

# **APPENDIX K**

# DISTRICT LEVEL SOCIO-ECONOMIC PROFILES

This section is data provided by the consultant HDR Demographic and Socioeconomic Profile.

| Theme                    | Variable  | Indiana   | CRAWFORDSVILLE District |            | FORT WAY  |
|--------------------------|---|-----------|-------------------------|------------|-----------|
|                          |   |           | value                   | difference | value     |
| Population               | 2021 Total Population   | 6,847,004 | 780,049                 | -88.61%    | 1,119,047 |
|                          | 2019 Total Population   | 6,665,703 | 748,663                 | -88.77%    | 1,092,598 |
| Income                   | 2021 Median Household Income                                      | \$57,268  | \$59,180                | +3.34%     | \$55,749  |
|                          | 2019 Households Below the Poverty Level (%)                       | 12.82%    | 12.38%                  | -3.43%     | 11.47%    |
| Employment               | 2021 Unemployment Rate (Index)                                    | 74        | 60                      | -18.92%    | 69        |
| Education                | 2021 Population Age 25+: Less than 9th Grade (%)                  | 3.55%     | 2.58%                   | -27.32%    | 5.56%     |
|                          | 2021 Population Age 25+: 9-12th Grade/No Diploma (%)              | 6.47%     | 5.54%                   | -14.37%    | 6.84%     |
|                          | 2021 Population Age 25+: High School Diploma (%)                  | 28.78%    | 27.68%                  | -3.82%     | 30.05%    |
|                          | 2021 Population Age 25+: Some College/No Degree (%)               | 19.81%    | 20.18%                  | +1.87%     | 20.09%    |
|                          | 2019 Pop Age 25+: Bachelor`s Degree (%)                           | 16.91%    | 18.26%                  | +7.98%     | 14.37%    |
|                          | 2019 Pop Age 25+: Master`s Degree (%)                             | 7.02%     | 8.04%                   | +14.53%    | 5.77%     |
|                          | 2019 Pop Age 25+: Professional School Degree (%)                  | 1.47%     | 1.47%                   | 0.00%      | 1.06%     |
| Housing                  | 2021 Housing Affordability Index                                  | 183       | 182                     | -0.55%     | 199       |
|                          | 2021 Owner Occupied Housing Units (%)                             | 68.45%    | 67.90%                  | -0.80%     | 71.70%    |
|                          | 2021 Renter Occupied Housing Units (%)                            | 31.55%    | 32.10%                  | +1.74%     | 28.30%    |
|                          | 2019 Housing: Mobile Homes (%)                                    | 4.77%     | 4.65%                   | -2.52%     | 6.09%     |
|                          | 2021 Group Quarters Population (%)                                | 2.76%     | 5.02%                   | +81.88%    | 2.33%     |
| Transportation           | 2019 Owner Households with No Vehicles (%)                        | 2.71%     | 1.93%                   | -28.78%    | 4.17%     |
|                          | 2019 Renter Households with No Vehicles (%)                       | 14.74%    | 12.93%                  | -12.28%    | 14.19%    |
|                          | 2019 Average Commute to Work for Workers 16+                      | 23.8      | 0.0                     | -100.00%   | 0.0       |
|                          | 2019 Workers 16+ Took Public Transportation (%)                   | 0.99%     | 1.03%                   | +4.04%     | 0.43%     |
|                          | 2019 Workers 16+ Took Other Means of Transportation (%)           | 0.77%     | 0.91%                   | +18.18%    | 0.62%     |
|                          | 2019 Workers 16+ Walked (%)                                       | 2.15%     | 3.33%                   | +54.88%    | 2.07%     |
| Internet/Computer Access | 2019 HHs with No Internet Access (%)                              | 16.29%    | 13.29%                  | -18.42%    | 16.32%    |
|                          | 2019 Pop 18-64 in HHs: have No Computer (%)                       | 3.31%     | 2.04%                   | -38.37%    | 3.85%     |
|                          | 2019 Pop 65+ in HHs: have No Computer (%)                         | 3.18%     | 2.71%                   | -14.78%    | 3.22%     |
|                          | 2021 HH Owns Laptop or Notebook (%)                               | 56.75%    | 59.43%                  | +4.72%     | 55.36%    |
| Insurance                | 2021 Medical Insurance Covers You and Other HH/Family Members (%) | 42.92%    | 44.93%                  | +4.68%     | 42.43%    |
| Crime                    | 2021 Total Crime Index  | 105       | 89                      | -15.24%    | 91        |
| Civic Engagement         | 2021 Voted in Federal or State or Local Election Last 12 Mo (%)   | 46.01%    | 47.40%                  | +3.02%     | 44.61%    |
|                          | 2021 Participated in Any Public Activity Last 12 Mo (%)           | 72.24%    | 74.14%                  | +2.63%     | 70.61%    |
| Seniors                  | 2021 Senior Population (Age 65+) (%)                              | 17.16%    | 16.14%                  | -5.94%     | 17.25%    |

