



The **Retail**Coach®

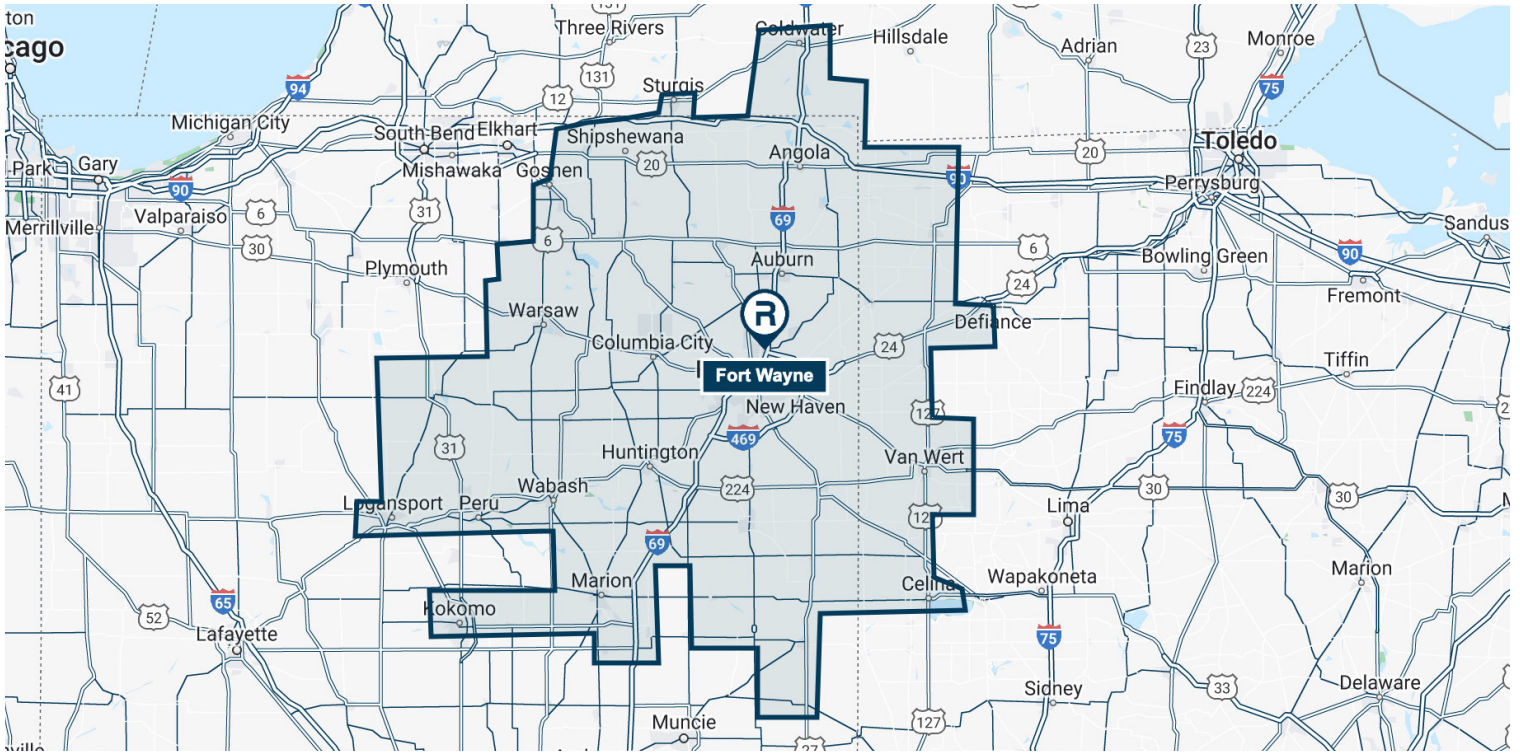
# Parkview Regional Medical Center Retail Trade Area Demographic Profile

FORT WAYNE, INDIANA

Prepared for Parkview Regional Medical Center  
June 2023

# Parkview Regional Medical Center • Retail Trade Area • Demographic Snapshot

## Fort Wayne, Indiana



### Population

2020	1,224,360	0 - 9 Years	13.39%
2023	1,229,764	10 - 17 Years	10.96%
2028	1,245,463	18 - 24 Years	9.24%

