



Demographic and Income Profile

La Porte City, IN_3
 La Porte city, IN (1842246)
 Geography: Place

<http://www.isbdc.org>

Summary	Census 2010	2012	2017
Population	22,053	22,376	22,779
Households	8,962	9,059	9,284
Families	5,362	5,449	5,560
Average Household Size	2.39	2.40	2.39
Owner Occupied Housing Units	5,291	5,374	5,564
Renter Occupied Housing Units	3,671	3,685	3,721
Median Age	36.2	37.2	37.8
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	0.36%	0.45%	0.68%
Households	0.49%	0.49%	0.74%
Families	0.40%	0.41%	0.72%
Owner HHs	0.70%	0.60%	0.91%
Median Household Income	3.25%	3.35%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	1,680	18.5%	1,713	18.4%
\$15,000 - \$24,999	1,396	15.4%	1,159	12.5%
\$25,000 - \$34,999	1,276	14.1%	1,003	10.8%
\$35,000 - \$49,999	1,522	16.8%	1,319	14.2%
\$50,000 - \$74,999	1,623	17.9%	2,082	22.4%
\$75,000 - \$99,999	681	7.5%	937	10.1%
\$100,000 - \$149,999	688	7.6%	834	9.0%
\$150,000 - \$199,999	124	1.4%	160	1.7%
\$200,000+	71	0.8%	78	0.8%
Median Household Income	\$36,258		\$42,547	
Average Household Income	\$47,609		\$53,095	
Per Capita Income	\$19,898		\$22,274	

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,646	7.5%	1,611	7.2%	1,631	7.2%
5 - 9	1,527	6.9%	1,499	6.7%	1,516	6.7%
10 - 14	1,403	6.4%	1,389	6.2%	1,416	6.2%
15 - 19	1,388	6.3%	1,349	6.0%	1,304	5.7%
20 - 24	1,531	6.9%	1,548	6.9%	1,446	6.3%
25 - 34	3,194	14.5%	3,194	14.3%	3,273	14.4%
35 - 44	2,687	12.2%	2,670	11.9%	2,657	11.7%
45 - 54	2,869	13.0%	2,875	12.8%	2,696	11.8%
55 - 64	2,444	11.1%	2,661	11.9%	2,813	12.3%
65 - 74	1,450	6.6%	1,630	7.3%	1,980	8.7%
75 - 84	1,237	5.6%	1,248	5.6%	1,312	5.8%
85+	677	3.1%	702	3.1%	736	3.2%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	19,549	88.6%	19,950	89.2%	20,101	88.2%
Black Alone	672	3.0%	647	2.9%	637	2.8%
American Indian Alone	58	0.3%	59	0.3%	68	0.3%
Asian Alone	100	0.5%	112	0.5%	136	0.6%
Pacific Islander Alone	2	0.0%	2	0.0%	2	0.0%
Some Other Race Alone	1,088	4.9%	1,031	4.6%	1,198	5.3%
Two or More Races	584	2.6%	574	2.6%	637	2.8%
Hispanic Origin (Any Race)	2,460	11.2%	2,330	10.4%	2,734	12.0%

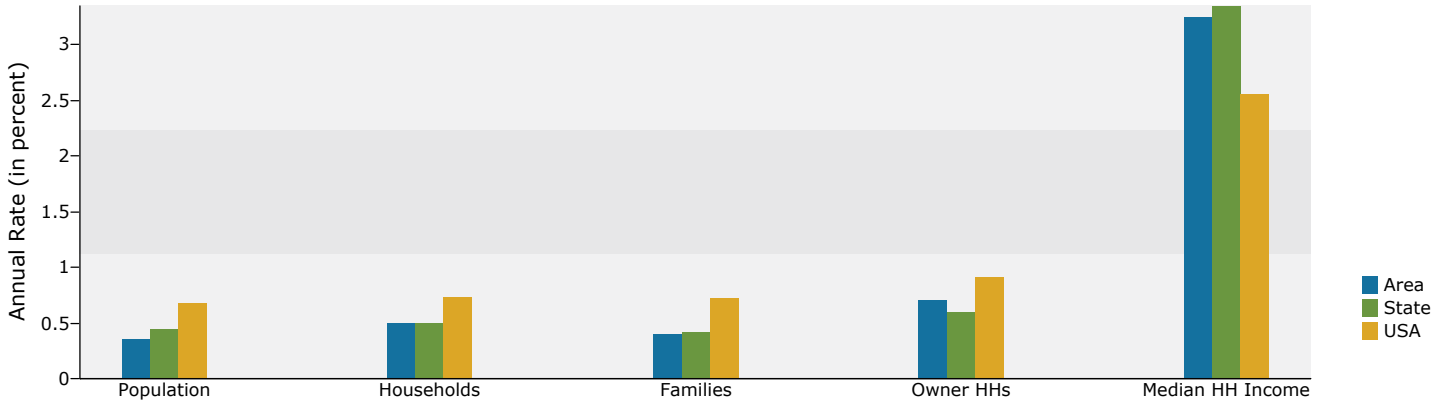
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

