

Market Profile

Kaybee Park
Rings: 10, 30, 50 mile radii

Prepared by Esri
Latitude: 40.47700
Longitude: -85.54500

	10 miles	30 miles	50 miles
Population Summary			
2000 Total Population	71,346	447,983	1,343,402
2010 Total Population	67,164	428,394	1,441,837
2018 Total Population	65,196	421,035	1,518,422
2018 Group Quarters	4,967	18,939	42,334
2023 Total Population	63,319	416,090	1,569,535
2018-2023 Annual Rate	-0.58%	-0.24%	0.66%
2018 Total Daytime Population	66,813	421,123	1,486,309
Workers	30,053	193,494	718,464
Residents	36,760	227,629	767,845
Household Summary			
2000 Households	27,734	177,330	522,267
2000 Average Household Size	2.41	2.43	2.51
2010 Households	26,186	170,922	558,933
2010 Average Household Size	2.37	2.39	2.50
2018 Households	25,527	168,752	587,726
2018 Average Household Size	2.36	2.38	2.51
2023 Households	24,782	166,909	606,809
2023 Average Household Size	2.35	2.38	2.52
2018-2023 Annual Rate	-0.59%	-0.22%	0.64%
2010 Families	17,022	111,061	377,165
2010 Average Family Size	2.88	2.91	3.04
2018 Families	16,339	107,904	392,302
2018 Average Family Size	2.86	2.89	3.04
2023 Families	15,763	106,037	403,632
2023 Average Family Size	2.85	2.88	3.05
2018-2023 Annual Rate	-0.72%	-0.35%	0.57%
Housing Unit Summary			
2000 Housing Units	30,120	190,941	561,349
Owner Occupied Housing Units	67.0%	67.5%	68.2%
Renter Occupied Housing Units	25.1%	25.4%	24.8%
Vacant Housing Units	7.9%	7.1%	7.0%
2010 Housing Units	29,623	192,801	619,723
Owner Occupied Housing Units	61.0%	61.9%	64.9%
Renter Occupied Housing Units	27.4%	26.7%	25.3%
Vacant Housing Units	11.6%	11.3%	9.8%
2018 Housing Units	29,630	193,257	654,449
Owner Occupied Housing Units	55.9%	60.2%	63.2%
Renter Occupied Housing Units	30.2%	27.1%	26.6%
Vacant Housing Units	13.8%	12.7%	10.2%
2023 Housing Units	29,610	193,932	679,119
Owner Occupied Housing Units	55.2%	60.1%	63.7%
Renter Occupied Housing Units	28.5%	25.9%	25.7%
Vacant Housing Units	16.3%	13.9%	10.6%
Median Household Income			
2018	\$41,935	\$45,380	\$55,574
2023	\$48,305	\$52,106	\$64,084
Median Home Value			
2018	\$88,591	\$98,727	\$140,721
2023	\$94,001	\$114,729	\$164,334
Per Capita Income			
2018	\$21,880	\$24,100	\$29,855
2023	\$25,063	\$27,952	\$34,625
Median Age			
2010	38.6	39.0	37.3
2018	39.8	40.5	38.5
2023	40.4	41.3	39.1