### Educational Attainment (%)

Graduate or Professional Degree	7.16%	25 - 34 Years	12.42%
Bachelors Degree	14.23%	35 - 44 Years	11.79%
Associate Degree	9.62%	45 - 54 Years	11.43%
Some College	20.65%	55 - 64 Years	12.46%
High School Graduate (GED)	35.75%	65 and Older	18.30%
Some High School, No Degree	6.94%	Median Age	38.33
Less than 9th Grade	5.65%	Average Age	39.52

### Income

Average HH	\$80,999
Median HH	\$63,193
Per Capita	\$32,282

### Age

0 - 9 Years	13.39%
10 - 17 Years	10.96%
18 - 24 Years	9.24%
25 - 34 Years	12.42%
35 - 44 Years	11.79%
45 - 54 Years	11.43%
55 - 64 Years	12.46%
65 and Older	18.30%
Median Age	38.33
Average Age	39.52

### Race Distribution (%)

White	81.74%
Black/African American	4.89%
American Indian/Alaskan	0.50%
Asian	2.24%
Native Hawaiian/Islander	0.08%
Other Race	4.10%
Two or More Races	6.45%
Hispanic	8.39%



**PARKVIEW**  
HEALTH

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# Parkview Regional Medical Center • Retail Trade Area • Demographic Profile

Fort Wayne, Indiana

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	1,245,463	
2023 Estimate	1,229,764	
2020 Census	1,224,360	
2010 Census	1,188,144	
Growth 2023 - 2028		1.28%
Growth 2020 - 2023		0.44%
Growth 2010 - 2020		3.05%
<b>2023 Est. Population by Single-Classification Race</b>	<b>1,229,764</b>	
White Alone	1,005,213	81.74%
Black or African American Alone	60,159	4.89%
Amer. Indian and Alaska Native Alone	6,092	0.50%
Asian Alone	27,557	2.24%
Native Hawaiian and Other Pacific Island Alone	1,017	0.08%
Some Other Race Alone	50,448	4.10%
Two or More Races	79,278	6.45%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>1,229,764</b>	
Not Hispanic or Latino	1,126,555	91.61%
Hispanic or Latino	103,208	8.39%
Mexican	79,188	76.73%
Puerto Rican	7,511	7.28%
Cuban	913	0.89%
All Other Hispanic or Latino	15,596	15.11%

DESCRIPTION	DATA	%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>103,208</b>	
White Alone	23,813	23.07%
Black or African American Alone	1,447	1.40%
American Indian and Alaska Native Alone	2,580	2.50%
Asian Alone	206	0.20%
Native Hawaiian and Other Pacific Islander Alone	60	0.06%
Some Other Race Alone	44,933	43.54%
Two or More Races	30,168	29.23%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>27,557</b>	
Chinese, except Taiwanese	2,714	9.85%
Filipino	3,129	11.36%
Japanese	339	1.23%
Asian Indian	4,119	14.95%
Korean	2,940	10.67%
Vietnamese	3,177	11.53%
Cambodian	113	0.41%
Hmong	14	0.05%
Laotian	375	1.36%
Thai	722	2.62%
All Other Asian Races Including 2+ Category	9,916	35.98%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	1,019,090	88.85%
Speak Asian/Pacific Island Language at Home	17,743	1.55%
Speak IndoEuropean Language at Home	49,942	4.35%
Speak Spanish at Home	55,164	4.81%
Speak Other Language at Home	5,055	0.44%

