



# Market Profile

Vinita Industrial Park  
 Lat.: 36.662 Long.: -95.130  
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM  
 Latitude: 36.66186  
 Longitude: -95.13047

	20 minutes	40 minutes	60 minutes
<b>Population Summary</b>			
2000 Total Population	14,137	84,196	444,332
2010 Total Population	14,258	87,116	492,917
2016 Total Population	14,319	88,800	515,675
2016 Group Quarters	1,072	2,738	7,584
2021 Total Population	14,259	89,735	534,313
2016-2021 Annual Rate	-0.08%	0.21%	0.71%
2016 Total Daytime Population	15,854	85,389	515,813
Workers	7,920	34,948	242,966
Residents	7,934	50,441	272,847
<b>Household Summary</b>			
2000 Households	5,307	33,557	174,188
2000 Average Household Size	2.45	2.42	2.50
2010 Households	5,325	34,841	190,924
2010 Average Household Size	2.48	2.42	2.54
2016 Households	5,267	35,345	198,448
2016 Average Household Size	2.52	2.43	2.56
2021 Households	5,212	35,653	205,068
2021 Average Household Size	2.53	2.44	2.57
2016-2021 Annual Rate	-0.21%	0.17%	0.66%
2010 Families	3,581	23,576	131,536
2010 Average Family Size	3.02	2.94	3.05
2016 Families	3,516	23,749	135,744
2016 Average Family Size	3.07	2.96	3.07
2021 Families	3,467	23,881	139,743
2021 Average Family Size	3.09	2.96	3.08
2016-2021 Annual Rate	-0.28%	0.11%	0.58%
<b>Housing Unit Summary</b>			
2000 Housing Units	6,261	41,865	196,381
Owner Occupied Housing Units	62.4%	59.5%	62.6%
Renter Occupied Housing Units	22.4%	20.7%	26.1%
Vacant Housing Units	15.2%	19.8%	11.3%
2010 Housing Units	6,527	43,807	218,739
Owner Occupied Housing Units	58.4%	58.1%	60.5%
Renter Occupied Housing Units	23.2%	21.5%	26.8%
Vacant Housing Units	18.4%	20.5%	12.7%
2016 Housing Units	6,527	44,638	227,716
Owner Occupied Housing Units	57.1%	57.0%	59.6%
Renter Occupied Housing Units	23.6%	22.1%	27.6%
Vacant Housing Units	19.3%	20.8%	12.9%
2021 Housing Units	6,521	45,186	235,252
Owner Occupied Housing Units	56.6%	56.9%	59.5%
Renter Occupied Housing Units	23.4%	22.0%	27.6%
Vacant Housing Units	20.1%	21.1%	12.8%
<b>Median Household Income</b>			
2016	\$37,715	\$39,094	\$46,503
2021	\$40,427	\$41,703	\$50,837
<b>Median Home Value</b>			
2016	\$98,310	\$100,341	\$125,577
2021	\$121,606	\$133,536	\$153,990
<b>Per Capita Income</b>			
2016	\$21,291	\$21,535	\$23,811
2021	\$22,565	\$22,919	\$25,604
<b>Median Age</b>			
2010	41.7	41.3	37.1
2016	42.5	42.5	38.0
2021	43.3	43.4	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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<b>2016 Households by Income</b>			
Household Income Base	5,267	35,345	198,448
<\$15,000	19.1%	17.3%	13.4%
\$15,000 - \$24,999	13.3%	14.6%	12.0%
\$25,000 - \$34,999	13.8%	12.6%	12.2%
\$35,000 - \$49,999	15.6%	15.8%	15.1%
\$50,000 - \$74,999	16.0%	18.1%	19.8%
\$75,000 - \$99,999	9.9%	10.5%	12.3%
\$100,000 - \$149,999	8.0%	7.8%	10.2%
\$150,000 - \$199,999	2.0%	1.5%	2.7%
\$200,000+	2.3%	1.7%	2.3%
Average Household Income	\$54,068	\$53,127	\$61,129
<b>2021 Households by Income</b>			
Household Income Base	5,212	35,653	205,068
<\$15,000	18.9%	17.4%	13.5%
\$15,000 - \$24,999	12.8%	14.3%	11.6%
\$25,000 - \$34,999	11.8%	10.8%	11.9%
\$35,000 - \$49,999	14.8%	14.3%	12.0%
\$50,000 - \$74,999	17.1%	19.2%	19.5%
\$75,000 - \$99,999	11.7%	12.3%	14.2%
\$100,000 - \$149,999	8.3%	8.2%	11.6%
\$150,000 - \$199,999	2.2%	1.7%	3.1%
\$200,000+	2.4%	1.8%	2.6%
Average Household Income	\$57,809	\$56,732	\$65,994
<b>2016 Owner Occupied Housing Units by Value</b>			
Total	3,725	25,465	135,617
<\$50,000	20.5%	19.4%	12.7%
\$50,000 - \$99,999	30.6%	30.5%	25.7%
\$100,000 - \$149,999	19.3%	17.5%	22.7%
\$150,000 - \$199,999	11.8%	12.7%	15.7%
\$200,000 - \$249,999	5.6%	7.0%	8.8%
\$250,000 - \$299,999	3.1%	4.2%	4.7%
\$300,000 - \$399,999	2.5%	3.3%	4.7%
\$400,000 - \$499,999	3.5%	2.4%	2.1%
\$500,000 - \$749,999	1.9%	1.6%	1.6%
\$750,000 - \$999,999	0.5%	0.9%	0.8%
\$1,000,000 +	0.8%	0.5%	0.5%
Average Home Value	\$143,919	\$145,539	\$160,415
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	3,689	25,701	140,033
<\$50,000	18.2%	14.7%	9.6%
\$50,000 - \$99,999	21.4%	18.7%	18.3%
\$100,000 - \$149,999	24.0%	24.7%	20.4%
\$150,000 - \$199,999	17.3%	18.5%	20.8%
\$200,000 - \$249,999	7.7%	9.1%	12.9%
\$250,000 - \$299,999	3.3%	6.0%	7.1%
\$300,000 - \$399,999	2.1%	3.3%	5.3%
\$400,000 - \$499,999	3.0%	2.1%	2.4%
\$500,000 - \$749,999	2.0%	1.7%	1.9%
\$750,000 - \$999,999	0.4%	0.8%	0.9%
\$1,000,000 +	0.7%	0.4%	0.4%
Average Home Value	\$152,596	\$161,151	\$180,500

