



Market Profile

900 West Fuson Road, Muncie, IN 47302
 Rings: 10, 30, 50 mile radii

Latitude: 40.149248
 Longitude: -85.3975471

	10 mile	30 mile	50 mile
Population Summary			
2000 Total Population	113,728	428,672	1,734,694
2010 Total Population	113,002	428,740	1,846,033
2015 Total Population	112,286	428,022	1,891,018
2015 Group Quarters	9,125	23,987	49,195
2020 Total Population	111,721	427,846	1,952,212
2015-2020 Annual Rate	-0.10%	-0.01%	0.64%
Household Summary			
2000 Households	45,201	168,607	682,352
2000 Average Household Size	2.36	2.44	2.48
2010 Households	44,608	167,281	726,287
2010 Average Household Size	2.34	2.42	2.48
2015 Households	44,388	167,065	744,297
2015 Average Household Size	2.32	2.42	2.47
2020 Households	44,214	166,998	767,761
2020 Average Household Size	2.32	2.42	2.48
2015-2020 Annual Rate	-0.08%	-0.01%	0.62%
2010 Families	26,572	110,605	474,822
2010 Average Family Size	2.87	2.92	3.04
2015 Families	26,210	109,810	483,729
2015 Average Family Size	2.86	2.91	3.04
2020 Families	25,959	109,397	497,450
2020 Average Family Size	2.85	2.91	3.04
2015-2020 Annual Rate	-0.19%	-0.08%	0.56%
Housing Unit Summary			
2000 Housing Units	48,977	180,827	738,970
Owner Occupied Housing Units	61.5%	68.9%	63.8%
Renter Occupied Housing Units	30.8%	24.4%	28.5%
Vacant Housing Units	7.7%	6.8%	7.7%
2010 Housing Units	50,185	187,851	815,073
Owner Occupied Housing Units	56.6%	63.3%	60.2%
Renter Occupied Housing Units	32.3%	25.8%	28.9%
Vacant Housing Units	11.1%	11.0%	10.9%
2015 Housing Units	50,165	188,999	839,058
Owner Occupied Housing Units	55.4%	62.1%	59.3%
Renter Occupied Housing Units	33.1%	26.3%	29.4%
Vacant Housing Units	11.5%	11.6%	11.3%
2020 Housing Units	50,095	189,591	864,449
Owner Occupied Housing Units	55.4%	62.0%	59.4%
Renter Occupied Housing Units	32.9%	26.1%	29.4%
Vacant Housing Units	11.7%	11.9%	11.2%
Median Household Income			
2015	\$36,703	\$40,795	\$46,379
2020	\$42,362	\$48,216	\$54,414
Median Home Value			
2015	\$102,252	\$110,668	\$146,511
2020	\$127,809	\$134,175	\$180,638
Per Capita Income			
2015	\$20,377	\$21,528	\$26,317
2020	\$23,062	\$24,610	\$30,122
Median Age			
2010	34.4	38.5	36.8
2015	34.7	39.5	37.7
2020	35.7	40.0	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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Households by Income			
Household Income Base	44,381	167,058	744,290
<\$15,000	19.8%	15.0%	13.6%
\$15,000 - \$24,999	13.7%	13.3%	12.0%
\$25,000 - \$34,999	14.0%	13.6%	11.9%
\$35,000 - \$49,999	15.9%	17.1%	15.4%
\$50,000 - \$74,999	16.3%	17.9%	17.3%
\$75,000 - \$99,999	9.1%	11.0%	11.3%
\$100,000 - \$149,999	8.3%	8.7%	10.7%
\$150,000 - \$199,999	1.6%	2.0%	3.9%
\$200,000+	1.2%	1.4%	3.9%
Average Household Income	\$49,784	\$54,169	\$66,455
2020 Households by Income			
Household Income Base	44,207	166,991	767,754
<\$15,000	19.2%	14.2%	12.7%
\$15,000 - \$24,999	10.5%	10.1%	8.9%
\$25,000 - \$34,999	11.7%	11.1%	9.5%
\$35,000 - \$49,999	15.1%	16.0%	14.2%
\$50,000 - \$74,999	18.6%	20.2%	19.1%
\$75,000 - \$99,999	12.0%	13.9%	13.5%
\$100,000 - \$149,999	9.5%	10.0%	12.5%
\$150,000 - \$199,999	2.1%	2.7%	4.9%
\$200,000+	1.4%	1.8%	4.7%
Average Household Income	\$56,470	\$62,074	\$76,188
2015 Owner Occupied Housing Units by Value			
Total	27,793	117,402	497,313
<\$50,000	11.4%	9.9%	5.6%
\$50,000 - \$99,999	37.3%	34.2%	21.4%
\$100,000 - \$149,999	27.7%	27.8%	24.7%
\$150,000 - \$199,999	12.5%	13.3%	16.4%
\$200,000 - \$249,999	5.0%	6.3%	10.6%
\$250,000 - \$299,999	2.6%	3.3%	6.3%
\$300,000 - \$399,999	2.1%	3.1%	7.0%
\$400,000 - \$499,999	0.8%	1.0%	3.4%
\$500,000 - \$749,999	0.4%	0.7%	3.3%
\$750,000 - \$999,999	0.1%	0.1%	0.7%
\$1,000,000 +	0.1%	0.2%	0.7%
Average Home Value	\$120,927	\$132,919	\$193,280
2020 Owner Occupied Housing Units by Value			
Total	27,717	117,543	513,772
<\$50,000	12.7%	10.0%	5.5%
\$50,000 - \$99,999	26.6%	25.1%	15.4%
\$100,000 - \$149,999	19.1%	21.9%	17.2%
\$150,000 - \$199,999	18.9%	18.8%	19.5%
\$200,000 - \$249,999	9.5%	10.1%	14.3%
\$250,000 - \$299,999	5.8%	5.8%	9.1%
\$300,000 - \$399,999	4.1%	4.8%	8.5%
\$400,000 - \$499,999	1.7%	1.7%	4.3%
\$500,000 - \$749,999	1.0%	1.3%	4.2%
\$750,000 - \$999,999	0.4%	0.5%	1.4%
\$1,000,000 +	0.1%	0.2%	0.7%
Average Home Value	\$150,482	\$158,648	\$222,249

