



Demographic and Income Profile

6435 Kennedy Ave, Hammond, Indiana, 46323
Ring: 3 mile radius

Report prepared for Northwest Indiana

Latitude: 41.59595
Longitude: -87.46155

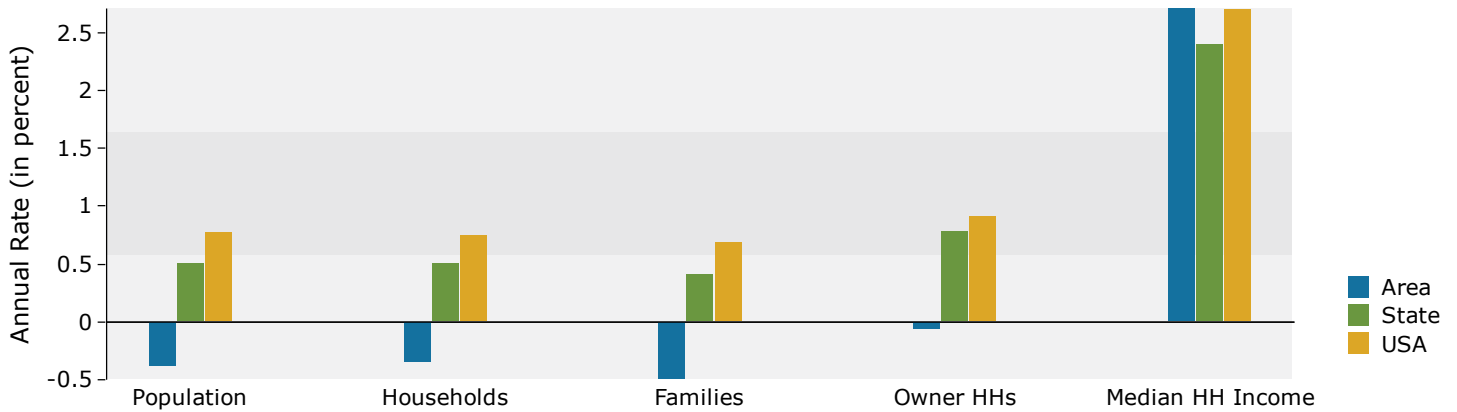
Summary	Census 2010		2019		2024			
Population	87,326		84,440		82,804			
Households	31,943		30,976		30,430			
Families	21,322		20,253		19,748			
Average Household Size	2.70		2.69		2.69			
Owner Occupied Housing Units	20,037		20,508		20,432			
Renter Occupied Housing Units	11,906		10,468		9,998			
Median Age	33.5		35.1		35.5			
Trends: 2019 - 2024 Annual Rate	Area		State		National			
Population	-0.39%		0.51%		0.77%			
Households	-0.36%		0.51%		0.75%			
Families	-0.50%		0.41%		0.68%			
Owner HHs	-0.07%		0.78%		0.92%			
Median Household Income	2.71%		2.40%		2.70%			
Households by Income				2019		2024		
				Number	Percent	Number	Percent	
	<\$15,000			4,669	15.1%	3,871	12.7%	
	\$15,000 - \$24,999			3,536	11.4%	3,083	10.1%	
	\$25,000 - \$34,999			3,541	11.4%	3,090	10.2%	
	\$35,000 - \$49,999			4,848	15.7%	4,366	14.3%	
	\$50,000 - \$74,999			6,178	19.9%	6,211	20.4%	
	\$75,000 - \$99,999			4,037	13.0%	4,307	14.2%	
	\$100,000 - \$149,999			3,097	10.0%	4,008	13.2%	
	\$150,000 - \$199,999			748	2.4%	1,092	3.6%	
	\$200,000+			322	1.0%	403	1.3%	
Median Household Income			\$45,652		\$52,178			
Average Household Income			\$57,086		\$65,943			
Per Capita Income			\$20,908		\$24,193			
Population by Age	Census 2010		2019		2024			
	Number	Percent	Number	Percent	Number	Percent		
	0 - 4		6,720	7.7%	6,097	7.2%	5,930	7.2%
	5 - 9		6,895	7.9%	5,970	7.1%	5,817	7.0%
	10 - 14		6,728	7.7%	5,807	6.9%	5,704	6.9%
	15 - 19		6,887	7.9%	5,899	7.0%	5,588	6.7%
	20 - 24		5,850	6.7%	6,185	7.3%	5,706	6.9%
	25 - 34		12,424	14.2%	12,195	14.4%	12,092	14.6%
	35 - 44		11,086	12.7%	10,679	12.6%	10,345	12.5%
	45 - 54		11,885	13.6%	10,178	12.1%	9,756	11.8%
	55 - 64		8,917	10.2%	10,056	11.9%	9,459	11.4%
	65 - 74		4,987	5.7%	6,696	7.9%	7,404	8.9%
	75 - 84		3,500	4.0%	3,203	3.8%	3,709	4.5%
	85+		1,448	1.7%	1,474	1.7%	1,294	1.6%
	Race and Ethnicity	Census 2010		2019		2024		
Number		Percent	Number	Percent	Number	Percent		
White Alone		49,678	56.9%	47,014	55.7%	45,635	55.1%	
Black Alone		22,571	25.8%	20,125	23.8%	18,783	22.7%	
American Indian Alone		456	0.5%	531	0.6%	574	0.7%	
Asian Alone		837	1.0%	1,013	1.2%	1,121	1.4%	
Pacific Islander Alone		25	0.0%	32	0.0%	32	0.0%	
Some Other Race Alone		11,032	12.6%	12,594	14.9%	13,307	16.1%	
Two or More Races		2,726	3.1%	3,132	3.7%	3,351	4.0%	
Hispanic Origin (Any Race)		29,144	33.4%	32,863	38.9%	35,024	42.3%	

