



Market Profile

Synergy Park
 Lat.: 32.421 Long.: -94.821
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 32.42096
 Longitude: -94.82077

	20 minutes	40 minutes	60 minutes
Population Summary			
2000 Total Population	65,186	276,251	507,757
2010 Total Population	70,744	306,526	572,550
2016 Total Population	73,150	323,333	602,838
2016 Group Quarters	3,534	15,099	19,166
2021 Total Population	74,920	334,352	623,445
2016-2021 Annual Rate	0.48%	0.67%	0.67%
2016 Total Daytime Population	92,556	348,821	610,689
Workers	51,379	168,163	268,789
Residents	41,177	180,658	341,900
Household Summary			
2000 Households	24,371	102,458	191,577
2000 Average Household Size	2.58	2.60	2.57
2010 Households	25,314	111,290	214,847
2010 Average Household Size	2.65	2.63	2.58
2016 Households	26,009	116,528	224,753
2016 Average Household Size	2.68	2.65	2.60
2021 Households	26,552	120,309	232,047
2021 Average Household Size	2.69	2.65	2.60
2016-2021 Annual Rate	0.41%	0.64%	0.64%
2010 Families	17,484	77,292	150,363
2010 Average Family Size	3.20	3.16	3.10
2016 Families	17,883	80,410	156,317
2016 Average Family Size	3.23	3.19	3.13
2021 Families	18,212	82,729	160,853
2021 Average Family Size	3.25	3.21	3.14
2016-2021 Annual Rate	0.37%	0.57%	0.57%
Housing Unit Summary			
2000 Housing Units	26,722	112,768	213,619
Owner Occupied Housing Units	60.3%	62.7%	64.4%
Renter Occupied Housing Units	30.9%	28.2%	25.3%
Vacant Housing Units	8.8%	9.1%	10.3%
2010 Housing Units	27,826	122,429	239,483
Owner Occupied Housing Units	57.7%	59.9%	61.7%
Renter Occupied Housing Units	33.3%	31.0%	28.0%
Vacant Housing Units	9.0%	9.1%	10.3%
2016 Housing Units	29,065	129,098	251,638
Owner Occupied Housing Units	54.7%	57.2%	59.2%
Renter Occupied Housing Units	34.8%	33.1%	30.1%
Vacant Housing Units	10.5%	9.7%	10.7%
2021 Housing Units	29,869	133,655	260,299
Owner Occupied Housing Units	54.2%	56.7%	58.8%
Renter Occupied Housing Units	34.7%	33.3%	30.3%
Vacant Housing Units	11.1%	10.0%	10.9%
Median Household Income			
2016	\$41,142	\$45,205	\$47,692
2021	\$40,599	\$47,218	\$51,123
Median Home Value			
2016	\$98,310	\$117,945	\$127,627
2021	\$114,486	\$141,238	\$154,305
Per Capita Income			
2016	\$21,716	\$23,758	\$25,300
2021	\$23,021	\$25,350	\$27,174
Median Age			
2010	34.1	35.1	36.9
2016	34.9	35.8	37.7
2021	35.9	36.8	38.5

