



Market Profile

Cornerstone Industrial Park
 Lat.: 42.133 Long.: -86.418
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 42.13323
 Longitude: -86.41784

	20 minutes	40 minutes	60 minutes
Population Summary			
2000 Total Population	85,027	252,151	1,006,650
2010 Total Population	81,585	245,767	1,024,616
2016 Total Population	81,671	246,627	1,041,447
2016 Group Quarters	1,344	4,592	32,019
2021 Total Population	82,033	248,110	1,060,248
2016-2021 Annual Rate	0.09%	0.12%	0.36%
2016 Total Daytime Population	88,197	243,119	1,064,700
Workers	43,004	106,642	518,559
Residents	45,193	136,477	546,141
Household Summary			
2000 Households	33,503	96,752	384,418
2000 Average Household Size	2.48	2.53	2.52
2010 Households	32,953	97,182	400,482
2010 Average Household Size	2.44	2.48	2.48
2016 Households	32,830	97,287	407,858
2016 Average Household Size	2.45	2.49	2.47
2021 Households	32,896	97,759	415,774
2021 Average Household Size	2.45	2.49	2.47
2016-2021 Annual Rate	0.04%	0.10%	0.39%
2010 Families	21,607	65,288	259,892
2010 Average Family Size	3.00	3.01	3.03
2016 Families	21,274	64,622	261,593
2016 Average Family Size	3.02	3.02	3.04
2021 Families	21,184	64,561	265,051
2021 Average Family Size	3.04	3.03	3.04
2016-2021 Annual Rate	-0.08%	-0.02%	0.26%
Housing Unit Summary			
2000 Housing Units	37,848	113,443	425,385
Owner Occupied Housing Units	61.3%	63.5%	64.9%
Renter Occupied Housing Units	27.2%	21.8%	25.4%
Vacant Housing Units	11.5%	14.7%	9.6%
2010 Housing Units	38,859	119,807	461,630
Owner Occupied Housing Units	58.4%	59.5%	60.7%
Renter Occupied Housing Units	26.4%	21.7%	26.1%
Vacant Housing Units	15.2%	18.9%	13.2%
2016 Housing Units	39,139	121,123	472,352
Owner Occupied Housing Units	57.1%	58.1%	59.0%
Renter Occupied Housing Units	26.8%	22.2%	27.4%
Vacant Housing Units	16.1%	19.7%	13.7%
2021 Housing Units	39,345	122,176	481,977
Owner Occupied Housing Units	56.9%	57.9%	58.8%
Renter Occupied Housing Units	26.7%	22.1%	27.4%
Vacant Housing Units	16.4%	20.0%	13.7%
Median Household Income			
2016	\$44,239	\$44,506	\$46,513
2021	\$51,094	\$50,803	\$52,959
Median Home Value			
2016	\$151,185	\$137,155	\$137,926
2021	\$186,482	\$175,654	\$170,119
Per Capita Income			
2016	\$25,811	\$24,380	\$25,081
2021	\$28,582	\$26,878	\$27,648
Median Age			
2010	40.3	40.5	37.3
2016	41.5	41.7	38.3
2021	42.4	42.6	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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income			
Household Income Base	32,830	97,287	407,858
<\$15,000	16.1%	14.8%	13.8%
\$15,000 - \$24,999	12.4%	12.5%	12.0%
\$25,000 - \$34,999	11.7%	12.1%	11.9%
\$35,000 - \$49,999	14.2%	15.1%	15.1%
\$50,000 - \$74,999	16.1%	18.0%	18.6%
\$75,000 - \$99,999	11.8%	11.8%	11.9%
\$100,000 - \$149,999	10.6%	10.1%	10.9%
\$150,000 - \$199,999	3.7%	3.1%	3.2%
\$200,000+	3.3%	2.5%	2.8%
Average Household Income	\$63,120	\$60,501	\$62,716
2021 Households by Income			
Household Income Base	32,896	97,759	415,774
<\$15,000	15.9%	14.9%	13.8%
\$15,000 - \$24,999	11.7%	12.0%	11.5%
\$25,000 - \$34,999	12.9%	13.3%	12.3%
\$35,000 - \$49,999	8.5%	9.0%	9.0%
\$50,000 - \$74,999	16.6%	18.3%	19.5%
\$75,000 - \$99,999	12.9%	13.3%	13.6%
\$100,000 - \$149,999	12.9%	12.4%	13.1%
\$150,000 - \$199,999	4.8%	4.0%	4.1%
\$200,000+	3.8%	3.0%	3.1%
Average Household Income	\$70,192	\$66,912	\$69,201
2016 Owner Occupied Housing Units by Value			
Total	22,340	70,396	278,492
<\$50,000	13.8%	14.2%	12.1%
\$50,000 - \$99,999	17.0%	21.9%	22.0%
\$100,000 - \$149,999	18.8%	18.6%	20.9%
\$150,000 - \$199,999	14.7%	14.3%	16.7%
\$200,000 - \$249,999	10.3%	9.1%	9.6%
\$250,000 - \$299,999	6.7%	5.7%	5.2%
\$300,000 - \$399,999	8.4%	6.9%	6.2%
\$400,000 - \$499,999	3.6%	3.3%	3.0%
\$500,000 - \$749,999	4.5%	4.2%	3.0%
\$750,000 - \$999,999	0.9%	0.7%	0.6%
\$1,000,000 +	1.2%	1.1%	0.7%
Average Home Value	\$203,750	\$188,911	\$178,598
2021 Owner Occupied Housing Units by Value			
Total	22,397	70,733	283,474
<\$50,000	8.8%	9.0%	7.8%
\$50,000 - \$99,999	13.1%	17.1%	17.4%
\$100,000 - \$149,999	14.4%	14.7%	16.3%
\$150,000 - \$199,999	18.8%	18.0%	21.2%
\$200,000 - \$249,999	13.2%	13.1%	14.2%
\$250,000 - \$299,999	10.1%	8.9%	7.8%
\$300,000 - \$399,999	9.7%	8.3%	7.1%
\$400,000 - \$499,999	4.2%	3.9%	3.3%
\$500,000 - \$749,999	5.5%	5.2%	3.6%
\$750,000 - \$999,999	1.2%	0.9%	0.8%
\$1,000,000 +	1.1%	0.9%	0.6%
Average Home Value	\$230,812	\$217,636	\$202,038

