



# Market Profile

SR 28, Alexandria, IN 46001  
Rings: 10, 30, 50 mile radii

Latitude: 40.2778625  
Longitude: -85.6688074

	10 mile	30 mile	50 mile
<b>Population Summary</b>			
2000 Total Population	45,486	604,115	1,941,706
2010 Total Population	41,835	664,351	2,084,175
2015 Total Population	41,582	682,084	2,139,948
2015 Group Quarters	144	26,564	54,292
2020 Total Population	41,478	704,010	2,215,145
2015-2020 Annual Rate	-0.05%	0.63%	0.69%
<b>Household Summary</b>			
2000 Households	17,906	235,176	766,950
2000 Average Household Size	2.52	2.48	2.47
2010 Households	16,923	255,544	817,270
2010 Average Household Size	2.46	2.50	2.49
2015 Households	16,891	262,071	838,337
2015 Average Household Size	2.45	2.50	2.49
2020 Households	16,863	269,862	866,804
2020 Average Household Size	2.45	2.51	2.49
2015-2020 Annual Rate	-0.03%	0.59%	0.67%
2010 Families	11,835	174,118	533,287
2010 Average Family Size	2.92	3.00	3.05
2015 Families	11,721	178,121	544,196
2015 Average Family Size	2.91	3.00	3.05
2020 Families	11,647	183,447	561,215
2020 Average Family Size	2.90	3.01	3.06
2015-2020 Annual Rate	-0.13%	0.59%	0.62%
<b>Housing Unit Summary</b>			
2000 Housing Units	19,131	252,782	830,042
Owner Occupied Housing Units	74.4%	69.1%	63.0%
Renter Occupied Housing Units	19.2%	24.0%	29.4%
Vacant Housing Units	6.4%	7.0%	7.6%
2010 Housing Units	19,042	284,446	915,861
Owner Occupied Housing Units	68.3%	65.5%	59.4%
Renter Occupied Housing Units	20.6%	24.4%	29.8%
Vacant Housing Units	11.1%	10.2%	10.8%
2015 Housing Units	19,112	292,673	944,076
Owner Occupied Housing Units	67.0%	64.8%	58.6%
Renter Occupied Housing Units	21.4%	24.7%	30.2%
Vacant Housing Units	11.6%	10.5%	11.2%
2020 Housing Units	19,127	301,559	974,338
Owner Occupied Housing Units	66.9%	65.1%	58.8%
Renter Occupied Housing Units	21.3%	24.4%	30.2%
Vacant Housing Units	11.8%	10.5%	11.0%
<b>Median Household Income</b>			
2015	\$43,270	\$49,490	\$46,286
2020	\$51,319	\$57,591	\$54,350
<b>Median Home Value</b>			
2015	\$99,784	\$139,059	\$146,311
2020	\$126,813	\$178,025	\$180,180
<b>Per Capita Income</b>			
2015	\$21,981	\$26,979	\$25,996
2020	\$25,002	\$31,019	\$29,728
<b>Median Age</b>			
2010	41.9	37.4	36.3
2015	43.3	38.2	37.2
2020	44.4	38.7	37.8

