

Market Profile

Alexandria Business Park
Rings: 10, 30, 50 mile radii

Prepared by Esri
Latitude: 40.27786
Longitude: -85.66881

	10 miles	30 miles	50 miles
Population Summary			
2000 Total Population	45,486	604,126	1,939,708
2010 Total Population	41,835	664,365	2,081,815
2018 Total Population	41,002	703,284	2,202,631
2018 Group Quarters	140	25,561	53,435
2023 Total Population	40,588	728,833	2,283,023
2018-2023 Annual Rate	-0.20%	0.72%	0.72%
2018 Total Daytime Population	32,420	622,139	2,259,953
Workers	11,003	261,032	1,157,389
Residents	21,417	361,107	1,102,564
Household Summary			
2000 Households	17,906	235,176	766,121
2000 Average Household Size	2.52	2.48	2.47
2010 Households	16,923	255,544	816,297
2010 Average Household Size	2.46	2.50	2.49
2018 Households	16,754	269,410	859,276
2018 Average Household Size	2.44	2.52	2.50
2023 Households	16,648	278,323	888,525
2023 Average Household Size	2.43	2.53	2.51
2018-2023 Annual Rate	-0.13%	0.65%	0.67%
2010 Families	11,835	174,120	532,648
2010 Average Family Size	2.92	3.00	3.05
2018 Families	11,535	182,465	553,995
2018 Average Family Size	2.89	3.01	3.06
2023 Families	11,393	188,384	570,643
2023 Average Family Size	2.87	3.02	3.07
2018-2023 Annual Rate	-0.25%	0.64%	0.59%
Housing Unit Summary			
2000 Housing Units	19,131	252,782	829,163
Owner Occupied Housing Units	74.4%	69.1%	63.0%
Renter Occupied Housing Units	19.2%	24.0%	29.4%
Vacant Housing Units	6.4%	7.0%	7.6%
2010 Housing Units	19,042	284,445	914,797
Owner Occupied Housing Units	68.3%	65.5%	59.4%
Renter Occupied Housing Units	20.6%	24.4%	29.8%
Vacant Housing Units	11.1%	10.2%	10.8%
2018 Housing Units	19,059	302,205	965,739
Owner Occupied Housing Units	66.9%	64.2%	57.3%
Renter Occupied Housing Units	21.0%	25.0%	31.7%
Vacant Housing Units	12.1%	10.9%	11.0%
2023 Housing Units	19,124	314,126	1,001,597
Owner Occupied Housing Units	67.2%	64.8%	58.0%
Renter Occupied Housing Units	19.8%	23.8%	30.7%
Vacant Housing Units	12.9%	11.4%	11.3%
Median Household Income			
2018	\$50,334	\$56,109	\$53,829
2023	\$56,985	\$65,505	\$61,981
Median Home Value			
2018	\$100,749	\$140,633	\$142,305
2023	\$122,747	\$167,712	\$163,745
Per Capita Income			
2018	\$25,408	\$29,898	\$29,478
2023	\$30,248	\$34,848	\$34,165
Median Age			
2010	41.9	37.4	36.3
2018	43.9	38.4	37.6
2023	44.7	38.9	38.2