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	26,009	116,525	224,749
<\$15,000	16.6%	14.9%	14.0%
\$15,000 - \$24,999	13.8%	12.1%	11.9%
\$25,000 - \$34,999	12.0%	11.6%	11.2%
\$35,000 - \$49,999	15.3%	15.3%	14.7%
\$50,000 - \$74,999	17.9%	18.3%	18.4%
\$75,000 - \$99,999	10.1%	11.5%	11.8%
\$100,000 - \$149,999	9.2%	10.4%	11.2%
\$150,000 - \$199,999	2.8%	3.0%	3.4%
\$200,000+	2.3%	3.0%	3.4%
Average Household Income	\$57,492	\$62,365	\$65,608
2021 Households by Income			
Household Income Base	26,552	120,306	232,043
<\$15,000	17.4%	15.4%	14.2%
\$15,000 - \$24,999	13.5%	12.0%	11.8%
\$25,000 - \$34,999	14.0%	13.0%	12.0%
\$35,000 - \$49,999	11.6%	11.3%	10.8%
\$50,000 - \$74,999	15.1%	15.8%	16.3%
\$75,000 - \$99,999	12.0%	13.8%	14.0%
\$100,000 - \$149,999	10.7%	12.0%	13.0%
\$150,000 - \$199,999	3.2%	3.4%	3.9%
\$200,000+	2.5%	3.3%	3.8%
Average Household Income	\$61,389	\$67,001	\$70,828
2016 Owner Occupied Housing Units by Value			
Total	15,907	73,828	148,898
<\$50,000	23.8%	18.6%	16.5%
\$50,000 - \$99,999	27.1%	24.4%	22.9%
\$100,000 - \$149,999	18.4%	19.5%	19.3%
\$150,000 - \$199,999	12.8%	14.8%	15.5%
\$200,000 - \$249,999	6.6%	8.2%	9.0%
\$250,000 - \$299,999	2.9%	4.3%	5.2%
\$300,000 - \$399,999	4.3%	5.3%	5.7%
\$400,000 - \$499,999	1.4%	1.9%	2.3%
\$500,000 - \$749,999	1.4%	1.6%	2.0%
\$750,000 - \$999,999	0.6%	0.6%	0.6%
\$1,000,000 +	0.5%	0.8%	0.9%
Average Home Value	\$137,279	\$155,646	\$167,250
2021 Owner Occupied Housing Units by Value			
Total	16,196	75,769	153,086
<\$50,000	18.7%	13.4%	11.4%
\$50,000 - \$99,999	26.8%	21.9%	19.6%
\$100,000 - \$149,999	15.5%	17.8%	17.6%
\$150,000 - \$199,999	12.1%	14.9%	16.3%
\$200,000 - \$249,999	9.9%	12.0%	13.0%
\$250,000 - \$299,999	5.5%	7.3%	8.1%
\$300,000 - \$399,999	5.9%	6.5%	6.8%
\$400,000 - \$499,999	2.1%	2.4%	2.7%
\$500,000 - \$749,999	2.0%	2.2%	2.6%
\$750,000 - \$999,999	0.9%	0.8%	0.9%
\$1,000,000 +	0.6%	0.8%	1.0%
Average Home Value	\$160,381	\$179,669	\$191,804

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	70,747	306,525	572,550
0 - 4	7.7%	7.4%	7.0%
5 - 9	7.3%	7.1%	7.0%
10 - 14	6.8%	6.8%	6.9%
15 - 24	15.7%	15.2%	14.1%
25 - 34	13.8%	13.4%	12.7%
35 - 44	12.1%	12.1%	12.0%
45 - 54	13.6%	13.7%	13.8%
55 - 64	11.0%	11.3%	12.0%
65 - 74	6.4%	6.9%	7.8%
75 - 84	4.2%	4.3%	4.8%
85 +	1.6%	1.7%	1.8%
18 +	74.1%	74.5%	74.9%
2016 Population by Age			
Total	73,148	323,333	602,838
0 - 4	7.3%	7.0%	6.7%
5 - 9	7.2%	6.9%	6.7%
10 - 14	6.8%	6.7%	6.7%
15 - 24	14.6%	14.3%	13.5%
25 - 34	14.2%	14.1%	13.3%
35 - 44	11.9%	12.0%	11.8%
45 - 54	12.0%	12.1%	12.2%
55 - 64	12.0%	12.2%	12.7%
65 - 74	8.0%	8.4%	9.4%
75 - 84	4.1%	4.4%	5.0%
85 +	1.7%	1.9%	2.0%
18 +	75.0%	75.7%	76.3%
2021 Population by Age			
Total	74,921	334,353	623,445
0 - 4	7.1%	6.8%	6.5%
5 - 9	7.1%	6.8%	6.6%
10 - 14	7.0%	6.9%	6.7%
15 - 24	14.1%	13.6%	12.8%
25 - 34	13.4%	13.5%	12.8%
35 - 44	12.7%	12.7%	12.4%
45 - 54	11.1%	11.3%	11.4%
55 - 64	11.8%	12.0%	12.5%
65 - 74	9.2%	9.6%	10.6%
75 - 84	4.7%	5.0%	5.6%
85 +	1.8%	1.9%	2.1%
18 +	74.9%	75.7%	76.4%
2010 Population by Sex			
Males	35,159	152,049	280,627
Females	35,585	154,477	291,923
2016 Population by Sex			
Males	36,452	161,010	296,760
Females	36,698	162,323	306,078
2021 Population by Sex			
Males	37,454	166,863	307,829
Females	37,466	167,489	315,616

