



Market Profile

Ignition Park
 760 Cotter St, South Bend, Indiana, 46613
 Rings: 10, 30, 50 mile radii

Prepared by Esri
 Latitude: 41.66071
 Longitude: -86.26091

	10 miles	30 miles	50 miles
Population Summary			
2000 Total Population	254,214	708,185	1,284,576
2010 Total Population	253,808	728,012	1,328,129
2015 Total Population	253,875	735,987	1,341,956
2015 Group Quarters	11,151	19,284	34,055
2020 Total Population	255,009	746,186	1,360,864
2015-2020 Annual Rate	0.09%	0.28%	0.28%
Household Summary			
2000 Households	97,113	266,059	478,906
2000 Average Household Size	2.48	2.58	2.60
2010 Households	98,711	276,249	501,299
2010 Average Household Size	2.46	2.57	2.58
2015 Households	99,185	280,170	508,478
2015 Average Household Size	2.45	2.56	2.57
2020 Households	99,762	284,139	515,974
2020 Average Household Size	2.44	2.56	2.57
2015-2020 Annual Rate	0.12%	0.28%	0.29%
2010 Families	62,720	188,458	345,833
2010 Average Family Size	3.06	3.09	3.09
2015 Families	62,475	189,667	348,072
2015 Average Family Size	3.05	3.08	3.09
2020 Families	62,507	191,508	351,646
2020 Average Family Size	3.04	3.08	3.09
2015-2020 Annual Rate	0.01%	0.19%	0.20%
Housing Unit Summary			
2000 Housing Units	103,310	290,537	529,502
Owner Occupied Housing Units	67.0%	68.2%	67.9%
Renter Occupied Housing Units	27.0%	23.4%	22.5%
Vacant Housing Units	6.0%	8.4%	9.6%
2010 Housing Units	110,335	315,421	578,046
Owner Occupied Housing Units	61.4%	63.5%	63.9%
Renter Occupied Housing Units	28.0%	24.1%	22.9%
Vacant Housing Units	10.5%	12.4%	13.3%
2015 Housing Units	111,602	319,780	588,028
Owner Occupied Housing Units	60.0%	62.7%	62.9%
Renter Occupied Housing Units	28.9%	24.9%	23.6%
Vacant Housing Units	11.1%	12.4%	13.5%
2020 Housing Units	112,515	324,044	596,842
Owner Occupied Housing Units	59.7%	62.7%	62.8%
Renter Occupied Housing Units	29.0%	25.0%	23.6%
Vacant Housing Units	11.3%	12.3%	13.5%
Median Household Income			
2015	\$41,842	\$44,985	\$47,230
2020	\$48,881	\$52,688	\$54,604
Median Home Value			
2015	\$134,104	\$148,953	\$147,953
2020	\$167,011	\$185,051	\$183,366
Per Capita Income			
2015	\$23,462	\$23,059	\$23,614
2020	\$26,455	\$26,244	\$26,925
Median Age			
2010	36.2	37.6	37.8
2015	37.0	38.4	38.6
2020	37.8	39.1	39.3

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.



Market Profile

Ignition Park
 760 Cotter St, South Bend, Indiana, 46613
 Rings: 10, 30, 50 mile radii