**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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<b>2010 Population by Age</b>			
Total	14,257	87,119	492,917
0 - 4	6.1%	6.5%	7.2%
5 - 9	6.3%	6.2%	7.1%
10 - 14	6.6%	6.7%	7.0%
15 - 24	12.0%	12.5%	13.3%
25 - 34	11.3%	11.0%	12.7%
35 - 44	12.2%	11.3%	12.5%
45 - 54	15.5%	14.3%	14.0%
55 - 64	12.5%	13.3%	11.8%
65 - 74	9.8%	10.2%	8.0%
75 - 84	5.6%	5.9%	4.7%
85 +	2.2%	2.1%	1.7%
18 +	77.1%	76.4%	74.4%
<b>2016 Population by Age</b>			
Total	14,318	88,801	515,675
0 - 4	5.7%	6.1%	6.8%
5 - 9	5.9%	6.0%	6.8%
10 - 14	6.2%	6.1%	6.8%
15 - 24	11.5%	12.3%	12.7%
25 - 34	12.1%	11.5%	13.2%
35 - 44	11.5%	10.8%	12.2%
45 - 54	14.1%	12.7%	12.6%
55 - 64	13.6%	14.2%	12.7%
65 - 74	11.3%	11.8%	9.4%
75 - 84	5.8%	6.2%	4.8%
85 +	2.3%	2.3%	1.9%
18 +	78.5%	78.2%	75.8%
<b>2021 Population by Age</b>			
Total	14,258	89,735	534,314
0 - 4	5.4%	5.9%	6.7%
5 - 9	5.8%	6.0%	6.7%
10 - 14	6.3%	6.2%	6.9%
15 - 24	10.9%	11.3%	12.0%
25 - 34	11.7%	11.3%	12.9%
35 - 44	11.8%	11.0%	12.5%
45 - 54	12.7%	11.6%	11.7%
55 - 64	13.9%	14.2%	12.6%
65 - 74	12.2%	13.0%	10.4%
75 - 84	6.8%	7.1%	5.5%
85 +	2.4%	2.4%	1.9%
18 +	78.8%	78.3%	75.8%
<b>2010 Population by Sex</b>			
Males	7,203	42,930	242,885
Females	7,055	44,186	250,032
<b>2016 Population by Sex</b>			
Males	7,272	43,907	254,341
Females	7,047	44,893	261,334
<b>2021 Population by Sex</b>			
Males	7,265	44,530	263,922
Females	6,993	45,204	270,390

