



# Market Profile

MidAmerica Industrial Park  
Rings: 20, 30, 40 miles radii

Latitude: 36.2475  
Longitude: -95.3362

	20 miles	30 miles	40 miles
<b>Population Summary</b>			
2000 Total Population	90,625	281,301	834,351
2000 Group Quarters	1,254	3,680	19,636
2010 Total Population	101,704	335,504	917,048
2015 Total Population	106,455	359,462	956,119
2010-2015 Annual Rate	0.92%	1.39%	0.84%
<b>Household Summary</b>			
2000 Households	34,189	105,225	329,256
2000 Average Household Size	2.61	2.64	2.47
2010 Households	38,617	126,736	362,993
2010 Average Household Size	2.60	2.62	2.47
2015 Households	40,498	136,088	378,860
2015 Average Household Size	2.60	2.62	2.47
2010-2015 Annual Rate	0.96%	1.43%	0.86%
2000 Families	25,556	78,892	222,046
2000 Average Family Size	3.05	3.07	3.03
2010 Families	28,274	93,377	240,568
2010 Average Family Size	3.07	3.07	3.05
2015 Families	29,462	99,722	249,763
2015 Average Family Size	3.07	3.07	3.06
2010-2015 Annual Rate	0.83%	1.32%	0.75%
<b>Housing Unit Summary</b>			
2000 Housing Units	38,388	117,379	363,522
Owner Occupied Housing Units	69.2%	67.3%	59.7%
Renter Occupied Housing Units	19.9%	22.4%	30.9%
Vacant Housing Units	10.9%	10.3%	9.4%
2010 Housing Units	44,266	143,130	407,918
Owner Occupied Housing Units	67.0%	66.4%	58.7%
Renter Occupied Housing Units	20.2%	22.1%	30.3%
Vacant Housing Units	12.8%	11.5%	11.0%
2015 Housing Units	46,851	154,642	428,116
Owner Occupied Housing Units	66.4%	66.2%	58.6%
Renter Occupied Housing Units	20.1%	21.8%	29.9%
Vacant Housing Units	13.6%	12.0%	11.5%
<b>Median Household Income</b>			
2000	\$35,912	\$38,507	\$36,574
2010	\$46,895	\$50,857	\$48,056
2015	\$50,950	\$55,898	\$53,403
<b>Median Home Value</b>			
2000	\$73,356	\$77,311	\$80,926
2010	\$107,049	\$110,315	\$112,552
2015	\$123,445	\$126,908	\$128,557
<b>Per Capita Income</b>			
2000	\$16,784	\$17,558	\$19,524
2010	\$21,194	\$22,714	\$24,423
2015	\$22,828	\$24,539	\$26,074
<b>Median Age</b>			
2000	36.5	35.3	35.2
2010	38.5	36.6	36.7
2015	38.9	36.7	36.9

