



# Market Profile

Kendallville East Industrial Park (AEPIN) Kendallville, IN  
 Drive Times: 20, 40, 60 minute radii

Latitude: 41.4448  
 Longitude: -85.2132

	20 minute	40 minute	60 minute
<b>Population Summary</b>			
2000 Total Population	60,093	339,941	819,780
2010 Total Population	61,554	368,367	862,972
2017 Total Population	62,621	385,957	897,682
2017 Group Quarters	1,096	5,951	16,496
2022 Total Population	63,556	398,358	923,055
2017-2022 Annual Rate	0.30%	0.63%	0.56%
2017 Total Daytime Population	64,384	374,058	894,384
Workers	31,889	178,682	431,522
Residents	32,495	195,376	462,862
<b>Household Summary</b>			
2000 Households	22,983	127,559	306,221
2000 Average Household Size	2.58	2.62	2.63
2010 Households	23,719	139,370	324,019
2010 Average Household Size	2.55	2.60	2.61
2017 Households	24,242	146,084	337,353
2017 Average Household Size	2.54	2.60	2.61
2022 Households	24,660	150,772	346,811
2022 Average Household Size	2.53	2.60	2.61
2017-2022 Annual Rate	0.34%	0.63%	0.55%
2010 Families	16,579	97,128	225,172
2010 Average Family Size	3.03	3.11	3.13
2017 Families	16,719	100,542	231,330
2017 Average Family Size	3.03	3.13	3.15
2022 Families	16,905	103,181	236,391
2022 Average Family Size	3.03	3.13	3.16
2017-2022 Annual Rate	0.22%	0.52%	0.43%
<b>Housing Unit Summary</b>			
2000 Housing Units	25,566	141,881	339,056
Owner Occupied Housing Units	70.4%	70.6%	68.4%
Renter Occupied Housing Units	19.5%	19.3%	21.9%
Vacant Housing Units	10.1%	10.1%	9.7%
2010 Housing Units	27,592	160,108	372,702
Owner Occupied Housing Units	65.7%	67.0%	64.4%
Renter Occupied Housing Units	20.3%	20.0%	22.6%
Vacant Housing Units	14.0%	13.0%	13.1%
2017 Housing Units	28,209	166,850	386,804
Owner Occupied Housing Units	63.8%	65.6%	62.6%
Renter Occupied Housing Units	22.1%	21.9%	24.6%
Vacant Housing Units	14.1%	12.4%	12.8%
2022 Housing Units	28,731	172,198	398,061
Owner Occupied Housing Units	63.8%	65.6%	62.5%
Renter Occupied Housing Units	22.0%	21.9%	24.6%
Vacant Housing Units	14.2%	12.4%	12.9%
<b>Median Household Income</b>			
2017	\$48,187	\$53,746	\$51,262
2022	\$52,735	\$58,538	\$55,051
<b>Median Home Value</b>			
2017	\$122,488	\$137,277	\$131,899
2022	\$152,832	\$159,813	\$152,080
<b>Per Capita Income</b>			
2017	\$23,060	\$26,501	\$25,384
2022	\$26,661	\$30,112	\$28,754
<b>Median Age</b>			
2010	38.4	36.6	36.5
2017	40.0	37.7	37.6
2022	40.9	38.6	38.4

