



Market Profile

Muncie Industria Centre (AEPIN) Muncie, IN
 Drive Times: 20, 40, 60 minute radii

Latitude: 40.1492
 Longitude: -85.3975

	20 minute	40 minute	60 minute
Population Summary			
2000 Total Population	130,101	359,299	1,174,784
2010 Total Population	130,769	367,761	1,247,444
2017 Total Population	130,381	372,589	1,303,971
2017 Group Quarters	12,197	20,932	34,567
2022 Total Population	129,455	373,126	1,346,354
2017-2022 Annual Rate	-0.14%	0.03%	0.64%
2017 Total Daytime Population	126,822	333,467	1,293,410
Workers	56,732	135,565	634,036
Residents	70,090	197,902	659,374
Household Summary			
2000 Households	51,600	142,083	467,373
2000 Average Household Size	2.38	2.42	2.45
2010 Households	50,801	143,751	495,797
2010 Average Household Size	2.35	2.42	2.45
2017 Households	50,358	145,085	516,043
2017 Average Household Size	2.35	2.42	2.46
2022 Households	49,994	145,167	531,458
2022 Average Household Size	2.35	2.43	2.47
2017-2022 Annual Rate	-0.14%	0.01%	0.59%
2010 Families	30,997	94,374	323,584
2010 Average Family Size	2.88	2.92	3.00
2017 Families	30,212	94,257	333,049
2017 Average Family Size	2.88	2.94	3.03
2022 Families	29,769	93,882	341,616
2022 Average Family Size	2.88	2.94	3.04
2017-2022 Annual Rate	-0.29%	-0.08%	0.51%
Housing Unit Summary			
2000 Housing Units	55,645	152,433	504,944
Owner Occupied Housing Units	63.9%	68.2%	64.9%
Renter Occupied Housing Units	28.8%	25.1%	27.7%
Vacant Housing Units	7.3%	6.8%	7.4%
2010 Housing Units	56,944	161,696	553,784
Owner Occupied Housing Units	58.9%	62.7%	61.0%
Renter Occupied Housing Units	30.4%	26.2%	28.5%
Vacant Housing Units	10.8%	11.1%	10.5%
2017 Housing Units	57,201	164,942	579,145
Owner Occupied Housing Units	55.9%	60.3%	58.9%
Renter Occupied Housing Units	32.2%	27.6%	30.2%
Vacant Housing Units	12.0%	12.0%	10.9%
2022 Housing Units	57,458	166,988	599,896
Owner Occupied Housing Units	55.2%	59.7%	58.6%
Renter Occupied Housing Units	31.8%	27.2%	30.0%
Vacant Housing Units	13.0%	13.1%	11.4%
Median Household Income			
2017	\$40,586	\$45,326	\$52,062
2022	\$43,026	\$49,981	\$57,269
Median Home Value			
2017	\$99,413	\$106,926	\$141,555
2022	\$118,278	\$127,776	\$166,683
Per Capita Income			
2017	\$22,608	\$24,309	\$29,691
2022	\$25,289	\$27,697	\$33,646
Median Age			
2010	35.8	37.9	37.3
2017	36.8	38.9	38.4
2022	37.7	39.4	39.0

