

Market Profile

Muncie Industria Centre
Rings: 10, 30, 50 mile radii

Prepared by Esri
Latitude: 40.14925
Longitude: -85.39755

	10 miles	30 miles	50 miles
Population Summary			
2000 Total Population	113,693	428,579	1,731,478
2010 Total Population	112,969	428,406	1,842,695
2018 Total Population	111,713	427,642	1,940,760
2018 Group Quarters	8,409	22,994	48,581
2023 Total Population	111,121	425,519	2,006,090
2018-2023 Annual Rate	-0.11%	-0.10%	0.66%
2018 Total Daytime Population	113,669	382,487	2,012,263
Workers	52,576	156,211	1,036,294
Residents	61,093	226,276	975,969
Household Summary			
2000 Households	45,187	168,570	681,161
2000 Average Household Size	2.36	2.44	2.48
2010 Households	44,594	167,136	725,075
2010 Average Household Size	2.34	2.42	2.47
2018 Households	44,168	167,061	761,260
2018 Average Household Size	2.34	2.42	2.49
2023 Households	43,891	166,245	785,458
2023 Average Household Size	2.34	2.42	2.49
2018-2023 Annual Rate	-0.13%	-0.10%	0.63%
2010 Families	26,562	110,493	474,016
2010 Average Family Size	2.87	2.92	3.04
2018 Families	25,838	109,043	491,246
2018 Average Family Size	2.86	2.91	3.04
2023 Families	25,489	107,949	504,702
2023 Average Family Size	2.86	2.91	3.05
2018-2023 Annual Rate	-0.27%	-0.20%	0.54%
Housing Unit Summary			
2000 Housing Units	48,960	180,789	737,681
Owner Occupied Housing Units	61.5%	68.9%	63.8%
Renter Occupied Housing Units	30.8%	24.4%	28.5%
Vacant Housing Units	7.7%	6.8%	7.7%
2010 Housing Units	50,168	187,698	813,707
Owner Occupied Housing Units	56.6%	63.2%	60.2%
Renter Occupied Housing Units	32.3%	25.8%	28.9%
Vacant Housing Units	11.1%	11.0%	10.9%
2018 Housing Units	50,166	189,956	857,089
Owner Occupied Housing Units	57.3%	62.1%	58.1%
Renter Occupied Housing Units	30.7%	25.8%	30.7%
Vacant Housing Units	12.0%	12.1%	11.2%
2023 Housing Units	50,310	191,591	888,204
Owner Occupied Housing Units	57.7%	62.2%	58.7%
Renter Occupied Housing Units	29.5%	24.6%	29.8%
Vacant Housing Units	12.8%	13.2%	11.6%
Median Household Income			
2018	\$41,409	\$47,290	\$54,041
2023	\$48,222	\$53,846	\$62,196
Median Home Value			
2018	\$100,977	\$106,717	\$144,552
2023	\$122,044	\$124,535	\$167,281
Per Capita Income			
2018	\$23,156	\$24,813	\$29,833
2023	\$26,827	\$28,850	\$34,612
Median Age			
2010	34.4	38.5	36.9
2018	35.8	39.9	38.1
2023	37.0	40.6	38.7