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	113,004	428,739	1,846,037
0 - 4	5.4%	5.8%	6.8%
5 - 9	5.3%	6.0%	6.9%
10 - 14	5.6%	6.4%	7.0%
15 - 24	23.3%	16.2%	13.7%
25 - 34	11.0%	11.3%	13.1%
35 - 44	10.9%	12.5%	13.4%
45 - 54	12.6%	14.2%	14.7%
55 - 64	11.3%	12.3%	11.6%
65 - 74	7.8%	8.2%	6.9%
75 - 84	4.8%	5.0%	4.2%
85 +	2.1%	2.0%	1.8%
18 +	80.1%	77.6%	75.0%
2015 Population by Age			
Total	112,285	428,021	1,891,019
0 - 4	5.1%	5.5%	6.5%
5 - 9	5.1%	5.7%	6.6%
10 - 14	5.2%	6.0%	6.8%
15 - 24	23.3%	16.2%	14.0%
25 - 34	11.7%	11.6%	12.8%
35 - 44	10.0%	11.7%	12.8%
45 - 54	11.6%	13.3%	13.6%
55 - 64	11.9%	13.0%	12.7%
65 - 74	9.1%	9.7%	8.3%
75 - 84	4.8%	5.1%	4.1%
85 +	2.3%	2.2%	1.9%
18 +	81.3%	79.2%	76.3%
2020 Population by Age			
Total	111,721	427,846	1,952,213
0 - 4	5.1%	5.4%	6.3%
5 - 9	4.9%	5.6%	6.4%
10 - 14	5.2%	6.0%	6.7%
15 - 24	22.2%	15.3%	13.2%
25 - 34	11.9%	12.0%	12.9%
35 - 44	10.0%	11.4%	12.8%
45 - 54	10.8%	12.3%	12.5%
55 - 64	12.1%	13.2%	12.9%
65 - 74	10.0%	10.8%	9.6%
75 - 84	5.5%	5.8%	4.7%
85 +	2.3%	2.3%	1.9%
18 +	81.6%	79.4%	76.7%
2010 Population by Sex			
Males	54,199	211,078	898,871
Females	58,803	217,662	947,162
2015 Population by Sex			
Males	53,985	211,543	923,404
Females	58,301	216,479	967,614
2020 Population by Sex			
Males	53,824	212,078	955,544
Females	57,897	215,767	996,667

