

# Market Profile

Industria Centre Site #17  
Rings: 10, 30, 50 mile radii

Prepared by Esri  
Latitude: 40.14627  
Longitude: -85.40947

	10 miles	30 miles	50 miles
<b>Population Summary</b>			
2000 Total Population	116,123	430,423	1,765,421
2010 Total Population	115,228	437,012	1,876,952
2018 Total Population	113,927	440,113	1,977,351
2018 Group Quarters	8,414	22,982	48,797
2023 Total Population	113,310	439,741	2,044,091
2018-2023 Annual Rate	-0.11%	-0.02%	0.67%
2018 Total Daytime Population	114,909	389,388	2,060,229
Workers	52,742	156,993	1,065,035
Residents	62,167	232,395	995,194
<b>Household Summary</b>			
2000 Households	46,119	169,161	694,431
2000 Average Household Size	2.37	2.44	2.48
2010 Households	45,467	170,050	737,884
2010 Average Household Size	2.34	2.43	2.48
2018 Households	45,026	171,229	774,649
2018 Average Household Size	2.34	2.44	2.49
2023 Households	44,739	170,992	799,257
2023 Average Household Size	2.34	2.44	2.50
2018-2023 Annual Rate	-0.13%	-0.03%	0.63%
2010 Families	27,171	112,849	482,102
2010 Average Family Size	2.88	2.93	3.04
2018 Families	26,429	112,346	499,608
2018 Average Family Size	2.87	2.92	3.05
2023 Families	26,070	111,681	513,298
2023 Average Family Size	2.86	2.92	3.05
2018-2023 Annual Rate	-0.27%	-0.12%	0.54%
<b>Housing Unit Summary</b>			
2000 Housing Units	49,947	181,418	752,165
Owner Occupied Housing Units	61.8%	69.0%	63.7%
Renter Occupied Housing Units	30.6%	24.3%	28.7%
Vacant Housing Units	7.7%	6.8%	7.7%
2010 Housing Units	51,146	190,815	828,543
Owner Occupied Housing Units	56.8%	63.5%	59.9%
Renter Occupied Housing Units	32.1%	25.6%	29.1%
Vacant Housing Units	11.1%	10.9%	10.9%
2018 Housing Units	51,136	194,335	872,571
Owner Occupied Housing Units	57.5%	62.5%	57.8%
Renter Occupied Housing Units	30.5%	25.6%	30.9%
Vacant Housing Units	11.9%	11.9%	11.2%
2023 Housing Units	51,283	196,643	904,134
Owner Occupied Housing Units	57.9%	62.7%	58.4%
Renter Occupied Housing Units	29.3%	24.3%	30.0%
Vacant Housing Units	12.8%	13.0%	11.6%
<b>Median Household Income</b>			
2018	\$41,529	\$48,362	\$53,831
2023	\$48,413	\$54,832	\$61,908
<b>Median Home Value</b>			
2018	\$100,799	\$110,283	\$143,948
2023	\$121,809	\$128,699	\$166,439
<b>Per Capita Income</b>			
2018	\$23,185	\$25,229	\$29,707
2023	\$26,873	\$29,381	\$34,454
<b>Median Age</b>			
2010	34.5	38.3	36.8
2018	36.0	39.6	38.0
2023	37.1	40.3	38.6

