



Market Profile

Industria Centre
 S Cowan Rd, Muncie, Indiana, 47302
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM

Latitude: 40.13892
 Longitude: -85.40473

	20 minutes	40 minutes	60 minutes
Population Summary			
2000 Total Population	136,202	370,005	1,223,981
2010 Total Population	136,645	385,986	1,305,098
2017 Total Population	136,191	393,980	1,366,010
2017 Group Quarters	12,459	20,946	37,857
2022 Total Population	135,199	396,802	1,412,036
2017-2022 Annual Rate	-0.15%	0.14%	0.66%
2017 Total Daytime Population	131,485	352,257	1,347,991
Workers	58,185	143,487	658,912
Residents	73,300	208,770	689,079
Household Summary			
2000 Households	53,997	146,212	486,726
2000 Average Household Size	2.39	2.43	2.45
2010 Households	53,116	150,383	517,873
2010 Average Household Size	2.35	2.43	2.45
2017 Households	52,647	152,844	539,755
2017 Average Household Size	2.35	2.44	2.46
2022 Households	52,262	153,699	556,492
2022 Average Household Size	2.35	2.45	2.47
2017-2022 Annual Rate	-0.15%	0.11%	0.61%
2010 Families	32,607	99,342	337,162
2010 Average Family Size	2.88	2.94	3.01
2017 Families	31,784	99,994	347,389
2017 Average Family Size	2.88	2.95	3.03
2022 Families	31,317	100,173	356,737
2022 Average Family Size	2.88	2.96	3.05
2017-2022 Annual Rate	-0.30%	0.04%	0.53%
Housing Unit Summary			
2000 Housing Units	58,146	156,889	526,223
Owner Occupied Housing Units	64.6%	68.4%	64.4%
Renter Occupied Housing Units	28.3%	24.8%	28.1%
Vacant Housing Units	7.1%	6.8%	7.5%
2010 Housing Units	59,503	168,776	579,130
Owner Occupied Housing Units	59.4%	63.3%	60.7%
Renter Occupied Housing Units	29.9%	25.8%	28.7%
Vacant Housing Units	10.7%	10.9%	10.6%
2017 Housing Units	59,740	173,266	606,272
Owner Occupied Housing Units	56.4%	60.9%	58.6%
Renter Occupied Housing Units	31.7%	27.3%	30.5%
Vacant Housing Units	11.9%	11.8%	11.0%
2022 Housing Units	60,007	176,166	628,548
Owner Occupied Housing Units	55.7%	60.4%	58.3%
Renter Occupied Housing Units	31.4%	26.9%	30.2%
Vacant Housing Units	12.9%	12.8%	11.5%
Median Household Income			
2017	\$40,908	\$46,414	\$52,170
2022	\$43,439	\$51,130	\$57,465
Median Home Value			
2017	\$99,734	\$110,686	\$142,840
2022	\$118,889	\$132,403	\$168,405
Per Capita Income			
2017	\$22,703	\$24,796	\$29,857
2022	\$25,410	\$28,351	\$33,844
Median Age			
2010	36.2	37.7	37.2
2017	37.1	38.7	38.3
2022	38.0	39.1	38.9

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.