Prepared by Esri
 Latitude: 41.66071
 Longitude: -86.26091

	10 miles	30 miles	50 miles
2015 Households by Income			
Household Income Base	99,185	280,170	508,475
<\$15,000	14.3%	13.0%	12.9%
\$15,000 - \$24,999	13.7%	12.9%	12.1%
\$25,000 - \$34,999	12.3%	12.0%	11.6%
\$35,000 - \$49,999	17.7%	16.5%	15.6%
\$50,000 - \$74,999	17.6%	19.0%	19.5%
\$75,000 - \$99,999	10.1%	11.7%	12.3%
\$100,000 - \$149,999	8.6%	10.0%	10.7%
\$150,000 - \$199,999	2.8%	2.7%	3.0%
\$200,000+	2.8%	2.2%	2.3%
Average Household Income	\$59,174	\$60,071	\$61,762
2020 Households by Income			
Household Income Base	99,762	284,139	515,971
<\$15,000	13.7%	12.1%	11.9%
\$15,000 - \$24,999	10.4%	9.7%	9.0%
\$25,000 - \$34,999	10.2%	9.8%	9.4%
\$35,000 - \$49,999	16.6%	15.2%	14.3%
\$50,000 - \$74,999	19.5%	20.6%	20.8%
\$75,000 - \$99,999	12.8%	14.7%	15.2%
\$100,000 - \$149,999	10.2%	11.8%	12.7%
\$150,000 - \$199,999	3.5%	3.6%	4.0%
\$200,000+	3.1%	2.5%	2.6%
Average Household Income	\$66,738	\$68,419	\$70,438
2015 Owner Occupied Housing Units by Value			
Total	66,933	200,476	369,758
<\$50,000	6.8%	4.7%	5.3%
\$50,000 - \$99,999	25.1%	19.7%	20.2%
\$100,000 - \$149,999	26.6%	26.1%	25.6%
\$150,000 - \$199,999	18.6%	21.2%	20.0%
\$200,000 - \$249,999	10.5%	12.4%	12.0%
\$250,000 - \$299,999	4.6%	6.3%	6.6%
\$300,000 - \$399,999	4.5%	5.6%	6.0%
\$400,000 - \$499,999	1.6%	1.8%	2.0%
\$500,000 - \$749,999	1.2%	1.6%	1.7%
\$750,000 - \$999,999	0.2%	0.3%	0.3%
\$1,000,000 +	0.3%	0.4%	0.4%
Average Home Value	\$158,001	\$175,221	\$176,981
2020 Owner Occupied Housing Units by Value			
Total	67,165	203,098	375,094
<\$50,000	7.2%	4.2%	4.2%
\$50,000 - \$99,999	18.0%	12.6%	13.3%
\$100,000 - \$149,999	17.0%	15.6%	16.8%
\$150,000 - \$199,999	22.8%	25.1%	23.5%
\$200,000 - \$249,999	15.8%	18.3%	17.3%
\$250,000 - \$299,999	7.7%	10.2%	10.2%
\$300,000 - \$399,999	6.4%	7.9%	8.2%
\$400,000 - \$499,999	2.4%	2.7%	2.8%
\$500,000 - \$749,999	1.8%	2.4%	2.5%
\$750,000 - \$999,999	0.6%	0.7%	0.7%
\$1,000,000 +	0.3%	0.4%	0.4%
Average Home Value	\$186,549	\$208,631	\$208,725

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Ignition Park
 760 Cotter St, South Bend, Indiana, 46613
 Rings: 10, 30, 50 mile radii