Data Note: Income is expressed in current dollars.

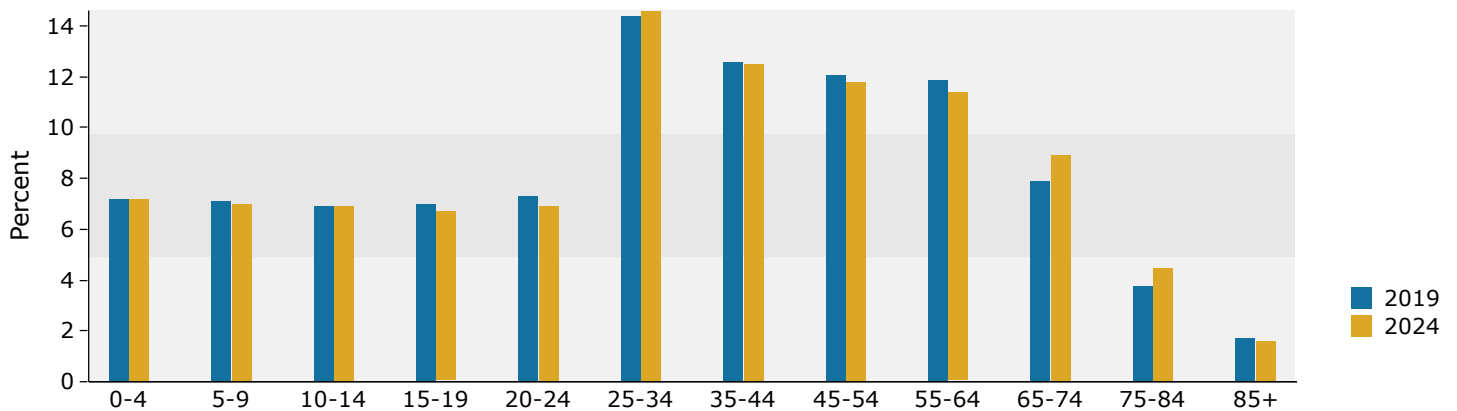
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

November 21, 2019

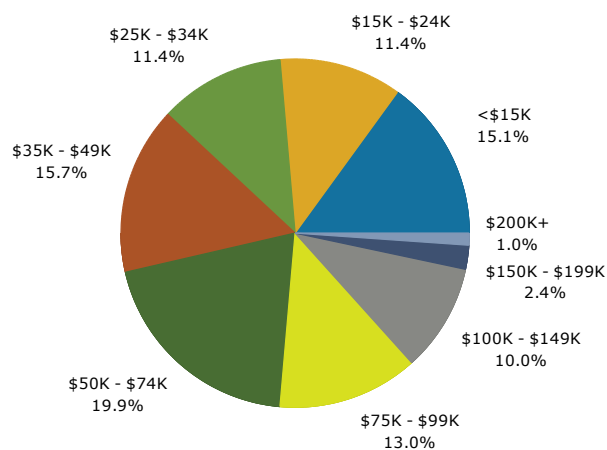
Trends 2019-2024



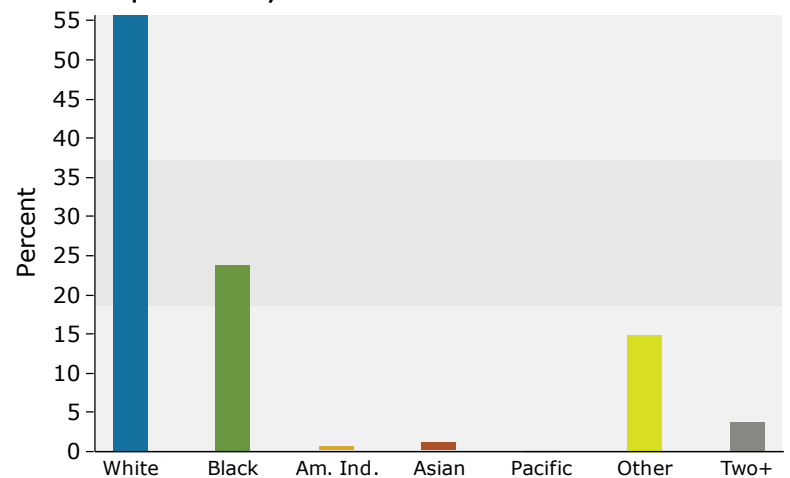
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 38.9%