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2017 Households by Income			
Household Income Base	52,640	152,837	539,748
<\$15,000	16.0%	12.6%	11.2%
\$15,000 - \$24,999	13.6%	11.9%	10.8%
\$25,000 - \$34,999	12.9%	12.4%	11.1%
\$35,000 - \$49,999	15.8%	16.1%	14.6%
\$50,000 - \$74,999	17.3%	18.9%	17.8%
\$75,000 - \$99,999	10.4%	11.8%	11.9%
\$100,000 - \$149,999	9.7%	10.8%	12.8%
\$150,000 - \$199,999	2.4%	3.0%	4.5%
\$200,000+	1.9%	2.5%	5.2%
Average Household Income	\$56,698	\$62,636	\$74,681
2022 Households by Income			
Household Income Base	52,255	153,692	556,485
<\$15,000	16.0%	12.4%	10.9%
\$15,000 - \$24,999	12.9%	11.0%	10.0%
\$25,000 - \$34,999	11.8%	11.1%	9.9%
\$35,000 - \$49,999	14.5%	14.4%	13.1%
\$50,000 - \$74,999	15.6%	17.1%	16.1%
\$75,000 - \$99,999	12.2%	13.7%	13.6%
\$100,000 - \$149,999	11.9%	13.2%	14.9%
\$150,000 - \$199,999	2.9%	3.9%	5.3%
\$200,000+	2.2%	3.3%	6.1%
Average Household Income	\$63,691	\$71,988	\$85,017
2017 Owner Occupied Housing Units by Value			
Total	33,713	105,595	355,022
<\$50,000	16.1%	13.7%	9.1%
\$50,000 - \$99,999	34.0%	31.6%	23.1%
\$100,000 - \$149,999	22.8%	21.9%	20.8%
\$150,000 - \$199,999	12.4%	13.7%	16.2%
\$200,000 - \$249,999	5.1%	6.2%	9.2%
\$250,000 - \$299,999	3.5%	4.4%	6.0%
\$300,000 - \$399,999	3.4%	4.6%	6.8%
\$400,000 - \$499,999	0.9%	1.6%	3.5%
\$500,000 - \$749,999	1.0%	1.5%	3.2%
\$750,000 - \$999,999	0.4%	0.5%	1.1%
\$1,000,000 +	0.2%	0.3%	0.9%
Average Home Value	\$129,404	\$145,664	\$192,040
2022 Owner Occupied Housing Units by Value			
Total	33,439	106,367	366,654
<\$50,000	13.2%	10.8%	6.9%
\$50,000 - \$99,999	28.9%	26.4%	19.0%
\$100,000 - \$149,999	20.8%	19.7%	18.3%
\$150,000 - \$199,999	13.7%	14.3%	15.9%
\$200,000 - \$249,999	6.4%	7.3%	9.8%
\$250,000 - \$299,999	5.0%	5.9%	7.1%
\$300,000 - \$399,999	5.9%	7.3%	8.8%
\$400,000 - \$499,999	2.0%	2.9%	4.8%
\$500,000 - \$749,999	2.9%	3.5%	5.9%
\$750,000 - \$999,999	1.0%	1.1%	1.9%
\$1,000,000 +	0.4%	0.7%	1.5%
Average Home Value	\$163,539	\$183,669	\$233,789

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.



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2010 Population by Age			
Total	136,646	385,985	1,305,102
0 - 4	5.3%	6.0%	6.6%
5 - 9	5.3%	6.3%	6.8%
10 - 14	5.7%	6.5%	6.9%
15 - 24	21.3%	15.9%	13.8%
25 - 34	11.1%	11.8%	12.9%
35 - 44	11.5%	12.9%	13.4%
45 - 54	13.1%	13.9%	14.7%
55 - 64	11.9%	12.0%	11.7%
65 - 74	8.0%	7.9%	7.0%
75 - 84	4.8%	4.8%	4.3%
85 +	2.0%	2.0%	1.8%
18 +	80.0%	77.1%	75.4%
2017 Population by Age			
Total	136,189	393,979	1,366,007
0 - 4	4.9%	5.7%	6.2%
5 - 9	4.9%	6.0%	6.4%
10 - 14	5.1%	6.1%	6.6%
15 - 24	20.8%	15.4%	13.6%
25 - 34	12.1%	12.3%	13.0%
35 - 44	10.5%	12.2%	12.7%
45 - 54	11.8%	12.8%	13.2%
55 - 64	12.4%	12.6%	12.9%
65 - 74	9.9%	9.8%	9.0%
75 - 84	5.1%	5.0%	4.4%
85 +	2.4%	2.2%	2.0%
18 +	81.8%	78.7%	77.1%
2022 Population by Age			
Total	135,199	396,801	1,412,037
0 - 4	4.8%	5.7%	6.1%
5 - 9	4.9%	5.9%	6.3%
10 - 14	5.2%	6.2%	6.5%
15 - 24	20.0%	14.7%	12.9%
25 - 34	11.9%	12.3%	13.1%
35 - 44	10.9%	12.4%	12.9%
45 - 54	11.0%	11.9%	12.2%
55 - 64	12.2%	12.3%	12.6%
65 - 74	10.7%	10.5%	10.1%
75 - 84	6.1%	5.9%	5.2%
85 +	2.4%	2.2%	2.0%
18 +	81.9%	78.6%	77.4%
2010 Population by Sex			
Males	67,009	190,339	633,413
Females	69,636	195,647	671,685
2017 Population by Sex			
Males	67,162	194,875	664,860
Females	69,029	199,105	701,150
2022 Population by Sex			
Males	66,804	196,751	689,162
Females	68,394	200,052	722,874