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	81,586	245,770	1,024,616
0 - 4	6.5%	6.3%	6.5%
5 - 9	6.7%	6.5%	6.6%
10 - 14	7.0%	6.8%	6.8%
15 - 24	12.4%	12.7%	15.2%
25 - 34	11.1%	11.2%	12.2%
35 - 44	12.3%	12.3%	12.3%
45 - 54	15.3%	15.3%	14.4%
55 - 64	13.0%	13.4%	12.3%
65 - 74	8.1%	8.4%	7.1%
75 - 84	5.2%	5.1%	4.6%
85 +	2.4%	2.2%	2.1%
18 +	75.4%	76.0%	75.9%
2016 Population by Age			
Total	81,672	246,626	1,041,447
0 - 4	6.1%	5.9%	6.1%
5 - 9	6.2%	6.1%	6.2%
10 - 14	6.6%	6.4%	6.4%
15 - 24	12.4%	12.4%	15.1%
25 - 34	11.4%	11.6%	12.5%
35 - 44	11.5%	11.5%	11.7%
45 - 54	13.7%	13.6%	12.9%
55 - 64	14.2%	14.6%	13.4%
65 - 74	10.1%	10.4%	9.0%
75 - 84	5.3%	5.1%	4.5%
85 +	2.6%	2.3%	2.3%
18 +	77.3%	77.8%	77.5%
2021 Population by Age			
Total	82,034	248,109	1,060,248
0 - 4	5.9%	5.7%	6.0%
5 - 9	6.0%	5.9%	6.0%
10 - 14	6.3%	6.3%	6.3%
15 - 24	11.6%	11.7%	14.4%
25 - 34	11.5%	11.5%	12.5%
35 - 44	11.7%	11.6%	11.8%
45 - 54	12.3%	12.2%	11.8%
55 - 64	14.2%	14.5%	13.2%
65 - 74	11.8%	12.1%	10.6%
75 - 84	6.2%	6.1%	5.2%
85 +	2.6%	2.4%	2.2%
18 +	78.1%	78.2%	78.0%
2010 Population by Sex			
Males	39,504	120,432	502,064
Females	42,081	125,335	522,552
2016 Population by Sex			
Males	39,666	121,195	511,582
Females	42,005	125,432	529,865
2021 Population by Sex			
Males	39,947	122,325	522,104
Females	42,086	125,786	538,144