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	25,527	168,745	587,719
<\$15,000	13.3%	13.5%	10.0%
\$15,000 - \$24,999	14.2%	12.4%	9.8%
\$25,000 - \$34,999	13.5%	11.8%	10.2%
\$35,000 - \$49,999	16.5%	16.2%	14.2%
\$50,000 - \$74,999	21.0%	20.1%	19.3%
\$75,000 - \$99,999	10.2%	12.0%	13.0%
\$100,000 - \$149,999	7.6%	9.8%	13.6%
\$150,000 - \$199,999	2.6%	2.5%	5.1%
\$200,000+	1.2%	1.8%	4.8%
Average Household Income	\$54,605	\$58,950	\$76,249
2023 Households by Income			
Household Income Base	24,782	166,902	606,802
<\$15,000	10.9%	11.1%	8.0%
\$15,000 - \$24,999	12.3%	10.6%	8.0%
\$25,000 - \$34,999	12.5%	10.5%	8.6%
\$35,000 - \$49,999	15.7%	15.3%	12.9%
\$50,000 - \$74,999	21.9%	20.6%	19.1%
\$75,000 - \$99,999	11.6%	13.4%	14.0%
\$100,000 - \$149,999	10.3%	12.9%	17.0%
\$150,000 - \$199,999	3.4%	3.4%	6.5%
\$200,000+	1.5%	2.3%	5.9%
Average Household Income	\$62,746	\$68,488	\$88,711
2018 Owner Occupied Housing Units by Value			
Total	16,564	116,299	413,483
<\$50,000	18.4%	14.8%	9.6%
\$50,000 - \$99,999	41.0%	36.1%	24.3%
\$100,000 - \$149,999	21.2%	21.9%	19.8%
\$150,000 - \$199,999	9.6%	12.8%	16.0%
\$200,000 - \$249,999	4.4%	5.3%	9.1%
\$250,000 - \$299,999	2.3%	3.6%	6.6%
\$300,000 - \$399,999	1.7%	3.2%	6.9%
\$400,000 - \$499,999	0.3%	0.7%	2.9%
\$500,000 - \$749,999	0.4%	1.0%	3.2%
\$750,000 - \$999,999	0.1%	0.2%	1.0%
\$1,000,000 - \$1,499,999	0.5%	0.3%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.1%	0.0%	0.1%
Average Home Value	\$114,817	\$129,521	\$187,930
2023 Owner Occupied Housing Units by Value			
Total	16,354	116,633	432,317
<\$50,000	15.7%	12.1%	7.4%
\$50,000 - \$99,999	39.0%	31.6%	20.3%
\$100,000 - \$149,999	22.1%	21.3%	17.6%
\$150,000 - \$199,999	10.5%	14.1%	16.0%
\$200,000 - \$249,999	5.0%	6.9%	10.3%
\$250,000 - \$299,999	3.2%	5.2%	8.3%
\$300,000 - \$399,999	2.6%	5.1%	9.1%
\$400,000 - \$499,999	0.4%	1.2%	4.0%
\$500,000 - \$749,999	0.5%	1.7%	4.8%
\$750,000 - \$999,999	0.1%	0.3%	1.4%
\$1,000,000 - \$1,499,999	0.8%	0.4%	0.5%
\$1,500,000 - \$1,999,999	0.1%	0.0%	0.1%
\$2,000,000 +	0.1%	0.0%	0.1%
Average Home Value	\$127,140	\$150,513	\$215,880

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	67,164	428,396	1,441,835
0 - 4	5.9%	5.8%	6.7%
5 - 9	5.8%	5.9%	7.0%
10 - 14	6.2%	6.3%	7.2%
15 - 24	17.8%	16.5%	13.6%
25 - 34	10.4%	10.8%	12.4%
35 - 44	11.4%	11.9%	13.3%
45 - 54	14.2%	14.2%	14.7%
55 - 64	12.5%	12.5%	11.8%
65 - 74	8.5%	8.5%	7.1%
75 - 84	5.4%	5.3%	4.3%
85 +	2.1%	2.3%	1.9%
18 +	78.2%	77.9%	74.7%
2018 Population by Age			
Total	65,197	421,034	1,518,422
0 - 4	5.5%	5.4%	6.3%
5 - 9	5.5%	5.5%	6.5%
10 - 14	5.6%	5.7%	6.7%
15 - 24	16.7%	15.4%	13.2%
25 - 34	11.7%	12.0%	12.7%
35 - 44	10.3%	10.9%	12.6%
45 - 54	12.0%	12.3%	13.0%
55 - 64	13.6%	13.6%	13.0%
65 - 74	10.8%	10.9%	9.3%
75 - 84	5.9%	5.8%	4.6%
85 +	2.5%	2.6%	2.1%
18 +	80.2%	80.0%	76.6%
2023 Population by Age			
Total	63,316	416,089	1,569,536
0 - 4	5.3%	5.3%	6.2%
5 - 9	5.5%	5.4%	6.4%
10 - 14	5.7%	5.8%	6.7%
15 - 24	16.3%	14.8%	12.6%
25 - 34	11.4%	11.6%	12.7%
35 - 44	10.6%	11.3%	12.9%
45 - 54	11.0%	11.4%	12.1%
55 - 64	12.9%	13.0%	12.5%
65 - 74	11.8%	11.9%	10.3%
75 - 84	6.9%	6.9%	5.5%
85 +	2.5%	2.6%	2.0%
18 +	80.2%	80.0%	76.8%
2010 Population by Sex			
Males	32,303	207,539	706,636
Females	34,861	220,855	735,201
2018 Population by Sex			
Males	31,482	204,565	745,485
Females	33,713	216,471	772,937
2023 Population by Sex			
Males	30,720	202,974	773,118
Females	32,599	213,116	796,417

