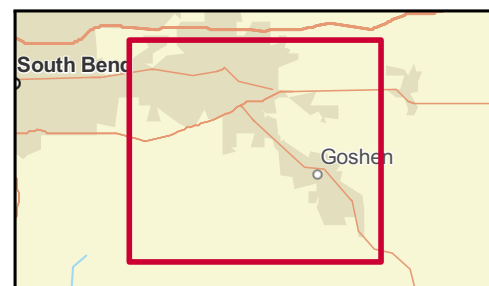
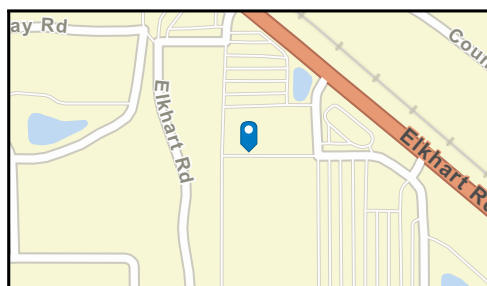
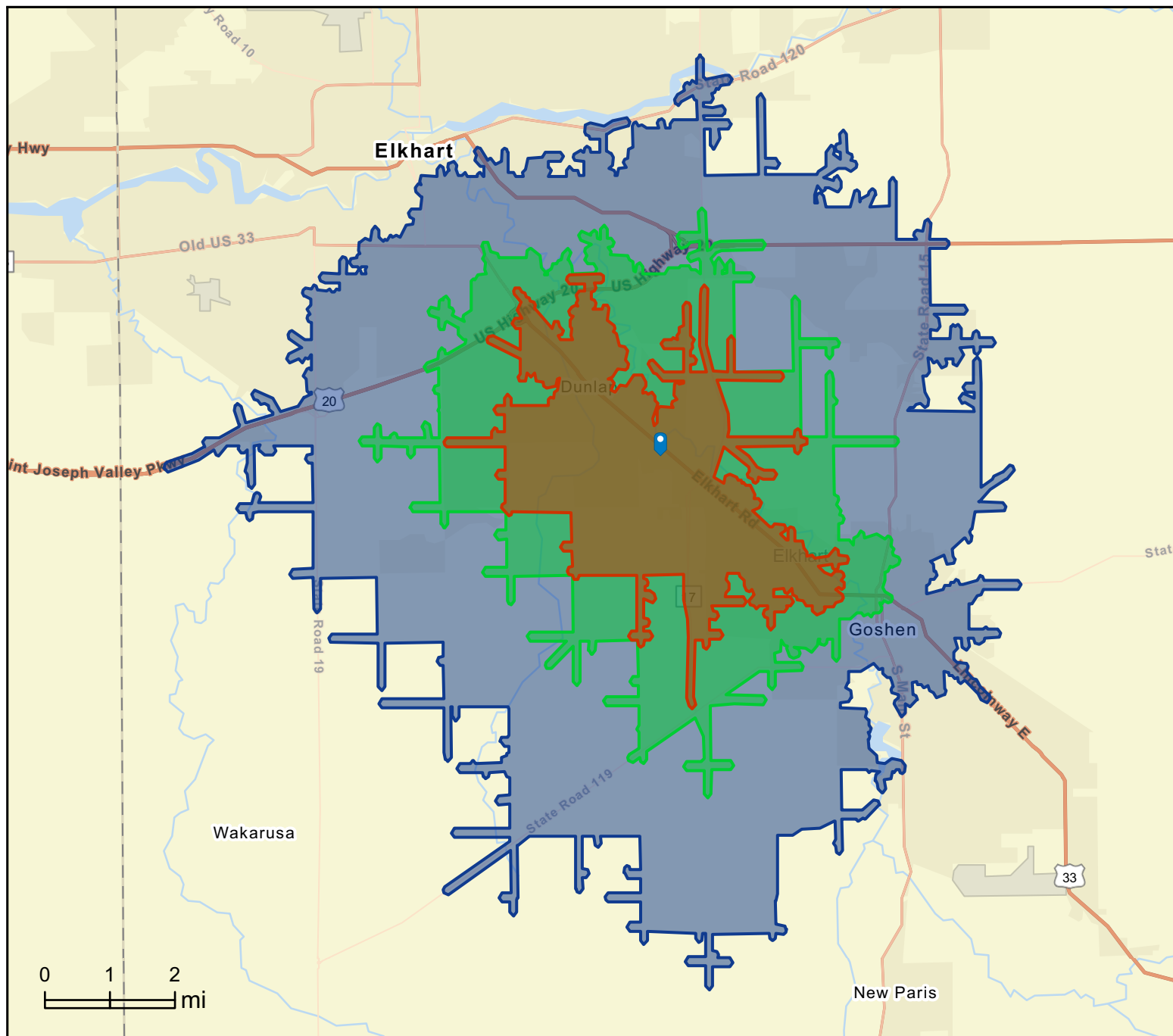


