



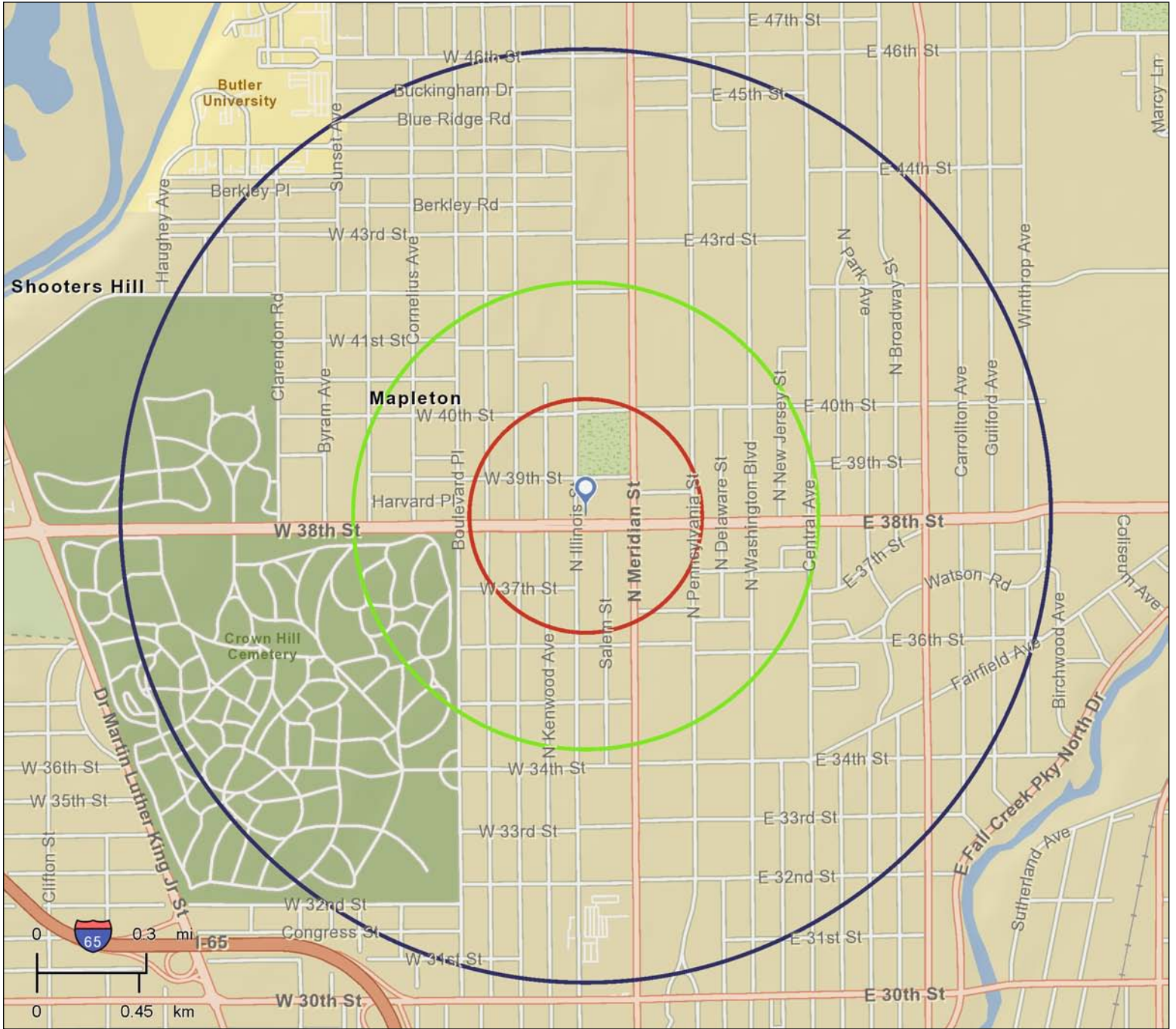
Midtown Market Study for Indianapolis LISC

Appendix A

Market Data: Midtown CDC

W 38th at N Illinois St
 3809 N Illinois St, Indianapolis, Indiana, 46208
 Ring: 0.25, 0.5, 1 Miles

Latitude: 39.82517
 Longitude: -86.15879



This site is located in:

- City:** Indianapolis city (balance)
- County:** Marion County
- State:** Indiana
- ZIP Code:** 46208
- Census Tract:** 18097322000
- Census Block Group:** 180973220001
- CBSA:** Indianapolis-Carmel, IN Metropolitan Statistical Area (26900)



Traffic Count Profile

W 38th at N Illinois St
3809 N Illinois St, Indianapolis, Indiana, 46208
Rings: 0.25, 0.5, 1 mile radii

Prepared by Esri
Latitude: 39.82517
Longitude: -86.15879

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.07	W 38th St	Salem St (0.02 miles W)	2009	42,319
0.11	W 38th St	N Kenwood Ave (0.02 miles E)	2009	46,340
0.14	W 39th St	N Capitol Ave (0.03 miles W)	1989	4,370
0.15	N Illinois St	W 39th St (0.06 miles S)	2009	9,695
0.20	N Illinois St	W 37th St (0.04 miles N)	1996	10,584
0.27	E 38th St	N Delaware St (0.02 miles E)	2009	41,797
0.29	N Meridian St	E 40th St (0.04 miles S)	2009	27,111
0.33	N Meridian St	Sidewalk (0.00 miles S)	2009	20,072
0.37	Boulevard Pl	W 40th St (0.03 miles S)	1997	4,943
0.43	E 38th St	N New Jersey St (0.02 miles W)	2009	40,136
0.44	Boulevard Pl	W 36th St (0.06 miles N)	1997	5,984
0.50	Central Ave	E 39th St (0.04 miles S)	2009	5,317
0.54	W 34th St	Salem St (0.02 miles W)	2009	5,128
0.55	W 34th St	N Kenwood Ave (0.02 miles E)	2009	4,426
0.56	E 34th St	N Pennsylvania St (0.05 miles E)	1997	8,595
0.57	Central Ave	Central Ct N (0.01 miles S)	2009	3,991
0.58	N Meridian St	W 34th St (0.04 miles N)	2009	21,129
0.61	E 34th St	N Washington Blvd (0.05 miles E)	1997	7,006
0.63	E 38th St	N Park Ave (0.03 miles W)	2009	38,198
0.66	E 34th St	N New Jersey St (0.02 miles E)	2009	6,440
0.70	Clarendon Rd	W 40th St (0.02 miles S)	1997	3,604
0.70	Boulevard Pl	Berkley Rd (0.02 miles N)	1997	3,632
0.71	N Illinois St	W 44th St (0.02 miles N)	2009	9,695
0.75	N College Ave	E 40th St (0.05 miles N)	2009	18,464
0.75	N College Ave	Watson Rd (0.04 miles N)	2009	13,464
0.78	Boulevard Pl	W 32nd St (0.05 miles S)	1997	5,980
0.81	W 38th St	Clarendon Rd (0.15 miles E)	2010	31,382
0.82	E 38th St	Carrollton Ave (0.02 miles W)	2009	33,928
0.83	N Illinois St	W 32nd St (0.04 miles N)	1996	12,592
0.83	Central Ave	E 44th St (0.06 miles N)	2009	5,317

Data Note:The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2013 to 1963. Just over 68% of the counts were taken between 2001 and 2013 and 86% of the counts were taken in 1997 or later. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

Source: ©2013 MPSI Systems Inc. d.b.a. DataMetrix®



Business Summary

W 38th at N Illinois St
 3809 N Illinois St, Indianapolis, Indiana, 46208
 Rings: 0.25, 0.5, 1 mile radii

Latitude: 39.82517
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Data for all businesses in area	0.25 miles	0.5 miles	1 mile
Total Businesses:	201	440	1,027
Total Employees:	1,232	2,669	7,226
Total Residential Population:	1,571	4,822	15,425
Employee/Residential Population Ratio:	0.78:1	0.55:1	0.47:1

by SIC Codes	Employees				Employees				Employees			
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	0	0.0%	0	0.0%	1	0.2%	1	0.0%	11	1.1%	17	0.2%
Construction	4	2.0%	6	0.5%	12	2.7%	21	0.8%	41	4.0%	117	1.6%
Manufacturing	3	1.5%	11	0.9%	6	1.4%	35	1.3%	13	1.3%	147	2.0%
Transportation	3	1.5%	7	0.6%	5	1.1%	11	0.4%	14	1.4%	78	1.1%
Communication	1	0.5%	6	0.5%	4	0.9%	10	0.4%	6	0.6%	13	0.2%
Utility	1	0.5%	8	0.6%	1	0.2%	10	0.4%	1	0.1%	10	0.1%
Wholesale Trade	3	1.5%	9	0.7%	7	1.6%	19	0.7%	19	1.9%	55	0.8%
Retail Trade Summary	23	11.4%	114	9.3%	47	10.7%	190	7.1%	94	9.2%	433	6.0%
Home Improvement	1	0.5%	13	1.1%	1	0.2%	16	0.6%	1	0.1%	16	0.2%
General Merchandise Stores	2	1.0%	10	0.8%	2	0.5%	14	0.5%	5	0.5%	26	0.4%
Food Stores	2	1.0%	4	0.3%	3	0.7%	7	0.3%	7	0.7%	23	0.3%
Auto Dealers, Gas Stations, Auto Aftermarket	2	1.0%	4	0.3%	3	0.7%	9	0.3%	4	0.4%	15	0.2%
Apparel & Accessory Stores	2	1.0%	3	0.2%	4	0.9%	9	0.3%	8	0.8%	16	0.2%
Furniture & Home Furnishings	1	0.5%	2	0.2%	5	1.1%	8	0.3%	10	1.0%	27	0.4%
Eating & Drinking Places	5	2.5%	41	3.3%	11	2.5%	73	2.7%	25	2.4%	198	2.7%
Miscellaneous Retail	10	5.0%	36	2.9%	18	4.1%	55	2.1%	34	3.3%	111	1.5%
Finance, Insurance, Real Estate Summary	21	10.4%	76	6.2%	49	11.1%	161	6.0%	92	9.0%	1,865	25.8%
Banks, Savings & Lending Institutions	1	0.5%	7	0.6%	4	0.9%	17	0.6%	4	0.4%	20	0.3%
Securities Brokers	1	0.5%	10	0.8%	1	0.2%	12	0.4%	2	0.2%	13	0.2%
Insurance Carriers & Agents	3	1.5%	6	0.5%	7	1.6%	14	0.5%	12	1.2%	800	11.1%
Real Estate, Holding, Other Investment Offices	16	8.0%	54	4.4%	37	8.4%	118	4.4%	74	7.2%	1,032	14.3%
Services Summary	116	57.7%	981	79.6%	250	56.8%	2,105	78.9%	588	57.3%	4,226	58.5%
Hotels & Lodging	1	0.5%	1	0.1%	2	0.5%	6	0.2%	3	0.3%	16	0.2%
Automotive Services	1	0.5%	2	0.2%	4	0.9%	5	0.2%	6	0.6%	10	0.1%
Motion Pictures & Amusements	5	2.5%	6	0.5%	12	2.7%	22	0.8%	28	2.7%	58	0.8%
Health Services	25	12.4%	119	9.7%	41	9.3%	582	21.8%	76	7.4%	933	12.9%
Legal Services	5	2.5%	24	1.9%	11	2.5%	80	3.0%	21	2.0%	125	1.7%
Education Institutions & Libraries	5	2.5%	168	13.6%	11	2.5%	273	10.2%	26	2.5%	489	6.8%
Other Services	75	37.3%	659	53.5%	170	38.6%	1,137	42.6%	428	41.7%	2,594	35.9%
Government	2	1.0%	15	1.2%	4	0.9%	105	3.9%	9	0.9%	264	3.7%
Unclassified Establishments	24	11.9%	0	0.0%	53	12.0%	0	0.0%	138	13.4%	1	0.0%
Totals	201	100.0%	1,232	100.0%	440	100.0%	2,669	100.0%	1,027	100.0%	7,226	100.0%

Source: Copyright 2014 Dun & Bradstreet, Inc. All rights reserved. Esri Total Residential Population forecasts for 2014.



Business Summary

W 38th at N Illinois St
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.2%	3	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	0	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Construction	4	2.0%	6	0.5%	12	2.7%	21	0.8%	41	4.0%	117	1.6%
Manufacturing	2	1.0%	11	0.9%	5	1.1%	35	1.3%	11	1.1%	143	2.0%
Wholesale Trade	3	1.5%	9	0.7%	7	1.6%	17	0.6%	18	1.8%	50	0.7%
Retail Trade	19	9.5%	73	5.9%	36	8.2%	118	4.4%	68	6.6%	231	3.2%
Motor Vehicle & Parts Dealers	2	1.0%	4	0.3%	2	0.5%	5	0.2%	2	0.2%	5	0.1%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	1	0.2%	1	0.0%	2	0.2%	3	0.0%
Electronics & Appliance Stores	1	0.5%	2	0.2%	3	0.7%	6	0.2%	7	0.7%	23	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.5%	13	1.1%	1	0.2%	16	0.6%	1	0.1%	16	0.2%
Food & Beverage Stores	1	0.5%	2	0.2%	2	0.5%	4	0.1%	7	0.7%	22	0.3%
Health & Personal Care Stores	7	3.5%	30	2.4%	10	2.3%	40	1.5%	13	1.3%	52	0.7%
Gasoline Stations	0	0.0%	0	0.0%	1	0.2%	4	0.1%	2	0.2%	10	0.1%
Clothing & Clothing Accessories Stores	2	1.0%	6	0.5%	5	1.1%	13	0.5%	9	0.9%	20	0.3%
Sport Goods, Hobby, Book, & Music Stores	1	0.5%	2	0.2%	2	0.5%	4	0.1%	5	0.5%	26	0.4%
General Merchandise Stores	2	1.0%	10	0.8%	2	0.5%	14	0.5%	5	0.5%	26	0.4%
Miscellaneous Store Retailers	2	1.0%	4	0.3%	6	1.4%	10	0.4%	15	1.5%	25	0.3%
Nonstore Retailers	0	0.0%	0	0.0%	1	0.2%	1	0.0%	1	0.1%	2	0.0%
Transportation & Warehousing	1	0.5%	1	0.1%	3	0.7%	4	0.1%	11	1.1%	70	1.0%
Information	5	2.5%	11	0.9%	10	2.3%	17	0.6%	23	2.2%	63	0.9%
Finance & Insurance	9	4.5%	30	2.4%	21	4.8%	61	2.3%	35	3.4%	868	12.0%
Central Bank/Credit Intermediation & Related Activities	2	1.0%	8	0.6%	5	1.1%	19	0.7%	6	0.6%	26	0.4%
Securities, Commodity Contracts & Other Financial	4	2.0%	16	1.3%	9	2.0%	28	1.0%	15	1.5%	39	0.5%
Insurance Carriers & Related Activities; Funds, Trusts &	3	1.5%	6	0.5%	7	1.6%	14	0.5%	14	1.4%	804	11.1%
Real Estate, Rental & Leasing	14	7.0%	51	4.1%	30	6.8%	106	4.0%	59	5.7%	1,004	13.9%
Professional, Scientific & Tech Services	26	12.9%	141	11.4%	61	13.9%	309	11.6%	141	13.7%	537	7.4%
Legal Services	5	2.5%	24	1.9%	11	2.5%	80	3.0%	21	2.0%	125	1.7%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.2%	2	0.1%	3	0.3%	5	0.1%
Administrative & Support & Waste Management & Remediation	13	6.5%	219	17.8%	36	8.2%	368	13.8%	118	11.5%	618	8.6%
Educational Services	5	2.5%	168	13.6%	13	3.0%	275	10.3%	29	2.8%	468	6.5%
Health Care & Social Assistance	38	18.9%	240	19.5%	66	15.0%	761	28.5%	130	12.7%	1,289	17.8%
Arts, Entertainment & Recreation	3	1.5%	4	0.3%	8	1.8%	16	0.6%	22	2.1%	441	6.1%
Accommodation & Food Services	5	2.5%	43	3.5%	13	3.0%	78	2.9%	30	2.9%	217	3.0%
Accommodation	1	0.5%	1	0.1%	2	0.5%	6	0.2%	3	0.3%	16	0.2%
Food Services & Drinking Places	5	2.5%	41	3.3%	11	2.5%	73	2.7%	26	2.5%	200	2.8%
Other Services (except Public Administration)	27	13.4%	210	17.0%	61	13.9%	374	14.0%	139	13.5%	838	11.6%
Automotive Repair & Maintenance	1	0.5%	2	0.2%	4	0.9%	5	0.2%	5	0.5%	7	0.1%
Public Administration	2	1.0%	15	1.2%	4	0.9%	105	3.9%	9	0.9%	264	3.7%
Unclassified Establishments	24	11.9%	0	0.0%	53	12.0%	0	0.0%	138	13.4%	1	0.0%
Total	201	100.0%	1,232	100.0%	440	100.0%	2,669	100.0%	1,027	100.0%	7,226	100.0%

Source: Copyright 2014 Dun & Bradstreet, Inc. All rights reserved. Esri Total Residential Population forecasts for 2014.



