

Market Profile

Decatur Industrial Park Phase III
Rings: 10, 30, 50 mile radii

Prepared by Esri
Latitude: 40.81023
Longitude: -84.94507

	10 miles	30 miles	50 miles
Population Summary			
2000 Total Population	26,996	499,171	1,126,687
2010 Total Population	27,288	517,311	1,141,312
2018 Total Population	28,081	539,318	1,163,186
2018 Group Quarters	230	9,192	33,552
2023 Total Population	28,662	553,279	1,175,058
2018-2023 Annual Rate	0.41%	0.51%	0.20%
2018 Total Daytime Population	25,524	549,562	1,151,919
Workers	11,716	275,508	553,940
Residents	13,808	274,054	597,979
Household Summary			
2000 Households	9,672	191,596	429,955
2000 Average Household Size	2.77	2.56	2.55
2010 Households	9,896	199,866	440,894
2010 Average Household Size	2.73	2.54	2.51
2018 Households	10,184	208,844	450,650
2018 Average Household Size	2.73	2.54	2.51
2023 Households	10,393	214,472	455,656
2023 Average Household Size	2.74	2.54	2.51
2018-2023 Annual Rate	0.41%	0.53%	0.22%
2010 Families	7,200	134,179	297,395
2010 Average Family Size	3.26	3.11	3.04
2018 Families	7,323	137,949	299,352
2018 Average Family Size	3.26	3.11	3.05
2023 Families	7,438	140,734	300,852
2023 Average Family Size	3.27	3.11	3.05
2018-2023 Annual Rate	0.31%	0.40%	0.10%
Housing Unit Summary			
2000 Housing Units	10,204	205,946	462,406
Owner Occupied Housing Units	76.0%	68.3%	69.2%
Renter Occupied Housing Units	18.8%	24.8%	23.8%
Vacant Housing Units	5.2%	7.0%	7.0%
2010 Housing Units	10,706	220,879	488,684
Owner Occupied Housing Units	73.1%	64.8%	65.4%
Renter Occupied Housing Units	19.3%	25.7%	24.8%
Vacant Housing Units	7.6%	9.5%	9.8%
2018 Housing Units	11,040	230,002	501,000
Owner Occupied Housing Units	71.6%	62.6%	63.0%
Renter Occupied Housing Units	20.7%	28.2%	26.9%
Vacant Housing Units	7.8%	9.2%	10.0%
2023 Housing Units	11,273	236,582	510,259
Owner Occupied Housing Units	72.2%	63.2%	63.2%
Renter Occupied Housing Units	20.0%	27.5%	26.1%
Vacant Housing Units	7.8%	9.3%	10.7%
Median Household Income			
2018	\$52,586	\$52,258	\$51,416
2023	\$59,581	\$58,515	\$57,230
Median Home Value			
2018	\$136,925	\$123,931	\$122,063
2023	\$151,142	\$139,662	\$138,759
Per Capita Income			
2018	\$23,493	\$26,666	\$25,766
2023	\$27,235	\$30,860	\$29,871
Median Age			
2010	35.9	36.2	37.4
2018	36.6	37.5	38.6
2023	37.3	38.2	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	10,184	208,844	450,639
<\$15,000	8.5%	10.5%	11.0%
\$15,000 - \$24,999	10.9%	10.2%	10.9%
\$25,000 - \$34,999	11.6%	10.9%	10.9%
\$35,000 - \$49,999	15.6%	15.7%	15.3%
\$50,000 - \$74,999	21.5%	20.9%	21.2%
\$75,000 - \$99,999	14.5%	13.3%	13.1%
\$100,000 - \$149,999	13.2%	11.9%	11.6%
\$150,000 - \$199,999	2.6%	3.7%	3.3%
\$200,000+	1.6%	3.1%	2.6%
Average Household Income	\$64,619	\$68,186	\$65,702
2023 Households by Income			
Household Income Base	10,393	214,472	455,643
<\$15,000	6.4%	8.5%	9.0%
\$15,000 - \$24,999	9.1%	8.4%	9.1%
\$25,000 - \$34,999	10.0%	9.3%	9.4%
\$35,000 - \$49,999	14.1%	14.6%	14.3%
\$50,000 - \$74,999	21.5%	21.0%	21.4%
\$75,000 - \$99,999	15.9%	14.5%	14.4%
\$100,000 - \$149,999	17.4%	15.1%	14.9%
\$150,000 - \$199,999	3.7%	4.8%	4.3%
\$200,000+	2.0%	3.8%	3.3%
Average Household Income	\$74,973	\$78,946	\$76,237
2018 Owner Occupied Housing Units by Value			
Total	7,900	144,016	315,729
<\$50,000	6.0%	9.2%	10.4%
\$50,000 - \$99,999	26.5%	29.3%	29.8%
\$100,000 - \$149,999	23.7%	24.0%	22.2%
\$150,000 - \$199,999	17.7%	15.2%	15.9%
\$200,000 - \$249,999	8.5%	7.7%	7.8%
\$250,000 - \$299,999	10.0%	5.5%	5.4%
\$300,000 - \$399,999	3.8%	4.8%	4.7%
\$400,000 - \$499,999	1.5%	1.9%	1.6%
\$500,000 - \$749,999	1.0%	1.5%	1.4%
\$750,000 - \$999,999	0.4%	0.4%	0.4%
\$1,000,000 - \$1,499,999	0.5%	0.4%	0.3%
\$1,500,000 - \$1,999,999	0.1%	0.0%	0.0%
\$2,000,000 +	0.3%	0.1%	0.1%
Average Home Value	\$172,297	\$158,419	\$154,562
2023 Owner Occupied Housing Units by Value			
Total	8,142	149,401	322,643
<\$50,000	4.2%	7.5%	8.4%
\$50,000 - \$99,999	21.8%	24.8%	25.5%
\$100,000 - \$149,999	23.6%	22.3%	20.8%
\$150,000 - \$199,999	17.7%	16.2%	16.8%
\$200,000 - \$249,999	9.2%	9.1%	9.1%
\$250,000 - \$299,999	13.0%	7.2%	7.1%
\$300,000 - \$399,999	5.8%	6.8%	6.8%
\$400,000 - \$499,999	1.8%	2.7%	2.4%
\$500,000 - \$749,999	1.1%	2.3%	2.2%
\$750,000 - \$999,999	0.7%	0.6%	0.5%
\$1,000,000 - \$1,499,999	0.6%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.1%	0.0%	0.0%
\$2,000,000 +	0.4%	0.1%	0.1%
Average Home Value	\$193,870	\$180,385	\$176,036