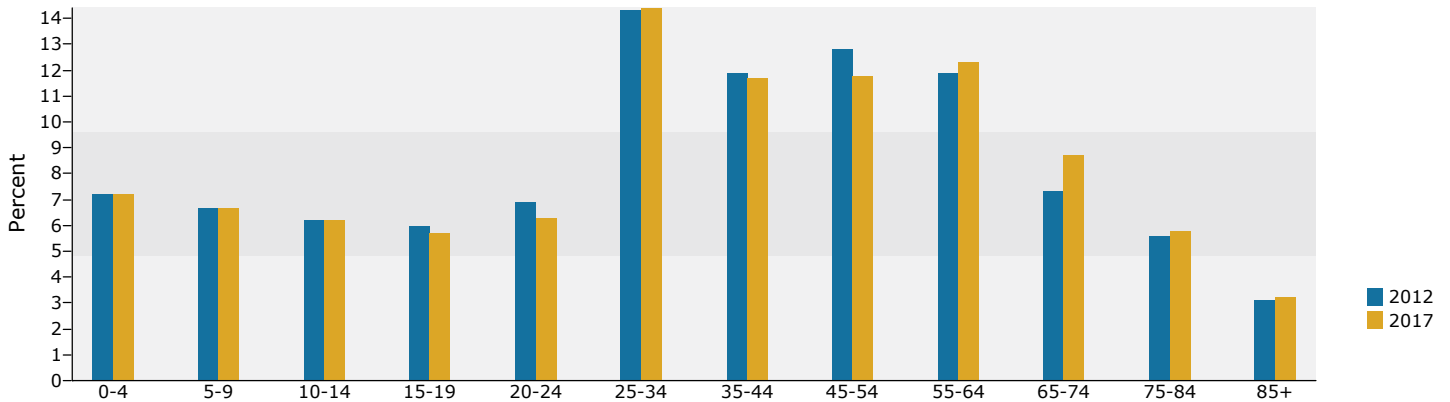
May 30, 2013

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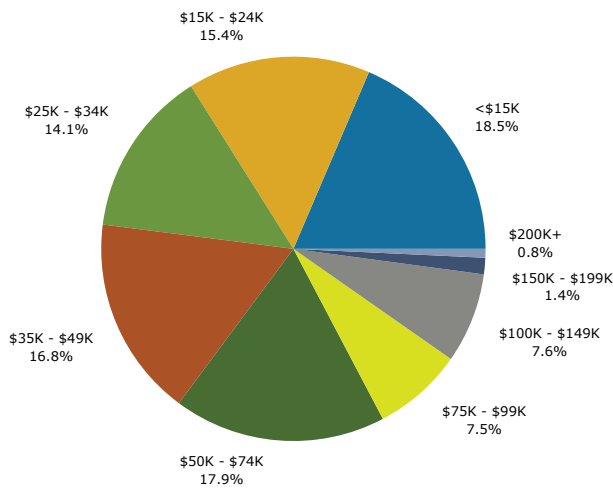
Trends 2012-2017



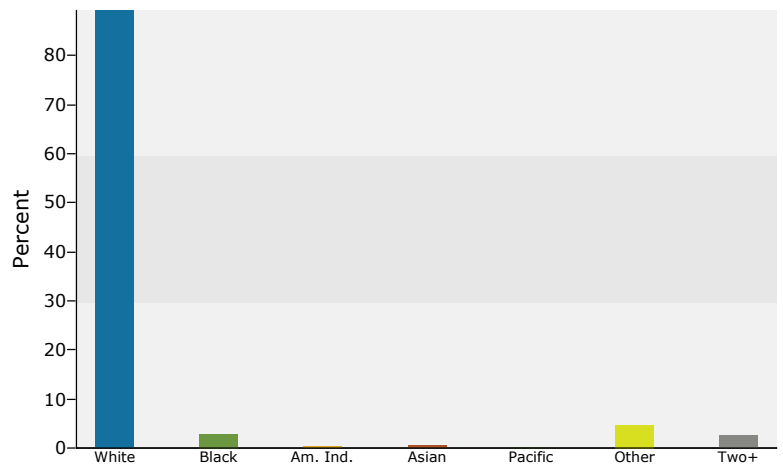
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 10.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.