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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2017 Households by Income			
Household Income Base	50,351	145,078	516,036
<\$15,000	16.4%	13.0%	11.1%
\$15,000 - \$24,999	13.7%	12.2%	10.9%
\$25,000 - \$34,999	12.8%	12.6%	11.1%
\$35,000 - \$49,999	15.7%	16.2%	14.7%
\$50,000 - \$74,999	17.2%	18.8%	17.9%
\$75,000 - \$99,999	10.3%	11.7%	12.0%
\$100,000 - \$149,999	9.7%	10.4%	12.7%
\$150,000 - \$199,999	2.4%	2.8%	4.5%
\$200,000+	1.9%	2.3%	5.0%
Average Household Income	\$56,472	\$61,133	\$74,217
2022 Households by Income			
Household Income Base	49,987	145,160	531,451
<\$15,000	16.4%	12.8%	10.8%
\$15,000 - \$24,999	13.0%	11.3%	10.0%
\$25,000 - \$34,999	11.8%	11.3%	9.9%
\$35,000 - \$49,999	14.4%	14.6%	13.2%
\$50,000 - \$74,999	15.5%	17.1%	16.2%
\$75,000 - \$99,999	12.0%	13.5%	13.7%
\$100,000 - \$149,999	11.8%	12.9%	14.9%
\$150,000 - \$199,999	2.9%	3.6%	5.3%
\$200,000+	2.3%	2.9%	6.0%
Average Household Income	\$63,405	\$69,992	\$84,449
2017 Owner Occupied Housing Units by Value			
Total	31,954	99,497	340,836
<\$50,000	16.3%	14.3%	9.3%
\$50,000 - \$99,999	34.1%	32.6%	23.4%
\$100,000 - \$149,999	22.8%	22.1%	20.9%
\$150,000 - \$199,999	12.4%	13.2%	16.2%
\$200,000 - \$249,999	5.1%	5.9%	9.2%
\$250,000 - \$299,999	3.4%	4.1%	5.9%
\$300,000 - \$399,999	3.4%	4.2%	6.7%
\$400,000 - \$499,999	0.9%	1.5%	3.4%
\$500,000 - \$749,999	1.0%	1.4%	3.1%
\$750,000 - \$999,999	0.4%	0.4%	1.1%
\$1,000,000 +	0.2%	0.3%	0.8%
Average Home Value	\$129,017	\$140,564	\$189,378
2022 Owner Occupied Housing Units by Value			
Total	31,698	99,683	351,538
<\$50,000	13.4%	11.3%	7.0%
\$50,000 - \$99,999	29.0%	27.5%	19.3%
\$100,000 - \$149,999	20.8%	20.1%	18.4%
\$150,000 - \$199,999	13.6%	14.1%	15.9%
\$200,000 - \$249,999	6.3%	7.0%	9.8%
\$250,000 - \$299,999	4.8%	5.5%	7.1%
\$300,000 - \$399,999	6.0%	6.9%	8.7%
\$400,000 - \$499,999	2.0%	2.8%	4.7%
\$500,000 - \$749,999	2.8%	3.3%	5.7%
\$750,000 - \$999,999	1.0%	0.9%	1.9%
\$1,000,000 +	0.4%	0.6%	1.4%
Average Home Value	\$162,746	\$177,230	\$230,597

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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2010 Population by Age			
Total	130,767	367,759	1,247,447
0 - 4	5.3%	5.9%	6.6%
5 - 9	5.3%	6.1%	6.8%
10 - 14	5.7%	6.4%	6.9%
15 - 24	21.7%	16.2%	13.7%
25 - 34	11.1%	11.6%	12.9%
35 - 44	11.4%	12.7%	13.4%
45 - 54	13.0%	13.9%	14.6%
55 - 64	11.7%	12.1%	11.7%
65 - 74	7.9%	8.0%	7.1%
75 - 84	4.8%	4.9%	4.3%
85 +	2.0%	2.0%	1.9%
18 +	80.1%	77.5%	75.4%
2017 Population by Age			
Total	130,380	372,590	1,303,969
0 - 4	4.9%	5.6%	6.2%
5 - 9	4.9%	5.8%	6.4%
10 - 14	5.1%	5.9%	6.6%
15 - 24	21.2%	15.7%	13.5%
25 - 34	12.1%	12.3%	13.0%
35 - 44	10.5%	12.0%	12.6%
45 - 54	11.8%	12.7%	13.2%
55 - 64	12.3%	12.7%	12.9%
65 - 74	9.8%	9.9%	9.1%
75 - 84	5.1%	5.1%	4.5%
85 +	2.4%	2.3%	2.1%
18 +	81.9%	79.1%	77.1%
2022 Population by Age			
Total	129,457	373,125	1,346,355
0 - 4	4.8%	5.5%	6.1%
5 - 9	4.8%	5.8%	6.3%
10 - 14	5.2%	6.0%	6.5%
15 - 24	20.4%	15.0%	12.8%
25 - 34	11.9%	12.2%	13.1%
35 - 44	10.9%	12.2%	12.9%
45 - 54	10.9%	11.9%	12.2%
55 - 64	12.1%	12.5%	12.7%
65 - 74	10.6%	10.7%	10.2%
75 - 84	6.1%	6.0%	5.3%
85 +	2.4%	2.3%	2.0%
18 +	81.9%	79.1%	77.3%
2010 Population by Sex			
Males	64,073	181,411	605,046
Females	66,696	186,350	642,398
2017 Population by Sex			
Males	64,244	184,415	634,260
Females	66,137	188,174	669,711
2022 Population by Sex			
Males	63,909	185,174	656,699
Females	65,546	187,952	689,655