**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	16,891	262,064	838,330
<\$15,000	13.4%	12.8%	13.5%
\$15,000 - \$24,999	13.2%	11.1%	12.1%
\$25,000 - \$34,999	12.3%	11.5%	12.0%
\$35,000 - \$49,999	17.4%	15.0%	15.5%
\$50,000 - \$74,999	18.9%	17.4%	17.3%
\$75,000 - \$99,999	13.0%	11.7%	11.3%
\$100,000 - \$149,999	9.1%	12.0%	10.8%
\$150,000 - \$199,999	1.8%	4.4%	3.8%
\$200,000+	0.7%	4.2%	3.8%
Average Household Income	\$54,045	\$69,494	\$65,963
<b>2020 Households by Income</b>			
Household Income Base	16,863	269,855	866,797
<\$15,000	12.4%	11.8%	12.5%
\$15,000 - \$24,999	9.8%	8.2%	8.9%
\$25,000 - \$34,999	10.0%	9.0%	9.6%
\$35,000 - \$49,999	16.0%	13.5%	14.3%
\$50,000 - \$74,999	21.7%	19.1%	19.1%
\$75,000 - \$99,999	17.3%	14.0%	13.6%
\$100,000 - \$149,999	9.8%	13.6%	12.7%
\$150,000 - \$199,999	2.2%	5.6%	4.8%
\$200,000+	0.8%	5.2%	4.5%
Average Household Income	\$61,432	\$80,202	\$75,577
<b>2015 Owner Occupied Housing Units by Value</b>			
Total	12,804	189,739	552,861
<\$50,000	10.4%	7.1%	5.4%
\$50,000 - \$99,999	39.8%	25.3%	20.9%
\$100,000 - \$149,999	28.0%	22.5%	25.6%
\$150,000 - \$199,999	11.5%	14.1%	17.0%
\$200,000 - \$249,999	4.9%	10.1%	10.6%
\$250,000 - \$299,999	2.3%	6.3%	6.2%
\$300,000 - \$399,999	2.0%	6.9%	6.8%
\$400,000 - \$499,999	0.7%	3.4%	3.2%
\$500,000 - \$749,999	0.3%	3.1%	3.0%
\$750,000 - \$999,999	0.1%	0.6%	0.6%
\$1,000,000 +	0.2%	0.5%	0.7%
Average Home Value	\$119,576	\$184,720	\$190,400
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	12,788	196,369	572,794
<\$50,000	10.8%	7.0%	5.3%
\$50,000 - \$99,999	28.5%	17.9%	15.1%
\$100,000 - \$149,999	20.1%	15.6%	17.2%
\$150,000 - \$199,999	18.2%	17.0%	20.5%
\$200,000 - \$249,999	10.1%	13.8%	14.5%
\$250,000 - \$299,999	5.3%	9.5%	9.1%
\$300,000 - \$399,999	4.2%	8.8%	8.3%
\$400,000 - \$499,999	1.6%	4.4%	4.2%
\$500,000 - \$749,999	0.7%	4.2%	3.9%
\$750,000 - \$999,999	0.4%	1.4%	1.3%
\$1,000,000 +	0.2%	0.6%	0.7%
Average Home Value	\$150,551	\$217,026	\$219,481

**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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<b>2010 Population by Age</b>			
Total	41,836	664,356	2,084,174
0 - 4	5.8%	6.5%	7.0%
5 - 9	6.2%	6.9%	7.0%
10 - 14	6.9%	7.0%	7.0%
15 - 24	12.0%	14.3%	13.8%
25 - 34	10.3%	12.0%	13.5%
35 - 44	12.9%	13.7%	13.5%
45 - 54	15.6%	14.5%	14.6%
55 - 64	13.8%	11.7%	11.3%
65 - 74	9.0%	7.3%	6.6%
75 - 84	5.3%	4.3%	4.0%
85 +	2.1%	1.7%	1.7%
18 +	76.7%	75.3%	74.8%
<b>2015 Population by Age</b>			
Total	41,583	682,086	2,139,946
0 - 4	5.6%	6.2%	6.6%
5 - 9	5.8%	6.5%	6.7%
10 - 14	6.2%	6.8%	6.8%
15 - 24	12.1%	14.8%	14.0%
25 - 34	10.6%	11.7%	13.2%
35 - 44	11.9%	12.9%	12.9%
45 - 54	14.5%	13.8%	13.5%
55 - 64	14.6%	12.4%	12.5%
65 - 74	11.1%	8.7%	8.0%
75 - 84	5.4%	4.3%	4.0%
85 +	2.2%	1.8%	1.8%
18 +	78.7%	76.5%	76.0%
<b>2020 Population by Age</b>			
Total	41,477	704,010	2,215,146
0 - 4	5.4%	6.1%	6.5%
5 - 9	5.7%	6.4%	6.5%
10 - 14	6.2%	6.8%	6.8%
15 - 24	10.9%	14.0%	13.2%
25 - 34	11.4%	11.8%	13.3%
35 - 44	11.1%	12.8%	12.9%
45 - 54	13.2%	12.9%	12.4%
55 - 64	15.0%	12.7%	12.7%
65 - 74	12.3%	9.7%	9.3%
75 - 84	6.5%	4.9%	4.5%
85 +	2.3%	1.9%	1.8%
18 +	79.1%	76.8%	76.4%
<b>2010 Population by Sex</b>			
Males	20,561	325,425	1,016,138
Females	21,274	338,926	1,068,037
<b>2015 Population by Sex</b>			
Males	20,543	335,058	1,046,236
Females	21,039	347,026	1,093,712
<b>2020 Population by Sex</b>			
Males	20,581	346,616	1,085,202
Females	20,896	357,394	1,129,943

