

Market Profile

Avilla Industrial Park
Rings: 10, 30, 50 mile radii

Prepared by Esri
Latitude: 41.36300
Longitude: -85.20900

	10 miles	30 miles	50 miles
Population Summary			
2000 Total Population	50,984	551,778	1,162,730
2010 Total Population	55,613	584,040	1,207,993
2018 Total Population	58,436	613,481	1,248,783
2018 Group Quarters	849	9,673	24,955
2023 Total Population	60,071	632,269	1,274,524
2018-2023 Annual Rate	0.55%	0.61%	0.41%
2018 Total Daytime Population	57,583	611,018	1,258,610
Workers	28,469	299,655	631,740
Residents	29,114	311,363	626,870
Household Summary			
2000 Households	19,311	209,811	434,980
2000 Average Household Size	2.60	2.59	2.62
2010 Households	21,268	222,801	454,695
2010 Average Household Size	2.57	2.58	2.60
2018 Households	22,441	234,431	471,234
2018 Average Household Size	2.57	2.58	2.60
2023 Households	23,094	241,791	481,259
2023 Average Household Size	2.56	2.57	2.60
2018-2023 Annual Rate	0.58%	0.62%	0.42%
2010 Families	14,974	152,022	315,816
2010 Average Family Size	3.06	3.12	3.11
2018 Families	15,626	157,596	322,574
2018 Average Family Size	3.04	3.12	3.11
2023 Families	16,014	161,569	327,526
2023 Average Family Size	3.04	3.12	3.11
2018-2023 Annual Rate	0.49%	0.50%	0.31%
Housing Unit Summary			
2000 Housing Units	20,510	232,788	478,465
Owner Occupied Housing Units	74.0%	67.3%	68.7%
Renter Occupied Housing Units	20.1%	22.9%	22.2%
Vacant Housing Units	5.8%	9.9%	9.1%
2010 Housing Units	23,070	256,613	520,203
Owner Occupied Housing Units	71.7%	63.5%	64.5%
Renter Occupied Housing Units	20.5%	23.3%	22.9%
Vacant Housing Units	7.8%	13.2%	12.6%
2018 Housing Units	24,201	268,670	538,480
Owner Occupied Housing Units	69.8%	61.7%	62.3%
Renter Occupied Housing Units	22.9%	25.5%	25.3%
Vacant Housing Units	7.3%	12.7%	12.5%
2023 Housing Units	24,963	277,289	552,017
Owner Occupied Housing Units	70.5%	62.4%	62.6%
Renter Occupied Housing Units	22.0%	24.8%	24.6%
Vacant Housing Units	7.5%	12.8%	12.8%
Median Household Income			
2018	\$54,125	\$53,402	\$52,344
2023	\$60,733	\$59,740	\$58,551
Median Home Value			
2018	\$139,329	\$134,912	\$133,566
2023	\$156,901	\$153,294	\$151,569
Per Capita Income			
2018	\$26,134	\$26,900	\$25,757
2023	\$30,247	\$31,045	\$29,881
Median Age			
2010	37.9	36.3	36.9
2018	39.4	37.6	38.1
2023	40.3	38.4	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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	22,441	234,431	471,234
<\$15,000	8.2%	9.7%	10.0%
\$15,000 - \$24,999	10.1%	9.8%	10.4%
\$25,000 - \$34,999	10.7%	10.6%	10.9%
\$35,000 - \$49,999	15.5%	15.6%	15.8%
\$50,000 - \$74,999	22.8%	21.7%	21.6%
\$75,000 - \$99,999	14.9%	13.3%	13.3%
\$100,000 - \$149,999	12.5%	12.2%	11.7%
\$150,000 - \$199,999	3.1%	4.0%	3.5%
\$200,000+	2.2%	3.2%	2.9%
Average Household Income	\$67,334	\$69,778	\$67,473
2023 Households by Income			
Household Income Base	23,094	241,791	481,259
<\$15,000	6.2%	7.8%	7.9%
\$15,000 - \$24,999	8.4%	8.1%	8.6%
\$25,000 - \$34,999	9.2%	9.0%	9.3%
\$35,000 - \$49,999	14.1%	14.4%	14.5%
\$50,000 - \$74,999	22.5%	21.7%	21.6%
\$75,000 - \$99,999	16.2%	14.4%	14.6%
\$100,000 - \$149,999	16.4%	15.5%	15.1%
\$150,000 - \$199,999	4.2%	5.1%	4.6%
\$200,000+	2.8%	4.0%	3.6%
Average Household Income	\$77,946	\$80,584	\$78,365
2018 Owner Occupied Housing Units by Value			
Total	16,895	165,821	335,236
<\$50,000	6.2%	8.7%	8.8%
\$50,000 - \$99,999	27.0%	25.7%	25.9%
\$100,000 - \$149,999	21.4%	22.4%	22.9%
\$150,000 - \$199,999	19.2%	16.5%	17.0%
\$200,000 - \$249,999	6.8%	8.1%	8.3%
\$250,000 - \$299,999	6.8%	6.3%	6.2%
\$300,000 - \$399,999	7.7%	6.5%	5.8%
\$400,000 - \$499,999	2.4%	2.4%	2.0%
\$500,000 - \$749,999	2.0%	2.3%	2.1%
\$750,000 - \$999,999	0.3%	0.7%	0.7%
\$1,000,000 - \$1,499,999	0.1%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.0%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$171,364	\$175,453	\$170,601
2023 Owner Occupied Housing Units by Value			
Total	17,610	172,926	345,300
<\$50,000	4.3%	6.8%	6.7%
\$50,000 - \$99,999	22.8%	21.4%	21.6%
\$100,000 - \$149,999	20.3%	20.6%	21.2%
\$150,000 - \$199,999	18.8%	17.0%	17.6%
\$200,000 - \$249,999	7.0%	9.2%	9.6%
\$250,000 - \$299,999	8.7%	8.0%	8.0%
\$300,000 - \$399,999	11.7%	9.2%	8.2%
\$400,000 - \$499,999	3.1%	3.1%	2.7%
\$500,000 - \$749,999	2.8%	3.0%	3.0%
\$750,000 - \$999,999	0.3%	0.9%	0.9%
\$1,000,000 - \$1,499,999	0.2%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.0%
\$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	\$194,280	\$198,501	\$194,488

