



Market Profile

Ignition Park
 760 Cotter St, South Bend, Indiana, 46613
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM

Latitude: 41.66071
 Longitude: -86.26077

	20 minutes	40 minutes	60 minutes
Population Summary			
2000 Total Population	218,839	606,431	1,004,225
2010 Total Population	214,205	622,669	1,029,864
2017 Total Population	218,017	637,441	1,052,913
2017 Group Quarters	11,081	17,605	28,541
2022 Total Population	220,970	648,160	1,070,163
2017-2022 Annual Rate	0.27%	0.33%	0.33%
2017 Total Daytime Population	236,562	628,277	1,068,925
Workers	122,573	304,728	526,263
Residents	113,989	323,549	542,662
Household Summary			
2000 Households	84,726	227,635	376,077
2000 Average Household Size	2.43	2.58	2.59
2010 Households	84,487	235,684	389,215
2010 Average Household Size	2.40	2.57	2.57
2017 Households	86,298	241,163	397,106
2017 Average Household Size	2.40	2.57	2.58
2022 Households	87,631	245,200	403,198
2022 Average Household Size	2.40	2.57	2.58
2017-2022 Annual Rate	0.31%	0.33%	0.30%
2010 Families	51,428	159,739	265,766
2010 Average Family Size	3.04	3.10	3.10
2017 Families	51,632	161,268	267,659
2017 Average Family Size	3.05	3.11	3.12
2022 Families	52,032	162,991	270,239
2022 Average Family Size	3.05	3.12	3.13
2017-2022 Annual Rate	0.15%	0.21%	0.19%
Housing Unit Summary			
2000 Housing Units	90,484	243,210	415,213
Owner Occupied Housing Units	64.3%	68.8%	67.0%
Renter Occupied Housing Units	29.4%	24.8%	23.5%
Vacant Housing Units	6.4%	6.4%	9.4%
2010 Housing Units	95,419	263,233	448,795
Owner Occupied Housing Units	57.6%	64.0%	62.8%
Renter Occupied Housing Units	31.0%	25.6%	23.9%
Vacant Housing Units	11.5%	10.5%	13.3%
2017 Housing Units	97,590	269,138	459,434
Owner Occupied Housing Units	55.0%	62.0%	60.8%
Renter Occupied Housing Units	33.5%	27.6%	25.6%
Vacant Housing Units	11.6%	10.4%	13.6%
2022 Housing Units	99,244	274,344	468,193
Owner Occupied Housing Units	54.8%	61.8%	60.6%
Renter Occupied Housing Units	33.5%	27.6%	25.6%
Vacant Housing Units	11.7%	10.6%	13.9%
Median Household Income			
2017	\$42,131	\$47,865	\$49,110
2022	\$44,435	\$51,679	\$52,986
Median Home Value			
2017	\$111,769	\$134,961	\$140,942
2022	\$125,380	\$157,690	\$168,374
Per Capita Income			
2017	\$24,310	\$25,072	\$25,235
2022	\$27,034	\$28,224	\$28,503
Median Age			
2010	35.3	37.0	37.5
2017	36.5	38.1	38.6
2022	37.2	38.8	39.4

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

Ignition Park
 760 Cotter St, South Bend, Indiana, 46613
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 41.66071
 Longitude: -86.26077