**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	45,019	171,222	774,642
<\$15,000	16.9%	12.7%	11.4%
\$15,000 - \$24,999	13.3%	11.5%	10.3%
\$25,000 - \$34,999	11.9%	11.5%	10.3%
\$35,000 - \$49,999	15.0%	15.6%	14.1%
\$50,000 - \$74,999	17.8%	19.7%	18.6%
\$75,000 - \$99,999	10.7%	12.2%	12.4%
\$100,000 - \$149,999	9.7%	11.1%	13.1%
\$150,000 - \$199,999	2.5%	3.3%	5.1%
\$200,000+	2.1%	2.4%	4.8%
Average Household Income	\$57,253	\$63,387	\$74,978
<b>2023 Households by Income</b>			
Household Income Base	44,732	170,985	799,250
<\$15,000	14.3%	10.3%	9.1%
\$15,000 - \$24,999	11.7%	9.6%	8.6%
\$25,000 - \$34,999	10.6%	10.1%	8.7%
\$35,000 - \$49,999	14.6%	14.6%	13.0%
\$50,000 - \$74,999	18.4%	19.9%	18.5%
\$75,000 - \$99,999	11.9%	13.4%	13.3%
\$100,000 - \$149,999	12.6%	14.4%	16.3%
\$150,000 - \$199,999	3.3%	4.4%	6.5%
\$200,000+	2.6%	3.2%	5.9%
Average Household Income	\$66,640	\$74,098	\$87,290
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	29,407	121,481	504,557
<\$50,000	16.6%	13.5%	8.3%
\$50,000 - \$99,999	33.1%	32.0%	23.0%
\$100,000 - \$149,999	21.6%	21.7%	21.3%
\$150,000 - \$199,999	13.7%	13.4%	16.5%
\$200,000 - \$249,999	4.9%	6.3%	9.2%
\$250,000 - \$299,999	3.5%	4.8%	6.5%
\$300,000 - \$399,999	4.1%	4.6%	7.0%
\$400,000 - \$499,999	0.9%	1.4%	3.1%
\$500,000 - \$749,999	1.1%	1.5%	3.4%
\$750,000 - \$999,999	0.3%	0.3%	1.1%
\$1,000,000 - \$1,499,999	0.2%	0.3%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$131,416	\$145,897	\$192,475
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	29,688	123,221	528,038
<\$50,000	13.5%	10.9%	6.3%
\$50,000 - \$99,999	27.8%	27.5%	19.3%
\$100,000 - \$149,999	20.0%	20.3%	19.0%
\$150,000 - \$199,999	15.6%	14.3%	16.6%
\$200,000 - \$249,999	6.7%	7.7%	10.5%
\$250,000 - \$299,999	5.3%	6.7%	8.1%
\$300,000 - \$399,999	6.6%	6.9%	9.0%
\$400,000 - \$499,999	1.6%	2.1%	4.2%
\$500,000 - \$749,999	2.1%	2.6%	5.0%
\$750,000 - \$999,999	0.6%	0.5%	1.4%
\$1,000,000 - \$1,499,999	0.2%	0.4%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$157,504	\$170,578	\$219,214

**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	115,231	437,010	1,876,953
0 - 4	5.4%	5.9%	6.9%
5 - 9	5.3%	6.1%	7.0%
10 - 14	5.7%	6.5%	7.0%
15 - 24	23.1%	16.0%	13.7%
25 - 34	11.0%	11.4%	13.1%
35 - 44	11.0%	12.6%	13.4%
45 - 54	12.6%	14.1%	14.7%
55 - 64	11.4%	12.2%	11.5%
65 - 74	7.8%	8.2%	6.8%
75 - 84	4.8%	4.9%	4.1%
85 +	2.0%	2.0%	1.8%
18 +	80.0%	77.4%	75.0%
<b>2018 Population by Age</b>			
Total	113,928	440,112	1,977,352
0 - 4	5.0%	5.5%	6.3%
5 - 9	5.0%	5.7%	6.5%
10 - 14	5.1%	5.9%	6.6%
15 - 24	21.9%	15.2%	13.3%
25 - 34	12.0%	12.2%	13.4%
35 - 44	10.1%	11.7%	12.6%
45 - 54	11.2%	12.7%	13.0%
55 - 64	12.3%	13.1%	12.9%
65 - 74	9.8%	10.3%	9.1%
75 - 84	5.3%	5.3%	4.4%
85 +	2.3%	2.3%	2.0%
18 +	81.6%	79.3%	76.8%
<b>2023 Population by Age</b>			
Total	113,311	439,740	2,044,090
0 - 4	5.0%	5.4%	6.3%
5 - 9	4.9%	5.7%	6.4%
10 - 14	5.2%	6.0%	6.6%
15 - 24	21.1%	14.6%	12.7%
25 - 34	11.6%	12.0%	13.4%
35 - 44	10.6%	12.0%	12.9%
45 - 54	10.5%	11.8%	12.1%
55 - 64	11.9%	12.7%	12.4%
65 - 74	10.6%	11.2%	10.1%
75 - 84	6.3%	6.4%	5.3%
85 +	2.4%	2.3%	1.9%
18 +	81.6%	79.3%	77.0%
<b>2010 Population by Sex</b>			
Males	55,304	215,145	914,009
Females	59,924	221,867	962,943
<b>2018 Population by Sex</b>			
Males	54,734	217,247	964,781
Females	59,193	222,866	1,012,570
<b>2023 Population by Sex</b>			
Males	54,594	217,801	1,000,376
Females	58,716	221,940	1,043,715

