



Market Profile

North Business Park
 Lat.: 32.581 Long.: -94.765
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 32.58099
 Longitude: -94.76493

	20 minutes	40 minutes	60 minutes
Population Summary			
2000 Total Population	107,301	233,365	515,846
2010 Total Population	118,422	254,887	569,461
2016 Total Population	124,773	267,770	596,366
2016 Group Quarters	3,816	10,797	19,682
2021 Total Population	129,355	276,028	614,378
2016-2021 Annual Rate	0.72%	0.61%	0.60%
2016 Total Daytime Population	132,276	273,418	620,126
Workers	63,541	121,389	277,512
Residents	68,735	152,029	342,614
Household Summary			
2000 Households	40,964	87,894	194,925
2000 Average Household Size	2.55	2.56	2.57
2010 Households	44,652	94,990	214,111
2010 Average Household Size	2.57	2.58	2.58
2016 Households	46,999	99,083	222,512
2016 Average Household Size	2.57	2.59	2.59
2021 Households	48,711	102,010	228,775
2021 Average Household Size	2.58	2.60	2.60
2016-2021 Annual Rate	0.72%	0.58%	0.56%
2010 Families	30,728	66,659	148,812
2010 Average Family Size	3.10	3.09	3.10
2016 Families	32,142	69,129	153,662
2016 Average Family Size	3.12	3.12	3.13
2021 Families	33,206	70,950	157,439
2021 Average Family Size	3.13	3.13	3.15
2016-2021 Annual Rate	0.65%	0.52%	0.49%
Housing Unit Summary			
2000 Housing Units	44,409	98,072	219,358
Owner Occupied Housing Units	60.3%	64.0%	64.0%
Renter Occupied Housing Units	31.9%	25.6%	24.9%
Vacant Housing Units	7.8%	10.4%	11.1%
2010 Housing Units	48,020	105,225	240,575
Owner Occupied Housing Units	58.3%	61.9%	61.0%
Renter Occupied Housing Units	34.7%	28.4%	28.0%
Vacant Housing Units	7.0%	9.7%	11.0%
2016 Housing Units	51,150	110,852	251,605
Owner Occupied Housing Units	55.4%	59.1%	58.4%
Renter Occupied Housing Units	36.4%	30.3%	30.1%
Vacant Housing Units	8.1%	10.6%	11.6%
2021 Housing Units	53,195	114,468	259,445
Owner Occupied Housing Units	55.0%	58.7%	58.0%
Renter Occupied Housing Units	36.6%	30.4%	30.2%
Vacant Housing Units	8.4%	10.9%	11.8%
Median Household Income			
2016	\$48,688	\$46,912	\$45,077
2021	\$51,566	\$50,278	\$48,054
Median Home Value			
2016	\$139,208	\$119,254	\$116,776
2021	\$163,501	\$142,008	\$140,239
Per Capita Income			
2016	\$25,513	\$24,402	\$23,993
2021	\$27,394	\$26,201	\$25,672
Median Age			
2010	35.9	36.9	37.2
2016	36.8	37.7	37.9
2021	37.8	38.7	38.7

