

Summary	2000	2010	2015
Population	74,057	77,231	77,361
Households	27,283	29,569	29,828
Families	19,997	21,162	21,185
Average Household Size	2.66	2.56	2.55
Owner Occupied Housing Units	21,548	23,260	23,460
Renter Occupied Housing Units	5,735	6,309	6,368
Median Age	35.1	37.2	37.9
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.03%	0.47%	0.76%
Households	0.18%	0.54%	0.78%
Families	0.02%	0.39%	0.64%
Owner HHs	0.17%	0.58%	0.82%
Median Household Income	2.16%	2.51%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	2,877	10.5%	2,191	7.4%	1,837	6.2%
\$15,000 - \$24,999	3,488	12.8%	2,788	9.4%	2,274	7.6%
\$25,000 - \$34,999	3,848	14.1%	3,020	10.2%	2,510	8.4%
\$35,000 - \$49,999	5,711	20.9%	5,714	19.3%	4,248	14.2%
\$50,000 - \$74,999	6,524	23.9%	8,369	28.3%	9,368	31.4%
\$75,000 - \$99,999	2,565	9.4%	3,951	13.4%	4,358	14.6%
\$100,000 - \$149,999	1,582	5.8%	2,645	8.9%	3,939	13.2%
\$150,000 - \$199,999	322	1.2%	438	1.5%	674	2.3%
\$200,000+	393	1.4%	453	1.5%	620	2.1%
Median Household Income	\$43,980		\$53,019		\$59,000	
Average Household Income	\$52,778		\$61,460		\$69,044	
Per Capita Income	\$19,806		\$23,778		\$26,901	

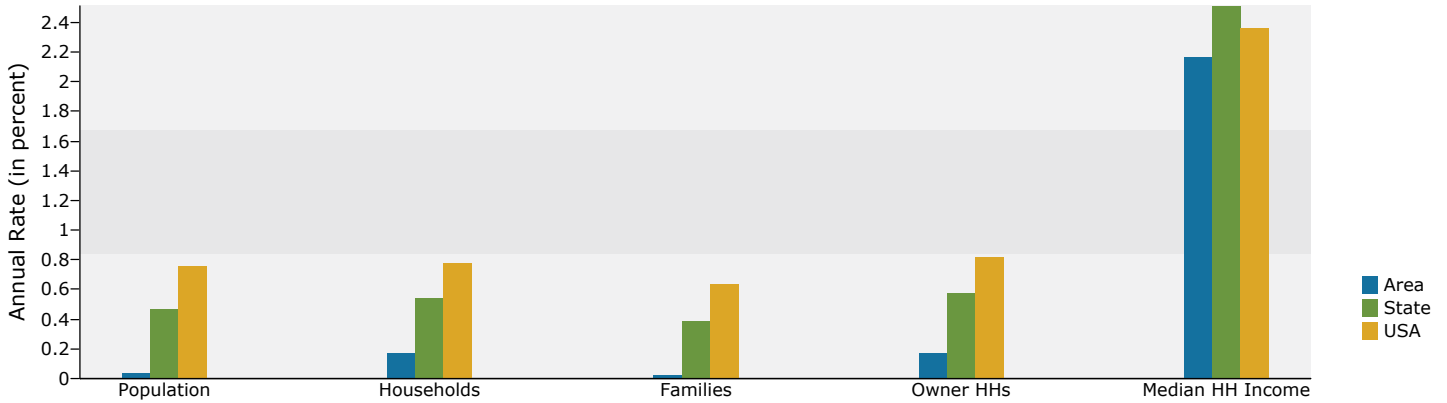
Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,519	7.5%	5,701	7.4%	5,549	7.2%
5 - 9	5,698	7.7%	5,644	7.3%	5,581	7.2%
10 - 14	5,821	7.9%	5,661	7.3%	5,806	7.5%
15 - 19	5,492	7.4%	5,274	6.8%	5,302	6.9%
20 - 24	4,491	6.1%	4,274	5.5%	4,336	5.6%
25 - 34	9,914	13.4%	9,736	12.6%	9,045	11.7%
35 - 44	11,541	15.6%	10,496	13.6%	10,441	13.5%
45 - 54	9,914	13.4%	11,200	14.5%	10,093	13.0%
55 - 64	6,790	9.2%	9,323	12.1%	10,136	13.1%
65 - 74	4,626	6.2%	5,417	7.0%	6,452	8.3%
75 - 84	3,125	4.2%	3,059	4.0%	3,190	4.1%
85+	1,126	1.5%	1,446	1.9%	1,430	1.8%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	70,041	94.6%	70,832	91.7%	69,882	90.3%
Black Alone	445	0.6%	614	0.8%	694	0.9%
American Indian Alone	187	0.3%	252	0.3%	272	0.4%
Asian Alone	410	0.6%	620	0.8%	740	1.0%
Pacific Islander Alone	10	0.0%	12	0.0%	13	0.0%
Some Other Race Alone	2,176	2.9%	3,703	4.8%	4,356	5.6%
Two or More Races	788	1.1%	1,198	1.6%	1,404	1.8%
Hispanic Origin (Any Race)	3,722	5.0%	6,300	8.2%	7,551	9.8%

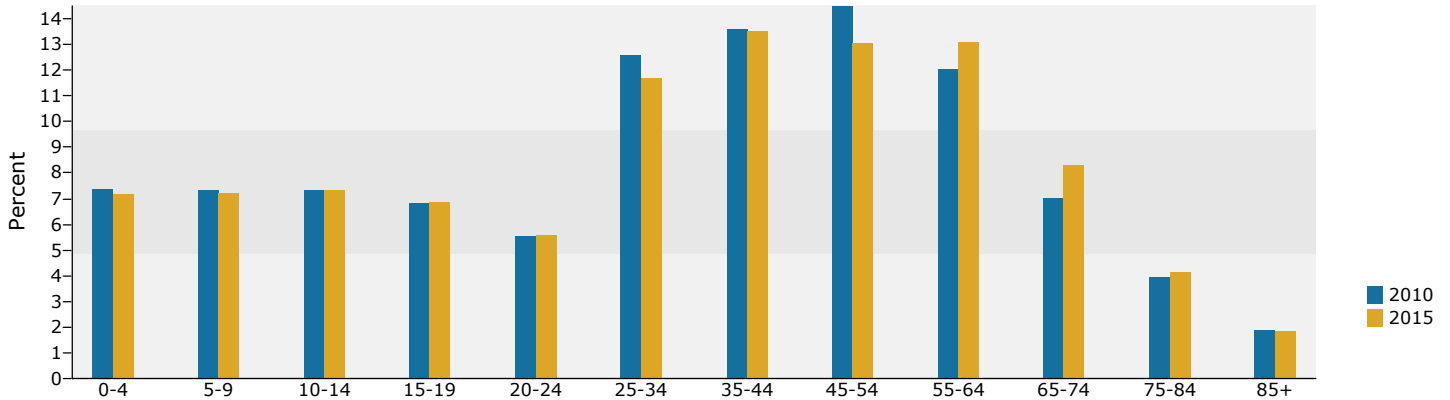
**Data Note:** Income is expressed in current dollars