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	44,161	167,054	761,253
<\$15,000	17.0%	13.0%	11.3%
\$15,000 - \$24,999	13.4%	11.7%	10.2%
\$25,000 - \$34,999	11.9%	11.7%	10.2%
\$35,000 - \$49,999	15.0%	15.8%	14.0%
\$50,000 - \$74,999	17.7%	19.7%	18.6%
\$75,000 - \$99,999	10.7%	12.1%	12.4%
\$100,000 - \$149,999	9.7%	10.7%	13.2%
\$150,000 - \$199,999	2.5%	3.1%	5.1%
\$200,000+	2.1%	2.2%	4.8%
Average Household Income	\$57,179	\$62,069	\$75,211
2023 Households by Income			
Household Income Base	43,884	166,238	785,451
<\$15,000	14.5%	10.6%	9.1%
\$15,000 - \$24,999	11.7%	9.8%	8.5%
\$25,000 - \$34,999	10.5%	10.3%	8.7%
\$35,000 - \$49,999	14.6%	14.9%	12.9%
\$50,000 - \$74,999	18.4%	20.0%	18.5%
\$75,000 - \$99,999	11.9%	13.3%	13.4%
\$100,000 - \$149,999	12.5%	14.0%	16.4%
\$150,000 - \$199,999	3.3%	4.1%	6.6%
\$200,000+	2.7%	2.9%	6.0%
Average Household Income	\$66,530	\$72,407	\$87,580
2018 Owner Occupied Housing Units by Value			
Total	28,749	117,949	497,911
<\$50,000	16.5%	13.9%	8.2%
\$50,000 - \$99,999	33.0%	33.1%	22.9%
\$100,000 - \$149,999	21.7%	21.7%	21.2%
\$150,000 - \$199,999	13.6%	13.2%	16.6%
\$200,000 - \$249,999	4.9%	6.1%	9.3%
\$250,000 - \$299,999	3.4%	4.6%	6.5%
\$300,000 - \$399,999	4.2%	4.1%	7.0%
\$400,000 - \$499,999	0.9%	1.2%	3.1%
\$500,000 - \$749,999	1.1%	1.4%	3.4%
\$750,000 - \$999,999	0.3%	0.3%	1.0%
\$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	\$131,554	\$141,422	\$192,904
2023 Owner Occupied Housing Units by Value			
Total	29,030	119,158	520,952
<\$50,000	13.4%	11.3%	6.3%
\$50,000 - \$99,999	27.7%	28.6%	19.1%
\$100,000 - \$149,999	20.1%	20.6%	18.8%
\$150,000 - \$199,999	15.6%	14.2%	16.6%
\$200,000 - \$249,999	6.7%	7.5%	10.6%
\$250,000 - \$299,999	5.1%	6.4%	8.2%
\$300,000 - \$399,999	6.8%	6.2%	9.0%
\$400,000 - \$499,999	1.6%	1.9%	4.2%
\$500,000 - \$749,999	2.2%	2.4%	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	\$157,919	\$164,967	\$219,795

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	112,971	428,408	1,842,694
0 - 4	5.4%	5.8%	6.8%
5 - 9	5.3%	6.0%	6.9%
10 - 14	5.6%	6.4%	7.0%
15 - 24	23.3%	16.2%	13.7%
25 - 34	11.0%	11.2%	13.1%
35 - 44	10.9%	12.5%	13.4%
45 - 54	12.6%	14.2%	14.7%
55 - 64	11.3%	12.3%	11.6%
65 - 74	7.8%	8.2%	6.9%
75 - 84	4.8%	5.0%	4.2%
85 +	2.1%	2.0%	1.8%
18 +	80.1%	77.6%	75.0%
2018 Population by Age			
Total	111,713	427,643	1,940,761
0 - 4	5.0%	5.4%	6.3%
5 - 9	5.0%	5.6%	6.5%
10 - 14	5.1%	5.8%	6.6%
15 - 24	22.0%	15.4%	13.3%
25 - 34	12.0%	12.1%	13.3%
35 - 44	10.0%	11.5%	12.6%
45 - 54	11.2%	12.7%	13.0%
55 - 64	12.2%	13.2%	12.9%
65 - 74	9.8%	10.5%	9.1%
75 - 84	5.3%	5.4%	4.4%
85 +	2.4%	2.3%	2.0%
18 +	81.6%	79.6%	76.9%
2023 Population by Age			
Total	111,121	425,518	2,006,091
0 - 4	5.0%	5.3%	6.2%
5 - 9	4.9%	5.5%	6.3%
10 - 14	5.2%	5.9%	6.6%
15 - 24	21.3%	14.7%	12.7%
25 - 34	11.5%	11.9%	13.3%
35 - 44	10.6%	11.8%	12.9%
45 - 54	10.4%	11.8%	12.1%
55 - 64	11.8%	12.8%	12.4%
65 - 74	10.6%	11.4%	10.1%
75 - 84	6.3%	6.5%	5.3%
85 +	2.4%	2.3%	2.0%
18 +	81.7%	79.7%	77.1%
2010 Population by Sex			
Males	54,183	210,918	897,208
Females	58,786	217,488	945,487
2018 Population by Sex			
Males	53,636	211,149	946,829
Females	58,076	216,492	993,932
2023 Population by Sex			
Males	53,506	210,849	981,707
Females	57,615	214,670	1,024,383