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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Traditional Living (12B)	38.8%	Population	84,440	82,804
Rustbelt Traditions (5D)	11.6%	Households	30,976	30,430
Hardscrabble Road (8G)	10.8%	Families	20,253	19,748
Modest Income Homes (12D)	8.1%	Median Age	35.1	35.5
Family Foundations (12A)	4.8%	Median Household Income	\$45,652	\$52,178
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		67	\$1,429.42	\$44,277,739
Men's		65	\$271.25	\$8,402,317
Women's		66	\$474.68	\$14,703,767
Children's		70	\$225.62	\$6,988,818
Footwear		68	\$327.56	\$10,146,561
Watches & Jewelry		65	\$89.53	\$2,773,415
Apparel Products and Services (1)		61	\$40.77	\$1,262,862
Computer				
Computers and Hardware for Home Use		66	\$109.58	\$3,394,434
Portable Memory		63	\$2.79	\$86,363
Computer Software		70	\$7.13	\$220,953
Computer Accessories		68	\$12.90	\$399,706
Entertainment & Recreation		66	\$2,160.75	\$66,931,277
Fees and Admissions		61	\$437.11	\$13,540,010
Membership Fees for Clubs (2)		59	\$139.84	\$4,331,731
Fees for Participant Sports, excl. Trips		63	\$67.07	\$2,077,534
Tickets to Theatre/Operas/Concerts		61	\$45.99	\$1,424,594
Tickets to Movies		64	\$35.03	\$1,085,032
Tickets to Parks or Museums		65	\$21.16	\$655,538
Admission to Sporting Events, excl. Trips		69	\$43.41	\$1,344,658
Fees for Recreational Lessons		59	\$84.03	\$2,602,928
Dating Services		83	\$0.58	\$17,994
TV/Video/Audio		71	\$866.78	\$26,849,268
Cable and Satellite Television Services		71	\$626.41	\$19,403,678
Televisions		70	\$75.86	\$2,349,729
Satellite Dishes		64	\$1.00	\$30,869
VCRs, Video Cameras, and DVD Players		69	\$3.98	\$123,370
Miscellaneous Video Equipment		74	\$18.72	\$579,914
Video Cassettes and DVDs		71	\$8.08	\$250,212
Video Game Hardware/Accessories		77	\$21.59	\$668,736
Video Game Software		75	\$11.37	\$352,208
Rental/Streaming/Downloaded Video		70	\$32.62	\$1,010,377
Installation of Televisions		53	\$0.60	\$18,533
Audio (3)		66	\$63.99	\$1,982,113
Rental and Repair of TV/Radio/Sound Equipment		82	\$2.57	\$79,530
Pets		65	\$432.38	\$13,393,295
Toys/Games/Crafts/Hobbies (4)		71	\$83.59	\$2,589,270
Recreational Vehicles and Fees (5)		55	\$87.65	\$2,714,927
Sports/Recreation/Exercise Equipment (6)		64	\$133.08	\$4,122,354
Photo Equipment and Supplies (7)		66	\$34.34	\$1,063,851
Reading (8)		64	\$68.70	\$2,128,014
Catered Affairs (9)		64	\$17.12	\$530,288
Food		68	\$5,977.93	\$185,172,273
Food at Home		68	\$3,527.05	\$109,253,772
Bakery and Cereal Products		68	\$464.66	\$14,393,454
Meats, Poultry, Fish, and Eggs		68	\$781.72	\$24,214,425
Dairy Products		68	\$362.82	\$11,238,806
Fruits and Vegetables		66	\$673.33	\$20,857,165
Snacks and Other Food at Home (10)		69	\$1,244.51	\$38,549,921
Food Away from Home		67	\$2,450.88	\$75,918,501
Alcoholic Beverages		64	\$368.18	\$11,404,771

