



Market Profile

Kaybee Park
 Lat.: 40.477 Long.: -85.545
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 40.47664
 Longitude: -85.54481

	20 minutes	40 minutes	60 minutes
Population Summary			
2000 Total Population	77,624	410,383	1,190,434
2010 Total Population	73,090	394,503	1,263,519
2016 Total Population	71,920	391,283	1,301,999
2016 Group Quarters	5,010	19,222	40,779
2021 Total Population	70,814	388,806	1,336,515
2016-2021 Annual Rate	-0.31%	-0.13%	0.52%
2016 Total Daytime Population	71,630	379,196	1,275,077
Workers	31,918	164,986	597,732
Residents	39,712	214,210	677,345
Household Summary			
2000 Households	29,956	161,774	464,634
2000 Average Household Size	2.43	2.43	2.49
2010 Households	28,454	156,426	491,754
2010 Average Household Size	2.39	2.40	2.49
2016 Households	28,360	155,669	505,290
2016 Average Household Size	2.36	2.39	2.50
2021 Households	28,072	154,959	517,900
2021 Average Household Size	2.34	2.39	2.50
2016-2021 Annual Rate	-0.20%	-0.09%	0.49%
2010 Families	18,833	101,916	328,929
2010 Average Family Size	2.89	2.91	3.03
2016 Families	18,593	100,418	335,583
2016 Average Family Size	2.85	2.90	3.04
2021 Families	18,319	99,463	342,919
2021 Average Family Size	2.84	2.90	3.05
2016-2021 Annual Rate	-0.30%	-0.19%	0.43%
Housing Unit Summary			
2000 Housing Units	32,442	174,362	499,579
Owner Occupied Housing Units	68.3%	67.6%	67.9%
Renter Occupied Housing Units	24.0%	25.2%	25.1%
Vacant Housing Units	7.7%	7.2%	7.0%
2010 Housing Units	32,120	176,407	544,898
Owner Occupied Housing Units	62.5%	62.1%	64.5%
Renter Occupied Housing Units	26.1%	26.5%	25.8%
Vacant Housing Units	11.4%	11.3%	9.8%
2016 Housing Units	32,252	177,411	561,602
Owner Occupied Housing Units	60.0%	59.4%	62.4%
Renter Occupied Housing Units	27.9%	28.3%	27.5%
Vacant Housing Units	12.1%	12.3%	10.0%
2021 Housing Units	32,181	177,764	576,327
Owner Occupied Housing Units	59.5%	59.1%	62.5%
Renter Occupied Housing Units	27.7%	28.1%	27.4%
Vacant Housing Units	12.8%	12.8%	10.1%
Median Household Income			
2016	\$40,606	\$42,337	\$50,739
2021	\$47,292	\$47,740	\$57,102
Median Home Value			
2016	\$86,663	\$94,745	\$125,782
2021	\$107,350	\$117,007	\$150,954
Per Capita Income			
2016	\$21,402	\$22,547	\$26,335
2021	\$23,947	\$24,847	\$29,131
Median Age			
2010	39.1	38.6	37.1
2016	40.1	39.7	38.0
2021	40.7	40.4	38.6