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	27,289	517,312	1,141,313
0 - 4	8.2%	7.4%	6.8%
5 - 9	8.1%	7.4%	6.9%
10 - 14	7.9%	7.4%	7.1%
15 - 24	13.4%	13.7%	14.6%
25 - 34	11.3%	12.6%	11.8%
35 - 44	11.9%	12.5%	12.3%
45 - 54	14.1%	14.3%	14.5%
55 - 64	11.7%	11.7%	12.1%
65 - 74	6.7%	6.7%	7.2%
75 - 84	4.4%	4.4%	4.7%
85 +	2.2%	2.0%	2.1%
18 +	70.9%	73.3%	74.9%
2018 Population by Age			
Total	28,083	539,318	1,163,189
0 - 4	7.8%	6.9%	6.3%
5 - 9	7.7%	6.9%	6.4%
10 - 14	7.4%	6.9%	6.5%
15 - 24	12.5%	12.9%	13.7%
25 - 34	12.8%	13.2%	12.7%
35 - 44	10.9%	12.1%	11.6%
45 - 54	12.0%	12.3%	12.4%
55 - 64	13.0%	13.0%	13.4%
65 - 74	9.2%	9.2%	9.8%
75 - 84	4.4%	4.4%	4.8%
85 +	2.2%	2.2%	2.3%
18 +	73.0%	75.3%	77.0%
2023 Population by Age			
Total	28,662	553,281	1,175,059
0 - 4	7.7%	6.8%	6.2%
5 - 9	7.7%	6.9%	6.4%
10 - 14	7.6%	7.0%	6.6%
15 - 24	12.0%	12.4%	13.1%
25 - 34	12.2%	13.0%	12.4%
35 - 44	11.7%	12.4%	12.0%
45 - 54	11.0%	11.5%	11.6%
55 - 64	12.5%	12.2%	12.7%
65 - 74	10.4%	10.4%	11.0%
75 - 84	5.3%	5.3%	5.8%
85 +	2.1%	2.1%	2.3%
18 +	72.7%	75.4%	77.0%
2010 Population by Sex			
Males	13,562	252,937	560,942
Females	13,726	264,374	580,370
2018 Population by Sex			
Males	13,995	264,177	572,974
Females	14,086	275,141	590,212
2023 Population by Sex			
Males	14,360	272,075	581,195
Females	14,302	281,204	593,863

