



Market Profile

Airport Expressway, Fort Wayne, IN 46809
Rings: 10, 30, 50 mile radii

Latitude: 40.997
Longitude: -85.214

	10 mile	30 mile	50 mile
Population Summary			
2000 Total Population	200,988	527,672	1,027,787
2010 Total Population	202,980	555,994	1,054,061
2015 Total Population	208,613	568,086	1,067,888
2015 Group Quarters	4,518	11,030	23,372
2020 Total Population	214,748	581,468	1,084,885
2015-2020 Annual Rate	0.58%	0.47%	0.32%
Household Summary			
2000 Households	80,896	201,648	389,849
2000 Average Household Size	2.44	2.56	2.58
2010 Households	80,191	214,028	403,811
2010 Average Household Size	2.47	2.55	2.55
2015 Households	82,431	219,442	410,970
2015 Average Household Size	2.48	2.54	2.54
2020 Households	84,907	224,855	417,964
2020 Average Household Size	2.48	2.54	2.54
2015-2020 Annual Rate	0.59%	0.49%	0.34%
2010 Families	50,279	145,012	277,994
2010 Average Family Size	3.12	3.10	3.08
2015 Families	51,252	147,584	280,600
2015 Average Family Size	3.12	3.09	3.07
2020 Families	52,510	150,525	283,956
2020 Average Family Size	3.13	3.09	3.07
2015-2020 Annual Rate	0.49%	0.40%	0.24%
Housing Unit Summary			
2000 Housing Units	88,913	216,478	424,236
Owner Occupied Housing Units	59.2%	69.2%	69.9%
Renter Occupied Housing Units	31.8%	23.9%	22.0%
Vacant Housing Units	9.0%	6.9%	8.1%
2010 Housing Units	91,223	235,817	456,391
Owner Occupied Housing Units	55.3%	66.1%	65.7%
Renter Occupied Housing Units	32.6%	24.7%	22.8%
Vacant Housing Units	12.1%	9.2%	11.5%
2015 Housing Units	93,983	241,728	465,264
Owner Occupied Housing Units	54.2%	65.2%	64.6%
Renter Occupied Housing Units	33.5%	25.6%	23.7%
Vacant Housing Units	12.3%	9.2%	11.7%
2020 Housing Units	96,655	247,386	473,367
Owner Occupied Housing Units	54.3%	65.3%	64.6%
Renter Occupied Housing Units	33.5%	25.6%	23.7%
Vacant Housing Units	12.2%	9.1%	11.7%
Median Household Income			
2015	\$41,805	\$50,521	\$47,890
2020	\$49,377	\$56,315	\$54,351
Median Home Value			
2015	\$130,482	\$145,014	\$134,852
2020	\$158,800	\$178,312	\$160,695
Per Capita Income			
2015	\$23,525	\$24,655	\$23,420
2020	\$26,438	\$27,715	\$26,509
Median Age			
2010	34.6	36.5	37.4
2015	35.6	37.3	38.2
2020	36.5	38.1	38.9