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	55,610	584,042	1,207,993
0 - 4	6.8%	7.3%	7.2%
5 - 9	7.4%	7.5%	7.4%
10 - 14	7.6%	7.5%	7.4%
15 - 24	12.4%	13.6%	13.5%
25 - 34	12.1%	12.5%	12.2%
35 - 44	13.3%	12.8%	12.6%
45 - 54	15.0%	14.4%	14.4%
55 - 64	12.2%	11.9%	12.0%
65 - 74	6.9%	6.7%	7.1%
75 - 84	4.3%	4.1%	4.3%
85 +	2.1%	1.7%	1.9%
18 +	73.8%	73.1%	73.5%
2018 Population by Age			
Total	58,435	613,480	1,248,784
0 - 4	6.4%	6.8%	6.8%
5 - 9	6.6%	6.9%	6.8%
10 - 14	6.7%	7.0%	6.9%
15 - 24	12.0%	12.9%	12.8%
25 - 34	12.8%	13.1%	12.9%
35 - 44	12.4%	12.3%	12.1%
45 - 54	13.1%	12.4%	12.4%
55 - 64	13.7%	13.1%	13.2%
65 - 74	9.8%	9.3%	9.5%
75 - 84	4.3%	4.2%	4.5%
85 +	2.2%	1.9%	2.1%
18 +	76.5%	75.3%	75.6%
2023 Population by Age			
Total	60,070	632,270	1,274,525
0 - 4	6.2%	6.7%	6.6%
5 - 9	6.5%	6.8%	6.8%
10 - 14	6.7%	7.0%	7.0%
15 - 24	11.2%	12.3%	12.2%
25 - 34	12.5%	12.8%	12.5%
35 - 44	12.6%	12.6%	12.4%
45 - 54	12.2%	11.7%	11.7%
55 - 64	13.1%	12.4%	12.5%
65 - 74	11.1%	10.5%	10.7%
75 - 84	5.6%	5.2%	5.5%
85 +	2.1%	1.9%	2.1%
18 +	76.6%	75.4%	75.6%
2010 Population by Sex			
Males	27,295	287,634	597,019
Females	28,318	296,406	610,974
2018 Population by Sex			
Males	28,753	302,615	618,083
Females	29,683	310,867	630,700
2023 Population by Sex			
Males	29,708	313,010	633,279
Females	30,362	319,260	641,246

