

# Market Profile

Air Trade Center  
Rings: 10, 30, 50 mile radii

Prepared by Esri  
Latitude: 40.97400  
Longitude: -85.21700

	10 miles	30 miles	50 miles
<b>Population Summary</b>			
2000 Total Population	177,772	525,973	1,021,211
2010 Total Population	179,791	553,676	1,045,856
2018 Total Population	189,530	579,452	1,074,585
2018 Group Quarters	3,710	10,786	22,734
2023 Total Population	196,197	595,634	1,091,779
2018-2023 Annual Rate	0.69%	0.55%	0.32%
2018 Total Daytime Population	202,862	576,393	1,052,162
Workers	102,334	283,641	502,414
Residents	100,528	292,752	549,748
<b>Household Summary</b>			
2000 Households	70,147	201,181	387,281
2000 Average Household Size	2.49	2.56	2.58
2010 Households	70,033	213,288	400,801
2010 Average Household Size	2.51	2.55	2.55
2018 Households	73,823	223,706	412,761
2018 Average Household Size	2.52	2.54	2.55
2023 Households	76,540	230,170	419,681
2023 Average Household Size	2.51	2.54	2.55
2018-2023 Annual Rate	0.73%	0.57%	0.33%
2010 Families	44,743	144,439	276,235
2010 Average Family Size	3.14	3.10	3.08
2018 Families	46,379	149,212	280,345
2018 Average Family Size	3.14	3.09	3.07
2023 Families	47,709	152,572	283,386
2023 Average Family Size	3.14	3.09	3.07
2018-2023 Annual Rate	0.57%	0.45%	0.22%
<b>Housing Unit Summary</b>			
2000 Housing Units	77,394	215,979	420,735
Owner Occupied Housing Units	59.8%	69.2%	70.1%
Renter Occupied Housing Units	30.9%	24.0%	22.0%
Vacant Housing Units	9.4%	6.9%	8.0%
2010 Housing Units	80,138	234,989	452,271
Owner Occupied Housing Units	55.9%	66.1%	65.9%
Renter Occupied Housing Units	31.5%	24.7%	22.7%
Vacant Housing Units	12.6%	9.2%	11.4%
2018 Housing Units	84,233	245,414	467,470
Owner Occupied Housing Units	54.2%	64.2%	63.4%
Renter Occupied Housing Units	33.5%	27.0%	24.8%
Vacant Housing Units	12.4%	8.8%	11.7%
2023 Housing Units	87,266	252,869	478,424
Owner Occupied Housing Units	54.7%	64.8%	63.7%
Renter Occupied Housing Units	33.0%	26.2%	24.0%
Vacant Housing Units	12.3%	9.0%	12.3%
<b>Median Household Income</b>			
2018	\$46,567	\$53,300	\$52,327
2023	\$53,063	\$59,858	\$58,402
<b>Median Home Value</b>			
2018	\$112,544	\$129,801	\$126,192
2023	\$129,622	\$147,333	\$142,713
<b>Per Capita Income</b>			
2018	\$26,236	\$27,030	\$25,957
2023	\$30,205	\$31,255	\$30,049
<b>Median Age</b>			
2010	34.6	36.5	37.4
2018	36.1	37.8	38.7
2023	37.0	38.5	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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2018 Households by Income</b>			
Household Income Base	73,823	223,706	412,761
<\$15,000	13.8%	9.9%	9.8%
\$15,000 - \$24,999	11.4%	10.0%	10.5%
\$25,000 - \$34,999	12.3%	10.6%	11.0%
\$35,000 - \$49,999	15.3%	15.5%	15.6%
\$50,000 - \$74,999	18.7%	21.3%	21.8%
\$75,000 - \$99,999	10.6%	13.6%	13.3%
\$100,000 - \$149,999	10.1%	12.3%	11.8%
\$150,000 - \$199,999	4.0%	3.8%	3.4%
\$200,000+	3.9%	3.1%	2.6%
Average Household Income	\$66,569	\$69,353	\$66,871
<b>2023 Households by Income</b>			
Household Income Base	76,540	230,170	419,681
<\$15,000	11.5%	7.9%	7.8%
\$15,000 - \$24,999	9.7%	8.3%	8.7%
\$25,000 - \$34,999	10.7%	9.0%	9.5%
\$35,000 - \$49,999	14.8%	14.3%	14.4%
\$50,000 - \$74,999	19.4%	21.3%	21.9%
\$75,000 - \$99,999	11.8%	14.8%	14.6%
\$100,000 - \$149,999	12.6%	15.7%	15.3%
\$150,000 - \$199,999	4.9%	5.0%	4.5%
\$200,000+	4.6%	3.9%	3.3%
Average Household Income	\$76,667	\$80,246	\$77,479
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	45,644	157,520	296,585
<\$50,000	13.2%	8.5%	9.9%
\$50,000 - \$99,999	31.7%	27.5%	28.5%
\$100,000 - \$149,999	20.3%	23.4%	22.2%
\$150,000 - \$199,999	12.7%	16.4%	16.2%
\$200,000 - \$249,999	6.6%	7.9%	7.7%
\$250,000 - \$299,999	5.0%	6.2%	5.7%
\$300,000 - \$399,999	5.0%	5.6%	5.2%
\$400,000 - \$499,999	2.2%	1.9%	1.8%
\$500,000 - \$749,999	2.4%	1.7%	1.8%
\$750,000 - \$999,999	0.6%	0.4%	0.5%
\$1,000,000 - \$1,499,999	0.4%	0.3%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$157,096	\$164,217	\$162,324
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	47,773	163,808	304,750
<\$50,000	11.1%	6.7%	7.8%
\$50,000 - \$99,999	27.9%	22.9%	24.3%
\$100,000 - \$149,999	18.5%	21.6%	21.0%
\$150,000 - \$199,999	13.7%	17.1%	16.9%
\$200,000 - \$249,999	7.9%	9.2%	8.9%
\$250,000 - \$299,999	6.4%	8.1%	7.4%
\$300,000 - \$399,999	6.8%	8.1%	7.5%
\$400,000 - \$499,999	2.8%	2.7%	2.5%
\$500,000 - \$749,999	3.4%	2.5%	2.4%
\$750,000 - \$999,999	0.8%	0.6%	0.7%
\$1,000,000 - \$1,499,999	0.4%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$179,490	\$188,130	\$184,005