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	41,836	664,351	2,084,174
White Alone	96.7%	89.5%	79.0%
Black Alone	0.9%	5.8%	13.8%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	0.3%	1.5%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	1.1%	3.0%
Two or More Races	1.1%	1.9%	2.1%
Hispanic Origin	2.0%	2.8%	5.8%
Diversity Index	10.1	24.0	42.8
<b>2015 Population by Race/Ethnicity</b>			
Total	41,581	682,085	2,139,948
White Alone	96.3%	88.2%	77.4%
Black Alone	0.9%	6.1%	14.2%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	0.3%	1.8%	2.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	1.3%	3.3%
Two or More Races	1.3%	2.2%	2.5%
Hispanic Origin	2.5%	3.4%	6.5%
Diversity Index	11.9	26.9	45.6
<b>2020 Population by Race/Ethnicity</b>			
Total	41,477	704,008	2,215,145
White Alone	95.6%	86.9%	75.7%
Black Alone	0.9%	6.5%	14.7%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	0.4%	2.2%	2.8%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.3%	1.5%	3.6%
Two or More Races	1.5%	2.6%	2.9%
Hispanic Origin	3.2%	4.0%	7.2%
Diversity Index	14.2	29.8	48.5
<b>2010 Population by Relationship and Household Type</b>			
Total	41,835	664,351	2,084,175
In Households	99.6%	96.1%	97.4%
In Family Households	85.1%	80.8%	80.5%
Householder	28.3%	26.2%	25.6%
Spouse	21.7%	19.9%	18.4%
Child	30.1%	30.3%	31.1%
Other relative	2.5%	2.2%	2.9%
Nonrelative	2.6%	2.1%	2.5%
In Nonfamily Households	14.6%	15.3%	17.0%
In Group Quarters	0.4%	3.9%	2.6%
Institutionalized Population	0.3%	1.9%	1.5%
Noninstitutionalized Population	0.0%	2.0%	1.1%

**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.



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<b>2015 Population 25+ by Educational Attainment</b>			
Total	29,249	447,422	1,410,481
Less than 9th Grade	3.5%	2.9%	3.9%
9th - 12th Grade, No Diploma	9.4%	7.3%	8.1%
High School Graduate	35.8%	27.0%	25.8%
GED/Alternative Credential	6.1%	5.5%	4.8%
Some College, No Degree	21.5%	21.0%	21.0%
Associate Degree	8.2%	8.0%	7.7%
Bachelor's Degree	10.7%	18.4%	18.4%
Graduate/Professional Degree	4.8%	9.9%	10.3%
<b>2015 Population 15+ by Marital Status</b>			
Total	34,283	548,336	1,709,436
Never Married	23.9%	28.3%	31.5%
Married	55.0%	52.2%	49.5%
Widowed	7.6%	6.0%	5.9%
Divorced	13.5%	13.4%	13.2%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.3%	93.3%	93.6%
Civilian Unemployed	6.7%	6.7%	6.4%
<b>2015 Employed Population 16+ by Industry</b>			
Total	19,175	313,169	1,039,147
Agriculture/Mining	1.3%	1.1%	1.0%
Construction	5.8%	5.1%	5.6%
Manufacturing	19.7%	15.8%	15.0%
Wholesale Trade	2.3%	2.3%	2.7%
Retail Trade	11.2%	11.7%	11.4%
Transportation/Utilities	6.2%	3.9%	5.1%
Information	1.1%	1.4%	1.6%
Finance/Insurance/Real Estate	4.6%	6.1%	6.2%
Services	42.8%	48.6%	47.2%
Public Administration	4.9%	4.0%	4.3%
<b>2015 Employed Population 16+ by Occupation</b>			
Total	19,175	313,170	1,039,146
White Collar	48.5%	60.6%	59.6%
Management/Business/Financial	9.8%	14.2%	13.9%
Professional	16.3%	21.2%	20.8%
Sales	8.4%	11.7%	11.0%
Administrative Support	14.1%	13.5%	14.0%
Services	18.6%	17.7%	17.5%
Blue Collar	32.9%	21.7%	22.9%
Farming/Forestry/Fishing	0.5%	0.3%	0.3%
Construction/Extraction	5.9%	4.4%	4.9%
Installation/Maintenance/Repair	4.6%	3.4%	3.3%
Production	11.8%	7.6%	7.5%
Transportation/Material Moving	10.1%	6.0%	6.8%