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	46,999	99,080	222,508
<\$15,000	13.5%	14.5%	14.6%
\$15,000 - \$24,999	11.3%	11.8%	12.6%
\$25,000 - \$34,999	10.8%	10.8%	11.6%
\$35,000 - \$49,999	15.4%	15.3%	15.1%
\$50,000 - \$74,999	19.0%	18.7%	18.2%
\$75,000 - \$99,999	12.1%	11.9%	11.6%
\$100,000 - \$149,999	11.4%	10.9%	10.4%
\$150,000 - \$199,999	3.2%	3.1%	3.0%
\$200,000+	3.3%	3.0%	2.8%
Average Household Income	\$65,442	\$63,360	\$62,003
2021 Households by Income			
Household Income Base	48,711	102,007	228,771
<\$15,000	13.9%	14.9%	14.9%
\$15,000 - \$24,999	11.2%	11.7%	12.6%
\$25,000 - \$34,999	12.3%	11.8%	12.1%
\$35,000 - \$49,999	11.2%	11.3%	11.5%
\$50,000 - \$74,999	16.2%	16.4%	16.7%
\$75,000 - \$99,999	14.7%	14.3%	13.6%
\$100,000 - \$149,999	13.4%	12.7%	11.9%
\$150,000 - \$199,999	3.6%	3.6%	3.5%
\$200,000+	3.6%	3.3%	3.1%
Average Household Income	\$70,537	\$68,384	\$66,704
2016 Owner Occupied Housing Units by Value			
Total	28,357	65,549	146,878
<\$50,000	13.8%	19.0%	18.2%
\$50,000 - \$99,999	20.7%	23.9%	25.4%
\$100,000 - \$149,999	19.7%	18.5%	19.3%
\$150,000 - \$199,999	17.9%	15.1%	14.3%
\$200,000 - \$249,999	10.3%	8.6%	8.4%
\$250,000 - \$299,999	5.2%	4.5%	4.4%
\$300,000 - \$399,999	6.3%	5.3%	5.1%
\$400,000 - \$499,999	2.4%	2.0%	1.9%
\$500,000 - \$749,999	2.0%	1.7%	1.7%
\$750,000 - \$999,999	0.6%	0.5%	0.7%
\$1,000,000 +	1.0%	0.8%	0.7%
Average Home Value	\$175,476	\$157,129	\$155,258
2021 Owner Occupied Housing Units by Value			
Total	29,239	67,200	150,381
<\$50,000	9.5%	13.9%	13.0%
\$50,000 - \$99,999	18.0%	21.5%	21.4%
\$100,000 - \$149,999	17.6%	17.4%	19.4%
\$150,000 - \$199,999	17.8%	15.0%	15.4%
\$200,000 - \$249,999	14.7%	12.2%	12.1%
\$250,000 - \$299,999	8.2%	7.4%	6.8%
\$300,000 - \$399,999	7.1%	6.4%	6.0%
\$400,000 - \$499,999	2.7%	2.3%	2.2%
\$500,000 - \$749,999	2.5%	2.3%	2.1%
\$750,000 - \$999,999	0.8%	0.7%	0.9%
\$1,000,000 +	1.0%	0.9%	0.7%
Average Home Value	\$197,326	\$179,858	\$177,577

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	118,420	254,887	569,461
0 - 4	7.4%	7.1%	7.0%
5 - 9	7.1%	7.0%	6.9%
10 - 14	6.9%	6.9%	6.8%
15 - 24	14.1%	13.9%	14.1%
25 - 34	13.4%	12.9%	12.5%
35 - 44	12.3%	12.0%	11.8%
45 - 54	14.1%	14.3%	13.8%
55 - 64	11.2%	12.0%	12.1%
65 - 74	7.1%	7.5%	8.0%
75 - 84	4.7%	4.6%	4.9%
85 +	1.8%	1.7%	1.9%
18 +	74.4%	74.8%	75.0%
2016 Population by Age			
Total	124,771	267,767	596,366
0 - 4	6.9%	6.7%	6.7%
5 - 9	6.9%	6.7%	6.7%
10 - 14	6.7%	6.6%	6.6%
15 - 24	13.5%	13.4%	13.4%
25 - 34	13.7%	13.3%	13.3%
35 - 44	12.1%	11.9%	11.6%
45 - 54	12.4%	12.5%	12.2%
55 - 64	12.5%	13.1%	12.9%
65 - 74	8.4%	9.2%	9.6%
75 - 84	4.8%	4.7%	5.1%
85 +	2.0%	1.9%	2.1%
18 +	75.7%	76.3%	76.4%
2021 Population by Age			
Total	129,355	276,027	614,378
0 - 4	6.8%	6.5%	6.5%
5 - 9	6.7%	6.6%	6.5%
10 - 14	6.8%	6.7%	6.7%
15 - 24	12.8%	12.8%	12.7%
25 - 34	13.3%	12.7%	12.8%
35 - 44	12.6%	12.5%	12.2%
45 - 54	11.4%	11.5%	11.3%
55 - 64	12.4%	12.9%	12.6%
65 - 74	9.7%	10.5%	10.8%
75 - 84	5.3%	5.4%	5.8%
85 +	2.2%	2.0%	2.1%
18 +	75.9%	76.4%	76.5%
2010 Population by Sex			
Males	57,974	126,199	279,231
Females	60,448	128,688	290,230
2016 Population by Sex			
Males	61,168	133,282	293,783
Females	63,605	134,488	302,583
2021 Population by Sex			
Males	63,479	137,842	303,610
Females	65,875	138,185	310,768