|  |   |        |        |          |        |
|--|---|--------|--------|----------|--------|
| Race/Ethnicity   | 2021 Hispanic Population (%)                                    | 7.63%  | 5.45%  | -28.57%  | 8.50%  |
|  | 2019 Hispanic or Latino (%)                                     | 6.93%  | 4.87%  | -29.73%  | 7.77%  |
|  | 2019 Race: White Alone (%)                                      | 83.31% | 88.70% | +6.47%   | 87.85% |
|  | 2019 Race: Black or African American Alone (%)                  | 9.40%  | 4.26%  | -54.68%  | 5.79%  |
|  | 2019 Race: American Indian and Alaska Native Alone (%)          | 0.24%  | 0.21%  | -12.50%  | 0.26%  |
|  | 2019 Race: Asian Alone (%)                                      | 2.28%  | 3.34%  | +46.49%  | 1.80%  |
|  | 2019 Race: Native Hawaiian and Other Pacific Islander Alone (%) | 0.04%  | 0.03%  | -25.00%  | 0.04%  |
|  | 2019 Race: Some Other Race Alone (%)                            | 2.19%  | 1.32%  | -39.73%  | 1.57%  |
|  | 2019 Race: Two or More Races (%)                                | 2.55%  | 2.13%  | -16.47%  | 2.69%  |
|  | 2021 Diversity Index  | 42.7   | 32.9   | -22.95%  | 39.6   |
| Disability   | 2019 Households with 1+ Persons with a Disability (%)           | 26.94% | 26.46% | -1.78%   | 27.26% |
| Language   | 2019 Pop 18-64 Speak Spanish & No English (%)                   | 0.15%  | 0.10%  | -33.33%  | 0.17%  |
|  | 2019 Pop 65+ Speak Spanish & No English (%)                     | 0.03%  | 0.01%  | -66.67%  | 0.03%  |
|  | 2019 Pop 18-64 Speak Spanish & English Not Well (%)             | 0.65%  | 0.52%  | -20.00%  | 0.79%  |
|  | 2019 Pop 65+ Speak Spanish & English Not Well (%)               | 0.05%  | 0.01%  | -80.00%  | 0.06%  |
|  | 2019 Pop 18-64 Speak Indo-European & No English (%)             | 0.01%  | 0.03%  | +200.00% | 0.02%  |
|  | 2019 Pop 18-64 Speak Indo-Eur & English Not Well (%)            | 0.07%  | 0.09%  | +28.57%  | 0.07%  |
|  | 2019 Pop 65+ Speak Indo-European & No English (%)               | 0.01%  | 0.00%  | -100.00% | 0.00%  |
|  | 2019 Pop 65+ Speak Indo-Eur & English Not Well (%)              | 0.04%  | 0.04%  | 0.00%    | 0.03%  |
|  | 2019 Pop 18-64 Speak Asian-Pacific Isl & No English (%)         | 0.05%  | 0.02%  | -60.00%  | 0.09%  |
|  | 2019 Pop 18-64 Speak Asian-PI & English Not Well (%)            | 0.20%  | 0.18%  | -10.00%  | 0.24%  |
|  | 2019 Pop 65+ Speak Asian-Pacific Isl & No English (%)           | 0.01%  | 0.02%  | +100.00% | 0.01%  |
|  | 2019 Pop 65+ Speak Asian-PI & English Not Well (%)              | 0.03%  | 0.01%  | -66.67%  | 0.03%  |
|  | 2019 Pop 18-64 Speak Other Language & No English (%)            | 0.01%  | 0.00%  | -100.00% | 0.01%  |
|  | 2019 Pop 65+ Speak Oth Language & No English (%)                | 0.00%  | 0.00%  |          | 0.00%  |
|  | 2019 Pop 18-64 Speak Oth Language & English Not Well (%)        | 0.03%  | 0.01%  | -66.67%  | 0.02%  |
| 2019 Pop 65+ Speak Oth Language & English Not Well (%) | 0.00%   | 0.00%  |        | 0.00%    |        |