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

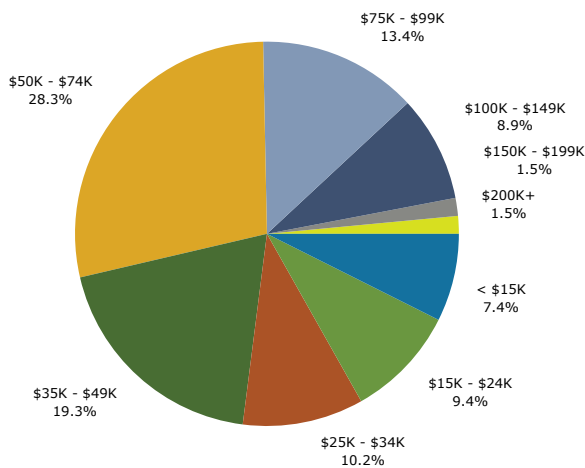
## Trends 2010-2015



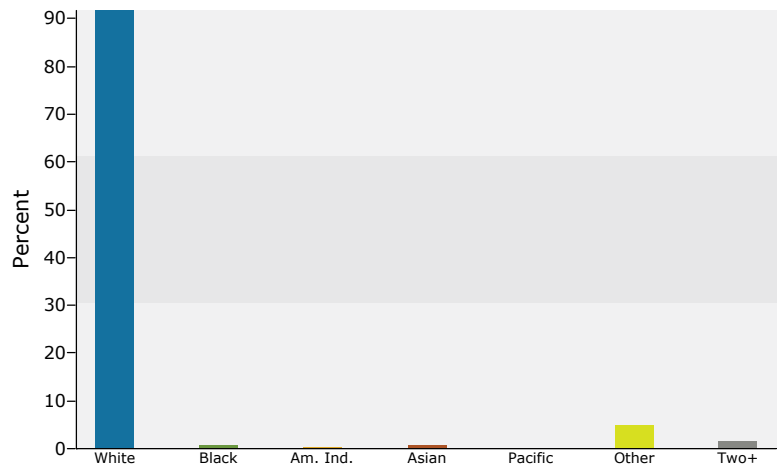
## Population by Age



## 2010 Household Income



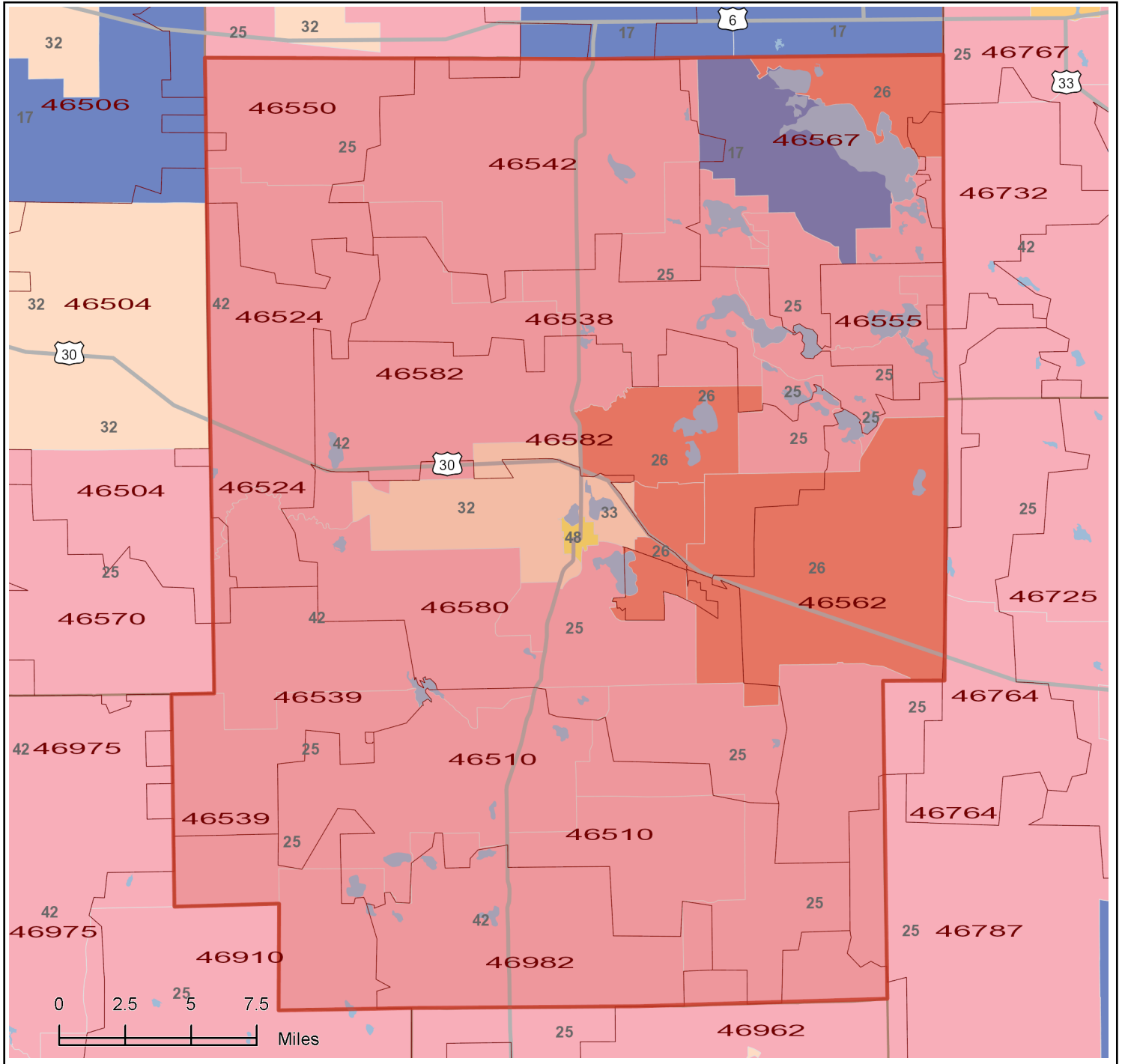
## 2010 Population by Race



2010 Percent Hispanic Origin: 8.2%

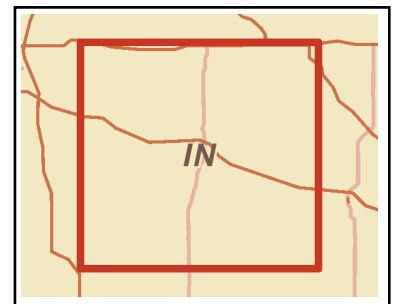
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Kosciusko County, IN\_1



Tapestry LifeMode

- L1 High Society: Affluent, well-educated, married-couple homeowners
- L2 Upscale Avenues: Prosperous, married-couple homeowners in different housing
- L3 Metropolis: City dwellers in older homes reflecting the diversity of urban culture
- L4 Solo Acts: Urban young singles on the move
- L5 Senior Styles: Senior lifestyles by income, age, and housing type
- L6 Scholars and Patriots: College, military environments
- L7 High Hopes: Young households striving for the "American Dream"
- L8 Global Roots: Ethnic and culturally diverse families
- L9 Family Portrait: Youth, family life, and children
- L10 Traditional Living: Middle-aged, middle income—Middle America
- L11 Factories and Farms: Hardworking families in small communities, settled near jobs
- L12 American Quilt: Households in small towns and rural areas



Source: Esri

### Tapestry Segmentation

Tapestry Segmentation represents the fourth generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. A longer description of each segment is available at:

<http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

- |  |                                       |
|--|---------------------------------------|
| Segment 01: Top Rung                   | Segment 34: Family Foundations        |
| Segment 02: Suburban Splendor          | Segment 35: International Marketplace |
| Segment 03: Connoisseurs               | Segment 36: Old and Newcomers         |
| Segment 04: Boomburbs                  | Segment 37: Prairie Living            |
| Segment 05: Wealthy Seaboard Suburbs   | Segment 38: Industrious Urban Fringe  |
| Segment 06: Sophisticated Squires      | Segment 39: Young and Restless        |
| Segment 07: Exurbanites                | Segment 40: Military Proximity        |
| Segment 08: Laptops and Lattes         | Segment 41: Crossroads                |
| Segment 09: Urban Chic                 | Segment 42: Southern Satellites       |
| Segment 10: Pleasant-Ville             | Segment 43: The Elders                |
| Segment 11: Pacific Heights            | Segment 44: Urban Melting Pot         |
| Segment 12: Up and Coming Families     | Segment 45: City Strivers             |
| Segment 13: In Style                   | Segment 46: Rooted Rural              |
| Segment 14: Prosperous Empty Nesters   | Segment 47: Las Casas                 |
| Segment 15: Silver and Gold            | Segment 48: Great Expectations        |
| Segment 16: Enterprising Professionals | Segment 49: Senior Sun Seekers        |
| Segment 17: Green Acres                | Segment 50: Heartland Communities     |
| Segment 18: Cozy and Comfortable       | Segment 51: Metro City Edge           |
| Segment 19: Milk and Cookies           | Segment 52: Inner City Tenants        |
| Segment 20: City Lights                | Segment 53: Home Town                 |
| Segment 21: Urban Villages             | Segment 54: Urban Rows                |
| Segment 22: Metropolitans              | Segment 55: College Towns             |
| Segment 23: Trendsetters               | Segment 56: Rural Bypasses            |
| Segment 24: Main Street, USA           | Segment 57: Simple Living             |
| Segment 25: Salt of the Earth          | Segment 58: NeWest Residents          |
| Segment 26: Midland Crowd              | Segment 59: Southwestern Families     |
| Segment 27: Metro Renters              | Segment 60: City Dimensions           |
| Segment 28: Aspiring Young Families    | Segment 61: High Rise Renters         |
| Segment 29: Rustbelt Retirees          | Segment 62: Modest Income Homes       |
| Segment 30: Retirement Communities     | Segment 63: Dorms to Diplomas         |
| Segment 31: Rural Resort Dwellers      | Segment 64: City Commons              |
| Segment 32: Rustbelt Traditions        | Segment 65: Social Security Set       |
| Segment 33: Midlife Junction           | Segment 66: Unclassified              |

Kosciusko County, IN\_1  
 Kosciusko County, IN (18085)  
 Geography: County

Top Tapestry Segments:		Demographic Summary		2010	2015
Salt of the Earth	26.8%	Population		77,231	77,361
Southern Satellites	15.0%	Households		29,569	29,828
Midland Crowd	13.5%	Families		21,162	21,185
Rustbelt Traditions	7.9%	Median Age		37.2	37.9
Green Acres	7.5%	Median Household Income		\$53,019	\$59,000

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	60	\$1,444.05	\$42,699,169
Men's	57	\$260.15	\$7,692,480
Women's	53	\$443.57	\$13,116,019
Children's	68	\$271.89	\$8,039,641
Footwear	43	\$180.72	\$5,343,745
Watches & Jewelry	85	\$165.92	\$4,906,028
Apparel Products and Services <sup>1</sup>	130	\$121.79	\$3,601,258
<b>Computer</b>			
Computers and Hardware for Home Use	87	\$166.20	\$4,914,366
Software and Accessories for Home Use	85	\$24.16	\$714,474
<b>Entertainment &amp; Recreation</b>	92	\$2,962.61	\$87,601,307
<b>Fees and Admissions</b>	81	\$499.17	\$14,759,990
Membership Fees for Clubs <sup>2</sup>	80	\$131.50	\$3,888,224
Fees for Participant Sports, excl. Trips	84	\$89.39	\$2,643,044
Admission to Movie/Theatre/Opera/Ballet	80	\$121.58	\$3,595,025
Admission to Sporting Events, excl. Trips	88	\$52.15	\$1,542,130
Fees for Recreational Lessons	76	\$104.05	\$3,076,675
Dating Services	65	\$0.50	\$14,892
<b>TV/Video/Audio</b>	90	\$1,122.89	\$33,202,796
Community Antenna or Cable TV	94	\$680.90	\$20,133,564
Televisions	86	\$166.02	\$4,908,914
VCRs, Video Cameras, and DVD Players	87	\$17.73	\$524,151
Video Cassettes and DVDs	89	\$46.79	\$1,383,674
Video and Computer Game Hardware and Software	89	\$49.46	\$1,462,538
Satellite Dishes	95	\$1.20	\$35,496
Rental of Video Cassettes and DVDs	89	\$36.82	\$1,088,695
Streaming/Downloaded Video	76	\$1.06	\$31,290
Audio <sup>3</sup>	80	\$116.95	\$3,457,989
Rental and Repair of TV/Radio/Audio	79	\$5.97	\$176,485
Pets	118	\$507.05	\$14,993,015
Toys and Games <sup>4</sup>	94	\$136.13	\$4,025,263
Recreational Vehicles and Fees <sup>5</sup>	96	\$310.23	\$9,173,281
Sports/Recreation/Exercise Equipment <sup>6</sup>	74	\$134.86	\$3,987,619
Photo Equipment and Supplies <sup>7</sup>	89	\$92.38	\$2,731,714
Reading <sup>8</sup>	89	\$138.23	\$4,087,457
Catered Affairs <sup>9</sup>	88	\$21.65	\$640,169
<b>Food</b>	90	\$6,908.03	\$204,263,425
<b>Food at Home</b>	91	\$4,049.51	\$119,739,887
Bakery and Cereal Products	92	\$549.13	\$16,237,292
Meat, Poultry, Fish, and Eggs	90	\$928.93	\$27,467,463
Dairy Products	92	\$459.21	\$13,578,317
Fruit and Vegetables	87	\$682.66	\$20,185,627
Snacks and Other Food at Home <sup>10</sup>	92	\$1,429.58	\$42,271,189
<b>Food Away from Home</b>	89	\$2,858.52	\$84,523,539
Alcoholic Beverages	85	\$483.40	\$14,293,641
Nonalcoholic Beverages at Home	91	\$399.70	\$11,818,608

Kosciusko County, IN\_1  
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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	91	\$1,580.24	\$46,726,161
Vehicle Loans	99	\$4,862.53	\$143,780,203
<b>Health</b>			
Nonprescription Drugs	99	\$101.73	\$3,008,041
Prescription Drugs	104	\$519.26	\$15,353,852
Eyeglasses and Contact Lenses	93	\$71.79	\$2,122,724
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	87	\$8,174.79	\$241,720,242
Maintenance and Remodeling Services	86	\$1,714.10	\$50,684,326
Maintenance and Remodeling Materials <sup>12</sup>	99	\$369.72	\$10,932,185
Utilities, Fuel, and Public Services	95	\$4,316.83	\$127,644,428
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	88	\$116.52	\$3,445,397
Furniture	85	\$511.92	\$15,136,820
Floor Coverings	89	\$67.06	\$1,982,833
Major Appliances <sup>14</sup>	96	\$292.20	\$8,640,206
Housewares <sup>15</sup>	77	\$66.27	\$1,959,488
Small Appliances	93	\$30.52	\$902,330
Luggage	85	\$7.86	\$232,333
Telephones and Accessories	60	\$25.35	\$749,504
<b>Household Operations</b>			
Child Care	84	\$387.60	\$11,460,933
Lawn and Garden <sup>16</sup>	94	\$394.84	\$11,674,984
Moving/Storage/Freight Express	75	\$45.55	\$1,346,861
Housekeeping Supplies <sup>17</sup>	94	\$657.14	\$19,430,877
<b>Insurance</b>			
Owners and Renters Insurance	100	\$464.47	\$13,733,950
Vehicle Insurance	92	\$1,066.45	\$31,533,748
Life/Other Insurance	99	\$413.24	\$12,219,192
Health Insurance	99	\$1,909.38	\$56,458,529
Personal Care Products <sup>18</sup>	90	\$357.39	\$10,567,743
School Books and Supplies <sup>19</sup>	91	\$97.50	\$2,882,913
Smoking Products	102	\$436.47	\$12,905,850
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	94	\$4,118.66	\$121,784,654
Gasoline and Motor Oil	98	\$2,808.17	\$83,034,801
Vehicle Maintenance and Repairs	91	\$855.92	\$25,308,753
<b>Travel</b>			
Airline Fares	76	\$347.74	\$10,282,221
Lodging on Trips	84	\$367.39	\$10,863,326
Auto/Truck/Van Rental on Trips	74	\$27.44	\$811,360
Food and Drink on Trips	86	\$374.55	\$11,074,932