Site Map

Market Centre
4024 Elkhart Rd, Goshen, Indiana, 46526
Drive time: 7, 9, 13 minute radii

Prepared by Esri
Latitude: 41.62041
Longitude: -85.90027



Community Profile

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	7 minutes	9 minutes	13 minutes
Population Summary			
2010 Total Population	15,840	30,536	76,222
2020 Total Population	16,688	31,815	78,826
2020 Group Quarters	57	145	879
2024 Total Population	16,886	31,889	79,369
2024 Group Quarters	58	146	887
2029 Total Population	17,043	31,953	79,574
2024-2029 Annual Rate	0.19%	0.04%	0.05%
2024 Total Daytime Population	17,178	29,597	74,306
Workers	8,367	12,758	32,035
Residents	8,811	16,839	42,271
Household Summary			
2010 Households	5,291	10,235	25,878
2010 Average Household Size	2.87	2.89	2.86
2020 Total Households	5,821	10,983	27,701
2020 Average Household Size	2.86	2.88	2.81
2024 Households	5,930	11,059	27,959
2024 Average Household Size	2.84	2.87	2.81
2029 Households	6,033	11,165	28,251
2029 Average Household Size	2.82	2.85	2.79
2024-2029 Annual Rate	0.34%	0.19%	0.21%
2010 Families	4,019	7,709	18,880
2010 Average Family Size	3.27	3.30	3.32
2024 Families	4,302	8,002	19,499
2024 Average Family Size	3.37	3.41	3.41
2029 Families	4,354	8,035	19,570
2029 Average Family Size	3.35	3.40	3.40
2024-2029 Annual Rate	0.24%	0.08%	0.07%
Housing Unit Summary			
2000 Housing Units	5,154	10,155	26,203
Owner Occupied Housing Units	78.8%	71.1%	63.9%
Renter Occupied Housing Units	16.6%	24.2%	31.1%
Vacant Housing Units	4.6%	4.6%	5.0%
2010 Housing Units	5,759	11,175	28,928
Owner Occupied Housing Units	69.1%	63.9%	58.6%
Renter Occupied Housing Units	22.7%	27.7%	30.9%
Vacant Housing Units	8.1%	8.4%	10.5%
2020 Housing Units	6,150	11,625	29,477
Owner Occupied Housing Units	68.3%	64.6%	60.0%
Renter Occupied Housing Units	26.4%	29.9%	34.0%
Vacant Housing Units	5.3%	5.3%	6.2%
2024 Housing Units	6,260	11,722	29,745
Owner Occupied Housing Units	70.1%	66.4%	61.8%
Renter Occupied Housing Units	24.6%	28.0%	32.2%
Vacant Housing Units	5.3%	5.7%	6.0%
2029 Housing Units	6,358	11,843	30,039
Owner Occupied Housing Units	72.4%	68.8%	64.1%
Renter Occupied Housing Units	22.5%	25.5%	29.9%
Vacant Housing Units	5.1%	5.7%	6.0%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 17, 2024