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	118,422	254,887	569,461
White Alone	70.4%	71.0%	69.5%
Black Alone	17.9%	18.5%	19.1%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	1.1%	0.8%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.7%	6.9%	7.9%
Two or More Races	2.2%	2.1%	2.0%
Hispanic Origin	14.5%	13.2%	15.9%
Diversity Index	60.3	58.4	61.9
2016 Population by Race/Ethnicity			
Total	124,773	267,770	596,366
White Alone	68.5%	69.0%	67.8%
Black Alone	18.0%	18.6%	18.9%
American Indian Alone	0.6%	0.7%	0.7%
Asian Alone	1.3%	0.9%	1.0%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	8.8%	8.1%	9.2%
Two or More Races	2.7%	2.6%	2.4%
Hispanic Origin	16.7%	15.5%	18.3%
Diversity Index	63.7	62.3	65.3
2021 Population by Race/Ethnicity			
Total	129,353	276,027	614,378
White Alone	66.6%	67.2%	66.3%
Black Alone	17.9%	18.4%	18.6%
American Indian Alone	0.6%	0.7%	0.7%
Asian Alone	1.5%	1.1%	1.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	10.2%	9.4%	10.4%
Two or More Races	3.1%	3.0%	2.8%
Hispanic Origin	19.1%	18.0%	20.8%
Diversity Index	67.1	65.8	68.2
2010 Population by Relationship and Household Type			
Total	118,422	254,887	569,461
In Households	96.7%	96.2%	96.9%
In Family Households	82.7%	83.0%	83.2%
Householder	26.0%	26.1%	26.1%
Spouse	18.7%	18.9%	19.0%
Child	31.8%	31.8%	31.8%
Other relative	4.0%	4.0%	4.1%
Nonrelative	2.2%	2.2%	2.1%
In Nonfamily Households	14.1%	13.2%	13.7%
In Group Quarters	3.3%	3.8%	3.1%
Institutionalized Population	1.7%	2.4%	2.1%
Noninstitutionalized Population	1.5%	1.4%	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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Population 25+ by Educational Attainment			
Total	82,366	178,282	397,876
Less than 9th Grade	6.0%	6.3%	7.0%
9th - 12th Grade, No Diploma	9.6%	10.2%	9.9%
High School Graduate	23.3%	25.2%	25.3%
GED/Alternative Credential	4.8%	5.8%	5.6%
Some College, No Degree	26.6%	26.1%	25.2%
Associate Degree	8.5%	7.9%	7.9%
Bachelor's Degree	14.1%	12.7%	13.2%
Graduate/Professional Degree	7.0%	5.8%	6.0%
2016 Population 15+ by Marital Status			
Total	99,168	214,244	477,758
Never Married	29.3%	28.4%	28.7%
Married	50.9%	51.8%	51.4%
Widowed	7.3%	7.3%	7.3%
Divorced	12.5%	12.5%	12.6%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	95.0%	94.2%	94.3%
Civilian Unemployed	5.0%	5.8%	5.7%
2016 Employed Population 16+ by Industry			
Total	56,604	114,954	252,425
Agriculture/Mining	5.1%	7.0%	5.8%
Construction	7.6%	8.2%	7.9%
Manufacturing	11.7%	11.6%	11.5%
Wholesale Trade	3.6%	3.5%	3.1%
Retail Trade	13.3%	12.0%	12.2%
Transportation/Utilities	4.1%	5.2%	5.1%
Information	1.2%	1.0%	1.3%
Finance/Insurance/Real Estate	5.0%	4.9%	4.5%
Services	45.6%	43.8%	45.4%
Public Administration	2.7%	2.9%	3.2%
2016 Employed Population 16+ by Occupation			
Total	56,601	114,955	252,425
White Collar	54.0%	52.1%	51.7%
Management/Business/Financial	11.9%	11.4%	10.7%
Professional	16.8%	16.6%	17.7%
Sales	12.7%	11.2%	10.7%
Administrative Support	12.6%	12.8%	12.4%
Services	17.3%	17.4%	18.8%
Blue Collar	28.7%	30.4%	29.6%
Farming/Forestry/Fishing	0.2%	0.4%	0.7%
Construction/Extraction	7.8%	8.7%	8.0%
Installation/Maintenance/Repair	4.8%	4.6%	4.2%
Production	8.1%	8.5%	8.5%
Transportation/Material Moving	7.8%	8.2%	8.2%
2010 Population By Urban/ Rural Status			
Total Population	118,422	254,887	569,461
Population Inside Urbanized Area	79.3%	39.1%	36.3%
Population Inside Urbanized Cluster	1.5%	20.2%	20.2%
Rural Population	19.3%	40.7%	43.4%