Prepared by Esri
 Latitude: 41.66071
 Longitude: -86.26091

	10 miles	30 miles	50 miles
2010 Population by Age			
Total	253,807	728,012	1,328,131
0 - 4	6.6%	6.8%	6.8%
5 - 9	6.7%	7.0%	7.0%
10 - 14	6.8%	7.1%	7.2%
15 - 24	15.8%	13.9%	13.5%
25 - 34	12.7%	12.0%	12.0%
35 - 44	12.1%	12.6%	12.7%
45 - 54	13.8%	14.4%	14.6%
55 - 64	12.0%	12.3%	12.5%
65 - 74	6.5%	7.2%	7.3%
75 - 84	4.8%	4.6%	4.4%
85 +	2.3%	2.1%	1.9%
18 +	75.7%	74.6%	74.5%
2015 Population by Age			
Total	253,875	735,985	1,341,957
0 - 4	6.3%	6.5%	6.5%
5 - 9	6.4%	6.7%	6.6%
10 - 14	6.4%	6.8%	6.8%
15 - 24	15.8%	13.9%	13.5%
25 - 34	12.8%	12.1%	12.2%
35 - 44	11.7%	11.9%	12.0%
45 - 54	12.5%	13.2%	13.3%
55 - 64	13.0%	13.3%	13.6%
65 - 74	8.3%	8.9%	9.0%
75 - 84	4.4%	4.5%	4.4%
85 +	2.5%	2.2%	2.0%
18 +	77.1%	76.1%	76.1%
2020 Population by Age			
Total	255,010	746,185	1,360,863
0 - 4	6.2%	6.4%	6.3%
5 - 9	6.2%	6.5%	6.4%
10 - 14	6.4%	6.8%	6.8%
15 - 24	15.2%	13.2%	12.8%
25 - 34	12.6%	12.2%	12.3%
35 - 44	12.0%	11.9%	12.1%
45 - 54	11.5%	12.1%	12.2%
55 - 64	12.5%	13.2%	13.5%
65 - 74	10.0%	10.4%	10.5%
75 - 84	4.9%	5.1%	5.1%
85 +	2.4%	2.2%	2.0%
18 +	77.5%	76.4%	76.4%
2010 Population by Sex			
Males	122,895	357,232	656,218
Females	130,913	370,780	671,911
2015 Population by Sex			
Males	123,262	362,118	664,701
Females	130,613	373,869	677,255
2020 Population by Sex			
Males	124,126	368,063	675,561
Females	130,883	378,124	685,303

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



Market Profile

Ignition Park
 760 Cotter St, South Bend, Indiana, 46613
 Rings: 10, 30, 50 mile radii

Prepared by Esri
 Latitude: 41.66071
 Longitude: -86.26091

	10 miles	30 miles	50 miles
2010 Population by Race/Ethnicity			
Total	253,808	728,012	1,328,128
White Alone	77.7%	83.9%	85.5%
Black Alone	13.4%	7.6%	7.2%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.9%	1.3%	1.1%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	3.6%	4.1%	3.5%
Two or More Races	3.0%	2.6%	2.3%
Hispanic Origin	7.6%	8.5%	7.8%
Diversity Index	46.6	40.0	37.0
2015 Population by Race/Ethnicity			
Total	253,875	735,987	1,341,956
White Alone	76.2%	82.6%	84.2%
Black Alone	13.5%	7.7%	7.3%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	2.3%	1.6%	1.4%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	4.1%	4.7%	4.0%
Two or More Races	3.4%	2.9%	2.6%
Hispanic Origin	8.8%	9.7%	8.8%
Diversity Index	49.7	43.2	40.0
2020 Population by Race/Ethnicity			
Total	255,009	746,186	1,360,865
White Alone	74.6%	81.2%	82.9%
Black Alone	13.6%	7.8%	7.5%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	2.7%	1.8%	1.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.7%	5.3%	4.5%
Two or More Races	3.8%	3.3%	2.9%
Hispanic Origin	10.2%	11.1%	10.1%
Diversity Index	53.0	46.5	43.3
2010 Population by Relationship and Household Type			
Total	253,808	728,012	1,328,128
In Households	95.6%	97.3%	97.4%
In Family Households	78.0%	82.5%	83.0%
Householder	24.7%	25.9%	26.1%
Spouse	17.5%	19.3%	19.7%
Child	30.5%	31.8%	32.0%
Other relative	2.9%	3.0%	2.9%
Nonrelative	2.4%	2.5%	2.5%
In Nonfamily Households	17.6%	14.9%	14.4%
In Group Quarters	4.4%	2.7%	2.6%
Institutionalized Population	1.0%	1.0%	1.3%
Noninstitutionalized Population	3.5%	1.6%	1.2%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

November 12, 2015



Market Profile

Ignition Park
 760 Cotter St, South Bend, Indiana, 46613
 Rings: 10, 30, 50 mile radii