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	16,754	269,403	859,269
<\$15,000	11.0%	10.6%	11.1%
\$15,000 - \$24,999	10.4%	9.7%	10.3%
\$25,000 - \$34,999	11.5%	9.7%	10.3%
\$35,000 - \$49,999	16.6%	14.0%	14.2%
\$50,000 - \$74,999	22.2%	18.6%	18.6%
\$75,000 - \$99,999	13.2%	13.1%	12.5%
\$100,000 - \$149,999	10.9%	14.0%	13.2%
\$150,000 - \$199,999	2.5%	5.5%	5.0%
\$200,000+	1.8%	4.9%	4.7%
Average Household Income	\$61,984	\$76,963	\$74,714
2023 Households by Income			
Household Income Base	16,648	278,316	888,518
<\$15,000	8.6%	8.4%	8.9%
\$15,000 - \$24,999	8.3%	7.9%	8.6%
\$25,000 - \$34,999	9.5%	8.2%	8.7%
\$35,000 - \$49,999	15.2%	12.6%	13.1%
\$50,000 - \$74,999	22.3%	18.3%	18.5%
\$75,000 - \$99,999	15.0%	13.9%	13.4%
\$100,000 - \$149,999	14.9%	17.4%	16.5%
\$150,000 - \$199,999	3.6%	7.1%	6.4%
\$200,000+	2.5%	6.2%	5.8%
Average Household Income	\$73,542	\$90,210	\$86,961
2018 Owner Occupied Housing Units by Value			
Total	12,753	193,957	553,463
<\$50,000	11.8%	10.3%	8.2%
\$50,000 - \$99,999	37.8%	23.8%	23.0%
\$100,000 - \$149,999	22.8%	19.5%	22.3%
\$150,000 - \$199,999	13.3%	15.6%	16.7%
\$200,000 - \$249,999	4.9%	9.2%	9.0%
\$250,000 - \$299,999	3.1%	6.1%	6.3%
\$300,000 - \$399,999	2.8%	7.2%	6.6%
\$400,000 - \$499,999	1.3%	2.9%	3.0%
\$500,000 - \$749,999	2.0%	3.7%	3.2%
\$750,000 - \$999,999	0.0%	1.0%	1.1%
\$1,000,000 - \$1,499,999	0.2%	0.4%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$133,890	\$189,459	\$189,764
2023 Owner Occupied Housing Units by Value			
Total	12,857	203,554	581,058
<\$50,000	8.7%	7.8%	6.2%
\$50,000 - \$99,999	31.5%	19.7%	19.2%
\$100,000 - \$149,999	21.4%	17.0%	19.9%
\$150,000 - \$199,999	15.4%	15.4%	16.9%
\$200,000 - \$249,999	7.9%	10.7%	10.3%
\$250,000 - \$299,999	4.9%	7.8%	8.0%
\$300,000 - \$399,999	4.5%	9.5%	8.5%
\$400,000 - \$499,999	2.5%	4.1%	4.0%
\$500,000 - \$749,999	2.8%	5.8%	4.8%
\$750,000 - \$999,999	0.0%	1.4%	1.5%
\$1,000,000 - \$1,499,999	0.3%	0.4%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$160,763	\$221,765	\$216,402

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	41,836	664,364	2,081,816
0 - 4	5.8%	6.5%	7.0%
5 - 9	6.2%	6.9%	7.0%
10 - 14	6.9%	7.0%	7.0%
15 - 24	12.0%	14.3%	13.8%
25 - 34	10.3%	12.0%	13.5%
35 - 44	12.9%	13.7%	13.5%
45 - 54	15.6%	14.5%	14.6%
55 - 64	13.8%	11.7%	11.3%
65 - 74	9.0%	7.3%	6.6%
75 - 84	5.3%	4.3%	4.0%
85 +	2.1%	1.7%	1.7%
18 +	76.7%	75.3%	74.8%
2018 Population by Age			
Total	41,004	703,283	2,202,632
0 - 4	5.4%	6.1%	6.4%
5 - 9	5.6%	6.4%	6.6%
10 - 14	6.0%	6.7%	6.6%
15 - 24	11.2%	14.1%	13.3%
25 - 34	11.6%	12.3%	13.6%
35 - 44	11.4%	12.7%	12.8%
45 - 54	13.7%	13.2%	12.9%
55 - 64	14.9%	12.7%	12.7%
65 - 74	12.0%	9.3%	8.8%
75 - 84	5.8%	4.6%	4.3%
85 +	2.3%	1.9%	1.9%
18 +	79.4%	77.0%	76.6%
2023 Population by Age			
Total	40,589	728,832	2,283,023
0 - 4	5.3%	6.1%	6.4%
5 - 9	5.6%	6.3%	6.4%
10 - 14	6.1%	6.6%	6.6%
15 - 24	10.4%	13.4%	12.8%
25 - 34	11.5%	12.5%	13.6%
35 - 44	11.5%	12.9%	13.1%
45 - 54	12.7%	12.3%	12.1%
55 - 64	14.4%	12.3%	12.2%
65 - 74	13.1%	10.1%	9.9%
75 - 84	7.1%	5.5%	5.1%
85 +	2.3%	1.9%	1.9%
18 +	79.5%	77.2%	76.8%
2010 Population by Sex			
Males	20,561	325,432	1,015,004
Females	21,274	338,933	1,066,811
2018 Population by Sex			
Males	20,258	345,098	1,075,865
Females	20,745	358,185	1,126,766
2023 Population by Sex			
Males	20,129	358,751	1,118,298
Females	20,460	370,082	1,164,725