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Households by Income</b>			
Household Income Base	24,242	146,084	337,353
<\$15,000	8.7%	7.8%	9.7%
\$15,000 - \$24,999	12.4%	9.8%	10.6%
\$25,000 - \$34,999	12.8%	11.0%	11.6%
\$35,000 - \$49,999	17.6%	16.7%	16.5%
\$50,000 - \$74,999	21.7%	21.7%	20.9%
\$75,000 - \$99,999	13.8%	14.1%	13.1%
\$100,000 - \$149,999	9.7%	12.6%	11.5%
\$150,000 - \$199,999	2.2%	3.4%	3.2%
\$200,000+	0.9%	2.9%	2.9%
Average Household Income	\$58,944	\$69,401	\$66,839
<b>2022 Households by Income</b>			
Household Income Base	24,660	150,772	346,811
<\$15,000	8.2%	7.6%	9.6%
\$15,000 - \$24,999	10.9%	9.0%	9.8%
\$25,000 - \$34,999	11.4%	9.8%	10.4%
\$35,000 - \$49,999	16.2%	15.1%	14.9%
\$50,000 - \$74,999	20.4%	19.6%	19.0%
\$75,000 - \$99,999	15.7%	15.9%	14.9%
\$100,000 - \$149,999	12.4%	15.2%	13.9%
\$150,000 - \$199,999	3.3%	4.3%	4.0%
\$200,000+	1.4%	3.5%	3.6%
Average Household Income	\$68,092	\$78,958	\$75,845
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	18,010	109,484	242,079
<\$50,000	9.5%	7.4%	9.4%
\$50,000 - \$99,999	31.2%	24.3%	25.6%
\$100,000 - \$149,999	20.8%	24.7%	23.6%
\$150,000 - \$199,999	16.1%	16.9%	16.2%
\$200,000 - \$249,999	7.3%	8.6%	8.5%
\$250,000 - \$299,999	5.2%	5.9%	5.5%
\$300,000 - \$399,999	3.9%	5.9%	5.3%
\$400,000 - \$499,999	3.0%	2.8%	2.4%
\$500,000 - \$749,999	2.4%	2.4%	2.1%
\$750,000 - \$999,999	0.4%	0.9%	0.8%
\$1,000,000 +	0.3%	0.5%	0.5%
Average Home Value	\$159,634	\$177,649	\$170,252
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	18,326	113,013	248,707
<\$50,000	6.2%	5.3%	7.1%
\$50,000 - \$99,999	24.2%	19.3%	20.8%
\$100,000 - \$149,999	18.6%	22.1%	21.4%
\$150,000 - \$199,999	16.9%	16.9%	16.6%
\$200,000 - \$249,999	8.2%	9.3%	9.4%
\$250,000 - \$299,999	6.2%	6.8%	6.5%
\$300,000 - \$399,999	6.8%	8.6%	7.7%
\$400,000 - \$499,999	6.6%	4.8%	4.0%
\$500,000 - \$749,999	5.0%	4.6%	4.1%
\$750,000 - \$999,999	0.8%	1.6%	1.6%
\$1,000,000 +	0.4%	0.8%	0.8%
Average Home Value	\$204,984	\$216,476	\$206,674

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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	20 minute	40 minute	60 minute
<b>2010 Population by Age</b>			
Total	61,554	368,370	862,972
0 - 4	6.6%	7.1%	7.3%
5 - 9	7.1%	7.3%	7.5%
10 - 14	7.3%	7.5%	7.5%
15 - 24	12.5%	13.6%	13.5%
25 - 34	11.9%	12.4%	12.3%
35 - 44	13.2%	12.9%	12.8%
45 - 54	15.0%	14.4%	14.4%
55 - 64	12.3%	12.1%	11.9%
65 - 74	7.4%	6.9%	6.9%
75 - 84	4.5%	4.1%	4.1%
85 +	2.1%	1.7%	1.8%
18 +	74.4%	73.5%	73.2%
<b>2017 Population by Age</b>			
Total	62,620	385,958	897,685
0 - 4	6.3%	6.7%	6.9%
5 - 9	6.5%	6.9%	7.0%
10 - 14	6.6%	7.0%	7.0%
15 - 24	12.1%	12.9%	12.9%
25 - 34	12.4%	13.0%	12.9%
35 - 44	12.4%	12.4%	12.2%
45 - 54	13.4%	12.7%	12.7%
55 - 64	13.8%	13.2%	13.1%
65 - 74	9.7%	9.2%	9.1%
75 - 84	4.5%	4.1%	4.2%
85 +	2.2%	1.8%	2.0%
18 +	76.8%	75.4%	75.1%
<b>2022 Population by Age</b>			
Total	63,556	398,358	923,055
0 - 4	6.1%	6.6%	6.8%
5 - 9	6.4%	6.8%	6.9%
10 - 14	6.8%	7.1%	7.1%
15 - 24	11.4%	12.3%	12.3%
25 - 34	12.1%	12.7%	12.6%
35 - 44	12.3%	12.7%	12.5%
45 - 54	12.6%	11.8%	11.8%
55 - 64	13.7%	12.8%	12.7%
65 - 74	11.0%	10.4%	10.3%
75 - 84	5.5%	5.1%	5.1%
85 +	2.1%	1.8%	1.9%
18 +	76.8%	75.5%	75.2%
<b>2010 Population by Sex</b>			
Males	30,365	182,684	427,693
Females	31,189	185,683	435,279
<b>2017 Population by Sex</b>			
Males	31,060	191,774	445,468
Females	31,560	194,182	452,214
<b>2022 Population by Sex</b>			
Males	31,698	198,496	459,465
Females	31,857	199,862	463,590

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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 Drive Times: 20, 40, 60 minute radii