Market Profile

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	0.25 miles	0.5 miles	1 mile
Population Summary			
2000 Total Population	1,982	5,913	18,360
2010 Total Population	1,516	4,756	15,338
2014 Total Population	1,571	4,822	15,425
2014 Group Quarters	6	60	883
2019 Total Population	1,660	5,003	15,834
2014-2019 Annual Rate	1.11%	0.74%	0.52%
Household Summary			
2000 Households	1,070	2,889	7,548
2000 Average Household Size	1.82	2.01	2.31
2010 Households	850	2,386	6,556
2010 Average Household Size	1.78	1.97	2.21
2014 Households	890	2,437	6,616
2014 Average Household Size	1.76	1.95	2.20
2019 Households	947	2,539	6,820
2019 Average Household Size	1.75	1.95	2.19
2014-2019 Annual Rate	1.25%	0.82%	0.61%
2010 Families	289	955	3,178
2010 Average Family Size	2.88	3.00	3.06
2014 Families	298	959	3,163
2014 Average Family Size	2.86	2.99	3.05
2019 Families	314	986	3,227
2019 Average Family Size	2.84	2.99	3.05
2014-2019 Annual Rate	1.05%	0.56%	0.40%
Housing Unit Summary			
2000 Housing Units	1,338	3,469	8,866
Owner Occupied Housing Units	22.3%	30.7%	40.9%
Renter Occupied Housing Units	57.8%	52.6%	44.2%
Vacant Housing Units	20.0%	16.7%	14.9%
2010 Housing Units	1,304	3,385	8,613
Owner Occupied Housing Units	19.3%	26.3%	35.6%
Renter Occupied Housing Units	45.9%	44.2%	40.5%
Vacant Housing Units	34.8%	29.5%	23.9%
2014 Housing Units	1,373	3,529	8,865
Owner Occupied Housing Units	18.1%	24.5%	33.9%
Renter Occupied Housing Units	46.8%	44.5%	40.7%
Vacant Housing Units	35.2%	30.9%	25.4%
2019 Housing Units	1,468	3,719	9,225
Owner Occupied Housing Units	17.0%	23.4%	33.3%
Renter Occupied Housing Units	47.5%	44.9%	40.6%
Vacant Housing Units	35.5%	31.7%	26.1%
Median Household Income			
2014	\$23,305	\$23,860	\$29,075
2019	\$26,534	\$27,161	\$33,755
Median Home Value			
2014	\$120,339	\$121,517	\$124,158
2019	\$175,000	\$169,767	\$169,765
Per Capita Income			
2014	\$21,342	\$19,983	\$18,802
2019	\$25,541	\$23,692	\$21,930
Median Age			
2010	39.6	40.2	34.2
2014	40.2	40.6	34.7
2019	40.6	41.0	35.5

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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2014 Households by Income			
Household Income Base	890	2,437	6,616
<\$15,000	33.8%	32.9%	27.0%
\$15,000 - \$24,999	18.4%	18.5%	15.9%
\$25,000 - \$34,999	15.8%	14.2%	14.6%
\$35,000 - \$49,999	12.6%	13.2%	16.3%
\$50,000 - \$74,999	9.8%	9.8%	11.8%
\$75,000 - \$99,999	3.1%	3.9%	5.3%
\$100,000 - \$149,999	1.9%	3.3%	5.4%
\$150,000 - \$199,999	1.9%	1.9%	1.8%
\$200,000+	2.7%	2.1%	1.9%
Average Household Income	\$38,625	\$39,193	\$43,752
2019 Households by Income			
Household Income Base	947	2,539	6,820
<\$15,000	32.9%	32.2%	26.3%
\$15,000 - \$24,999	14.0%	14.3%	12.4%
\$25,000 - \$34,999	14.7%	12.8%	12.6%
\$35,000 - \$49,999	13.3%	13.6%	15.8%
\$50,000 - \$74,999	10.8%	11.1%	13.3%
\$75,000 - \$99,999	4.5%	5.6%	7.3%
\$100,000 - \$149,999	3.1%	4.6%	7.0%
\$150,000 - \$199,999	2.9%	2.8%	2.8%
\$200,000+	3.7%	2.9%	2.6%
Average Household Income	\$46,071	\$46,258	\$50,821
2014 Owner Occupied Housing Units by Value			
Total	248	865	3,007
<\$50,000	7.7%	8.0%	8.6%
\$50,000 - \$99,999	33.1%	32.1%	29.5%
\$100,000 - \$149,999	23.8%	23.2%	24.7%
\$150,000 - \$199,999	11.7%	11.0%	12.1%
\$200,000 - \$249,999	6.9%	7.9%	8.7%
\$250,000 - \$299,999	3.2%	4.0%	4.4%
\$300,000 - \$399,999	5.6%	5.5%	5.7%
\$400,000 - \$499,999	1.6%	2.0%	1.8%
\$500,000 - \$749,999	4.4%	3.4%	2.5%
\$750,000 - \$999,999	0.4%	1.3%	1.0%
\$1,000,000 +	2.4%	1.8%	0.9%
Average Home Value	\$188,200	\$186,217	\$172,057
2019 Owner Occupied Housing Units by Value			
Total	249	870	3,070
<\$50,000	6.0%	6.9%	7.9%
\$50,000 - \$99,999	17.7%	19.5%	18.0%
\$100,000 - \$149,999	14.5%	15.7%	16.5%
\$150,000 - \$199,999	23.7%	19.8%	19.4%
\$200,000 - \$249,999	8.4%	11.0%	14.5%
\$250,000 - \$299,999	4.4%	5.9%	6.8%
\$300,000 - \$399,999	10.8%	8.6%	7.8%
\$400,000 - \$499,999	4.8%	3.8%	3.0%
\$500,000 - \$749,999	5.2%	4.0%	3.0%
\$750,000 - \$999,999	0.8%	2.3%	2.0%
\$1,000,000 +	3.6%	2.4%	1.2%
Average Home Value	\$249,900	\$234,282	\$213,176

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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	0.25 miles	0.5 miles	1 mile
2010 Population by Age			
Total	1,517	4,758	15,338
0 - 4	4.9%	5.6%	6.4%
5 - 9	4.7%	5.1%	5.5%
10 - 14	4.8%	5.1%	5.5%
15 - 24	13.6%	13.0%	18.9%
25 - 34	17.3%	15.7%	14.7%
35 - 44	10.8%	11.5%	11.5%
45 - 54	17.9%	17.4%	14.4%
55 - 64	13.2%	13.4%	11.2%
65 - 74	6.4%	6.7%	6.0%
75 - 84	4.0%	4.3%	4.0%
85 +	2.3%	2.2%	1.8%
18 +	83.1%	81.2%	79.4%
2014 Population by Age			
Total	1,570	4,822	15,426
0 - 4	4.6%	5.2%	6.0%
5 - 9	4.5%	5.1%	5.7%
10 - 14	4.5%	4.9%	5.4%
15 - 24	12.8%	12.4%	18.6%
25 - 34	18.3%	16.3%	14.9%
35 - 44	10.8%	11.1%	11.3%
45 - 54	16.1%	15.7%	13.4%
55 - 64	15.3%	15.1%	12.3%
65 - 74	7.1%	7.8%	6.9%
75 - 84	3.8%	4.1%	3.8%
85 +	2.3%	2.3%	1.9%
18 +	83.8%	81.8%	79.9%
2019 Population by Age			
Total	1,661	5,003	15,833
0 - 4	4.9%	5.3%	6.0%
5 - 9	4.2%	4.8%	5.5%
10 - 14	4.1%	4.8%	5.5%
15 - 24	12.5%	12.2%	18.2%
25 - 34	17.6%	15.7%	14.4%
35 - 44	11.5%	11.6%	11.3%
45 - 54	14.0%	13.8%	12.1%
55 - 64	16.3%	15.8%	12.8%
65 - 74	8.4%	9.1%	8.2%
75 - 84	4.5%	4.7%	4.2%
85 +	2.2%	2.2%	2.0%
18 +	84.2%	82.2%	80.0%
2010 Population by Sex			
Males	759	2,357	7,317
Females	757	2,399	8,021
2014 Population by Sex			
Males	787	2,390	7,383
Females	785	2,432	8,042
2019 Population by Sex			
Males	827	2,469	7,598
Females	834	2,534	8,236

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



Market Profile

W 38th at N Illinois St
 3809 N Illinois St, Indianapolis, Indiana, 46208
 Rings: 0.25, 0.5, 1 mile radii

Latitude: 39.82517
 Longitude: -86.15879

	0.25 miles	0.5 miles	1 mile
2010 Population by Race/Ethnicity			
Total	1,515	4,756	15,338
White Alone	32.7%	31.6%	36.9%
Black Alone	61.9%	63.3%	58.3%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.1%	0.7%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.7%	0.8%
Two or More Races	3.6%	3.3%	3.1%
Hispanic Origin	1.8%	1.8%	2.3%
Diversity Index	52.8	51.7	54.5
2014 Population by Race/Ethnicity			
Total	1,570	4,822	15,425
White Alone	31.3%	30.4%	36.1%
Black Alone	62.7%	64.0%	58.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.2%	0.9%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.8%	0.9%
Two or More Races	3.9%	3.6%	3.3%
Hispanic Origin	2.3%	2.2%	2.7%
Diversity Index	53.1	51.9	55.1
2019 Population by Race/Ethnicity			
Total	1,661	5,003	15,834
White Alone	29.4%	28.7%	34.6%
Black Alone	63.6%	65.0%	59.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.4%	1.0%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	1.0%	1.1%
Two or More Races	4.5%	4.1%	3.8%
Hispanic Origin	2.8%	2.7%	3.4%
Diversity Index	53.5	52.2	55.9
2010 Population by Relationship and Household Type			
Total	1,516	4,756	15,338
In Households	99.6%	98.8%	94.4%
In Family Households	56.9%	62.6%	65.6%
Householder	19.2%	20.4%	20.5%
Spouse	8.8%	9.9%	10.3%
Child	23.2%	26.0%	28.3%
Other relative	3.6%	3.9%	4.2%
Nonrelative	2.1%	2.4%	2.3%
In Nonfamily Households	42.6%	36.2%	28.7%
In Group Quarters	0.4%	1.2%	5.6%
Institutionalized Population	0.0%	1.0%	0.8%
Noninstitutionalized Population	0.4%	0.3%	4.8%

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



Market Profile

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	0.25 miles	0.5 miles	1 mile
2014 Population 25+ by Educational Attainment			
Total	1,160	3,492	9,939
Less than 9th Grade	2.2%	3.2%	3.0%
9th - 12th Grade, No Diploma	10.6%	11.9%	9.6%
High School Graduate	26.2%	24.5%	24.4%
GED/Alternative Credential	7.5%	5.6%	3.3%
Some College, No Degree	22.3%	24.7%	24.9%
Associate Degree	5.9%	6.0%	5.9%
Bachelor's Degree	17.4%	15.5%	18.9%
Graduate/Professional Degree	7.9%	8.6%	9.9%
2014 Population 15+ by Marital Status			
Total	1,359	4,089	12,801
Never Married	46.5%	48.9%	55.0%
Married	25.8%	26.5%	25.0%
Widowed	9.5%	9.2%	6.4%
Divorced	18.2%	15.4%	13.6%
2014 Civilian Population 16+ in Labor Force			
Civilian Employed	88.4%	90.5%	90.4%
Civilian Unemployed	11.6%	9.5%	9.6%
2014 Employed Population 16+ by Industry			
Total	699	2,227	7,320
Agriculture/Mining	0.1%	0.0%	0.1%
Construction	3.4%	3.3%	3.1%
Manufacturing	7.7%	10.0%	10.3%
Wholesale Trade	2.1%	2.2%	1.8%
Retail Trade	18.2%	15.3%	12.2%
Transportation/Utilities	5.2%	4.1%	4.2%
Information	0.7%	1.5%	2.1%
Finance/Insurance/Real Estate	9.7%	8.3%	5.8%
Services	50.8%	52.9%	56.0%
Public Administration	2.0%	2.5%	4.4%
2014 Employed Population 16+ by Occupation			
Total	701	2,226	7,322
White Collar	65.4%	61.7%	61.0%
Management/Business/Financial	12.7%	13.4%	13.2%
Professional	15.7%	19.6%	23.3%
Sales	12.2%	11.2%	8.6%
Administrative Support	24.7%	17.5%	16.0%
Services	18.9%	21.4%	23.5%
Blue Collar	16.0%	16.8%	15.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.9%	2.6%	2.6%
Installation/Maintenance/Repair	0.4%	0.6%	0.4%
Production	4.7%	6.0%	5.4%
Transportation/Material Moving	8.0%	7.6%	7.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



Market Profile

W 38th at N Illinois St
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	0.25 miles	0.5 miles	1 mile
2010 Households by Type			
Total	850	2,386	6,557
Households with 1 Person	56.2%	50.3%	39.8%
Households with 2+ People	43.8%	49.7%	60.2%
Family Households	34.0%	40.0%	48.5%
Husband-wife Families	15.9%	19.6%	24.5%
With Related Children	5.1%	7.1%	10.3%
Other Family (No Spouse Present)	18.1%	20.4%	24.0%
Other Family with Male Householder	4.0%	4.3%	4.6%
With Related Children	1.8%	1.9%	2.2%
Other Family with Female Householder	14.1%	16.1%	19.4%
With Related Children	8.7%	9.8%	12.0%
Nonfamily Households	9.8%	9.7%	11.7%
All Households with Children	15.6%	19.1%	24.8%
Multigenerational Households	2.2%	3.2%	4.5%
Unmarried Partner Households	6.8%	7.2%	8.1%
Male-female	5.3%	5.4%	5.8%
Same-sex	1.5%	1.8%	2.3%
2010 Households by Size			
Total	850	2,386	6,556
1 Person Household	56.2%	50.3%	39.8%
2 Person Household	25.4%	26.8%	28.8%
3 Person Household	9.6%	11.3%	13.9%
4 Person Household	4.7%	6.1%	9.0%
5 Person Household	2.2%	3.1%	4.8%
6 Person Household	1.2%	1.6%	2.2%
7 + Person Household	0.6%	0.8%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	850	2,386	6,556
Owner Occupied	29.6%	37.3%	46.8%
Owned with a Mortgage/Loan	21.9%	27.7%	35.5%
Owned Free and Clear	7.8%	9.6%	11.3%
Renter Occupied	70.4%	62.7%	53.2%

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



Market Profile

W 38th at N Illinois St
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	0.25 miles	0.5 miles	1 mile
Top 3 Tapestry Segments			
1.	Emerald City (8B)	Modest Income Homes	Modest Income Homes
2.	Set to Impress (11D)	Set to Impress (11D)	Set to Impress (11D)
3.	Social Security Set (9F)	Emerald City (8B)	In Style (5B)
2014 Consumer Spending			
Apparel & Services: Total \$	\$761,028	\$2,094,507	\$6,294,493
Average Spent	\$855.09	\$859.46	\$951.40
Spending Potential Index	38	38	42
Computers & Accessories: Total \$	\$125,516	\$343,010	\$1,035,660
Average Spent	\$141.03	\$140.75	\$156.54
Spending Potential Index	55	55	62
Education: Total \$	\$736,981	\$1,995,110	\$6,044,974
Average Spent	\$828.07	\$818.67	\$913.69
Spending Potential Index	56	55	62
Entertainment/Recreation: Total \$	\$1,528,088	\$4,274,700	\$13,020,605
Average Spent	\$1,716.95	\$1,754.08	\$1,968.05
Spending Potential Index	53	54	61
Food at Home: Total \$	\$2,544,752	\$7,058,983	\$21,223,885
Average Spent	\$2,859.27	\$2,896.59	\$3,207.96
Spending Potential Index	56	57	63
Food Away from Home: Total \$	\$1,562,352	\$4,299,519	\$12,976,264
Average Spent	\$1,755.45	\$1,764.27	\$1,961.35
Spending Potential Index	55	55	61
Health Care: Total \$	\$2,112,886	\$6,020,058	\$18,376,265
Average Spent	\$2,374.03	\$2,470.27	\$2,777.55
Spending Potential Index	51	53	60
HH Furnishings & Equipment: Total \$	\$753,688	\$2,103,912	\$6,410,631
Average Spent	\$846.84	\$863.32	\$968.96
Spending Potential Index	47	48	54
Investments: Total \$	\$1,106,161	\$2,783,411	\$8,012,153
Average Spent	\$1,242.88	\$1,142.15	\$1,211.03
Spending Potential Index	46	43	45
Retail Goods: Total \$	\$11,201,507	\$31,415,797	\$95,746,335
Average Spent	\$12,585.96	\$12,891.18	\$14,471.94
Spending Potential Index	51	52	58
Shelter: Total \$	\$8,170,850	\$22,396,063	\$66,862,808
Average Spent	\$9,180.73	\$9,190.01	\$10,106.23
Spending Potential Index	57	57	63
TV/Video/Audio: Total \$	\$643,291	\$1,806,267	\$5,459,147
Average Spent	\$722.80	\$741.18	\$825.14
Spending Potential Index	57	58	65
Travel: Total \$	\$838,096	\$2,327,015	\$7,096,545
Average Spent	\$941.68	\$954.87	\$1,072.63
Spending Potential Index	49	50	56
Vehicle Maintenance & Repairs: Total \$	\$520,545	\$1,447,257	\$4,395,087
Average Spent	\$584.88	\$593.87	\$664.31
Spending Potential Index	54	55	61

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



Retail MarketPlace Profile

W 38th at N Illinois St
 3809 N Illinois St, Indianapolis, Indiana, 46208
 Ring: 0.25 mile radius