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



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2010 Population by Race/Ethnicity			
Total	136,645	385,985	1,305,098
White Alone	89.6%	90.6%	80.8%
Black Alone	6.7%	5.8%	13.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.9%	0.8%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.9%	1.8%
Two or More Races	2.0%	1.7%	2.0%
Hispanic Origin	1.7%	2.3%	3.9%
Diversity Index	22.0	21.3	37.9
2017 Population by Race/Ethnicity			
Total	136,190	393,980	1,366,010
White Alone	88.3%	89.0%	78.6%
Black Alone	7.1%	6.1%	14.1%
American Indian Alone	0.2%	0.3%	0.2%
Asian Alone	1.2%	1.3%	2.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.7%	1.1%	2.1%
Two or More Races	2.4%	2.2%	2.5%
Hispanic Origin	2.2%	3.0%	4.6%
Diversity Index	25.0	25.0	41.8
2022 Population by Race/Ethnicity			
Total	135,199	396,804	1,412,035
White Alone	87.1%	87.6%	76.8%
Black Alone	7.5%	6.4%	14.7%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.5%	1.7%	3.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.8%	1.4%	2.3%
Two or More Races	2.8%	2.6%	2.9%
Hispanic Origin	2.7%	3.6%	5.3%
Diversity Index	27.6	28.2	44.9
2010 Population by Relationship and Household Type			
Total	136,645	385,986	1,305,098
In Households	91.5%	94.8%	97.2%
In Family Households	70.8%	77.9%	79.9%
Householder	23.9%	25.7%	25.8%
Spouse	17.5%	19.1%	18.8%
Child	25.3%	28.5%	30.4%
Other relative	2.0%	2.2%	2.6%
Nonrelative	2.1%	2.3%	2.2%
In Nonfamily Households	20.7%	16.9%	17.2%
In Group Quarters	8.5%	5.2%	2.8%
Institutionalized Population	3.1%	2.5%	1.5%
Noninstitutionalized Population	5.4%	2.7%	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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment			
Total	87,582	263,270	918,644
Less than 9th Grade	3.0%	3.0%	2.8%
9th - 12th Grade, No Diploma	8.1%	8.3%	7.3%
High School Graduate	30.4%	31.1%	25.8%
GED/Alternative Credential	6.0%	6.0%	4.6%
Some College, No Degree	21.1%	20.4%	19.7%
Associate Degree	8.3%	8.5%	7.6%
Bachelor's Degree	13.6%	14.4%	20.5%
Graduate/Professional Degree	9.7%	8.3%	11.6%
2017 Population 15+ by Marital Status			
Total	115,870	324,101	1,104,737
Never Married	38.7%	31.4%	32.6%
Married	42.2%	48.4%	48.5%
Widowed	6.2%	6.4%	5.9%
Divorced	12.9%	13.7%	13.1%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	93.7%	94.7%	95.3%
Civilian Unemployed (Unemployment Rate)	6.3%	5.4%	4.7%
2017 Employed Population 16+ by Industry			
Total	61,245	181,331	679,747
Agriculture/Mining	0.8%	1.7%	1.3%
Construction	5.4%	5.7%	5.0%
Manufacturing	12.3%	15.2%	13.9%
Wholesale Trade	2.2%	2.4%	3.0%
Retail Trade	12.4%	11.4%	11.3%
Transportation/Utilities	3.4%	4.1%	4.3%
Information	1.0%	1.3%	1.6%
Finance/Insurance/Real Estate	5.3%	5.5%	7.1%
Services	54.8%	49.3%	49.0%
Public Administration	2.6%	3.5%	3.5%
2017 Employed Population 16+ by Occupation			
Total	61,245	181,329	679,748
White Collar	55.1%	55.9%	61.9%
Management/Business/Financial	10.5%	12.0%	15.2%
Professional	20.3%	20.1%	22.4%
Sales	10.0%	9.3%	10.5%
Administrative Support	14.3%	14.4%	13.7%
Services	22.3%	19.1%	17.0%
Blue Collar	22.5%	25.0%	21.0%
Farming/Forestry/Fishing	0.3%	0.7%	0.6%
Construction/Extraction	4.0%	4.7%	4.1%
Installation/Maintenance/Repair	3.5%	3.8%	2.9%
Production	8.4%	8.8%	7.2%
Transportation/Material Moving	6.4%	7.1%	6.2%
2010 Population By Urban/ Rural Status			
Total Population	136,645	385,986	1,305,098
Population Inside Urbanized Area	73.8%	54.5%	65.6%
Population Inside Urbanized Cluster	5.2%	14.1%	15.7%
Rural Population	21.0%	31.4%	18.7%