# Parkview Regional Medical Center • Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2023 Est. Population by Age</b>	<b>1,229,764</b>	
Age 0 - 4	82,770	6.73%
Age 5 - 9	81,938	6.66%
Age 10 - 14	83,673	6.80%
Age 15 - 17	51,068	4.15%
Age 18 - 20	50,553	4.11%
Age 21 - 24	63,101	5.13%
Age 25 - 34	152,711	12.42%
Age 35 - 44	145,011	11.79%
Age 45 - 54	140,574	11.43%
Age 55 - 64	153,263	12.46%
Age 65 - 74	133,563	10.86%
Age 75 - 84	65,192	5.30%
Age 85 and over	26,346	2.14%
Age 16 and over	964,645	78.44%
Age 18 and over	930,315	75.65%
Age 21 and over	879,762	71.54%
Age 65 and over	225,102	18.30%
2023 Est. Median Age		38.33
2023 Est. Average Age		39.52
<b>2023 Est. Population by Sex</b>	<b>1,229,764</b>	
Male	607,653	49.41%
Female	622,111	50.59%

DESCRIPTION	DATA	%
<b>2023 Est. Male Population by Age</b>	<b>607,653</b>	
Age 0 - 4	42,338	6.97%
Age 5 - 9	41,888	6.89%
Age 10 - 14	42,658	7.02%
Age 15 - 17	25,975	4.28%
Age 18 - 20	26,000	4.28%
Age 21 - 24	32,346	5.32%
Age 25 - 34	77,344	12.73%
Age 35 - 44	72,393	11.91%
Age 45 - 54	70,239	11.56%
Age 55 - 64	75,571	12.44%
Age 65 - 74	63,416	10.44%
Age 75 - 84	28,382	4.67%
Age 85 and over	9,103	1.50%
2023 Est. Median Age, Male		37.07
2023 Est. Average Age, Male		38.48
<b>2023 Est. Female Population by Age</b>	<b>622,111</b>	
Age 0 - 4	40,432	6.50%
Age 5 - 9	40,050	6.44%
Age 10 - 14	41,016	6.59%
Age 15 - 17	25,093	4.03%
Age 18 - 20	24,553	3.95%
Age 21 - 24	30,755	4.94%
Age 25 - 34	75,367	12.12%
Age 35 - 44	72,618	11.67%
Age 45 - 54	70,336	11.31%
Age 55 - 64	77,692	12.49%
Age 65 - 74	70,147	11.28%
Age 75 - 84	36,810	5.92%
Age 85 and over	17,244	2.77%
2023 Est. Median Age, Female		39.61
2023 Est. Average Age, Female		40.49



# Parkview Regional Medical Center • Retail Trade Area • Demographic Profile

Fort Wayne, Indiana

DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	287,294	29.27%
Males, Never Married	156,862	15.98%
Females, Never Married	130,432	13.29%
Married, Spouse present	480,683	48.98%
Married, Spouse absent	29,061	2.96%
Widowed	61,397	6.26%
Males Widowed	14,468	1.47%
Females Widowed	46,929	4.78%
Divorced	122,948	12.53%
Males Divorced	57,069	5.82%
Females Divorced	65,879	6.71%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	46,155	5.65%
Some High School, no diploma	56,710	6.94%
High School Graduate (or GED)	291,979	35.75%
Some College, no degree	168,623	20.65%
Associate Degree	78,550	9.62%
Bachelor's Degree	116,170	14.23%
Master's Degree	45,801	5.61%
Professional School Degree	7,048	0.86%
Doctorate Degree	5,625	0.69%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	17,697	35.64%
High School Graduate	15,896	32.01%
Some College or Associate's Degree	11,347	22.85%
Bachelor's Degree or Higher	4,716	9.50%
<b>Households</b>		
2028 Projection	488,036	
2023 Estimate	479,906	
2020 Census	476,017	
2010 Census	452,318	
Growth 2023 - 2028		1.69%
Growth 2020 - 2023		0.82%
Growth 2010 - 2020		5.24%
<b>2023 Est. Households by Household Type</b>	<b>479,906</b>	
Family Households	330,153	68.79%
Nonfamily Households	149,753	31.20%
2023 Est. Group Quarters Population	25,623	
2023 Households by Ethnicity, Hispanic/Latino	27,840	