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	82,431	219,442	410,970
<\$15,000	15.5%	11.3%	11.8%
\$15,000 - \$24,999	13.3%	11.2%	11.7%
\$25,000 - \$34,999	13.0%	11.7%	12.5%
\$35,000 - \$49,999	15.5%	15.2%	15.7%
\$50,000 - \$74,999	18.5%	21.1%	21.0%
\$75,000 - \$99,999	10.3%	13.3%	12.9%
\$100,000 - \$149,999	8.7%	11.1%	10.0%
\$150,000 - \$199,999	2.1%	2.6%	2.4%
\$200,000+	3.2%	2.5%	2.1%
Average Household Income	\$59,348	\$63,616	\$60,598
2020 Households by Income			
Household Income Base	84,907	224,855	417,964
<\$15,000	14.9%	10.5%	10.9%
\$15,000 - \$24,999	10.1%	8.2%	8.8%
\$25,000 - \$34,999	10.9%	9.3%	9.9%
\$35,000 - \$49,999	14.6%	14.0%	14.6%
\$50,000 - \$74,999	20.5%	22.9%	23.0%
\$75,000 - \$99,999	12.6%	16.1%	15.6%
\$100,000 - \$149,999	10.1%	12.9%	11.8%
\$150,000 - \$199,999	2.8%	3.3%	3.1%
\$200,000+	3.5%	2.7%	2.3%
Average Household Income	\$66,689	\$71,466	\$68,551
2015 Owner Occupied Housing Units by Value			
Total	50,955	157,584	300,777
<\$50,000	9.9%	5.4%	7.5%
\$50,000 - \$99,999	21.4%	18.0%	23.4%
\$100,000 - \$149,999	30.7%	29.5%	27.5%
\$150,000 - \$199,999	15.0%	18.8%	16.9%
\$200,000 - \$249,999	8.6%	11.4%	9.9%
\$250,000 - \$299,999	4.6%	6.2%	5.4%
\$300,000 - \$399,999	4.9%	6.1%	5.2%
\$400,000 - \$499,999	2.2%	2.4%	2.0%
\$500,000 - \$749,999	1.9%	1.6%	1.5%
\$750,000 - \$999,999	0.4%	0.3%	0.3%
\$1,000,000 +	0.4%	0.4%	0.4%
Average Home Value	\$162,653	\$176,302	\$165,116
2020 Owner Occupied Housing Units by Value			
Total	52,504	161,425	305,815
<\$50,000	10.5%	5.1%	6.8%
\$50,000 - \$99,999	15.4%	12.1%	16.9%
\$100,000 - \$149,999	20.6%	19.8%	21.8%
\$150,000 - \$199,999	19.2%	23.0%	21.0%
\$200,000 - \$249,999	12.9%	16.1%	13.6%
\$250,000 - \$299,999	7.5%	9.5%	7.9%
\$300,000 - \$399,999	6.5%	7.9%	6.5%
\$400,000 - \$499,999	3.3%	3.3%	2.6%
\$500,000 - \$749,999	2.6%	2.2%	1.9%
\$750,000 - \$999,999	1.0%	0.7%	0.6%
\$1,000,000 +	0.4%	0.4%	0.4%
Average Home Value	\$191,249	\$204,682	\$187,238

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	202,980	555,993	1,054,060
0 - 4	7.7%	7.2%	7.0%
5 - 9	7.6%	7.3%	7.2%
10 - 14	7.4%	7.4%	7.3%
15 - 24	14.1%	13.7%	13.7%
25 - 34	13.7%	12.5%	11.9%
35 - 44	12.7%	12.7%	12.5%
45 - 54	14.2%	14.5%	14.5%
55 - 64	11.2%	11.8%	12.2%
65 - 74	5.8%	6.6%	7.3%
75 - 84	3.8%	4.2%	4.5%
85 +	1.8%	2.0%	2.0%
18 +	72.8%	73.5%	74.0%
2015 Population by Age			
Total	208,612	568,085	1,067,890
0 - 4	7.3%	6.9%	6.7%
5 - 9	7.3%	7.0%	6.9%
10 - 14	7.2%	7.1%	6.9%
15 - 24	13.9%	13.6%	13.6%
25 - 34	13.6%	12.6%	12.1%
35 - 44	12.5%	12.3%	12.0%
45 - 54	12.8%	13.1%	13.1%
55 - 64	12.4%	13.0%	13.3%
65 - 74	7.4%	8.2%	8.8%
75 - 84	3.6%	4.1%	4.5%
85 +	2.0%	2.1%	2.1%
18 +	74.1%	75.0%	75.5%
2020 Population by Age			
Total	214,750	581,469	1,084,885
0 - 4	7.2%	6.7%	6.5%
5 - 9	7.1%	6.8%	6.7%
10 - 14	7.1%	7.1%	7.1%
15 - 24	13.2%	12.8%	12.7%
25 - 34	13.5%	12.8%	12.2%
35 - 44	12.6%	12.2%	11.9%
45 - 54	11.7%	12.0%	11.9%
55 - 64	12.4%	13.0%	13.3%
65 - 74	9.0%	9.8%	10.3%
75 - 84	4.1%	4.7%	5.1%
85 +	2.0%	2.1%	2.2%
18 +	74.5%	75.3%	75.7%
2010 Population by Sex			
Males	98,878	272,408	518,036
Females	104,102	283,586	536,025
2015 Population by Sex			
Males	101,804	278,947	526,330
Females	106,810	289,139	541,558
2020 Population by Sex			
Males	104,999	286,139	536,059
Females	109,749	295,329	548,826