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	28,360	155,662	505,283
<\$15,000	14.7%	14.9%	11.8%
\$15,000 - \$24,999	14.7%	12.9%	10.6%
\$25,000 - \$34,999	13.0%	12.7%	11.4%
\$35,000 - \$49,999	16.7%	16.7%	15.3%
\$50,000 - \$74,999	20.0%	19.5%	19.8%
\$75,000 - \$99,999	10.5%	11.4%	12.6%
\$100,000 - \$149,999	7.3%	8.5%	11.6%
\$150,000 - \$199,999	2.0%	2.0%	3.7%
\$200,000+	1.2%	1.5%	3.1%
Average Household Income	\$53,046	\$55,460	\$66,859
2021 Households by Income			
Household Income Base	28,072	154,952	517,893
<\$15,000	14.8%	15.1%	11.7%
\$15,000 - \$24,999	15.8%	12.9%	10.3%
\$25,000 - \$34,999	8.9%	12.1%	10.8%
\$35,000 - \$49,999	12.3%	11.1%	9.4%
\$50,000 - \$74,999	21.7%	20.1%	20.7%
\$75,000 - \$99,999	12.8%	13.3%	14.7%
\$100,000 - \$149,999	9.6%	10.7%	14.2%
\$150,000 - \$199,999	2.9%	2.8%	4.7%
\$200,000+	1.3%	1.7%	3.4%
Average Household Income	\$59,188	\$61,129	\$74,203
2016 Owner Occupied Housing Units by Value			
Total	19,355	105,408	350,558
<\$50,000	22.8%	18.9%	12.3%
\$50,000 - \$99,999	37.1%	34.7%	26.4%
\$100,000 - \$149,999	19.6%	20.9%	21.9%
\$150,000 - \$199,999	10.4%	11.7%	14.8%
\$200,000 - \$249,999	4.6%	5.5%	8.5%
\$250,000 - \$299,999	2.1%	3.1%	5.0%
\$300,000 - \$399,999	1.5%	2.9%	5.5%
\$400,000 - \$499,999	0.4%	0.8%	2.4%
\$500,000 - \$749,999	0.7%	0.8%	1.9%
\$750,000 - \$999,999	0.2%	0.3%	0.8%
\$1,000,000 +	0.5%	0.3%	0.4%
Average Home Value	\$112,309	\$123,328	\$163,617
2021 Owner Occupied Housing Units by Value			
Total	19,153	104,972	360,067
<\$50,000	16.1%	13.5%	8.6%
\$50,000 - \$99,999	30.5%	29.5%	21.6%
\$100,000 - \$149,999	23.2%	20.5%	19.4%
\$150,000 - \$199,999	15.1%	16.6%	19.2%
\$200,000 - \$249,999	8.2%	9.1%	12.6%
\$250,000 - \$299,999	3.1%	4.7%	6.7%
\$300,000 - \$399,999	1.8%	3.4%	5.8%
\$400,000 - \$499,999	0.4%	0.9%	2.4%
\$500,000 - \$749,999	1.0%	1.1%	2.2%
\$750,000 - \$999,999	0.2%	0.4%	0.9%
\$1,000,000 +	0.4%	0.3%	0.4%
Average Home Value	\$130,705	\$143,326	\$181,829

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	73,089	394,500	1,263,519
0 - 4	5.8%	5.8%	6.7%
5 - 9	5.8%	5.9%	6.9%
10 - 14	6.3%	6.3%	7.0%
15 - 24	17.2%	16.9%	14.1%
25 - 34	10.3%	10.9%	12.5%
35 - 44	11.6%	11.9%	13.1%
45 - 54	14.4%	14.2%	14.4%
55 - 64	12.7%	12.5%	11.8%
65 - 74	8.5%	8.4%	7.1%
75 - 84	5.3%	5.2%	4.3%
85 +	2.1%	2.2%	1.9%
18 +	78.1%	77.9%	75.0%
2016 Population by Age			
Total	71,921	391,285	1,301,999
0 - 4	5.5%	5.5%	6.4%
5 - 9	5.7%	5.6%	6.6%
10 - 14	5.8%	5.8%	6.8%
15 - 24	16.9%	16.5%	14.0%
25 - 34	10.8%	11.5%	12.5%
35 - 44	10.8%	11.1%	12.6%
45 - 54	12.7%	12.8%	13.2%
55 - 64	13.6%	13.3%	12.7%
65 - 74	10.3%	10.1%	8.8%
75 - 84	5.5%	5.4%	4.4%
85 +	2.3%	2.4%	2.0%
18 +	79.6%	79.5%	76.3%
2021 Population by Age			
Total	70,816	388,805	1,336,515
0 - 4	5.3%	5.4%	6.3%
5 - 9	5.6%	5.5%	6.4%
10 - 14	6.0%	5.9%	6.7%
15 - 24	16.1%	15.7%	13.3%
25 - 34	11.1%	11.6%	12.6%
35 - 44	10.6%	11.0%	12.6%
45 - 54	11.6%	11.7%	12.3%
55 - 64	13.6%	13.3%	12.7%
65 - 74	11.6%	11.3%	10.0%
75 - 84	6.3%	6.2%	5.0%
85 +	2.4%	2.4%	2.0%
18 +	79.7%	79.7%	76.7%
2010 Population by Sex			
Males	35,326	191,411	618,679
Females	37,764	203,092	644,840
2016 Population by Sex			
Males	34,905	190,452	639,155
Females	37,015	200,832	662,844
2021 Population by Sex			
Males	34,515	189,897	658,047
Females	36,299	198,909	678,468

