

# Market Profile

Kendallville East Industrial Park  
Rings: 10, 30, 50 mile radii

Prepared by Esri  
Latitude: 41.44477  
Longitude: -85.21324

	10 miles	30 miles	50 miles
<b>Population Summary</b>			
2000 Total Population	46,976	559,007	1,182,115
2010 Total Population	47,884	590,998	1,230,859
2018 Total Population	48,738	619,855	1,271,753
2018 Group Quarters	731	9,795	24,906
2023 Total Population	49,429	638,198	1,297,858
2018-2023 Annual Rate	0.28%	0.58%	0.41%
2018 Total Daytime Population	52,328	618,796	1,271,635
Workers	27,608	301,708	635,495
Residents	24,720	317,088	636,140
<b>Household Summary</b>			
2000 Households	17,952	210,963	441,989
2000 Average Household Size	2.58	2.61	2.62
2010 Households	18,414	223,753	463,425
2010 Average Household Size	2.56	2.60	2.60
2018 Households	18,832	235,101	480,092
2018 Average Household Size	2.55	2.59	2.60
2023 Households	19,132	242,258	490,288
2023 Average Household Size	2.55	2.59	2.60
2018-2023 Annual Rate	0.32%	0.60%	0.42%
2010 Families	12,910	153,145	322,885
2010 Average Family Size	3.04	3.14	3.11
2018 Families	13,020	158,525	329,664
2018 Average Family Size	3.02	3.14	3.11
2023 Families	13,155	162,367	334,712
2023 Average Family Size	3.01	3.14	3.11
2018-2023 Annual Rate	0.21%	0.48%	0.30%
<b>Housing Unit Summary</b>			
2000 Housing Units	20,008	235,397	486,295
Owner Occupied Housing Units	69.8%	67.0%	69.0%
Renter Occupied Housing Units	20.0%	22.7%	21.9%
Vacant Housing Units	10.3%	10.4%	9.1%
2010 Housing Units	21,433	259,373	530,067
Owner Occupied Housing Units	65.4%	63.1%	64.8%
Renter Occupied Housing Units	20.5%	23.2%	22.6%
Vacant Housing Units	14.1%	13.7%	12.6%
2018 Housing Units	21,931	271,161	548,398
Owner Occupied Housing Units	62.8%	61.2%	62.7%
Renter Occupied Housing Units	23.0%	25.5%	24.8%
Vacant Housing Units	14.1%	13.3%	12.5%
2023 Housing Units	22,379	279,647	562,089
Owner Occupied Housing Units	63.4%	61.8%	63.0%
Renter Occupied Housing Units	22.1%	24.8%	24.2%
Vacant Housing Units	14.5%	13.4%	12.8%
<b>Median Household Income</b>			
2018	\$50,388	\$53,190	\$52,696
2023	\$55,574	\$59,355	\$59,058
<b>Median Home Value</b>			
2018	\$123,845	\$135,374	\$135,510
2023	\$138,538	\$153,629	\$154,519
<b>Per Capita Income</b>			
2018	\$23,461	\$26,696	\$25,926
2023	\$27,172	\$30,803	\$30,103
<b>Median Age</b>			
2010	38.3	36.0	37.0
2018	40.0	37.3	38.2
2023	41.0	38.1	39.0