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	27,288	517,311	1,141,312
White Alone	96.9%	84.8%	88.8%
Black Alone	0.3%	8.2%	6.1%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	0.2%	2.0%	1.2%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	1.4%	2.3%	1.6%
Two or More Races	0.9%	2.4%	2.0%
Hispanic Origin	4.4%	5.3%	3.9%
Diversity Index	13.9	34.7	26.7
2018 Population by Race/Ethnicity			
Total	28,080	539,318	1,163,187
White Alone	95.9%	82.2%	86.9%
Black Alone	0.4%	8.4%	6.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.4%	3.1%	1.9%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	1.7%	2.8%	1.9%
Two or More Races	1.2%	3.0%	2.6%
Hispanic Origin	5.1%	6.5%	4.8%
Diversity Index	16.8	39.9	31.0
2023 Population by Race/Ethnicity			
Total	28,661	553,279	1,175,059
White Alone	95.2%	80.1%	85.3%
Black Alone	0.5%	8.5%	6.5%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	0.5%	4.2%	2.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.9%	3.2%	2.2%
Two or More Races	1.5%	3.5%	3.0%
Hispanic Origin	5.6%	7.4%	5.6%
Diversity Index	19.0	43.9	34.5
2010 Population by Relationship and Household Type			
Total	27,288	517,311	1,141,312
In Households	99.2%	98.2%	97.0%
In Family Households	87.6%	82.9%	81.5%
Householder	26.3%	26.0%	26.1%
Spouse	21.6%	19.5%	19.9%
Child	36.6%	33.0%	31.3%
Other relative	1.5%	2.3%	2.1%
Nonrelative	1.6%	2.1%	2.2%
In Nonfamily Households	11.5%	15.4%	15.5%
In Group Quarters	0.8%	1.8%	3.0%
Institutionalized Population	0.8%	1.1%	1.4%
Noninstitutionalized Population	0.1%	0.7%	1.6%

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	18,140	357,675	779,310
Less than 9th Grade	5.8%	3.7%	3.1%
9th - 12th Grade, No Diploma	6.9%	6.9%	7.3%
High School Graduate	36.7%	29.1%	32.3%
GED/Alternative Credential	4.7%	4.6%	5.0%
Some College, No Degree	21.3%	21.3%	20.8%
Associate Degree	8.0%	9.7%	9.9%
Bachelor's Degree	11.4%	16.1%	13.7%
Graduate/Professional Degree	5.1%	8.6%	7.9%
2018 Population 15+ by Marital Status			
Total	21,658	427,364	939,098
Never Married	25.6%	30.6%	30.4%
Married	58.0%	51.5%	51.4%
Widowed	6.6%	6.1%	6.3%
Divorced	9.8%	11.9%	11.8%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	97.1%	96.1%	95.9%
Civilian Unemployed (Unemployment Rate)	2.9%	3.9%	4.1%
2018 Employed Population 16+ by Industry			
Total	14,348	268,088	567,661
Agriculture/Mining	2.7%	1.5%	1.9%
Construction	8.3%	5.5%	5.4%
Manufacturing	25.6%	22.1%	23.5%
Wholesale Trade	3.7%	2.9%	2.5%
Retail Trade	10.5%	10.9%	10.7%
Transportation/Utilities	3.9%	4.8%	4.4%
Information	1.3%	1.5%	1.3%
Finance/Insurance/Real Estate	4.6%	5.2%	4.5%
Services	36.1%	43.1%	43.3%
Public Administration	3.4%	2.4%	2.6%
2018 Employed Population 16+ by Occupation			
Total	14,347	268,089	567,661
White Collar	48.3%	54.7%	52.4%
Management/Business/Financial	11.2%	11.9%	11.2%
Professional	16.2%	20.0%	18.9%
Sales	7.7%	9.4%	9.2%
Administrative Support	13.1%	13.5%	13.1%
Services	14.2%	16.1%	16.9%
Blue Collar	37.5%	29.2%	30.7%
Farming/Forestry/Fishing	0.7%	0.7%	0.8%
Construction/Extraction	8.5%	4.6%	4.5%
Installation/Maintenance/Repair	5.1%	3.6%	3.8%
Production	14.6%	12.7%	13.4%
Transportation/Material Moving	8.6%	7.7%	8.2%
2010 Population By Urban/ Rural Status			
Total Population	27,288	517,311	1,141,312
Population Inside Urbanized Area	0.0%	59.4%	40.3%
Population Inside Urbanized Cluster	38.9%	15.3%	24.7%
Rural Population	61.1%	25.3%	34.9%