	20 minutes	40 minutes	60 minutes
2017 Households by Income			
Household Income Base	86,298	241,163	397,106
<\$15,000	13.8%	11.4%	11.5%
\$15,000 - \$24,999	13.6%	12.2%	11.9%
\$25,000 - \$34,999	13.2%	12.1%	11.6%
\$35,000 - \$49,999	16.7%	15.9%	15.7%
\$50,000 - \$74,999	17.3%	18.7%	19.2%
\$75,000 - \$99,999	10.4%	12.0%	12.2%
\$100,000 - \$149,999	9.8%	11.2%	11.4%
\$150,000 - \$199,999	2.6%	3.4%	3.5%
\$200,000+	2.5%	3.0%	3.0%
Average Household Income	\$59,600	\$65,031	\$65,701
2022 Households by Income			
Household Income Base	87,631	245,200	403,198
<\$15,000	14.1%	11.5%	11.4%
\$15,000 - \$24,999	13.1%	11.5%	11.1%
\$25,000 - \$34,999	12.1%	11.0%	10.4%
\$35,000 - \$49,999	15.3%	14.4%	14.1%
\$50,000 - \$74,999	15.6%	16.8%	17.4%
\$75,000 - \$99,999	12.2%	13.8%	13.8%
\$100,000 - \$149,999	11.7%	13.5%	13.8%
\$150,000 - \$199,999	3.1%	4.1%	4.3%
\$200,000+	2.9%	3.5%	3.6%
Average Household Income	\$66,393	\$73,385	\$74,462
2017 Owner Occupied Housing Units by Value			
Total	53,638	166,816	279,337
<\$50,000	10.7%	9.1%	9.3%
\$50,000 - \$99,999	33.5%	24.6%	22.5%
\$100,000 - \$149,999	24.6%	23.3%	22.2%
\$150,000 - \$199,999	15.5%	18.1%	17.7%
\$200,000 - \$249,999	6.3%	8.8%	9.2%
\$250,000 - \$299,999	3.1%	5.3%	6.1%
\$300,000 - \$399,999	2.9%	5.1%	5.9%
\$400,000 - \$499,999	1.7%	2.5%	2.8%
\$500,000 - \$749,999	1.0%	2.2%	2.7%
\$750,000 - \$999,999	0.3%	0.7%	0.9%
\$1,000,000 +	0.3%	0.4%	0.7%
Average Home Value	\$139,151	\$169,166	\$182,289
2022 Owner Occupied Housing Units by Value			
Total	54,407	169,449	283,541
<\$50,000	8.8%	6.7%	6.4%
\$50,000 - \$99,999	29.6%	19.9%	17.7%
\$100,000 - \$149,999	23.0%	20.6%	19.3%
\$150,000 - \$199,999	16.2%	18.3%	17.9%
\$200,000 - \$249,999	7.4%	10.1%	10.6%
\$250,000 - \$299,999	4.1%	6.8%	7.8%
\$300,000 - \$399,999	4.6%	7.4%	8.5%
\$400,000 - \$499,999	2.8%	3.9%	4.3%
\$500,000 - \$749,999	2.3%	4.3%	4.9%
\$750,000 - \$999,999	0.6%	1.4%	1.6%
\$1,000,000 +	0.6%	0.7%	1.1%
Average Home Value	\$165,712	\$206,290	\$222,672

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

Ignition Park
 760 Cotter St, South Bend, Indiana, 46613
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM

Latitude: 41.66071
 Longitude: -86.26077

	20 minutes	40 minutes	60 minutes
2010 Population by Age			
Total	214,202	622,669	1,029,864
0 - 4	6.8%	6.9%	6.9%
5 - 9	6.5%	7.1%	7.0%
10 - 14	6.4%	7.1%	7.2%
15 - 24	16.5%	14.1%	13.6%
25 - 34	13.5%	12.3%	12.1%
35 - 44	11.6%	12.7%	12.6%
45 - 54	13.3%	14.2%	14.4%
55 - 64	11.6%	12.2%	12.4%
65 - 74	6.4%	6.9%	7.3%
75 - 84	5.0%	4.5%	4.5%
85 +	2.4%	2.0%	2.0%
18 +	76.3%	74.4%	74.5%
2017 Population by Age			
Total	218,017	637,439	1,052,913
0 - 4	6.3%	6.5%	6.4%
5 - 9	6.2%	6.6%	6.6%
10 - 14	6.1%	6.7%	6.7%
15 - 24	16.0%	13.8%	13.2%
25 - 34	13.4%	12.7%	12.7%
35 - 44	11.6%	12.0%	11.9%
45 - 54	11.6%	12.7%	12.8%
55 - 64	12.5%	13.2%	13.4%
65 - 74	8.7%	9.3%	9.6%
75 - 84	4.6%	4.5%	4.6%
85 +	2.7%	2.2%	2.1%
18 +	77.7%	76.4%	76.4%
2022 Population by Age			
Total	220,971	648,160	1,070,163
0 - 4	6.3%	6.4%	6.3%
5 - 9	6.1%	6.5%	6.5%
10 - 14	6.2%	6.7%	6.8%
15 - 24	15.5%	13.2%	12.6%
25 - 34	13.1%	12.5%	12.5%
35 - 44	12.1%	12.2%	12.3%
45 - 54	10.9%	11.7%	11.7%
55 - 64	11.8%	12.7%	12.9%
65 - 74	10.1%	10.6%	10.9%
75 - 84	5.3%	5.3%	5.5%
85 +	2.5%	2.1%	2.1%
18 +	77.8%	76.5%	76.5%
2010 Population by Sex			
Males	103,245	305,351	508,820
Females	110,960	317,318	521,044
2017 Population by Sex			
Males	105,458	313,510	521,654
Females	112,560	323,931	531,259
2022 Population by Sex			
Males	107,131	319,642	531,693
Females	113,839	328,519	538,470

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

Ignition Park
 760 Cotter St, South Bend, Indiana, 46613
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 41.66071
 Longitude: -86.26077