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	20 minute	40 minute	60 minute
<b>2010 Population by Race/Ethnicity</b>			
Total	61,554	368,366	862,972
White Alone	96.8%	92.2%	87.8%
Black Alone	0.4%	2.5%	5.4%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	0.4%	1.3%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	1.9%	3.0%
Two or More Races	1.1%	1.7%	2.0%
Hispanic Origin	2.7%	4.4%	6.4%
Diversity Index	11.1	22.1	31.8
<b>2017 Population by Race/Ethnicity</b>			
Total	62,620	385,957	897,683
White Alone	95.8%	90.2%	85.8%
Black Alone	0.7%	2.9%	5.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.6%	2.1%	2.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	2.3%	3.5%
Two or More Races	1.4%	2.2%	2.5%
Hispanic Origin	3.1%	5.3%	7.6%
Diversity Index	13.8	26.6	36.4
<b>2022 Population by Race/Ethnicity</b>			
Total	63,557	398,360	923,055
White Alone	95.0%	88.6%	84.2%
Black Alone	0.9%	3.1%	5.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.8%	2.9%	2.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	2.5%	4.0%
Two or More Races	1.6%	2.6%	2.9%
Hispanic Origin	3.5%	6.1%	8.6%
Diversity Index	15.9	30.3	39.9
<b>2010 Population by Relationship and Household Type</b>			
Total	61,554	368,367	862,972
In Households	98.2%	98.4%	98.0%
In Family Households	84.2%	84.2%	84.0%
Householder	27.0%	26.4%	26.1%
Spouse	20.6%	20.9%	20.1%
Child	31.6%	32.6%	33.0%
Other relative	2.4%	2.3%	2.5%
Nonrelative	2.7%	2.1%	2.3%
In Nonfamily Households	14.0%	14.1%	14.0%
In Group Quarters	1.8%	1.6%	2.0%
Institutionalized Population	1.3%	0.9%	1.4%
Noninstitutionalized Population	0.5%	0.7%	0.7%

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Population 25+ by Educational Attainment</b>			
Total	42,917	256,499	593,789
Less than 9th Grade	3.6%	4.7%	5.3%
9th - 12th Grade, No Diploma	8.7%	6.7%	7.7%
High School Graduate	33.7%	29.0%	30.1%
GED/Alternative Credential	6.4%	4.4%	4.8%
Some College, No Degree	21.3%	21.7%	21.1%
Associate Degree	9.4%	9.5%	9.1%
Bachelor's Degree	11.6%	15.8%	14.3%
Graduate/Professional Degree	5.4%	8.2%	7.6%
<b>2017 Population 15+ by Marital Status</b>			
Total	50,498	306,370	709,830
Never Married	26.2%	28.4%	29.2%
Married	52.4%	54.2%	53.0%
Widowed	7.0%	5.4%	5.7%
Divorced	14.3%	11.9%	12.0%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.4%	95.8%	95.4%
Civilian Unemployed (Unemployment Rate)	4.6%	4.2%	4.6%
<b>2017 Employed Population 16+ by Industry</b>			
Total	30,358	192,341	437,597
Agriculture/Mining	2.2%	1.8%	1.9%
Construction	4.7%	5.0%	5.1%
Manufacturing	34.8%	26.7%	28.1%
Wholesale Trade	1.8%	2.6%	2.5%
Retail Trade	9.5%	11.2%	10.7%
Transportation/Utilities	3.8%	4.2%	4.2%
Information	1.5%	1.5%	1.4%
Finance/Insurance/Real Estate	3.9%	5.1%	4.8%
Services	35.3%	39.2%	39.0%
Public Administration	2.4%	2.6%	2.3%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	30,359	192,342	437,595
White Collar	47.3%	54.2%	51.3%
Management/Business/Financial	11.5%	13.0%	11.6%
Professional	16.0%	18.6%	17.6%
Sales	8.2%	9.9%	9.4%
Administrative Support	11.5%	12.7%	12.8%
Services	14.7%	14.9%	15.4%
Blue Collar	38.0%	30.9%	33.3%
Farming/Forestry/Fishing	1.0%	0.7%	0.9%
Construction/Extraction	4.5%	4.4%	4.6%
Installation/Maintenance/Repair	4.0%	3.6%	3.5%
Production	18.4%	14.1%	16.2%
Transportation/Material Moving	10.2%	8.0%	8.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	61,554	368,367	862,972
Population Inside Urbanized Area	0.1%	41.7%	42.0%
Population Inside Urbanized Cluster	48.3%	18.3%	18.8%
Rural Population	51.6%	40.0%	39.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	23,719	139,370	324,019
Households with 1 Person	25.4%	24.8%	25.3%
Households with 2+ People	74.6%	75.2%	74.7%
Family Households	69.9%	69.7%	69.5%
Husband-wife Families	53.4%	55.2%	53.5%
With Related Children	22.2%	24.0%	23.3%
Other Family (No Spouse Present)	16.5%	14.5%	16.0%
Other Family with Male Householder	5.7%	4.7%	4.9%
With Related Children	3.7%	3.0%	3.1%
Other Family with Female Householder	10.8%	9.8%	11.2%
With Related Children	7.5%	6.7%	7.8%
Nonfamily Households	4.8%	5.5%	5.2%
All Households with Children	34.2%	34.3%	34.8%
Multigenerational Households	3.2%	2.9%	3.1%
Unmarried Partner Households	7.3%	6.5%	6.6%
Male-female	6.8%	6.0%	6.1%
Same-sex	0.5%	0.5%	0.5%
<b>2010 Households by Size</b>			
Total	23,720	139,368	324,020
1 Person Household	25.3%	24.8%	25.3%
2 Person Household	35.0%	35.3%	34.5%
3 Person Household	15.7%	15.2%	15.2%
4 Person Household	13.6%	13.4%	13.2%
5 Person Household	6.5%	6.7%	6.9%
6 Person Household	2.4%	2.6%	2.8%
7 + Person Household	1.4%	2.0%	2.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	23,719	139,370	324,019
Owner Occupied	76.4%	77.0%	74.0%
Owned with a Mortgage/Loan	53.1%	55.4%	52.2%
Owned Free and Clear	23.3%	21.6%	21.8%
Renter Occupied	23.6%	23.0%	26.0%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	27,592	160,108	372,702
Housing Units Inside Urbanized Area	0.1%	40.7%	41.7%
Housing Units Inside Urbanized Cluster	46.9%	19.5%	19.5%
Rural Housing Units	53.0%	39.9%	38.9%