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	113,004	428,740	1,846,033
White Alone	88.8%	91.4%	80.5%
Black Alone	7.2%	5.2%	13.3%
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%	2.2%
Two or More Races	2.1%	1.7%	2.1%
Hispanic Origin	1.8%	2.2%	4.5%
Diversity Index	23.4	19.8	39.2
2015 Population by Race/Ethnicity			
Total	112,286	428,022	1,891,018
White Alone	88.1%	90.6%	79.0%
Black Alone	7.4%	5.4%	13.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.2%	0.7%	2.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.6%	1.0%	2.5%
Two or More Races	2.4%	1.9%	2.4%
Hispanic Origin	2.2%	2.7%	5.1%
Diversity Index	25.1	22.0	41.8
2020 Population by Race/Ethnicity			
Total	111,720	427,845	1,952,212
White Alone	87.3%	89.6%	77.4%
Black Alone	7.6%	5.7%	14.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.3%	0.9%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	0.7%	1.3%	2.7%
Two or More Races	2.7%	2.3%	2.8%
Hispanic Origin	2.6%	3.3%	5.7%
Diversity Index	27.1	24.5	44.7
2010 Population by Relationship and Household Type			
Total	113,002	428,740	1,846,034
In Households	92.2%	94.6%	97.4%
In Family Households	69.7%	77.8%	80.5%
Householder	23.5%	25.8%	25.7%
Spouse	16.9%	19.2%	18.7%
Child	25.2%	28.2%	31.0%
Other relative	2.0%	2.2%	2.8%
Nonrelative	2.1%	2.4%	2.4%
In Nonfamily Households	22.5%	16.8%	16.9%
In Group Quarters	7.8%	5.4%	2.6%
Institutionalized Population	1.3%	2.4%	1.4%
Noninstitutionalized Population	6.5%	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	68,933	284,830	1,251,527
Less than 9th Grade	3.7%	3.6%	3.5%
9th - 12th Grade, No Diploma	9.1%	9.0%	8.1%
High School Graduate	28.3%	32.6%	26.2%
GED/Alternative Credential	5.9%	6.5%	4.9%
Some College, No Degree	21.9%	20.9%	20.8%
Associate Degree	7.4%	8.3%	7.6%
Bachelor's Degree	13.1%	12.0%	18.3%
Graduate/Professional Degree	10.6%	7.1%	10.5%
2015 Population 15+ by Marital Status			
Total	95,045	354,377	1,515,382
Never Married	39.0%	30.2%	31.2%
Married	42.0%	48.8%	49.8%
Widowed	6.4%	6.8%	6.0%
Divorced	12.6%	14.2%	13.0%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	89.2%	92.1%	93.6%
Civilian Unemployed	10.8%	7.9%	6.4%
2015 Employed Population 16+ by Industry			
Total	47,721	188,284	913,812
Agriculture/Mining	0.6%	1.6%	1.2%
Construction	4.3%	5.6%	5.5%
Manufacturing	12.4%	16.7%	15.4%
Wholesale Trade	1.4%	2.1%	2.5%
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	4.3%	4.5%	6.2%
Services	56.3%	47.9%	47.4%
Public Administration	3.3%	4.2%	4.1%
2015 Employed Population 16+ by Occupation			
Total	47,721	188,285	913,814
White Collar	55.8%	52.8%	59.7%
Management/Business/Financial	9.6%	10.5%	14.1%
Professional	20.2%	18.3%	20.7%
Sales	10.8%	9.6%	11.1%
Administrative Support	15.2%	14.4%	13.7%
Services	23.4%	19.7%	17.6%
Blue Collar	20.8%	27.5%	22.7%
Farming/Forestry/Fishing	0.2%	0.5%	0.4%
Construction/Extraction	3.5%	5.3%	4.9%
Installation/Maintenance/Repair	3.6%	4.1%	3.3%
Production	7.7%	9.8%	7.6%
Transportation/Material Moving	5.8%	7.8%	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	44,608	167,281	726,288
Households with 1 Person	29.8%	27.4%	28.1%
Households with 2+ People	70.2%	72.6%	71.9%
Family Households	59.6%	66.1%	65.4%
Husband-wife Families	42.8%	49.1%	47.4%
With Related Children	15.5%	18.7%	20.6%
Other Family (No Spouse Present)	16.7%	17.0%	17.9%
Other Family with Male Householder	4.4%	4.8%	4.7%
With Related Children	2.7%	3.0%	2.9%
Other Family with Female Householder	12.3%	12.2%	13.2%
With Related Children	8.3%	8.2%	9.1%
Nonfamily Households	10.6%	6.5%	6.5%
All Households with Children	27.1%	30.6%	33.1%
Multigenerational Households	2.6%	3.1%	3.3%
Unmarried Partner Households	7.2%	7.0%	7.0%
Male-female	6.6%	6.4%	6.3%
Same-sex	0.7%	0.6%	0.7%
2010 Households by Size			
Total	44,608	167,282	726,289
1 Person Household	29.8%	27.4%	28.1%
2 Person Household	36.0%	36.4%	33.9%
3 Person Household	15.6%	15.7%	15.7%
4 Person Household	11.4%	12.3%	12.8%
5 Person Household	4.8%	5.4%	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	44,608	167,281	726,288
Owner Occupied	63.6%	71.0%	67.5%
Owned with a Mortgage/Loan	41.9%	47.6%	50.1%
Owned Free and Clear	21.8%	23.5%	17.5%
Renter Occupied	36.4%	29.0%	32.5%