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 Race/Ethnicity			
Total	55,612	584,041	1,207,993
White Alone	96.5%	85.8%	88.3%
Black Alone	0.4%	7.3%	4.9%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	0.6%	1.8%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	2.5%	3.2%
Two or More Races	1.2%	2.2%	2.0%
Hispanic Origin	2.7%	5.6%	6.8%
Diversity Index	11.7	33.7	31.8
2018 Population by Race/Ethnicity			
Total	58,436	613,481	1,248,785
White Alone	95.5%	83.5%	86.3%
Black Alone	0.6%	7.4%	5.2%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	0.8%	2.9%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	3.0%	3.8%
Two or More Races	1.5%	2.8%	2.5%
Hispanic Origin	3.2%	6.7%	8.1%
Diversity Index	14.3	38.4	36.4
2023 Population by Race/Ethnicity			
Total	60,072	632,269	1,274,524
White Alone	94.7%	81.6%	84.7%
Black Alone	0.7%	7.5%	5.3%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	1.1%	3.9%	2.4%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.4%	3.4%	4.2%
Two or More Races	1.8%	3.3%	3.0%
Hispanic Origin	3.6%	7.6%	9.1%
Diversity Index	16.6	42.1	39.9
2010 Population by Relationship and Household Type			
Total	55,614	584,040	1,207,993
In Households	98.5%	98.3%	97.9%
In Family Households	84.8%	83.6%	83.8%
Householder	27.0%	26.0%	26.2%
Spouse	21.0%	19.8%	20.1%
Child	32.3%	33.1%	32.7%
Other relative	2.1%	2.4%	2.6%
Nonrelative	2.4%	2.2%	2.4%
In Nonfamily Households	13.7%	14.8%	14.0%
In Group Quarters	1.5%	1.7%	2.1%
Institutionalized Population	1.1%	0.9%	1.3%
Noninstitutionalized Population	0.4%	0.7%	0.8%

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	39,942	407,189	833,588
Less than 9th Grade	2.5%	4.9%	5.2%
9th - 12th Grade, No Diploma	6.8%	7.2%	8.0%
High School Graduate	30.4%	27.6%	30.6%
GED/Alternative Credential	6.0%	4.8%	5.3%
Some College, No Degree	21.9%	21.3%	20.8%
Associate Degree	10.3%	9.7%	8.8%
Bachelor's Degree	14.5%	15.9%	13.9%
Graduate/Professional Degree	7.6%	8.5%	7.4%
2018 Population 15+ by Marital Status			
Total	46,957	486,282	993,072
Never Married	26.9%	30.2%	28.7%
Married	54.2%	52.3%	53.4%
Widowed	6.3%	5.5%	5.8%
Divorced	12.5%	12.0%	12.0%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	96.7%	96.2%	96.3%
Civilian Unemployed (Unemployment Rate)	3.3%	3.8%	3.7%
2018 Employed Population 16+ by Industry			
Total	29,632	305,672	626,322
Agriculture/Mining	1.4%	1.4%	1.9%
Construction	4.7%	5.3%	5.1%
Manufacturing	30.1%	25.0%	28.8%
Wholesale Trade	2.8%	2.6%	2.5%
Retail Trade	9.5%	10.7%	10.1%
Transportation/Utilities	3.8%	4.4%	4.3%
Information	1.8%	1.5%	1.2%
Finance/Insurance/Real Estate	4.7%	5.0%	4.4%
Services	38.9%	41.6%	39.1%
Public Administration	2.5%	2.4%	2.4%
2018 Employed Population 16+ by Occupation			
Total	29,631	305,674	626,320
White Collar	52.8%	53.9%	50.5%
Management/Business/Financial	13.5%	12.1%	11.3%
Professional	18.8%	19.4%	17.4%
Sales	8.6%	9.7%	9.1%
Administrative Support	12.0%	12.7%	12.7%
Services	14.3%	15.9%	15.5%
Blue Collar	32.9%	30.2%	34.0%
Farming/Forestry/Fishing	0.6%	0.6%	0.8%
Construction/Extraction	4.3%	4.6%	4.6%
Installation/Maintenance/Repair	3.8%	3.4%	3.5%
Production	15.0%	13.8%	16.7%
Transportation/Material Moving	9.2%	7.8%	8.4%
2010 Population By Urban/ Rural Status			
Total Population	55,613	584,040	1,207,993
Population Inside Urbanized Area	7.9%	53.7%	38.2%
Population Inside Urbanized Cluster	53.3%	13.3%	23.1%
Rural Population	38.8%	33.0%	38.7%