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Age</b>			
Total	179,792	553,674	1,045,852
0 - 4	7.7%	7.2%	7.0%
5 - 9	7.7%	7.3%	7.1%
10 - 14	7.5%	7.4%	7.3%
15 - 24	14.1%	13.7%	13.7%
25 - 34	13.5%	12.5%	11.9%
35 - 44	12.8%	12.7%	12.5%
45 - 54	14.4%	14.5%	14.6%
55 - 64	11.3%	11.8%	12.2%
65 - 74	5.8%	6.6%	7.3%
75 - 84	3.6%	4.2%	4.5%
85 +	1.6%	2.0%	2.0%
18 +	72.5%	73.5%	74.0%
<b>2018 Population by Age</b>			
Total	189,531	579,453	1,074,585
0 - 4	7.1%	6.7%	6.5%
5 - 9	7.1%	6.8%	6.7%
10 - 14	7.1%	6.9%	6.7%
15 - 24	13.5%	13.0%	12.9%
25 - 34	13.7%	13.1%	12.7%
35 - 44	12.5%	12.2%	11.8%
45 - 54	12.4%	12.4%	12.5%
55 - 64	12.7%	13.1%	13.5%
65 - 74	8.4%	9.2%	9.8%
75 - 84	3.7%	4.4%	4.7%
85 +	1.7%	2.2%	2.2%
18 +	74.6%	75.7%	76.2%
<b>2023 Population by Age</b>			
Total	196,198	595,633	1,091,780
0 - 4	7.1%	6.6%	6.4%
5 - 9	7.0%	6.7%	6.6%
10 - 14	6.9%	6.9%	6.8%
15 - 24	13.0%	12.4%	12.3%
25 - 34	13.5%	12.9%	12.3%
35 - 44	12.7%	12.5%	12.2%
45 - 54	11.7%	11.7%	11.7%
55 - 64	12.0%	12.4%	12.7%
65 - 74	9.7%	10.5%	11.0%
75 - 84	4.7%	5.3%	5.7%
85 +	1.7%	2.1%	2.2%
18 +	75.0%	75.8%	76.2%
<b>2010 Population by Sex</b>			
Males	87,881	271,231	514,217
Females	91,910	282,445	531,639
<b>2018 Population by Sex</b>			
Males	92,740	284,304	529,530
Females	96,789	295,148	545,055
<b>2023 Population by Sex</b>			
Males	96,311	293,365	540,105
Females	99,887	302,269	551,674