Prepared by Esri
 Latitude: 41.66071
 Longitude: -86.26091

	10 miles	30 miles	50 miles
2015 Population 25+ by Educational Attainment			
Total	165,174	486,301	892,727
Less than 9th Grade	3.5%	4.8%	5.1%
9th - 12th Grade, No Diploma	8.6%	9.0%	8.6%
High School Graduate	26.2%	28.4%	28.9%
GED/Alternative Credential	4.4%	5.1%	5.1%
Some College, No Degree	22.0%	21.5%	21.8%
Associate Degree	8.0%	8.2%	8.3%
Bachelor's Degree	16.3%	14.4%	13.9%
Graduate/Professional Degree	11.0%	8.6%	8.4%
2015 Population 15+ by Marital Status			
Total	205,375	588,969	1,074,445
Never Married	35.3%	29.9%	29.3%
Married	45.8%	51.8%	52.3%
Widowed	6.5%	6.2%	6.2%
Divorced	12.4%	12.1%	12.1%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	92.9%	93.8%	93.5%
Civilian Unemployed	7.1%	6.2%	6.5%
2015 Employed Population 16+ by Industry			
Total	117,568	354,521	634,387
Agriculture/Mining	0.4%	1.2%	1.8%
Construction	4.7%	5.2%	5.4%
Manufacturing	16.5%	25.1%	25.5%
Wholesale Trade	2.5%	2.5%	2.3%
Retail Trade	11.9%	10.5%	10.8%
Transportation/Utilities	4.6%	4.9%	4.7%
Information	1.4%	1.1%	1.1%
Finance/Insurance/Real Estate	5.1%	4.3%	4.1%
Services	50.0%	42.4%	41.3%
Public Administration	3.0%	2.7%	2.8%
2015 Employed Population 16+ by Occupation			
Total	117,569	354,519	634,391
White Collar	59.6%	53.5%	52.4%
Management/Business/Financial	12.2%	11.6%	11.3%
Professional	21.2%	17.9%	17.8%
Sales	11.1%	10.0%	10.1%
Administrative Support	15.1%	14.0%	13.3%
Services	17.8%	16.2%	16.3%
Blue Collar	22.6%	30.3%	31.3%
Farming/Forestry/Fishing	0.2%	0.6%	0.9%
Construction/Extraction	4.6%	5.1%	5.5%
Installation/Maintenance/Repair	3.1%	3.6%	3.9%
Production	8.3%	13.3%	13.3%
Transportation/Material Moving	6.5%	7.7%	7.8%

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



Market Profile

Ignition Park
 760 Cotter St, South Bend, Indiana, 46613
 Rings: 10, 30, 50 mile radii

Prepared by Esri
 Latitude: 41.66071
 Longitude: -86.26091

	10 miles	30 miles	50 miles
2010 Households by Type			
Total	98,711	276,249	501,300
Households with 1 Person	29.7%	26.1%	25.5%
Households with 2+ People	70.3%	73.9%	74.5%
Family Households	63.5%	68.2%	69.0%
Husband-wife Families	45.0%	51.0%	52.1%
With Related Children	18.8%	21.5%	21.9%
Other Family (No Spouse Present)	18.5%	17.2%	16.9%
Other Family with Male Householder	4.8%	5.0%	5.0%
With Related Children	2.9%	3.1%	3.1%
Other Family with Female Householder	13.8%	12.2%	11.9%
With Related Children	9.3%	8.3%	8.0%
Nonfamily Households	6.8%	5.7%	5.5%
All Households with Children	31.4%	33.4%	33.6%
Multigenerational Households	3.4%	3.6%	3.6%
Unmarried Partner Households	6.9%	6.8%	6.9%
Male-female	6.2%	6.3%	6.3%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	98,710	276,250	501,300
1 Person Household	29.7%	26.1%	25.5%
2 Person Household	33.4%	34.5%	34.8%
3 Person Household	15.1%	15.5%	15.6%
4 Person Household	11.9%	12.8%	13.0%
5 Person Household	5.9%	6.5%	6.6%
6 Person Household	2.5%	2.8%	2.8%
7 + Person Household	1.6%	1.9%	1.9%
2010 Households by Tenure and Mortgage Status			
Total	98,711	276,249	501,300
Owner Occupied	68.7%	72.5%	73.6%
Owned with a Mortgage/Loan	48.4%	50.4%	51.3%
Owned Free and Clear	20.3%	22.1%	22.4%
Renter Occupied	31.3%	27.5%	26.4%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Ignition Park
760 Cotter St, South Bend, Indiana, 46613
Rings: 10, 30, 50 mile radii