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	67,164	428,394	1,441,836
White Alone	88.5%	90.9%	87.3%
Black Alone	6.9%	5.4%	6.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.5%	0.6%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	1.0%	1.8%
Two or More Races	2.4%	1.8%	2.0%
Hispanic Origin	3.4%	2.5%	4.2%
Diversity Index	26.5	21.2	29.4
2018 Population by Race/Ethnicity			
Total	65,195	421,035	1,518,422
White Alone	86.7%	89.5%	84.9%
Black Alone	7.3%	5.7%	7.2%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	0.7%	0.9%	2.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	1.3%	2.2%
Two or More Races	3.1%	2.3%	2.5%
Hispanic Origin	4.4%	3.4%	5.1%
Diversity Index	30.6	24.9	34.4
2023 Population by Race/Ethnicity			
Total	63,320	416,090	1,569,535
White Alone	85.4%	88.3%	83.0%
Black Alone	7.5%	5.8%	7.5%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	1.0%	1.1%	3.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.0%	1.6%	2.5%
Two or More Races	3.7%	2.7%	3.0%
Hispanic Origin	5.2%	4.2%	6.0%
Diversity Index	33.7	27.9	38.3
2010 Population by Relationship and Household Type			
Total	67,164	428,394	1,441,837
In Households	92.5%	95.4%	97.0%
In Family Households	76.0%	77.8%	81.6%
Householder	25.2%	25.9%	26.2%
Spouse	17.8%	19.2%	20.0%
Child	27.5%	28.0%	31.1%
Other relative	2.6%	2.3%	2.3%
Nonrelative	2.9%	2.4%	2.1%
In Nonfamily Households	16.5%	17.6%	15.4%
In Group Quarters	7.5%	4.6%	3.0%
Institutionalized Population	1.4%	1.3%	1.7%
Noninstitutionalized Population	6.1%	3.3%	1.3%

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	43,475	286,149	1,021,007
Less than 9th Grade	3.7%	3.1%	2.9%
9th - 12th Grade, No Diploma	10.3%	8.8%	6.9%
High School Graduate	34.3%	33.3%	26.8%
GED/Alternative Credential	6.7%	6.3%	4.9%
Some College, No Degree	20.7%	20.9%	20.0%
Associate Degree	8.0%	8.7%	8.4%
Bachelor's Degree	9.8%	11.5%	19.2%
Graduate/Professional Degree	6.4%	7.4%	10.9%
2018 Population 15+ by Marital Status			
Total	54,385	351,178	1,221,717
Never Married	33.2%	31.2%	29.5%
Married	45.2%	48.3%	52.2%
Widowed	6.9%	7.0%	5.8%
Divorced	14.6%	13.5%	12.4%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	96.4%	95.5%	96.3%
Civilian Unemployed (Unemployment Rate)	3.6%	4.5%	3.7%
2018 Employed Population 16+ by Industry			
Total	28,592	194,874	751,377
Agriculture/Mining	1.0%	1.8%	1.6%
Construction	3.5%	5.2%	5.3%
Manufacturing	17.1%	17.6%	17.5%
Wholesale Trade	1.9%	2.1%	2.9%
Retail Trade	14.0%	11.2%	10.6%
Transportation/Utilities	4.4%	4.5%	4.2%
Information	1.3%	1.2%	1.5%
Finance/Insurance/Real Estate	3.7%	4.2%	6.2%
Services	49.8%	49.0%	47.0%
Public Administration	3.3%	3.2%	3.3%
2018 Employed Population 16+ by Occupation			
Total	28,592	194,874	751,378
White Collar	51.7%	51.4%	59.5%
Management/Business/Financial	9.8%	10.4%	14.1%
Professional	16.4%	17.9%	22.2%
Sales	10.7%	9.0%	10.0%
Administrative Support	14.8%	14.1%	13.2%
Services	20.6%	20.1%	16.6%
Blue Collar	27.7%	28.5%	23.9%
Farming/Forestry/Fishing	0.6%	0.8%	0.7%
Construction/Extraction	3.3%	4.3%	4.2%
Installation/Maintenance/Repair	4.0%	4.1%	3.3%
Production	11.4%	11.2%	9.3%
Transportation/Material Moving	8.5%	8.1%	6.4%
2010 Population By Urban/ Rural Status			
Total Population	67,164	428,394	1,441,837
Population Inside Urbanized Area	0.0%	40.3%	56.8%
Population Inside Urbanized Cluster	76.5%	28.3%	17.2%
Rural Population	23.5%	31.4%	26.1%