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	70,744	306,525	572,550
White Alone	59.6%	67.3%	70.7%
Black Alone	25.7%	19.9%	18.5%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	0.8%	0.8%	0.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	10.9%	9.3%	7.2%
Two or More Races	2.3%	2.1%	2.0%
Hispanic Origin	20.3%	17.9%	14.6%
Diversity Index	71.5	65.2	59.8
2016 Population by Race/Ethnicity			
Total	73,150	323,332	602,838
White Alone	57.4%	65.3%	69.1%
Black Alone	25.8%	19.8%	18.4%
American Indian Alone	0.7%	0.6%	0.6%
Asian Alone	1.0%	1.0%	1.1%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	12.4%	10.8%	8.3%
Two or More Races	2.7%	2.5%	2.4%
Hispanic Origin	23.2%	20.6%	16.9%
Diversity Index	74.5	68.6	63.2
2021 Population by Race/Ethnicity			
Total	74,919	334,350	623,445
White Alone	55.5%	63.6%	67.6%
Black Alone	25.5%	19.4%	18.1%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	1.1%	1.2%	1.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	14.1%	12.3%	9.5%
Two or More Races	3.1%	2.8%	2.7%
Hispanic Origin	26.2%	23.4%	19.3%
Diversity Index	77.2	71.7	66.3
2010 Population by Relationship and Household Type			
Total	70,744	306,526	572,550
In Households	94.9%	95.4%	96.9%
In Family Households	81.4%	82.0%	83.4%
Householder	24.7%	25.2%	26.3%
Spouse	16.6%	18.0%	19.3%
Child	32.8%	32.3%	31.8%
Other relative	4.9%	4.2%	3.9%
Nonrelative	2.4%	2.2%	2.1%
In Nonfamily Households	13.5%	13.5%	13.5%
In Group Quarters	5.1%	4.6%	3.1%
Institutionalized Population	2.2%	2.9%	2.0%
Noninstitutionalized Population	2.9%	1.6%	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	46,889	210,556	400,930
Less than 9th Grade	8.8%	7.8%	6.4%
9th - 12th Grade, No Diploma	11.4%	10.0%	9.1%
High School Graduate	23.5%	24.0%	24.3%
GED/Alternative Credential	5.1%	5.7%	5.2%
Some College, No Degree	27.1%	25.7%	25.4%
Associate Degree	7.7%	8.1%	8.3%
Bachelor's Degree	11.5%	12.9%	14.8%
Graduate/Professional Degree	4.8%	5.8%	6.6%
2016 Population 15+ by Marital Status			
Total	57,579	256,815	482,309
Never Married	33.6%	30.7%	28.3%
Married	45.9%	49.8%	52.2%
Widowed	6.7%	6.9%	7.1%
Divorced	13.8%	12.6%	12.3%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	94.3%	94.5%	94.7%
Civilian Unemployed	5.7%	5.5%	5.3%
2016 Employed Population 16+ by Industry			
Total	32,027	140,484	260,065
Agriculture/Mining	7.9%	6.4%	5.8%
Construction	7.7%	8.4%	7.7%
Manufacturing	11.8%	10.7%	9.9%
Wholesale Trade	4.4%	3.2%	3.3%
Retail Trade	10.9%	12.1%	12.1%
Transportation/Utilities	5.1%	4.8%	4.8%
Information	1.1%	1.2%	1.3%
Finance/Insurance/Real Estate	4.5%	4.6%	4.8%
Services	44.3%	45.5%	46.9%
Public Administration	2.3%	3.0%	3.3%
2016 Employed Population 16+ by Occupation			
Total	32,027	140,485	260,065
White Collar	49.0%	51.2%	54.1%
Management/Business/Financial	8.6%	10.8%	11.6%
Professional	14.5%	16.7%	19.1%
Sales	11.5%	10.8%	10.8%
Administrative Support	14.5%	12.8%	12.6%
Services	19.1%	18.7%	18.5%
Blue Collar	31.9%	30.1%	27.4%
Farming/Forestry/Fishing	0.2%	0.6%	0.6%
Construction/Extraction	9.0%	8.9%	7.8%
Installation/Maintenance/Repair	3.9%	4.3%	4.1%
Production	9.1%	8.5%	7.4%
Transportation/Material Moving	9.7%	7.9%	7.4%
2010 Population By Urban/ Rural Status			
Total Population	70,744	306,526	572,550
Population Inside Urbanized Area	56.1%	48.6%	41.7%
Population Inside Urbanized Cluster	22.4%	17.5%	17.3%
Rural Population	21.5%	33.9%	41.1%