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	21,268	222,802	454,695
Households with 1 Person	24.8%	26.3%	25.3%
Households with 2+ People	75.2%	73.7%	74.7%
Family Households	70.4%	68.2%	69.5%
Husband-wife Families	54.6%	51.8%	53.3%
With Related Children	23.7%	22.7%	22.8%
Other Family (No Spouse Present)	15.8%	16.5%	16.2%
Other Family with Male Householder	5.3%	4.8%	4.9%
With Related Children	3.6%	3.0%	3.2%
Other Family with Female Householder	10.5%	11.7%	11.3%
With Related Children	7.4%	8.2%	7.9%
Nonfamily Households	4.8%	5.5%	5.2%
All Households with Children	35.3%	34.5%	34.5%
Multigenerational Households	3.0%	3.1%	3.2%
Unmarried Partner Households	7.0%	6.6%	6.7%
Male-female	6.5%	6.1%	6.2%
Same-sex	0.5%	0.6%	0.5%
2010 Households by Size			
Total	21,268	222,801	454,696
1 Person Household	24.8%	26.3%	25.3%
2 Person Household	34.6%	34.1%	34.6%
3 Person Household	16.0%	15.1%	15.3%
4 Person Household	14.2%	13.1%	13.1%
5 Person Household	6.7%	6.7%	6.8%
6 Person Household	2.4%	2.7%	2.8%
7 + Person Household	1.3%	2.0%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	21,268	222,801	454,695
Owner Occupied	77.7%	73.1%	73.8%
Owned with a Mortgage/Loan	55.4%	52.4%	51.5%
Owned Free and Clear	22.3%	20.7%	22.2%
Renter Occupied	22.3%	26.9%	26.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	23,070	256,613	520,203
Housing Units Inside Urbanized Area	7.1%	53.3%	37.9%
Housing Units Inside Urbanized Cluster	56.1%	14.6%	23.9%
Rural Housing Units	36.8%	32.0%	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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Top 3 Tapestry Segments			
1.	Salt of the Earth (6B)	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	Traditional Living (12B)	Traditional Living (12B)	Traditional Living (12B)
3.	Heartland Communities	Rustbelt Traditions (5D)	Heartland Communities
2018 Consumer Spending			
Apparel & Services: Total \$	\$38,571,976	\$422,237,108	\$816,930,993
Average Spent	\$1,718.82	\$1,801.11	\$1,733.60
Spending Potential Index	79	83	80
Education: Total \$	\$24,948,885	\$273,741,367	\$521,337,918
Average Spent	\$1,111.75	\$1,167.68	\$1,106.32
Spending Potential Index	77	81	76
Entertainment/Recreation: Total \$	\$60,036,214	\$646,117,199	\$1,264,813,327
Average Spent	\$2,675.29	\$2,756.11	\$2,684.05
Spending Potential Index	83	86	83
Food at Home: Total \$	\$93,651,505	\$1,015,884,637	\$1,990,140,043
Average Spent	\$4,173.23	\$4,333.41	\$4,223.25
Spending Potential Index	83	86	84
Food Away from Home: Total \$	\$63,083,842	\$689,232,086	\$1,336,489,392
Average Spent	\$2,811.10	\$2,940.02	\$2,836.15
Spending Potential Index	80	84	81
Health Care: Total \$	\$111,681,731	\$1,184,695,766	\$2,341,555,938
Average Spent	\$4,976.68	\$5,053.49	\$4,968.99
Spending Potential Index	87	88	87
HH Furnishings & Equipment: Total \$	\$38,386,675	\$414,882,991	\$807,623,419
Average Spent	\$1,710.56	\$1,769.74	\$1,713.85
Spending Potential Index	82	85	82
Personal Care Products & Services: Total \$	\$14,878,023	\$161,868,662	\$314,105,988
Average Spent	\$662.98	\$690.47	\$666.56
Spending Potential Index	80	83	81
Shelter: Total \$	\$289,126,436	\$3,197,384,339	\$6,163,681,586
Average Spent	\$12,883.85	\$13,638.91	\$13,079.87
Spending Potential Index	77	81	78
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$44,658,854	\$480,768,642	\$940,139,023
Average Spent	\$1,990.06	\$2,050.79	\$1,995.06
Spending Potential Index	80	83	80
Travel: Total \$	\$37,413,343	\$406,183,071	\$784,780,684
Average Spent	\$1,667.19	\$1,732.63	\$1,665.37
Spending Potential Index	77	80	77
Vehicle Maintenance & Repairs: Total \$	\$20,080,471	\$216,739,079	\$424,226,853
Average Spent	\$894.81	\$924.53	\$900.25
Spending Potential Index	83	86	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 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.