**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	18,832	235,101	480,092
<\$15,000	9.7%	9.8%	9.9%
\$15,000 - \$24,999	11.7%	9.8%	10.3%
\$25,000 - \$34,999	12.3%	10.6%	10.7%
\$35,000 - \$49,999	15.7%	15.7%	15.7%
\$50,000 - \$74,999	23.4%	21.8%	21.6%
\$75,000 - \$99,999	13.3%	13.1%	13.4%
\$100,000 - \$149,999	10.0%	12.0%	12.0%
\$150,000 - \$199,999	2.7%	3.9%	3.6%
\$200,000+	1.1%	3.3%	2.9%
Average Household Income	\$60,171	\$69,740	\$67,918
<b>2023 Households by Income</b>			
Household Income Base	19,132	242,258	490,288
<\$15,000	7.5%	7.9%	7.9%
\$15,000 - \$24,999	9.8%	8.2%	8.5%
\$25,000 - \$34,999	10.8%	9.1%	9.2%
\$35,000 - \$49,999	14.5%	14.5%	14.4%
\$50,000 - \$74,999	23.6%	21.8%	21.5%
\$75,000 - \$99,999	14.9%	14.2%	14.7%
\$100,000 - \$149,999	13.7%	15.3%	15.4%
\$150,000 - \$199,999	3.8%	5.0%	4.7%
\$200,000+	1.4%	4.1%	3.7%
Average Household Income	\$69,661	\$80,514	\$78,941
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	13,778	166,009	343,828
<\$50,000	8.8%	8.6%	8.7%
\$50,000 - \$99,999	31.5%	25.7%	25.1%
\$100,000 - \$149,999	20.3%	22.2%	22.9%
\$150,000 - \$199,999	18.7%	16.4%	17.4%
\$200,000 - \$249,999	5.3%	8.1%	8.5%
\$250,000 - \$299,999	4.9%	6.3%	6.2%
\$300,000 - \$399,999	6.0%	6.7%	6.0%
\$400,000 - \$499,999	2.0%	2.4%	2.0%
\$500,000 - \$749,999	1.7%	2.3%	2.2%
\$750,000 - \$999,999	0.4%	0.8%	0.7%
\$1,000,000 - \$1,499,999	0.3%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.0%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$160,081	\$176,911	\$172,371
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	14,180	172,901	354,062
<\$50,000	6.4%	6.8%	6.6%
\$50,000 - \$99,999	28.0%	21.5%	20.8%
\$100,000 - \$149,999	20.3%	20.4%	21.0%
\$150,000 - \$199,999	19.0%	16.9%	17.9%
\$200,000 - \$249,999	5.5%	9.2%	9.8%
\$250,000 - \$299,999	6.4%	8.0%	8.1%
\$300,000 - \$399,999	9.2%	9.3%	8.5%
\$400,000 - \$499,999	2.4%	3.2%	2.8%
\$500,000 - \$749,999	1.8%	3.0%	3.1%
\$750,000 - \$999,999	0.5%	1.0%	0.9%
\$1,000,000 - \$1,499,999	0.4%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.0%
\$2,000,000 +	0.1%	0.2%	0.1%
Average Home Value	\$178,195	\$199,597	\$197,007

**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	47,883	590,998	1,230,859
0 - 4	6.7%	7.4%	7.1%
5 - 9	7.2%	7.6%	7.3%
10 - 14	7.4%	7.6%	7.4%
15 - 24	12.6%	13.7%	13.5%
25 - 34	11.9%	12.5%	12.1%
35 - 44	13.2%	12.7%	12.7%
45 - 54	15.1%	14.3%	14.5%
55 - 64	12.2%	11.8%	12.1%
65 - 74	7.3%	6.7%	7.1%
75 - 84	4.4%	4.1%	4.3%
85 +	2.0%	1.8%	1.9%
18 +	74.2%	72.9%	73.6%
<b>2018 Population by Age</b>			
Total	48,739	619,855	1,271,754
0 - 4	6.3%	6.9%	6.7%
5 - 9	6.4%	7.0%	6.8%
10 - 14	6.5%	7.0%	6.9%
15 - 24	11.9%	12.9%	12.7%
25 - 34	12.7%	13.2%	12.9%
35 - 44	12.2%	12.2%	12.1%
45 - 54	13.2%	12.3%	12.5%
55 - 64	14.0%	12.9%	13.3%
65 - 74	10.1%	9.2%	9.6%
75 - 84	4.6%	4.2%	4.5%
85 +	2.2%	2.0%	2.1%
18 +	77.1%	75.0%	75.7%
<b>2023 Population by Age</b>			
Total	49,429	638,198	1,297,859
0 - 4	6.1%	6.8%	6.6%
5 - 9	6.4%	6.9%	6.7%
10 - 14	6.6%	7.1%	6.9%
15 - 24	11.1%	12.4%	12.2%
25 - 34	12.3%	12.9%	12.5%
35 - 44	12.1%	12.6%	12.4%
45 - 54	12.3%	11.6%	11.7%
55 - 64	13.5%	12.3%	12.6%
65 - 74	11.5%	10.3%	10.8%
75 - 84	5.8%	5.2%	5.5%
85 +	2.1%	1.9%	2.0%
18 +	77.0%	75.1%	75.8%
<b>2010 Population by Sex</b>			
Males	23,564	291,211	608,594
Females	24,320	299,787	622,265
<b>2018 Population by Sex</b>			
Males	24,112	305,841	629,591
Females	24,626	314,013	642,162
<b>2023 Population by Sex</b>			
Males	24,596	315,993	644,956
Females	24,832	322,205	652,901