Retail Goods and Services Expenditures

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Top Tapestry Segments	Percent	Demographic Summary	2012	2017
Rustbelt Traditions	26.7%	Population	22,376	22,779
Simple Living	19.7%	Households	9,059	9,284
Heartland Communities	16.2%	Families	5,449	5,560
Home Town	11.4%	Median Age	37.2	37.8
Rustbelt Retirees	8.4%	Median Household Income	\$36,258	\$42,547
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		47	\$998.70	\$9,047,233
Men's		44	\$178.16	\$1,613,940
Women's		40	\$304.90	\$2,762,126
Children's		53	\$187.38	\$1,697,484
Footwear		35	\$140.79	\$1,275,372
Watches & Jewelry		67	\$95.18	\$862,257
Apparel Products and Services (1)		103	\$92.29	\$836,054
Computer				
Computers and Hardware for Home Use		69	\$133.11	\$1,205,817
Portable Memory		74	\$5.32	\$48,154
Computer Software		65	\$12.22	\$110,738
Computer Accessories		70	\$11.11	\$100,609
Entertainment & Recreation		74	\$2,272.81	\$20,589,352
Fees and Admissions		63	\$378.46	\$3,428,508
Membership Fees for Clubs (2)		64	\$101.27	\$917,446
Fees for Participant Sports, excl. Trips		63	\$70.11	\$635,145
Admission to Movie/Theatre/Opera/Ballet		63	\$94.32	\$854,477
Admission to Sporting Events, excl. Trips		70	\$42.07	\$381,075
Fees for Recreational Lessons		60	\$70.30	\$636,887
Dating Services		94	\$0.38	\$3,478
TV/Video/Audio		75	\$917.15	\$8,308,496
Cable and Satellite Television Services		77	\$627.64	\$5,685,747
Televisions		73	\$110.27	\$998,915
Satellite Dishes		85	\$1.28	\$11,594
VCRs, Video Cameras, and DVD Players		70	\$8.49	\$76,867
Miscellaneous Video Equipment		69	\$5.04	\$45,666
Video Cassettes and DVDs		74	\$24.63	\$223,101
Video Game Hardware/Accessories		76	\$19.44	\$176,134
Video Game Software		77	\$21.75	\$197,037
Streaming/Downloaded Video		60	\$2.12	\$19,214
Rental of Video Cassettes and DVDs		71	\$18.43	\$166,969
Installation of Televisions		64	\$0.52	\$4,745
Audio (3)		67	\$74.06	\$670,932
Rental and Repair of TV/Radio/Sound Equipment		76	\$3.49	\$31,574
Pets		91	\$457.55	\$4,144,943
Toys and Games (4)		73	\$95.76	\$867,523
Recreational Vehicles and Fees (5)		68	\$144.82	\$1,311,963
Sports/Recreation/Exercise Equipment (6)		63	\$107.56	\$974,360
Photo Equipment and Supplies (7)		70	\$51.81	\$469,304
Reading (8)		71	\$104.02	\$942,315
Catered Affairs (9)		63	\$15.67	\$141,939
Food		73	\$5,710.37	\$51,730,286
Food at Home		75	\$3,583.43	\$32,462,328
Bakery and Cereal Products		76	\$507.07	\$4,593,572
Meats, Poultry, Fish, and Eggs		74	\$777.38	\$7,042,280
Dairy Products		75	\$383.31	\$3,472,377
Fruits and Vegetables		73	\$656.62	\$5,948,293
Snacks and Other Food at Home (10)		77	\$1,259.06	\$11,405,805
Food Away from Home		70	\$2,126.94	\$19,267,958
Alcoholic Beverages		68	\$342.92	\$3,106,544
Nonalcoholic Beverages at Home		76	\$343.92	\$3,115,569