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<b>2010 Population by Race/Ethnicity</b>			
Total	14,258	87,115	492,917
White Alone	67.2%	70.3%	73.4%
Black Alone	3.1%	1.2%	3.8%
American Indian Alone	19.6%	17.8%	10.0%
Asian Alone	0.7%	0.5%	1.5%
Pacific Islander Alone	0.1%	0.4%	0.2%
Some Other Race Alone	0.8%	1.4%	4.7%
Two or More Races	8.5%	8.3%	6.5%
Hispanic Origin	2.7%	3.5%	8.6%
Diversity Index	53.5	50.9	53.7
<b>2016 Population by Race/Ethnicity</b>			
Total	14,321	88,799	515,675
White Alone	66.2%	69.2%	71.7%
Black Alone	3.4%	1.5%	4.0%
American Indian Alone	18.8%	17.4%	9.8%
Asian Alone	0.7%	0.6%	1.9%
Pacific Islander Alone	0.1%	0.5%	0.3%
Some Other Race Alone	1.2%	1.8%	5.4%
Two or More Races	9.5%	8.9%	6.9%
Hispanic Origin	3.8%	4.4%	10.1%
Diversity Index	55.9	53.4	56.9
<b>2021 Population by Race/Ethnicity</b>			
Total	14,259	89,735	534,312
White Alone	66.0%	68.0%	70.0%
Black Alone	3.4%	1.8%	4.1%
American Indian Alone	18.9%	17.4%	9.8%
Asian Alone	0.8%	0.7%	2.3%
Pacific Islander Alone	0.1%	0.5%	0.3%
Some Other Race Alone	1.2%	2.1%	6.3%
Two or More Races	9.6%	9.3%	7.3%
Hispanic Origin	3.9%	5.1%	11.6%
Diversity Index	56.3	55.4	60.1
<b>2010 Population by Relationship and Household Type</b>			
Total	14,259	87,116	492,917
In Households	92.5%	96.9%	98.5%
In Family Households	78.1%	81.8%	83.8%
Householder	25.5%	27.0%	26.7%
Spouse	19.0%	20.5%	20.1%
Child	28.7%	29.1%	31.3%
Other relative	2.7%	2.9%	3.3%
Nonrelative	2.3%	2.3%	2.4%
In Nonfamily Households	14.3%	15.0%	14.7%
In Group Quarters	7.5%	3.1%	1.5%
Institutionalized Population	5.2%	2.0%	1.0%
Noninstitutionalized Population	2.3%	1.1%	0.5%

**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.

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<b>2016 Population 25+ by Educational Attainment</b>			
Total	10,125	61,804	344,700
Less than 9th Grade	4.3%	4.0%	4.2%
9th - 12th Grade, No Diploma	12.2%	10.2%	8.5%
High School Graduate	31.8%	29.6%	27.5%
GED/Alternative Credential	8.0%	6.8%	5.6%
Some College, No Degree	21.1%	23.6%	24.8%
Associate Degree	8.5%	9.1%	9.0%
Bachelor's Degree	10.0%	11.0%	14.2%
Graduate/Professional Degree	4.0%	5.7%	6.2%
<b>2016 Population 15+ by Marital Status</b>			
Total	11,765	72,686	410,288
Never Married	25.5%	23.0%	26.2%
Married	50.2%	54.6%	54.3%
Widowed	8.0%	7.7%	6.0%
Divorced	16.2%	14.7%	13.5%
<b>2016 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.0%	94.9%	95.0%
Civilian Unemployed	4.0%	5.1%	5.0%
<b>2016 Employed Population 16+ by Industry</b>			
Total	6,027	38,047	245,533
Agriculture/Mining	4.3%	4.0%	2.4%
Construction	7.7%	8.1%	7.7%
Manufacturing	7.8%	12.9%	15.1%
Wholesale Trade	2.8%	1.9%	2.9%
Retail Trade	12.4%	10.0%	10.7%
Transportation/Utilities	7.3%	5.6%	5.7%
Information	1.0%	0.7%	1.7%
Finance/Insurance/Real Estate	3.8%	4.5%	4.7%
Services	46.9%	47.6%	45.7%
Public Administration	5.9%	4.8%	3.5%
<b>2016 Employed Population 16+ by Occupation</b>			
Total	6,027	38,050	245,534
White Collar	45.9%	49.1%	54.3%
Management/Business/Financial	9.5%	9.9%	11.7%
Professional	14.6%	17.9%	18.8%
Sales	10.0%	9.0%	9.9%
Administrative Support	11.9%	12.3%	13.8%
Services	25.3%	21.6%	18.2%
Blue Collar	28.8%	29.3%	27.6%
Farming/Forestry/Fishing	1.7%	1.7%	0.7%
Construction/Extraction	5.3%	6.6%	6.3%
Installation/Maintenance/Repair	4.5%	4.9%	4.8%
Production	9.8%	9.2%	9.2%
Transportation/Material Moving	7.5%	6.9%	6.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	14,258	87,116	492,917
Population Inside Urbanized Area	0.0%	0.0%	45.0%
Population Inside Urbanized Cluster	41.8%	44.9%	19.6%
Rural Population	58.2%	55.1%	35.4%

