



Market Profile

SR 67 at South Cowan Road, Muncie, IN 47302
Rings: 10, 30, 50 mile radii

Latitude: 40.14178783
Longitude: -85.4048175

	10 mile	30 mile	50 mile
Population Summary			
2000 Total Population	115,661	428,953	1,765,976
2010 Total Population	114,854	435,186	1,877,904
2015 Total Population	114,078	436,981	1,923,721
2015 Group Quarters	9,124	23,951	49,378
2020 Total Population	113,467	438,597	1,986,195
2015-2020 Annual Rate	-0.11%	0.07%	0.64%
Household Summary			
2000 Households	45,932	168,545	694,674
2000 Average Household Size	2.37	2.44	2.48
2010 Households	45,316	169,376	738,309
2010 Average Household Size	2.34	2.43	2.48
2015 Households	45,074	170,005	756,508
2015 Average Household Size	2.33	2.43	2.48
2020 Households	44,881	170,555	780,385
2020 Average Household Size	2.32	2.43	2.48
2015-2020 Annual Rate	-0.09%	0.06%	0.62%
2010 Families	27,067	112,454	482,477
2010 Average Family Size	2.88	2.93	3.04
2015 Families	26,686	112,315	491,459
2015 Average Family Size	2.86	2.92	3.04
2020 Families	26,421	112,375	505,420
2020 Average Family Size	2.86	2.92	3.04
2015-2020 Annual Rate	-0.20%	0.01%	0.56%
Housing Unit Summary			
2000 Housing Units	49,751	180,707	752,401
Owner Occupied Housing Units	61.7%	69.1%	63.7%
Renter Occupied Housing Units	30.6%	24.2%	28.6%
Vacant Housing Units	7.7%	6.7%	7.7%
2010 Housing Units	50,973	190,013	828,913
Owner Occupied Housing Units	56.8%	63.6%	60.0%
Renter Occupied Housing Units	32.1%	25.5%	29.1%
Vacant Housing Units	11.1%	10.9%	10.9%
2015 Housing Units	50,944	191,928	853,216
Owner Occupied Housing Units	55.6%	62.6%	59.1%
Renter Occupied Housing Units	32.8%	25.9%	29.6%
Vacant Housing Units	11.5%	11.4%	11.3%
2020 Housing Units	50,854	193,185	879,069
Owner Occupied Housing Units	55.6%	62.6%	59.2%
Renter Occupied Housing Units	32.7%	25.7%	29.5%
Vacant Housing Units	11.7%	11.7%	11.2%
Median Household Income			
2015	\$36,795	\$41,628	\$46,181
2020	\$42,478	\$49,675	\$54,230
Median Home Value			
2015	\$102,626	\$113,510	\$146,115
2020	\$128,331	\$138,560	\$180,107
Per Capita Income			
2015	\$20,383	\$22,031	\$26,216
2020	\$23,074	\$25,243	\$30,003
Median Age			
2010	34.5	38.4	36.8
2015	34.9	39.2	37.6
2020	35.8	39.8	38.3

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.