| NE District | GREENFIELD District |            | LA PORTE District |            | SEYMOUR District |            | VINCENNES |            |
|-------------|---------------------|------------|-------------------|------------|------------------|------------|-----------|------------|
| difference  | value               | difference | value             | difference | value            | difference | value     | difference |
| -83.66%     | 2,014,326           | -70.58%    | 1,296,773         | -81.06%    | 1,023,618        | -85.05%    | 613,259   | -91.04%    |
| -83.61%     | 1,960,751           | -70.58%    | 1,263,747         | -81.04%    | 997,063          | -85.04%    | 602,957   | -90.95%    |
| -2.65%      | \$56,854            | -0.72%     | \$57,196          | -0.13%     | \$60,014         | +4.79%     | \$55,194  | -3.62%     |
| -10.53%     | 13.79%              | +7.57%     | 13.25%            | +3.35%     | 12.01%           | -6.32%     | 12.95%    | +1.01%     |
| -6.76%      | 85                  | +14.86%    | 92                | +24.32%    | 63               | -14.86%    | 53        | -28.38%    |
| +56.62%     | 3.38%               | -4.79%     | 3.48%             | -1.97%     | 2.71%            | -23.66%    | 3.30%     | -7.04%     |
| +5.72%      | 6.62%               | +2.32%     | 6.49%             | +0.31%     | 6.33%            | -2.16%     | 6.70%     | +3.55%     |
| +4.41%      | 25.27%              | -12.20%    | 31.25%            | +8.58%     | 29.59%           | +2.81%     | 32.58%    | +13.20%    |
| +1.41%      | 18.97%              | -4.24%     | 21.06%            | +6.31%     | 19.59%           | -1.11%     | 19.32%    | -2.47%     |
| -15.02%     | 20.44%              | +20.88%    | 14.80%            | -12.48%    | 16.40%           | -3.02%     | 13.76%    | -18.63%    |
| -17.81%     | 8.23%               | +17.24%    | 6.00%             | -14.53%    | 7.56%            | +7.69%     | 5.47%     | -22.08%    |
| -27.89%     | 2.01%               | +36.73%    | 1.33%             | -9.52%     | 1.18%            | -19.73%    | 1.16%     | -21.09%    |
| +8.74%      | 173                 | -5.46%     | 175               | -4.37%     | 181              | -1.09%     | 204       | +11.48%    |
| +4.75%      | 62.56%              | -8.60%     | 71.36%            | +4.25%     | 72.28%           | +5.60%     | 70.47%    | +2.95%     |
| -10.30%     | 37.44%              | +18.67%    | 28.64%            | -9.22%     | 27.72%           | -12.14%    | 29.53%    | -6.40%     |
| +27.67%     | 2.70%               | -43.40%    | 3.30%             | -30.82%    | 7.29%            | +52.83%    | 8.18%     | +71.49%    |
| -15.58%     | 2.26%               | -18.12%    | 2.52%             | -8.70%     | 2.72%            | -1.45%     | 2.92%     | +5.80%     |
| +53.87%     | 2.40%               | -11.44%    | 2.87%             | +5.90%     | 1.95%            | -28.04%    | 2.78%     | +2.58%     |
| -3.73%      | 14.91%              | +1.15%     | 17.21%            | +16.76%    | 12.43%           | -15.67%    | 15.95%    | +8.21%     |
| -100.00%    | 0.0                 | -100.00%   | 0.0               | -100.00%   | 0.0              | -100.00%   | 0.0       | -100.00%   |
| -56.57%     | 1.01%               | +2.02%     | 1.70%             | +71.72%    | 0.91%            | -8.08%     | 0.62%     | -37.37%    |
| -19.48%     | 0.78%               | +1.30%     | 0.98%             | +27.27%    | 0.55%            | -28.57%    | 0.82%     | +6.49%     |
| -3.72%      | 1.82%               | -15.35%    | 1.97%             | -8.37%     | 2.36%            | +9.77%     | 1.90%     | -11.63%    |
| +0.18%      | 15.52%              | -4.73%     | 17.15%            | +5.28%     | 16.98%           | +4.24%     | 19.42%    | +19.21%    |
| +16.31%     | 3.62%               | +9.37%     | 3.31%             | 0.00%      | 2.87%            | -13.29%    | 3.63%     | +9.67%     |
| +1.26%      | 2.71%               | -14.78%    | 3.51%             | +10.38%    | 3.36%            | +5.66%     | 4.24%     | +33.33%    |
| -2.45%      | 57.26%              | +0.90%     | 55.55%            | -2.11%     | 57.72%           | +1.71%     | 55.17%    | -2.78%     |
| -1.14%      | 42.32%              | -1.40%     | 42.32%            | -1.40%     | 43.67%           | +1.75%     | 43.21%    | +0.68%     |
| -13.33%     | 133                 | +26.67%    | 100               | -4.76%     | 89               | -15.24%    | 85        | -19.05%    |
| -3.04%      | 45.66%              | -0.76%     | 46.95%            | +2.04%     | 46.31%           | +0.65%     | 45.35%    | -1.43%     |
| -2.26%      | 72.76%              | +0.72%     | 72.51%            | +0.37%     | 72.20%           | -0.06%     | 70.60%    | -2.27%     |
| +0.52%      | 15.90%              | -7.34%     | 18.22%            | +6.18%     | 17.54%           | +2.21%     | 19.54%    | +13.87%    |

