



Market Profile

Avilla Industrial Park
 Lat.: 41.363 Long.: -85.209
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 41.36299
 Longitude: -85.20878

	20 minutes	40 minutes	60 minutes
Population Summary			
2000 Total Population	72,626	456,175	834,469
2010 Total Population	84,701	488,138	872,690
2016 Total Population	88,578	506,900	898,464
2016 Group Quarters	1,496	9,173	18,156
2021 Total Population	91,439	523,840	922,928
2016-2021 Annual Rate	0.64%	0.66%	0.54%
2016 Total Daytime Population	79,696	516,026	909,953
Workers	35,686	254,762	442,108
Residents	44,010	261,264	467,845
Household Summary			
2000 Households	26,892	173,454	312,435
2000 Average Household Size	2.65	2.58	2.61
2010 Households	31,506	186,594	329,369
2010 Average Household Size	2.64	2.57	2.59
2016 Households	33,042	193,732	339,549
2016 Average Household Size	2.64	2.57	2.59
2021 Households	34,138	200,201	348,771
2021 Average Household Size	2.63	2.57	2.59
2016-2021 Annual Rate	0.65%	0.66%	0.54%
2010 Families	22,965	126,956	227,324
2010 Average Family Size	3.09	3.11	3.12
2016 Families	23,932	130,606	232,133
2016 Average Family Size	3.09	3.12	3.13
2021 Families	24,656	134,315	237,270
2021 Average Family Size	3.09	3.12	3.13
2016-2021 Annual Rate	0.60%	0.56%	0.44%
Housing Unit Summary			
2000 Housing Units	28,649	192,486	345,119
Owner Occupied Housing Units	76.1%	67.6%	68.3%
Renter Occupied Housing Units	17.7%	22.5%	22.2%
Vacant Housing Units	6.1%	9.9%	9.5%
2010 Housing Units	34,241	214,169	377,895
Owner Occupied Housing Units	74.4%	64.1%	64.2%
Renter Occupied Housing Units	17.7%	23.1%	22.9%
Vacant Housing Units	8.0%	12.9%	12.8%
2016 Housing Units	35,559	222,129	390,365
Owner Occupied Housing Units	73.6%	62.1%	62.2%
Renter Occupied Housing Units	19.4%	25.1%	24.8%
Vacant Housing Units	7.1%	12.8%	13.0%
2021 Housing Units	36,701	229,283	401,031
Owner Occupied Housing Units	73.8%	62.2%	62.2%
Renter Occupied Housing Units	19.3%	25.1%	24.8%
Vacant Housing Units	7.0%	12.7%	13.0%
Median Household Income			
2016	\$56,100	\$51,543	\$50,357
2021	\$63,589	\$57,603	\$55,844
Median Home Value			
2016	\$147,232	\$130,660	\$127,451
2021	\$168,308	\$153,145	\$151,170
Per Capita Income			
2016	\$25,969	\$25,458	\$24,301
2021	\$28,783	\$28,098	\$26,839
Median Age			
2010	37.4	36.3	36.6
2016	38.4	37.3	37.5
2021	39.2	38.1	38.2

