



# Market Profile

Industria Centre Site  
 40.14627, -85.40947  
 Rings: 10, 30, 50 mile radii

Prepared by Esri  
 Latitude: 40.14627  
 Longitude: -85.40947

	10 miles	30 miles	50 miles
<b>Population Summary</b>			
2000 Total Population	116,188	430,589	1,768,987
2010 Total Population	115,286	437,427	1,880,749
2015 Total Population	114,497	440,148	1,926,525
2015 Group Quarters	9,130	23,975	49,422
2020 Total Population	113,885	442,130	1,989,100
2015-2020 Annual Rate	-0.11%	0.09%	0.64%
<b>Household Summary</b>			
2000 Households	46,144	169,210	695,804
2000 Average Household Size	2.37	2.44	2.48
2010 Households	45,489	170,161	739,308
2010 Average Household Size	2.34	2.43	2.48
2015 Households	45,242	171,058	757,479
2015 Average Household Size	2.33	2.43	2.48
2020 Households	45,049	171,704	781,391
2020 Average Household Size	2.33	2.44	2.48
2015-2020 Annual Rate	-0.09%	0.08%	0.62%
2010 Families	27,186	112,947	483,082
2010 Average Family Size	2.88	2.93	3.04
2015 Families	26,802	113,029	492,049
2015 Average Family Size	2.86	2.93	3.04
2020 Families	26,535	113,169	506,039
2020 Average Family Size	2.86	2.93	3.04
2015-2020 Annual Rate	-0.20%	0.02%	0.56%
<b>Housing Unit Summary</b>			
2000 Housing Units	49,972	181,468	753,653
Owner Occupied Housing Units	61.8%	69.0%	63.7%
Renter Occupied Housing Units	30.5%	24.3%	28.7%
Vacant Housing Units	7.7%	6.8%	7.7%
2010 Housing Units	51,170	190,931	830,142
Owner Occupied Housing Units	56.8%	63.6%	59.9%
Renter Occupied Housing Units	32.1%	25.6%	29.1%
Vacant Housing Units	11.1%	10.9%	10.9%
2015 Housing Units	51,143	193,169	854,469
Owner Occupied Housing Units	55.7%	62.6%	59.0%
Renter Occupied Housing Units	32.8%	26.0%	29.6%
Vacant Housing Units	11.5%	11.4%	11.4%
2020 Housing Units	51,058	194,536	880,348
Owner Occupied Housing Units	55.6%	62.5%	59.2%
Renter Occupied Housing Units	32.7%	25.7%	29.6%
Vacant Housing Units	11.8%	11.7%	11.2%
<b>Median Household Income</b>			
2015	\$36,806	\$41,634	\$46,140
2020	\$42,513	\$49,724	\$54,196
<b>Median Home Value</b>			
2015	\$102,449	\$113,595	\$146,071
2020	\$128,146	\$138,767	\$180,113
<b>Per Capita Income</b>			
2015	\$20,396	\$22,100	\$26,213
2020	\$23,089	\$25,337	\$30,000
<b>Median Age</b>			
2010	34.5	38.3	36.8
2015	34.9	39.2	37.6
2020	35.8	39.7	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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<b>2015 Households by Income</b>			
Household Income Base	45,235	171,051	757,472
<\$15,000	19.7%	14.6%	13.7%
\$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	16.4%	18.1%	17.3%
\$75,000 - \$99,999	9.2%	11.1%	11.2%
\$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	\$49,844	\$55,819	\$66,260
<b>2020 Households by Income</b>			
Household Income Base	45,042	171,697	781,384
<\$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%	14.0%	13.5%
\$100,000 - \$149,999	9.5%	10.3%	12.4%
\$150,000 - \$199,999	2.1%	3.0%	4.9%
\$200,000+	1.3%	2.2%	4.6%
Average Household Income	\$56,551	\$64,173	\$75,963
<b>2015 Owner Occupied Housing Units by Value</b>			
Total	28,457	120,871	504,320
<\$50,000	11.2%	9.5%	5.6%
\$50,000 - \$99,999	37.4%	33.1%	21.5%
\$100,000 - \$149,999	27.7%	27.4%	24.8%
\$150,000 - \$199,999	12.6%	13.7%	16.4%
\$200,000 - \$249,999	5.1%	6.7%	10.5%
\$250,000 - \$299,999	2.6%	3.6%	6.2%
\$300,000 - \$399,999	2.1%	3.5%	6.9%
\$400,000 - \$499,999	0.8%	1.3%	3.4%
\$500,000 - \$749,999	0.4%	1.0%	3.2%
\$750,000 - \$999,999	0.1%	0.2%	0.7%
\$1,000,000 +	0.1%	0.2%	0.7%
Average Home Value	\$121,229	\$138,169	\$192,660
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	28,367	121,613	521,032
<\$50,000	12.5%	9.5%	5.5%
\$50,000 - \$99,999	26.7%	24.1%	15.5%
\$100,000 - \$149,999	19.2%	21.2%	17.2%
\$150,000 - \$199,999	19.0%	18.9%	19.6%
\$200,000 - \$249,999	9.6%	10.7%	14.2%
\$250,000 - \$299,999	5.7%	6.2%	9.0%
\$300,000 - \$399,999	4.1%	5.2%	8.4%
\$400,000 - \$499,999	1.7%	2.0%	4.3%
\$500,000 - \$749,999	1.0%	1.6%	4.2%
\$750,000 - \$999,999	0.4%	0.5%	1.4%
\$1,000,000 +	0.1%	0.2%	0.7%
Average Home Value	\$150,728	\$165,267	\$221,637

