.3%	1.7%	1.8%
Construction	4.9%	4.9%	5.1%
Manufacturing	36.2%	26.4%	29.1%
Wholesale Trade	1.8%	2.5%	2.4%
Retail Trade	9.1%	11.2%	10.7%
Transportation/Utilities	4.2%	4.3%	4.5%
Information	1.5%	1.6%	1.3%
Finance/Insurance/Real Estate	3.2%	4.8%	4.3%
Services	34.3%	39.9%	38.0%
Public Administration	2.4%	2.7%	2.6%
<b>2015 Employed Population 16+ by Occupation</b>			
Total	24,175	294,295	612,900
White Collar	43.2%	53.4%	50.9%
Management/Business/Financial	10.3%	11.9%	11.1%
Professional	14.4%	18.0%	16.8%
Sales	7.3%	10.3%	9.8%
Administrative Support	11.3%	13.3%	13.2%
Services	15.9%	16.0%	15.6%
Blue Collar	40.9%	30.6%	33.6%
Farming/Forestry/Fishing	0.7%	0.7%	0.7%
Construction/Extraction	5.1%	4.9%	5.0%
Installation/Maintenance/Repair	5.5%	3.6%	3.9%
Production	20.3%	13.9%	15.7%
Transportation/Material Moving	9.4%	7.5%	8.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	18,468	223,758	463,741
Households with 1 Person	25.1%	26.1%	25.1%
Households with 2+ People	74.9%	73.9%	74.9%
Family Households	70.1%	68.4%	69.7%
Husband-wife Families	53.3%	52.0%	53.5%
With Related Children	22.3%	22.9%	22.9%
Other Family (No Spouse Present)	16.8%	16.5%	16.2%
Other Family with Male Householder	5.9%	4.8%	5.0%
With Related Children	3.9%	3.1%	3.2%
Other Family with Female Householder	10.9%	11.6%	11.2%
With Related Children	7.7%	8.2%	7.8%
Nonfamily Households	4.8%	5.5%	5.2%
All Households with Children	34.5%	34.7%	34.5%
Multigenerational Households	3.3%	3.1%	3.2%
Unmarried Partner Households	7.4%	6.7%	6.8%
Male-female	6.9%	6.1%	6.2%
Same-sex	0.5%	0.6%	0.5%
<b>2010 Households by Size</b>			
Total	18,467	223,757	463,742
1 Person Household	25.1%	26.1%	25.1%
2 Person Household	34.9%	34.0%	34.8%
3 Person Household	15.9%	15.1%	15.4%
4 Person Household	13.6%	13.1%	13.2%
5 Person Household	6.7%	6.8%	6.8%
6 Person Household	2.5%	2.8%	2.8%
7 + Person Household	1.4%	2.1%	2.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	18,467	223,759	463,741
Owner Occupied	76.2%	73.1%	74.2%
Owned with a Mortgage/Loan	52.9%	52.4%	52.0%
Owned Free and Clear	23.3%	20.7%	22.2%
Renter Occupied	23.8%	26.9%	25.8%

**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.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Salt of the Earth (6B)	Salt of the Earth (6B)	Salt of the Earth (6B)
<b>2.</b>	Traditional Living (12B)	Traditional Living (12B)	Traditional Living (12B)
<b>3.</b>	Heartland Communities	Rustbelt Traditions (5D)	Heartland Communities
<b>2015 Consumer Spending</b>			
Apparel & Services: Total \$	\$30,984,597	\$442,541,083	\$873,006,684
Average Spent	\$1,643.22	\$1,926.57	\$1,844.41
Spending Potential Index	71	83	80
Computers & Accessories: Total \$	\$3,446,199	\$49,613,111	\$97,664,442
Average Spent	\$182.76	\$215.99	\$206.34
Spending Potential Index	72	85	81
Education: Total \$	\$18,426,330	\$277,066,746	\$536,030,646
Average Spent	\$977.21	\$1,206.19	\$1,132.48
Spending Potential Index	64	79	74
Entertainment/Recreation: Total \$	\$47,403,823	\$653,752,360	\$1,302,104,897
Average Spent	\$2,513.99	\$2,846.06	\$2,750.97
Spending Potential Index	76	86	83
Food at Home: Total \$	\$75,703,751	\$1,041,843,883	\$2,075,969,903
Average Spent	\$4,014.84	\$4,535.59	\$4,385.93
Spending Potential Index	77	87	84
Food Away from Home: Total \$	\$44,895,329	\$633,999,766	\$1,254,670,732
Average Spent	\$2,380.96	\$2,760.07	\$2,650.76
Spending Potential Index	72	84	81
Health Care: Total \$	\$73,667,955	\$981,111,984	\$1,973,872,341
Average Spent	\$3,906.87	\$4,271.20	\$4,170.23
Spending Potential Index	82	90	88
HH Furnishings & Equipment: Total \$	\$26,175,606	\$363,427,499	\$722,897,419
Average Spent	\$1,388.18	\$1,582.16	\$1,527.27
Spending Potential Index	75	86	83
Investments: Total \$	\$28,514,228	\$427,685,615	\$859,092,940
Average Spent	\$1,512.21	\$1,861.90	\$1,815.02
Spending Potential Index	55	68	66
Retail Goods: Total \$	\$376,740,730	\$5,124,957,812	\$10,250,516,211
Average Spent	\$19,979.89	\$22,311.14	\$21,656.40
Spending Potential Index	78	87	85
Shelter: Total \$	\$209,314,469	\$3,065,679,446	\$6,005,955,697
Average Spent	\$11,100.68	\$13,346.22	\$12,688.86
Spending Potential Index	67	81	77
TV/Video/Audio: Total \$	\$19,068,951	\$262,611,048	\$522,275,494
Average Spent	\$1,011.29	\$1,143.26	\$1,103.42
Spending Potential Index	77	87	84
Travel: Total \$	\$25,587,916	\$367,201,667	\$724,700,100
Average Spent	\$1,357.02	\$1,598.59	\$1,531.08
Spending Potential Index	69	82	78
Vehicle Maintenance & Repairs: Total \$	\$15,795,686	\$219,838,721	\$436,723,206
Average Spent	\$837.70	\$957.05	\$922.67
Spending Potential Index	75	86	83

**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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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