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	47,884	590,998	1,230,860
White Alone	96.7%	86.2%	88.3%
Black Alone	0.4%	6.7%	4.9%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	0.4%	1.8%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	2.7%	3.1%
Two or More Races	1.1%	2.2%	2.0%
Hispanic Origin	2.8%	5.9%	6.7%
Diversity Index	11.6	33.5	31.5
<b>2018 Population by Race/Ethnicity</b>			
Total	48,739	619,854	1,271,753
White Alone	95.7%	83.9%	86.3%
Black Alone	0.5%	6.9%	5.1%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	0.6%	2.8%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	3.3%	3.7%
Two or More Races	1.5%	2.8%	2.6%
Hispanic Origin	3.3%	7.0%	8.0%
Diversity Index	14.2	38.4	36.2
<b>2023 Population by Race/Ethnicity</b>			
Total	49,429	638,199	1,297,857
White Alone	94.9%	82.0%	84.8%
Black Alone	0.6%	7.0%	5.3%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	0.7%	3.8%	2.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.6%	3.6%	4.1%
Two or More Races	1.7%	3.2%	3.0%
Hispanic Origin	3.7%	7.9%	9.0%
Diversity Index	16.3	41.9	39.6
<b>2010 Population by Relationship and Household Type</b>			
Total	47,884	590,998	1,230,859
In Households	98.5%	98.3%	97.9%
In Family Households	84.6%	83.7%	84.0%
Householder	27.0%	25.9%	26.2%
Spouse	20.5%	19.7%	20.1%
Child	31.9%	33.3%	32.6%
Other relative	2.4%	2.5%	2.6%
Nonrelative	2.7%	2.3%	2.4%
In Nonfamily Households	13.9%	14.6%	13.9%
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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<b>2018 Population 25+ by Educational Attainment</b>			
Total	33,569	409,497	851,038
Less than 9th Grade	3.4%	5.5%	5.0%
9th - 12th Grade, No Diploma	8.5%	7.3%	7.9%
High School Graduate	32.3%	27.4%	30.4%
GED/Alternative Credential	7.1%	4.9%	5.3%
Some College, No Degree	21.7%	21.3%	21.0%
Associate Degree	9.9%	9.5%	8.8%
Bachelor's Degree	11.3%	15.6%	14.1%
Graduate/Professional Degree	5.6%	8.5%	7.5%
<b>2018 Population 15+ by Marital Status</b>			
Total	39,375	489,643	1,013,054
Never Married	27.1%	30.1%	28.7%
Married	52.3%	52.5%	53.6%
Widowed	6.5%	5.5%	5.8%
Divorced	14.2%	12.0%	12.0%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.4%	96.2%	96.3%
Civilian Unemployed (Unemployment Rate)	3.6%	3.8%	3.7%
<b>2018 Employed Population 16+ by Industry</b>			
Total	24,268	306,325	640,311
Agriculture/Mining	2.0%	1.5%	1.9%
Construction	5.0%	5.2%	5.1%
Manufacturing	34.2%	25.7%	28.6%
Wholesale Trade	1.7%	2.6%	2.5%
Retail Trade	8.6%	10.6%	10.2%
Transportation/Utilities	3.9%	4.2%	4.3%
Information	1.6%	1.4%	1.2%
Finance/Insurance/Real Estate	3.5%	5.0%	4.5%
Services	37.3%	41.3%	39.3%
Public Administration	2.3%	2.4%	2.4%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	24,267	306,324	640,311
White Collar	47.8%	53.4%	50.9%
Management/Business/Financial	11.7%	12.0%	11.4%
Professional	16.8%	19.1%	17.5%
Sales	7.6%	9.7%	9.1%
Administrative Support	11.7%	12.6%	12.8%
Services	14.5%	15.8%	15.5%
Blue Collar	37.7%	30.8%	33.7%
Farming/Forestry/Fishing	0.8%	0.7%	0.8%
Construction/Extraction	4.9%	4.5%	4.5%
Installation/Maintenance/Repair	4.1%	3.4%	3.5%
Production	18.0%	14.4%	16.5%
Transportation/Material Moving	9.9%	7.7%	8.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	47,884	590,998	1,230,859
Population Inside Urbanized Area	0.0%	51.6%	39.8%
Population Inside Urbanized Cluster	50.6%	15.4%	21.7%
Rural Population	49.4%	33.0%	38.5%