	20 minutes	40 minutes	60 minutes
2010 Population by Race/Ethnicity			
Total	214,204	622,669	1,029,864
White Alone	75.1%	82.7%	83.7%
Black Alone	15.4%	8.4%	8.5%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.7%	1.4%	1.2%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	4.1%	4.4%	3.8%
Two or More Races	3.2%	2.7%	2.4%
Hispanic Origin	8.5%	9.0%	8.1%
Diversity Index	50.3	42.3	39.8
2017 Population by Race/Ethnicity			
Total	218,017	637,441	1,052,913
White Alone	72.8%	80.6%	81.8%
Black Alone	15.8%	8.8%	8.8%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	2.1%	1.8%	1.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	5.0%	5.2%	4.5%
Two or More Races	3.8%	3.2%	2.9%
Hispanic Origin	10.5%	10.8%	9.7%
Diversity Index	54.9	46.9	44.1
2022 Population by Race/Ethnicity			
Total	220,970	648,160	1,070,163
White Alone	70.9%	79.0%	80.4%
Black Alone	16.1%	9.0%	9.0%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	2.5%	2.1%	1.8%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	5.7%	5.9%	5.1%
Two or More Races	4.3%	3.6%	3.2%
Hispanic Origin	12.1%	12.4%	11.0%
Diversity Index	58.4	50.5	47.4
2010 Population by Relationship and Household Type			
Total	214,205	622,669	1,029,864
In Households	94.8%	97.2%	97.2%
In Family Households	75.7%	82.0%	82.5%
Householder	24.0%	25.7%	25.8%
Spouse	16.3%	18.9%	19.2%
Child	29.8%	31.8%	32.0%
Other relative	3.0%	3.0%	3.0%
Nonrelative	2.6%	2.6%	2.5%
In Nonfamily Households	19.1%	15.1%	14.7%
In Group Quarters	5.2%	2.8%	2.8%
Institutionalized Population	1.1%	1.1%	1.5%
Noninstitutionalized Population	4.1%	1.8%	1.3%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

Ignition Park
 760 Cotter St, South Bend, Indiana, 46613
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM

Latitude: 41.66071
 Longitude: -86.26077

	20 minutes	40 minutes	60 minutes
2017 Population 25+ by Educational Attainment			
Total	142,371	423,640	706,630
Less than 9th Grade	3.8%	4.4%	5.1%
9th - 12th Grade, No Diploma	9.2%	9.0%	8.9%
High School Graduate	26.3%	28.7%	29.2%
GED/Alternative Credential	5.0%	5.4%	5.4%
Some College, No Degree	21.2%	20.5%	20.6%
Associate Degree	7.7%	8.0%	8.1%
Bachelor's Degree	15.9%	15.0%	14.1%
Graduate/Professional Degree	10.8%	9.0%	8.4%
2017 Population 15+ by Marital Status			
Total	177,286	511,445	845,245
Never Married	39.2%	32.2%	31.2%
Married	42.2%	49.7%	50.6%
Widowed	6.3%	5.9%	6.0%
Divorced	12.4%	12.1%	12.2%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	93.9%	95.1%	95.0%
Civilian Unemployed (Unemployment Rate)	6.1%	4.9%	5.0%
2017 Employed Population 16+ by Industry			
Total	105,115	317,626	510,587
Agriculture/Mining	0.4%	1.1%	1.8%
Construction	4.7%	5.2%	5.3%
Manufacturing	16.7%	24.1%	25.8%
Wholesale Trade	2.6%	2.8%	2.5%
Retail Trade	11.4%	10.4%	10.1%
Transportation/Utilities	3.9%	4.5%	4.6%
Information	1.2%	1.1%	1.0%
Finance/Insurance/Real Estate	5.3%	4.7%	4.6%
Services	51.3%	43.9%	42.0%
Public Administration	2.4%	2.3%	2.3%
2017 Employed Population 16+ by Occupation			
Total	105,116	317,624	510,587
White Collar	56.4%	53.1%	51.3%
Management/Business/Financial	10.7%	11.4%	11.5%
Professional	21.3%	18.7%	17.6%
Sales	10.2%	9.4%	9.3%
Administrative Support	14.2%	13.7%	12.9%
Services	19.2%	16.7%	16.6%
Blue Collar	24.4%	30.2%	32.1%
Farming/Forestry/Fishing	0.3%	0.5%	0.9%
Construction/Extraction	4.6%	4.7%	4.9%
Installation/Maintenance/Repair	3.1%	3.3%	3.7%
Production	9.5%	13.7%	14.6%
Transportation/Material Moving	6.9%	8.0%	8.0%
2010 Population By Urban/ Rural Status			
Total Population	214,205	622,669	1,029,864
Population Inside Urbanized Area	92.8%	71.0%	57.4%
Population Inside Urbanized Cluster	0.1%	6.4%	11.9%
Rural Population	7.1%	22.6%	30.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

Ignition Park
 760 Cotter St, South Bend, Indiana, 46613
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM