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	73,089	394,502	1,263,519
White Alone	89.4%	90.7%	86.9%
Black Alone	6.2%	5.5%	7.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.4%	0.6%	1.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	1.0%	1.6%
Two or More Races	2.3%	1.8%	2.1%
Hispanic Origin	3.2%	2.5%	3.9%
Diversity Index	24.7	21.4	29.7
2016 Population by Race/Ethnicity			
Total	71,919	391,284	1,301,999
White Alone	88.1%	89.7%	85.0%
Black Alone	6.5%	5.7%	7.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.6%	0.8%	2.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.6%	1.2%	1.9%
Two or More Races	2.7%	2.2%	2.6%
Hispanic Origin	4.0%	3.2%	4.7%
Diversity Index	27.8	24.2	33.6
2021 Population by Race/Ethnicity			
Total	70,814	388,806	1,336,515
White Alone	87.0%	88.7%	83.3%
Black Alone	6.7%	5.9%	8.0%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	0.8%	1.0%	3.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.8%	1.5%	2.2%
Two or More Races	3.2%	2.5%	3.0%
Hispanic Origin	4.7%	3.8%	5.5%
Diversity Index	30.6	26.9	37.3
2010 Population by Relationship and Household Type			
Total	73,090	394,503	1,263,519
In Households	93.1%	95.2%	96.8%
In Family Households	77.3%	77.6%	80.9%
Householder	25.7%	25.8%	26.0%
Spouse	18.5%	19.1%	19.6%
Child	27.7%	28.0%	30.8%
Other relative	2.5%	2.3%	2.3%
Nonrelative	2.8%	2.4%	2.2%
In Nonfamily Households	15.9%	17.6%	15.9%
In Group Quarters	6.9%	4.8%	3.2%
Institutionalized Population	1.2%	1.3%	1.7%
Noninstitutionalized Population	5.6%	3.5%	1.4%

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	47,580	260,321	861,879
Less than 9th Grade	4.0%	3.4%	3.1%
9th - 12th Grade, No Diploma	9.2%	8.2%	6.5%
High School Graduate	34.8%	32.9%	27.7%
GED/Alternative Credential	7.0%	6.3%	5.0%
Some College, No Degree	20.2%	21.2%	21.3%
Associate Degree	7.8%	8.6%	9.0%
Bachelor's Degree	10.5%	11.7%	17.5%
Graduate/Professional Degree	6.4%	7.7%	9.8%
2016 Population 15+ by Marital Status			
Total	59,722	324,989	1,044,727
Never Married	31.1%	31.1%	29.7%
Married	47.2%	48.3%	51.2%
Widowed	6.7%	6.7%	5.9%
Divorced	15.0%	13.9%	13.2%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	94.7%	93.8%	94.8%
Civilian Unemployed	5.3%	6.2%	5.2%
2016 Employed Population 16+ by Industry			
Total	32,392	178,448	623,788
Agriculture/Mining	1.3%	1.5%	1.2%
Construction	3.3%	4.6%	4.7%
Manufacturing	17.1%	17.2%	17.8%
Wholesale Trade	2.0%	2.3%	2.8%
Retail Trade	14.8%	12.5%	12.0%
Transportation/Utilities	3.9%	4.0%	3.5%
Information	1.5%	1.3%	1.6%
Finance/Insurance/Real Estate	3.8%	4.4%	6.2%
Services	49.3%	49.3%	47.2%
Public Administration	3.0%	3.0%	3.0%
2016 Employed Population 16+ by Occupation			
Total	32,392	178,449	623,788
White Collar	51.4%	52.5%	58.6%
Management/Business/Financial	10.1%	10.6%	13.5%
Professional	16.6%	18.4%	21.4%
Sales	10.4%	9.2%	10.0%
Administrative Support	14.3%	14.2%	13.6%
Services	20.4%	19.8%	17.1%
Blue Collar	28.2%	27.7%	24.3%
Farming/Forestry/Fishing	0.6%	0.6%	0.4%
Construction/Extraction	3.4%	4.1%	4.2%
Installation/Maintenance/Repair	4.0%	3.8%	3.2%
Production	11.5%	10.9%	9.7%
Transportation/Material Moving	8.7%	8.3%	6.7%
2010 Population By Urban/ Rural Status			
Total Population	73,090	394,503	1,263,519
Population Inside Urbanized Area	0.1%	43.0%	60.6%
Population Inside Urbanized Cluster	68.8%	25.7%	16.2%
Rural Population	31.0%	31.2%	23.3%