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 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>	Heartland Communities	Rustbelt Traditions (5D)	Traditional Living (12B)
<b>3.</b>	Traditional Living (12B)	Traditional Living (12B)	Heartland Communities
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$36,719,086	\$265,695,727	\$590,319,507
Average Spent	\$1,514.69	\$1,818.79	\$1,749.86
Spending Potential Index	70	84	81
Education: Total \$	\$22,830,981	\$171,213,854	\$378,468,054
Average Spent	\$941.79	\$1,172.02	\$1,121.88
Spending Potential Index	65	81	77
Entertainment/Recreation: Total \$	\$57,387,764	\$400,169,327	\$892,404,163
Average Spent	\$2,367.29	\$2,739.31	\$2,645.31
Spending Potential Index	76	88	85
Food at Home: Total \$	\$94,510,245	\$651,254,087	\$1,463,048,084
Average Spent	\$3,898.62	\$4,458.08	\$4,336.85
Spending Potential Index	77	89	86
Food Away from Home: Total \$	\$58,551,904	\$418,551,330	\$931,924,796
Average Spent	\$2,415.31	\$2,865.14	\$2,762.46
Spending Potential Index	72	86	83
Health Care: Total \$	\$109,630,864	\$742,895,722	\$1,662,173,182
Average Spent	\$4,522.35	\$5,085.40	\$4,927.10
Spending Potential Index	81	91	88
HH Furnishings & Equipment: Total \$	\$35,508,662	\$250,287,408	\$556,587,875
Average Spent	\$1,464.76	\$1,713.31	\$1,649.87
Spending Potential Index	75	88	85
Personal Care Products & Services: Total \$	\$13,997,923	\$100,061,443	\$222,417,222
Average Spent	\$577.42	\$684.96	\$659.30
Spending Potential Index	73	86	83
Shelter: Total \$	\$268,981,980	\$1,959,237,351	\$4,367,715,964
Average Spent	\$11,095.70	\$13,411.72	\$12,947.02
Spending Potential Index	68	83	80
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$42,479,959	\$298,351,372	\$664,131,701
Average Spent	\$1,752.33	\$2,042.33	\$1,968.66
Spending Potential Index	75	87	84
Travel: Total \$	\$35,035,533	\$254,583,607	\$561,199,178
Average Spent	\$1,445.24	\$1,742.72	\$1,663.54
Spending Potential Index	70	84	80
Vehicle Maintenance & Repairs: Total \$	\$20,215,770	\$139,569,888	\$312,078,541
Average Spent	\$833.92	\$955.41	\$925.08
Spending Potential Index	78	89	86

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.