Latitude: 41.66071
 Longitude: -86.26077

	20 minutes	40 minutes	60 minutes
2010 Households by Type			
Total	84,487	235,683	389,215
Households with 1 Person	31.9%	26.3%	26.1%
Households with 2+ People	68.1%	73.7%	73.9%
Family Households	60.9%	67.8%	68.3%
Husband-wife Families	41.3%	49.9%	50.8%
With Related Children	16.7%	21.3%	21.3%
Other Family (No Spouse Present)	19.6%	17.8%	17.5%
Other Family with Male Householder	4.9%	5.1%	5.0%
With Related Children	2.9%	3.2%	3.1%
Other Family with Female Householder	14.7%	12.7%	12.5%
With Related Children	10.0%	8.6%	8.4%
Nonfamily Households	7.2%	5.9%	5.6%
All Households with Children	30.2%	33.8%	33.5%
Multigenerational Households	3.4%	3.6%	3.7%
Unmarried Partner Households	7.2%	7.0%	6.9%
Male-female	6.5%	6.4%	6.3%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	84,487	235,683	389,215
1 Person Household	31.9%	26.3%	26.1%
2 Person Household	32.8%	34.0%	34.4%
3 Person Household	14.7%	15.6%	15.5%
4 Person Household	11.0%	12.9%	12.7%
5 Person Household	5.6%	6.6%	6.5%
6 Person Household	2.4%	2.8%	2.8%
7 + Person Household	1.6%	1.8%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	84,487	235,684	389,215
Owner Occupied	65.0%	71.4%	72.4%
Owned with a Mortgage/Loan	45.2%	50.2%	50.1%
Owned Free and Clear	19.8%	21.3%	22.3%
Renter Occupied	35.0%	28.6%	27.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	95,419	263,233	448,795
Housing Units Inside Urbanized Area	93.3%	71.7%	57.0%
Housing Units Inside Urbanized Cluster	0.1%	6.3%	11.8%
Rural Housing Units	6.7%	21.9%	31.2%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

Ignition Park
 760 Cotter St, South Bend, Indiana, 46613
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 41.66071
 Longitude: -86.26077

	20 minutes	40 minutes	60 minutes
Top 3 Tapestry Segments			
1.	Traditional Living (12B)	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	Hardscrabble Road (8G)	Traditional Living (12B)	Traditional Living (12B)
3.	Comfortable Empty Nesters	Green Acres (6A)	Green Acres (6A)
2017 Consumer Spending			
Apparel & Services: Total \$	\$137,452,860	\$414,820,075	\$685,631,467
Average Spent	\$1,592.77	\$1,720.08	\$1,726.57
Spending Potential Index	74	80	80
Education: Total \$	\$94,597,101	\$273,504,218	\$443,541,304
Average Spent	\$1,096.17	\$1,134.11	\$1,116.93
Spending Potential Index	75	78	77
Entertainment/Recreation: Total \$	\$200,431,050	\$615,349,713	\$1,028,479,735
Average Spent	\$2,322.55	\$2,551.59	\$2,589.94
Spending Potential Index	74	82	83
Food at Home: Total \$	\$331,792,889	\$1,009,368,207	\$1,684,898,570
Average Spent	\$3,844.73	\$4,185.42	\$4,242.94
Spending Potential Index	76	83	84
Food Away from Home: Total \$	\$215,494,184	\$651,026,150	\$1,079,400,546
Average Spent	\$2,497.09	\$2,699.53	\$2,718.17
Spending Potential Index	75	81	82
Health Care: Total \$	\$361,961,720	\$1,131,515,148	\$1,910,028,204
Average Spent	\$4,194.32	\$4,691.91	\$4,809.87
Spending Potential Index	75	84	86
HH Furnishings & Equipment: Total \$	\$125,780,297	\$385,140,972	\$642,016,864
Average Spent	\$1,457.51	\$1,597.02	\$1,616.74
Spending Potential Index	75	82	83
Personal Care Products & Services: Total \$	\$51,054,707	\$155,110,240	\$257,593,831
Average Spent	\$591.61	\$643.18	\$648.68
Spending Potential Index	74	81	81
Shelter: Total \$	\$1,039,691,641	\$3,088,333,171	\$5,091,962,816
Average Spent	\$12,047.69	\$12,806.00	\$12,822.68
Spending Potential Index	74	79	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$148,708,572	\$459,237,014	\$770,114,067
Average Spent	\$1,723.20	\$1,904.26	\$1,939.32
Spending Potential Index	74	81	83
Travel: Total \$	\$127,443,776	\$391,276,550	\$650,328,100
Average Spent	\$1,476.79	\$1,622.46	\$1,637.67
Spending Potential Index	71	78	79
Vehicle Maintenance & Repairs: Total \$	\$69,814,619	\$214,517,602	\$359,182,996
Average Spent	\$808.99	\$889.51	\$904.50
Spending Potential Index	75	83	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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.