

Market Profile

Airport Business Center North
Rings: 10, 30, 50 mile radii

Prepared by Esri
Latitude: 41.00580
Longitude: -85.19710

	10 miles	30 miles	50 miles
Population Summary			
2000 Total Population	227,743	528,577	1,028,024
2010 Total Population	230,367	557,343	1,054,337
2018 Total Population	242,257	583,647	1,083,998
2018 Group Quarters	5,655	10,889	23,309
2023 Total Population	250,345	600,157	1,101,613
2018-2023 Annual Rate	0.66%	0.56%	0.32%
2018 Total Daytime Population	276,950	582,057	1,070,128
Workers	149,786	287,534	515,435
Residents	127,164	294,523	554,693
Household Summary			
2000 Households	91,508	201,985	389,875
2000 Average Household Size	2.44	2.57	2.58
2010 Households	91,446	214,480	403,882
2010 Average Household Size	2.46	2.55	2.55
2018 Households	96,221	225,135	416,176
2018 Average Household Size	2.46	2.54	2.55
2023 Households	99,567	231,747	423,236
2023 Average Household Size	2.46	2.54	2.55
2018-2023 Annual Rate	0.69%	0.58%	0.34%
2010 Families	56,972	145,403	278,104
2010 Average Family Size	3.10	3.10	3.08
2018 Families	58,836	150,321	282,418
2018 Average Family Size	3.10	3.09	3.08
2023 Families	60,404	153,775	285,550
2023 Average Family Size	3.10	3.09	3.08
2018-2023 Annual Rate	0.53%	0.46%	0.22%
Housing Unit Summary			
2000 Housing Units	100,163	216,824	424,559
Owner Occupied Housing Units	59.3%	69.3%	69.9%
Renter Occupied Housing Units	32.1%	23.9%	22.0%
Vacant Housing Units	8.6%	6.8%	8.2%
2010 Housing Units	103,325	236,256	456,704
Owner Occupied Housing Units	55.2%	66.2%	65.7%
Renter Occupied Housing Units	33.3%	24.6%	22.7%
Vacant Housing Units	11.5%	9.2%	11.6%
2018 Housing Units	108,200	246,787	472,126
Owner Occupied Housing Units	53.5%	64.3%	63.3%
Renter Occupied Housing Units	35.5%	26.9%	24.9%
Vacant Housing Units	11.1%	8.8%	11.9%
2023 Housing Units	111,847	254,342	483,211
Owner Occupied Housing Units	54.1%	64.9%	63.5%
Renter Occupied Housing Units	34.9%	26.2%	24.0%
Vacant Housing Units	11.0%	8.9%	12.4%
Median Household Income			
2018	\$46,080	\$53,305	\$52,319
2023	\$52,549	\$59,870	\$58,377
Median Home Value			
2018	\$108,186	\$130,023	\$126,762
2023	\$123,599	\$147,587	\$143,244
Per Capita Income			
2018	\$25,741	\$26,992	\$25,981
2023	\$29,692	\$31,214	\$30,069
Median Age			
2010	34.6	36.5	37.4
2018	36.0	37.8	38.6
2023	36.8	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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2018 Households by Income			
Household Income Base	96,221	225,135	416,176
<\$15,000	13.7%	9.9%	9.8%
\$15,000 - \$24,999	11.4%	10.0%	10.5%
\$25,000 - \$34,999	12.2%	10.6%	11.0%
\$35,000 - \$49,999	15.9%	15.5%	15.6%
\$50,000 - \$74,999	19.5%	21.3%	21.8%
\$75,000 - \$99,999	11.0%	13.6%	13.3%
\$100,000 - \$149,999	9.6%	12.3%	11.8%
\$150,000 - \$199,999	3.4%	3.8%	3.4%
\$200,000+	3.3%	3.1%	2.7%
Average Household Income	\$64,120	\$69,298	\$66,939
2023 Households by Income			
Household Income Base	99,567	231,747	423,236
<\$15,000	11.4%	7.9%	7.8%
\$15,000 - \$24,999	9.7%	8.3%	8.7%
\$25,000 - \$34,999	10.5%	8.9%	9.5%
\$35,000 - \$49,999	15.3%	14.3%	14.4%
\$50,000 - \$74,999	20.2%	21.3%	21.9%
\$75,000 - \$99,999	12.3%	14.8%	14.6%
\$100,000 - \$149,999	12.1%	15.7%	15.3%
\$150,000 - \$199,999	4.3%	5.0%	4.5%
\$200,000+	4.0%	3.9%	3.3%
Average Household Income	\$74,018	\$80,184	\$77,544
2018 Owner Occupied Housing Units by Value			
Total	57,823	158,709	298,734
<\$50,000	12.9%	8.5%	9.9%
\$50,000 - \$99,999	33.4%	27.4%	28.3%
\$100,000 - \$149,999	22.5%	23.4%	22.1%
\$150,000 - \$199,999	12.2%	16.5%	16.3%
\$200,000 - \$249,999	5.8%	7.9%	7.8%
\$250,000 - \$299,999	4.2%	6.2%	5.8%
\$300,000 - \$399,999	4.2%	5.6%	5.3%
\$400,000 - \$499,999	1.8%	2.0%	1.8%
\$500,000 - \$749,999	2.1%	1.7%	1.8%
\$750,000 - \$999,999	0.5%	0.4%	0.6%
\$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	\$149,440	\$164,207	\$163,147
2023 Owner Occupied Housing Units by Value			
Total	60,554	165,091	307,019
<\$50,000	11.0%	6.7%	7.7%
\$50,000 - \$99,999	29.1%	22.8%	24.2%
\$100,000 - \$149,999	21.1%	21.6%	20.9%
\$150,000 - \$199,999	13.6%	17.1%	16.9%
\$200,000 - \$249,999	7.1%	9.2%	9.0%
\$250,000 - \$299,999	5.4%	8.1%	7.5%
\$300,000 - \$399,999	6.0%	8.1%	7.6%
\$400,000 - \$499,999	2.4%	2.8%	2.5%
\$500,000 - \$749,999	3.0%	2.5%	2.4%
\$750,000 - \$999,999	0.6%	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 +	0.2%	0.1%	0.1%
Average Home Value	\$171,222	\$188,076	\$184,663