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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Muncie Industria Centre (AEPIN) Muncie, IN
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2010 Population by Race/Ethnicity			
Total	130,770	367,762	1,247,446
White Alone	89.4%	90.6%	81.2%
Black Alone	6.8%	5.8%	13.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.9%	0.7%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.9%	1.8%
Two or More Races	2.0%	1.7%	2.0%
Hispanic Origin	1.7%	2.2%	3.8%
Diversity Index	22.3	21.2	37.4
2017 Population by Race/Ethnicity			
Total	130,380	372,590	1,303,971
White Alone	88.1%	89.1%	79.0%
Black Alone	7.3%	6.2%	13.9%
American Indian Alone	0.2%	0.3%	0.2%
Asian Alone	1.3%	1.1%	2.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.7%	1.1%	2.1%
Two or More Races	2.4%	2.1%	2.5%
Hispanic Origin	2.2%	2.9%	4.5%
Diversity Index	25.3	24.8	41.2
2022 Population by Race/Ethnicity			
Total	129,455	373,126	1,346,355
White Alone	86.9%	87.8%	77.2%
Black Alone	7.6%	6.5%	14.4%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.6%	1.4%	2.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.7%	1.4%	2.3%
Two or More Races	2.8%	2.6%	2.9%
Hispanic Origin	2.7%	3.6%	5.2%
Diversity Index	27.8	27.8	44.4
2010 Population by Relationship and Household Type			
Total	130,769	367,761	1,247,445
In Households	91.3%	94.5%	97.3%
In Family Households	70.3%	77.3%	80.2%
Householder	23.7%	25.6%	25.9%
Spouse	17.3%	19.0%	18.9%
Child	25.1%	28.2%	30.5%
Other relative	2.0%	2.2%	2.6%
Nonrelative	2.1%	2.3%	2.2%
In Nonfamily Households	21.0%	17.2%	17.1%
In Group Quarters	8.7%	5.5%	2.7%
Institutionalized Population	3.1%	2.7%	1.4%
Noninstitutionalized Population	5.6%	2.8%	1.3%

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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2017 Population 25+ by Educational Attainment			
Total	83,378	249,450	878,188
Less than 9th Grade	3.0%	3.0%	2.8%
9th - 12th Grade, No Diploma	8.1%	8.4%	7.4%
High School Graduate	30.1%	31.6%	26.0%
GED/Alternative Credential	6.0%	6.1%	4.7%
Some College, No Degree	21.0%	20.5%	19.7%
Associate Degree	8.3%	8.5%	7.7%
Bachelor's Degree	13.6%	13.7%	20.4%
Graduate/Professional Degree	9.8%	8.0%	11.4%
2017 Population 15+ by Marital Status			
Total	111,002	307,959	1,054,406
Never Married	39.2%	31.8%	32.3%
Married	41.8%	47.8%	48.6%
Widowed	6.2%	6.6%	5.9%
Divorced	12.8%	13.9%	13.2%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	93.6%	94.5%	95.3%
Civilian Unemployed (Unemployment Rate)	6.4%	5.5%	4.7%
2017 Employed Population 16+ by Industry			
Total	58,715	170,672	647,491
Agriculture/Mining	0.8%	1.7%	1.3%
Construction	5.4%	5.8%	5.0%
Manufacturing	12.1%	15.2%	14.0%
Wholesale Trade	2.2%	2.3%	2.9%
Retail Trade	12.4%	11.3%	11.3%
Transportation/Utilities	3.4%	4.1%	4.2%
Information	1.0%	1.3%	1.6%
Finance/Insurance/Real Estate	5.2%	5.2%	7.1%
Services	55.1%	49.5%	49.0%
Public Administration	2.5%	3.5%	3.5%
2017 Employed Population 16+ by Occupation			
Total	58,719	170,669	647,489
White Collar	55.2%	55.0%	61.8%
Management/Business/Financial	10.5%	11.6%	15.1%
Professional	20.4%	19.8%	22.3%
Sales	10.0%	9.2%	10.5%
Administrative Support	14.3%	14.4%	13.8%
Services	22.4%	19.5%	17.1%
Blue Collar	22.4%	25.5%	21.2%
Farming/Forestry/Fishing	0.2%	0.7%	0.6%
Construction/Extraction	4.0%	4.7%	4.1%
Installation/Maintenance/Repair	3.4%	3.8%	3.0%
Production	8.3%	9.0%	7.2%
Transportation/Material Moving	6.4%	7.3%	6.3%
2010 Population By Urban/ Rural Status			
Total Population	130,769	367,761	1,247,444
Population Inside Urbanized Area	75.1%	54.6%	64.8%
Population Inside Urbanized Cluster	4.4%	14.0%	16.2%
Rural Population	20.6%	31.4%	19.0%