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	61	\$13,017.55	\$403,231,669
Value of Retirement Plans	65	\$61,509.67	\$1,905,323,556
Value of Other Financial Assets	76	\$4,329.26	\$134,103,250
Vehicle Loan Amount excluding Interest	71	\$2,026.75	\$62,780,743
Value of Credit Card Debt	67	\$1,630.21	\$50,497,495
Health			
Nonprescription Drugs	69	\$99.24	\$3,074,139
Prescription Drugs	73	\$265.51	\$8,224,306
Eyeglasses and Contact Lenses	71	\$64.06	\$1,984,173
Home			
Mortgage Payment and Basics (11)	63	\$6,326.85	\$195,980,469
Maintenance and Remodeling Services	59	\$1,267.45	\$39,260,481
Maintenance and Remodeling Materials (12)	68	\$331.36	\$10,264,109
Utilities, Fuel, and Public Services	71	\$3,463.48	\$107,284,635
Household Furnishings and Equipment			
Household Textiles (13)	69	\$69.10	\$2,140,333
Furniture	69	\$420.59	\$13,028,312
Rugs	71	\$22.89	\$709,115
Major Appliances (14)	68	\$241.10	\$7,468,235
Housewares (15)	67	\$71.41	\$2,211,935
Small Appliances	69	\$33.34	\$1,032,610
Luggage	64	\$8.92	\$276,455
Telephones and Accessories	58	\$43.52	\$1,348,129
Household Operations			
Child Care	63	\$320.69	\$9,933,688
Lawn and Garden (16)	63	\$297.76	\$9,223,530
Moving/Storage/Freight Express	66	\$44.03	\$1,363,763
Housekeeping Supplies (17)	68	\$513.47	\$15,905,401
Insurance			
Owners and Renters Insurance	70	\$406.17	\$12,581,557
Vehicle Insurance	70	\$1,080.00	\$33,454,217
Life/Other Insurance	68	\$312.74	\$9,687,378
Health Insurance	70	\$2,732.83	\$84,652,201
Personal Care Products (18)	70	\$348.26	\$10,787,575
School Books and Supplies (19)	65	\$100.32	\$3,107,629
Smoking Products	81	\$326.67	\$10,119,047
Transportation			
Payments on Vehicles excluding Leases	71	\$1,796.30	\$55,642,197
Gasoline and Motor Oil	70	\$1,599.36	\$49,541,671
Vehicle Maintenance and Repairs	68	\$781.66	\$24,212,706
Travel			
Airline Fares	59	\$321.65	\$9,963,453
Lodging on Trips	61	\$381.33	\$11,811,991
Auto/Truck Rental on Trips	63	\$16.43	\$508,975
Food and Drink on Trips	62	\$333.92	\$10,343,546

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- (1) Apparel Products and Services** includes 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.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) 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.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) 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.
- (18) 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, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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Retail MarketPlace Profile

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Summary Demographics

2019 Population	84,440
2019 Households	30,976
2019 Median Disposable Income	\$36,907
2019 Per Capita Income	\$20,908

2017 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	\$808,628,728	\$977,647,852	-\$169,019,124	-9.5	443
Total Retail Trade	44-45	\$731,905,124	\$892,027,463	-\$160,122,339	-9.9	283
Total Food & Drink	722	\$76,723,603	\$85,620,388	-\$8,896,785	-5.5	160