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2015 Households by Income			
Household Income Base	45,067	169,998	756,501
<\$15,000	19.7%	14.6%	13.6%
\$15,000 - \$24,999	13.7%	13.0%	12.1%
\$25,000 - \$34,999	14.0%	13.4%	11.9%
\$35,000 - \$49,999	16.0%	16.9%	15.4%
\$50,000 - \$74,999	16.3%	18.1%	17.3%
\$75,000 - \$99,999	9.2%	11.1%	11.3%
\$100,000 - \$149,999	8.3%	8.9%	10.6%
\$150,000 - \$199,999	1.6%	2.2%	3.9%
\$200,000+	1.2%	1.7%	3.9%
Average Household Income	\$49,810	\$55,638	\$66,263
2020 Households by Income			
Household Income Base	44,874	170,548	780,378
<\$15,000	19.1%	13.8%	12.7%
\$15,000 - \$24,999	10.4%	9.9%	9.0%
\$25,000 - \$34,999	11.7%	10.9%	9.6%
\$35,000 - \$49,999	15.2%	15.7%	14.3%
\$50,000 - \$74,999	18.6%	20.3%	19.0%
\$75,000 - \$99,999	12.0%	14.1%	13.5%
\$100,000 - \$149,999	9.5%	10.3%	12.5%
\$150,000 - \$199,999	2.1%	3.0%	4.9%
\$200,000+	1.3%	2.1%	4.6%
Average Household Income	\$56,512	\$63,922	\$75,964
2015 Owner Occupied Housing Units by Value			
Total	28,332	120,203	503,967
<\$50,000	11.3%	9.4%	5.6%
\$50,000 - \$99,999	37.3%	33.1%	21.5%
\$100,000 - \$149,999	27.6%	27.5%	24.9%
\$150,000 - \$199,999	12.6%	13.8%	16.4%
\$200,000 - \$249,999	5.1%	6.7%	10.5%
\$250,000 - \$299,999	2.6%	3.5%	6.2%
\$300,000 - \$399,999	2.1%	3.4%	6.9%
\$400,000 - \$499,999	0.8%	1.2%	3.4%
\$500,000 - \$749,999	0.4%	0.9%	3.2%
\$750,000 - \$999,999	0.1%	0.2%	0.7%
\$1,000,000 +	0.1%	0.2%	0.7%
Average Home Value	\$121,387	\$137,304	\$192,703
2020 Owner Occupied Housing Units by Value			
Total	28,243	120,853	520,668
<\$50,000	12.5%	9.5%	5.5%
\$50,000 - \$99,999	26.6%	24.1%	15.5%
\$100,000 - \$149,999	19.2%	21.3%	17.2%
\$150,000 - \$199,999	19.1%	19.0%	19.6%
\$200,000 - \$249,999	9.6%	10.7%	14.2%
\$250,000 - \$299,999	5.8%	6.2%	9.0%
\$300,000 - \$399,999	4.1%	5.2%	8.4%
\$400,000 - \$499,999	1.7%	1.9%	4.3%
\$500,000 - \$749,999	1.0%	1.5%	4.2%
\$750,000 - \$999,999	0.4%	0.5%	1.4%
\$1,000,000 +	0.1%	0.2%	0.7%
Average Home Value	\$150,748	\$164,182	\$221,643

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.



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2010 Population by Age			
Total	114,851	435,185	1,877,904
0 - 4	5.4%	5.9%	6.9%
5 - 9	5.3%	6.1%	7.0%
10 - 14	5.6%	6.5%	7.0%
15 - 24	23.1%	16.1%	13.7%
25 - 34	11.0%	11.3%	13.1%
35 - 44	11.0%	12.6%	13.4%
45 - 54	12.6%	14.1%	14.7%
55 - 64	11.4%	12.3%	11.5%
65 - 74	7.8%	8.2%	6.8%
75 - 84	4.8%	4.9%	4.1%
85 +	2.1%	2.0%	1.8%
18 +	80.0%	77.5%	75.0%
2015 Population by Age			
Total	114,078	436,983	1,923,723
0 - 4	5.1%	5.6%	6.5%
5 - 9	5.1%	5.8%	6.7%
10 - 14	5.2%	6.0%	6.8%
15 - 24	23.1%	16.1%	13.9%
25 - 34	11.6%	11.6%	12.9%
35 - 44	10.1%	11.9%	12.8%
45 - 54	11.7%	13.3%	13.6%
55 - 64	11.9%	12.9%	12.6%
65 - 74	9.1%	9.6%	8.3%
75 - 84	4.8%	5.0%	4.1%
85 +	2.3%	2.2%	1.9%
18 +	81.2%	78.9%	76.2%
2020 Population by Age			
Total	113,466	438,596	1,986,194
0 - 4	5.1%	5.5%	6.4%
5 - 9	4.9%	5.7%	6.4%
10 - 14	5.2%	6.1%	6.7%
15 - 24	22.1%	15.2%	13.2%
25 - 34	11.9%	11.9%	13.0%
35 - 44	10.1%	11.6%	12.8%
45 - 54	10.8%	12.3%	12.5%
55 - 64	12.1%	13.1%	12.9%
65 - 74	10.0%	10.7%	9.5%
75 - 84	5.5%	5.7%	4.7%
85 +	2.3%	2.2%	1.9%
18 +	81.5%	79.1%	76.6%
2010 Population by Sex			
Males	55,117	214,287	914,573
Females	59,737	220,898	963,332
2015 Population by Sex			
Males	54,872	215,957	939,564
Females	59,205	221,025	984,157
2020 Population by Sex			
Males	54,689	217,331	972,352
Females	58,777	221,266	1,013,843