|          |        |          |        |          |        |          |        |          |
|----------|--------|----------|--------|----------|--------|----------|--------|----------|
| +11.40%  | 7.40%  | -3.01%   | 13.65% | +78.90%  | 3.91%  | -48.75%  | 3.00%  | -60.68%  |
| +12.12%  | 6.76%  | -2.45%   | 12.49% | +80.23%  | 3.47%  | -49.93%  | 2.57%  | -62.91%  |
| +5.45%   | 76.11% | -8.64%   | 76.64% | -8.01%   | 91.56% | +9.90%   | 92.18% | +10.65%  |
| -38.40%  | 15.91% | +69.26%  | 13.47% | +43.30%  | 2.49%  | -73.51%  | 4.04%  | -57.02%  |
| +8.33%   | 0.24%  | 0.00%    | 0.28%  | +16.67%  | 0.22%  | -8.33%   | 0.16%  | -33.33%  |
| -21.05%  | 2.92%  | +28.07%  | 1.40%  | -38.60%  | 2.69%  | +17.98%  | 0.94%  | -58.77%  |
| 0.00%    | 0.03%  | -25.00%  | 0.05%  | +25.00%  | 0.02%  | -50.00%  | 0.07%  | +75.00%  |
| -28.31%  | 1.98%  | -9.59%   | 5.16%  | +135.62% | 0.97%  | -55.71%  | 0.82%  | -62.56%  |
| +5.49%   | 2.82%  | +10.59%  | 3.00%  | +17.65%  | 2.05%  | -19.61%  | 1.79%  | -29.80%  |
| -7.26%   | 51.9   | +21.55%  | 54.4   | +27.40%  | 24.8   | -41.92%  | 21.6   | -49.41%  |
| +1.19%   | 26.07% | -3.23%   | 27.02% | +0.30%   | 26.69% | -0.93%   | 29.93% | +11.10%  |
| +13.33%  | 0.24%  | +60.00%  | 0.14%  | -6.67%   | 0.06%  | -60.00%  | 0.04%  | -73.33%  |
| 0.00%    | 0.02%  | -33.33%  | 0.05%  | +66.67%  | 0.02%  | -33.33%  | 0.00%  | -100.00% |
| +21.54%  | 0.95%  | +46.15%  | 0.73%  | +12.31%  | 0.18%  | -72.31%  | 0.25%  | -61.54%  |
| +20.00%  | 0.04%  | -20.00%  | 0.12%  | +140.00% | 0.01%  | -80.00%  | 0.01%  | -80.00%  |
| +100.00% | 0.01%  | 0.00%    | 0.01%  | 0.00%    | 0.01%  | 0.00%    | 0.00%  | -100.00% |
| 0.00%    | 0.09%  | +28.57%  | 0.07%  | 0.00%    | 0.07%  | 0.00%    | 0.02%  | -71.43%  |
| -100.00% | 0.01%  | 0.00%    | 0.02%  | +100.00% | 0.00%  | -100.00% | 0.00%  | -100.00% |
| -25.00%  | 0.03%  | -25.00%  | 0.08%  | +100.00% | 0.02%  | -50.00%  | 0.01%  | -75.00%  |
| +80.00%  | 0.09%  | +80.00%  | 0.02%  | -60.00%  | 0.03%  | -40.00%  | 0.01%  | -80.00%  |
| +20.00%  | 0.31%  | +55.00%  | 0.09%  | -55.00%  | 0.15%  | -25.00%  | 0.06%  | -70.00%  |
| 0.00%    | 0.01%  | 0.00%    | 0.01%  | 0.00%    | 0.02%  | +100.00% | 0.01%  | 0.00%    |
| 0.00%    | 0.04%  | +33.33%  | 0.02%  | -33.33%  | 0.03%  | 0.00%    | 0.01%  | -66.67%  |
| 0.00%    | 0.02%  | +100.00% | 0.00%  | -100.00% | 0.00%  | -100.00% | 0.00%  | -100.00% |
|          | 0.01%  |          | 0.00%  |          | 0.00%  |          | 0.00%  |          |
| -33.33%  | 0.05%  | +66.67%  | 0.02%  | -33.33%  | 0.02%  | -33.33%  | 0.01%  | -66.67%  |
|          | 0.01%  |          | 0.01%  |          | 0.00%  |          | 0.00%  |          |