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Race/Ethnicity</b>			
Total	179,791	553,677	1,045,858
White Alone	70.1%	85.7%	89.7%
Black Alone	18.2%	7.7%	4.8%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	3.2%	1.9%	1.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	4.5%	2.1%	2.1%
Two or More Races	3.5%	2.3%	1.9%
Hispanic Origin	9.1%	5.0%	4.8%
Diversity Index	56.1	33.0	26.8
<b>2018 Population by Race/Ethnicity</b>			
Total	189,528	579,452	1,074,585
White Alone	67.2%	83.3%	87.7%
Black Alone	18.0%	7.9%	5.0%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	4.8%	3.0%	1.9%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	5.2%	2.6%	2.5%
Two or More Races	4.3%	2.9%	2.4%
Hispanic Origin	10.7%	6.1%	5.8%
Diversity Index	60.7	37.9	31.3
<b>2023 Population by Race/Ethnicity</b>			
Total	196,196	595,634	1,091,778
White Alone	64.8%	81.3%	86.1%
Black Alone	17.7%	7.9%	5.2%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	6.2%	4.0%	2.6%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	5.9%	3.0%	2.9%
Two or More Races	5.0%	3.4%	2.9%
Hispanic Origin	12.0%	7.0%	6.7%
Diversity Index	64.1	41.9	34.9
<b>2010 Population by Relationship and Household Type</b>			
Total	179,791	553,676	1,045,856
In Households	97.9%	98.1%	97.8%
In Family Households	80.8%	83.0%	83.4%
Householder	24.9%	26.1%	26.4%
Spouse	16.7%	19.8%	20.4%
Child	33.6%	32.7%	32.2%
Other relative	3.0%	2.3%	2.3%
Nonrelative	2.6%	2.2%	2.2%
In Nonfamily Households	17.2%	15.1%	14.4%
In Group Quarters	2.1%	1.9%	2.2%
Institutionalized Population	1.0%	1.1%	1.1%
Noninstitutionalized Population	1.1%	0.9%	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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2018 Population 25+ by Educational Attainment</b>			
Total	123,462	385,970	721,851
Less than 9th Grade	4.8%	3.5%	4.1%
9th - 12th Grade, No Diploma	8.0%	6.8%	7.6%
High School Graduate	25.3%	28.2%	31.8%
GED/Alternative Credential	5.1%	4.7%	5.1%
Some College, No Degree	21.5%	21.6%	20.4%
Associate Degree	9.4%	9.8%	9.4%
Bachelor's Degree	16.6%	16.4%	13.9%
Graduate/Professional Degree	9.2%	8.9%	7.6%
<b>2018 Population 15+ by Marital Status</b>			
Total	149,106	461,155	860,157
Never Married	36.0%	30.4%	28.5%
Married	45.3%	51.9%	53.6%
Widowed	5.4%	5.9%	6.1%
Divorced	13.2%	11.8%	11.8%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.0%	96.4%	96.3%
Civilian Unemployed (Unemployment Rate)	5.0%	3.6%	3.7%
<b>2018 Employed Population 16+ by Industry</b>			
Total	90,005	289,866	529,572
Agriculture/Mining	0.6%	1.3%	2.1%
Construction	5.1%	5.6%	5.2%
Manufacturing	19.3%	22.0%	26.3%
Wholesale Trade	3.1%	2.9%	2.4%
Retail Trade	11.1%	10.9%	10.5%
Transportation/Utilities	4.8%	4.7%	4.4%
Information	1.6%	1.6%	1.4%
Finance/Insurance/Real Estate	5.5%	5.3%	4.5%
Services	46.9%	43.2%	40.6%
Public Administration	2.1%	2.5%	2.6%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	90,005	289,866	529,572
White Collar	54.8%	55.4%	51.7%
Management/Business/Financial	10.6%	12.3%	11.5%
Professional	21.0%	20.3%	18.1%
Sales	9.8%	9.5%	9.2%
Administrative Support	13.4%	13.4%	12.9%
Services	18.1%	16.1%	15.8%
Blue Collar	27.1%	28.5%	32.5%
Farming/Forestry/Fishing	0.3%	0.5%	0.9%
Construction/Extraction	4.4%	4.6%	4.6%
Installation/Maintenance/Repair	3.1%	3.5%	3.8%
Production	11.9%	12.2%	15.0%
Transportation/Material Moving	7.4%	7.6%	8.2%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	179,791	553,676	1,045,856
Population Inside Urbanized Area	87.4%	56.6%	30.5%
Population Inside Urbanized Cluster	2.1%	14.7%	29.6%
Rural Population	10.5%	28.7%	39.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