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

**Kosciusko County, IN\_1**  
**Kosciusko County, IN (18085)**  
**Geography: County**

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- <sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- <sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- <sup>3</sup>**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- <sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- <sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- <sup>6</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- <sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- <sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- <sup>9</sup>**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- <sup>10</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- <sup>11</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- <sup>12</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- <sup>13</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- <sup>14</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- <sup>15</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- <sup>16</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- <sup>17</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- <sup>18</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- <sup>19</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- <sup>20</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

**Kosciusko County, IN\_1**  
**Kosciusko County, IN (18085)**  
**Geography: County**

Demographic Summary	2010	2015
Population	77,231	77,361
Total Number of Adults	56,939	57,145
Households	29,569	29,828
Median Household Income	\$53,019	\$59,000

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	28,981	50.9%	101
Bought any women's apparel in last 12 months	26,280	46.2%	101
Bought apparel for child <13 in last 6 months	16,157	28.4%	100
Bought any shoes in last 12 months	29,486	51.8%	99
Bought costume jewelry in last 12 months	11,133	19.6%	94
Bought any fine jewelry in last 12 months	11,807	20.7%	90
Bought a watch in last 12 months	12,276	21.6%	104
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	26,867	90.9%	104
HH bought new vehicle in last 12 months	2,293	7.8%	94
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	51,989	91.3%	105
Bought/changed motor oil in last 12 months	35,256	61.9%	120
Had tune-up in last 12 months	17,128	30.1%	96
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	31,811	55.9%	89
Drank regular cola in last 6 months	30,984	54.4%	104
Drank beer/ale in last 6 months	21,370	37.5%	89
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	8,770	15.4%	104
Bought film in last 12 months	14,252	25.0%	106
Bought digital camera in last 12 months	3,658	6.4%	91
Bought memory card for camera in last 12 months	3,855	6.8%	89
<b>Cell Phones/PDAs &amp; Service</b>			
Bought cell/mobile phone/PDA in last 12 months	16,669	29.3%	99
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	15,150	26.6%	103
Avg monthly cell/mobile phone/PDA bill: \$50-99	16,850	29.6%	93
Avg monthly cell/mobile phone/PDA bill: \$100+	8,245	14.5%	94
<b>Computers (Households)</b>			
HH owns a personal computer	19,672	66.5%	92
HH spent <\$500 on home PC	2,802	9.5%	105
HH spent \$500-\$999 on home PC	5,604	19.0%	103
HH spent \$1000-\$1499 on home PC	3,852	13.0%	88
HH spent \$1500-\$1999 on home PC	2,085	7.1%	85
Spent \$2000+ on home PC	1,681	5.7%	73

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

Kosciusko County, IN\_1  
 Kosciusko County, IN (18085)  
 Geography: County

Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	35,169	61.8%	103
Bought cigarettes at convenience store in last 30 days	10,406	18.3%	124
Bought gas at convenience store in last 30 days	23,926	42.0%	127
Spent at convenience store in last 30 days: <\$20	4,654	8.2%	84
Spent at convenience store in last 30 days: \$20-39	5,512	9.7%	97
Spent at convenience store in last 30 days: \$40+	23,360	41.0%	117
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	29,448	51.7%	88
Went to live theater in last 6 months	5,137	9.0%	72
Went to a bar/night club in last 12 months	9,059	15.9%	87
Dined out in last 12 months	27,122	47.6%	97
Gambled at a casino in last 12 months	7,657	13.4%	84
Visited a theme park in last 12 months	10,477	18.4%	83
DVDs rented in last 30 days: 1	1,296	2.3%	86
DVDs rented in last 30 days: 2	2,271	4.0%	85
DVDs rented in last 30 days: 3	1,511	2.7%	85
DVDs rented in last 30 days: 4	2,112	3.7%	93
DVDs rented in last 30 days: 5+	7,051	12.4%	94
DVDs purchased in last 30 days: 1	3,104	5.5%	102
DVDs purchased in last 30 days: 2	3,259	5.7%	109
DVDs purchased in last 30 days: 3-4	2,751	4.8%	98
DVDs purchased in last 30 days: 5+	3,126	5.5%	102
Spent on toys/games in last 12 months: <\$50	4,210	7.4%	118
Spent on toys/games in last 12 months: \$50-\$99	1,646	2.9%	106
Spent on toys/games in last 12 months: \$100-\$199	3,894	6.8%	96
Spent on toys/games in last 12 months: \$200-\$499	5,707	10.0%	96
Spent on toys/games in last 12 months: \$500+	2,937	5.2%	94
<b>Financial (Adults)</b>			
Have home mortgage (1st)	9,930	17.4%	96
Used ATM/cash machine in last 12 months	25,506	44.8%	88
Own any stock	4,090	7.2%	80
Own U.S. savings bond	3,699	6.5%	92
Own shares in mutual fund (stock)	4,349	7.6%	81
Own shares in mutual fund (bonds)	2,708	4.8%	82
Used full service brokerage firm in last 12 months	2,810	4.9%	81
Used discount brokerage firm in last 12 months	855	1.5%	76
Have 401K retirement savings	8,843	15.5%	94
Own any credit/debit card (in own name)	39,904	70.1%	96
Avg monthly credit card expenditures: <\$111	9,165	16.1%	110
Avg monthly credit card expenditures: \$111-225	5,359	9.4%	104
Avg monthly credit card expenditures: \$226-450	4,459	7.8%	91
Avg monthly credit card expenditures: \$451-700	3,407	6.0%	84
Avg monthly credit card expenditures: \$701+	5,313	9.3%	68

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

Kosciusko County, IN\_1  
 Kosciusko County, IN (18085)  
 Geography: County

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	41,569	73.0%	105
Used bread in last 6 months	55,633	97.7%	101
Used chicken/turkey (fresh or frozen) in last 6 months	42,725	75.0%	101
Used fish/seafood (fresh or frozen) in last 6 months	28,839	50.6%	99
Used fresh fruit/vegetables in last 6 months	49,727	87.3%	101
Used fresh milk in last 6 months	53,082	93.2%	103
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	15,464	27.2%	92
Exercise at club 2+ times per week	3,934	6.9%	60
Visited a doctor in last 12 months	45,023	79.1%	101
Used vitamin/dietary supplement in last 6 months	26,200	46.0%	96
<b>Home (Households)</b>			
Any home improvement in last 12 months	9,743	33.0%	106
Used housekeeper/maid/professional cleaning service in last 12 months	3,434	11.6%	74
Purchased any HH furnishing in last 12 months	2,815	9.5%	90
Purchased bedding/bath goods in last 12 months	15,698	53.1%	97
Purchased cooking/serving product in last 12 months	7,576	25.6%	95
Bought any kitchen appliance in last 12 months	5,376	18.2%	103
<b>Insurance (Adults)</b>			
Currently carry any life insurance	30,287	53.2%	110
Have medical/hospital/accident insurance	42,146	74.0%	102
Carry homeowner insurance	33,614	59.0%	111
Carry renter insurance	2,529	4.4%	74
Have auto/other vehicle insurance	50,016	87.8%	104
<b>Pets (Households)</b>			
HH owns any pet	16,976	57.4%	120
HH owns any cat	8,723	29.5%	127
HH owns any dog	13,172	44.5%	129
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	25,902	45.5%	92
Read any daily newspaper	24,836	43.6%	102
Heavy magazine reader	8,795	15.4%	78
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	40,395	70.9%	97
Went to family restaurant/steak house last mo: <2 times	14,490	25.4%	98
Went to family restaurant/steak house last mo: 2-4 times	15,084	26.5%	97
Went to family restaurant/steak house last mo: 5+ times	10,825	19.0%	97
Went to fast food/drive-in restaurant in last 6 mo	51,762	90.9%	101
Went to fast food/drive-in restaurant <5 times/mo	16,798	29.5%	97
Went to fast food/drive-in 5-12 times/mo	18,876	33.2%	105
Went to fast food/drive-in restaurant 13+ times/mo	16,092	28.3%	102
Fast food/drive-in last 6 mo: eat in	23,722	41.7%	108
Fast food/drive-in last 6 mo: home delivery	5,728	10.1%	90
Fast food/drive-in last 6 mo: take-out/drive-thru	32,414	56.9%	109
Fast food/drive-in last 6 mo: take-out/walk-in	12,170	21.4%	87