2017 Industry Group

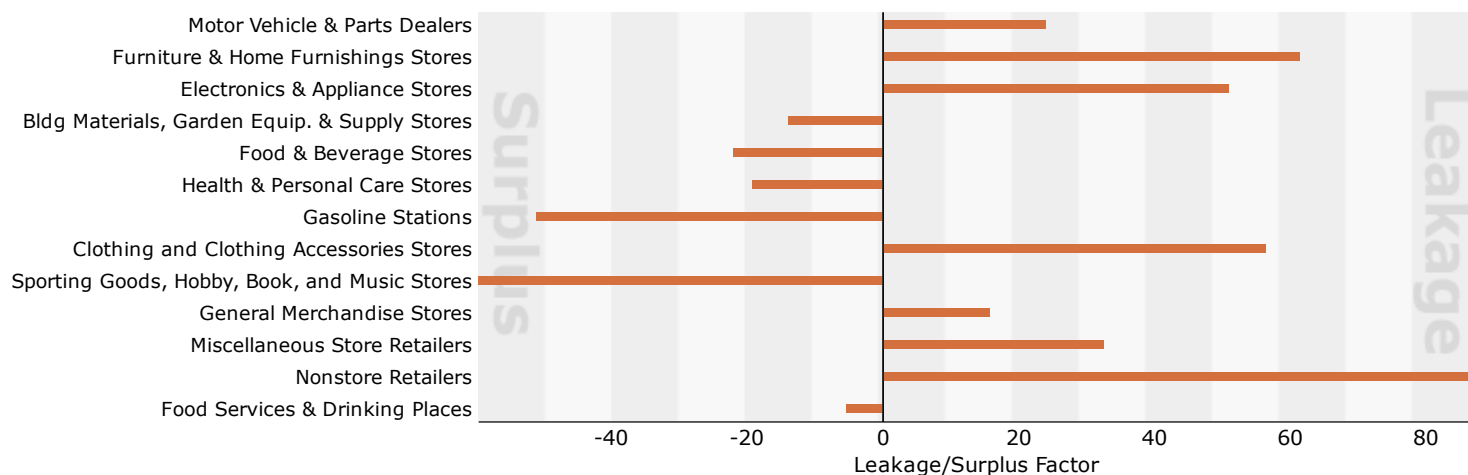
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$159,839,210	\$97,479,478	\$62,359,732	24.2	61
Automobile Dealers	4411	\$125,175,030	\$69,091,789	\$56,083,241	28.9	36
Other Motor Vehicle Dealers	4412	\$19,002,333	\$1,130,240	\$17,872,093	88.8	2
Auto Parts, Accessories & Tire Stores	4413	\$15,661,847	\$27,257,448	-\$11,595,601	-27.0	22
Furniture & Home Furnishings Stores	442	\$21,250,461	\$5,068,629	\$16,181,832	61.5	5
Furniture Stores	4421	\$14,005,238	\$3,980,578	\$10,024,660	55.7	4
Home Furnishings Stores	4422	\$7,245,223	\$1,088,051	\$6,157,172	73.9	2
Electronics & Appliance Stores	443	\$21,505,553	\$6,953,393	\$14,552,160	51.1	9
Bldg Materials, Garden Equip. & Supply Stores	444	\$49,344,812	\$65,398,009	-\$16,053,197	-14.0	27
Bldg Material & Supplies Dealers	4441	\$46,016,267	\$65,398,009	-\$19,381,742	-17.4	27
Lawn & Garden Equip & Supply Stores	4442	\$3,328,545	\$0	\$3,328,545	100.0	0
Food & Beverage Stores	445	\$128,605,146	\$201,724,331	-\$73,119,185	-22.1	42
Grocery Stores	4451	\$112,494,331	\$186,373,366	-\$73,879,035	-24.7	26
Specialty Food Stores	4452	\$5,966,596	\$3,969,563	\$1,997,033	20.1	6
Beer, Wine & Liquor Stores	4453	\$10,144,218	\$11,381,402	-\$1,237,184	-5.7	11
Health & Personal Care Stores	446,4461	\$46,809,159	\$69,165,679	-\$22,356,520	-19.3	20
Gasoline Stations	447,4471	\$85,839,813	\$266,025,233	-\$180,185,420	-51.2	31
Clothing & Clothing Accessories Stores	448	\$29,025,536	\$8,043,564	\$20,981,972	56.6	20
Clothing Stores	4481	\$17,645,302	\$5,542,472	\$12,102,830	52.2	15
Shoe Stores	4482	\$5,811,342	\$1,288,624	\$4,522,718	63.7	2
Jewelry, Luggage & Leather Goods Stores	4483	\$5,568,892	\$1,212,468	\$4,356,424	64.2	3
Sporting Goods, Hobby, Book & Music Stores	451	\$16,073,194	\$63,454,157	-\$47,380,963	-59.6	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$13,071,249	\$61,601,138	-\$48,529,889	-65.0	6
Book, Periodical & Music Stores	4512	\$3,001,944	\$1,853,018	\$1,148,926	23.7	2
General Merchandise Stores	452	\$125,268,972	\$90,912,477	\$34,356,495	15.9	20
Department Stores Excluding Leased Depts.	4521	\$93,961,878	\$71,639,958	\$22,321,920	13.5	3
Other General Merchandise Stores	4529	\$31,307,094	\$19,272,518	\$12,034,576	23.8	17
Miscellaneous Store Retailers	453	\$33,032,399	\$16,789,063	\$16,243,336	32.6	37
Florists	4531	\$1,500,746	\$1,210,189	\$290,557	10.7	6
Office Supplies, Stationery & Gift Stores	4532	\$5,964,453	\$833,942	\$5,130,511	75.5	5
Used Merchandise Stores	4533	\$4,556,952	\$9,476,608	-\$4,919,656	-35.1	9
Other Miscellaneous Store Retailers	4539	\$21,010,248	\$5,268,324	\$15,741,924	59.9	16
Nonstore Retailers	454	\$15,310,871	\$1,013,452	\$14,297,419	87.6	3
Electronic Shopping & Mail-Order Houses	4541	\$11,911,207	\$0	\$11,911,207	100.0	0
Vending Machine Operators	4542	\$839,113	\$898,743	-\$59,630	-3.4	2
Direct Selling Establishments	4543	\$2,560,550	\$114,709	\$2,445,841	91.4	1
Food Services & Drinking Places	722	\$76,723,603	\$85,620,388	-\$8,896,785	-5.5	160
Special Food Services	7223	\$1,976,136	\$1,063,066	\$913,070	30.0	5
Drinking Places - Alcoholic Beverages	7224	\$2,736,439	\$4,468,855	-\$1,732,416	-24.0	25
Restaurants/Other Eating Places	7225	\$72,011,028	\$80,088,467	-\$8,077,439	-5.3	130