Prepared by Esri
Latitude: 41.66071
Longitude: -86.26091

	10 miles	30 miles	50 miles
Top 3 Tapestry Segments			
	1. Traditional Living (12B)	Salt of the Earth (6B)	Salt of the Earth (6B)
	2. Comfortable Empty Nesters	Traditional Living (12B)	Green Acres (6A)
	3. Hardscrabble Road (8G)	Green Acres (6A)	Traditional Living (12B)
2015 Consumer Spending			
Apparel & Services: Total \$	\$180,905,172	\$511,990,342	\$952,189,598
Average Spent	\$1,823.92	\$1,827.43	\$1,872.63
Spending Potential Index	79	79	81
Computers & Accessories: Total \$	\$20,347,546	\$57,382,025	\$106,637,332
Average Spent	\$205.15	\$204.81	\$209.72
Spending Potential Index	81	81	82
Education: Total \$	\$118,960,737	\$322,283,502	\$591,697,086
Average Spent	\$1,199.38	\$1,150.31	\$1,163.66
Spending Potential Index	79	75	76
Entertainment/Recreation: Total \$	\$259,947,709	\$753,602,712	\$1,411,084,611
Average Spent	\$2,620.84	\$2,689.81	\$2,775.11
Spending Potential Index	79	81	84
Food at Home: Total \$	\$415,965,471	\$1,200,572,501	\$2,243,429,357
Average Spent	\$4,193.83	\$4,285.16	\$4,412.05
Spending Potential Index	80	82	84
Food Away from Home: Total \$	\$257,196,673	\$733,506,980	\$1,366,302,835
Average Spent	\$2,593.10	\$2,618.08	\$2,687.04
Spending Potential Index	79	80	82
Health Care: Total \$	\$383,008,896	\$1,132,016,829	\$2,127,880,447
Average Spent	\$3,861.56	\$4,040.46	\$4,184.80
Spending Potential Index	81	85	88
HH Furnishings & Equipment: Total \$	\$145,145,503	\$419,581,801	\$784,902,390
Average Spent	\$1,463.38	\$1,497.60	\$1,543.63
Spending Potential Index	79	81	84
Investments: Total \$	\$161,684,570	\$492,162,755	\$944,216,188
Average Spent	\$1,630.13	\$1,756.66	\$1,856.95
Spending Potential Index	59	64	67
Retail Goods: Total \$	\$2,020,949,719	\$5,902,510,608	\$11,072,020,082
Average Spent	\$20,375.56	\$21,067.60	\$21,774.83
Spending Potential Index	80	83	85
Shelter: Total \$	\$1,279,796,346	\$3,563,739,134	\$6,591,331,866
Average Spent	\$12,903.12	\$12,719.92	\$12,962.87
Spending Potential Index	78	77	79
TV/Video/Audio: Total \$	\$105,819,961	\$303,290,390	\$566,036,388
Average Spent	\$1,066.89	\$1,082.52	\$1,113.20
Spending Potential Index	82	83	85
Travel: Total \$	\$149,120,138	\$426,215,877	\$794,550,642
Average Spent	\$1,503.45	\$1,521.28	\$1,562.61
Spending Potential Index	77	78	80
Vehicle Maintenance & Repairs: Total \$	\$88,194,845	\$253,914,476	\$474,142,362
Average Spent	\$889.20	\$906.29	\$932.47
Spending Potential Index	80	81	84

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.