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

Kosciusko County, IN\_1  
 Kosciusko County, IN (18085)  
 Geography: County

Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	19,801	67.0%	104
HH average monthly long distance phone bill: <\$16	8,873	30.0%	108
HH average monthly long distance phone bill: \$16-25	3,415	11.5%	98
HH average monthly long distance phone bill: \$26-59	2,597	8.8%	90
HH average monthly long distance phone bill: \$60+	1,164	3.9%	90
<b>Television &amp; Sound Equipment (Households)</b>			
HH owns 1 TV	5,647	19.1%	96
HH owns 2 TVs	8,071	27.3%	103
HH owns 3 TVs	6,646	22.5%	100
HH owns 4+ TVs	6,235	21.1%	101
HH subscribes to cable TV	13,117	44.4%	77
HH watched 15+ hours of cable TV last week	17,787	60.2%	100
Purchased audio equipment in last 12 months	2,115	7.2%	86
Purchased CD player in last 12 months	1,526	5.2%	98
Purchased DVD player in last 12 months	2,909	9.8%	93
Purchased MP3 player in last 12 months	1,861	6.3%	72
Purchased video game system in last 12 months	2,363	8.0%	92
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	27,547	48.4%	91
Took 3+ domestic trips in last 12 months	10,148	17.8%	86
Spent on domestic vacations last 12 mo: <\$1000	6,786	11.9%	94
Spent on domestic vacations last 12 mo: \$1000-\$1499	4,085	7.2%	104
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,691	3.0%	74
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,874	3.3%	80
Spent on domestic vacations last 12 mo: \$3000+	1,770	3.1%	64
Foreign travel in last 3 years	9,234	16.2%	65
Took 3+ foreign trips by plane in last 3 years	1,094	1.9%	42
Spent on foreign vacations last 12 mo: <\$1000	2,031	3.6%	65
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,231	2.2%	54
Spent on foreign vacations: \$3000+	1,446	2.5%	55
Stayed 1+ nights at hotel/motel in last 12 months	21,663	38.0%	92

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

**Kosciusko County, IN\_1**  
**Kosciusko County, IN (18085)**  
**Geography: County**
**Summary Demographics**

2010 Population	77,231
2010 Households	29,569
2010 Median Disposable Income	\$40,757
2010 Per Capita Income	\$23,778

**Industry Summary**

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$706,769,920	\$674,888,178	\$31,881,742	2.3	628
Total Retail Trade (NAICS 44-45)	\$612,067,654	\$578,719,190	\$33,348,464	2.8	459
Total Food & Drink (NAICS 722)	\$94,702,266	\$96,168,988	\$-1,466,722	-0.8	169

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$144,146,361	\$127,972,071	\$16,174,290	5.9	72
Automobile Dealers (NAICS 4411)	\$121,754,511	\$94,053,040	\$27,701,471	12.8	34
Other Motor Vehicle Dealers (NAICS 4412)	\$13,608,220	\$25,782,734	\$-12,174,514	-30.9	19
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$8,783,630	\$8,136,297	\$647,333	3.8	19
Furniture & Home Furnishings Stores (NAICS 442)	\$17,734,521	\$18,068,522	\$-334,001	-0.9	31
Furniture Stores (NAICS 4421)	\$12,377,225	\$12,038,920	\$338,305	1.4	12
Home Furnishings Stores (NAICS 4422)	\$5,357,296	\$6,029,602	\$-672,306	-5.9	19
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$15,503,368	\$9,598,223	\$5,905,145	23.5	26
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$25,640,577	\$35,109,350	\$-9,468,773	-15.6	45
Building Material and Supplies Dealers (NAICS 4441)	\$23,060,526	\$33,052,310	\$-9,991,784	-17.8	35
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$2,580,051	\$2,057,040	\$523,011	11.3	10
Food & Beverage Stores (NAICS 445)	\$78,935,841	\$54,989,174	\$23,946,667	17.9	39
Grocery Stores (NAICS 4451)	\$69,421,216	\$48,690,927	\$20,730,289	17.6	17
Specialty Food Stores (NAICS 4452)	\$2,428,937	\$1,837,558	\$591,379	13.9	12
Beer, Wine, and Liquor Stores (NAICS 4453)	\$7,085,688	\$4,460,689	\$2,624,999	22.7	10
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$23,384,606	\$16,504,268	\$6,880,338	17.2	30
Gasoline Stations (NAICS 447/4471)	\$125,340,446	\$152,379,029	\$-27,038,583	-9.7	33
Clothing and Clothing Accessories Stores (NAICS 448)	\$12,768,860	\$6,466,742	\$6,302,118	32.8	32
Clothing Stores (NAICS 4481)	\$8,945,904	\$5,000,842	\$3,945,062	28.3	22
Shoe Stores (NAICS 4482)	\$1,650,324	\$648,988	\$1,001,336	43.5	4
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$2,172,632	\$816,912	\$1,355,720	45.3	6
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$4,873,887	\$3,584,590	\$1,289,297	15.2	34
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,959,587	\$2,351,540	\$-391,953	-9.1	27
Book, Periodical, and Music Stores (NAICS 4512)	\$2,914,300	\$1,233,050	\$1,681,250	40.5	7