Latitude: 39.82517
 Longitude: -86.15879

Summary Demographics

2014 Population	1,571
2014 Households	890
2014 Median Disposable Income	\$19,728
2014 Per Capita Income	\$21,342

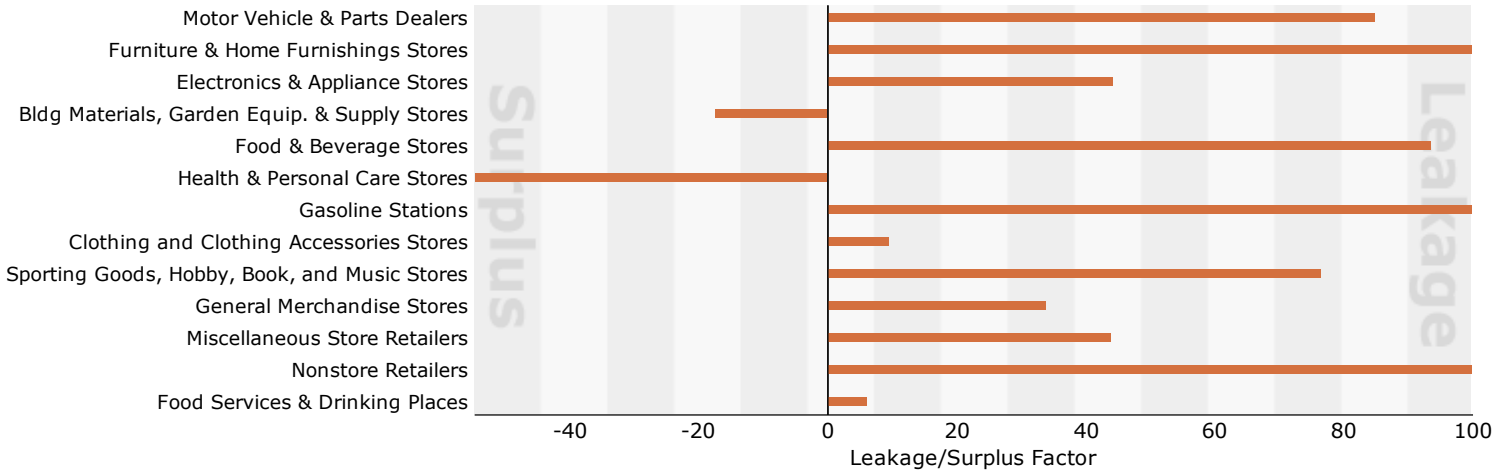
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$14,308,604	\$8,648,905	\$5,659,699	24.7	22
Total Retail Trade	44-45	\$12,798,997	\$7,314,657	\$5,484,340	27.3	19
Total Food & Drink	722	\$1,509,607	\$1,334,247	\$175,360	6.2	4

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$2,528,962	\$205,589	\$2,323,373	85.0	2
Automobile Dealers	4411	\$2,218,287	\$0	\$2,218,287	100.0	0
Other Motor Vehicle Dealers	4412	\$131,280	\$0	\$131,280	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$179,395	\$205,589	-\$26,194	-6.8	2
Furniture & Home Furnishings Stores	442	\$261,416	\$0	\$261,416	100.0	0
Furniture Stores	4421	\$162,098	\$0	\$162,098	100.0	0
Home Furnishings Stores	4422	\$99,318	\$0	\$99,318	100.0	0
Electronics & Appliance Stores	443	\$416,813	\$161,052	\$255,761	44.3	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$404,404	\$575,612	-\$171,208	-17.5	1
Bldg Material & Supplies Dealers	4441	\$335,477	\$575,612	-\$240,135	-26.4	1
Lawn & Garden Equip & Supply Stores	4442	\$68,927	\$0	\$68,927	100.0	0
Food & Beverage Stores	445	\$1,979,306	\$64,564	\$1,914,742	93.7	1
Grocery Stores	4451	\$1,783,853	\$0	\$1,783,853	100.0	0
Specialty Food Stores	4452	\$36,923	\$60,726	-\$23,803	-24.4	1
Beer, Wine & Liquor Stores	4453	\$158,529	\$0	\$158,529	100.0	0
Health & Personal Care Stores	446,4461	\$1,187,108	\$4,063,070	-\$2,875,962	-54.8	7
Gasoline Stations	447,4471	\$1,368,894	\$0	\$1,368,894	100.0	0
Clothing & Clothing Accessories Stores	448	\$793,362	\$653,748	\$139,614	9.6	2
Clothing Stores	4481	\$549,680	\$217,797	\$331,883	43.2	2
Shoe Stores	4482	\$128,078	\$0	\$128,078	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$115,605	\$435,951	-\$320,346	-58.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$358,511	\$47,652	\$310,859	76.5	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$274,455	\$0	\$274,455	100.0	0
Book, Periodical & Music Stores	4512	\$84,056	\$47,652	\$36,404	27.6	1
General Merchandise Stores	452	\$2,715,898	\$1,341,241	\$1,374,657	33.9	2
Department Stores Excluding Leased Depts.	4521	\$788,934	\$1,341,241	-\$552,307	-25.9	2
Other General Merchandise Stores	4529	\$1,926,964	\$0	\$1,926,964	100.0	0
Miscellaneous Store Retailers	453	\$400,557	\$155,824	\$244,733	44.0	2
Florists	4531	\$9,755	\$0	\$9,755	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$121,915	\$0	\$121,915	100.0	0
Used Merchandise Stores	4533	\$45,520	\$0	\$45,520	100.0	0
Other Miscellaneous Store Retailers	4539	\$223,368	\$146,530	\$76,838	20.8	2
Nonstore Retailers	454	\$383,767	\$0	\$383,767	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$278,298	\$0	\$278,298	100.0	0
Vending Machine Operators	4542	\$24,747	\$0	\$24,747	100.0	0
Direct Selling Establishments	4543	\$80,722	\$0	\$80,722	100.0	0
Food Services & Drinking Places	722	\$1,509,607	\$1,334,247	\$175,360	6.2	4
Full-Service Restaurants	7221	\$505,631	\$0	\$505,631	100.0	0
Limited-Service Eating Places	7222	\$804,833	\$1,217,104	-\$412,271	-20.4	3
Special Food Services	7223	\$68,729	\$0	\$68,729	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$130,414	\$114,152	\$16,262	6.6	1

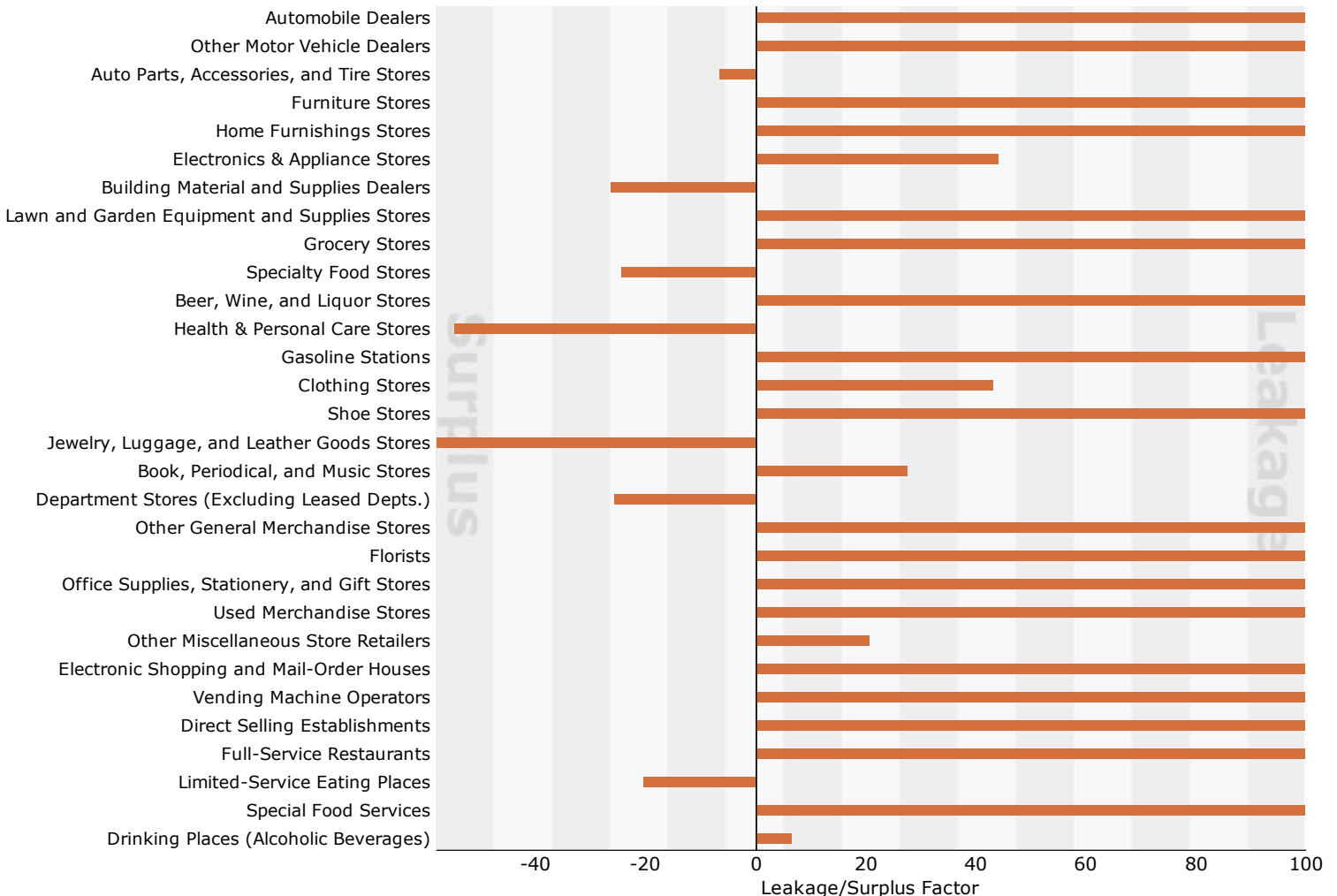
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Dun & Bradstreet. Copyright 2014 Dun & Bradstreet, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

W 38th at N Illinois St
 3809 N Illinois St, Indianapolis, Indiana, 46208
 Ring: 0.5 mile radius

Latitude: 39.82517
 Longitude: -86.15879

Summary Demographics

2014 Population	4,822
2014 Households	2,437
2014 Median Disposable Income	\$20,295
2014 Per Capita Income	\$19,983

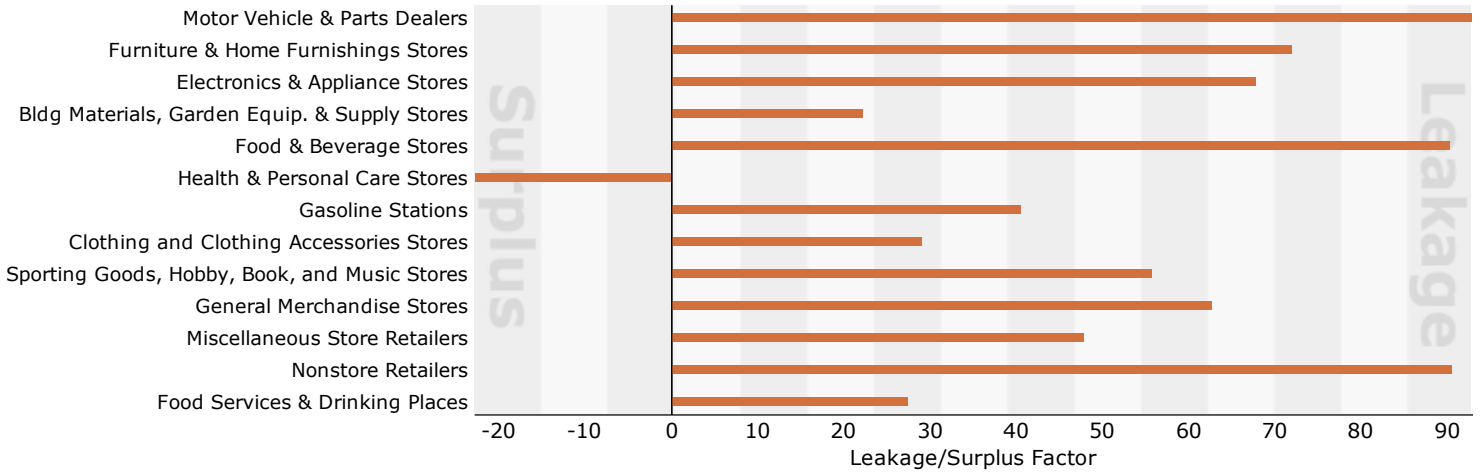
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$722,722	\$39,841,595	\$14,522,725	\$25,318,870	44
Total Retail Trade	44-45	\$35,694,199	\$12,170,920	\$23,523,279	49.1	36
Total Food & Drink	722	\$4,147,395	\$2,351,805	\$1,795,590	27.6	8

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$7,093,234	\$257,731	\$6,835,503	93.0	2
Automobile Dealers	4411	\$6,226,225	\$0	\$6,226,225	100.0	0
Other Motor Vehicle Dealers	4412	\$369,633	\$0	\$369,633	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$497,376	\$257,731	\$239,645	31.7	2
Furniture & Home Furnishings Stores	442	\$728,031	\$117,978	\$610,053	72.1	1
Furniture Stores	4421	\$451,847	\$117,978	\$333,869	58.6	1
Home Furnishings Stores	4422	\$276,184	\$0	\$276,184	100.0	0
Electronics & Appliance Stores	443	\$1,154,793	\$221,148	\$933,645	67.9	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,139,070	\$721,600	\$417,470	22.4	1
Bldg Material & Supplies Dealers	4441	\$940,046	\$721,600	\$218,446	13.1	1
Lawn & Garden Equip & Supply Stores	4442	\$199,024	\$0	\$199,024	100.0	0
Food & Beverage Stores	445	\$5,486,272	\$273,235	\$5,213,037	90.5	2
Grocery Stores	4451	\$4,947,747	\$168,864	\$4,778,883	93.4	1
Specialty Food Stores	4452	\$102,357	\$104,371	-\$2,014	-1.0	1
Beer, Wine & Liquor Stores	4453	\$436,168	\$0	\$436,168	100.0	0
Health & Personal Care Stores	446,4461	\$3,345,622	\$5,321,597	-\$1,975,975	-22.8	10
Gasoline Stations	447,4471	\$3,838,730	\$1,612,242	\$2,226,488	40.8	1
Clothing & Clothing Accessories Stores	448	\$2,187,794	\$1,200,826	\$986,968	29.1	5
Clothing Stores	4481	\$1,516,730	\$654,308	\$862,422	39.7	4
Shoe Stores	4482	\$352,614	\$0	\$352,614	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$318,451	\$546,518	-\$228,067	-26.4	1
Sporting Goods, Hobby, Book & Music Stores	451	\$987,414	\$279,678	\$707,736	55.9	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$757,960	\$101,518	\$656,442	76.4	1
Book, Periodical & Music Stores	4512	\$229,454	\$178,160	\$51,294	12.6	2
General Merchandise Stores	452	\$7,541,058	\$1,718,817	\$5,822,241	62.9	2
Department Stores Excluding Leased Depts.	4521	\$2,190,469	\$1,681,408	\$509,061	13.1	2
Other General Merchandise Stores	4529	\$5,350,589	\$0	\$5,350,589	100.0	0
Miscellaneous Store Retailers	453	\$1,117,967	\$392,917	\$725,050	48.0	6
Florists	4531	\$27,972	\$74,703	-\$46,731	-45.5	1
Office Supplies, Stationery & Gift Stores	4532	\$338,582	\$0	\$338,582	100.0	0
Used Merchandise Stores	4533	\$124,897	\$0	\$124,897	100.0	0
Other Miscellaneous Store Retailers	4539	\$626,516	\$318,214	\$308,302	32.6	4
Nonstore Retailers	454	\$1,074,216	\$53,151	\$1,021,065	90.6	1
Electronic Shopping & Mail-Order Houses	4541	\$771,002	\$0	\$771,002	100.0	0
Vending Machine Operators	4542	\$68,390	\$0	\$68,390	100.0	0
Direct Selling Establishments	4543	\$234,823	\$53,151	\$181,672	63.1	1
Food Services & Drinking Places	722	\$4,147,395	\$2,351,805	\$1,795,590	27.6	8
Full-Service Restaurants	7221	\$1,385,601	\$131,636	\$1,253,965	82.6	2
Limited-Service Eating Places	7222	\$2,212,430	\$2,077,066	\$135,364	3.2	5
Special Food Services	7223	\$191,337	\$0	\$191,337	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$358,027	\$143,103	\$214,924	42.9	1