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 2012 and 2017; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	37	\$727.40	\$6,589,502
Vehicle Loans	74	\$2,697.96	\$24,440,850
Health			
Nonprescription Drugs	78	\$91.62	\$829,993
Prescription Drugs	80	\$365.78	\$3,313,564
Eyeglasses and Contact Lenses	76	\$62.12	\$562,770
Home			
Mortgage Payment and Basics (11)	65	\$5,850.57	\$53,000,318
Maintenance and Remodeling Services	68	\$1,044.55	\$9,462,604
Maintenance and Remodeling Materials (12)	80	\$219.90	\$1,992,103
Utilities, Fuel, and Public Services	76	\$3,636.18	\$32,940,130
Household Furnishings and Equipment			
Household Textiles (13)	70	\$69.57	\$630,240
Furniture	71	\$323.60	\$2,931,480
Rugs	68	\$16.33	\$147,936
Major Appliances (14)	74	\$193.72	\$1,754,870
Housewares (15)	61	\$43.31	\$392,382
Small Appliances	74	\$31.55	\$285,807
Luggage	62	\$5.26	\$47,672
Telephones and Accessories	63	\$32.15	\$291,259
Household Operations			
Child Care	65	\$274.29	\$2,484,757
Lawn and Garden (16)	74	\$299.20	\$2,710,458
Moving/Storage/Freight Express	70	\$43.13	\$390,734
Housekeeping Supplies (17)	76	\$510.22	\$4,622,084
Insurance			
Owners and Renters Insurance	75	\$349.15	\$3,162,980
Vehicle Insurance	73	\$819.61	\$7,424,872
Life/Other Insurance	76	\$312.53	\$2,831,236
Health Insurance	76	\$1,794.26	\$16,254,211
Personal Care Products (18)	71	\$298.69	\$2,705,875
School Books and Supplies (19)	78	\$139.12	\$1,260,312
Smoking Products	89	\$409.00	\$3,705,122
Transportation			
Vehicle Purchases (Net Outlay) (20)	74	\$2,541.03	\$23,019,194
Gasoline and Motor Oil	77	\$2,262.97	\$20,500,271
Vehicle Maintenance and Repairs	72	\$749.73	\$6,791,797
Travel			
Airline Fares	61	\$267.07	\$2,419,400
Lodging on Trips	67	\$270.51	\$2,450,546
Auto/Truck/Van Rental on Trips	60	\$19.17	\$173,690
Food and Drink on Trips	67	\$279.06	\$2,527,983

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.

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- (1) 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.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) 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.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, 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.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) 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.
- (13) 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.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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 2012 and 2017; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

May 30, 2013



Retail MarketPlace Profile

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<http://www.isbdc.org>

Summary Demographics

2012 Population	22,376
2012 Households	9,059
2012 Median Disposable Income	\$30,156
2012 Per Capita Income	\$19,898

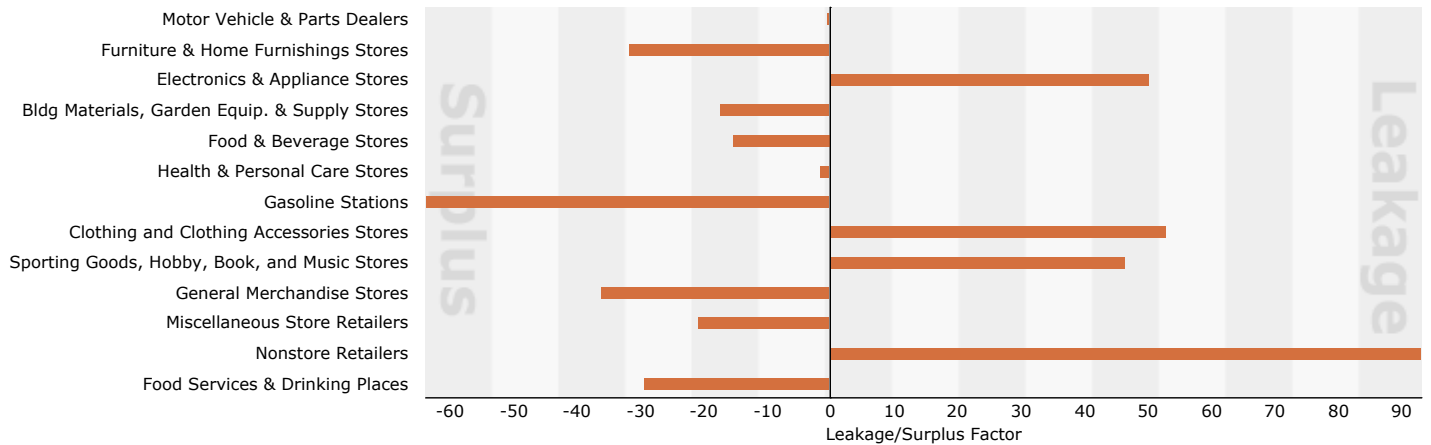
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$185,252,371	\$310,158,256	-\$124,905,885	-25.2	196
Total Retail Trade	44-45	\$167,980,863	\$278,489,104	-\$110,508,241	-24.8	141
Total Food & Drink	722	\$17,271,508	\$31,669,152	-\$14,397,644	-29.4	55