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>	<b>479,906</b>	
Income < \$15,000	36,051	7.51%
Income \$15,000 - \$24,999	39,609	8.25%
Income \$25,000 - \$34,999	42,779	8.91%
Income \$35,000 - \$49,999	68,368	14.25%
Income \$50,000 - \$74,999	94,744	19.74%
Income \$75,000 - \$99,999	68,470	14.27%
Income \$100,000 - \$124,999	49,096	10.23%
Income \$125,000 - \$149,999	30,952	6.45%
Income \$150,000 - \$199,999	26,255	5.47%
Income \$200,000 - \$249,999	11,870	2.47%
Income \$250,000 - \$499,999	8,700	1.81%
Income \$500,000+	3,012	0.63%
2023 Est. Average Household Income		\$80,999
2023 Est. Median Household Income		\$63,193
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$65,625
Black or African American Alone		\$40,393
American Indian and Alaska Native Alone		\$47,210
Asian Alone		\$64,143
Native Hawaiian and Other Pacific Islander Alone		\$99,620
Some Other Race Alone		\$59,212
Two or More Races		\$50,637
Hispanic or Latino		\$56,143
Not Hispanic or Latino		\$63,695
<b>2023 Est. Family HH Type by Presence of Own Child.</b>	<b>330,153</b>	
Married-Couple Family, own children	101,316	30.69%
Married-Couple Family, no own children	151,665	45.94%
Male Householder, own children	13,130	3.98%
Male Householder, no own children	9,901	3.00%
Female Householder, own children	33,117	10.03%
Female Householder, no own children	21,023	6.37%
<b>2023 Est. Households by Household Size</b>	<b>479,906</b>	
1-person	125,558	26.16%
2-person	174,082	36.27%
3-person	70,705	14.73%
4-person	58,068	12.10%
5-person	30,016	6.25%
6-person	12,862	2.68%
7-or-more-person	8,616	1.79%
2023 Est. Average Household Size		2.51





# Parkview Regional Medical Center • Retail Trade Area • Demographic Profile

Fort Wayne, Indiana

DESCRIPTION	DATA	%
<b>2023 Est. Households by Presence of People Under 18</b>	<b>479,906</b>	
Households with 1 or More People under Age 18:	162,833	33.93%
Married-Couple Family	107,921	66.28%
Other Family, Male Householder	14,885	9.14%
Other Family, Female Householder	37,708	23.16%
Nonfamily, Male Householder	1,930	1.18%
Nonfamily, Female Householder	388	0.24%
<b>Households with No People under Age 18:</b>	<b>317,074</b>	
Married-Couple Family	145,057	45.75%
Other Family, Male Householder	8,184	2.58%
Other Family, Female Householder	16,424	5.18%
Nonfamily, Male Householder	69,460	21.91%
Nonfamily, Female Householder	77,949	24.58%
<b>2023 Est. Households by Number of Vehicles</b>	<b>479,906</b>	
No Vehicles	34,131	7.11%
1 Vehicle	147,041	30.64%
2 Vehicles	182,762	38.08%
3 Vehicles	76,771	16.00%
4 Vehicles	26,664	5.56%
5 or more Vehicles	12,538	2.61%
2023 Est. Average Number of Vehicles		1.9
<b>Family Households</b>		
2028 Projection	335,918	
2023 Estimate	330,153	
2010 Census	310,603	
Growth 2023 - 2028		1.75%
Growth 2010 - 2023		6.29%
<b>2023 Est. Families by Poverty Status</b>	<b>330,153</b>	
2023 Families at or Above Poverty	302,713	91.69%
2023 Families at or Above Poverty with Children	131,117	39.71%
2023 Families Below Poverty	27,440	8.31%
2023 Families Below Poverty with Children	21,467	6.50%
<b>2023 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	595,303	61.71%
Civilian Labor Force, Unemployed	25,215	2.61%
Armed Forces	529	0.06%
Not in Labor Force	343,599	35.62%