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	28,454	156,426	491,754
Households with 1 Person	28.5%	28.2%	27.2%
Households with 2+ People	71.5%	71.8%	72.8%
Family Households	66.2%	65.2%	66.9%
Husband-wife Families	47.8%	48.1%	50.5%
With Related Children	16.9%	17.8%	21.6%
Other Family (No Spouse Present)	18.4%	17.1%	16.4%
Other Family with Male Householder	5.1%	4.8%	4.5%
With Related Children	3.2%	3.0%	2.8%
Other Family with Female Householder	13.3%	12.3%	11.9%
With Related Children	9.2%	8.3%	8.2%
Nonfamily Households	5.3%	6.7%	5.9%
All Households with Children	30.0%	29.6%	33.2%
Multigenerational Households	3.4%	3.1%	2.9%
Unmarried Partner Households	7.2%	6.9%	6.5%
Male-female	6.7%	6.4%	5.9%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	28,454	156,426	491,754
1 Person Household	28.5%	28.2%	27.2%
2 Person Household	36.5%	36.4%	34.6%
3 Person Household	15.0%	15.4%	15.6%
4 Person Household	11.5%	11.8%	13.1%
5 Person Household	5.2%	5.3%	6.1%
6 Person Household	2.0%	1.9%	2.2%
7 + Person Household	1.2%	1.0%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	28,454	156,426	491,754
Owner Occupied	70.6%	70.1%	71.4%
Owned with a Mortgage/Loan	45.3%	46.5%	51.5%
Owned Free and Clear	25.3%	23.6%	19.9%
Renter Occupied	29.4%	29.9%	28.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	32,120	176,407	544,898
Housing Units Inside Urbanized Area	0.1%	44.7%	61.3%
Housing Units Inside Urbanized Cluster	69.4%	25.6%	16.6%
Rural Housing Units	30.5%	29.7%	22.0%

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.

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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Top 3 Tapestry Segments			
1.	Heartland Communities	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	Small Town Simplicity	Heartland Communities	Traditional Living (12B)
3.	Salt of the Earth (6B)	Traditional Living (12B)	Heartland Communities
2016 Consumer Spending			
Apparel & Services: Total \$	\$38,328,992	\$221,480,041	\$870,280,074
Average Spent	\$1,351.52	\$1,422.76	\$1,722.34
Spending Potential Index	67	71	86
Education: Total \$	\$25,074,797	\$152,460,256	\$601,021,097
Average Spent	\$884.16	\$979.39	\$1,189.46
Spending Potential Index	63	69	84
Entertainment/Recreation: Total \$	\$58,730,593	\$333,398,333	\$1,291,775,831
Average Spent	\$2,070.90	\$2,141.71	\$2,556.50
Spending Potential Index	71	73	88
Food at Home: Total \$	\$104,135,720	\$588,655,843	\$2,244,542,029
Average Spent	\$3,671.92	\$3,781.46	\$4,442.09
Spending Potential Index	74	76	89
Food Away from Home: Total \$	\$60,280,313	\$346,804,590	\$1,356,458,241
Average Spent	\$2,125.54	\$2,227.83	\$2,684.51
Spending Potential Index	69	72	87
Health Care: Total \$	\$114,339,441	\$639,980,970	\$2,419,547,827
Average Spent	\$4,031.72	\$4,111.17	\$4,788.43
Spending Potential Index	76	78	90
HH Furnishings & Equipment: Total \$	\$34,636,361	\$199,006,375	\$779,353,512
Average Spent	\$1,221.31	\$1,278.39	\$1,542.39
Spending Potential Index	69	72	87
Personal Care Products & Services: Total \$	\$14,190,564	\$81,229,124	\$318,444,972
Average Spent	\$500.37	\$521.81	\$630.22
Spending Potential Index	68	71	86
Shelter: Total \$	\$287,802,608	\$1,677,084,492	\$6,646,352,762
Average Spent	\$10,148.19	\$10,773.40	\$13,153.54
Spending Potential Index	65	69	84
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$48,226,028	\$273,423,254	\$1,051,315,781
Average Spent	\$1,700.49	\$1,756.44	\$2,080.62
Spending Potential Index	73	76	90
Travel: Total \$	\$34,344,999	\$199,602,316	\$798,322,794
Average Spent	\$1,211.04	\$1,282.22	\$1,579.93
Spending Potential Index	65	69	85
Vehicle Maintenance & Repairs: Total \$	\$21,562,448	\$121,664,360	\$465,554,230
Average Spent	\$760.31	\$781.56	\$921.36
Spending Potential Index	73	75	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 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.