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 Population by Race/Ethnicity			
Total	112,968	428,406	1,842,696
White Alone	88.8%	91.4%	80.5%
Black Alone	7.2%	5.2%	13.3%
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%	2.2%
Two or More Races	2.1%	1.7%	2.1%
Hispanic Origin	1.8%	2.2%	4.5%
Diversity Index	23.4	19.8	39.1
2018 Population by Race/Ethnicity			
Total	111,711	427,642	1,940,760
White Alone	87.5%	90.1%	77.8%
Black Alone	7.4%	5.5%	14.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.4%	0.9%	2.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.7%	1.1%	2.6%
Two or More Races	2.6%	2.1%	2.6%
Hispanic Origin	2.4%	2.9%	5.4%
Diversity Index	26.4	23.1	43.8
2023 Population by Race/Ethnicity			
Total	111,120	425,518	2,006,091
White Alone	86.5%	89.0%	75.7%
Black Alone	7.6%	5.7%	14.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.7%	1.1%	3.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.8%	1.4%	2.9%
Two or More Races	3.1%	2.5%	3.0%
Hispanic Origin	3.0%	3.6%	6.1%
Diversity Index	28.9	26.0	47.3
2010 Population by Relationship and Household Type			
Total	112,969	428,406	1,842,695
In Households	92.2%	94.6%	97.4%
In Family Households	69.7%	77.8%	80.4%
Householder	23.5%	25.8%	25.7%
Spouse	16.9%	19.2%	18.7%
Child	25.2%	28.2%	31.0%
Other relative	2.0%	2.2%	2.7%
Nonrelative	2.1%	2.4%	2.4%
In Nonfamily Households	22.5%	16.8%	16.9%
In Group Quarters	7.8%	5.4%	2.6%
Institutionalized Population	1.3%	2.4%	1.4%
Noninstitutionalized Population	6.5%	3.0%	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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2018 Population 25+ by Educational Attainment			
Total	70,197	289,802	1,306,283
Less than 9th Grade	2.8%	2.9%	3.1%
9th - 12th Grade, No Diploma	7.6%	8.5%	7.6%
High School Graduate	28.4%	32.1%	25.7%
GED/Alternative Credential	6.2%	6.5%	5.0%
Some College, No Degree	21.2%	20.7%	19.7%
Associate Degree	8.8%	8.8%	7.9%
Bachelor's Degree	14.4%	12.7%	19.7%
Graduate/Professional Degree	10.6%	7.7%	11.3%
2018 Population 15+ by Marital Status			
Total	94,825	355,558	1,565,028
Never Married	40.5%	31.1%	32.9%
Married	41.0%	48.5%	48.8%
Widowed	6.4%	6.6%	5.7%
Divorced	12.1%	13.8%	12.6%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	94.5%	95.6%	96.0%
Civilian Unemployed (Unemployment Rate)	5.5%	4.4%	4.0%
2018 Employed Population 16+ by Industry			
Total	51,372	197,576	970,347
Agriculture/Mining	0.6%	1.7%	1.3%
Construction	5.4%	6.0%	5.4%
Manufacturing	11.3%	16.1%	14.8%
Wholesale Trade	2.1%	2.2%	2.9%
Retail Trade	11.9%	11.2%	10.9%
Transportation/Utilities	3.4%	4.4%	4.7%
Information	0.9%	1.2%	1.5%
Finance/Insurance/Real Estate	4.6%	4.7%	6.4%
Services	57.3%	48.8%	48.6%
Public Administration	2.5%	3.7%	3.6%
2018 Employed Population 16+ by Occupation			
Total	51,373	197,576	970,346
White Collar	55.7%	53.6%	60.3%
Management/Business/Financial	10.3%	10.8%	14.3%
Professional	21.4%	19.3%	22.2%
Sales	9.9%	9.1%	10.1%
Administrative Support	14.1%	14.4%	13.6%
Services	22.8%	19.5%	17.3%
Blue Collar	21.5%	26.9%	22.4%
Farming/Forestry/Fishing	0.1%	0.7%	0.5%
Construction/Extraction	3.9%	4.8%	4.5%
Installation/Maintenance/Repair	3.2%	4.0%	3.1%
Production	7.9%	9.8%	7.7%
Transportation/Material Moving	6.4%	7.5%	6.6%
2010 Population By Urban/ Rural Status			
Total Population	112,969	428,406	1,842,695
Population Inside Urbanized Area	80.5%	45.3%	65.2%
Population Inside Urbanized Cluster	1.4%	20.3%	14.6%
Rural Population	18.1%	34.5%	20.2%