**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. Detail may not sum to totals due to rounding.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2000 Households by Income</b>			
Household Income Base	34,183	105,220	329,379
<\$15,000	18.5%	16.1%	18.1%
\$15,000 - \$24,999	15.7%	14.5%	15.4%
\$25,000 - \$34,999	14.6%	14.6%	14.4%
\$35,000 - \$49,999	17.4%	18.2%	17.2%
\$50,000 - \$74,999	20.6%	21.1%	18.1%
\$75,000 - \$99,999	7.8%	9.1%	8.4%
\$100,000 - \$149,999	3.9%	4.5%	5.4%
\$150,000 - \$199,999	0.9%	1.0%	1.5%
\$200,000+	0.7%	0.8%	1.7%
Average Household Income	\$43,721	\$46,388	\$48,809
<b>2010 Households by Income</b>			
Household Income Base	38,616	126,737	362,992
<\$15,000	13.1%	10.7%	12.6%
\$15,000 - \$24,999	11.5%	9.9%	11.0%
\$25,000 - \$34,999	11.6%	10.8%	11.3%
\$35,000 - \$49,999	16.7%	17.5%	17.1%
\$50,000 - \$74,999	22.6%	22.7%	21.1%
\$75,000 - \$99,999	14.1%	15.6%	13.1%
\$100,000 - \$149,999	7.8%	9.7%	9.4%
\$150,000 - \$199,999	1.5%	1.7%	2.1%
\$200,000+	1.1%	1.3%	2.3%
Average Household Income	\$55,353	\$59,881	\$60,947
<b>2015 Households by Income</b>			
Household Income Base	40,497	136,087	378,860
<\$15,000	12.2%	9.7%	11.6%
\$15,000 - \$24,999	10.2%	8.6%	9.7%
\$25,000 - \$34,999	10.7%	9.8%	10.4%
\$35,000 - \$49,999	15.5%	14.7%	14.1%
\$50,000 - \$74,999	21.8%	23.7%	24.6%
\$75,000 - \$99,999	15.1%	17.0%	13.9%
\$100,000 - \$149,999	11.6%	13.0%	11.1%
\$150,000 - \$199,999	1.8%	1.9%	2.4%
\$200,000+	1.2%	1.4%	2.4%
Average Household Income	\$59,511	\$64,549	\$64,981
<b>2000 Owner Occupied Housing Units by Value</b>			
Total	26,553	78,876	216,975
<\$50,000	29.4%	23.4%	23.4%
\$50,000 - \$99,999	42.3%	46.4%	42.1%
\$100,000 - \$149,999	18.0%	19.2%	19.4%
\$150,000 - \$199,999	5.7%	6.0%	7.3%
\$200,000 - \$299,999	3.0%	3.4%	4.6%
\$300,000 - \$499,999	1.0%	1.1%	2.2%
\$500,000 - \$999,999	0.4%	0.3%	0.7%
\$1,000,000 +	0.2%	0.2%	0.2%
Average Home Value	\$87,552	\$91,779	\$102,488
<b>2000 Specified Renter Occupied Housing Units by Contract Rent</b>			
Total	7,278	25,476	110,763
With Cash Rent	88.3%	91.5%	94.3%
No Cash Rent	11.7%	8.5%	5.7%
Median Rent	\$347	\$393	\$411
Average Rent	\$354	\$408	\$432

**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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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<b>2000 Population by Age</b>			
Total	90,621	281,300	834,349
0 - 4	7.0%	7.3%	7.2%
5 - 9	7.5%	7.8%	7.4%
10 - 14	8.0%	8.0%	7.3%
15 - 24	13.1%	13.3%	14.2%
25 - 34	12.1%	13.1%	13.7%
35 - 44	15.1%	16.0%	15.5%
45 - 54	13.4%	13.6%	13.5%
55 - 64	10.3%	9.6%	8.9%
65 - 74	7.5%	6.4%	6.6%
75 - 84	4.5%	3.7%	4.3%
85 +	1.5%	1.2%	1.5%
18 +	72.6%	72.0%	73.7%
<b>2010 Population by Age</b>			
Total	101,705	335,504	917,050
0 - 4	7.1%	7.4%	7.1%
5 - 9	7.0%	7.2%	6.9%
10 - 14	7.0%	7.1%	6.7%
15 - 24	12.5%	12.8%	13.6%
25 - 34	12.1%	13.3%	13.5%
35 - 44	12.6%	13.2%	13.0%
45 - 54	14.8%	14.7%	14.3%
55 - 64	12.5%	11.9%	11.8%
65 - 74	8.0%	7.0%	6.9%
75 - 84	4.7%	3.8%	4.3%
85 +	1.8%	1.4%	1.9%
18 +	74.7%	74.0%	75.3%
<b>2015 Population by Age</b>			
Total	106,456	359,463	956,117
0 - 4	6.9%	7.3%	7.1%
5 - 9	6.9%	7.2%	6.8%
10 - 14	7.2%	7.3%	6.9%
15 - 24	12.2%	12.3%	13.2%
25 - 34	12.2%	13.6%	13.7%
35 - 44	12.2%	12.9%	12.7%
45 - 54	13.4%	13.2%	12.8%
55 - 64	13.3%	12.5%	12.4%
65 - 74	9.2%	8.3%	8.4%
75 - 84	4.8%	3.9%	4.3%
85 +	1.8%	1.4%	1.9%
18 +	74.8%	74.1%	75.4%
<b>2000 Population by Sex</b>			
Males	49.3%	49.3%	48.7%
Females	50.7%	50.7%	51.3%
<b>2010 Population by Sex</b>			
Males	49.5%	49.3%	48.9%
Females	50.5%	50.7%	51.1%
<b>2015 Population by Sex</b>			
Males	49.5%	49.3%	48.9%
Females	50.5%	50.7%	51.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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# Market Profile