Community Profile

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2024 Households by Income			
Household Income Base	5,930	11,059	27,959
<\$15,000	12.1%	12.2%	13.1%
\$15,000 - \$24,999	5.5%	5.8%	5.6%
\$25,000 - \$34,999	9.5%	8.9%	8.4%
\$35,000 - \$49,999	11.4%	13.7%	13.8%
\$50,000 - \$74,999	17.1%	15.7%	18.5%
\$75,000 - \$99,999	16.0%	14.8%	13.0%
\$100,000 - \$149,999	17.4%	18.1%	16.4%
\$150,000 - \$199,999	6.4%	6.1%	5.3%
\$200,000+	4.7%	4.7%	6.0%
Average Household Income	\$83,030	\$82,408	\$83,355
2029 Households by Income			
Household Income Base	6,033	11,165	28,251
<\$15,000	10.1%	10.1%	11.3%
\$15,000 - \$24,999	3.8%	4.2%	4.2%
\$25,000 - \$34,999	8.0%	7.7%	7.1%
\$35,000 - \$49,999	10.2%	12.3%	12.4%
\$50,000 - \$74,999	15.6%	14.3%	17.3%
\$75,000 - \$99,999	17.1%	15.6%	13.7%
\$100,000 - \$149,999	20.3%	21.2%	19.2%
\$150,000 - \$199,999	9.1%	8.6%	7.4%
\$200,000+	5.9%	5.9%	7.4%
Average Household Income	\$97,351	\$96,578	\$97,149
2024 Owner Occupied Housing Units by Value			
Total	4,388	7,781	18,388
<\$50,000	7.9%	7.6%	5.8%
\$50,000 - \$99,999	4.0%	5.3%	8.6%
\$100,000 - \$149,999	13.8%	15.1%	14.0%
\$150,000 - \$199,999	20.3%	20.3%	17.7%
\$200,000 - \$249,999	19.3%	19.2%	16.3%
\$250,000 - \$299,999	12.5%	12.3%	14.8%
\$300,000 - \$399,999	15.4%	12.6%	12.6%
\$400,000 - \$499,999	4.1%	4.0%	4.6%
\$500,000 - \$749,999	1.0%	1.8%	2.5%
\$750,000 - \$999,999	0.3%	0.5%	1.0%
\$1,000,000 - \$1,499,999	1.3%	1.3%	1.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.1%	0.5%
Average Home Value	\$233,817	\$232,705	\$254,952
2029 Owner Occupied Housing Units by Value			
Total	4,605	8,146	19,260
<\$50,000	3.5%	3.5%	3.0%
\$50,000 - \$99,999	0.9%	1.4%	4.0%
\$100,000 - \$149,999	5.8%	7.2%	7.2%
\$150,000 - \$199,999	13.5%	14.9%	12.9%
\$200,000 - \$249,999	22.3%	23.3%	18.5%
\$250,000 - \$299,999	19.1%	17.2%	18.7%
\$300,000 - \$399,999	24.2%	19.5%	19.6%
\$400,000 - \$499,999	7.1%	7.3%	7.4%
\$500,000 - \$749,999	1.8%	3.1%	4.2%
\$750,000 - \$999,999	0.4%	0.8%	1.3%
\$1,000,000 - \$1,499,999	1.5%	1.6%	1.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.4%
\$2,000,000 +	0.0%	0.1%	0.8%
Average Home Value	\$285,116	\$287,893	\$316,821