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	115,228	437,013	1,876,951
White Alone	88.9%	91.3%	80.1%
Black Alone	7.1%	5.2%	13.5%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	1.0%	0.6%	1.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.6%	0.9%	2.4%
Two or More Races	2.1%	1.7%	2.1%
Hispanic Origin	1.8%	2.2%	4.8%
Diversity Index	23.2	20.0	40.0
<b>2018 Population by Race/Ethnicity</b>			
Total	113,927	440,113	1,977,351
White Alone	87.7%	89.9%	77.3%
Black Alone	7.3%	5.5%	14.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.4%	1.0%	2.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.7%	1.1%	2.8%
Two or More Races	2.6%	2.1%	2.6%
Hispanic Origin	2.4%	3.0%	5.7%
Diversity Index	26.1	23.5	44.7
<b>2023 Population by Race/Ethnicity</b>			
Total	113,309	439,741	2,044,091
White Alone	86.7%	88.7%	75.2%
Black Alone	7.4%	5.7%	15.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.7%	1.3%	3.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.8%	1.4%	3.1%
Two or More Races	3.0%	2.5%	3.0%
Hispanic Origin	2.9%	3.7%	6.5%
Diversity Index	28.6	26.5	48.2
<b>2010 Population by Relationship and Household Type</b>			
Total	115,228	437,012	1,876,952
In Households	92.4%	94.7%	97.4%
In Family Households	70.0%	78.0%	80.5%
Householder	23.6%	25.8%	25.7%
Spouse	17.0%	19.2%	18.6%
Child	25.3%	28.4%	31.0%
Other relative	2.0%	2.2%	2.8%
Nonrelative	2.2%	2.4%	2.4%
In Nonfamily Households	22.3%	16.6%	17.0%
In Group Quarters	7.6%	5.3%	2.6%
Institutionalized Population	1.3%	2.4%	1.4%
Noninstitutionalized Population	6.3%	2.9%	1.2%

**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	71,743	297,408	1,329,902
Less than 9th Grade	2.8%	2.8%	3.2%
9th - 12th Grade, No Diploma	7.6%	8.3%	7.7%
High School Graduate	28.7%	31.6%	25.7%
GED/Alternative Credential	6.2%	6.5%	5.0%
Some College, No Degree	21.2%	20.6%	19.7%
Associate Degree	8.8%	8.8%	7.9%
Bachelor's Degree	14.2%	13.3%	19.6%
Graduate/Professional Degree	10.5%	8.0%	11.3%
<b>2018 Population 15+ by Marital Status</b>			
Total	96,644	364,454	1,593,453
Never Married	40.3%	30.8%	33.0%
Married	41.3%	48.9%	48.6%
Widowed	6.3%	6.6%	5.7%
Divorced	12.1%	13.7%	12.7%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.5%	95.7%	96.0%
Civilian Unemployed (Unemployment Rate)	5.5%	4.3%	4.0%
<b>2018 Employed Population 16+ by Industry</b>			
Total	52,515	204,052	988,065
Agriculture/Mining	0.6%	1.7%	1.3%
Construction	5.4%	6.0%	5.4%
Manufacturing	11.4%	15.8%	14.7%
Wholesale Trade	2.2%	2.3%	3.0%
Retail Trade	11.8%	11.2%	10.9%
Transportation/Utilities	3.4%	4.3%	4.8%
Information	0.9%	1.2%	1.5%
Finance/Insurance/Real Estate	4.7%	4.8%	6.4%
Services	57.1%	48.9%	48.5%
Public Administration	2.4%	3.8%	3.5%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	52,515	204,051	988,066
White Collar	55.6%	54.4%	60.1%
Management/Business/Financial	10.3%	11.2%	14.3%
Professional	21.3%	19.6%	22.1%
Sales	9.8%	9.2%	10.1%
Administrative Support	14.2%	14.3%	13.7%
Services	22.8%	19.2%	17.3%
Blue Collar	21.6%	26.4%	22.5%
Farming/Forestry/Fishing	0.1%	0.7%	0.5%
Construction/Extraction	3.9%	4.8%	4.5%
Installation/Maintenance/Repair	3.2%	3.9%	3.1%
Production	8.0%	9.5%	7.7%
Transportation/Material Moving	6.4%	7.4%	6.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	115,228	437,012	1,876,952
Population Inside Urbanized Area	80.0%	46.4%	66.1%
Population Inside Urbanized Cluster	1.8%	19.4%	14.2%
Rural Population	18.2%	34.2%	19.7%