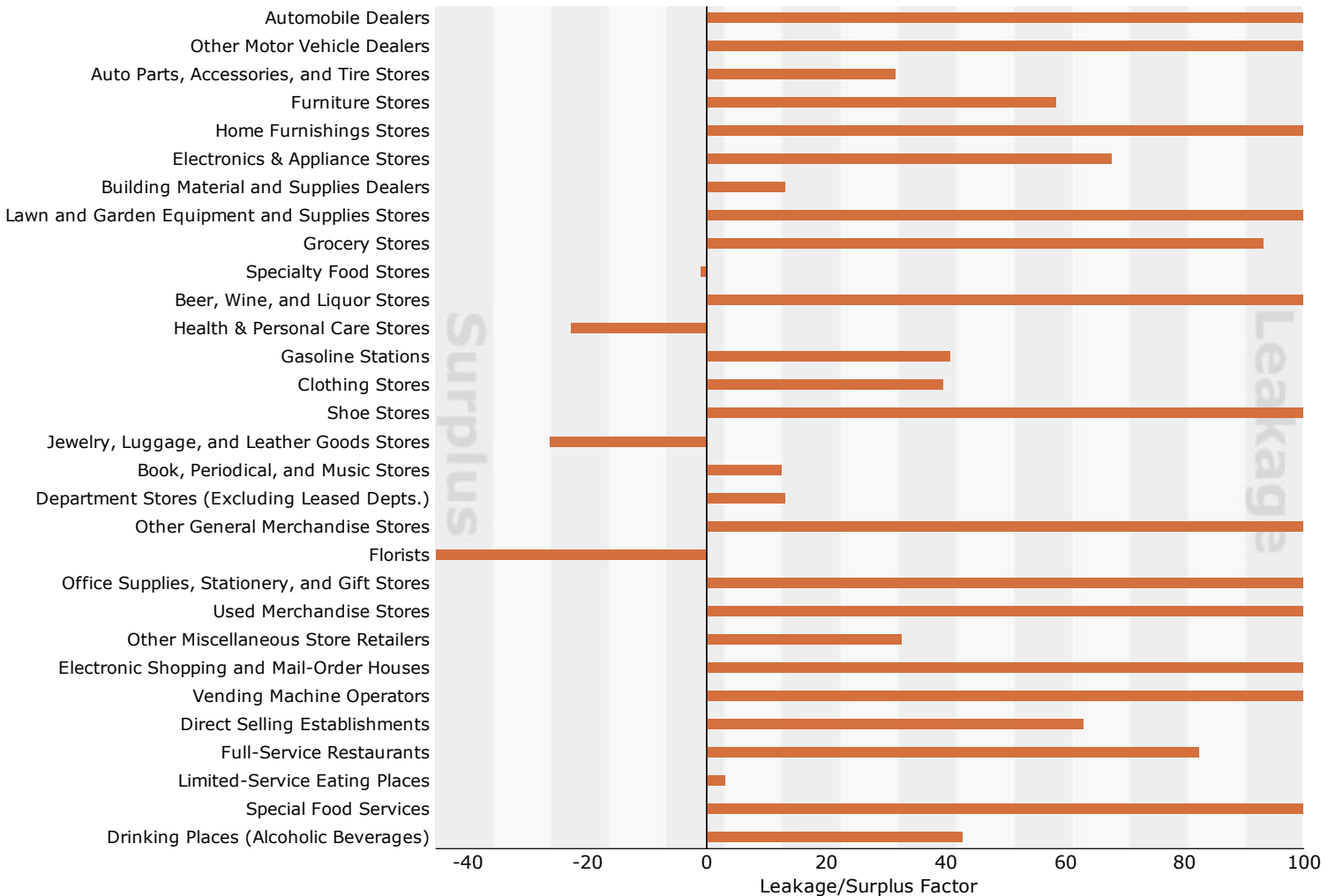
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Dun & Bradstreet. Copyright 2014 Dun & Bradstreet, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

W 38th at N Illinois St
 3809 N Illinois St, Indianapolis, Indiana, 46208
 Ring: 1 mile radius

Latitude: 39.82517
 Longitude: -86.15879

Summary Demographics

2014 Population	15,425
2014 Households	6,616
2014 Median Disposable Income	\$25,406
2014 Per Capita Income	\$18,802

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$121,206,683	\$41,546,678	\$79,660,005	48.9	84
Total Retail Trade	44-45	\$108,699,226	\$27,446,594	\$81,252,632	59.7	67
Total Food & Drink	722	\$12,507,457	\$14,100,083	-\$1,592,626	-6.0	17

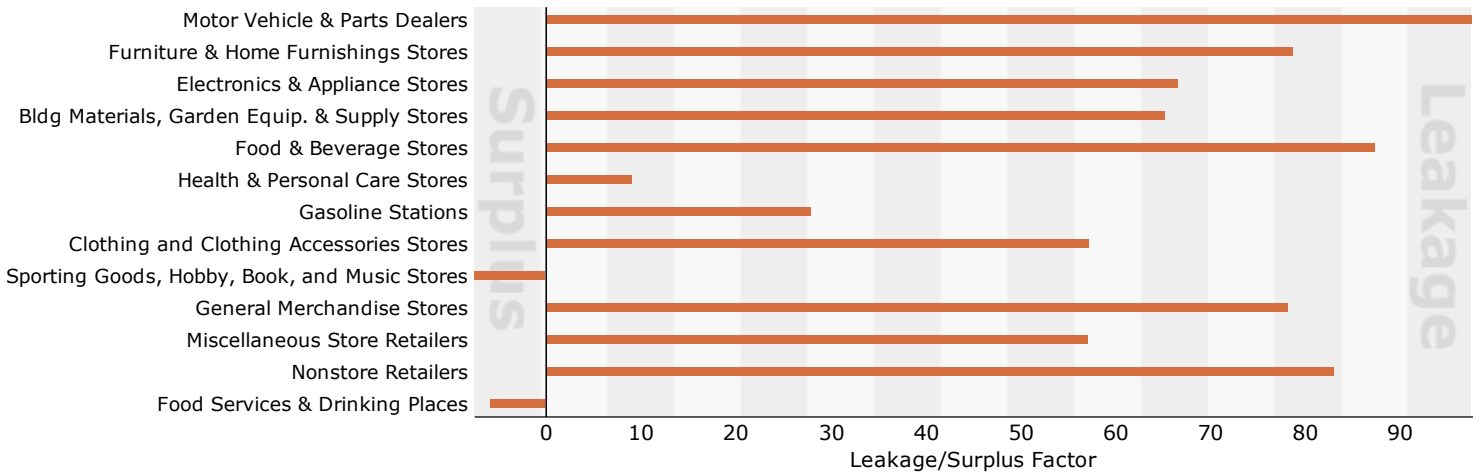
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$21,794,738	\$257,731	\$21,537,007	97.7	2
Automobile Dealers	4411	\$19,144,301	\$0	\$19,144,301	100.0	0
Other Motor Vehicle Dealers	4412	\$1,142,020	\$0	\$1,142,020	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,508,417	\$257,731	\$1,250,686	70.8	2
Furniture & Home Furnishings Stores	442	\$2,215,408	\$263,036	\$1,952,372	78.8	2
Furniture Stores	4421	\$1,374,871	\$193,353	\$1,181,518	75.3	1
Home Furnishings Stores	4422	\$840,537	\$69,683	\$770,854	84.7	1
Electronics & Appliance Stores	443	\$3,509,351	\$700,945	\$2,808,406	66.7	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,484,214	\$730,217	\$2,753,997	65.3	1
Bldg Material & Supplies Dealers	4441	\$2,860,251	\$730,217	\$2,130,034	59.3	1
Lawn & Garden Equip & Supply Stores	4442	\$623,963	\$0	\$623,963	100.0	0
Food & Beverage Stores	445	\$16,581,356	\$1,105,759	\$15,475,597	87.5	6
Grocery Stores	4451	\$14,956,579	\$635,979	\$14,320,600	91.8	3
Specialty Food Stores	4452	\$309,595	\$139,183	\$170,412	38.0	2
Beer, Wine & Liquor Stores	4453	\$1,315,183	\$330,597	\$984,586	59.8	1
Health & Personal Care Stores	446,4461	\$10,193,770	\$8,479,162	\$1,714,608	9.2	13
Gasoline Stations	447,4471	\$11,752,125	\$6,598,751	\$5,153,374	28.1	2
Clothing & Clothing Accessories Stores	448	\$6,610,755	\$1,788,971	\$4,821,784	57.4	9
Clothing Stores	4481	\$4,585,998	\$1,242,453	\$3,343,545	57.4	8
Shoe Stores	4482	\$1,064,152	\$0	\$1,064,152	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$960,605	\$546,518	\$414,087	27.5	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,008,310	\$3,499,730	-\$491,420	-7.6	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,310,758	\$360,551	\$1,950,207	73.0	3
Book, Periodical & Music Stores	4512	\$697,552	\$3,139,179	-\$2,441,627	-63.6	5
General Merchandise Stores	452	\$22,865,119	\$2,793,572	\$20,071,547	78.2	5
Department Stores Excluding Leased Depts.	4521	\$6,648,780	\$2,710,053	\$3,938,727	42.1	4
Other General Merchandise Stores	4529	\$16,216,338	\$83,519	\$16,132,819	99.0	1
Miscellaneous Store Retailers	453	\$3,400,992	\$925,926	\$2,475,066	57.2	15
Florists	4531	\$86,980	\$150,466	-\$63,486	-26.7	3
Office Supplies, Stationery & Gift Stores	4532	\$1,023,987	\$25,945	\$998,042	95.1	1
Used Merchandise Stores	4533	\$379,471	\$153,855	\$225,616	42.3	2
Other Miscellaneous Store Retailers	4539	\$1,910,555	\$595,661	\$1,314,894	52.5	9
Nonstore Retailers	454	\$3,283,087	\$302,794	\$2,980,293	83.1	1
Electronic Shopping & Mail-Order Houses	4541	\$2,335,697	\$0	\$2,335,697	100.0	0
Vending Machine Operators	4542	\$206,408	\$0	\$206,408	100.0	0
Direct Selling Establishments	4543	\$740,982	\$64,719	\$676,263	83.9	1
Food Services & Drinking Places	722	\$12,507,457	\$14,100,083	-\$1,592,626	-6.0	17
Full-Service Restaurants	7221	\$4,170,546	\$9,324,838	-\$5,154,292	-38.2	3
Limited-Service Eating Places	7222	\$6,671,341	\$3,947,035	\$2,724,306	25.7	10
Special Food Services	7223	\$587,169	\$606,822	-\$19,653	-1.6	2
Drinking Places - Alcoholic Beverages	7224	\$1,078,401	\$221,389	\$857,012	65.9	2

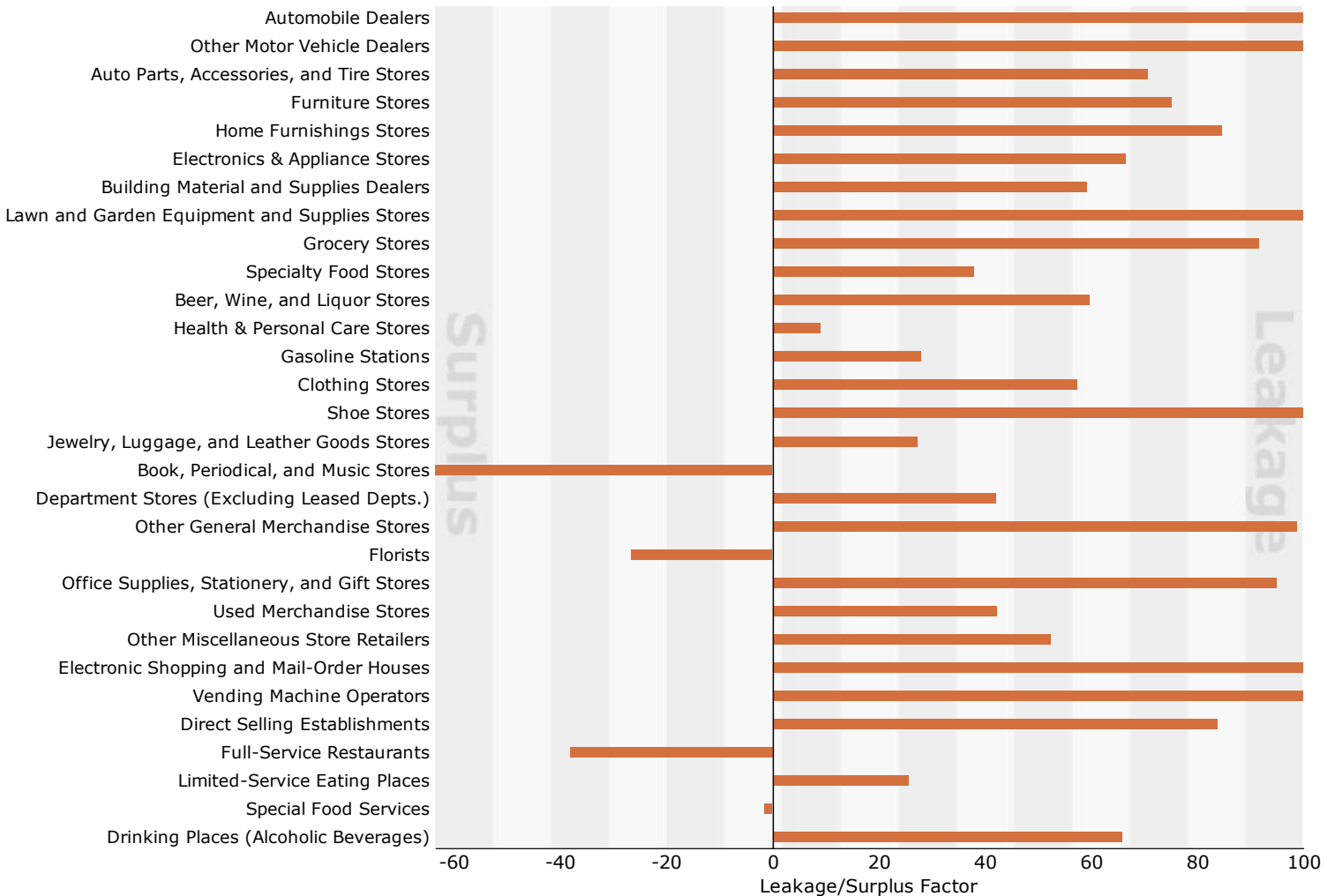
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





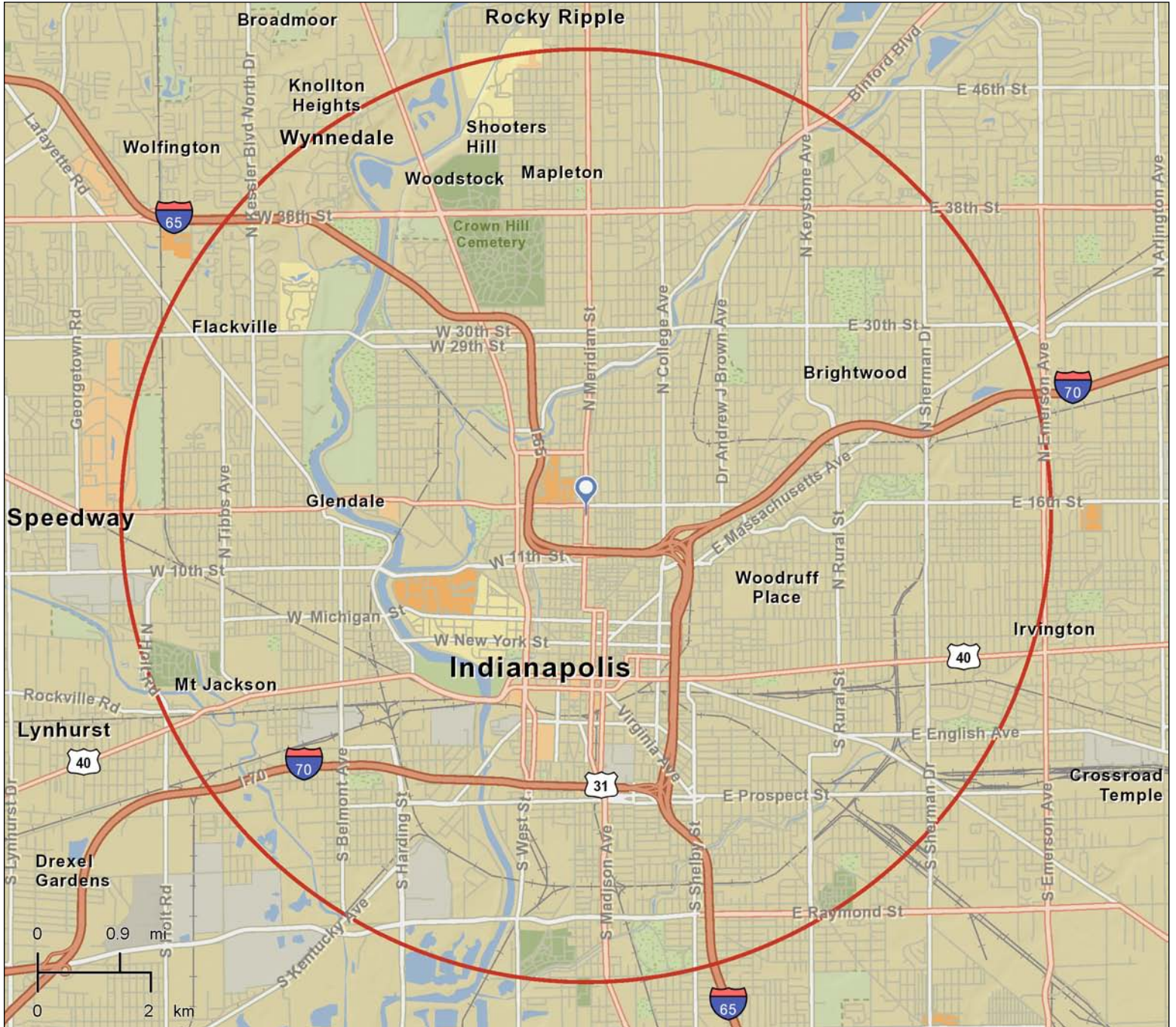
Midtown Market Study for Indianapolis LISC