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	202,979	555,995	1,054,062
White Alone	71.2%	85.7%	89.7%
Black Alone	17.2%	7.6%	4.8%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	3.2%	1.9%	1.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	4.3%	2.2%	2.1%
Two or More Races	3.6%	2.3%	1.9%
Hispanic Origin	8.9%	5.0%	4.9%
Diversity Index	55.0	33.0	26.9
2015 Population by Race/Ethnicity			
Total	208,612	568,087	1,067,888
White Alone	69.3%	84.2%	88.4%
Black Alone	17.5%	8.0%	5.0%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	3.8%	2.3%	1.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	4.8%	2.4%	2.4%
Two or More Races	4.1%	2.7%	2.2%
Hispanic Origin	9.9%	5.7%	5.6%
Diversity Index	58.0	36.1	29.9
2020 Population by Race/Ethnicity			
Total	214,747	581,469	1,084,886
White Alone	67.1%	82.6%	87.0%
Black Alone	17.7%	8.3%	5.3%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	4.6%	2.8%	1.9%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	5.4%	2.8%	2.8%
Two or More Races	4.7%	3.1%	2.6%
Hispanic Origin	11.2%	6.6%	6.5%
Diversity Index	61.2	39.5	33.2
2010 Population by Relationship and Household Type			
Total	202,980	555,994	1,054,061
In Households	97.8%	98.0%	97.8%
In Family Households	79.9%	82.9%	83.4%
Householder	24.7%	26.1%	26.4%
Spouse	16.5%	19.8%	20.4%
Child	33.2%	32.7%	32.2%
Other relative	2.9%	2.3%	2.3%
Nonrelative	2.6%	2.2%	2.2%
In Nonfamily Households	17.9%	15.1%	14.4%
In Group Quarters	2.2%	2.0%	2.2%
Institutionalized Population	1.2%	1.1%	1.1%
Noninstitutionalized Population	1.0%	0.9%	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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2015 Population 25+ by Educational Attainment			
Total	134,093	371,802	704,234
Less than 9th Grade	4.9%	3.7%	4.6%
9th - 12th Grade, No Diploma	8.6%	6.9%	7.8%
High School Graduate	25.5%	28.7%	32.2%
GED/Alternative Credential	4.5%	4.4%	4.9%
Some College, No Degree	23.5%	23.0%	21.4%
Associate Degree	9.2%	9.7%	9.1%
Bachelor's Degree	15.8%	15.3%	12.9%
Graduate/Professional Degree	8.0%	8.2%	7.2%
2015 Population 15+ by Marital Status			
Total	163,046	449,132	849,020
Never Married	34.6%	29.0%	27.6%
Married	45.4%	52.8%	54.1%
Widowed	6.3%	6.1%	6.4%
Divorced	13.7%	12.1%	11.9%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	93.2%	94.2%	93.6%
Civilian Unemployed	6.8%	5.8%	6.4%
2015 Employed Population 16+ by Industry			
Total	95,653	277,772	514,005
Agriculture/Mining	0.7%	1.3%	2.1%
Construction	4.8%	5.5%	5.2%
Manufacturing	19.5%	22.6%	26.4%
Wholesale Trade	2.8%	2.8%	2.4%
Retail Trade	11.7%	11.3%	11.0%
Transportation/Utilities	4.8%	4.9%	4.6%
Information	2.2%	1.7%	1.5%
Finance/Insurance/Real Estate	5.4%	5.1%	4.3%
Services	45.7%	41.9%	39.7%
Public Administration	2.5%	2.9%	2.8%
2015 Employed Population 16+ by Occupation			
Total	95,654	277,772	514,005
White Collar	55.1%	55.1%	51.5%
Management/Business/Financial	11.5%	12.0%	11.0%
Professional	19.4%	18.9%	17.5%
Sales	10.0%	10.0%	9.6%
Administrative Support	14.3%	14.1%	13.4%
Services	18.9%	16.5%	16.3%
Blue Collar	26.0%	28.3%	32.2%
Farming/Forestry/Fishing	0.2%	0.5%	0.7%
Construction/Extraction	4.5%	5.1%	5.1%
Installation/Maintenance/Repair	2.8%	3.7%	3.9%
Production	11.0%	11.4%	14.0%
Transportation/Material Moving	7.4%	7.7%	8.4%