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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2010 Population by Race/Ethnicity			
Total	114,853	435,187	1,877,905
White Alone	88.9%	91.4%	80.2%
Black Alone	7.1%	5.1%	13.4%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	1.0%	0.6%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.9%	2.4%
Two or More Races	2.1%	1.6%	2.1%
Hispanic Origin	1.8%	2.2%	4.8%
Diversity Index	23.2	19.7	39.9
2015 Population by Race/Ethnicity			
Total	114,078	436,981	1,923,721
White Alone	88.2%	90.6%	78.7%
Black Alone	7.3%	5.4%	13.9%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.1%	0.8%	2.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.6%	1.0%	2.7%
Two or More Races	2.4%	1.9%	2.4%
Hispanic Origin	2.2%	2.7%	5.3%
Diversity Index	24.9	22.0	42.6
2020 Population by Race/Ethnicity			
Total	113,466	438,596	1,986,195
White Alone	87.5%	89.5%	77.0%
Black Alone	7.4%	5.6%	14.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.3%	1.0%	2.6%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	0.7%	1.3%	2.9%
Two or More Races	2.7%	2.2%	2.8%
Hispanic Origin	2.6%	3.3%	6.0%
Diversity Index	26.8	24.7	45.5
2010 Population by Relationship and Household Type			
Total	114,854	435,185	1,877,905
In Households	92.3%	94.7%	97.4%
In Family Households	70.0%	78.0%	80.5%
Householder	23.6%	25.8%	25.7%
Spouse	17.0%	19.3%	18.6%
Child	25.3%	28.3%	31.0%
Other relative	2.0%	2.2%	2.8%
Nonrelative	2.2%	2.4%	2.4%
In Nonfamily Households	22.3%	16.6%	17.0%
In Group Quarters	7.7%	5.3%	2.6%
Institutionalized Population	1.3%	2.4%	1.4%
Noninstitutionalized Population	6.3%	3.0%	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.

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2015 Population 25+ by Educational Attainment			
Total	70,165	290,187	1,272,447
Less than 9th Grade	3.7%	3.6%	3.6%
9th - 12th Grade, No Diploma	9.1%	8.9%	8.2%
High School Graduate	28.5%	32.1%	26.2%
GED/Alternative Credential	5.8%	6.4%	4.9%
Some College, No Degree	22.0%	20.9%	20.8%
Associate Degree	7.4%	8.3%	7.6%
Bachelor's Degree	13.1%	12.5%	18.2%
Graduate/Professional Degree	10.5%	7.3%	10.5%
2015 Population 15+ by Marital Status			
Total	96,499	360,621	1,540,721
Never Married	38.7%	30.0%	31.3%
Married	42.1%	49.1%	49.6%
Widowed	6.4%	6.7%	6.0%
Divorced	12.7%	14.1%	13.1%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	89.2%	92.3%	93.6%
Civilian Unemployed	10.8%	7.7%	6.4%
2015 Employed Population 16+ by Industry			
Total	48,544	192,925	929,452
Agriculture/Mining	0.6%	1.5%	1.1%
Construction	4.3%	5.6%	5.5%
Manufacturing	12.4%	16.4%	15.3%
Wholesale Trade	1.4%	2.1%	2.6%
Retail Trade	13.4%	11.7%	11.4%
Transportation/Utilities	3.0%	4.6%	4.7%
Information	0.9%	1.1%	1.6%
Finance/Insurance/Real Estate	4.4%	4.7%	6.2%
Services	56.2%	47.8%	47.4%
Public Administration	3.3%	4.3%	4.1%
2015 Employed Population 16+ by Occupation			
Total	48,545	192,925	929,451
White Collar	55.7%	53.7%	59.5%
Management/Business/Financial	9.6%	10.9%	14.1%
Professional	20.1%	18.6%	20.7%
Sales	10.8%	9.8%	11.1%
Administrative Support	15.2%	14.4%	13.7%
Services	23.3%	19.4%	17.6%
Blue Collar	21.0%	26.9%	22.9%
Farming/Forestry/Fishing	0.2%	0.5%	0.4%
Construction/Extraction	3.6%	5.3%	5.0%
Installation/Maintenance/Repair	3.7%	4.0%	3.3%
Production	7.7%	9.4%	7.6%
Transportation/Material Moving	5.8%	7.7%	6.6%