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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<b>2010 Households by Type</b>			
Total	18,414	223,752	463,424
Households with 1 Person	25.1%	26.1%	25.1%
Households with 2+ People	74.9%	73.9%	74.9%
Family Households	70.1%	68.4%	69.7%
Husband-wife Families	53.3%	52.0%	53.5%
With Related Children	22.3%	22.9%	22.9%
Other Family (No Spouse Present)	16.8%	16.5%	16.2%
Other Family with Male Householder	5.9%	4.8%	5.0%
With Related Children	3.9%	3.1%	3.2%
Other Family with Female Householder	10.9%	11.6%	11.3%
With Related Children	7.6%	8.2%	7.8%
Nonfamily Households	4.8%	5.5%	5.2%
All Households with Children	34.5%	34.7%	34.5%
Multigenerational Households	3.3%	3.1%	3.2%
Unmarried Partner Households	7.4%	6.7%	6.8%
Male-female	6.9%	6.1%	6.2%
Same-sex	0.5%	0.6%	0.5%
<b>2010 Households by Size</b>			
Total	18,413	223,753	463,425
1 Person Household	25.1%	26.1%	25.1%
2 Person Household	34.9%	34.0%	34.7%
3 Person Household	15.9%	15.1%	15.4%
4 Person Household	13.6%	13.1%	13.2%
5 Person Household	6.7%	6.8%	6.8%
6 Person Household	2.5%	2.8%	2.8%
7 + Person Household	1.4%	2.1%	2.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	18,414	223,753	463,425
Owner Occupied	76.2%	73.1%	74.2%
Owned with a Mortgage/Loan	52.9%	52.4%	51.9%
Owned Free and Clear	23.3%	20.7%	22.2%
Renter Occupied	23.8%	26.9%	25.8%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	21,433	259,373	530,067
Housing Units Inside Urbanized Area	0.0%	51.0%	39.3%
Housing Units Inside Urbanized Cluster	48.9%	16.6%	22.4%
Rural Housing Units	51.1%	32.4%	38.3%

**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>	Traditional Living (12B)	Traditional Living (12B)	Traditional Living (12B)
<b>3.</b>	Heartland Communities	Rustbelt Traditions (5D)	Heartland Communities
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$28,831,838	\$423,233,218	\$837,643,654
Average Spent	\$1,531.00	\$1,800.22	\$1,744.76
Spending Potential Index	70	83	80
Education: Total \$	\$18,143,270	\$273,562,729	\$534,792,370
Average Spent	\$963.43	\$1,163.60	\$1,113.94
Spending Potential Index	67	80	77
Entertainment/Recreation: Total \$	\$45,680,536	\$648,164,364	\$1,296,676,534
Average Spent	\$2,425.69	\$2,756.96	\$2,700.89
Spending Potential Index	75	86	84
Food at Home: Total \$	\$71,821,826	\$1,019,189,632	\$2,038,991,800
Average Spent	\$3,813.82	\$4,335.11	\$4,247.09
Spending Potential Index	76	86	85
Food Away from Home: Total \$	\$47,355,833	\$690,819,832	\$1,370,372,852
Average Spent	\$2,514.65	\$2,938.40	\$2,854.40
Spending Potential Index	72	84	81
Health Care: Total \$	\$86,098,265	\$1,189,245,268	\$2,400,196,392
Average Spent	\$4,571.91	\$5,058.44	\$4,999.45
Spending Potential Index	80	88	87
HH Furnishings & Equipment: Total \$	\$28,868,988	\$416,103,362	\$828,207,812
Average Spent	\$1,532.98	\$1,769.89	\$1,725.10
Spending Potential Index	73	85	83
Personal Care Products & Services: Total \$	\$11,119,310	\$162,214,309	\$322,177,554
Average Spent	\$590.45	\$689.98	\$671.07
Spending Potential Index	71	83	81
Shelter: Total \$	\$214,928,983	\$3,202,678,477	\$6,316,785,247
Average Spent	\$11,412.97	\$13,622.56	\$13,157.45
Spending Potential Index	68	81	78
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$33,723,438	\$482,037,094	\$964,131,034
Average Spent	\$1,790.75	\$2,050.34	\$2,008.22
Spending Potential Index	72	82	81
Travel: Total \$	\$27,507,683	\$406,937,913	\$805,414,665
Average Spent	\$1,460.69	\$1,730.91	\$1,677.63
Spending Potential Index	68	80	78
Vehicle Maintenance & Repairs: Total \$	\$15,303,144	\$217,467,114	\$434,826,630
Average Spent	\$812.61	\$924.99	\$905.72
Spending Potential Index	76	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.