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	81,584	245,767	1,024,616
White Alone	70.3%	80.4%	81.5%
Black Alone	23.8%	11.8%	10.2%
American Indian Alone	0.4%	0.7%	0.5%
Asian Alone	1.5%	1.2%	1.8%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	1.9%	3.2%	3.1%
Two or More Races	2.1%	2.6%	2.8%
Hispanic Origin	4.2%	6.9%	7.1%
Diversity Index	49.3	42.4	41.5
2016 Population by Race/Ethnicity			
Total	81,673	246,627	1,041,447
White Alone	69.4%	79.2%	79.8%
Black Alone	23.5%	11.7%	10.4%
American Indian Alone	0.5%	0.8%	0.5%
Asian Alone	1.9%	1.5%	2.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.2%	3.8%	3.6%
Two or More Races	2.4%	3.0%	3.3%
Hispanic Origin	5.1%	8.1%	8.4%
Diversity Index	51.4	45.4	45.2
2021 Population by Race/Ethnicity			
Total	82,032	248,110	1,060,248
White Alone	68.6%	78.4%	78.4%
Black Alone	23.2%	11.5%	10.6%
American Indian Alone	0.5%	0.8%	0.5%
Asian Alone	2.3%	1.8%	2.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.6%	4.1%	4.1%
Two or More Races	2.7%	3.3%	3.7%
Hispanic Origin	5.9%	8.9%	9.6%
Diversity Index	53.4	47.3	48.2
2010 Population by Relationship and Household Type			
Total	81,585	245,767	1,024,616
In Households	98.4%	98.1%	96.9%
In Family Households	81.9%	82.4%	79.4%
Householder	26.5%	26.6%	25.4%
Spouse	18.2%	19.4%	18.6%
Child	31.6%	30.9%	30.2%
Other relative	3.2%	3.0%	2.8%
Nonrelative	2.4%	2.6%	2.4%
In Nonfamily Households	16.4%	15.7%	17.5%
In Group Quarters	1.6%	1.9%	3.1%
Institutionalized Population	1.1%	0.8%	1.0%
Noninstitutionalized Population	0.5%	1.1%	2.1%

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



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2016 Population 25+ by Educational Attainment			
Total	56,158	170,505	689,924
Less than 9th Grade	4.4%	4.2%	3.3%
9th - 12th Grade, No Diploma	7.4%	7.4%	7.0%
High School Graduate	25.6%	26.9%	25.9%
GED/Alternative Credential	3.9%	4.9%	4.8%
Some College, No Degree	22.0%	23.3%	22.5%
Associate Degree	9.8%	9.8%	9.0%
Bachelor's Degree	16.5%	14.2%	16.8%
Graduate/Professional Degree	10.4%	9.3%	10.7%
2016 Population 15+ by Marital Status			
Total	66,299	201,209	846,957
Never Married	31.3%	29.5%	33.4%
Married	49.9%	51.3%	48.7%
Widowed	6.9%	6.7%	5.8%
Divorced	11.8%	12.4%	12.0%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	94.1%	94.7%	94.4%
Civilian Unemployed	5.9%	5.3%	5.6%
2016 Employed Population 16+ by Industry			
Total	36,878	111,500	499,915
Agriculture/Mining	2.1%	3.4%	1.7%
Construction	4.7%	5.6%	4.8%
Manufacturing	24.2%	21.1%	21.3%
Wholesale Trade	1.8%	2.3%	2.5%
Retail Trade	9.8%	9.7%	10.8%
Transportation/Utilities	5.7%	5.4%	3.8%
Information	1.2%	1.2%	1.1%
Finance/Insurance/Real Estate	4.2%	4.0%	4.8%
Services	43.4%	44.3%	46.8%
Public Administration	2.9%	3.0%	2.5%
2016 Employed Population 16+ by Occupation			
Total	36,879	111,500	499,915
White Collar	56.0%	52.2%	55.2%
Management/Business/Financial	13.4%	11.5%	12.3%
Professional	20.1%	19.3%	20.5%
Sales	9.5%	8.6%	9.6%
Administrative Support	13.1%	12.8%	12.8%
Services	19.0%	19.0%	18.2%
Blue Collar	25.0%	28.8%	26.6%
Farming/Forestry/Fishing	1.6%	2.4%	1.0%
Construction/Extraction	4.4%	5.4%	4.7%
Installation/Maintenance/Repair	2.6%	3.6%	3.3%
Production	10.3%	10.5%	10.7%
Transportation/Material Moving	6.2%	6.9%	6.9%
2010 Population By Urban/ Rural Status			
Total Population	81,585	245,767	1,024,616
Population Inside Urbanized Area	69.9%	40.7%	69.0%
Population Inside Urbanized Cluster	9.8%	15.9%	5.7%
Rural Population	20.3%	43.4%	25.3%