Appendix B

Market Data: 4.0-Mile Radius

Meridian at 15th
 1521 N Meridian St, Indianapolis, Indiana, 46202
 Ring: 4 Miles

Latitude: 39.78714
 Longitude: -86.15728



This site is located in:

- City:** Indianapolis city (balance)
- County:** Marion County
- State:** Indiana
- ZIP Code:** 46202
- Census Tract:** 18097353300
- Census Block Group:** 180973533001
- CBSA:** Indianapolis-Carmel, IN Metropolitan Statistical Area (26900)



Traffic Count Profile

Meridian at 15th
1521 N Meridian St, Indianapolis, Indiana, 46202
Rings: 4 mile radii

Prepared by Esri
Latitude: 39.78714
Longitude: -86.15728

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.06	N Meridian St	W 14th St (0.04 miles S)	2009	19,912
0.10	E 16th St	N Scioto St (0.01 miles W)	2009	14,094
0.11	W 16th St	Pierson St (0.01 miles E)	2009	14,304
0.14	E 16th St	N Talbott St (0.02 miles E)	2009	13,702
0.18	N Delaware St	E 15th St (0.04 miles N)	1989	14,398
0.18	N Pennsylvania St	E 13th St (0.03 miles S)	2009	7,452
0.18	N Illinois St	W Alley 1325 N (0.01 miles S)	2009	13,517
0.20	W 16th St	N Capitol Ave (0.03 miles W)	2009	20,529
0.23	E 16th St	N Alley 250 E (0.01 miles E)	1996	15,218
0.23	N Delaware St	E 14th St (0.03 miles N)	2009	10,651
0.26	W 12th St	N Meridian St (0.04 miles E)	2009	4,469
0.27	E 12th St	N Scioto St (0.01 miles W)	2009	6,540
0.27	N Alabama St	E 15th St (0.06 miles N)	1996	2,909
0.27	N Meridian St	W 12th St (0.01 miles N)	2009	18,250
0.27	W 16th St	Senate Blvd (0.04 miles W)	2009	13,287
0.28	N Capitol Ave	W 13th St (0.01 miles N)	2009	10,106
0.29	N Alabama St	E 16th St (0.02 miles S)	2009	1,185
0.29	N Illinois St	W 18th St (0.03 miles S)	2009	13,458
0.31	N Pennsylvania St	E 18th St (0.05 miles S)	2009	4,710
0.31	W 12th St	Byram Pl (0.01 miles E)	2009	1,770
0.31	N Delaware St	E 12th St (0.02 miles S)	2006	13,440
0.32	Senate Blvd	W 14th St (0.02 miles N)	2009	3,743
0.33	N Pennsylvania St	I- 65 (0.01 miles N)	2009	10,162
0.34	E 11th St	N Scioto St (0.01 miles W)	2009	8,249
0.35	W 11th St	N Pierson St (0.02 miles E)	2009	6,039
0.35	N Capitol Ave	I- 65 (0.01 miles SE)	2010	8,110
0.35	I- 65	N Delaware St (0.02 miles W)	2010	11,380
0.36	N Meridian St	W 19th St (0.02 miles S)	2009	21,127
0.36	W 12th St	Senate Blvd (0.05 miles W)	2009	938
0.36	E 11th St	N Delaware St (0.03 miles E)	2009	9,358

Data Note:The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 1963 to 2013. Just over 68% of the counts were taken between 2001 and 2013 and 86% of the counts were taken in 1997 or later. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

Source: ©2013 MPSI Systems Inc. d.b.a. DataMetrix®

April 15, 2015



Business Summary

Meridian at 15th
 1521 N Meridian St, Indianapolis, Indiana, 46202
 Rings: 4 mile radii

Latitude: 39.78714
 Longitude: -86.15728

Data for all businesses in area	4 miles
Total Businesses:	13,637
Total Employees:	184,894
Total Residential Population:	173,536
Employee/Residential Population Ratio:	1.07:1

by SIC Codes	Employees			
	Number	Percent	Number	Percent
Agriculture & Mining	140	1.0%	487	0.3%
Construction	633	4.6%	4,832	2.6%
Manufacturing	423	3.1%	17,282	9.3%
Transportation	272	2.0%	5,499	3.0%
Communication	130	1.0%	3,688	2.0%
Utility	50	0.4%	3,012	1.6%
Wholesale Trade	455	3.3%	5,306	2.9%
Retail Trade Summary	1,597	11.7%	12,910	7.0%
Home Improvement	61	0.4%	206	0.1%
General Merchandise Stores	50	0.4%	425	0.2%
Food Stores	149	1.1%	1,294	0.7%
Auto Dealers, Gas Stations, Auto Aftermarket	184	1.3%	951	0.5%
Apparel & Accessory Stores	99	0.7%	812	0.4%
Furniture & Home Furnishings	76	0.6%	337	0.2%
Eating & Drinking Places	557	4.1%	6,250	3.4%
Miscellaneous Retail	420	3.1%	2,634	1.4%
Finance, Insurance, Real Estate Summary	1,130	8.3%	12,124	6.6%
Banks, Savings & Lending Institutions	134	1.0%	1,304	0.7%
Securities Brokers	55	0.4%	269	0.1%
Insurance Carriers & Agents	147	1.1%	5,414	2.9%
Real Estate, Holding, Other Investment Offices	794	5.8%	5,136	2.8%
Services Summary	6,345	46.5%	64,970	35.1%
Hotels & Lodging	63	0.5%	2,787	1.5%
Automotive Services	217	1.6%	1,194	0.6%
Motion Pictures & Amusements	266	2.0%	1,931	1.0%
Health Services	588	4.3%	10,190	5.5%
Legal Services	607	4.5%	4,118	2.2%
Education Institutions & Libraries	342	2.5%	13,079	7.1%
Other Services	4,261	31.2%	31,671	17.1%
Government	736	5.4%	54,600	29.5%
Unclassified Establishments	1,726	12.7%	183	0.1%
Totals	13,637	100.0%	184,894	100.0%

Source: Copyright 2014 Dun & Bradstreet, Inc. All rights reserved. Esri Total Residential Population forecasts for 2014.

April 15, 2015



Business Summary

Meridian at 15th
 1521 N Meridian St, Indianapolis, Indiana, 46202
 Rings: 4 mile radii

Latitude: 39.78714
 Longitude: -86.15728

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	30	0.2%	65	0.0%
Mining	8	0.1%	97	0.1%
Utilities	20	0.1%	2,674	1.4%
Construction	649	4.8%	4,720	2.6%
Manufacturing	412	3.0%	16,323	8.8%
Wholesale Trade	451	3.3%	5,286	2.9%
Retail Trade	1,007	7.4%	6,462	3.5%
Motor Vehicle & Parts Dealers	137	1.0%	644	0.3%
Furniture & Home Furnishings Stores	25	0.2%	113	0.1%
Electronics & Appliance Stores	53	0.4%	233	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	61	0.4%	206	0.1%
Food & Beverage Stores	173	1.3%	1,427	0.8%
Health & Personal Care Stores	67	0.5%	584	0.3%
Gasoline Stations	48	0.4%	309	0.2%
Clothing & Clothing Accessories Stores	111	0.8%	879	0.5%
Sport Goods, Hobby, Book, & Music Stores	47	0.3%	188	0.1%
General Merchandise Stores	50	0.4%	425	0.2%
Miscellaneous Store Retailers	196	1.4%	949	0.5%
Nonstore Retailers	38	0.3%	505	0.3%
Transportation & Warehousing	267	2.0%	5,506	3.0%
Information	290	2.1%	6,037	3.3%
Finance & Insurance	508	3.7%	7,680	4.2%
Central Bank/Credit Intermediation & Related Activities	156	1.1%	1,409	0.8%
Securities, Commodity Contracts & Other Financial	190	1.4%	682	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	162	1.2%	5,588	3.0%
Real Estate, Rental & Leasing	607	4.5%	4,086	2.2%
Professional, Scientific & Tech Services	1,820	13.3%	13,162	7.1%
Legal Services	620	4.5%	4,157	2.2%
Management of Companies & Enterprises	56	0.4%	117	0.1%
Administrative & Support & Waste Management & Remediation	1,207	8.9%	9,339	5.1%
Educational Services	343	2.5%	12,699	6.9%
Health Care & Social Assistance	934	6.8%	14,155	7.7%
Arts, Entertainment & Recreation	228	1.7%	2,520	1.4%
Accommodation & Food Services	633	4.6%	9,138	4.9%
Accommodation	62	0.5%	2,785	1.5%
Food Services & Drinking Places	570	4.2%	6,354	3.4%
Other Services (except Public Administration)	1,706	12.5%	10,018	5.4%
Automotive Repair & Maintenance	153	1.1%	659	0.4%
Public Administration	737	5.4%	54,627	29.5%
Unclassified Establishments	1,726	12.7%	183	0.1%
Total	13,637	100.0%	184,894	100.0%

Source: Copyright 2014 Dun & Bradstreet, Inc. All rights reserved. Esri Total Residential Population forecasts for 2014.

April 15, 2015



Market Profile

Meridian at 15th
1521 N Meridian St, Indianapolis, Indiana, 46202
Rings: 4 mile radii

Latitude: 39.78714
Longitude: -86.15728

4 miles

Population Summary	
2000 Total Population	198,284
2010 Total Population	171,791
2014 Total Population	173,536
2014 Group Quarters	9,262
2019 Total Population	178,684
2014-2019 Annual Rate	0.59%
Household Summary	
2000 Households	77,761
2000 Average Household Size	2.41
2010 Households	68,773
2010 Average Household Size	2.37
2014 Households	69,678
2014 Average Household Size	2.36
2019 Households	71,994
2019 Average Household Size	2.35
2014-2019 Annual Rate	0.66%
2010 Families	35,366
2010 Average Family Size	3.16
2014 Families	35,146
2014 Average Family Size	3.17
2019 Families	35,783
2019 Average Family Size	3.18
2014-2019 Annual Rate	0.36%
Housing Unit Summary	
2000 Housing Units	92,200
Owner Occupied Housing Units	40.6%
Renter Occupied Housing Units	43.8%
Vacant Housing Units	15.7%
2010 Housing Units	90,119
Owner Occupied Housing Units	33.2%
Renter Occupied Housing Units	43.1%
Vacant Housing Units	23.7%
2014 Housing Units	92,660
Owner Occupied Housing Units	31.6%
Renter Occupied Housing Units	43.6%
Vacant Housing Units	24.8%
2019 Housing Units	95,801
Owner Occupied Housing Units	31.3%
Renter Occupied Housing Units	43.9%
Vacant Housing Units	24.9%
Median Household Income	
2014	\$26,881
2019	\$30,092
Median Home Value	
2014	\$84,856
2019	\$91,636
Per Capita Income	
2014	\$15,618
2019	\$17,791
Median Age	
2010	32.6
2014	33.2
2019	33.9

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



Market Profile

Meridian at 15th
1521 N Meridian St, Indianapolis, Indiana, 46202
Rings: 4 mile radii

Latitude: 39.78714
Longitude: -86.15728

4 miles

2014 Households by Income

Household Income Base	69,678
<\$15,000	28.8%
\$15,000 - \$24,999	17.4%
\$25,000 - \$34,999	15.7%
\$35,000 - \$49,999	15.9%
\$50,000 - \$74,999	11.6%
\$75,000 - \$99,999	4.4%
\$100,000 - \$149,999	4.1%
\$150,000 - \$199,999	1.1%
\$200,000+	1.0%
Average Household Income	\$38,231

2019 Households by Income

Household Income Base	71,994
<\$15,000	28.4%
\$15,000 - \$24,999	13.6%
\$25,000 - \$34,999	13.7%
\$35,000 - \$49,999	16.1%
\$50,000 - \$74,999	13.4%
\$75,000 - \$99,999	6.2%
\$100,000 - \$149,999	5.5%
\$150,000 - \$199,999	1.7%
\$200,000+	1.4%
Average Household Income	\$43,345

2014 Owner Occupied Housing Units by Value

Total	29,299
<\$50,000	18.4%
\$50,000 - \$99,999	45.3%
\$100,000 - \$149,999	19.6%
\$150,000 - \$199,999	5.7%
\$200,000 - \$249,999	3.8%
\$250,000 - \$299,999	2.4%
\$300,000 - \$399,999	2.5%
\$400,000 - \$499,999	0.9%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	0.2%
\$1,000,000 +	0.3%
Average Home Value	\$112,334

2019 Owner Occupied Housing Units by Value

Total	29,977
<\$50,000	20.3%
\$50,000 - \$99,999	35.7%
\$100,000 - \$149,999	17.0%
\$150,000 - \$199,999	9.8%
\$200,000 - \$249,999	6.4%
\$250,000 - \$299,999	3.5%
\$300,000 - \$399,999	3.3%
\$400,000 - \$499,999	1.5%
\$500,000 - \$749,999	1.3%
\$750,000 - \$999,999	0.9%
\$1,000,000 +	0.3%
Average Home Value	\$132,895

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



Market Profile

Meridian at 15th
1521 N Meridian St, Indianapolis, Indiana, 46202
Rings: 4 mile radii

Latitude: 39.78714
Longitude: -86.15728

4 miles

2010 Population by Age	
Total	171,792
0 - 4	7.5%
5 - 9	6.4%
10 - 14	5.8%
15 - 24	17.3%
25 - 34	16.6%
35 - 44	12.7%
45 - 54	14.3%
55 - 64	9.9%
65 - 74	5.3%
75 - 84	3.1%
85 +	1.1%
18 +	76.8%
2014 Population by Age	
Total	173,534
0 - 4	7.0%
5 - 9	6.5%
10 - 14	5.8%
15 - 24	16.9%
25 - 34	16.5%
35 - 44	12.5%
45 - 54	13.2%
55 - 64	11.3%
65 - 74	6.0%
75 - 84	3.0%
85 +	1.2%
18 +	77.4%
2019 Population by Age	
Total	178,683
0 - 4	7.1%
5 - 9	6.2%
10 - 14	5.9%
15 - 24	16.2%
25 - 34	16.4%
35 - 44	12.4%
45 - 54	12.0%
55 - 64	11.9%
65 - 74	7.2%
75 - 84	3.5%
85 +	1.3%
18 +	77.5%
2010 Population by Sex	
Males	86,088
Females	85,703
2014 Population by Sex	
Males	87,046
Females	86,490
2019 Population by Sex	
Males	89,506
Females	89,178

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



Market Profile

Meridian at 15th
1521 N Meridian St, Indianapolis, Indiana, 46202
Rings: 4 mile radii

Latitude: 39.78714
Longitude: -86.15728

4 miles

2010 Population by Race/Ethnicity

Total	171,791
White Alone	49.5%
Black Alone	39.9%
American Indian Alone	0.5%
Asian Alone	1.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.9%
Two or More Races	3.1%
Hispanic Origin	10.0%
Diversity Index	66.8

2014 Population by Race/Ethnicity

Total	173,538
White Alone	47.7%
Black Alone	40.2%
American Indian Alone	0.4%
Asian Alone	1.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	6.9%
Two or More Races	3.4%
Hispanic Origin	11.8%
Diversity Index	69.1

2019 Population by Race/Ethnicity

Total	178,683
White Alone	45.2%
Black Alone	40.6%
American Indian Alone	0.4%
Asian Alone	1.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	8.2%
Two or More Races	3.9%
Hispanic Origin	14.3%
Diversity Index	72.1

2010 Population by Relationship and Household Type

Total	171,791
In Households	94.7%
In Family Households	69.1%
Householder	20.6%
Spouse	9.5%
Child	30.0%
Other relative	5.1%
Nonrelative	3.9%
In Nonfamily Households	25.6%
In Group Quarters	5.3%
Institutionalized Population	2.3%
Noninstitutionalized Population	3.0%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



Market Profile

Meridian at 15th
1521 N Meridian St, Indianapolis, Indiana, 46202
Rings: 4 mile radii

Latitude: 39.78714
Longitude: -86.15728

		4 miles
2014 Population 25+ by Educational Attainment		
Total		110,694
Less than 9th Grade		7.3%
9th - 12th Grade, No Diploma		17.7%
High School Graduate		26.1%
GED/Alternative Credential		6.0%
Some College, No Degree		18.5%
Associate Degree		4.9%
Bachelor's Degree		12.4%
Graduate/Professional Degree		7.1%
2014 Population 15+ by Marital Status		
Total		139,977
Never Married		48.3%
Married		31.3%
Widowed		5.6%
Divorced		14.8%
2014 Civilian Population 16+ in Labor Force		
Civilian Employed		88.2%
Civilian Unemployed		11.8%
2014 Employed Population 16+ by Industry		
Total		72,016
Agriculture/Mining		0.3%
Construction		6.0%
Manufacturing		10.6%
Wholesale Trade		2.3%
Retail Trade		11.6%
Transportation/Utilities		5.4%
Information		1.5%
Finance/Insurance/Real Estate		5.4%
Services		53.4%
Public Administration		3.5%
2014 Employed Population 16+ by Occupation		
Total		72,017
White Collar		51.8%
Management/Business/Financial		11.0%
Professional		17.2%
Sales		9.8%
Administrative Support		13.8%
Services		24.6%
Blue Collar		23.6%
Farming/Forestry/Fishing		0.1%
Construction/Extraction		5.2%
Installation/Maintenance/Repair		2.4%
Production		7.2%
Transportation/Material Moving		8.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