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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<b>2010 Households by Type</b>			
Total	45,466	170,049	737,883
Households with 1 Person	29.7%	27.1%	28.1%
Households with 2+ People	70.3%	72.9%	71.9%
Family Households	59.8%	66.4%	65.3%
Husband-wife Families	43.0%	49.4%	47.2%
With Related Children	15.6%	19.1%	20.5%
Other Family (No Spouse Present)	16.8%	16.9%	18.1%
Other Family with Male Householder	4.4%	4.8%	4.7%
With Related Children	2.7%	3.0%	2.9%
Other Family with Female Householder	12.3%	12.1%	13.4%
With Related Children	8.3%	8.1%	9.2%
Nonfamily Households	10.5%	6.5%	6.5%
All Households with Children	27.2%	30.9%	33.1%
Multigenerational Households	2.7%	3.1%	3.3%
Unmarried Partner Households	7.3%	6.9%	7.1%
Male-female	6.6%	6.3%	6.3%
Same-sex	0.7%	0.6%	0.8%
<b>2010 Households by Size</b>			
Total	45,468	170,050	737,885
1 Person Household	29.7%	27.1%	28.1%
2 Person Household	36.1%	36.3%	33.8%
3 Person Household	15.6%	15.8%	15.7%
4 Person Household	11.5%	12.4%	12.8%
5 Person Household	4.8%	5.5%	6.0%
6 Person Household	1.6%	1.9%	2.2%
7 + Person Household	0.8%	1.0%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	45,467	170,050	737,884
Owner Occupied	63.9%	71.3%	67.3%
Owned with a Mortgage/Loan	42.1%	48.1%	50.0%
Owned Free and Clear	21.9%	23.2%	17.3%
Renter Occupied	36.1%	28.7%	32.7%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	51,146	190,815	828,543
Housing Units Inside Urbanized Area	80.9%	47.5%	67.0%
Housing Units Inside Urbanized Cluster	1.7%	19.4%	14.7%
Rural Housing Units	17.3%	33.1%	18.3%

**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.

**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>Top 3 Tapestry Segments</b>			
<b>1.</b>	Salt of the Earth (6B)	Salt of the Earth (6B)	Salt of the Earth (6B)
<b>2.</b>	Midlife Constants (5E)	Heartland Communities	Traditional Living (12B)
<b>3.</b>	Traditional Living (12B)	Traditional Living (12B)	Hardscrabble Road (8G)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$67,276,405	\$278,811,619	\$1,513,964,889
Average Spent	\$1,494.17	\$1,628.30	\$1,954.39
Spending Potential Index	69	75	90
Education: Total \$	\$46,498,377	\$180,818,719	\$988,174,663
Average Spent	\$1,032.70	\$1,056.01	\$1,275.64
Spending Potential Index	71	73	88
Entertainment/Recreation: Total \$	\$101,444,892	\$432,931,903	\$2,274,190,310
Average Spent	\$2,253.03	\$2,528.38	\$2,935.77
Spending Potential Index	70	79	91
Food at Home: Total \$	\$160,795,562	\$680,836,229	\$3,577,714,468
Average Spent	\$3,571.17	\$3,976.17	\$4,618.50
Spending Potential Index	71	79	92
Food Away from Home: Total \$	\$110,186,261	\$456,226,452	\$2,460,861,774
Average Spent	\$2,447.17	\$2,664.42	\$3,176.74
Spending Potential Index	70	76	90
Health Care: Total \$	\$183,612,440	\$800,765,262	\$4,104,464,606
Average Spent	\$4,077.92	\$4,676.58	\$5,298.48
Spending Potential Index	71	82	93
HH Furnishings & Equipment: Total \$	\$65,194,442	\$274,980,797	\$1,466,628,802
Average Spent	\$1,447.93	\$1,605.92	\$1,893.28
Spending Potential Index	69	77	91
Personal Care Products & Services: Total \$	\$25,485,853	\$106,833,817	\$576,556,129
Average Spent	\$566.03	\$623.92	\$744.28
Spending Potential Index	68	75	90
Shelter: Total \$	\$517,786,161	\$2,111,922,053	\$11,505,180,772
Average Spent	\$11,499.71	\$12,333.90	\$14,852.12
Spending Potential Index	69	73	88
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$75,598,936	\$322,320,304	\$1,702,646,569
Average Spent	\$1,679.01	\$1,882.39	\$2,197.96
Spending Potential Index	68	76	88
Travel: Total \$	\$63,250,196	\$266,318,770	\$1,450,034,366
Average Spent	\$1,404.75	\$1,555.34	\$1,871.86
Spending Potential Index	65	72	87
Vehicle Maintenance & Repairs: Total \$	\$34,251,609	\$144,892,952	\$762,235,876
Average Spent	\$760.71	\$846.19	\$983.98
Spending Potential Index	71	79	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.