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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2010 Households by Type			
Total	45,315	169,376	738,310
Households with 1 Person	29.7%	27.1%	28.1%
Households with 2+ People	70.3%	72.9%	71.9%
Family Households	59.7%	66.4%	65.3%
Husband-wife Families	43.0%	49.5%	47.3%
With Related Children	15.6%	19.1%	20.5%
Other Family (No Spouse Present)	16.7%	16.9%	18.1%
Other Family with Male Householder	4.4%	4.8%	4.8%
With Related Children	2.7%	3.0%	2.9%
Other Family with Female Householder	12.3%	12.1%	13.3%
With Related Children	8.3%	8.1%	9.1%
Nonfamily Households	10.5%	6.5%	6.5%
All Households with Children	27.2%	30.9%	33.1%
Multigenerational Households	2.7%	3.1%	3.3%
Unmarried Partner Households	7.2%	6.9%	7.1%
Male-female	6.6%	6.3%	6.3%
Same-sex	0.7%	0.6%	0.8%
2010 Households by Size			
Total	45,316	169,376	738,310
1 Person Household	29.7%	27.1%	28.1%
2 Person Household	36.1%	36.3%	33.8%
3 Person Household	15.6%	15.8%	15.7%
4 Person Household	11.5%	12.4%	12.8%
5 Person Household	4.8%	5.5%	6.0%
6 Person Household	1.6%	1.9%	2.2%
7 + Person Household	0.8%	1.0%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	45,316	169,376	738,309
Owner Occupied	63.9%	71.4%	67.3%
Owned with a Mortgage/Loan	42.0%	48.1%	50.0%
Owned Free and Clear	21.9%	23.3%	17.4%
Renter Occupied	36.1%	28.6%	32.7%

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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Top 3 Tapestry Segments			
1.	Salt of the Earth (6B)	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	Midlife Constants (5E)	Heartland Communities	Traditional Living (12B)
3.	Traditional Living (12B)	Traditional Living (12B)	Hardscrabble Road (8G)
2015 Consumer Spending			
Apparel & Services: Total \$	\$69,210,581	\$285,678,698	\$1,541,690,614
Average Spent	\$1,535.49	\$1,680.41	\$2,037.90
Spending Potential Index	66	73	88
Computers & Accessories: Total \$	\$7,827,560	\$32,057,524	\$173,259,249
Average Spent	\$173.66	\$188.57	\$229.03
Spending Potential Index	67	72	88
Education: Total \$	\$46,459,949	\$178,634,880	\$988,219,592
Average Spent	\$1,030.75	\$1,050.76	\$1,306.29
Spending Potential Index	68	69	86
Entertainment/Recreation: Total \$	\$99,891,156	\$426,923,801	\$2,234,760,283
Average Spent	\$2,216.16	\$2,511.24	\$2,954.05
Spending Potential Index	67	76	89
Food at Home: Total \$	\$161,732,484	\$682,951,953	\$3,562,340,285
Average Spent	\$3,588.15	\$4,017.25	\$4,708.93
Spending Potential Index	69	77	90
Food Away from Home: Total \$	\$98,778,887	\$410,524,457	\$2,196,910,086
Average Spent	\$2,191.48	\$2,414.78	\$2,904.01
Spending Potential Index	67	73	88
Health Care: Total \$	\$147,918,186	\$648,215,531	\$3,283,337,024
Average Spent	\$3,281.67	\$3,812.92	\$4,340.12
Spending Potential Index	69	80	92
HH Furnishings & Equipment: Total \$	\$55,747,091	\$236,394,005	\$1,247,998,992
Average Spent	\$1,236.79	\$1,390.51	\$1,649.68
Spending Potential Index	67	76	90
Investments: Total \$	\$59,765,911	\$277,266,732	\$1,491,148,160
Average Spent	\$1,325.95	\$1,630.93	\$1,971.09
Spending Potential Index	48	59	72
Retail Goods: Total \$	\$785,279,605	\$3,365,740,175	\$17,428,535,209
Average Spent	\$17,422.01	\$19,797.89	\$23,038.14
Spending Potential Index	68	78	90
Shelter: Total \$	\$483,580,877	\$1,966,983,409	\$10,768,784,090
Average Spent	\$10,728.60	\$11,570.15	\$14,234.86
Spending Potential Index	65	70	87
TV/Video/Audio: Total \$	\$41,318,446	\$172,472,144	\$900,212,036
Average Spent	\$916.68	\$1,014.51	\$1,189.96
Spending Potential Index	70	78	91
Travel: Total \$	\$55,400,490	\$235,044,505	\$1,270,566,480
Average Spent	\$1,229.10	\$1,382.57	\$1,679.51
Spending Potential Index	63	71	86
Vehicle Maintenance & Repairs: Total \$	\$33,869,922	\$143,012,787	\$753,774,344
Average Spent	\$751.43	\$841.23	\$996.39
Spending Potential Index	67	75	89

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.