December 17, 2018

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<b>2010 Households by Type</b>			
Total	70,032	213,288	400,800
Households with 1 Person	29.9%	26.9%	26.0%
Households with 2+ People	70.1%	73.1%	74.0%
Family Households	63.9%	67.7%	68.9%
Husband-wife Families	42.9%	51.3%	53.2%
With Related Children	19.5%	22.4%	22.3%
Other Family (No Spouse Present)	21.0%	16.4%	15.7%
Other Family with Male Householder	5.1%	4.6%	4.7%
With Related Children	3.2%	2.9%	3.0%
Other Family with Female Householder	15.9%	11.8%	11.0%
With Related Children	11.6%	8.2%	7.6%
Nonfamily Households	6.2%	5.4%	5.0%
All Households with Children	34.8%	34.2%	33.5%
Multigenerational Households	3.5%	3.0%	3.0%
Unmarried Partner Households	7.3%	6.4%	6.4%
Male-female	6.6%	5.9%	5.9%
Same-sex	0.7%	0.6%	0.5%
<b>2010 Households by Size</b>			
Total	70,034	213,288	400,801
1 Person Household	29.9%	26.9%	26.0%
2 Person Household	31.2%	33.9%	35.1%
3 Person Household	15.1%	15.2%	15.1%
4 Person Household	12.5%	13.1%	12.9%
5 Person Household	6.8%	6.7%	6.6%
6 Person Household	2.8%	2.5%	2.6%
7 + Person Household	1.7%	1.7%	1.7%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	70,033	213,288	400,801
Owner Occupied	63.9%	72.8%	74.4%
Owned with a Mortgage/Loan	46.4%	52.2%	51.2%
Owned Free and Clear	17.5%	20.6%	23.2%
Renter Occupied	36.1%	27.2%	25.6%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	80,138	234,989	452,271
Housing Units Inside Urbanized Area	88.7%	58.2%	30.7%
Housing Units Inside Urbanized Cluster	1.9%	15.2%	31.1%
Rural Housing Units	9.4%	26.6%	38.2%

**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.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Hardscrabble Road (8G)	Salt of the Earth (6B)	Salt of the Earth (6B)
<b>2.</b>	Traditional Living (12B)	Traditional Living (12B)	Heartland Communities
<b>3.</b>	Salt of the Earth (6B)	Rustbelt Traditions (5D)	Traditional Living (12B)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$129,193,882	\$400,851,462	\$706,943,755
Average Spent	\$1,750.05	\$1,791.87	\$1,712.72
Spending Potential Index	80	82	79
Education: Total \$	\$84,935,767	\$262,802,029	\$453,623,098
Average Spent	\$1,150.53	\$1,174.77	\$1,099.00
Spending Potential Index	79	81	76
Entertainment/Recreation: Total \$	\$192,176,178	\$610,387,033	\$1,099,706,841
Average Spent	\$2,603.20	\$2,728.52	\$2,664.27
Spending Potential Index	81	85	83
Food at Home: Total \$	\$306,382,717	\$959,477,214	\$1,727,520,618
Average Spent	\$4,150.23	\$4,289.01	\$4,185.28
Spending Potential Index	83	85	83
Food Away from Home: Total \$	\$209,270,394	\$653,654,323	\$1,157,016,465
Average Spent	\$2,834.76	\$2,921.93	\$2,803.11
Spending Potential Index	81	83	80
Health Care: Total \$	\$346,577,070	\$1,116,361,874	\$2,039,716,082
Average Spent	\$4,694.70	\$4,990.31	\$4,941.64
Spending Potential Index	82	87	86
HH Furnishings & Equipment: Total \$	\$124,131,138	\$392,995,267	\$700,226,518
Average Spent	\$1,681.47	\$1,756.75	\$1,696.45
Spending Potential Index	80	84	81
Personal Care Products & Services: Total \$	\$48,768,025	\$153,597,812	\$272,024,808
Average Spent	\$660.61	\$686.61	\$659.04
Spending Potential Index	80	83	80
Shelter: Total \$	\$986,518,171	\$3,044,962,665	\$5,338,415,022
Average Spent	\$13,363.29	\$13,611.45	\$12,933.43
Spending Potential Index	80	81	77
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$142,905,656	\$455,229,775	\$817,777,902
Average Spent	\$1,935.79	\$2,034.95	\$1,981.24
Spending Potential Index	78	82	80
Travel: Total \$	\$120,956,367	\$385,916,534	\$680,361,293
Average Spent	\$1,638.46	\$1,725.11	\$1,648.32
Spending Potential Index	76	80	77
Vehicle Maintenance & Repairs: Total \$	\$64,826,890	\$204,790,740	\$368,093,886
Average Spent	\$878.14	\$915.45	\$891.78
Spending Potential Index	82	85	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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.