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 17, 2024

Community Profile

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Median Household Income			
2024	\$64,701	\$62,737	\$60,027
2029	\$77,507	\$76,647	\$70,420
Median Home Value			
2024	\$210,230	\$204,498	\$212,145
2029	\$260,625	\$249,236	\$261,588
Per Capita Income			
2024	\$29,071	\$28,793	\$29,477
2029	\$34,329	\$34,004	\$34,614
Median Age			
2010	33.7	32.7	32.5
2020	34.2	33.9	34.3
2024	34.5	34.5	34.9
2029	35.1	35.1	35.7
2020 Population by Age			
Total	16,688	31,815	78,826
0 - 4	7.2%	7.4%	7.2%
5 - 9	7.3%	7.6%	7.5%
10 - 14	8.7%	8.7%	8.5%
15 - 24	14.8%	14.6%	14.4%
25 - 34	13.1%	13.2%	13.2%
35 - 44	12.8%	12.9%	13.1%
45 - 54	11.5%	11.5%	11.9%
55 - 64	11.5%	11.3%	11.1%
65 - 74	7.8%	7.9%	8.1%
75 - 84	4.2%	3.8%	3.6%
85 +	1.1%	1.1%	1.2%
18 +	71.4%	71.2%	71.8%
2024 Population by Age			
Total	16,886	31,889	79,370
0 - 4	7.2%	7.3%	7.1%
5 - 9	7.3%	7.4%	7.2%
10 - 14	7.4%	7.7%	7.5%
15 - 24	15.5%	15.2%	15.1%
25 - 34	13.4%	13.1%	13.3%
35 - 44	12.9%	13.1%	13.1%
45 - 54	11.8%	11.9%	12.0%
55 - 64	10.9%	10.8%	10.9%
65 - 74	8.1%	8.2%	8.3%
75 - 84	4.4%	4.1%	4.2%
85 +	1.2%	1.2%	1.3%
18 +	73.3%	72.7%	73.4%
2029 Population by Age			
Total	17,044	31,951	79,572
0 - 4	7.2%	7.3%	7.1%
5 - 9	6.9%	7.0%	6.8%
10 - 14	6.9%	7.1%	6.9%
15 - 24	13.9%	14.2%	14.1%
25 - 34	15.0%	14.2%	14.2%
35 - 44	12.7%	12.7%	12.7%
45 - 54	11.9%	12.0%	12.0%
55 - 64	10.2%	10.2%	10.6%
65 - 74	9.1%	9.0%	8.9%
75 - 84	4.9%	4.9%	5.1%
85 +	1.4%	1.3%	1.5%
18 +	75.1%	74.4%	75.1%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	7 minutes	9 minutes	13 minutes
2020 Population by Sex			
Males	8,189	15,712	39,104
Females	8,499	16,103	39,722
2024 Population by Sex			
Males	8,434	16,008	39,989
Females	8,452	15,881	39,380
2029 Population by Sex			
Males	8,470	15,961	39,839
Females	8,573	15,993	39,734
2010 Population by Race/Ethnicity			
Total	15,838	30,536	76,221
White Alone	79.2%	77.7%	74.6%
Black Alone	5.0%	5.8%	8.2%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	1.1%	1.0%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	11.8%	12.2%	12.6%
Two or More Races	2.5%	2.9%	3.0%
Hispanic Origin	22.1%	22.9%	23.3%
Diversity Index	57.7	59.7	62.7
2020 Population by Race/Ethnicity			
Total	16,688	31,815	78,826
White Alone	66.2%	63.9%	61.7%
Black Alone	4.4%	4.9%	7.1%
American Indian Alone	1.1%	1.2%	1.0%
Asian Alone	1.2%	1.2%	1.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	16.8%	17.9%	18.2%
Two or More Races	10.3%	10.9%	10.8%
Hispanic Origin	29.0%	31.1%	30.4%
Diversity Index	71.8	74.0	75.2
2024 Population by Race/Ethnicity			
Total	16,886	31,888	79,369
White Alone	63.9%	61.6%	59.7%
Black Alone	4.3%	4.8%	6.9%
American Indian Alone	1.2%	1.3%	1.0%
Asian Alone	1.2%	1.3%	1.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	18.4%	19.5%	19.7%
Two or More Races	10.9%	11.5%	11.4%
Hispanic Origin	31.4%	33.4%	32.5%
Diversity Index	74.0	75.9	76.8
2029 Population by Race/Ethnicity			
Total	17,042	31,953	79,573
White Alone	61.3%	59.2%	57.5%
Black Alone	4.4%	4.8%	6.9%
American Indian Alone	1.2%	1.3%	1.1%
Asian Alone	1.3%	1.4%	1.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	20.0%	21.1%	21.1%
Two or More Races	11.7%	12.2%	12.1%
Hispanic Origin	33.8%	35.8%	34.7%
Diversity Index	76.2	77.7	78.4