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	32,953	97,182	400,482
Households with 1 Person	29.3%	27.4%	28.0%
Households with 2+ People	70.7%	72.6%	72.0%
Family Households	65.6%	67.2%	64.9%
Husband-wife Families	45.1%	49.1%	47.6%
With Related Children	17.0%	18.9%	19.6%
Other Family (No Spouse Present)	20.5%	18.1%	17.3%
Other Family with Male Householder	4.5%	4.9%	4.7%
With Related Children	2.5%	2.8%	2.9%
Other Family with Female Householder	16.0%	13.3%	12.6%
With Related Children	11.0%	8.8%	8.5%
Nonfamily Households	5.1%	5.4%	7.1%
All Households with Children	31.0%	31.1%	31.5%
Multigenerational Households	3.6%	3.6%	3.2%
Unmarried Partner Households	6.2%	6.8%	7.1%
Male-female	5.7%	6.2%	6.4%
Same-sex	0.5%	0.6%	0.7%
2010 Households by Size			
Total	32,954	97,182	400,482
1 Person Household	29.3%	27.4%	28.0%
2 Person Household	34.4%	35.5%	34.6%
3 Person Household	15.2%	15.3%	15.2%
4 Person Household	11.9%	12.0%	12.4%
5 Person Household	5.6%	5.9%	6.0%
6 Person Household	2.2%	2.4%	2.4%
7 + Person Household	1.4%	1.5%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	32,953	97,182	400,482
Owner Occupied	68.9%	73.3%	69.9%
Owned with a Mortgage/Loan	45.0%	47.7%	48.1%
Owned Free and Clear	23.9%	25.6%	21.9%
Renter Occupied	31.1%	26.7%	30.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	38,859	119,807	461,630
Housing Units Inside Urbanized Area	67.4%	38.2%	67.2%
Housing Units Inside Urbanized Cluster	11.0%	15.9%	6.1%
Rural Housing Units	21.6%	45.9%	26.7%

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. Comfortable Empty Nesters	Salt of the Earth (6B)	Salt of the Earth (6B)
	2. Modest Income Homes	Heartland Communities	Traditional Living (12B)
	3. Midlife Constants (5E)	Comfortable Empty Nesters	Green Acres (6A)
2016 Consumer Spending			
Apparel & Services: Total \$	\$53,298,404	\$150,331,912	\$663,922,834
Average Spent	\$1,623.47	\$1,545.24	\$1,627.83
Spending Potential Index	81	77	81
Education: Total \$	\$36,365,225	\$98,956,225	\$461,533,062
Average Spent	\$1,107.68	\$1,017.16	\$1,131.60
Spending Potential Index	78	72	80
Entertainment/Recreation: Total \$	\$79,090,629	\$227,208,777	\$977,163,198
Average Spent	\$2,409.10	\$2,335.45	\$2,395.84
Spending Potential Index	83	80	82
Food at Home: Total \$	\$138,003,218	\$397,327,206	\$1,711,029,474
Average Spent	\$4,203.57	\$4,084.07	\$4,195.16
Spending Potential Index	84	82	84
Food Away from Home: Total \$	\$82,595,227	\$235,168,705	\$1,033,688,659
Average Spent	\$2,515.85	\$2,417.27	\$2,534.43
Spending Potential Index	81	78	82
Health Care: Total \$	\$150,053,774	\$438,695,280	\$1,832,653,678
Average Spent	\$4,570.63	\$4,509.29	\$4,493.36
Spending Potential Index	86	85	85
HH Furnishings & Equipment: Total \$	\$47,496,173	\$135,524,112	\$590,395,199
Average Spent	\$1,446.73	\$1,393.03	\$1,447.55
Spending Potential Index	82	79	82
Personal Care Products & Services: Total \$	\$19,591,550	\$55,926,017	\$242,208,938
Average Spent	\$596.76	\$574.86	\$593.86
Spending Potential Index	81	78	81
Shelter: Total \$	\$409,698,253	\$1,136,682,439	\$5,071,043,748
Average Spent	\$12,479.39	\$11,683.81	\$12,433.36
Spending Potential Index	80	75	80
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$65,095,022	\$187,591,284	\$796,243,350
Average Spent	\$1,982.79	\$1,928.23	\$1,952.26
Spending Potential Index	85	83	84
Travel: Total \$	\$48,617,313	\$137,462,817	\$600,005,213
Average Spent	\$1,480.88	\$1,412.96	\$1,471.11
Spending Potential Index	80	76	79
Vehicle Maintenance & Repairs: Total \$	\$28,495,092	\$82,633,340	\$353,046,925
Average Spent	\$867.96	\$849.38	\$865.61
Spending Potential Index	84	82	84

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.