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	80,190	214,028	403,811
Households with 1 Person	30.9%	26.8%	26.1%
Households with 2+ People	69.1%	73.2%	73.9%
Family Households	62.7%	67.8%	68.8%
Husband-wife Families	41.8%	51.4%	53.1%
With Related Children	19.0%	22.5%	22.3%
Other Family (No Spouse Present)	20.9%	16.4%	15.7%
Other Family with Male Householder	5.2%	4.6%	4.7%
With Related Children	3.2%	2.9%	3.0%
Other Family with Female Householder	15.7%	11.8%	11.0%
With Related Children	11.4%	8.2%	7.6%
Nonfamily Households	6.4%	5.4%	5.1%
All Households with Children	34.2%	34.2%	33.5%
Multigenerational Households	3.4%	2.9%	3.0%
Unmarried Partner Households	7.4%	6.5%	6.4%
Male-female	6.7%	5.9%	5.9%
Same-sex	0.7%	0.6%	0.5%
2010 Households by Size			
Total	80,192	214,026	403,811
1 Person Household	30.9%	26.8%	26.1%
2 Person Household	31.1%	33.9%	35.0%
3 Person Household	15.0%	15.2%	15.1%
4 Person Household	12.2%	13.2%	12.8%
5 Person Household	6.5%	6.7%	6.6%
6 Person Household	2.6%	2.5%	2.6%
7 + Person Household	1.6%	1.6%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	80,191	214,028	403,811
Owner Occupied	63.0%	72.8%	74.3%
Owned with a Mortgage/Loan	45.2%	52.2%	51.1%
Owned Free and Clear	17.8%	20.6%	23.2%
Renter Occupied	37.0%	27.2%	25.7%

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.	Traditional Living (12B)	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	Hardscrabble Road (8G)	Traditional Living (12B)	Heartland Communities
3.	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)	Traditional Living (12B)
2015 Consumer Spending			
Apparel & Services: Total \$	\$151,862,285	\$424,757,311	\$750,317,243
Average Spent	\$1,842.30	\$1,935.62	\$1,825.72
Spending Potential Index	80	84	79
Computers & Accessories: Total \$	\$16,912,905	\$47,645,361	\$84,024,962
Average Spent	\$205.18	\$217.12	\$204.46
Spending Potential Index	79	83	78
Education: Total \$	\$97,445,229	\$269,914,015	\$462,288,685
Average Spent	\$1,182.14	\$1,230.00	\$1,124.87
Spending Potential Index	78	81	74
Entertainment/Recreation: Total \$	\$216,735,085	\$625,281,099	\$1,124,960,751
Average Spent	\$2,629.29	\$2,849.41	\$2,737.33
Spending Potential Index	79	86	83
Food at Home: Total \$	\$352,278,779	\$995,702,974	\$1,792,488,106
Average Spent	\$4,273.62	\$4,537.43	\$4,361.60
Spending Potential Index	82	87	83
Food Away from Home: Total \$	\$214,815,627	\$608,385,771	\$1,079,624,673
Average Spent	\$2,606.01	\$2,772.42	\$2,627.02
Spending Potential Index	79	84	80
Health Care: Total \$	\$319,250,991	\$936,662,247	\$1,712,484,918
Average Spent	\$3,872.95	\$4,268.38	\$4,166.93
Spending Potential Index	82	90	88
HH Furnishings & Equipment: Total \$	\$121,027,741	\$347,842,462	\$623,090,102
Average Spent	\$1,468.23	\$1,585.12	\$1,516.14
Spending Potential Index	80	86	82
Investments: Total \$	\$127,386,578	\$386,570,991	\$734,066,018
Average Spent	\$1,545.37	\$1,761.61	\$1,786.18
Spending Potential Index	56	64	65
Retail Goods: Total \$	\$1,696,814,442	\$4,890,376,586	\$8,857,817,060
Average Spent	\$20,584.66	\$22,285.51	\$21,553.44
Spending Potential Index	81	87	85
Shelter: Total \$	\$1,064,405,049	\$2,958,029,907	\$5,163,197,126
Average Spent	\$12,912.68	\$13,479.78	\$12,563.44
Spending Potential Index	79	82	76
TV/Video/Audio: Total \$	\$89,521,747	\$251,682,731	\$451,146,634
Average Spent	\$1,086.02	\$1,146.92	\$1,097.76
Spending Potential Index	83	88	84
Travel: Total \$	\$121,234,386	\$352,811,365	\$623,960,082
Average Spent	\$1,470.74	\$1,607.77	\$1,518.26
Spending Potential Index	75	82	78
Vehicle Maintenance & Repairs: Total \$	\$73,629,655	\$210,556,055	\$376,642,684
Average Spent	\$893.23	\$959.51	\$916.47
Spending Potential Index	80	86	82

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.