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$31,514,976	\$31,857,952	-\$342,976	-0.5	18
Automobile Dealers	4411	\$27,218,313	\$27,796,260	-\$577,947	-1.1	11
Other Motor Vehicle Dealers	4412	\$1,829,067	\$1,077,156	\$751,911	25.9	1
Auto Parts, Accessories & Tire Stores	4413	\$2,467,596	\$2,984,536	-\$516,940	-9.5	6
Furniture & Home Furnishings Stores	442	\$3,235,353	\$6,243,253	-\$3,007,900	-31.7	6
Furniture Stores	4421	\$1,982,228	\$1,130,659	\$851,569	27.4	1
Home Furnishings Stores	4422	\$1,253,125	\$5,112,594	-\$3,859,469	-60.6	5
Electronics & Appliance Stores	4431	\$5,300,764	\$1,751,104	\$3,549,660	50.3	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,677,851	\$8,084,324	-\$2,406,473	-17.5	9
Bldg Material & Supplies Dealers	4441	\$4,528,964	\$6,654,861	-\$2,125,897	-19.0	7
Lawn & Garden Equip & Supply Stores	4442	\$1,148,887	\$1,429,463	-\$280,576	-10.9	2
Food & Beverage Stores	445	\$25,689,131	\$35,127,470	-\$9,438,339	-15.5	15
Grocery Stores	4451	\$23,391,290	\$32,628,594	-\$9,237,304	-16.5	6
Specialty Food Stores	4452	\$450,296	\$303,221	\$147,075	19.5	5
Beer, Wine & Liquor Stores	4453	\$1,847,545	\$2,195,655	-\$348,110	-8.6	4
Health & Personal Care Stores	446,4461	\$16,536,459	\$17,138,983	-\$602,524	-1.8	10
Gasoline Stations	447,4471	\$19,617,121	\$88,919,647	-\$69,302,526	-63.9	10
Clothing & Clothing Accessories Stores	448	\$9,331,549	\$2,862,025	\$6,469,524	53.1	14
Clothing Stores	4481	\$6,584,903	\$1,769,484	\$4,815,419	57.6	9
Shoe Stores	4482	\$1,448,227	\$661,660	\$786,567	37.3	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,298,419	\$430,881	\$867,538	50.2	3
Sporting Goods, Hobby, Book & Music Stores	451	\$4,567,315	\$1,665,088	\$2,902,227	46.6	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,521,299	\$1,570,285	\$1,951,014	38.3	5
Book, Periodical & Music Stores	4512	\$1,046,016	\$94,803	\$951,213	83.4	2
General Merchandise Stores	452	\$35,631,895	\$76,265,997	-\$40,634,102	-36.3	6
Department Stores Excluding Leased Depts.	4521	\$10,486,830	\$4,722,607	\$5,764,223	37.9	4
Other General Merchandise Stores	4529	\$25,145,065	\$71,543,390	-\$46,398,325	-48.0	2
Miscellaneous Store Retailers	453	\$5,478,996	\$8,381,895	-\$2,902,899	-20.9	36
Florists	4531	\$188,269	\$269,906	-\$81,637	-17.8	3
Office Supplies, Stationery & Gift Stores	4532	\$1,622,451	\$5,214,233	-\$3,591,782	-52.5	11
Used Merchandise Stores	4533	\$516,237	\$351,394	\$164,843	19.0	4
Other Miscellaneous Store Retailers	4539	\$3,152,039	\$2,546,362	\$605,677	10.6	18
Nonstore Retailers	454	\$5,399,453	\$191,366	\$5,208,087	93.2	3
Electronic Shopping & Mail-Order Houses	4541	\$3,398,440	\$0	\$3,398,440	100.0	0
Vending Machine Operators	4542	\$401,602	\$0	\$401,602	100.0	0
Direct Selling Establishments	4543	\$1,599,411	\$191,366	\$1,408,045	78.6	3
Food Services & Drinking Places	722	\$17,271,508	\$31,669,152	-\$14,397,644	-29.4	55
Full-Service Restaurants	7221	\$6,083,026	\$3,946,510	\$2,136,516	21.3	11
Limited-Service Eating Places	7222	\$8,980,229	\$23,977,380	-\$14,997,151	-45.5	21
Special Food Services	7223	\$902,178	\$1,554,386	-\$652,208	-26.5	6
Drinking Places - Alcoholic Beverages	7224	\$1,306,075	\$2,190,876	-\$884,801	-25.3	17

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