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	41,836	664,364	2,081,815
White Alone	96.7%	89.5%	78.9%
Black Alone	0.9%	5.8%	13.8%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	0.3%	1.5%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	1.1%	3.0%
Two or More Races	1.1%	1.9%	2.1%
Hispanic Origin	2.0%	2.8%	5.8%
Diversity Index	10.1	24.0	42.8
2018 Population by Race/Ethnicity			
Total	41,003	703,283	2,202,631
White Alone	95.8%	87.5%	76.0%
Black Alone	0.9%	6.2%	14.7%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	0.4%	2.2%	2.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.3%	3.5%
Two or More Races	1.5%	2.4%	2.7%
Hispanic Origin	2.9%	3.7%	6.8%
Diversity Index	13.3	28.4	47.6
2023 Population by Race/Ethnicity			
Total	40,587	728,834	2,283,022
White Alone	95.0%	85.9%	73.7%
Black Alone	1.0%	6.5%	15.3%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	0.6%	2.8%	3.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	1.6%	3.8%
Two or More Races	1.8%	2.8%	3.1%
Hispanic Origin	3.7%	4.4%	7.7%
Diversity Index	16.3	32.1	51.3
2010 Population by Relationship and Household Type			
Total	41,835	664,365	2,081,815
In Households	99.6%	96.1%	97.4%
In Family Households	85.1%	80.8%	80.5%
Householder	28.3%	26.2%	25.6%
Spouse	21.7%	19.9%	18.4%
Child	30.1%	30.3%	31.1%
Other relative	2.5%	2.2%	2.9%
Nonrelative	2.6%	2.1%	2.5%
In Nonfamily Households	14.6%	15.3%	17.0%
In Group Quarters	0.4%	3.9%	2.6%
Institutionalized Population	0.3%	1.9%	1.5%
Noninstitutionalized Population	0.0%	2.0%	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	29,399	468,987	1,476,270
Less than 9th Grade	2.6%	2.4%	3.5%
9th - 12th Grade, No Diploma	10.4%	6.9%	7.7%
High School Graduate	35.8%	26.3%	25.1%
GED/Alternative Credential	5.9%	5.4%	4.9%
Some College, No Degree	20.5%	20.1%	19.9%
Associate Degree	8.6%	8.3%	7.8%
Bachelor's Degree	10.9%	19.5%	19.8%
Graduate/Professional Degree	5.3%	11.1%	11.2%
2018 Population 15+ by Marital Status			
Total	33,992	568,270	1,770,218
Never Married	24.3%	29.0%	33.3%
Married	54.6%	52.3%	48.5%
Widowed	7.2%	5.8%	5.5%
Divorced	13.9%	12.9%	12.6%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	96.3%	96.2%	96.0%
Civilian Unemployed (Unemployment Rate)	3.7%	3.8%	4.0%
2018 Employed Population 16+ by Industry			
Total	19,734	340,198	1,106,341
Agriculture/Mining	2.4%	1.2%	1.1%
Construction	5.2%	5.2%	5.6%
Manufacturing	18.9%	14.5%	14.4%
Wholesale Trade	2.4%	2.8%	3.0%
Retail Trade	10.9%	11.0%	10.9%
Transportation/Utilities	6.3%	3.7%	5.1%
Information	1.3%	1.6%	1.6%
Finance/Insurance/Real Estate	4.3%	6.6%	6.4%
Services	44.4%	50.0%	48.2%
Public Administration	3.9%	3.5%	3.7%
2018 Employed Population 16+ by Occupation			
Total	19,734	340,197	1,106,342
White Collar	49.0%	61.3%	60.0%
Management/Business/Financial	9.4%	14.5%	14.1%
Professional	16.4%	22.6%	21.9%
Sales	8.3%	10.7%	10.0%
Administrative Support	14.9%	13.5%	14.0%
Services	19.3%	17.5%	17.2%
Blue Collar	31.7%	21.2%	22.8%
Farming/Forestry/Fishing	1.5%	0.5%	0.5%
Construction/Extraction	4.6%	4.1%	4.6%
Installation/Maintenance/Repair	4.6%	3.3%	3.1%
Production	11.9%	7.4%	7.5%
Transportation/Material Moving	9.0%	5.9%	7.1%
2010 Population By Urban/ Rural Status			
Total Population	41,835	664,365	2,081,815
Population Inside Urbanized Area	28.5%	62.8%	69.9%
Population Inside Urbanized Cluster	26.7%	14.8%	12.7%
Rural Population	44.8%	22.4%	17.4%