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<b>2000 Population by Race/Ethnicity</b>			
Total	90,626	281,302	834,351
White Alone	75.3%	76.2%	72.7%
Black Alone	0.9%	2.8%	9.2%
American Indian Alone	16.1%	12.4%	9.4%
Asian or Pacific Islander Alone	0.3%	1.0%	1.2%
Some Other Race Alone	0.6%	1.4%	2.2%
Two or More Races	6.8%	6.1%	5.3%
Hispanic Origin	1.9%	3.3%	4.8%
Diversity Index	42.9	44.1	50.4
<b>2010 Population by Race/Ethnicity</b>			
Total	101,704	335,505	917,049
White Alone	74.3%	74.9%	70.8%
Black Alone	1.4%	3.3%	9.3%
American Indian Alone	15.5%	11.5%	9.1%
Asian or Pacific Islander Alone	0.6%	1.5%	1.7%
Some Other Race Alone	1.1%	2.5%	3.8%
Two or More Races	7.2%	6.3%	5.4%
Hispanic Origin	3.4%	6.0%	8.4%
Diversity Index	46.1	48.9	56.2
<b>2015 Population by Race/Ethnicity</b>			
Total	106,456	359,461	956,119
White Alone	74.5%	75.1%	70.7%
Black Alone	1.5%	3.4%	9.1%
American Indian Alone	14.9%	10.9%	8.8%
Asian or Pacific Islander Alone	0.6%	1.7%	1.8%
Some Other Race Alone	1.2%	2.8%	4.2%
Two or More Races	7.2%	6.2%	5.3%
Hispanic Origin	4.0%	7.0%	9.8%
Diversity Index	46.6	49.8	57.5
<b>2000 Population 3+ by School Enrollment</b>			
Total	86,983	269,260	798,803
Enrolled in Nursery/Preschool	2.0%	2.0%	2.0%
Enrolled in Kindergarten	1.6%	1.7%	1.6%
Enrolled in Grade 1-8	13.4%	13.8%	12.8%
Enrolled in Grade 9-12	6.6%	6.4%	5.9%
Enrolled in College	2.8%	3.6%	4.8%
Enrolled in Grad/Prof School	0.3%	0.5%	0.9%
Not Enrolled in School	73.2%	71.9%	72.0%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	67,634	219,693	602,591
Less Than 9th Grade	4.6%	4.0%	4.1%
9th to 12th Grade, No Diploma	10.0%	8.8%	8.3%
High School Graduate	39.3%	36.0%	31.0%
Some College, No Degree	21.3%	23.1%	22.7%
Associate Degree	9.1%	9.4%	8.5%
Bachelor's Degree	10.8%	13.5%	17.4%
Graduate/Professional Degree	4.8%	5.2%	8.0%