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 17, 2024

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2020 Population by Relationship and Household Type			
Total	16,688	31,815	78,826
In Households	99.7%	99.5%	98.9%
Householder	35.1%	34.9%	35.2%
Opposite-Sex Spouse	18.2%	17.8%	17.3%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	2.7%	2.7%	2.7%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	31.3%	31.4%	30.9%
Adopted Child	0.7%	0.7%	0.7%
Stepchild	1.7%	1.6%	1.5%
Grandchild	2.3%	2.5%	2.6%
Brother or Sister	1.5%	1.5%	1.4%
Parent	1.3%	1.3%	1.2%
Parent-in-law	0.3%	0.3%	0.2%
Son-in-law or Daughter-in-law	0.5%	0.5%	0.5%
Other Relatives	1.3%	1.4%	1.5%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	2.6%	2.7%	2.9%
In Group Quarters	0.3%	0.5%	1.1%
Institutionalized	0.1%	0.2%	0.7%
Noninstitutionalized	0.2%	0.2%	0.4%
2024 Population 25+ by Educational Attainment			
Total	10,591	19,908	50,085
Less than 9th Grade	6.8%	6.8%	5.9%
9th - 12th Grade, No Diploma	8.5%	9.7%	10.2%
High School Graduate	28.0%	29.4%	30.2%
GED/Alternative Credential	6.4%	6.3%	6.3%
Some College, No Degree	18.4%	18.0%	16.8%
Associate Degree	8.3%	8.4%	7.6%
Bachelor's Degree	15.1%	13.9%	15.4%
Graduate/Professional Degree	8.4%	7.4%	7.6%
2024 Population 15+ by Marital Status			
Total	13,200	24,757	62,038
Never Married	30.4%	32.5%	33.0%
Married	54.3%	51.7%	50.1%
Widowed	4.4%	4.6%	4.8%
Divorced	11.0%	11.3%	12.1%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	8,558	15,928	39,320
Population 16+ Employed	95.9%	96.2%	95.9%
Population 16+ Unemployment rate	4.1%	3.8%	4.1%
Population 16-24 Employed	15.6%	15.3%	16.2%
Population 16-24 Unemployment rate	12.0%	10.6%	8.4%
Population 25-54 Employed	64.3%	63.9%	64.0%
Population 25-54 Unemployment rate	2.1%	2.3%	3.6%
Population 55-64 Employed	13.8%	14.2%	14.1%
Population 55-64 Unemployment rate	3.4%	3.3%	2.1%
Population 65+ Employed	6.3%	6.6%	5.6%
Population 65+ Unemployment rate	3.4%	2.1%	2.8%

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2024 Employed Population 16+ by Industry			
Total	8,210	15,321	37,690
Agriculture/Mining	0.4%	0.4%	0.6%
Construction	4.7%	5.0%	5.1%
Manufacturing	36.3%	37.5%	37.5%
Wholesale Trade	0.8%	1.0%	1.6%
Retail Trade	12.1%	10.7%	9.6%
Transportation/Utilities	3.9%	3.5%	3.8%
Information	1.0%	1.0%	0.8%
Finance/Insurance/Real Estate	3.0%	3.0%	3.3%
Services	36.0%	36.2%	36.2%
Public Administration	1.7%	1.7%	1.5%
2024 Employed Population 16+ by Occupation			
Total	8,209	15,320	37,689
White Collar	49.6%	47.2%	47.5%
Management/Business/Financial	11.5%	11.1%	11.6%
Professional	17.9%	18.3%	18.4%
Sales	10.9%	9.3%	8.4%
Administrative Support	9.4%	8.4%	9.1%
Services	14.6%	14.9%	13.7%
Blue Collar	35.7%	38.0%	38.8%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	3.2%	4.5%	5.0%
Installation/Maintenance/Repair	3.4%	3.0%	2.8%
Production	20.1%	21.1%	20.2%
Transportation/Material Moving	9.0%	9.3%	10.6%
2020 Households by Type			
Total	5,821	10,983	27,701
Married Couple Households	52.3%	51.4%	49.4%
With Own Children <18	22.4%	21.8%	21.3%
Without Own Children <18	29.9%	29.5%	28.0%
Cohabiting Couple Households	7.8%	8.1%	8.0%
With Own Children <18	3.8%	4.0%	3.8%
Without Own Children <18	4.1%	4.1%	4.2%
Male Householder, No Spouse/Partner	15.4%	16.2%	17.7%
Living Alone	9.4%	10.0%	11.4%
65 Years and over	2.9%	2.6%	2.9%
With Own Children <18	2.0%	1.9%	1.9%
Without Own Children <18, With Relatives	2.7%	3.0%	3.0%
No Relatives Present	1.3%	1.3%	1.5%
Female Householder, No Spouse/Partner	24.4%	24.3%	24.9%
Living Alone	11.6%	11.2%	11.8%
65 Years and over	6.6%	5.9%	6.0%
With Own Children <18	7.3%	7.3%	6.9%
Without Own Children <18, With Relatives	4.9%	5.2%	5.3%
No Relatives Present	0.6%	0.6%	0.8%
2020 Households by Size			
Total	5,821	10,983	27,701
1 Person Household	21.0%	21.2%	23.2%
2 Person Household	32.4%	32.1%	31.3%
3 Person Household	16.4%	16.7%	15.9%
4 Person Household	14.8%	14.6%	14.8%
5 Person Household	9.0%	8.9%	8.5%
6 Person Household	4.4%	4.3%	4.1%
7 + Person Household	2.0%	2.2%	2.3%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Households by Tenure and Mortgage Status			
Total	5,821	10,983	27,701
Owner Occupied	72.1%	68.3%	63.9%
Owned with a Mortgage/Loan	50.6%	47.8%	44.7%
Owned Free and Clear	21.5%	20.6%	19.2%
Renter Occupied	27.9%	31.7%	36.1%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	122	121	112
Percent of Income for Mortgage	20.3%	20.4%	22.1%
Wealth Index	67	66	68
2020 Housing Units By Urban/ Rural Status			
Total	6,150	11,625	29,477
Urban Housing Units	93.3%	90.9%	91.3%
Rural Housing Units	6.7%	9.1%	8.7%
2020 Population By Urban/ Rural Status			
Total	16,688	31,815	78,826
Urban Population	92.8%	90.5%	90.4%
Rural Population	7.2%	9.5%	9.6%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 17, 2024