April 15, 2015



Market Profile

Meridian at 15th
1521 N Meridian St, Indianapolis, Indiana, 46202
Rings: 4 mile radii

Latitude: 39.78714
Longitude: -86.15728

4 miles

2010 Households by Type

Total	68,773
Households with 1 Person	36.9%
Households with 2+ People	63.1%
Family Households	51.4%
Husband-wife Families	23.9%
With Related Children	10.3%
Other Family (No Spouse Present)	27.5%
Other Family with Male Householder	6.5%
With Related Children	3.5%
Other Family with Female Householder	21.0%
With Related Children	14.0%
Nonfamily Households	11.6%

All Households with Children 28.5%

Multigenerational Households	5.3%
Unmarried Partner Households	10.6%
Male-female	9.1%
Same-sex	1.5%

2010 Households by Size

Total	68,773
1 Person Household	36.9%
2 Person Household	28.8%
3 Person Household	14.2%
4 Person Household	9.6%
5 Person Household	5.6%
6 Person Household	2.7%
7 + Person Household	2.2%

2010 Households by Tenure and Mortgage Status

Total	68,773
Owner Occupied	43.5%
Owned with a Mortgage/Loan	31.0%
Owned Free and Clear	12.6%
Renter Occupied	56.5%

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

April 15, 2015



Market Profile

Meridian at 15th
 1521 N Meridian St, Indianapolis, Indiana, 46202
 Rings: 4 mile radii

Latitude: 39.78714
 Longitude: -86.15728

4 miles

Top 3 Tapestry Segments

1. Hardscrabble Road (8G)
2. Modest Income Homes
3. Set to Impress (11D)

2014 Consumer Spending

Apparel & Services: Total \$	\$58,607,864
Average Spent	\$841.12
Spending Potential Index	37
Computers & Accessories: Total \$	\$9,510,924
Average Spent	\$136.50
Spending Potential Index	54
Education: Total \$	\$56,021,946
Average Spent	\$804.01
Spending Potential Index	54
Entertainment/Recreation: Total \$	\$119,890,686
Average Spent	\$1,720.64
Spending Potential Index	53
Food at Home: Total \$	\$198,116,339
Average Spent	\$2,843.31
Spending Potential Index	56
Food Away from Home: Total \$	\$119,981,654
Average Spent	\$1,721.94
Spending Potential Index	54
Health Care: Total \$	\$168,310,499
Average Spent	\$2,415.55
Spending Potential Index	52
HH Furnishings & Equipment: Total \$	\$59,210,826
Average Spent	\$849.78
Spending Potential Index	47
Investments: Total \$	\$59,852,755
Average Spent	\$858.99
Spending Potential Index	32
Retail Goods: Total \$	\$888,203,702
Average Spent	\$12,747.26
Spending Potential Index	51
Shelter: Total \$	\$611,763,607
Average Spent	\$8,779.87
Spending Potential Index	55
TV/Video/Audio: Total \$	\$50,963,657
Average Spent	\$731.42
Spending Potential Index	57
Travel: Total \$	\$63,587,804
Average Spent	\$912.60
Spending Potential Index	48
Vehicle Maintenance & Repairs: Total \$	\$40,405,165
Average Spent	\$579.88
Spending Potential Index	53

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

April 15, 2015



Retail MarketPlace Profile

Meridian at 15th
1521 N Meridian St, Indianapolis, Indiana, 46202
Ring: 4 mile radius

Latitude: 39.78714
Longitude: -86.15728

Summary Demographics

2014 Population	173,536
2014 Households	69,678
2014 Median Disposable Income	\$22,977
2014 Per Capita Income	\$15,618

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,125,648,036	\$1,495,611,119	-\$369,963,083	-14.1	1,307
Total Retail Trade	44-45	\$1,009,996,061	\$1,150,984,028	-\$140,987,967	-6.5	957
Total Food & Drink	722	\$115,651,975	\$344,627,091	-\$228,975,116	-49.7	350

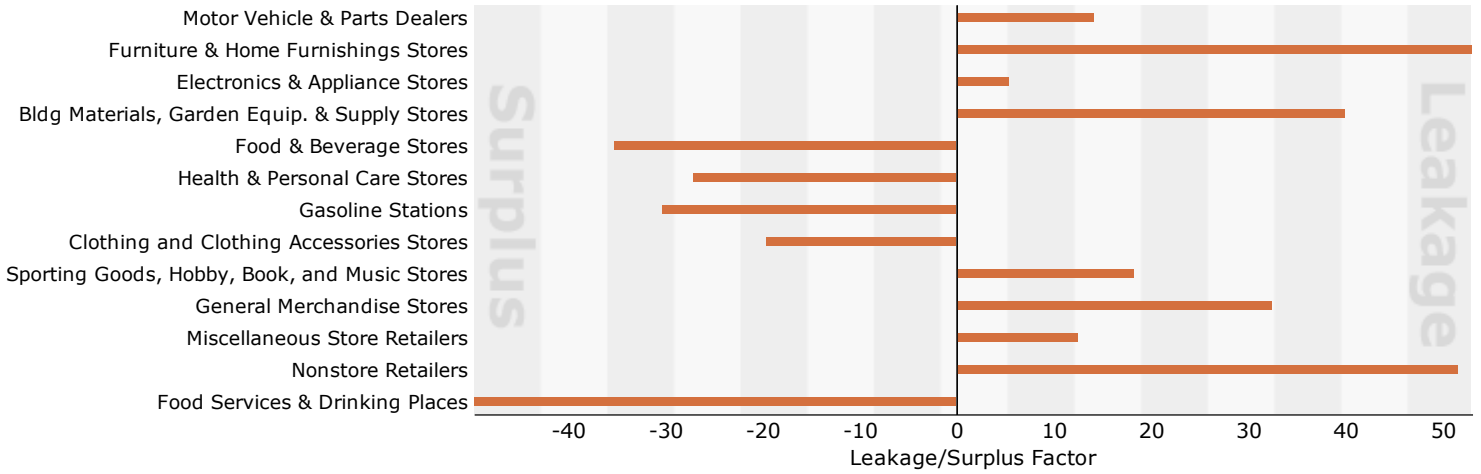
Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$202,308,595	\$152,190,142	\$50,118,453	14.1	110
Automobile Dealers	4411	\$178,289,166	\$121,041,301	\$57,247,865	19.1	59
Other Motor Vehicle Dealers	4412	\$10,184,829	\$2,109,385	\$8,075,444	65.7	8
Auto Parts, Accessories & Tire Stores	4413	\$13,834,601	\$29,039,455	-\$15,204,854	-35.5	43
Furniture & Home Furnishings Stores	442	\$20,472,785	\$6,285,160	\$14,187,625	53.0	23
Furniture Stores	4421	\$12,820,796	\$4,067,351	\$8,753,445	51.8	10
Home Furnishings Stores	4422	\$7,651,990	\$2,217,809	\$5,434,181	55.1	13
Electronics & Appliance Stores	443	\$32,327,590	\$29,074,357	\$3,253,233	5.3	40
Bldg Materials, Garden Equip. & Supply Stores	444	\$30,809,327	\$13,193,188	\$17,616,139	40.0	61
Bldg Material & Supplies Dealers	4441	\$25,134,328	\$11,615,127	\$13,519,201	36.8	58
Lawn & Garden Equip & Supply Stores	4442	\$5,675,000	\$1,578,062	\$4,096,938	56.5	3
Food & Beverage Stores	445	\$155,175,007	\$325,389,696	-\$170,214,689	-35.4	165
Grocery Stores	4451	\$140,212,248	\$283,914,682	-\$143,702,434	-33.9	98
Specialty Food Stores	4452	\$2,904,729	\$3,459,704	-\$554,975	-8.7	28
Beer, Wine & Liquor Stores	4453	\$12,058,031	\$38,015,310	-\$25,957,279	-51.8	40
Health & Personal Care Stores	446,4461	\$93,610,972	\$163,650,592	-\$70,039,620	-27.2	67
Gasoline Stations	447,4471	\$110,642,736	\$206,934,665	-\$96,291,929	-30.3	47
Clothing & Clothing Accessories Stores	448	\$61,523,602	\$91,655,014	-\$30,131,412	-19.7	108
Clothing Stores	4481	\$42,795,794	\$80,189,407	-\$37,393,613	-30.4	86
Shoe Stores	4482	\$10,023,046	\$3,430,326	\$6,592,720	49.0	10
Jewelry, Luggage & Leather Goods Stores	4483	\$8,704,761	\$8,035,281	\$669,480	4.0	12
Sporting Goods, Hobby, Book & Music Stores	451	\$27,973,764	\$19,340,737	\$8,633,027	18.2	59
Sporting Goods/Hobby/Musical Instr Stores	4511	\$21,410,607	\$9,782,695	\$11,627,912	37.3	35
Book, Periodical & Music Stores	4512	\$6,563,157	\$9,558,042	-\$2,994,885	-18.6	24
General Merchandise Stores	452	\$213,453,927	\$109,033,743	\$104,420,184	32.4	51
Department Stores Excluding Leased Depts.	4521	\$61,914,932	\$31,552,610	\$30,362,322	32.5	32
Other General Merchandise Stores	4529	\$151,538,995	\$77,481,133	\$74,057,862	32.3	19
Miscellaneous Store Retailers	453	\$31,657,670	\$24,658,775	\$6,998,895	12.4	190
Florists	4531	\$776,125	\$1,510,845	-\$734,720	-32.1	17
Office Supplies, Stationery & Gift Stores	4532	\$9,339,342	\$2,778,908	\$6,560,434	54.1	40
Used Merchandise Stores	4533	\$3,549,853	\$4,217,717	-\$667,864	-8.6	25
Other Miscellaneous Store Retailers	4539	\$17,992,351	\$16,151,306	\$1,841,045	5.4	108
Nonstore Retailers	454	\$30,040,085	\$9,577,959	\$20,462,126	51.6	37
Electronic Shopping & Mail-Order Houses	4541	\$21,372,389	\$3,413,489	\$17,958,900	72.5	8
Vending Machine Operators	4542	\$1,927,849	\$2,160,588	-\$232,739	-5.7	10
Direct Selling Establishments	4543	\$6,739,847	\$4,003,883	\$2,735,964	25.5	20
Food Services & Drinking Places	722	\$115,651,975	\$344,627,091	-\$228,975,116	-49.7	350
Full-Service Restaurants	7221	\$38,615,240	\$135,285,881	-\$96,670,641	-55.6	105
Limited-Service Eating Places	7222	\$61,679,801	\$137,877,441	-\$76,197,640	-38.2	123
Special Food Services	7223	\$5,475,606	\$50,326,109	-\$44,850,503	-80.4	27
Drinking Places - Alcoholic Beverages	7224	\$9,881,328	\$21,137,660	-\$11,256,332	-36.3	95

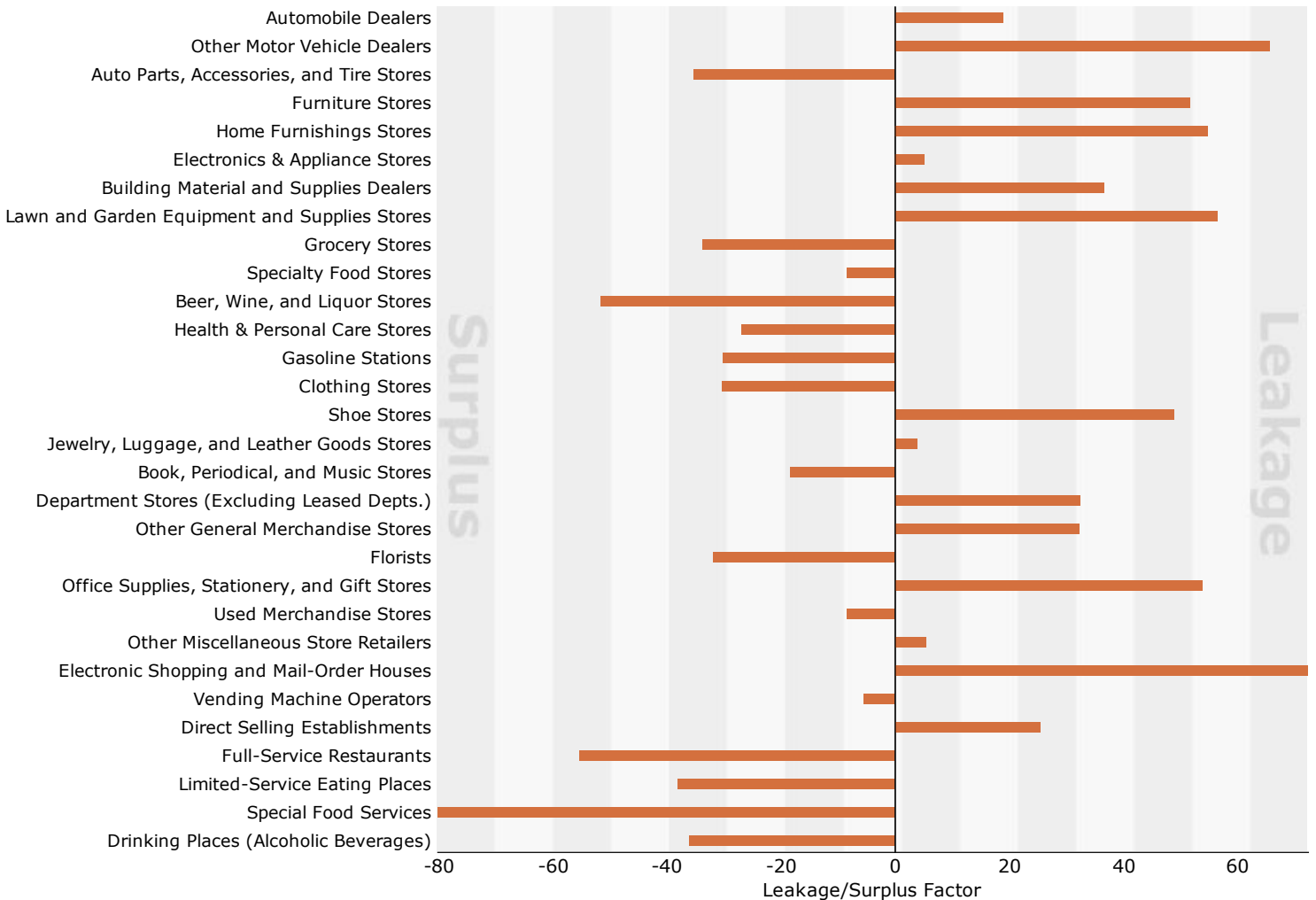
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Dun & Bradstreet. Copyright 2014 Dun & Bradstreet, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Midtown Market Study for Indianapolis LISC

Appendix C

Lifestyle Reports



LifeMode Group: Middle Ground
Emerald City

8B

Households: 1,677,000

Average Household Size: 2.05

Median Age: 36.6

Median Household Income: \$52,000

WHO ARE WE?

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both personally and for business.

OUR NEIGHBORHOOD

- There are mostly older, established neighborhoods with homes built before 1960; around 30% built before 1940.
- Just over half of all homes are renter occupied.
- Single-person and nonfamily types make up over half of all households.
- Median home value and average rent are slightly above the US levels; around half of owned homes are worth \$150,000–\$300,000.

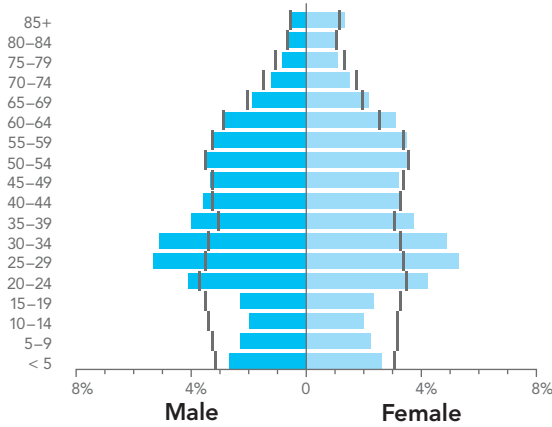
SOCIOECONOMIC TRAITS

- Well educated, these consumers research products carefully before making purchases.
- They buy natural, green, and environmentally friendly products.
- Very conscious of nutrition, they regularly buy and eat organic foods.
- Cell phones and text messaging are a huge part of everyday life.
- They place importance on learning new things to keep life fresh and variable.
- They are interested in the fine arts and especially enjoy listening to music.