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 click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

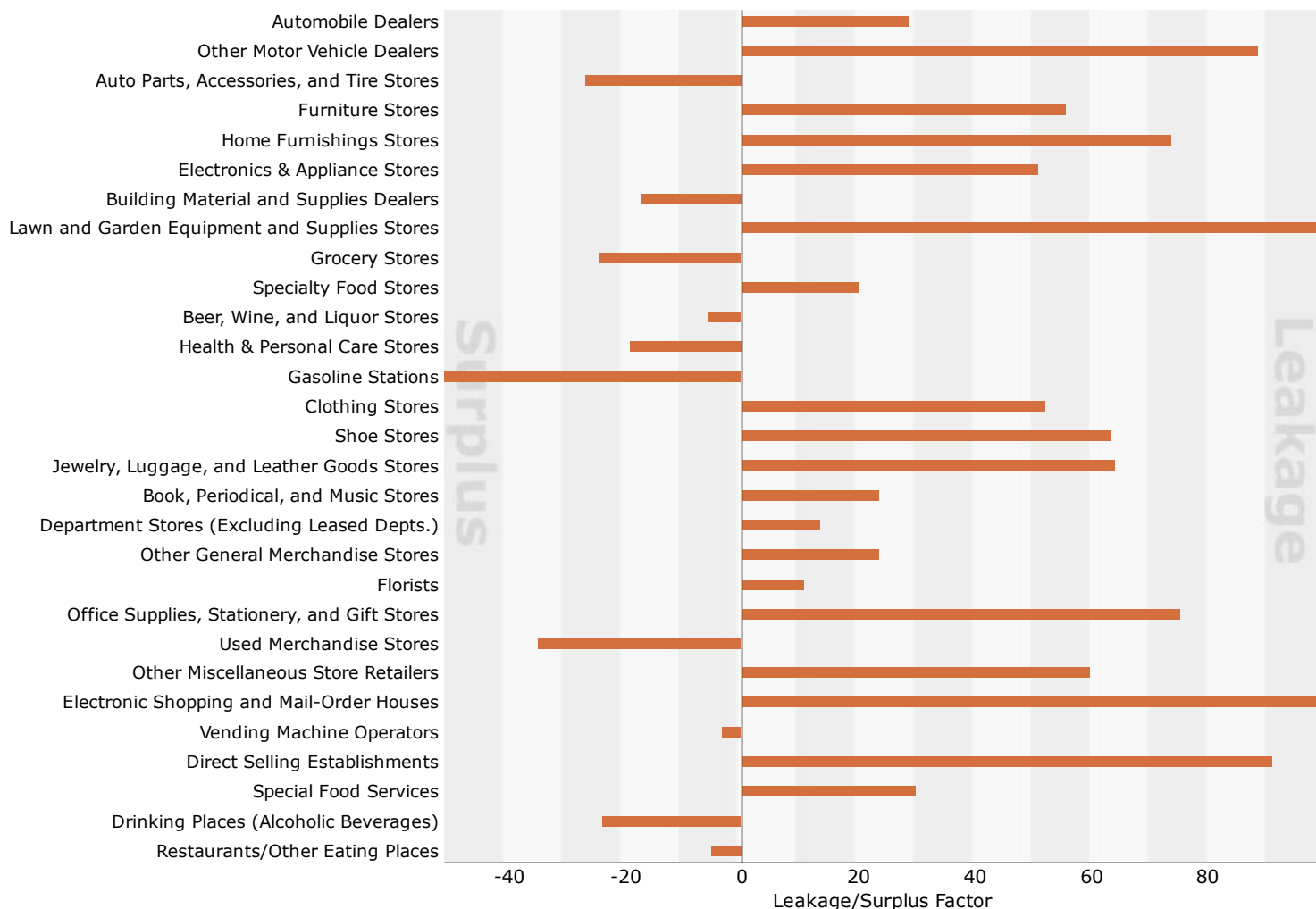