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	44,651	94,990	214,111
Households with 1 Person	26.4%	25.5%	26.0%
Households with 2+ People	73.6%	74.5%	74.0%
Family Households	68.8%	70.2%	69.5%
Husband-wife Families	49.5%	50.8%	50.6%
With Related Children	22.5%	22.2%	21.6%
Other Family (No Spouse Present)	19.3%	19.4%	18.9%
Other Family with Male Householder	5.2%	5.2%	4.9%
With Related Children	3.1%	3.1%	2.9%
Other Family with Female Householder	14.2%	14.2%	14.0%
With Related Children	9.7%	9.6%	9.4%
Nonfamily Households	4.8%	4.3%	4.5%
All Households with Children	35.8%	35.3%	34.3%
Multigenerational Households	4.5%	4.9%	5.0%
Unmarried Partner Households	5.4%	5.3%	5.2%
Male-female	4.8%	4.7%	4.6%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	44,652	94,990	214,111
1 Person Household	26.4%	25.5%	26.0%
2 Person Household	32.9%	33.7%	34.1%
3 Person Household	16.7%	16.7%	16.0%
4 Person Household	13.2%	13.0%	12.6%
5 Person Household	6.5%	6.7%	6.7%
6 Person Household	2.5%	2.6%	2.7%
7 + Person Household	1.7%	1.9%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	44,652	94,990	214,111
Owner Occupied	62.7%	68.5%	68.5%
Owned with a Mortgage/Loan	36.2%	36.5%	36.4%
Owned Free and Clear	26.5%	32.0%	32.1%
Renter Occupied	37.3%	31.5%	31.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	48,020	105,225	240,575
Housing Units Inside Urbanized Area	79.3%	38.3%	35.4%
Housing Units Inside Urbanized Cluster	1.5%	19.1%	18.9%
Rural Housing Units	19.2%	42.6%	45.7%

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.	Southern Satellites (10A)	Southern Satellites (10A)	Southern Satellites (10A)
2.	Middleburg (4C)	Diners & Miners (10C)	Rooted Rural (10B)
3.	Green Acres (6A)	Salt of the Earth (6B)	Diners & Miners (10C)
2016 Consumer Spending			
Apparel & Services: Total \$	\$80,945,724	\$163,929,101	\$360,638,119
Average Spent	\$1,722.29	\$1,654.46	\$1,620.76
Spending Potential Index	86	82	80
Education: Total \$	\$52,516,874	\$100,206,238	\$218,393,558
Average Spent	\$1,117.40	\$1,011.34	\$981.49
Spending Potential Index	79	71	69
Entertainment/Recreation: Total \$	\$117,530,388	\$243,864,157	\$537,513,575
Average Spent	\$2,500.70	\$2,461.21	\$2,415.66
Spending Potential Index	86	84	83
Food at Home: Total \$	\$206,017,817	\$429,581,624	\$949,441,800
Average Spent	\$4,383.45	\$4,335.57	\$4,266.92
Spending Potential Index	88	87	86
Food Away from Home: Total \$	\$126,100,917	\$256,817,509	\$565,511,184
Average Spent	\$2,683.06	\$2,591.94	\$2,541.49
Spending Potential Index	87	84	82
Health Care: Total \$	\$217,567,315	\$464,254,215	\$1,025,595,918
Average Spent	\$4,629.19	\$4,685.51	\$4,609.17
Spending Potential Index	87	88	87
HH Furnishings & Equipment: Total \$	\$71,002,542	\$144,909,774	\$318,670,120
Average Spent	\$1,510.72	\$1,462.51	\$1,432.15
Spending Potential Index	86	83	81
Personal Care Products & Services: Total \$	\$29,445,485	\$60,131,675	\$132,515,064
Average Spent	\$626.51	\$606.88	\$595.54
Spending Potential Index	86	83	81
Shelter: Total \$	\$614,866,850	\$1,214,160,703	\$2,666,115,021
Average Spent	\$13,082.55	\$12,253.98	\$11,981.89
Spending Potential Index	84	79	77
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$94,469,213	\$197,146,023	\$434,182,309
Average Spent	\$2,010.03	\$1,989.71	\$1,951.28
Spending Potential Index	87	86	84
Travel: Total \$	\$71,400,051	\$142,673,953	\$312,482,626
Average Spent	\$1,519.18	\$1,439.94	\$1,404.34
Spending Potential Index	82	77	75
Vehicle Maintenance & Repairs: Total \$	\$42,255,830	\$88,406,242	\$195,475,108
Average Spent	\$899.08	\$892.24	\$878.49
Spending Potential Index	87	86	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.