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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2010 Population by Age			
Total	230,368	557,346	1,054,337
0 - 4	7.6%	7.2%	7.0%
5 - 9	7.4%	7.3%	7.2%
10 - 14	7.2%	7.4%	7.3%
15 - 24	14.6%	13.7%	13.7%
25 - 34	13.7%	12.5%	11.9%
35 - 44	12.5%	12.7%	12.5%
45 - 54	13.9%	14.5%	14.6%
55 - 64	11.1%	11.8%	12.2%
65 - 74	5.9%	6.6%	7.3%
75 - 84	4.0%	4.2%	4.5%
85 +	2.0%	2.0%	2.0%
18 +	73.3%	73.5%	74.0%
2018 Population by Age			
Total	242,258	583,646	1,083,999
0 - 4	7.1%	6.7%	6.6%
5 - 9	6.9%	6.8%	6.7%
10 - 14	6.8%	6.9%	6.8%
15 - 24	13.9%	13.0%	12.9%
25 - 34	14.0%	13.2%	12.7%
35 - 44	12.3%	12.2%	11.8%
45 - 54	12.0%	12.5%	12.4%
55 - 64	12.3%	13.1%	13.5%
65 - 74	8.4%	9.2%	9.7%
75 - 84	4.0%	4.3%	4.7%
85 +	2.2%	2.2%	2.2%
18 +	75.2%	75.7%	76.2%
2023 Population by Age			
Total	250,346	600,156	1,101,614
0 - 4	7.0%	6.6%	6.4%
5 - 9	6.8%	6.7%	6.6%
10 - 14	6.8%	6.9%	6.8%
15 - 24	13.3%	12.4%	12.3%
25 - 34	13.7%	12.9%	12.3%
35 - 44	12.6%	12.6%	12.2%
45 - 54	11.5%	11.7%	11.6%
55 - 64	11.7%	12.4%	12.7%
65 - 74	9.6%	10.4%	11.0%
75 - 84	4.8%	5.3%	5.7%
85 +	2.1%	2.1%	2.2%
18 +	75.5%	75.8%	76.2%
2010 Population by Sex			
Males	111,899	273,120	518,205
Females	118,468	284,223	536,132
2018 Population by Sex			
Males	117,847	286,469	533,988
Females	124,410	297,178	550,010
2023 Population by Sex			
Males	122,259	295,713	544,803
Females	128,086	304,444	556,811