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income			
Household Income Base	33,042	193,732	339,549
<\$15,000	8.1%	10.4%	10.8%
\$15,000 - \$24,999	9.3%	10.2%	10.8%
\$25,000 - \$34,999	9.9%	11.3%	11.6%
\$35,000 - \$49,999	15.2%	16.1%	16.2%
\$50,000 - \$74,999	22.2%	21.7%	21.8%
\$75,000 - \$99,999	16.6%	13.3%	13.1%
\$100,000 - \$149,999	13.1%	11.3%	10.6%
\$150,000 - \$199,999	3.3%	3.1%	2.7%
\$200,000+	2.2%	2.7%	2.4%
Average Household Income	\$68,889	\$65,940	\$63,535
2021 Households by Income			
Household Income Base	34,138	200,201	348,771
<\$15,000	8.0%	10.4%	10.8%
\$15,000 - \$24,999	10.1%	10.3%	11.0%
\$25,000 - \$34,999	6.9%	10.2%	10.2%
\$35,000 - \$49,999	9.4%	9.8%	10.5%
\$50,000 - \$74,999	24.1%	23.1%	23.0%
\$75,000 - \$99,999	19.0%	15.6%	15.3%
\$100,000 - \$149,999	15.7%	13.8%	13.0%
\$150,000 - \$199,999	4.2%	3.9%	3.5%
\$200,000+	2.5%	2.9%	2.6%
Average Household Income	\$76,388	\$72,875	\$70,276
2016 Owner Occupied Housing Units by Value			
Total	26,155	138,038	242,806
<\$50,000	7.3%	10.3%	11.0%
\$50,000 - \$99,999	21.8%	25.0%	26.0%
\$100,000 - \$149,999	22.1%	24.0%	23.7%
\$150,000 - \$199,999	19.6%	15.6%	15.5%
\$200,000 - \$249,999	11.9%	8.7%	8.6%
\$250,000 - \$299,999	6.2%	5.3%	5.1%
\$300,000 - \$399,999	6.1%	5.7%	5.2%
\$400,000 - \$499,999	2.4%	2.4%	2.1%
\$500,000 - \$749,999	1.8%	1.9%	1.7%
\$750,000 - \$999,999	0.5%	0.8%	0.8%
\$1,000,000 +	0.2%	0.4%	0.4%
Average Home Value	\$173,889	\$166,708	\$161,793
2021 Owner Occupied Housing Units by Value			
Total	27,072	142,644	249,309
<\$50,000	4.1%	7.2%	7.5%
\$50,000 - \$99,999	15.9%	20.0%	20.0%
\$100,000 - \$149,999	21.8%	21.5%	22.0%
\$150,000 - \$199,999	22.5%	20.0%	20.0%
\$200,000 - \$249,999	16.9%	12.9%	13.0%
\$250,000 - \$299,999	7.5%	6.8%	6.7%
\$300,000 - \$399,999	6.5%	6.1%	5.6%
\$400,000 - \$499,999	2.2%	2.3%	2.0%
\$500,000 - \$749,999	2.1%	2.1%	1.9%
\$750,000 - \$999,999	0.5%	0.8%	0.8%
\$1,000,000 +	0.1%	0.3%	0.3%
Average Home Value	\$189,431	\$182,346	\$179,125

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	84,700	488,141	872,690
0 - 4	7.0%	7.2%	7.2%
5 - 9	7.5%	7.4%	7.4%
10 - 14	7.8%	7.5%	7.4%
15 - 24	12.3%	13.6%	13.6%
25 - 34	12.1%	12.6%	12.3%
35 - 44	13.9%	12.9%	12.6%
45 - 54	15.1%	14.4%	14.4%
55 - 64	11.9%	11.9%	11.9%
65 - 74	6.7%	6.7%	6.9%
75 - 84	3.9%	4.1%	4.2%
85 +	1.7%	1.8%	1.9%
18 +	73.0%	73.4%	73.4%
2016 Population by Age			
Total	88,579	506,899	898,464
0 - 4	6.6%	6.8%	6.9%
5 - 9	7.0%	7.0%	7.0%
10 - 14	7.2%	7.1%	7.1%
15 - 24	12.7%	13.4%	13.3%
25 - 34	12.1%	12.8%	12.6%
35 - 44	13.1%	12.5%	12.2%
45 - 54	13.8%	13.0%	12.9%
55 - 64	13.1%	13.0%	13.0%
65 - 74	8.7%	8.5%	8.7%
75 - 84	3.8%	4.0%	4.3%
85 +	1.8%	1.9%	2.0%
18 +	75.0%	75.0%	74.9%
2021 Population by Age			
Total	91,438	523,839	922,928
0 - 4	6.5%	6.7%	6.8%
5 - 9	6.8%	6.8%	6.8%
10 - 14	7.2%	7.1%	7.1%
15 - 24	11.9%	12.7%	12.6%
25 - 34	12.3%	12.7%	12.6%
35 - 44	13.0%	12.6%	12.4%
45 - 54	12.8%	12.1%	11.8%
55 - 64	13.2%	12.8%	12.9%
65 - 74	10.1%	10.0%	10.1%
75 - 84	4.6%	4.7%	4.9%
85 +	1.8%	1.9%	2.0%
18 +	75.4%	75.4%	75.2%
2010 Population by Sex			
Males	41,899	240,716	431,455
Females	42,802	247,422	441,235
2016 Population by Sex			
Males	43,931	250,567	444,809
Females	44,646	256,333	453,655
2021 Population by Sex			
Males	45,514	259,817	458,336
Females	45,925	264,023	464,592