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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<b>2010 Households by Type</b>			
Total	5,325	34,840	190,924
Households with 1 Person	28.7%	28.0%	25.9%
Households with 2+ People	71.3%	72.0%	74.1%
Family Households	67.2%	67.7%	68.9%
Husband-wife Families	50.2%	51.4%	51.9%
With Related Children	20.1%	19.6%	22.2%
Other Family (No Spouse Present)	17.1%	16.3%	17.0%
Other Family with Male Householder	4.7%	4.9%	5.1%
With Related Children	2.9%	3.1%	3.3%
Other Family with Female Householder	12.3%	11.4%	11.9%
With Related Children	8.3%	7.7%	8.2%
Nonfamily Households	4.0%	4.3%	5.2%
All Households with Children	32.0%	31.0%	34.2%
Multigenerational Households	4.2%	3.5%	3.7%
Unmarried Partner Households	5.4%	6.0%	6.2%
Male-female	4.8%	5.4%	5.6%
Same-sex	0.5%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	5,326	34,838	190,924
1 Person Household	28.7%	28.0%	25.9%
2 Person Household	35.7%	36.8%	35.0%
3 Person Household	14.4%	14.6%	15.7%
4 Person Household	11.4%	11.4%	12.9%
5 Person Household	5.9%	5.6%	6.3%
6 Person Household	2.3%	2.2%	2.6%
7 + Person Household	1.5%	1.4%	1.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	5,325	34,841	190,924
Owner Occupied	71.6%	73.0%	69.3%
Owned with a Mortgage/Loan	37.2%	39.8%	44.2%
Owned Free and Clear	34.3%	33.2%	25.1%
Renter Occupied	28.4%	27.0%	30.7%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	6,527	43,807	218,739
Housing Units Inside Urbanized Area	0.0%	0.0%	42.8%
Housing Units Inside Urbanized Cluster	39.9%	40.4%	19.9%
Rural Housing Units	60.1%	59.6%	37.4%

**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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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Heartland Communities	Heartland Communities	Traditional Living (12B)
<b>2.</b>	Rooted Rural (10B)	Small Town Simplicity	Heartland Communities
<b>3.</b>	Small Town Simplicity	Rooted Rural (10B)	Salt of the Earth (6B)
<b>2016 Consumer Spending</b>			
Apparel & Services: Total \$	\$7,161,637	\$47,406,213	\$312,658,169
Average Spent	\$1,359.72	\$1,341.24	\$1,575.52
Spending Potential Index	68	67	78
Education: Total \$	\$4,086,166	\$28,450,445	\$200,622,616
Average Spent	\$775.81	\$804.94	\$1,010.96
Spending Potential Index	55	57	71
Entertainment/Recreation: Total \$	\$11,432,146	\$74,466,397	\$469,710,505
Average Spent	\$2,170.52	\$2,106.84	\$2,366.92
Spending Potential Index	74	72	81
Food at Home: Total \$	\$20,296,273	\$131,661,950	\$823,209,849
Average Spent	\$3,853.48	\$3,725.05	\$4,148.24
Spending Potential Index	77	75	83
Food Away from Home: Total \$	\$11,392,494	\$75,097,289	\$490,276,591
Average Spent	\$2,162.99	\$2,124.69	\$2,470.55
Spending Potential Index	70	69	80
Health Care: Total \$	\$23,084,773	\$148,398,355	\$895,475,527
Average Spent	\$4,382.91	\$4,198.57	\$4,512.39
Spending Potential Index	83	79	85
HH Furnishings & Equipment: Total \$	\$6,545,646	\$43,270,899	\$280,347,225
Average Spent	\$1,242.77	\$1,224.24	\$1,412.70
Spending Potential Index	70	69	80
Personal Care Products & Services: Total \$	\$2,728,449	\$17,987,856	\$115,599,966
Average Spent	\$518.03	\$508.92	\$582.52
Spending Potential Index	71	69	79
Shelter: Total \$	\$51,400,814	\$348,219,124	\$2,350,316,375
Average Spent	\$9,759.03	\$9,852.01	\$11,843.49
Spending Potential Index	63	63	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,401,785	\$61,483,436	\$382,176,569
Average Spent	\$1,785.04	\$1,739.52	\$1,925.83
Spending Potential Index	77	75	83
Travel: Total \$	\$6,361,111	\$42,602,519	\$281,453,875
Average Spent	\$1,207.73	\$1,205.33	\$1,418.28
Spending Potential Index	65	65	76
Vehicle Maintenance & Repairs: Total \$	\$4,262,765	\$27,582,363	\$170,781,161
Average Spent	\$809.33	\$780.38	\$860.58
Spending Potential Index	78	75	83

**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.