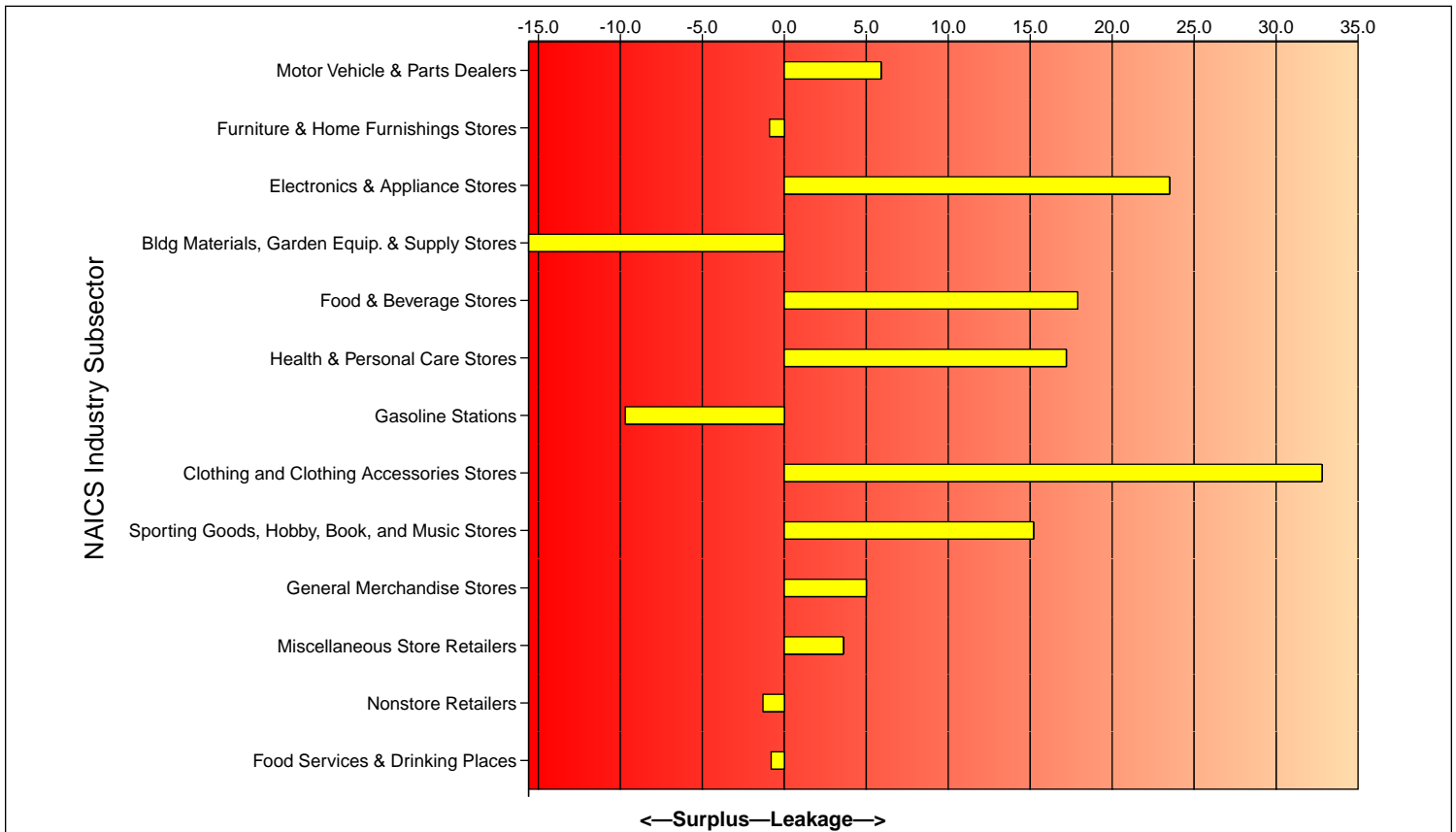
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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.

**Sources:** Esri and Infogroup

Kosciusko County, IN\_1  
 Kosciusko County, IN (18085)  
 Geography: County

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$106,254,701	\$96,039,647	\$10,215,054	5.0	23
Department Stores Excluding Leased Depts.(NAICS 4521)	\$60,323,284	\$50,264,913	\$10,058,371	9.1	7
Other General Merchandise Stores (NAICS 4529)	\$45,931,417	\$45,774,734	\$156,683	0.2	16
Miscellaneous Store Retailers (NAICS 453)	\$10,735,481	\$9,997,181	\$738,300	3.6	91
Florists (NAICS 4531)	\$736,846	\$741,662	\$-4,816	-0.3	11
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,799,089	\$3,299,855	\$-1,500,766	-29.4	20
Used Merchandise Stores (NAICS 4533)	\$768,060	\$806,446	\$-38,386	-2.4	27
Other Miscellaneous Store Retailers (NAICS 4539)	\$7,431,486	\$5,149,218	\$2,282,268	18.1	33
Nonstore Retailers (NAICS 454)	\$46,749,005	\$48,010,393	\$-1,261,388	-1.3	3
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$23,818,013	\$32,608,109	\$-8,790,096	-15.6	1
Vending Machine Operators (NAICS 4542)	\$21,690,303	\$15,402,284	\$6,288,019	17.0	2
Direct Selling Establishments (NAICS 4543)	\$1,240,689	\$0	\$1,240,689	100.0	0
Food Services & Drinking Places (NAICS 722)	\$94,702,266	\$96,168,988	\$-1,466,722	-0.8	169
Full-Service Restaurants (NAICS 7221)	\$40,611,540	\$41,559,216	\$-947,676	-1.2	93
Limited-Service Eating Places (NAICS 7222)	\$48,045,928	\$49,072,816	\$-1,026,888	-1.1	49
Special Food Services (NAICS 7223)	\$1,961,687	\$2,951,674	\$-989,987	-20.1	8
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$4,083,111	\$2,585,282	\$1,497,829	22.5	19

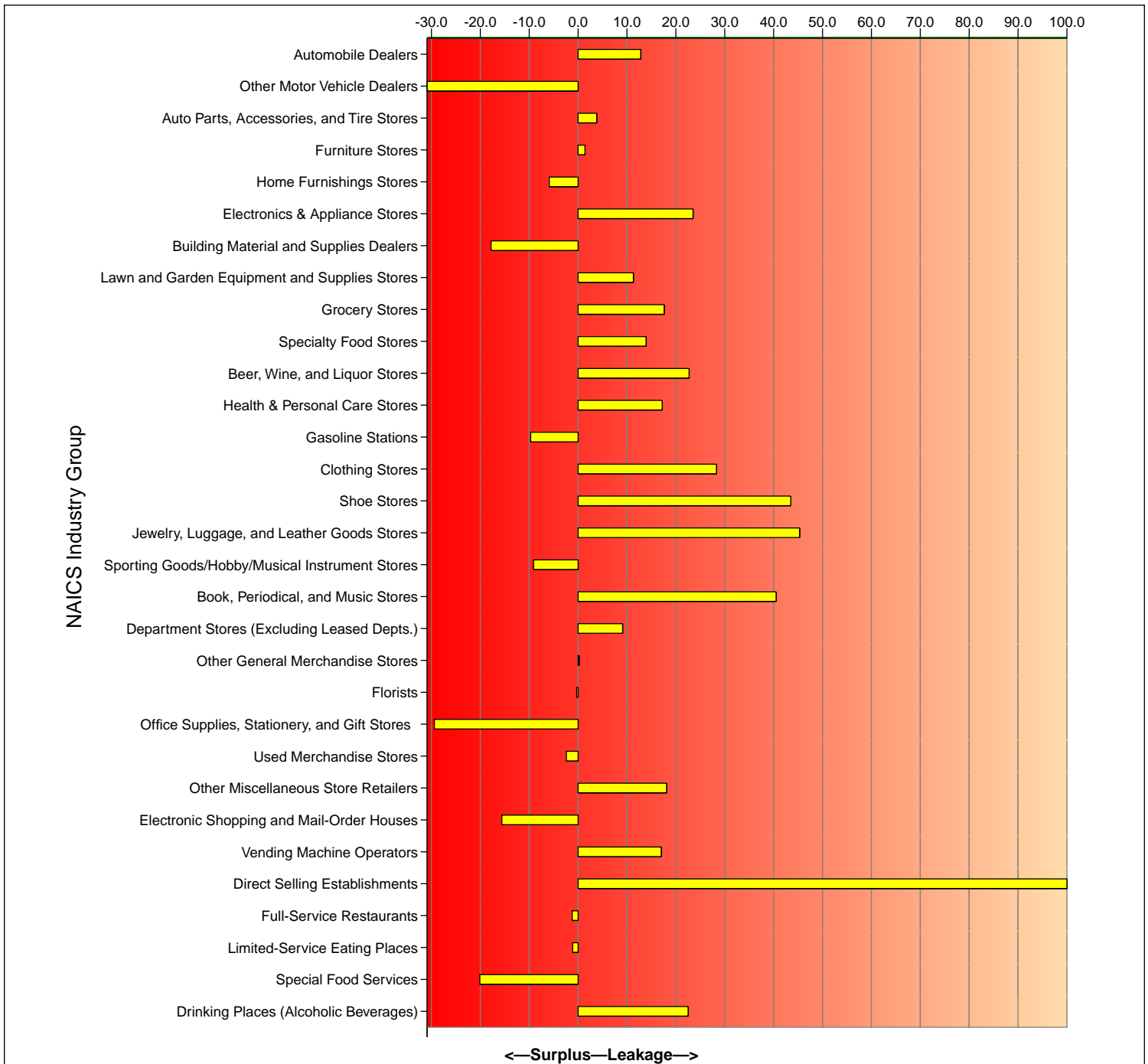
Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup