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	84,702	488,139	872,690
White Alone	95.8%	87.7%	88.3%
Black Alone	0.8%	5.8%	5.2%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.0%	1.5%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	2.4%	2.8%
Two or More Races	1.2%	2.2%	2.0%
Hispanic Origin	2.6%	5.5%	6.1%
Diversity Index	13.0	30.7	30.8
2016 Population by Race/Ethnicity			
Total	88,577	506,900	898,464
White Alone	94.5%	85.7%	86.5%
Black Alone	1.1%	6.1%	5.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.5%	2.3%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	2.8%	3.2%
Two or More Races	1.5%	2.7%	2.4%
Hispanic Origin	3.1%	6.4%	7.1%
Diversity Index	16.1	34.9	34.7
2021 Population by Race/Ethnicity			
Total	91,439	523,840	922,928
White Alone	93.2%	83.8%	84.9%
Black Alone	1.3%	6.4%	5.7%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	2.1%	3.0%	2.6%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	1.3%	3.2%	3.6%
Two or More Races	1.8%	3.1%	2.8%
Hispanic Origin	3.6%	7.3%	8.1%
Diversity Index	19.1	38.8	38.3
2010 Population by Relationship and Household Type			
Total	84,701	488,138	872,690
In Households	98.2%	98.1%	97.8%
In Family Households	86.0%	83.1%	83.6%
Householder	27.1%	26.0%	26.0%
Spouse	21.6%	19.9%	20.0%
Child	33.0%	32.6%	32.7%
Other relative	2.0%	2.4%	2.4%
Nonrelative	2.2%	2.2%	2.3%
In Nonfamily Households	12.2%	15.0%	14.2%
In Group Quarters	1.8%	1.9%	2.2%
Institutionalized Population	1.4%	1.0%	1.3%
Noninstitutionalized Population	0.4%	0.8%	0.9%

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Population 25+ by Educational Attainment			
Total	58,875	332,876	590,077
Less than 9th Grade	2.7%	4.2%	5.1%
9th - 12th Grade, No Diploma	5.3%	6.3%	7.1%
High School Graduate	29.8%	27.6%	30.1%
GED/Alternative Credential	4.8%	4.3%	4.8%
Some College, No Degree	23.3%	22.4%	21.4%
Associate Degree	10.2%	9.9%	9.2%
Bachelor's Degree	15.6%	16.4%	14.3%
Graduate/Professional Degree	8.4%	9.0%	7.9%
2016 Population 15+ by Marital Status			
Total	70,109	400,679	709,676
Never Married	25.0%	28.9%	28.5%
Married	57.3%	53.0%	53.6%
Widowed	5.7%	5.5%	5.8%
Divorced	12.0%	12.6%	12.2%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	95.6%	94.8%	94.9%
Civilian Unemployed	4.4%	5.2%	5.1%
2016 Employed Population 16+ by Industry			
Total	45,065	248,451	433,524
Agriculture/Mining	1.3%	1.1%	1.7%
Construction	4.4%	4.6%	4.7%
Manufacturing	29.9%	24.8%	28.2%
Wholesale Trade	2.7%	2.7%	2.5%
Retail Trade	10.3%	11.9%	11.1%
Transportation/Utilities	3.2%	3.6%	3.7%
Information	1.8%	1.7%	1.5%
Finance/Insurance/Real Estate	5.4%	5.2%	4.8%
Services	38.5%	41.9%	39.7%
Public Administration	2.6%	2.4%	2.2%
2016 Employed Population 16+ by Occupation			
Total	45,064	248,453	433,524
White Collar	55.1%	55.3%	51.6%
Management/Business/Financial	14.5%	12.6%	11.6%
Professional	19.7%	20.1%	18.0%
Sales	8.9%	10.0%	9.2%
Administrative Support	12.1%	12.7%	12.8%
Services	13.6%	15.7%	15.6%
Blue Collar	31.2%	29.0%	32.8%
Farming/Forestry/Fishing	0.4%	0.4%	0.7%
Construction/Extraction	4.5%	4.3%	4.5%
Installation/Maintenance/Repair	3.2%	3.2%	3.4%
Production	14.5%	13.2%	16.1%
Transportation/Material Moving	8.6%	7.8%	8.2%
2010 Population By Urban/ Rural Status			
Total Population	84,701	488,138	872,690
Population Inside Urbanized Area	22.3%	55.7%	39.2%
Population Inside Urbanized Cluster	37.4%	14.7%	23.3%
Rural Population	40.3%	29.6%	37.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	31,506	186,593	329,369
Households with 1 Person	22.6%	26.3%	25.7%
Households with 2+ People	77.4%	73.7%	74.3%
Family Households	72.9%	68.0%	69.0%
Husband-wife Families	58.0%	52.0%	53.1%
With Related Children	26.4%	22.8%	23.0%
Other Family (No Spouse Present)	14.9%	16.0%	16.0%
Other Family with Male Householder	4.9%	4.8%	4.8%
With Related Children	3.3%	3.0%	3.1%
Other Family with Female Householder	10.0%	11.3%	11.1%
With Related Children	7.0%	7.9%	7.8%
Nonfamily Households	4.5%	5.7%	5.3%
All Households with Children	37.3%	34.3%	34.4%
Multigenerational Households	3.0%	3.0%	3.1%
Unmarried Partner Households	6.5%	6.7%	6.6%
Male-female	6.0%	6.1%	6.1%
Same-sex	0.5%	0.6%	0.5%
2010 Households by Size			
Total	31,507	186,593	329,369
1 Person Household	22.6%	26.3%	25.7%
2 Person Household	34.6%	34.2%	34.5%
3 Person Household	16.4%	15.1%	15.1%
4 Person Household	15.2%	13.2%	13.1%
5 Person Household	7.3%	6.7%	6.8%
6 Person Household	2.5%	2.6%	2.8%
7 + Person Household	1.3%	1.8%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	31,506	186,594	329,369
Owner Occupied	80.8%	73.5%	73.7%
Owned with a Mortgage/Loan	59.3%	53.0%	52.0%
Owned Free and Clear	21.5%	20.5%	21.7%
Renter Occupied	19.2%	26.5%	26.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	34,241	214,169	377,895
Housing Units Inside Urbanized Area	19.4%	55.0%	39.1%
Housing Units Inside Urbanized Cluster	40.4%	15.7%	23.9%
Rural Housing Units	40.3%	29.3%	37.0%