**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. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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<b>2010 Population 15+ by Marital Status</b>			
Total	80,340	262,692	727,653
Never Married	19.5%	21.5%	25.5%
Married	60.2%	60.0%	54.2%
Widowed	7.0%	5.7%	6.3%
Divorced	13.3%	12.8%	14.0%
<b>2000 Population 16+ by Employment Status</b>			
Total	68,629	211,548	639,766
In Labor Force	61.8%	64.9%	64.6%
Civilian Employed	59.0%	62.2%	61.3%
Civilian Unemployed	2.8%	2.6%	3.2%
In Armed Forces	0.0%	0.1%	0.1%
Not In Labor Force	38.2%	35.1%	35.4%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	92.1%	93.2%	92.4%
Civilian Unemployed	7.9%	6.8%	7.6%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.0%	94.1%	93.4%
Civilian Unemployed	7.0%	5.9%	6.6%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	35,245	108,819	333,114
Own Children < 6 Only	7.7%	8.2%	7.9%
Employed/in Armed Forces	4.2%	4.7%	4.4%
Unemployed	0.4%	0.3%	0.4%
Not in Labor Force	3.1%	3.2%	3.1%
Own Children <6 and 6-17 Only	6.9%	7.3%	6.5%
Employed/in Armed Forces	3.8%	4.0%	3.6%
Unemployed	0.3%	0.2%	0.2%
Not in Labor Force	2.8%	3.1%	2.7%
Own Children 6-17 Only	19.2%	19.5%	17.4%
Employed/in Armed Forces	13.7%	14.2%	12.6%
Unemployed	0.5%	0.5%	0.5%
Not in Labor Force	5.0%	4.8%	4.3%
No Own Children < 18	66.2%	64.9%	68.2%
Employed/in Armed Forces	29.4%	31.9%	33.3%
Unemployed	1.3%	1.3%	1.8%
Not in Labor Force	35.5%	31.7%	33.1%
<b>2010 Employed Population 16+ by Industry</b>			
Total	40,360	144,428	397,208
Agriculture/Mining	3.9%	2.9%	2.7%
Construction	8.7%	8.2%	7.5%
Manufacturing	14.4%	10.6%	8.6%
Wholesale Trade	3.6%	3.6%	3.6%
Retail Trade	10.4%	11.1%	11.1%
Transportation/Utilities	7.4%	7.4%	6.0%
Information	2.2%	3.3%	3.9%
Finance/Insurance/Real Estate	5.3%	6.5%	7.5%
Services	39.5%	42.0%	45.2%
Public Administration	4.7%	4.3%	3.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2010 Employed Population 16+ by Occupation</b>			
Total	40,359	144,425	397,207
White Collar	51.9%	56.8%	61.1%
Management/Business/Financial	11.4%	12.6%	14.2%
Professional	17.0%	18.4%	20.5%
Sales	9.7%	11.2%	12.1%
Administrative Support	13.8%	14.6%	14.4%
Services	15.4%	15.5%	15.8%
Blue Collar	32.6%	27.8%	23.1%
Farming/Forestry/Fishing	0.5%	0.3%	0.3%
Construction/Extraction	8.4%	7.4%	6.4%
Installation/Maintenance/Repair	6.7%	6.7%	5.1%
Production	10.5%	7.9%	6.2%
Transportation/Material Moving	6.5%	5.6%	5.1%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
Total	39,853	129,699	385,596
Drove Alone - Car, Truck, or Van	81.6%	81.5%	80.2%
Carpooled - Car, Truck, or Van	13.1%	13.2%	13.2%
Public Transportation	0.1%	0.2%	0.7%
Walked	1.4%	1.2%	1.8%
Other Means	0.7%	0.7%	0.9%
Worked at Home	3.1%	3.1%	3.2%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	39,854	129,697	385,595
Did not Work at Home	96.9%	96.9%	96.8%
Less than 5 minutes	3.7%	3.1%	3.2%
5 to 9 minutes	12.6%	10.4%	11.5%
10 to 19 minutes	25.4%	28.9%	36.5%
20 to 24 minutes	10.2%	16.6%	16.9%
25 to 34 minutes	18.5%	20.4%	17.0%
35 to 44 minutes	8.6%	5.8%	3.6%
45 to 59 minutes	10.6%	6.6%	4.0%
60 to 89 minutes	5.3%	3.4%	2.5%
90 or more minutes	2.0%	1.7%	1.6%
Worked at Home	3.1%	3.1%	3.2%
Average Travel Time to Work (in min)	26.6	24.0	21.4
<b>2000 Households by Vehicles Available</b>			
Total	34,188	105,150	329,242
None	5.7%	5.3%	7.4%
1	28.0%	29.6%	35.9%
2	42.9%	43.0%	40.0%
3	16.6%	16.1%	12.3%
4	4.8%	4.4%	3.3%
5+	1.8%	1.6%	1.1%
Average Number of Vehicles Available	1.9	1.9	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2000 Households by Type</b>			
Total	34,189	105,223	329,256
Family Households	74.7%	75.0%	67.4%
Married-couple Family	61.5%	60.8%	52.2%
With Related Children	28.5%	29.4%	24.4%
Other Family (No Spouse)	13.3%	14.1%	15.3%
With Related Children	9.2%	10.0%	10.7%
Nonfamily Households	25.3%	25.0%	32.6%
Householder Living Alone	22.1%	21.4%	27.7%
Householder Not Living Alone	3.2%	3.6%	4.9%
Households with Related Children	37.8%	39.5%	35.1%
Households with Persons 65+	24.6%	21.0%	22.0%
<b>2000 Households by Size</b>			
Total	34,189	105,225	329,256
1 Person Household	22.1%	21.4%	27.7%
2 Person Household	35.6%	34.8%	33.8%
3 Person Household	17.2%	17.8%	16.2%
4 Person Household	14.8%	15.5%	13.3%
5 Person Household	6.9%	7.0%	5.9%
6 Person Household	2.2%	2.3%	2.0%
7 + Person Household	1.2%	1.2%	1.1%
<b>2000 Households by Year Householder Moved In</b>			
Total	34,187	105,149	329,242
Moved in 1999 to March 2000	19.8%	21.1%	24.0%
Moved in 1995 to 1998	29.7%	30.0%	29.6%
Moved in 1990 to 1994	16.1%	15.9%	15.4%
Moved in 1980 to 1989	16.4%	15.7%	13.9%
Moved in 1970 to 1979	10.8%	11.1%	9.8%
Moved in 1969 or Earlier	7.2%	6.1%	7.4%
Median Year Householder Moved In	1995	1995	1995
<b>2000 Housing Units by Units in Structure</b>			
Total	38,355	117,251	363,522
1, Detached	70.1%	71.6%	67.6%
1, Attached	1.3%	1.7%	2.5%
2	1.6%	1.5%	1.9%
3 or 4	1.6%	1.9%	3.3%
5 to 9	1.2%	2.4%	4.1%
10 to 19	0.9%	2.5%	4.7%
20 +	1.4%	2.2%	6.7%
Mobile Home	21.2%	15.5%	8.8%
Other	0.7%	0.7%	0.3%
<b>2000 Housing Units by Year Structure Built</b>			
Total	38,356	117,251	363,521
1999 to March 2000	3.5%	4.1%	2.6%
1995 to 1998	9.7%	9.5%	6.9%
1990 to 1994	6.8%	6.9%	5.9%
1980 to 1989	20.9%	20.7%	18.9%
1970 to 1979	24.5%	28.0%	23.7%
1969 or Earlier	34.6%	30.8%	42.1%
Median Year Structure Built	1976	1977	1973