**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	115,287	437,424	1,880,751
0 - 4	5.4%	5.9%	6.9%
5 - 9	5.4%	6.1%	7.0%
10 - 14	5.7%	6.5%	7.0%
15 - 24	23.1%	16.0%	13.7%
25 - 34	11.0%	11.4%	13.1%
35 - 44	11.0%	12.6%	13.4%
45 - 54	12.6%	14.1%	14.7%
55 - 64	11.4%	12.2%	11.5%
65 - 74	7.8%	8.2%	6.8%
75 - 84	4.8%	4.9%	4.1%
85 +	2.0%	2.0%	1.8%
18 +	80.0%	77.4%	74.9%
<b>2015 Population by Age</b>			
Total	114,498	440,148	1,926,524
0 - 4	5.1%	5.7%	6.5%
5 - 9	5.1%	5.8%	6.7%
10 - 14	5.2%	6.1%	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%	78.8%	76.2%
<b>2020 Population by Age</b>			
Total	113,886	442,132	1,989,102
0 - 4	5.1%	5.5%	6.4%
5 - 9	4.9%	5.7%	6.4%
10 - 14	5.2%	6.1%	6.8%
15 - 24	22.0%	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%	10.6%	9.5%
75 - 84	5.5%	5.7%	4.7%
85 +	2.3%	2.2%	1.9%
18 +	81.5%	79.0%	76.6%
<b>2010 Population by Sex</b>			
Males	55,333	215,352	915,897
Females	59,953	222,075	964,853
<b>2015 Population by Sex</b>			
Males	55,082	217,484	940,880
Females	59,415	222,664	985,645
<b>2020 Population by Sex</b>			
Males	54,899	219,045	973,723
Females	58,986	223,086	1,015,377