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.	Salt of the Earth (6B)	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	Heartland Communities	Traditional Living (12B)	Traditional Living (12B)
3.	Traditional Living (12B)	Rustbelt Traditions (5D)	Heartland Communities
2016 Consumer Spending			
Apparel & Services: Total \$	\$57,759,885	\$328,241,772	\$552,385,343
Average Spent	\$1,748.07	\$1,694.31	\$1,626.82
Spending Potential Index	87	84	81
Education: Total \$	\$38,903,317	\$224,857,773	\$371,661,107
Average Spent	\$1,177.39	\$1,160.66	\$1,094.57
Spending Potential Index	83	82	77
Entertainment/Recreation: Total \$	\$87,395,162	\$488,420,711	\$828,580,208
Average Spent	\$2,644.97	\$2,521.12	\$2,440.24
Spending Potential Index	91	86	84
Food at Home: Total \$	\$150,038,378	\$850,055,513	\$1,446,855,859
Average Spent	\$4,540.84	\$4,387.79	\$4,261.11
Spending Potential Index	91	88	86
Food Away from Home: Total \$	\$90,466,534	\$511,934,146	\$864,224,864
Average Spent	\$2,737.93	\$2,642.49	\$2,545.21
Spending Potential Index	89	85	82
Health Care: Total \$	\$166,397,149	\$921,678,576	\$1,580,688,459
Average Spent	\$5,035.93	\$4,757.49	\$4,655.26
Spending Potential Index	95	90	88
HH Furnishings & Equipment: Total \$	\$52,623,702	\$295,035,332	\$498,231,308
Average Spent	\$1,592.63	\$1,522.90	\$1,467.33
Spending Potential Index	90	86	83
Personal Care Products & Services: Total \$	\$21,369,931	\$120,646,191	\$203,988,554
Average Spent	\$646.75	\$622.75	\$600.76
Spending Potential Index	88	85	82
Shelter: Total \$	\$436,436,273	\$2,502,339,576	\$4,187,627,364
Average Spent	\$13,208.53	\$12,916.50	\$12,332.91
Spending Potential Index	85	83	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$71,781,769	\$399,755,910	\$680,514,696
Average Spent	\$2,172.44	\$2,063.45	\$2,004.17
Spending Potential Index	94	89	86
Travel: Total \$	\$54,357,082	\$302,390,814	\$507,574,503
Average Spent	\$1,645.09	\$1,560.87	\$1,494.85
Spending Potential Index	88	84	80
Vehicle Maintenance & Repairs: Total \$	\$31,496,656	\$176,434,902	\$300,559,005
Average Spent	\$953.23	\$910.72	\$885.17
Spending Potential Index	92	88	85

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.