DESCRIPTION	DATA	%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>591,494</b>	
For-Profit Private Workers	434,816	73.51%
Non-Profit Private Workers	56,091	9.48%
Local Government Workers	5,864	0.99%
State Government Workers	12,708	2.15%
Federal Government Workers	33,364	5.64%
Self-Employed Workers	47,498	8.03%
Unpaid Family Workers	1,153	0.20%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>591,494</b>	
Architect/Engineer	12,075	2.04%
Arts/Entertainment/Sports	7,790	1.32%
Building Grounds Maintenance	19,876	3.36%
Business/Financial Operations	19,333	3.27%
Community/Social Services	10,635	1.80%
Computer/Mathematical	9,681	1.64%
Construction/Extraction	26,913	4.55%
Education/Training/Library	29,204	4.94%
Farming/Fishing/Forestry	3,753	0.63%
Food Prep/Serving	31,396	5.31%
Health Practitioner/Technician	34,373	5.81%
Healthcare Support	17,601	2.98%
Maintenance Repair	22,335	3.78%
Legal	2,455	0.42%
Life/Physical/Social Science	2,231	0.38%
Management	51,133	8.65%
Office/Admin. Support	63,183	10.68%
Production	96,947	16.39%
Protective Services	7,535	1.27%
Sales/Related	52,436	8.87%
Personal Care/Service	12,631	2.13%
Transportation/Moving	57,979	9.80%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>591,494</b>	
White Collar	294,528	49.79%
Blue Collar	204,175	34.52%
Service and Farm	92,791	15.69%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>579,714</b>	
Drove Alone	469,067	80.91%
Car Pooled	62,375	10.76%
Public Transportation	2,869	0.50%
Walked	12,311	2.12%
Bicycle	3,775	0.65%
Other Means	5,432	0.94%
Worked at Home	23,886	4.12%

# Parkview Regional Medical Center • Retail Trade Area • Demographic Profile

Fort Wayne, Indiana

DESCRIPTION	DATA	%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	208,015	
15 - 29 Minutes	210,055	
30 - 44 Minutes	83,162	
45 - 59 Minutes	25,636	
60 or more Minutes	26,513	
2023 Est. Avg Travel Time to Work in Minutes		23
<b>2023 Est. Occupied Housing Units by Tenure</b>	479,906	
Owner Occupied	350,741	73.08%
Renter Occupied	129,165	26.91%
2023 Owner Occ. HUs: Avg. Length of Residence		16.73 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		6.86 <sup>†</sup>
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>479,906</b>	
Value Less than \$20,000	9,734	2.77%
Value \$20,000 - \$39,999	8,163	2.33%
Value \$40,000 - \$59,999	11,457	3.27%
Value \$60,000 - \$79,999	17,772	5.07%
Value \$80,000 - \$99,999	26,166	7.46%
Value \$100,000 - \$149,999	73,320	20.90%
Value \$150,000 - \$199,999	59,244	16.89%
Value \$200,000 - \$299,999	72,055	20.54%
Value \$300,000 - \$399,999	32,569	9.29%
Value \$400,000 - \$499,999	16,658	4.75%
Value \$500,000 - \$749,999	14,361	4.09%
Value \$750,000 - \$999,999	4,939	1.41%
Value \$1,000,000 or \$1,499,999	2,586	0.74%
Value \$1,500,000 or \$1,999,999	748	0.21%
Value \$2,000,000+	970	0.28%
2023 Est. Median All Owner-Occupied Housing Value		\$172,727
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	411,882	77.19%
1 Unit Attached	10,927	2.05%
2 Units	14,915	2.79%
3 or 4 Units	15,633	2.93%
5 to 19 Units	29,662	5.56%
20 to 49 Units	8,854	1.66%
50 or More Units	10,062	1.89%
Mobile Home or Trailer	31,566	5.92%
Boat, RV, Van, etc.	102	0.02%

<sup>†</sup> Years

DESCRIPTION	DATA	%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	19,022	3.56%
Housing Units Built 2010 to 2014	9,555	1.79%
Housing Units Built 2000 to 2009	55,267	10.36%
Housing Units Built 1990 to 1999	72,799	13.64%
Housing Units Built 1980 to 1989	51,874	9.72%
Housing Units Built 1970 to 1979	73,214	13.72%
Housing Units Built 1960 to 1969	56,032	10.50%
Housing Units Built 1950 to 1959	55,252	10.36%
Housing Units Built 1940 to 1949	27,030	5.07%
Housing Unit Built 1939 or Earlier	113,556	21.28%
2023 Est. Median Year Structure Built		1972

# About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.





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## ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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