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	16,923	255,544	816,297
Households with 1 Person	25.5%	25.9%	28.2%
Households with 2+ People	74.5%	74.1%	71.8%
Family Households	69.9%	68.1%	65.3%
Husband-wife Families	53.5%	51.8%	46.8%
With Related Children	19.9%	22.5%	20.6%
Other Family (No Spouse Present)	16.4%	16.3%	18.4%
Other Family with Male Householder	5.1%	4.5%	4.9%
With Related Children	3.4%	2.9%	3.0%
Other Family with Female Householder	11.3%	11.8%	13.6%
With Related Children	7.3%	8.1%	9.4%
Nonfamily Households	4.6%	5.9%	6.6%
All Households with Children	31.2%	34.0%	33.5%
Multigenerational Households	3.6%	3.0%	3.4%
Unmarried Partner Households	6.4%	6.5%	7.2%
Male-female	5.9%	5.9%	6.4%
Same-sex	0.5%	0.6%	0.8%
2010 Households by Size			
Total	16,923	255,542	816,297
1 Person Household	25.5%	25.9%	28.2%
2 Person Household	37.3%	35.0%	33.5%
3 Person Household	16.0%	16.1%	15.8%
4 Person Household	12.5%	13.8%	12.9%
5 Person Household	5.8%	6.1%	6.1%
6 Person Household	1.9%	2.0%	2.3%
7 + Person Household	1.0%	1.0%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	16,923	255,544	816,297
Owner Occupied	76.9%	72.9%	66.6%
Owned with a Mortgage/Loan	51.1%	53.0%	49.9%
Owned Free and Clear	25.8%	19.8%	16.7%
Renter Occupied	23.1%	27.1%	33.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	19,042	284,445	914,797
Housing Units Inside Urbanized Area	29.4%	62.5%	70.9%
Housing Units Inside Urbanized Cluster	27.8%	15.4%	12.7%
Rural Housing Units	42.7%	22.1%	16.3%

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.	Heartland Communities	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	Salt of the Earth (6B)	Heartland Communities	Traditional Living (12B)
3.	Traditional Living (12B)	Traditional Living (12B)	Hardscrabble Road (8G)
2018 Consumer Spending			
Apparel & Services: Total \$	\$26,202,518	\$536,840,859	\$1,680,174,150
Average Spent	\$1,563.96	\$1,992.65	\$1,955.34
Spending Potential Index	72	92	90
Education: Total \$	\$16,609,160	\$351,293,430	\$1,096,757,364
Average Spent	\$991.35	\$1,303.94	\$1,276.37
Spending Potential Index	68	90	88
Entertainment/Recreation: Total \$	\$41,956,566	\$814,715,137	\$2,505,796,832
Average Spent	\$2,504.27	\$3,024.07	\$2,916.17
Spending Potential Index	78	94	91
Food at Home: Total \$	\$65,708,301	\$1,268,895,209	\$3,949,977,477
Average Spent	\$3,921.95	\$4,709.90	\$4,596.87
Spending Potential Index	78	94	92
Food Away from Home: Total \$	\$43,024,221	\$872,924,929	\$2,729,866,255
Average Spent	\$2,568.00	\$3,240.14	\$3,176.94
Spending Potential Index	73	92	90
Health Care: Total \$	\$79,312,864	\$1,478,475,482	\$4,502,490,575
Average Spent	\$4,733.97	\$5,487.83	\$5,239.87
Spending Potential Index	83	96	92
HH Furnishings & Equipment: Total \$	\$26,324,828	\$524,528,057	\$1,622,027,524
Average Spent	\$1,571.26	\$1,946.95	\$1,887.67
Spending Potential Index	75	93	90
Personal Care Products & Services: Total \$	\$10,143,020	\$205,277,802	\$638,959,306
Average Spent	\$605.41	\$761.95	\$743.60
Spending Potential Index	73	92	90
Shelter: Total \$	\$197,563,581	\$4,045,892,668	\$12,771,646,163
Average Spent	\$11,792.02	\$15,017.60	\$14,863.26
Spending Potential Index	70	89	89
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$31,254,366	\$610,393,743	\$1,873,637,841
Average Spent	\$1,865.49	\$2,265.67	\$2,180.48
Spending Potential Index	75	91	88
Travel: Total \$	\$25,295,583	\$520,590,553	\$1,604,894,644
Average Spent	\$1,509.82	\$1,932.34	\$1,867.73
Spending Potential Index	70	90	87
Vehicle Maintenance & Repairs: Total \$	\$13,985,298	\$271,768,870	\$841,625,459
Average Spent	\$834.74	\$1,008.76	\$979.46
Spending Potential Index	78	94	91

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.