AGE BY SEX (Esri data)

Median Age: **36.6** US: 37.6

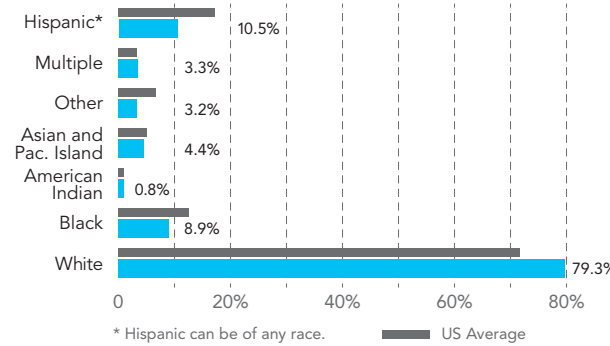
I Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

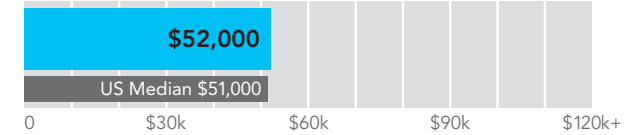
Diversity Index: **48.1** US: 62.1



INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

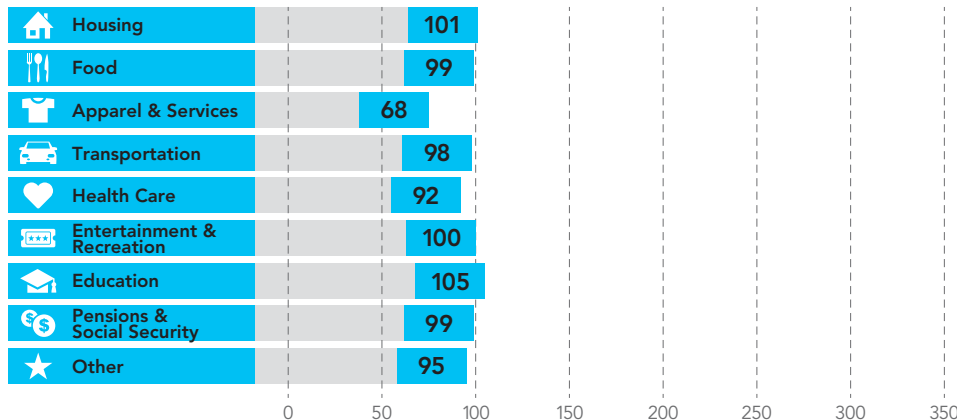


Median Net Worth



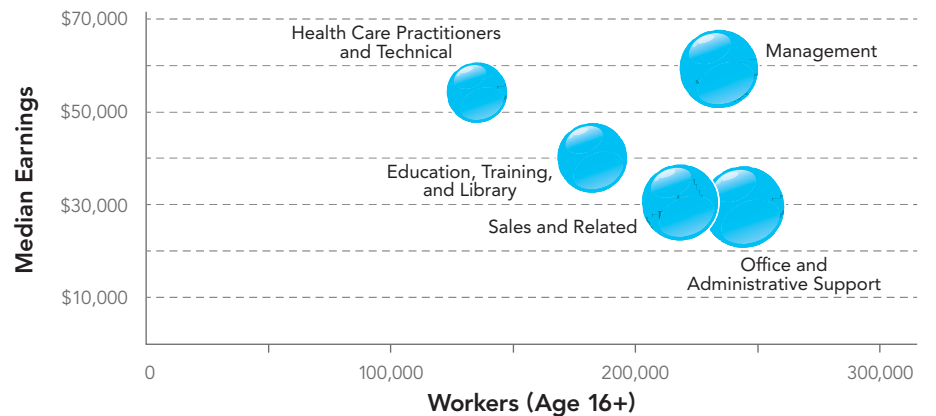
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Liberal segment that contributes to NPR and PBS.
- Shop at Trader Joe’s and Whole Foods.
- Budget time—utilize home cleaning services so there’s time for yoga.
- Use the web for professional networking, blogging, and online dating.
- Read magazines and books on a tablet, sometimes while exercising at home.
- Go to art galleries and make art at home.

HOUSING

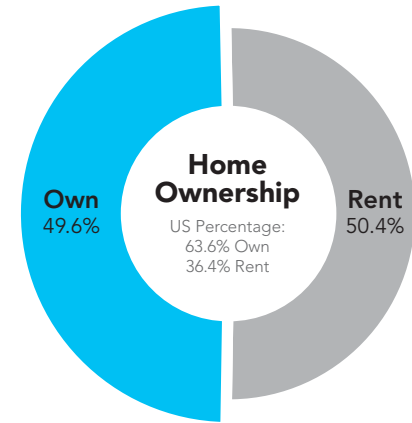
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau’s American Community Survey.



Typical Housing:
 Single Family;
 Multiunits

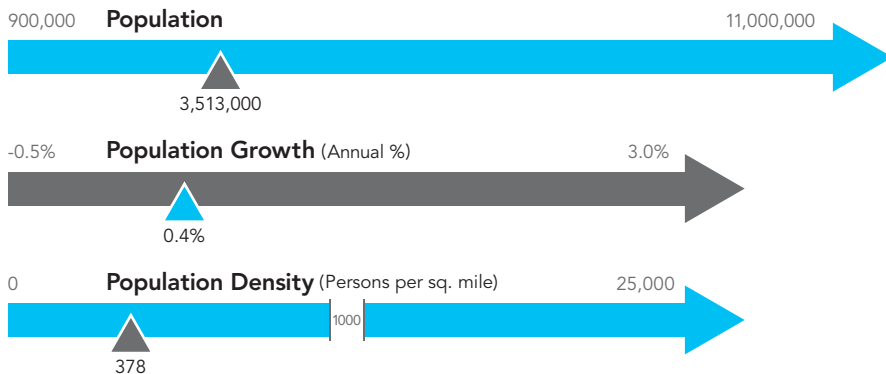
Average Rent:
 \$1,030

US Average: \$990



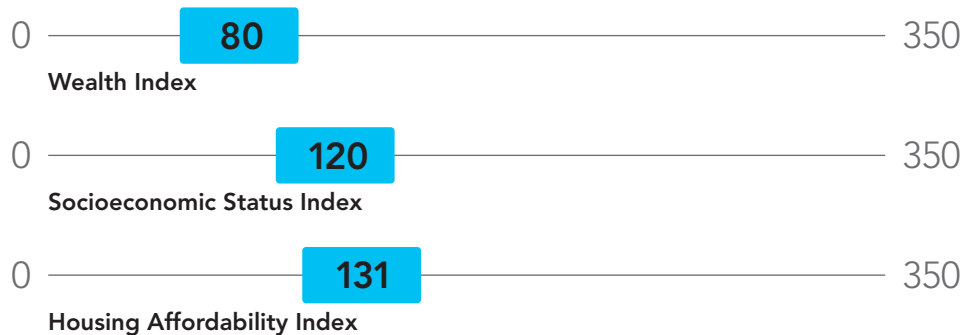
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

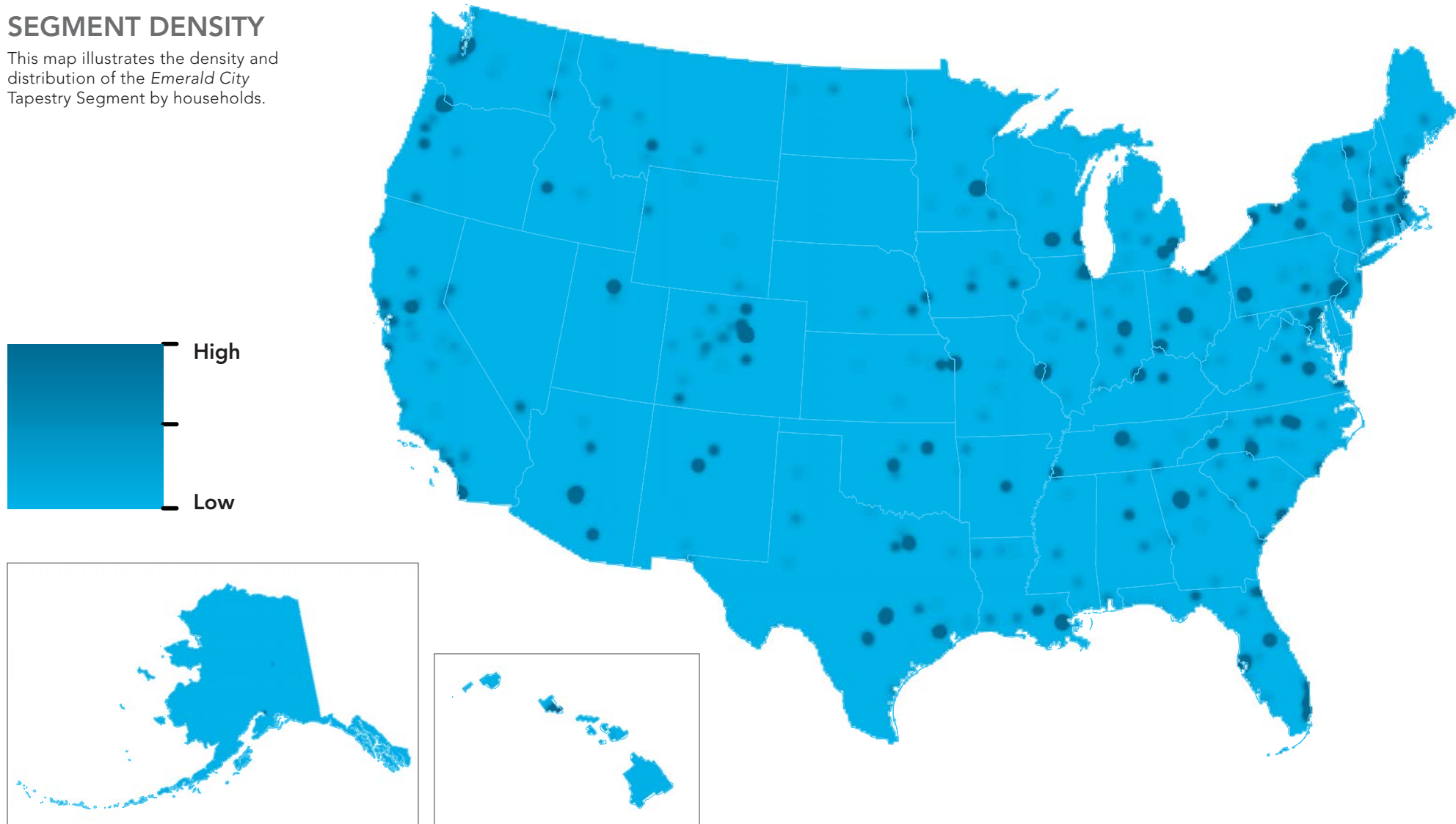
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

This map illustrates the density and distribution of the *Emerald City* Tapestry Segment by households.



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LifeMode Group: Midtown Singles Set to Impress

11D

Households: 1,657,000

Average Household Size: 2.10

Median Age: 33.1

Median Household Income: \$29,000

WHO ARE WE?

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and over half of the homes are nonfamily households. Although many residents live alone, they preserve close connections with their family. Income levels are low; many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. *Set to Impress* residents are tapped into popular music and the local music scene.

OUR NEIGHBORHOOD

- Apartment complexes represented by multiple multiunit structures are often nestled in neighborhoods with either single-family homes or other businesses.
- Renters make up nearly three quarters of all households.
- They're found mostly in urban areas, but also in suburbs.
- Single-person households make up over 40% of all households.
- It is easy enough to walk or bike to work for many residents.

SOCIOECONOMIC TRAITS

- Residents are better educated and mobile.
- Unemployment is higher, although many are still enrolled in college (Index 146).
- They always have an eye out for a sale and will stock up when the price is right.
- They prefer name brands, but will buy generic when it is a better deal.
- Quick meals on the run are a reality of life.
- They're image-conscious consumers that dress to impress and often make impulse buys.
- They maintain close relationships with family.



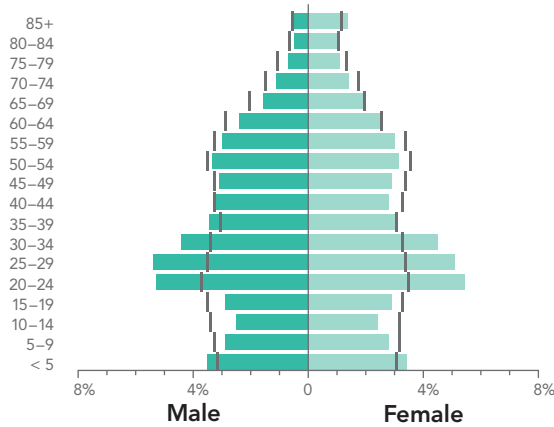
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: **33.1** US: 37.6

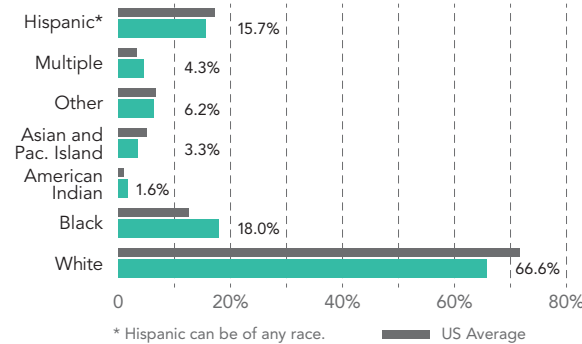
I Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

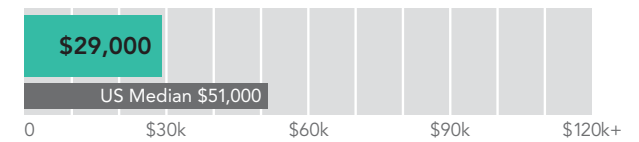
Diversity Index: **64.9** US: 62.1



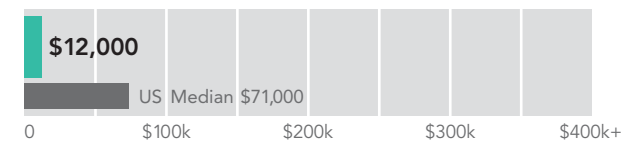
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

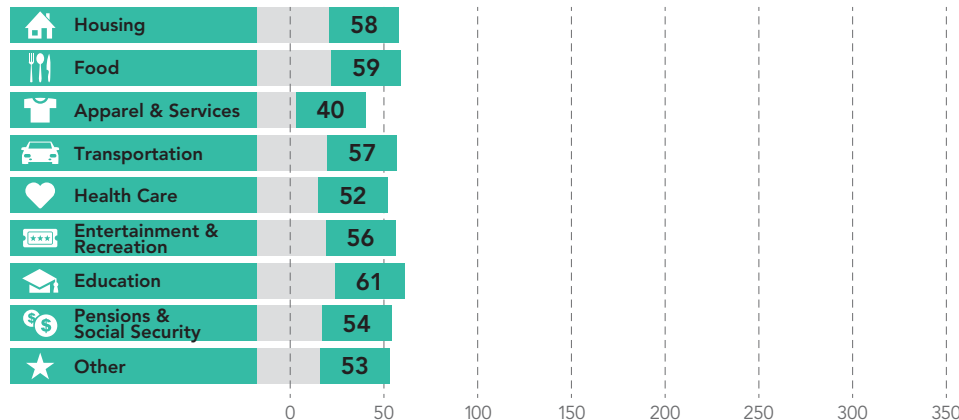


Median Net Worth



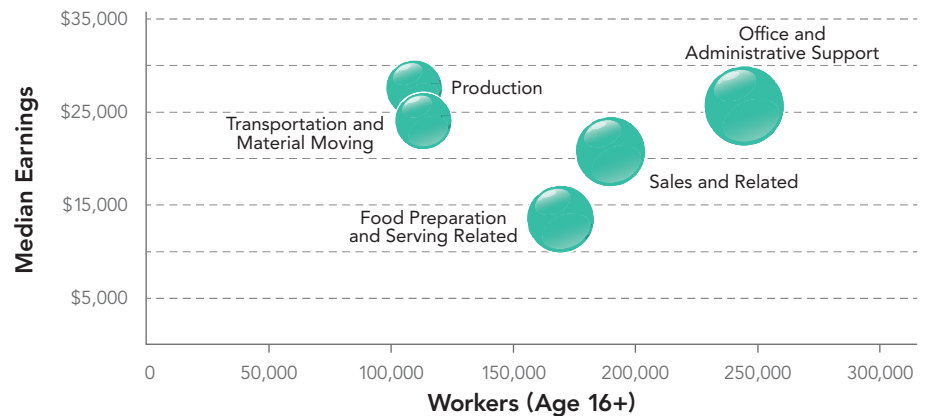
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- They listen to a variety of the latest music and download music online.
- Majority have cell phones only, no landlines.
- They use the Internet for social media and managing finances.
- They own used, imported vehicles.
- They shop at Walgreens.
- They enjoy leisure activities including going to rock concerts, night clubs, and the zoo.