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

February 17, 2016



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<b>2010 Households by Type</b>			
Total	16,923	255,543	817,271
Households with 1 Person	25.5%	25.9%	28.2%
Households with 2+ People	74.5%	74.1%	71.8%
Family Households	69.9%	68.1%	65.3%
Husband-wife Families	53.5%	51.8%	46.8%
With Related Children	19.9%	22.5%	20.6%
Other Family (No Spouse Present)	16.4%	16.3%	18.4%
Other Family with Male Householder	5.1%	4.5%	4.9%
With Related Children	3.4%	2.9%	3.0%
Other Family with Female Householder	11.3%	11.8%	13.6%
With Related Children	7.3%	8.1%	9.4%
Nonfamily Households	4.6%	5.9%	6.6%
All Households with Children	31.2%	34.0%	33.5%
Multigenerational Households	3.6%	3.0%	3.4%
Unmarried Partner Households	6.4%	6.5%	7.2%
Male-female	5.9%	5.9%	6.4%
Same-sex	0.5%	0.6%	0.8%
<b>2010 Households by Size</b>			
Total	16,923	255,544	817,271
1 Person Household	25.5%	25.9%	28.2%
2 Person Household	37.3%	35.0%	33.5%
3 Person Household	16.0%	16.1%	15.8%
4 Person Household	12.5%	13.8%	12.9%
5 Person Household	5.8%	6.1%	6.1%
6 Person Household	1.9%	2.0%	2.3%
7 + Person Household	1.0%	1.0%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	16,923	255,544	817,271
Owner Occupied	76.9%	72.9%	66.6%
Owned with a Mortgage/Loan	51.1%	53.0%	49.9%
Owned Free and Clear	25.8%	19.8%	16.7%
Renter Occupied	23.1%	27.1%	33.4%

**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.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Heartland Communities	Salt of the Earth (6B)	Salt of the Earth (6B)
<b>2.</b>	Salt of the Earth (6B)	Heartland Communities	Traditional Living (12B)
<b>3.</b>	Traditional Living (12B)	Traditional Living (12B)	Hardscrabble Road (8G)
<b>2015 Consumer Spending</b>			
Apparel & Services: Total \$	\$27,022,935	\$554,558,602	\$1,708,457,730
Average Spent	\$1,599.84	\$2,116.06	\$2,037.91
Spending Potential Index	69	91	88
Computers & Accessories: Total \$	\$3,021,299	\$62,491,615	\$191,991,744
Average Spent	\$178.87	\$238.45	\$229.01
Spending Potential Index	69	91	88
Education: Total \$	\$16,237,091	\$356,242,774	\$1,096,127,559
Average Spent	\$961.29	\$1,359.34	\$1,307.50
Spending Potential Index	63	89	86
Entertainment/Recreation: Total \$	\$41,661,935	\$817,414,783	\$2,458,552,657
Average Spent	\$2,466.52	\$3,119.06	\$2,932.65
Spending Potential Index	74	94	89
Food at Home: Total \$	\$66,353,384	\$1,289,369,669	\$3,925,264,273
Average Spent	\$3,928.33	\$4,919.93	\$4,682.20
Spending Potential Index	75	94	90
Food Away from Home: Total \$	\$39,153,645	\$794,183,264	\$2,431,299,635
Average Spent	\$2,318.02	\$3,030.41	\$2,900.15
Spending Potential Index	71	92	88
Health Care: Total \$	\$65,040,449	\$1,209,514,672	\$3,590,909,299
Average Spent	\$3,850.60	\$4,615.22	\$4,283.37
Spending Potential Index	81	97	90
HH Furnishings & Equipment: Total \$	\$22,876,850	\$454,974,806	\$1,376,872,630
Average Spent	\$1,354.38	\$1,736.07	\$1,642.39
Spending Potential Index	74	94	89
Investments: Total \$	\$27,140,203	\$550,344,249	\$1,628,868,852
Average Spent	\$1,606.78	\$2,099.98	\$1,942.98
Spending Potential Index	58	76	71
Retail Goods: Total \$	\$330,332,046	\$6,368,174,044	\$19,163,567,589
Average Spent	\$19,556.69	\$24,299.42	\$22,859.03
Spending Potential Index	77	95	90
Shelter: Total \$	\$184,027,395	\$3,852,161,792	\$11,949,964,533
Average Spent	\$10,895.00	\$14,698.92	\$14,254.37
Spending Potential Index	66	89	87
TV/Video/Audio: Total \$	\$16,683,660	\$325,359,070	\$991,899,991
Average Spent	\$987.72	\$1,241.49	\$1,183.18
Spending Potential Index	76	95	90
Travel: Total \$	\$22,584,732	\$465,083,561	\$1,402,687,108
Average Spent	\$1,337.09	\$1,774.65	\$1,673.18
Spending Potential Index	68	91	86
Vehicle Maintenance & Repairs: Total \$	\$13,844,915	\$274,047,751	\$831,575,498
Average Spent	\$819.66	\$1,045.70	\$991.93
Spending Potential Index	73	94	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.