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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2010 Population by Race/Ethnicity			
Total	230,368	557,342	1,054,338
White Alone	72.8%	85.7%	89.7%
Black Alone	16.0%	7.6%	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	4.0%	2.2%	2.1%
Two or More Races	3.5%	2.3%	1.9%
Hispanic Origin	8.4%	5.0%	4.9%
Diversity Index	52.8	33.0	26.9
2018 Population by Race/Ethnicity			
Total	242,257	583,648	1,083,998
White Alone	69.6%	83.4%	87.7%
Black Alone	16.0%	7.8%	5.0%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	4.9%	3.0%	1.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	4.8%	2.6%	2.6%
Two or More Races	4.3%	2.9%	2.4%
Hispanic Origin	9.9%	6.1%	5.9%
Diversity Index	57.9	37.9	31.4
2023 Population by Race/Ethnicity			
Total	250,345	600,157	1,101,614
White Alone	67.0%	81.3%	86.1%
Black Alone	15.8%	7.9%	5.2%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	6.4%	4.0%	2.6%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	5.3%	3.0%	2.9%
Two or More Races	5.0%	3.4%	2.8%
Hispanic Origin	11.2%	7.0%	6.8%
Diversity Index	61.8	41.8	35.0
2010 Population by Relationship and Household Type			
Total	230,367	557,343	1,054,337
In Households	97.5%	98.0%	97.8%
In Family Households	79.2%	83.0%	83.4%
Householder	24.7%	26.1%	26.4%
Spouse	16.6%	19.8%	20.4%
Child	32.6%	32.7%	32.2%
Other relative	2.9%	2.3%	2.3%
Nonrelative	2.5%	2.2%	2.2%
In Nonfamily Households	18.3%	15.0%	14.4%
In Group Quarters	2.5%	2.0%	2.2%
Institutionalized Population	1.3%	1.1%	1.1%
Noninstitutionalized Population	1.1%	0.8%	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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2018 Population 25+ by Educational Attainment			
Total	158,225	389,029	727,715
Less than 9th Grade	4.5%	3.5%	4.3%
9th - 12th Grade, No Diploma	8.0%	6.8%	7.6%
High School Graduate	25.3%	28.3%	31.8%
GED/Alternative Credential	4.9%	4.7%	5.1%
Some College, No Degree	22.0%	21.7%	20.4%
Associate Degree	9.5%	9.8%	9.3%
Bachelor's Degree	16.5%	16.4%	13.9%
Graduate/Professional Degree	9.2%	8.8%	7.6%
2018 Population 15+ by Marital Status			
Total	191,795	464,628	867,388
Never Married	35.8%	30.4%	28.5%
Married	45.0%	52.0%	53.6%
Widowed	5.7%	5.9%	6.1%
Divorced	13.5%	11.8%	11.8%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	95.2%	96.4%	96.3%
Civilian Unemployed (Unemployment Rate)	4.8%	3.6%	3.7%
2018 Employed Population 16+ by Industry			
Total	116,516	292,284	534,137
Agriculture/Mining	0.5%	1.3%	2.0%
Construction	4.8%	5.5%	5.2%
Manufacturing	18.9%	22.2%	26.5%
Wholesale Trade	3.0%	2.9%	2.4%
Retail Trade	11.4%	10.8%	10.5%
Transportation/Utilities	4.9%	4.7%	4.4%
Information	1.6%	1.6%	1.3%
Finance/Insurance/Real Estate	5.6%	5.3%	4.5%
Services	47.3%	43.2%	40.5%
Public Administration	2.1%	2.5%	2.6%
2018 Employed Population 16+ by Occupation			
Total	116,517	292,282	534,137
White Collar	54.8%	55.4%	51.7%
Management/Business/Financial	10.5%	12.3%	11.5%
Professional	20.9%	20.3%	18.1%
Sales	9.8%	9.4%	9.3%
Administrative Support	13.5%	13.4%	12.9%
Services	18.9%	16.1%	15.8%
Blue Collar	26.4%	28.5%	32.5%
Farming/Forestry/Fishing	0.3%	0.5%	0.9%
Construction/Extraction	4.2%	4.6%	4.5%
Installation/Maintenance/Repair	3.0%	3.5%	3.8%
Production	11.5%	12.2%	15.1%
Transportation/Material Moving	7.4%	7.7%	8.2%
2010 Population By Urban/ Rural Status			
Total Population	230,367	557,343	1,054,337
Population Inside Urbanized Area	90.7%	56.2%	30.5%
Population Inside Urbanized Cluster	1.6%	14.9%	29.9%
Rural Population	7.8%	28.8%	39.7%