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	44,594	167,137	725,075
Households with 1 Person	29.8%	27.4%	28.1%
Households with 2+ People	70.2%	72.6%	71.9%
Family Households	59.6%	66.1%	65.4%
Husband-wife Families	42.8%	49.1%	47.4%
With Related Children	15.5%	18.7%	20.6%
Other Family (No Spouse Present)	16.7%	17.0%	17.9%
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%	12.2%	13.2%
With Related Children	8.3%	8.2%	9.1%
Nonfamily Households	10.6%	6.5%	6.5%
All Households with Children	27.1%	30.6%	33.1%
Multigenerational Households	2.6%	3.1%	3.3%
Unmarried Partner Households	7.2%	7.0%	7.0%
Male-female	6.6%	6.4%	6.2%
Same-sex	0.7%	0.6%	0.7%
2010 Households by Size			
Total	44,594	167,137	725,075
1 Person Household	29.8%	27.4%	28.1%
2 Person Household	36.0%	36.4%	33.9%
3 Person Household	15.6%	15.7%	15.7%
4 Person Household	11.4%	12.2%	12.8%
5 Person Household	4.8%	5.4%	6.0%
6 Person Household	1.6%	1.9%	2.2%
7 + Person Household	0.8%	1.0%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	44,594	167,136	725,075
Owner Occupied	63.6%	71.0%	67.5%
Owned with a Mortgage/Loan	41.9%	47.5%	50.1%
Owned Free and Clear	21.8%	23.5%	17.5%
Renter Occupied	36.4%	29.0%	32.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	50,168	187,698	813,707
Housing Units Inside Urbanized Area	81.4%	46.5%	66.2%
Housing Units Inside Urbanized Cluster	1.4%	20.2%	15.1%
Rural Housing Units	17.2%	33.3%	18.7%

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.	Midlife Constants (5E)	Heartland Communities	Traditional Living (12B)
3.	Traditional Living (12B)	Traditional Living (12B)	Heartland Communities
2018 Consumer Spending			
Apparel & Services: Total \$	\$65,938,279	\$266,061,248	\$1,491,497,762
Average Spent	\$1,492.90	\$1,592.60	\$1,959.25
Spending Potential Index	69	73	90
Education: Total \$	\$45,597,617	\$172,676,259	\$973,424,677
Average Spent	\$1,032.37	\$1,033.61	\$1,278.70
Spending Potential Index	71	71	88
Entertainment/Recreation: Total \$	\$99,375,576	\$414,268,425	\$2,242,452,861
Average Spent	\$2,249.95	\$2,479.74	\$2,945.71
Spending Potential Index	70	77	91
Food at Home: Total \$	\$157,557,140	\$652,235,559	\$3,525,966,755
Average Spent	\$3,567.22	\$3,904.18	\$4,631.75
Spending Potential Index	71	78	92
Food Away from Home: Total \$	\$107,997,975	\$435,597,092	\$2,424,869,373
Average Spent	\$2,445.16	\$2,607.41	\$3,185.34
Spending Potential Index	70	74	91
Health Care: Total \$	\$179,774,603	\$767,857,588	\$4,048,998,227
Average Spent	\$4,070.25	\$4,596.27	\$5,318.81
Spending Potential Index	71	80	93
HH Furnishings & Equipment: Total \$	\$63,862,302	\$262,653,868	\$1,445,753,281
Average Spent	\$1,445.90	\$1,572.20	\$1,899.16
Spending Potential Index	69	75	91
Personal Care Products & Services: Total \$	\$24,971,364	\$101,967,152	\$568,285,402
Average Spent	\$565.37	\$610.36	\$746.51
Spending Potential Index	68	74	90
Shelter: Total \$	\$507,622,835	\$2,017,768,769	\$11,333,744,008
Average Spent	\$11,493.00	\$12,078.04	\$14,888.14
Spending Potential Index	68	72	89
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$74,065,122	\$308,349,442	\$1,679,363,525
Average Spent	\$1,676.90	\$1,845.73	\$2,206.03
Spending Potential Index	67	74	89
Travel: Total \$	\$61,950,469	\$253,736,014	\$1,429,822,748
Average Spent	\$1,402.61	\$1,518.82	\$1,878.23
Spending Potential Index	65	71	87
Vehicle Maintenance & Repairs: Total \$	\$33,557,935	\$138,681,415	\$751,358,358
Average Spent	\$759.78	\$830.12	\$986.99
Spending Potential Index	71	77	92

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.