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	25,314	111,289	214,847
Households with 1 Person	26.0%	25.6%	25.4%
Households with 2+ People	74.0%	74.4%	74.6%
Family Households	69.1%	69.5%	70.0%
Husband-wife Families	46.6%	49.6%	51.6%
With Related Children	21.7%	22.6%	22.3%
Other Family (No Spouse Present)	22.5%	19.9%	18.4%
Other Family with Male Householder	6.0%	5.2%	4.7%
With Related Children	3.5%	3.1%	2.8%
Other Family with Female Householder	16.4%	14.7%	13.7%
With Related Children	11.1%	9.9%	9.2%
Nonfamily Households	5.0%	4.9%	4.6%
All Households with Children	36.9%	36.0%	34.7%
Multigenerational Households	5.7%	5.2%	4.8%
Unmarried Partner Households	5.9%	5.4%	5.0%
Male-female	5.3%	4.8%	4.5%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	25,315	111,289	214,847
1 Person Household	26.0%	25.6%	25.4%
2 Person Household	31.5%	32.6%	34.2%
3 Person Household	17.0%	16.5%	16.2%
4 Person Household	12.7%	13.1%	12.9%
5 Person Household	7.4%	7.1%	6.7%
6 Person Household	3.1%	2.9%	2.7%
7 + Person Household	2.4%	2.2%	1.9%
2010 Households by Tenure and Mortgage Status			
Total	25,314	111,290	214,847
Owner Occupied	63.4%	65.9%	68.7%
Owned with a Mortgage/Loan	33.7%	35.7%	37.8%
Owned Free and Clear	29.7%	30.1%	30.9%
Renter Occupied	36.6%	34.1%	31.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	27,826	122,429	239,483
Housing Units Inside Urbanized Area	54.4%	48.6%	41.0%
Housing Units Inside Urbanized Cluster	22.5%	16.3%	16.4%
Rural Housing Units	23.1%	35.0%	42.5%

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.	Barrios Urbanos (7D)	Southern Satellites (10A)	Southern Satellites (10A)
2.	Hardscrabble Road (8G)	Barrios Urbanos (7D)	Middleburg (4C)
3.	Southern Satellites (10A)	Diners & Miners (10C)	Diners & Miners (10C)
2016 Consumer Spending			
Apparel & Services: Total \$	\$39,550,194	\$191,166,128	\$385,109,212
Average Spent	\$1,520.63	\$1,640.52	\$1,713.48
Spending Potential Index	76	81	85
Education: Total \$	\$24,548,750	\$119,896,794	\$239,479,988
Average Spent	\$943.86	\$1,028.91	\$1,065.53
Spending Potential Index	67	73	75
Entertainment/Recreation: Total \$	\$57,706,675	\$280,610,209	\$570,951,913
Average Spent	\$2,218.72	\$2,408.09	\$2,540.35
Spending Potential Index	76	83	87
Food at Home: Total \$	\$102,700,029	\$495,519,269	\$1,001,352,058
Average Spent	\$3,948.63	\$4,252.36	\$4,455.34
Spending Potential Index	79	85	89
Food Away from Home: Total \$	\$61,684,277	\$298,607,214	\$602,515,654
Average Spent	\$2,371.65	\$2,562.54	\$2,680.79
Spending Potential Index	77	83	87
Health Care: Total \$	\$108,012,412	\$527,364,273	\$1,080,932,471
Average Spent	\$4,152.89	\$4,525.64	\$4,809.42
Spending Potential Index	78	85	91
HH Furnishings & Equipment: Total \$	\$34,571,466	\$167,935,313	\$340,530,594
Average Spent	\$1,329.21	\$1,441.16	\$1,515.13
Spending Potential Index	75	82	86
Personal Care Products & Services: Total \$	\$14,347,733	\$69,579,652	\$141,364,829
Average Spent	\$551.64	\$597.11	\$628.98
Spending Potential Index	75	81	86
Shelter: Total \$	\$296,164,272	\$1,427,811,552	\$2,869,961,060
Average Spent	\$11,386.99	\$12,252.95	\$12,769.40
Spending Potential Index	73	79	82
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$46,156,220	\$225,491,678	\$462,125,408
Average Spent	\$1,774.62	\$1,935.09	\$2,056.15
Spending Potential Index	76	83	89
Travel: Total \$	\$33,937,197	\$165,791,577	\$338,306,968
Average Spent	\$1,304.83	\$1,422.76	\$1,505.24
Spending Potential Index	70	76	81
Vehicle Maintenance & Repairs: Total \$	\$20,913,988	\$101,578,753	\$206,591,472
Average Spent	\$804.11	\$871.71	\$919.19
Spending Potential Index	78	84	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.