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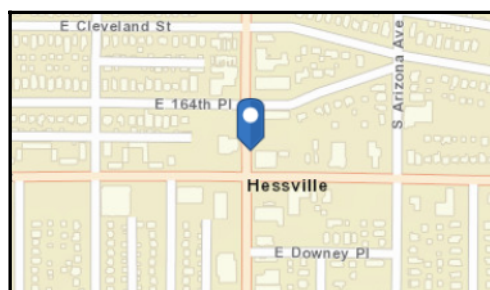
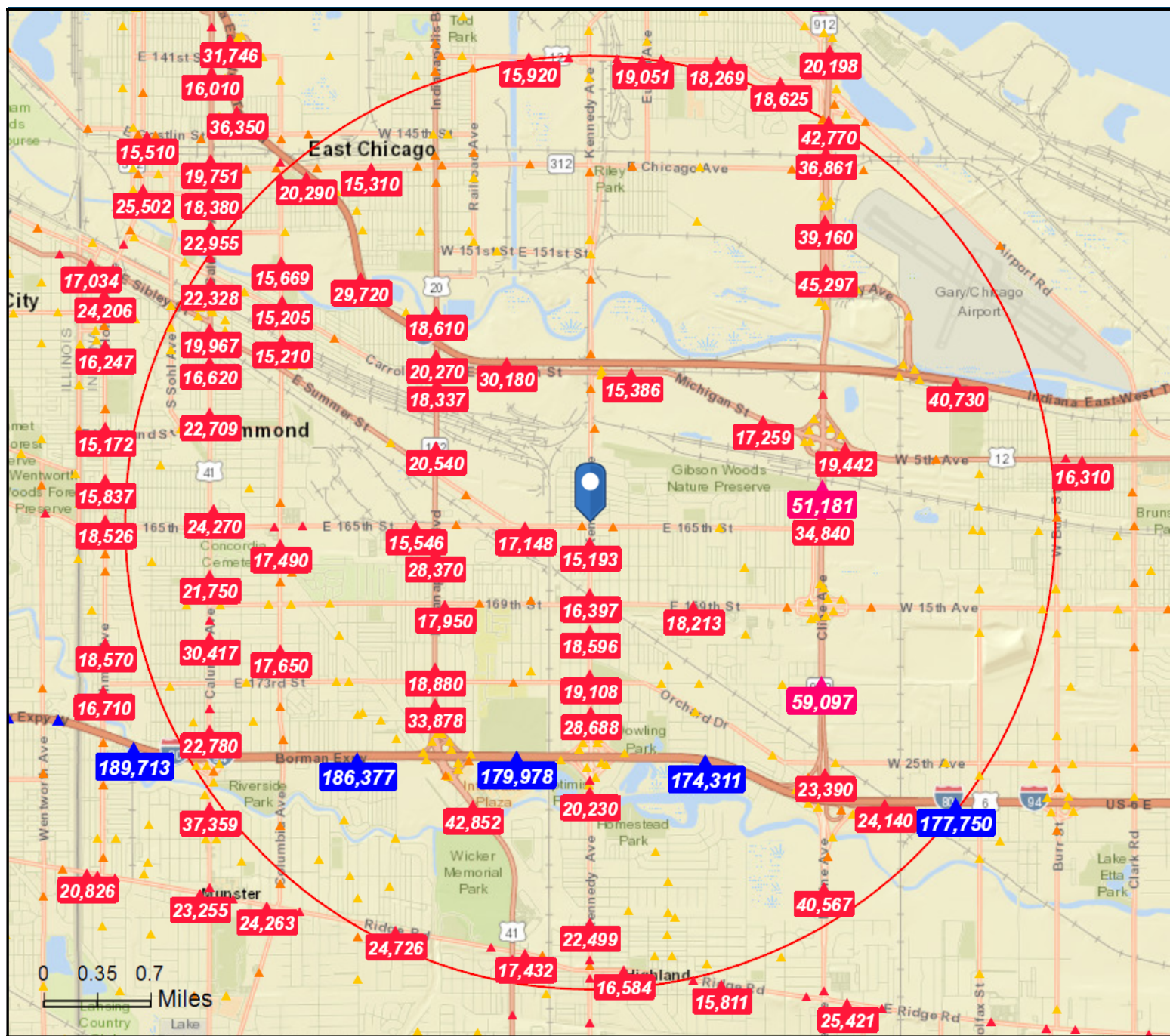
November 21, 2019