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Top 3 Tapestry Segments			
1.	Heartland Communities (6F)	Green Acres (6A)	Green Acres (6A)
2.	Down the Road (10D)	Rustbelt Traditions (5D)	Hometown Heritage (8G)
3.	Green Acres (6A)	Urban Edge Families (7C)	Middleburg (4C)
2024 Consumer Spending			
Apparel & Services: Total \$	\$10,705,012	\$19,996,133	\$51,082,370
Average Spent	\$1,805.23	\$1,808.13	\$1,827.05
Spending Potential Index	76	76	77
Education: Total \$	\$6,712,288	\$12,699,646	\$33,440,494
Average Spent	\$1,131.92	\$1,148.35	\$1,196.05
Spending Potential Index	66	66	69
Entertainment/Recreation: Total \$	\$17,995,435	\$33,115,302	\$84,772,077
Average Spent	\$3,034.64	\$2,994.42	\$3,032.01
Spending Potential Index	74	73	74
Food at Home: Total \$	\$32,475,305	\$60,333,132	\$153,829,761
Average Spent	\$5,476.44	\$5,455.57	\$5,501.98
Spending Potential Index	75	75	75
Food Away from Home: Total \$	\$17,795,891	\$33,154,983	\$83,742,947
Average Spent	\$3,000.99	\$2,998.01	\$2,995.21
Spending Potential Index	77	77	77
Health Care: Total \$	\$35,856,886	\$65,199,671	\$166,716,634
Average Spent	\$6,046.69	\$5,895.62	\$5,962.90
Spending Potential Index	79	77	78
HH Furnishings & Equipment: Total \$	\$14,255,655	\$26,228,952	\$66,916,334
Average Spent	\$2,403.99	\$2,371.73	\$2,393.37
Spending Potential Index	76	75	76
Personal Care Products & Services: Total \$	\$4,324,367	\$8,032,718	\$20,509,648
Average Spent	\$729.24	\$726.35	\$733.56
Spending Potential Index	73	73	74
Shelter: Total \$	\$113,308,793	\$211,751,952	\$540,585,240
Average Spent	\$19,107.72	\$19,147.48	\$19,334.93
Spending Potential Index	72	72	73
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,292,445	\$29,390,725	\$74,235,936
Average Spent	\$2,747.46	\$2,657.63	\$2,655.17
Spending Potential Index	78	76	76
Travel: Total \$	\$12,653,694	\$23,424,014	\$60,271,678
Average Spent	\$2,133.84	\$2,118.10	\$2,155.72
Spending Potential Index	70	70	71
Vehicle Maintenance & Repairs: Total \$	\$6,875,805	\$12,614,324	\$32,134,196
Average Spent	\$1,159.49	\$1,140.64	\$1,149.33
Spending Potential Index	78	77	78

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 17, 2024