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>Top 3 Tapestry Segments</b>			
1.	Southern Satellites	Midland Crowd	Home Town
2.	Midland Crowd	Up and Coming Families	Midland Crowd
3.	Green Acres	Green Acres	Rustbelt Traditions
<b>2010 Consumer Spending</b>			
Apparel & Services: Total \$	\$50,181,506	\$180,212,605	\$534,098,779
Average Spent	\$1,299.48	\$1,421.95	\$1,471.38
Spending Potential Index	54	59	61
Computers & Accessories: Total \$	\$6,535,782	\$23,853,603	\$70,296,781
Average Spent	\$169.25	\$188.22	\$193.66
Spending Potential Index	77	86	88
Education: Total \$	\$34,989,974	\$129,189,553	\$390,229,880
Average Spent	\$906.09	\$1,019.36	\$1,075.04
Spending Potential Index	74	84	88
Entertainment/Recreation: Total \$	\$103,305,669	\$363,565,239	\$1,048,799,951
Average Spent	\$2,675.17	\$2,868.68	\$2,889.31
Spending Potential Index	83	89	90
Food at Home: Total \$	\$142,186,140	\$495,514,300	\$1,448,990,324
Average Spent	\$3,682.00	\$3,909.81	\$3,991.79
Spending Potential Index	82	87	89
Food Away from Home: Total \$	\$99,760,100	\$354,464,494	\$1,040,515,780
Average Spent	\$2,583.35	\$2,796.87	\$2,866.49
Spending Potential Index	80	87	89
Health Care: Total \$	\$128,567,476	\$430,533,375	\$1,229,234,343
Average Spent	\$3,329.34	\$3,397.08	\$3,386.39
Spending Potential Index	89	91	91
HH Furnishings & Equipment: Total \$	\$55,602,422	\$198,088,111	\$573,550,364
Average Spent	\$1,439.86	\$1,563.00	\$1,580.06
Spending Potential Index	70	76	77
Investments: Total \$	\$52,578,661	\$181,443,967	\$523,421,604
Average Spent	\$1,361.56	\$1,431.67	\$1,441.96
Spending Potential Index	78	82	83
Retail Goods: Total \$	\$773,461,253	\$2,687,980,406	\$7,736,162,538
Average Spent	\$20,029.28	\$21,209.26	\$21,312.17
Spending Potential Index	81	85	86
Shelter: Total \$	\$441,928,140	\$1,637,765,970	\$4,883,451,823
Average Spent	\$11,444.02	\$12,922.64	\$13,453.30
Spending Potential Index	72	82	85
TV/Video/Audio: Total \$	\$39,371,717	\$137,817,892	\$403,392,714
Average Spent	\$1,019.56	\$1,087.44	\$1,111.30
Spending Potential Index	82	88	89
Travel: Total \$	\$54,022,865	\$197,501,735	\$577,403,770
Average Spent	\$1,398.96	\$1,558.37	\$1,590.68
Spending Potential Index	74	82	84
Vehicle Maintenance & Repairs: Total \$	\$29,940,378	\$104,991,025	\$304,728,098
Average Spent	\$775.33	\$828.42	\$839.49
Spending Potential Index	82	88	89

**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 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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