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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2010 Households by Type			
Total	50,801	143,750	495,798
Households with 1 Person	29.1%	27.6%	28.3%
Households with 2+ People	70.9%	72.4%	71.7%
Family Households	61.0%	65.7%	65.3%
Husband-wife Families	44.5%	48.7%	47.6%
With Related Children	16.1%	19.0%	20.3%
Other Family (No Spouse Present)	16.5%	17.0%	17.7%
Other Family with Male Householder	4.4%	4.8%	4.5%
With Related Children	2.7%	3.0%	2.8%
Other Family with Female Householder	12.1%	12.2%	13.1%
With Related Children	8.1%	8.2%	9.0%
Nonfamily Households	9.9%	6.8%	6.5%
All Households with Children	27.5%	30.9%	32.6%
Multigenerational Households	2.7%	3.1%	3.1%
Unmarried Partner Households	7.1%	6.9%	6.9%
Male-female	6.5%	6.3%	6.1%
Same-sex	0.7%	0.6%	0.7%
2010 Households by Size			
Total	50,800	143,751	495,795
1 Person Household	29.1%	27.6%	28.3%
2 Person Household	36.5%	35.9%	34.3%
3 Person Household	15.6%	15.8%	15.7%
4 Person Household	11.6%	12.4%	12.8%
5 Person Household	4.8%	5.4%	5.8%
6 Person Household	1.6%	1.9%	2.1%
7 + Person Household	0.8%	1.0%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	50,801	143,751	495,797
Owner Occupied	66.0%	70.6%	68.2%
Owned with a Mortgage/Loan	43.4%	47.8%	50.4%
Owned Free and Clear	22.5%	22.7%	17.8%
Renter Occupied	34.0%	29.4%	31.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	56,944	161,696	553,784
Housing Units Inside Urbanized Area	77.4%	55.7%	65.3%
Housing Units Inside Urbanized Cluster	2.6%	14.0%	16.8%
Rural Housing Units	20.0%	30.3%	17.9%

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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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)	Heartland Communities
2017 Consumer Spending			
Apparel & Services: Total \$	\$75,424,431	\$232,283,451	\$1,016,233,311
Average Spent	\$1,497.76	\$1,601.02	\$1,969.28
Spending Potential Index	69	74	91
Education: Total \$	\$54,036,611	\$153,772,011	\$675,270,069
Average Spent	\$1,073.05	\$1,059.88	\$1,308.55
Spending Potential Index	74	73	90
Entertainment/Recreation: Total \$	\$111,933,103	\$351,598,104	\$1,500,215,228
Average Spent	\$2,222.75	\$2,423.39	\$2,907.15
Spending Potential Index	71	78	93
Food at Home: Total \$	\$185,158,401	\$577,939,866	\$2,447,829,249
Average Spent	\$3,676.84	\$3,983.46	\$4,743.46
Spending Potential Index	73	79	94
Food Away from Home: Total \$	\$119,153,401	\$367,367,678	\$1,592,979,288
Average Spent	\$2,366.13	\$2,532.09	\$3,086.91
Spending Potential Index	71	76	93
Health Care: Total \$	\$204,223,332	\$652,664,584	\$2,726,525,836
Average Spent	\$4,055.43	\$4,498.50	\$5,283.52
Spending Potential Index	73	80	94
HH Furnishings & Equipment: Total \$	\$69,906,586	\$218,701,555	\$938,335,781
Average Spent	\$1,388.19	\$1,507.40	\$1,818.33
Spending Potential Index	71	78	94
Personal Care Products & Services: Total \$	\$28,016,166	\$87,217,811	\$378,014,621
Average Spent	\$556.34	\$601.15	\$732.53
Spending Potential Index	70	75	92
Shelter: Total \$	\$566,944,519	\$1,728,693,616	\$7,570,666,773
Average Spent	\$11,258.28	\$11,915.04	\$14,670.61
Spending Potential Index	69	73	90
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$82,371,835	\$260,687,736	\$1,118,048,194
Average Spent	\$1,635.72	\$1,796.79	\$2,166.58
Spending Potential Index	70	77	93
Travel: Total \$	\$69,798,112	\$219,059,711	\$959,312,575
Average Spent	\$1,386.04	\$1,509.87	\$1,858.98
Spending Potential Index	67	73	90
Vehicle Maintenance & Repairs: Total \$	\$39,191,735	\$123,020,928	\$520,520,460
Average Spent	\$778.26	\$847.92	\$1,008.68
Spending Potential Index	73	79	94

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.