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



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2010 Households by Type			
Total	53,116	150,383	517,874
Households with 1 Person	28.9%	27.2%	28.4%
Households with 2+ People	71.1%	72.8%	71.6%
Family Households	61.4%	66.1%	65.1%
Husband-wife Families	44.9%	49.2%	47.5%
With Related Children	16.2%	19.6%	20.4%
Other Family (No Spouse Present)	16.5%	16.8%	17.6%
Other Family with Male Householder	4.4%	4.7%	4.5%
With Related Children	2.7%	3.0%	2.8%
Other Family with Female Householder	12.0%	12.1%	13.1%
With Related Children	8.1%	8.2%	8.9%
Nonfamily Households	9.7%	6.7%	6.5%
All Households with Children	27.6%	31.3%	32.6%
Multigenerational Households	2.7%	3.0%	3.1%
Unmarried Partner Households	7.1%	6.9%	6.9%
Male-female	6.5%	6.3%	6.1%
Same-sex	0.7%	0.6%	0.7%
2010 Households by Size			
Total	53,115	150,384	517,876
1 Person Household	28.9%	27.2%	28.4%
2 Person Household	36.6%	35.9%	34.2%
3 Person Household	15.6%	15.9%	15.7%
4 Person Household	11.6%	12.6%	12.8%
5 Person Household	4.9%	5.5%	5.8%
6 Person Household	1.6%	1.9%	2.1%
7 + Person Household	0.8%	1.0%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	53,116	150,383	517,873
Owner Occupied	66.5%	71.1%	67.9%
Owned with a Mortgage/Loan	43.7%	48.6%	50.4%
Owned Free and Clear	22.8%	22.4%	17.5%
Renter Occupied	33.5%	28.9%	32.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	59,503	168,776	579,130
Housing Units Inside Urbanized Area	76.2%	55.4%	66.1%
Housing Units Inside Urbanized Cluster	3.4%	14.2%	16.3%
Rural Housing Units	20.5%	30.4%	17.6%

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.



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Top 3 Tapestry Segments			
1.	Salt of the Earth (6B)	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	Midlife Constants (5E)	Heartland Communities	Traditional Living (12B)
3.	Traditional Living (12B)	Traditional Living (12B)	Heartland Communities
2017 Consumer Spending			
Apparel & Services: Total \$	\$79,042,281	\$251,010,586	\$1,070,625,260
Average Spent	\$1,501.36	\$1,642.27	\$1,983.54
Spending Potential Index	70	76	92
Education: Total \$	\$56,378,541	\$165,544,771	\$712,184,496
Average Spent	\$1,070.88	\$1,083.10	\$1,319.46
Spending Potential Index	74	74	91
Entertainment/Recreation: Total \$	\$117,548,363	\$379,293,166	\$1,578,154,741
Average Spent	\$2,232.76	\$2,481.57	\$2,923.84
Spending Potential Index	72	80	94
Food at Home: Total \$	\$194,290,356	\$622,352,007	\$2,575,257,134
Average Spent	\$3,690.44	\$4,071.81	\$4,771.16
Spending Potential Index	73	81	95
Food Away from Home: Total \$	\$124,885,261	\$396,642,708	\$1,677,875,823
Average Spent	\$2,372.12	\$2,595.08	\$3,108.59
Spending Potential Index	71	78	93
Health Care: Total \$	\$214,909,500	\$702,851,757	\$2,864,010,771
Average Spent	\$4,082.08	\$4,598.49	\$5,306.13
Spending Potential Index	73	82	95
HH Furnishings & Equipment: Total \$	\$73,375,194	\$236,097,199	\$987,405,163
Average Spent	\$1,393.72	\$1,544.69	\$1,829.36
Spending Potential Index	72	79	94
Personal Care Products & Services: Total \$	\$29,398,867	\$94,152,493	\$397,938,684
Average Spent	\$558.41	\$616.00	\$737.26
Spending Potential Index	70	77	93
Shelter: Total \$	\$593,970,488	\$1,864,772,618	\$7,976,179,528
Average Spent	\$11,282.13	\$12,200.50	\$14,777.41
Spending Potential Index	69	75	91
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$86,617,540	\$281,282,581	\$1,175,571,363
Average Spent	\$1,645.25	\$1,840.32	\$2,177.97
Spending Potential Index	70	79	93
Travel: Total \$	\$73,326,039	\$236,993,991	\$1,009,832,579
Average Spent	\$1,392.79	\$1,550.56	\$1,870.91
Spending Potential Index	67	75	90
Vehicle Maintenance & Repairs: Total \$	\$41,159,674	\$132,552,330	\$547,418,473
Average Spent	\$781.80	\$867.24	\$1,014.20
Spending Potential Index	73	81	95

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.