Kosciusko County, IN\_1  
 Kosciusko County, IN (18085)  
 Geography: County

Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup

Kosciusko County, IN\_1  
 Kosciusko County, IN (18085)  
 Geography: County

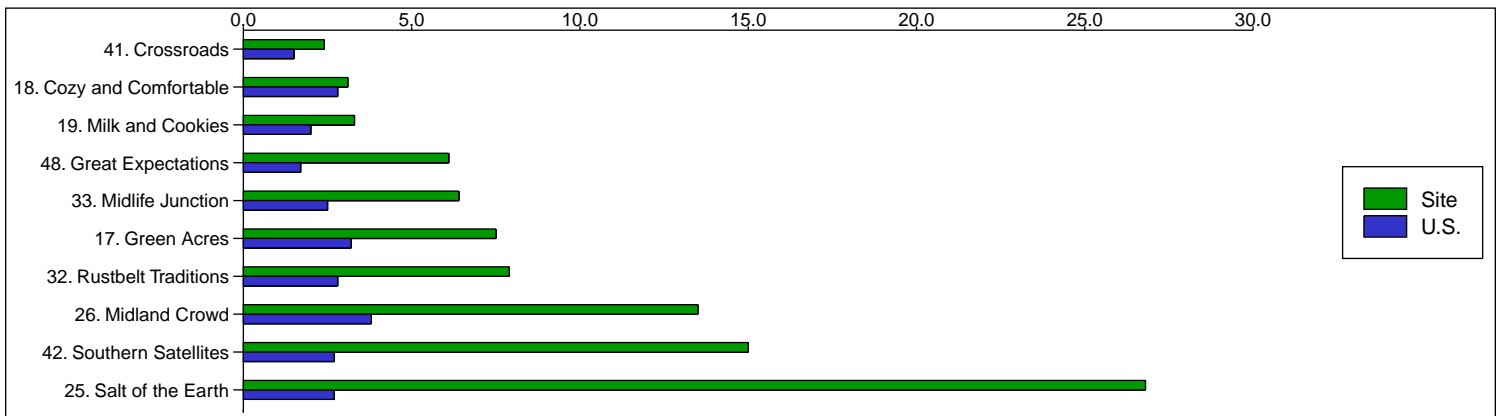
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	25. Salt of the Earth	26.8%	26.8%	2.7%	2.7%	980
2	42. Southern Satellites	15.0%	41.8%	2.7%	5.4%	553
3	26. Midland Crowd	13.5%	55.3%	3.8%	9.2%	354
4	32. Rustbelt Traditions	7.9%	63.2%	2.8%	12.0%	279
5	17. Green Acres	7.5%	70.7%	3.2%	15.2%	233
	<b>Subtotal</b>	<b>70.7%</b>		<b>15.2%</b>		
6	33. Midlife Junction	6.4%	77.1%	2.5%	17.7%	259
7	48. Great Expectations	6.1%	83.2%	1.7%	19.4%	349
8	19. Milk and Cookies	3.3%	86.5%	2.0%	21.4%	167
9	18. Cozy and Comfortable	3.1%	89.6%	2.8%	24.2%	109
10	41. Crossroads	2.4%	92.0%	1.5%	25.7%	157
	<b>Subtotal</b>	<b>21.3%</b>		<b>10.5%</b>		
11	46. Rooted Rural	2.3%	94.3%	2.4%	28.1%	95
12	53. Home Town	2.1%	96.4%	1.4%	29.5%	144
13	57. Simple Living	1.5%	97.9%	1.4%	30.9%	104
14	49. Senior Sun Seekers	1.2%	99.1%	1.2%	32.1%	102
15	31. Rural Resort Dwellers	1.1%	100.2%	1.6%	33.7%	67
	<b>Subtotal</b>	<b>8.2%</b>		<b>8.0%</b>		
	<b>Total</b>	<b>100.2%</b>		<b>33.7%</b>		<b>296</b>

Top Ten Tapestry Segments

Site vs. U.S.



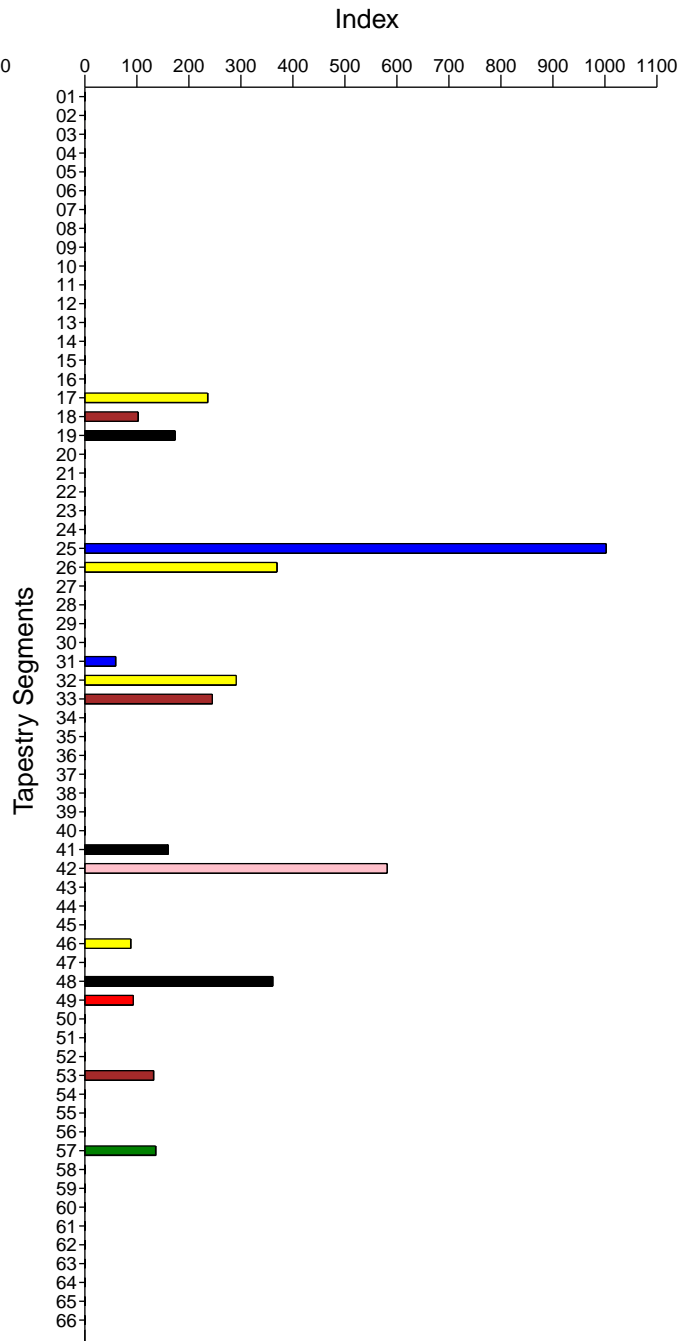
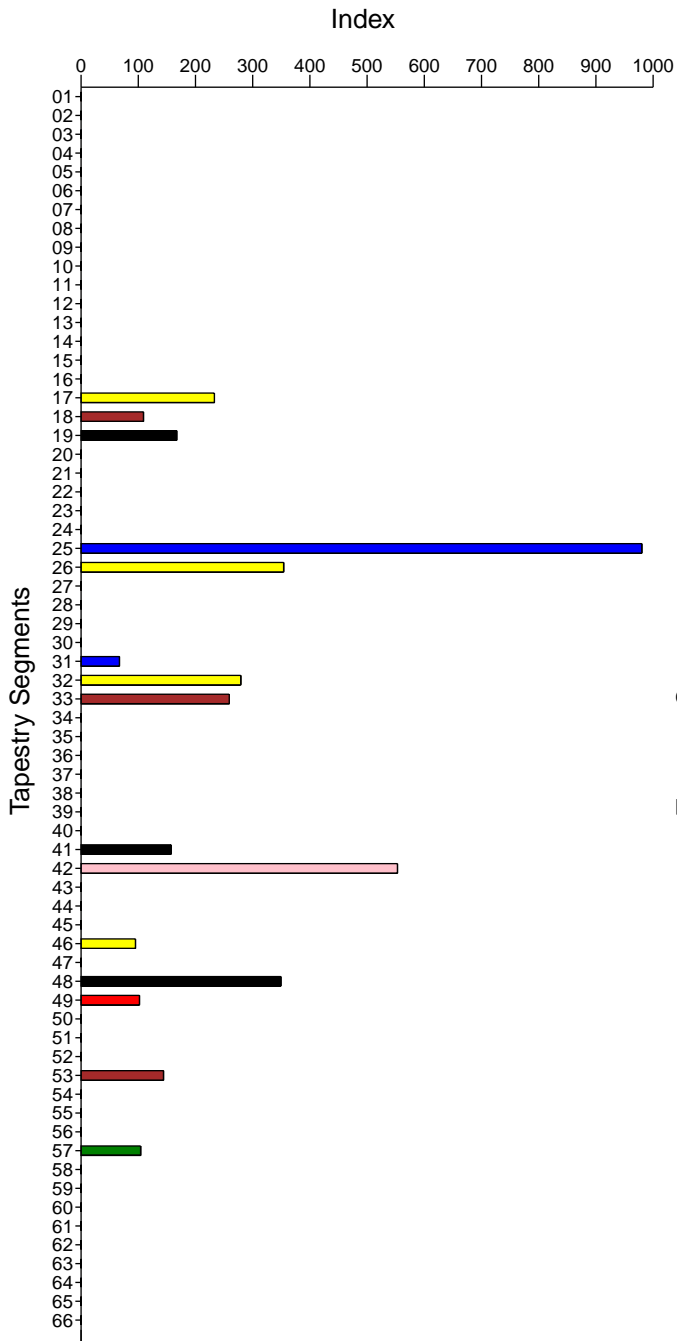
Percent of Households by Tapestry Segment