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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2010 Households by Type			
Total	91,446	214,480	403,882
Households with 1 Person	31.0%	26.8%	26.1%
Households with 2+ People	69.0%	73.2%	73.9%
Family Households	62.3%	67.8%	68.9%
Husband-wife Families	41.9%	51.4%	53.2%
With Related Children	18.8%	22.5%	22.3%
Other Family (No Spouse Present)	20.4%	16.4%	15.7%
Other Family with Male Householder	5.1%	4.6%	4.7%
With Related Children	3.1%	2.9%	3.0%
Other Family with Female Householder	15.3%	11.8%	11.0%
With Related Children	11.0%	8.2%	7.6%
Nonfamily Households	6.7%	5.4%	5.1%
All Households with Children	33.6%	34.2%	33.5%
Multigenerational Households	3.3%	2.9%	3.0%
Unmarried Partner Households	7.3%	6.5%	6.4%
Male-female	6.7%	5.9%	5.9%
Same-sex	0.7%	0.6%	0.5%
2010 Households by Size			
Total	91,447	214,481	403,883
1 Person Household	31.0%	26.8%	26.1%
2 Person Household	31.5%	33.9%	35.1%
3 Person Household	14.9%	15.2%	15.1%
4 Person Household	12.1%	13.2%	12.8%
5 Person Household	6.4%	6.7%	6.6%
6 Person Household	2.6%	2.6%	2.6%
7 + Person Household	1.5%	1.6%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	91,446	214,480	403,882
Owner Occupied	62.4%	72.9%	74.3%
Owned with a Mortgage/Loan	44.7%	52.3%	51.1%
Owned Free and Clear	17.7%	20.6%	23.2%
Renter Occupied	37.6%	27.1%	25.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	103,325	236,256	456,704
Housing Units Inside Urbanized Area	91.6%	57.9%	30.7%
Housing Units Inside Urbanized Cluster	1.5%	15.4%	31.5%
Rural Housing Units	6.9%	26.7%	37.9%

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.	Traditional Living (12B)	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	Hardscrabble Road (8G)	Traditional Living (12B)	Heartland Communities
3.	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)	Traditional Living (12B)
2018 Consumer Spending			
Apparel & Services: Total \$	\$162,279,991	\$403,096,559	\$713,457,848
Average Spent	\$1,686.53	\$1,790.47	\$1,714.32
Spending Potential Index	78	82	79
Education: Total \$	\$106,674,323	\$264,226,196	\$457,444,236
Average Spent	\$1,108.64	\$1,173.63	\$1,099.16
Spending Potential Index	77	81	76
Entertainment/Recreation: Total \$	\$241,364,757	\$613,874,684	\$1,110,027,567
Average Spent	\$2,508.44	\$2,726.70	\$2,667.21
Spending Potential Index	78	85	83
Food at Home: Total \$	\$385,143,628	\$964,900,282	\$1,743,617,675
Average Spent	\$4,002.70	\$4,285.87	\$4,189.62
Spending Potential Index	80	85	83
Food Away from Home: Total \$	\$263,293,848	\$657,320,052	\$1,167,812,389
Average Spent	\$2,736.34	\$2,919.67	\$2,806.05
Spending Potential Index	78	83	80
Health Care: Total \$	\$435,213,049	\$1,122,896,769	\$2,059,297,530
Average Spent	\$4,523.06	\$4,987.66	\$4,948.14
Spending Potential Index	79	87	86
HH Furnishings & Equipment: Total \$	\$155,998,319	\$395,231,558	\$706,812,518
Average Spent	\$1,621.25	\$1,755.53	\$1,698.35
Spending Potential Index	78	84	81
Personal Care Products & Services: Total \$	\$61,323,473	\$154,449,902	\$274,605,953
Average Spent	\$637.32	\$686.03	\$659.83
Spending Potential Index	77	83	80
Shelter: Total \$	\$1,242,441,987	\$3,060,850,056	\$5,388,088,915
Average Spent	\$12,912.38	\$13,595.62	\$12,946.66
Spending Potential Index	77	81	77
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$179,535,602	\$457,725,482	\$825,699,600
Average Spent	\$1,865.87	\$2,033.12	\$1,984.02
Spending Potential Index	75	82	80
Travel: Total \$	\$151,854,939	\$388,008,814	\$686,798,633
Average Spent	\$1,578.19	\$1,723.45	\$1,650.26
Spending Potential Index	73	80	77
Vehicle Maintenance & Repairs: Total \$	\$81,542,317	\$205,970,907	\$371,566,868
Average Spent	\$847.45	\$914.88	\$892.81
Spending Potential Index	79	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.