2017 Leakage/Surplus Factor by Industry Subsector



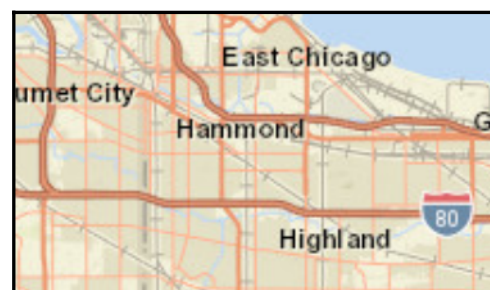
2017 Leakage/Surplus Factor by Industry Group





Average Daily Traffic Volume

- ▲ Up to 6,000 vehicles per day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ More than 100,000 per day

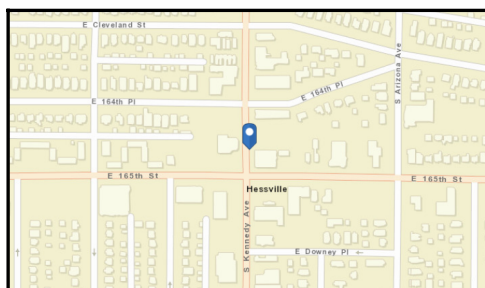
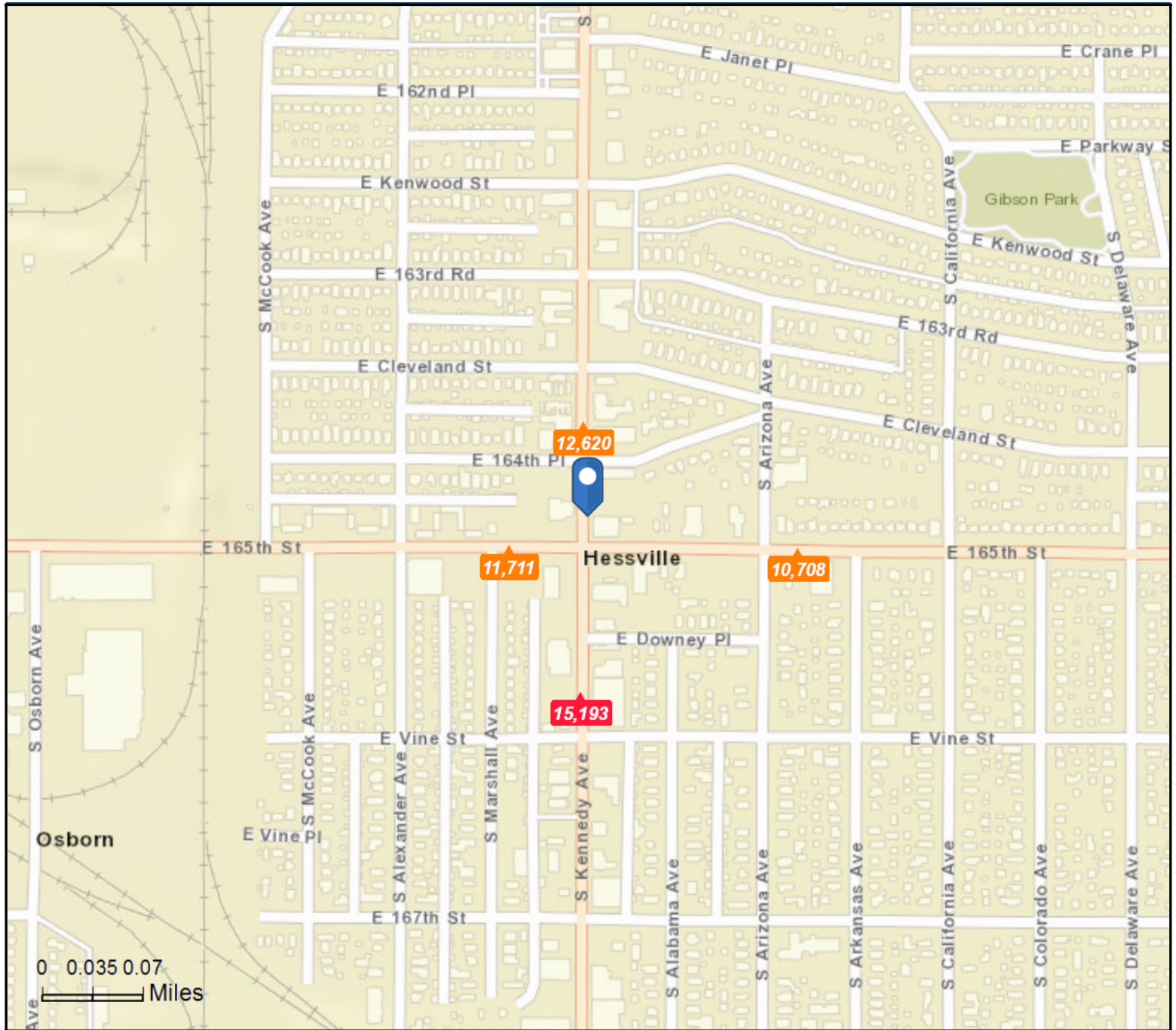


Traffic Count Map - Close Up

6435 Kennedy Ave, Hammond, Indiana, 46323
Rings: 3 mile radii

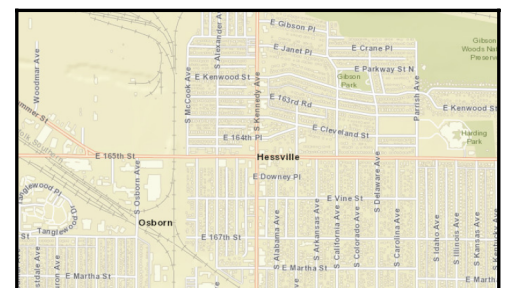
Report prepared for Northwest Indiana

Latitude: 41.59595
Longitude: -87.46155



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Source: ©2019 Kalibrate Technologies (Q2 2019).

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