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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November 17, 2015



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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
2015 Consumer Spending			
Apparel & Services: Total \$	\$68,161,256	\$273,146,400	\$1,520,474,266
Average Spent	\$1,535.58	\$1,634.97	\$2,042.83
Spending Potential Index	66	71	88
Computers & Accessories: Total \$	\$7,709,614	\$30,629,738	\$170,918,094
Average Spent	\$173.69	\$183.34	\$229.64
Spending Potential Index	68	72	90
Education: Total \$	\$45,791,878	\$170,660,558	\$974,488,193
Average Spent	\$1,031.63	\$1,021.52	\$1,309.27
Spending Potential Index	68	67	86
Entertainment/Recreation: Total \$	\$98,294,841	\$408,625,259	\$2,205,696,377
Average Spent	\$2,214.45	\$2,445.91	\$2,963.46
Spending Potential Index	67	74	90
Food at Home: Total \$	\$159,205,410	\$654,882,449	\$3,514,445,622
Average Spent	\$3,586.68	\$3,919.93	\$4,721.83
Spending Potential Index	69	75	90
Food Away from Home: Total \$	\$97,256,074	\$392,495,451	\$2,167,312,215
Average Spent	\$2,191.04	\$2,349.36	\$2,911.89
Spending Potential Index	67	71	89
Health Care: Total \$	\$145,449,956	\$622,014,700	\$3,241,858,487
Average Spent	\$3,276.79	\$3,723.19	\$4,355.60
Spending Potential Index	69	79	92
HH Furnishings & Equipment: Total \$	\$54,864,837	\$226,023,978	\$1,231,552,289
Average Spent	\$1,236.03	\$1,352.91	\$1,654.65
Spending Potential Index	67	73	90
Investments: Total \$	\$58,960,834	\$264,033,135	\$1,476,457,697
Average Spent	\$1,328.31	\$1,580.42	\$1,983.69
Spending Potential Index	48	57	72
Retail Goods: Total \$	\$772,742,555	\$3,224,658,052	\$17,201,042,170
Average Spent	\$17,408.82	\$19,301.82	\$23,110.45
Spending Potential Index	68	76	91
Shelter: Total \$	\$476,294,395	\$1,879,813,920	\$10,619,570,168
Average Spent	\$10,730.25	\$11,251.99	\$14,267.92
Spending Potential Index	65	68	87
TV/Video/Audio: Total \$	\$40,677,909	\$165,414,865	\$887,928,498
Average Spent	\$916.42	\$990.12	\$1,192.98
Spending Potential Index	70	76	91
Travel: Total \$	\$54,512,735	\$224,200,274	\$1,254,222,266
Average Spent	\$1,228.10	\$1,341.99	\$1,685.11
Spending Potential Index	63	69	86
Vehicle Maintenance & Repairs: Total \$	\$33,334,784	\$136,862,148	\$743,755,231
Average Spent	\$750.99	\$819.21	\$999.27
Spending Potential Index	67	73	90

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.

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