Source: Esri

Kosciusko County, IN\_1  
 Kosciusko County, IN (18085)  
 Geography: County

Tapestry Indexes by Households

Tapestry Indexes by Population



Source: Esri

Kosciusko County, IN\_1  
 Kosciusko County, IN (18085)  
 Geography: County

Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	29,569	100.0%		77,231	100.0%	
<b>L1. High Society</b>	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
<b>L2. Upscale Avenues</b>	3,127	10.6%	76	8,311	10.8%	78
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	2,219	7.5%	233	6,102	7.9%	236
18 Cozy and Comfortable	908	3.1%	109	2,209	2.9%	102
<b>L3. Metropolis</b>	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>L4. Solo Acts</b>	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
<b>L5. Senior Styles</b>	793	2.7%	22	1,933	2.5%	24
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	360	1.2%	102	721	0.9%	93
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	433	1.5%	104	1,212	1.6%	136
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>L6. Scholars &amp; Patriots</b>	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: Esri

Kosciusko County, IN\_1  
 Kosciusko County, IN (18085)  
 Geography: County

Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	29,569	100.0%		77,231	100.0%	
<b>L7. High Hopes</b>	1,794	6.1%	148	4,321	5.6%	146
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,794	6.1%	349	4,321	5.6%	361
<b>L8. Global Roots</b>	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
<b>L9. Family Portrait</b>	967	3.3%	41	2,925	3.8%	41
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	967	3.3%	167	2,925	3.8%	173
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
<b>L10. Traditional Living</b>	4,215	14.3%	164	10,121	13.1%	159
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	2,324	7.9%	279	5,969	7.7%	291
33 Midlife Junction	1,891	6.4%	259	4,152	5.4%	245
34 Family Foundations	0	0.0%	0	0	0.0%	0
<b>L11. Factories &amp; Farms</b>	12,982	43.9%	468	34,226	44.3%	479
25 Salt of the Earth	7,935	26.8%	980	20,928	27.1%	1002
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	4,430	15.0%	553	11,889	15.4%	581
53 Home Town	617	2.1%	144	1,409	1.8%	132
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
<b>L12. American Quilt</b>	5,691	19.2%	206	15,394	19.9%	214
26 Midland Crowd	3,986	13.5%	354	11,170	14.5%	369
31 Rural Resort Dwellers	323	1.1%	67	668	0.9%	59
41 Crossroads	703	2.4%	157	1,970	2.6%	160
46 Rooted Rural	679	2.3%	95	1,586	2.1%	88
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: Esri

Kosciusko County, IN\_1  
 Kosciusko County, IN (18085)  
 Geography: County

Tapestry Urbanization Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	29,569	100.0%		77,231	100.0%	
<b>U1. Principal Urban Centers I</b>	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>U3. Metro Cities I</b>	967	3.3%	29	2,925	3.8%	33
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	967	3.3%	167	2,925	3.8%	173
22 Metropolitans	0	0.0%	0	0	0.0%	0
<b>U4. Metro Cities II</b>	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
<b>U5. Urban Outskirts I</b>	4,118	13.9%	127	10,290	13.3%	117
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	2,324	7.9%	279	5,969	7.7%	291
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,794	6.1%	349	4,321	5.6%	361

Source: Esri

Kosciusko County, IN\_1  
 Kosciusko County, IN (18085)  
 Geography: County

Tapestry Urbanization Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	29,569	100.0%		77,231	100.0%	
<b>U6. Urban Outskirts II</b>	433	1.5%	29	1,212	1.6%	30
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	433	1.5%	104	1,212	1.6%	136
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>U7. Suburban Periphery I</b>	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>	3,416	11.6%	120	7,770	10.1%	112
18 Cozy and Comfortable	908	3.1%	109	2,209	2.9%	102
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	1,891	6.4%	259	4,152	5.4%	245
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	617	2.1%	144	1,409	1.8%	132
<b>U9. Small Towns</b>	1,063	3.6%	74	2,691	3.5%	77
41 Crossroads	703	2.4%	157	1,970	2.6%	160
49 Senior Sun Seekers	360	1.2%	102	721	0.9%	93
50 Heartland Communities	0	0.0%	0	0	0.0%	0
<b>U10. Rural I</b>	14,463	48.9%	429	38,868	50.3%	440
17 Green Acres	2,219	7.5%	233	6,102	7.9%	236
25 Salt of the Earth	7,935	26.8%	980	20,928	27.1%	1002
26 Midland Crowd	3,986	13.5%	354	11,170	14.5%	369
31 Rural Resort Dwellers	323	1.1%	67	668	0.9%	59
<b>U11. Rural II</b>	5,109	17.3%	227	13,475	17.4%	233
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	4,430	15.0%	553	11,889	15.4%	581
46 Rooted Rural	679	2.3%	95	1,586	2.1%	88
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average.

**Source:** Esri