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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2010 Households by Type			
Total	9,896	199,866	440,893
Households with 1 Person	23.8%	27.5%	26.9%
Households with 2+ People	76.2%	72.5%	73.1%
Family Households	72.8%	67.1%	67.5%
Husband-wife Families	59.7%	50.6%	51.4%
With Related Children	26.7%	22.1%	21.2%
Other Family (No Spouse Present)	13.1%	16.6%	16.1%
Other Family with Male Householder	4.2%	4.6%	4.6%
With Related Children	2.7%	2.9%	2.9%
Other Family with Female Householder	8.9%	12.0%	11.4%
With Related Children	5.9%	8.4%	7.9%
Nonfamily Households	3.4%	5.4%	5.6%
All Households with Children	35.7%	34.0%	32.6%
Multigenerational Households	2.9%	2.9%	2.9%
Unmarried Partner Households	5.2%	6.4%	6.5%
Male-female	4.8%	5.8%	5.9%
Same-sex	0.4%	0.6%	0.5%
2010 Households by Size			
Total	9,897	199,866	440,894
1 Person Household	23.8%	27.5%	26.9%
2 Person Household	33.7%	33.6%	35.0%
3 Person Household	15.2%	15.1%	15.1%
4 Person Household	13.8%	12.8%	12.7%
5 Person Household	7.4%	6.6%	6.4%
6 Person Household	3.0%	2.6%	2.4%
7 + Person Household	3.1%	1.7%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	9,896	199,866	440,894
Owner Occupied	79.1%	71.6%	72.5%
Owned with a Mortgage/Loan	53.3%	50.7%	49.2%
Owned Free and Clear	25.8%	21.0%	23.3%
Renter Occupied	20.9%	28.4%	27.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	10,706	220,879	488,684
Housing Units Inside Urbanized Area	0.0%	60.9%	41.3%
Housing Units Inside Urbanized Cluster	45.8%	16.3%	25.8%
Rural Housing Units	54.2%	22.9%	33.0%

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.	Heartland Communities	Traditional Living (12B)	Heartland Communities
3.	Traditional Living (12B)	Rustbelt Traditions (5D)	Traditional Living (12B)
2018 Consumer Spending			
Apparel & Services: Total \$	\$16,649,039	\$368,075,382	\$759,751,902
Average Spent	\$1,634.82	\$1,762.44	\$1,685.90
Spending Potential Index	75	81	77
Education: Total \$	\$10,643,623	\$239,777,344	\$493,856,786
Average Spent	\$1,045.13	\$1,148.12	\$1,095.88
Spending Potential Index	72	79	76
Entertainment/Recreation: Total \$	\$26,429,677	\$561,983,723	\$1,177,408,095
Average Spent	\$2,595.22	\$2,690.93	\$2,612.69
Spending Potential Index	81	84	81
Food at Home: Total \$	\$41,300,528	\$884,980,452	\$1,852,216,213
Average Spent	\$4,055.43	\$4,237.52	\$4,110.10
Spending Potential Index	81	84	82
Food Away from Home: Total \$	\$27,333,622	\$600,433,979	\$1,242,850,828
Average Spent	\$2,683.98	\$2,875.04	\$2,757.91
Spending Potential Index	76	82	79
Health Care: Total \$	\$49,597,826	\$1,028,581,094	\$2,177,260,460
Average Spent	\$4,870.17	\$4,925.12	\$4,831.38
Spending Potential Index	85	86	84
HH Furnishings & Equipment: Total \$	\$16,732,805	\$361,005,603	\$750,204,890
Average Spent	\$1,643.05	\$1,728.59	\$1,664.72
Spending Potential Index	79	83	80
Personal Care Products & Services: Total \$	\$6,439,656	\$140,852,739	\$291,680,104
Average Spent	\$632.33	\$674.44	\$647.24
Spending Potential Index	76	81	78
Shelter: Total \$	\$124,908,901	\$2,795,012,860	\$5,761,486,183
Average Spent	\$12,265.21	\$13,383.26	\$12,784.84
Spending Potential Index	73	80	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$19,510,573	\$417,852,933	\$876,183,622
Average Spent	\$1,915.81	\$2,000.79	\$1,944.27
Spending Potential Index	77	80	78
Travel: Total \$	\$16,204,191	\$353,071,291	\$729,135,574
Average Spent	\$1,591.14	\$1,690.60	\$1,617.96
Spending Potential Index	74	78	75
Vehicle Maintenance & Repairs: Total \$	\$8,808,472	\$188,540,595	\$394,295,708
Average Spent	\$864.93	\$902.78	\$874.95
Spending Potential Index	80	84	81

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.