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 Population by Race/Ethnicity</b>			
Total	115,286	437,426	1,880,749
White Alone	88.9%	91.3%	80.1%
Black Alone	7.1%	5.2%	13.5%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	1.0%	0.6%	1.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.6%	0.9%	2.4%
Two or More Races	2.1%	1.7%	2.1%
Hispanic Origin	1.8%	2.2%	4.8%
Diversity Index	23.1	20.0	40.1
<b>2015 Population by Race/Ethnicity</b>			
Total	114,497	440,147	1,926,524
White Alone	88.3%	90.4%	78.6%
Black Alone	7.3%	5.5%	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%	1.1%	2.7%
Two or More Races	2.4%	1.9%	2.4%
Hispanic Origin	2.2%	2.7%	5.4%
Diversity Index	24.9	22.4	42.8
<b>2020 Population by Race/Ethnicity</b>			
Total	113,886	442,130	1,989,099
White Alone	87.5%	89.3%	76.9%
Black Alone	7.4%	5.8%	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%	2.3%	2.8%
Hispanic Origin	2.6%	3.3%	6.0%
Diversity Index	26.8	25.0	45.6
<b>2010 Population by Relationship and Household Type</b>			
Total	115,286	437,427	1,880,749
In Households	92.4%	94.7%	97.4%
In Family Households	70.0%	78.1%	80.5%
Householder	23.6%	25.8%	25.7%
Spouse	17.0%	19.2%	18.6%
Child	25.3%	28.4%	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	7.6%	5.3%	2.6%
Institutionalized Population	1.3%	2.4%	1.4%
Noninstitutionalized Population	6.3%	2.9%	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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<b>2015 Population 25+ by Educational Attainment</b>			
Total	70,450	292,062	1,274,091
Less than 9th Grade	3.7%	3.6%	3.7%
9th - 12th Grade, No Diploma	9.1%	8.9%	8.2%
High School Graduate	28.4%	32.0%	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%	12.6%	18.2%
Graduate/Professional Degree	10.5%	7.4%	10.5%
<b>2015 Population 15+ by Marital Status</b>			
Total	96,844	362,892	1,542,813
Never Married	38.7%	30.0%	31.4%
Married	42.2%	49.1%	49.6%
Widowed	6.4%	6.7%	6.0%
Divorced	12.7%	14.1%	13.1%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	89.3%	92.3%	93.6%
Civilian Unemployed	10.7%	7.7%	6.4%
<b>2015 Employed Population 16+ by Industry</b>			
Total	48,781	194,237	930,600
Agriculture/Mining	0.6%	1.5%	1.1%
Construction	4.3%	5.6%	5.5%
Manufacturing	12.5%	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%	47.9%	47.4%
Public Administration	3.3%	4.3%	4.1%
<b>2015 Employed Population 16+ by Occupation</b>			
Total	48,779	194,237	930,600
White Collar	55.7%	53.8%	59.5%
Management/Business/Financial	9.6%	11.0%	14.0%
Professional	20.1%	18.6%	20.7%
Sales	10.8%	9.8%	11.1%
Administrative Support	15.1%	14.4%	13.7%
Services	23.3%	19.4%	17.6%
Blue Collar	21.0%	26.8%	22.9%
Farming/Forestry/Fishing	0.2%	0.5%	0.4%
Construction/Extraction	3.6%	5.2%	5.0%
Installation/Maintenance/Repair	3.7%	4.0%	3.3%
Production	7.6%	9.4%	7.6%
Transportation/Material Moving	5.9%	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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<b>2010 Households by Type</b>			
Total	45,489	170,161	739,308
Households with 1 Person	29.7%	27.1%	28.1%
Households with 2+ People	70.3%	72.9%	71.9%
Family Households	59.8%	66.4%	65.3%
Husband-wife Families	43.0%	49.5%	47.2%
With Related Children	15.6%	19.1%	20.5%
Other Family (No Spouse Present)	16.8%	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%	13.4%
With Related Children	8.3%	8.1%	9.2%
Nonfamily Households	10.5%	6.5%	6.5%
All Households with Children	27.2%	30.9%	33.2%
Multigenerational Households	2.7%	3.1%	3.3%
Unmarried Partner Households	7.3%	6.9%	7.1%
Male-female	6.6%	6.3%	6.3%
Same-sex	0.7%	0.6%	0.8%
<b>2010 Households by Size</b>			
Total	45,490	170,161	739,308
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%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	45,489	170,161	739,308
Owner Occupied	63.9%	71.3%	67.3%
Owned with a Mortgage/Loan	42.1%	48.1%	49.9%
Owned Free and Clear	21.9%	23.2%	17.3%
Renter Occupied	36.1%	28.7%	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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<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)	Heartland Communities	Traditional Living (12B)
<b>3.</b>	Midlife Constants (5E)	Traditional Living (12B)	Hardscrabble Road (8G)
<b>2015 Consumer Spending</b>			
Apparel & Services: Total \$	\$69,508,635	\$288,461,150	\$1,543,788,616
Average Spent	\$1,536.37	\$1,686.34	\$2,038.06
Spending Potential Index	66	73	88
Computers & Accessories: Total \$	\$7,860,989	\$32,370,135	\$173,492,513
Average Spent	\$173.75	\$189.23	\$229.04
Spending Potential Index	68	74	90
Education: Total \$	\$46,657,233	\$180,460,955	\$989,683,568
Average Spent	\$1,031.28	\$1,054.97	\$1,306.55
Spending Potential Index	68	69	86
Entertainment/Recreation: Total \$	\$100,330,144	\$430,914,744	\$2,237,379,404
Average Spent	\$2,217.63	\$2,519.11	\$2,953.72
Spending Potential Index	67	76	89
Food at Home: Total \$	\$162,434,925	\$689,260,304	\$3,566,830,410
Average Spent	\$3,590.36	\$4,029.40	\$4,708.82
Spending Potential Index	69	77	90
Food Away from Home: Total \$	\$99,204,759	\$414,450,780	\$2,199,771,829
Average Spent	\$2,192.76	\$2,422.87	\$2,904.07
Spending Potential Index	67	74	88
Health Care: Total \$	\$148,581,752	\$653,882,081	\$3,286,681,633
Average Spent	\$3,284.16	\$3,822.58	\$4,338.97
Spending Potential Index	69	81	92
HH Furnishings & Equipment: Total \$	\$55,989,216	\$238,622,927	\$1,249,509,242
Average Spent	\$1,237.55	\$1,394.98	\$1,649.56
Spending Potential Index	67	76	90
Investments: Total \$	\$59,983,767	\$280,047,071	\$1,492,713,067
Average Spent	\$1,325.84	\$1,637.15	\$1,970.63
Spending Potential Index	48	59	72
Retail Goods: Total \$	\$788,699,736	\$3,396,588,807	\$17,448,895,298
Average Spent	\$17,432.91	\$19,856.36	\$23,035.48
Spending Potential Index	68	78	90
Shelter: Total \$	\$485,677,550	\$1,986,372,257	\$10,783,712,323
Average Spent	\$10,735.10	\$11,612.27	\$14,236.32
Spending Potential Index	65	71	87
TV/Video/Audio: Total \$	\$41,498,271	\$174,066,210	\$901,321,590
Average Spent	\$917.25	\$1,017.59	\$1,189.90
Spending Potential Index	70	78	91
Travel: Total \$	\$55,646,024	\$237,334,904	\$1,272,088,626
Average Spent	\$1,229.96	\$1,387.45	\$1,679.37
Spending Potential Index	63	71	86
Vehicle Maintenance & Repairs: Total \$	\$34,018,247	\$144,356,226	\$754,698,106
Average Spent	\$751.92	\$843.90	\$996.33
Spending Potential Index	67	76	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.