HOUSING

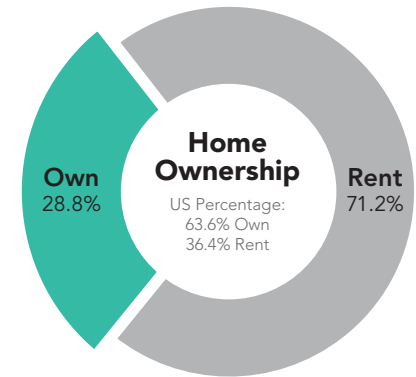
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Multiunit Rentals;
Single Family

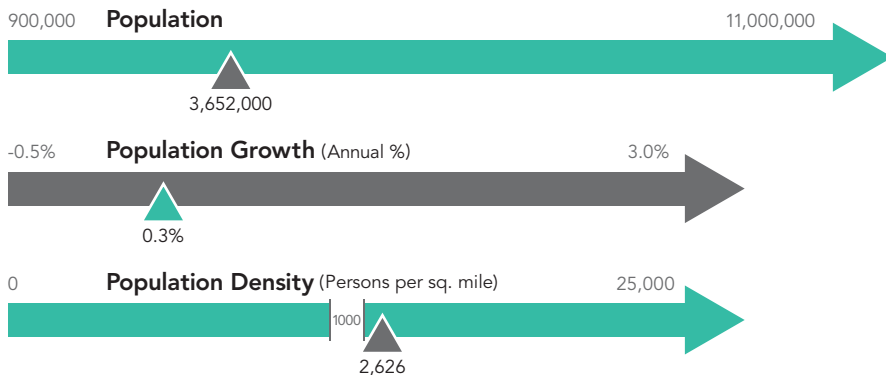
Average Rent:
\$750

US Average: \$990



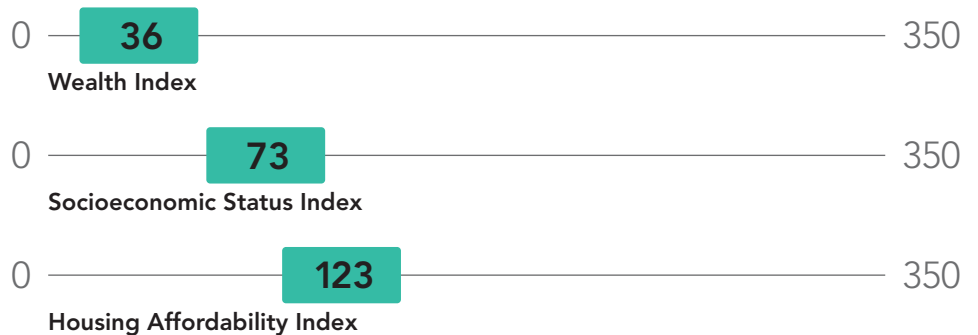
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Midtown Singles

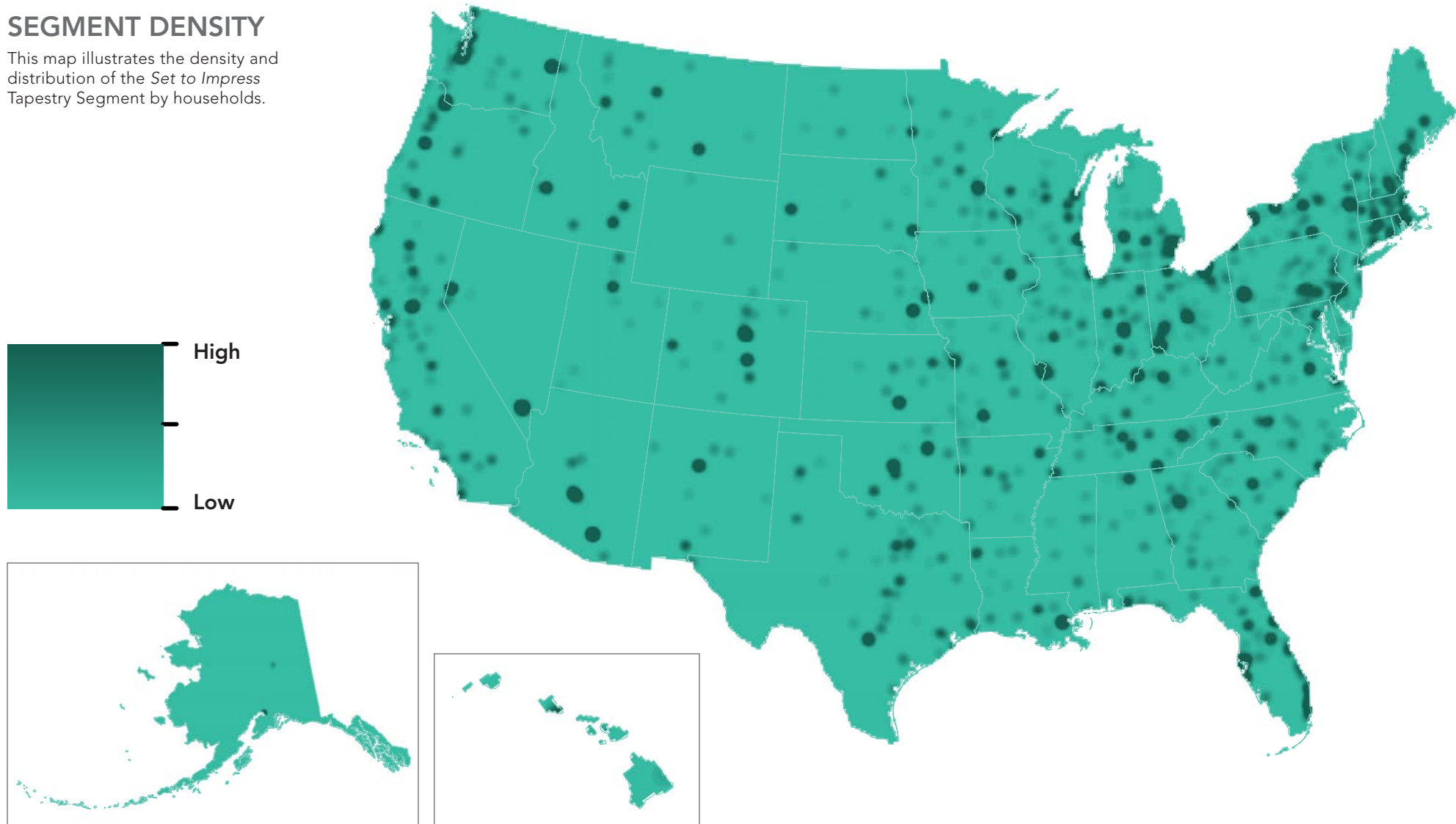
Set to Impress



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Set to Impress* Tapestry Segment by households.



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1-800-447-9778
info@esri.com
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LifeMode Group: Senior Styles

Social Security Set

9F

Households: 962,000

Average Household Size: 1.72

Median Age: 44.2

Median Household Income: \$16,000

WHO ARE WE?

Social Security Set is an older market located in metropolitan cities across the country. Over one-third of householders here are aged 65 or older and dependent on low, fixed incomes, primarily Social Security. In the aftermath of the Great Recession, early retirement is now a dream for many approaching the retirement age; wages and salary income in this market are still earned. Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic. But they enjoy the hustle and bustle of life in the heart of the city, with the added benefit of access to hospitals, community centers, and public transportation.

OUR NEIGHBORHOOD

- Most residents live alone in this older market; 19% of householders are aged 75 and older; another 17% are 65 to 74 years old.
- Multiunit rental properties with affordable rents are predominant (Index 62).
- Located in higher-density, high-traffic areas of metropolitan cities with good access to public transportation, vehicle ownership is low.

SOCIOECONOMIC TRAITS

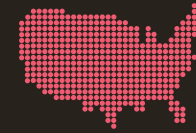
- These aging consumers rely mostly on Social Security income but also depend on Supplemental Security Income and public assistance.
- Wages and salary income are still earned by almost half of all households.
- With fixed incomes, consumers remain price sensitive.
- A trusted source of information, TV is an important part of their lives.
- An aging population that is often limited by medical conditions, they are willing to try advanced medication but rely on their physicians for recommendations.
- Rather than eat out, *Social Security Set* residents prefer to have their meals at home, whether they order takeout or warm up a frozen dinner. To save money, many frequently cook their own meals.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



Social Security Set



AGE BY SEX (Esri data)

Median Age: **44.2** US: 37.6

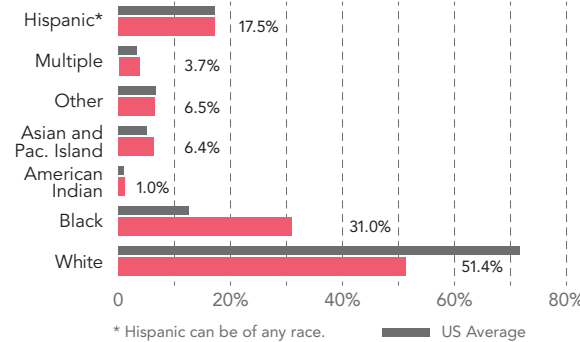
I Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

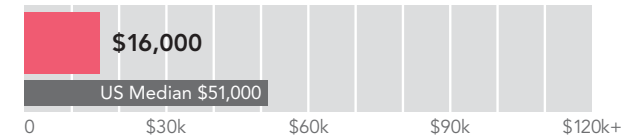
Diversity Index: **74.2** US: 62.1



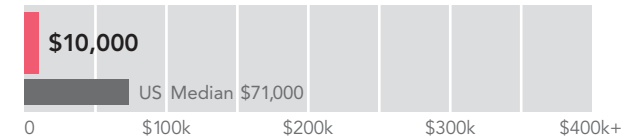
INCOME AND NET WORTH

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Median Household Income

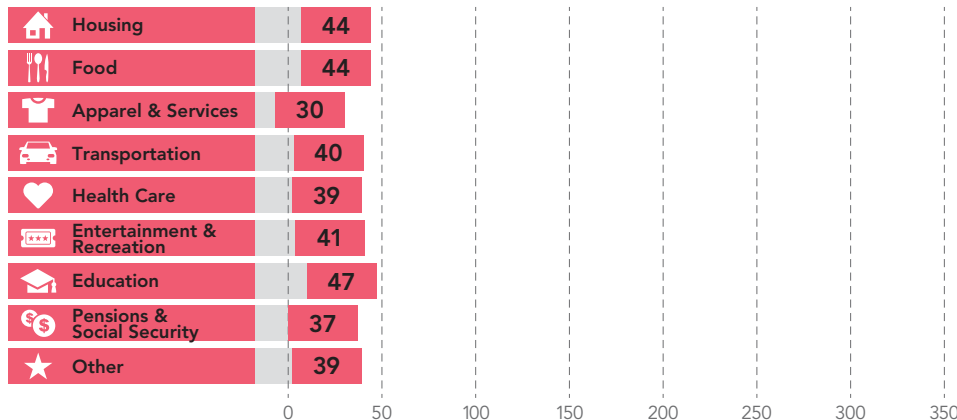


Median Net Worth



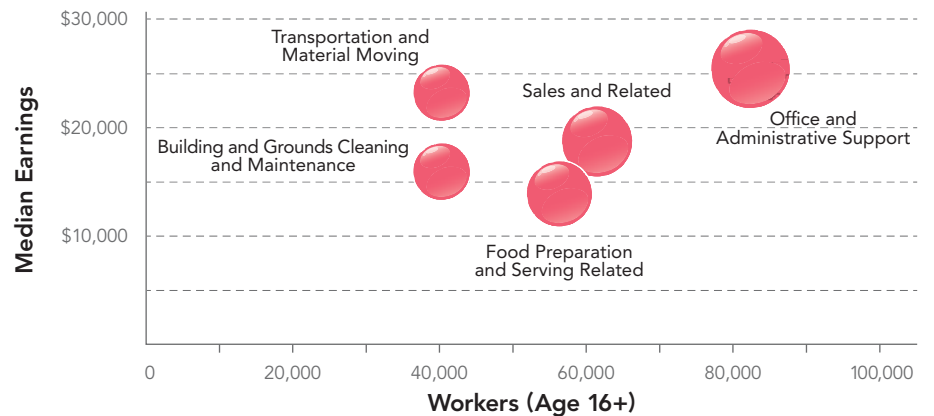
AVERAGE HOUSEHOLD BUDGET INDEX

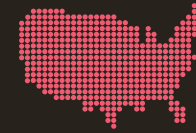
The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- With limited resources, spending on entertainment is restricted. To pass the time, residents have basic cable television. Daytime news, documentaries, and game shows are popular. Activities outside the house are also limited, but bingo at the local community center is a favorite. When the TV is off, the radio is on; residents aren't picky about the radio station, but do enjoy the companionship.
- Risk-averse consumers in *Social Security Set* prefer to pay their bills in person, usually with cash. Some residents don't have a checking account, although one in three maintain a savings account for their small savings.
- Technology is a bear for these consumers. They steer away from cell phones, computers, and digital cameras.
- Many residents are dependent on Medicare and Medicaid for health care expenses.
- They don't eat out often, but KFC and McDonald's are their restaurants of choice.

HOUSING

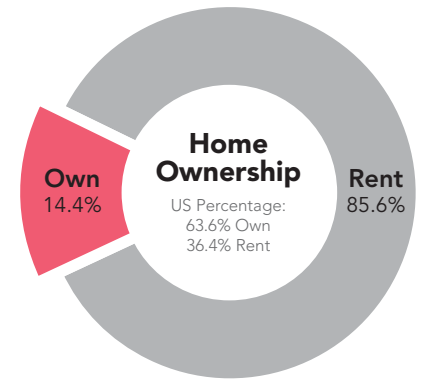
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Typical Housing:
Multiunit Rentals

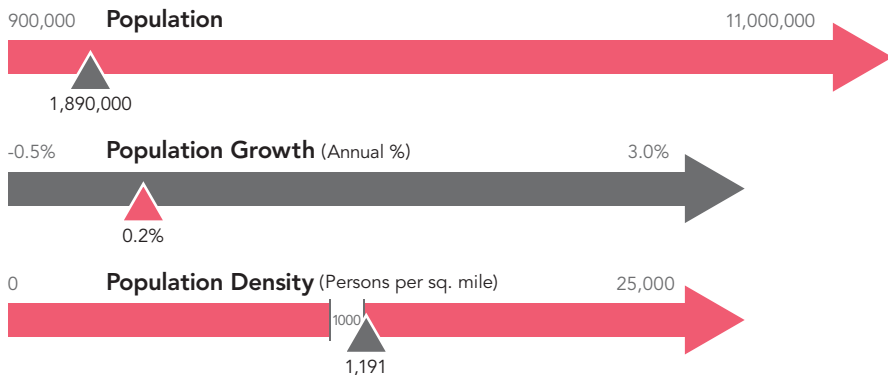
Average Rent:
\$620

US Average: \$990



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

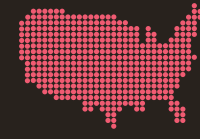
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Senior Styles

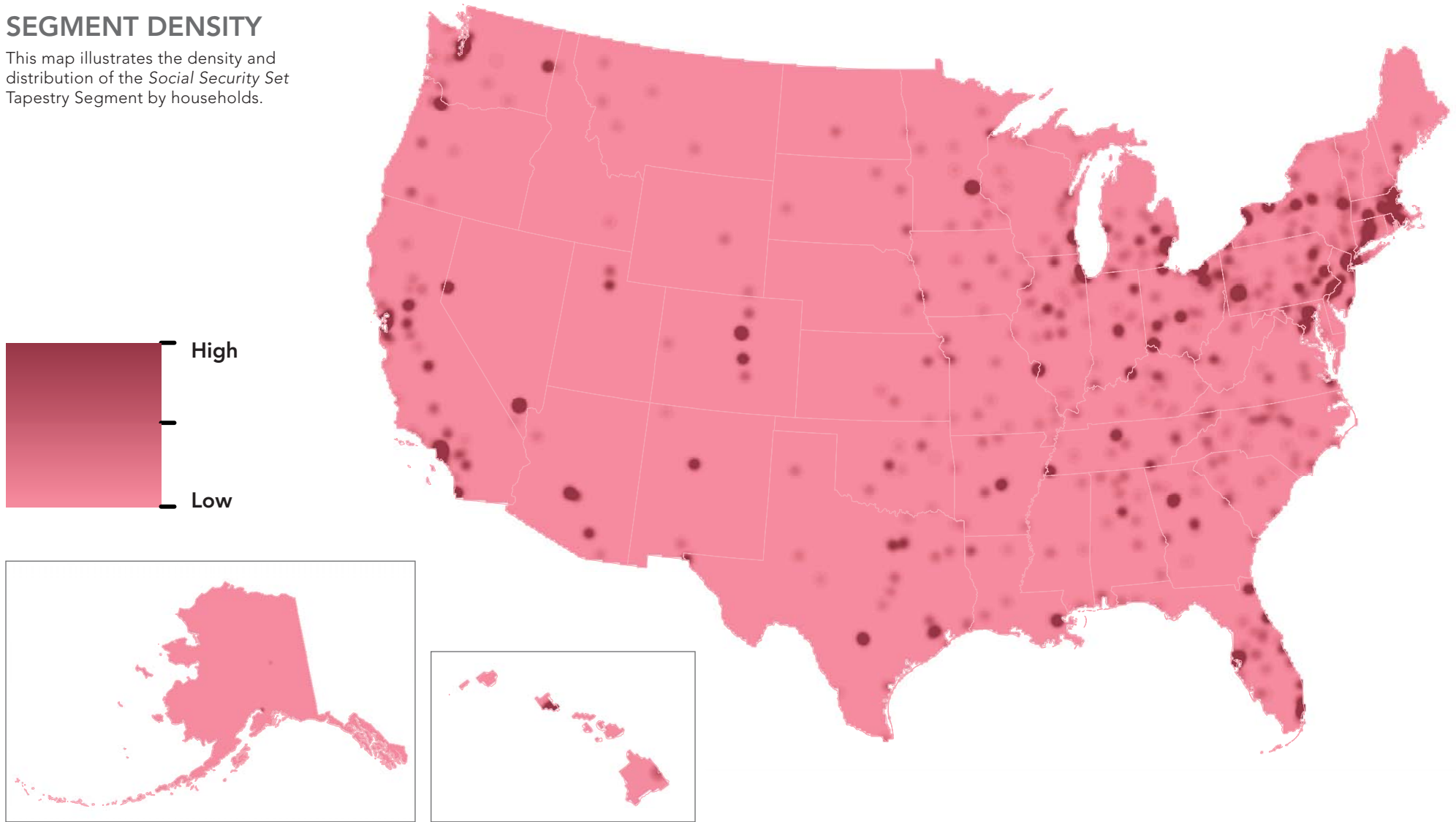
Social Security Set



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Social Security Set* Tapestry Segment by households.



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