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	26,186	170,922	558,933
Households with 1 Person	29.5%	28.5%	26.9%
Households with 2+ People	70.5%	71.5%	73.1%
Family Households	65.0%	65.0%	67.5%
Husband-wife Families	46.0%	48.0%	51.5%
With Related Children	16.3%	17.6%	22.4%
Other Family (No Spouse Present)	19.0%	17.0%	16.0%
Other Family with Male Householder	5.1%	4.7%	4.5%
With Related Children	3.2%	3.0%	2.8%
Other Family with Female Householder	13.9%	12.3%	11.5%
With Related Children	9.6%	8.2%	7.9%
Nonfamily Households	5.5%	6.5%	5.6%
All Households with Children	29.8%	29.4%	33.7%
Multigenerational Households	3.4%	3.1%	2.9%
Unmarried Partner Households	7.3%	6.9%	6.4%
Male-female	6.8%	6.3%	5.8%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	26,186	170,925	558,932
1 Person Household	29.5%	28.5%	26.9%
2 Person Household	35.9%	36.4%	34.4%
3 Person Household	15.1%	15.3%	15.6%
4 Person Household	11.2%	11.6%	13.4%
5 Person Household	5.1%	5.3%	6.3%
6 Person Household	2.0%	1.9%	2.2%
7 + Person Household	1.2%	1.0%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	26,186	170,922	558,933
Owner Occupied	69.0%	69.9%	71.9%
Owned with a Mortgage/Loan	44.2%	46.0%	52.0%
Owned Free and Clear	24.9%	23.8%	19.9%
Renter Occupied	31.0%	30.1%	28.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	29,623	192,801	619,723
Housing Units Inside Urbanized Area	0.0%	42.0%	57.4%
Housing Units Inside Urbanized Cluster	77.0%	28.2%	17.7%
Rural Housing Units	23.0%	29.8%	24.9%

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.	Small Town Simplicity	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	Heartland Communities	Heartland Communities	Traditional Living (12B)
3.	Salt of the Earth (6B)	Traditional Living (12B)	Heartland Communities
2018 Consumer Spending			
Apparel & Services: Total \$	\$35,712,750	\$254,807,607	\$1,158,967,637
Average Spent	\$1,399.02	\$1,509.95	\$1,971.95
Spending Potential Index	64	69	91
Education: Total \$	\$22,121,089	\$165,240,323	\$756,997,211
Average Spent	\$866.58	\$979.19	\$1,288.01
Spending Potential Index	60	68	89
Entertainment/Recreation: Total \$	\$56,598,410	\$398,602,763	\$1,762,100,962
Average Spent	\$2,217.20	\$2,362.06	\$2,998.17
Spending Potential Index	69	73	93
Food at Home: Total \$	\$89,766,965	\$629,142,208	\$2,754,850,910
Average Spent	\$3,516.55	\$3,728.21	\$4,687.30
Spending Potential Index	70	74	93
Food Away from Home: Total \$	\$58,410,565	\$417,344,474	\$1,887,083,573
Average Spent	\$2,288.19	\$2,473.12	\$3,210.82
Spending Potential Index	65	70	91
Health Care: Total \$	\$106,269,396	\$741,859,510	\$3,205,374,351
Average Spent	\$4,163.02	\$4,396.15	\$5,453.86
Spending Potential Index	73	77	95
HH Furnishings & Equipment: Total \$	\$35,293,036	\$251,780,001	\$1,133,296,182
Average Spent	\$1,382.58	\$1,492.01	\$1,928.27
Spending Potential Index	66	71	92
Personal Care Products & Services: Total \$	\$13,647,099	\$97,651,671	\$443,752,500
Average Spent	\$534.61	\$578.67	\$755.03
Spending Potential Index	65	70	91
Shelter: Total \$	\$269,714,159	\$1,939,150,790	\$8,762,519,978
Average Spent	\$10,565.84	\$11,491.13	\$14,909.19
Spending Potential Index	63	68	89
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$42,027,010	\$297,079,658	\$1,319,485,342
Average Spent	\$1,646.37	\$1,760.45	\$2,245.07
Spending Potential Index	66	71	90
Travel: Total \$	\$33,330,383	\$242,090,756	\$1,121,710,223
Average Spent	\$1,305.69	\$1,434.59	\$1,908.56
Spending Potential Index	61	67	89
Vehicle Maintenance & Repairs: Total \$	\$18,944,276	\$133,542,228	\$588,674,709
Average Spent	\$742.13	\$791.35	\$1,001.61
Spending Potential Index	69	74	93

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.