## Percent difference from the benchmark

■ Benchmark site values

■ -100% to -14.78%

■ -14.78% to 0%

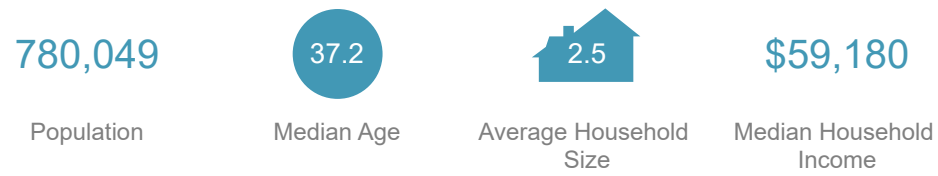
■ 0% to +2.81%

■ +2.81% to +200%

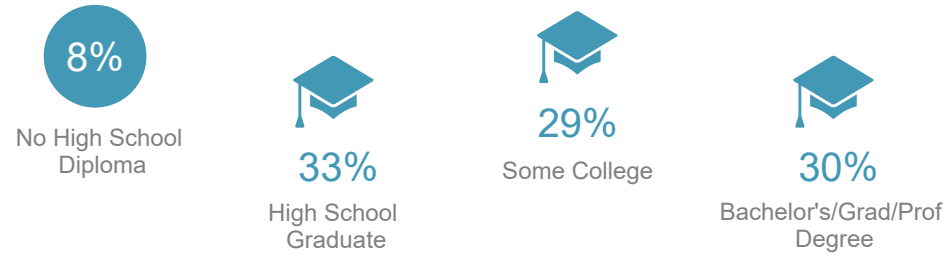
Values represent the normalized difference between a value and a benchmark:

$(\text{value} - \text{benchmark}) / \text{benchmark} * 100\%$

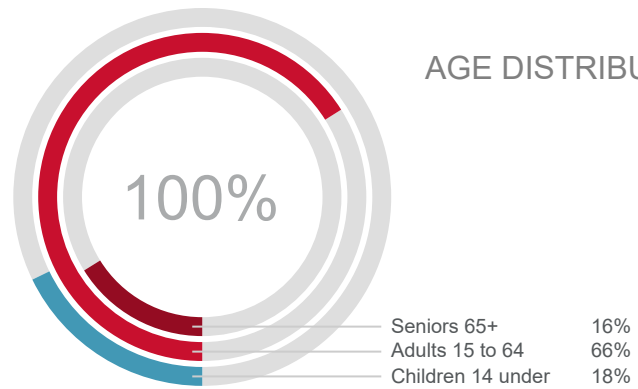
KEY FACTS



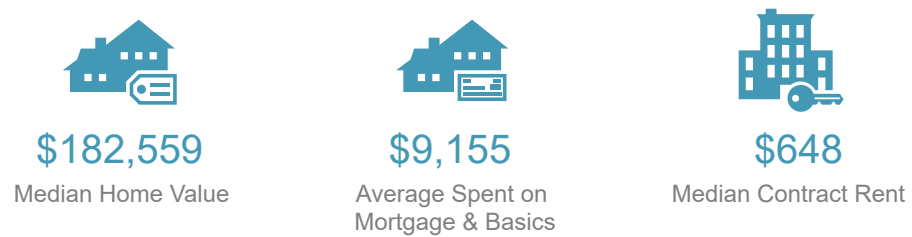
EDUCATION



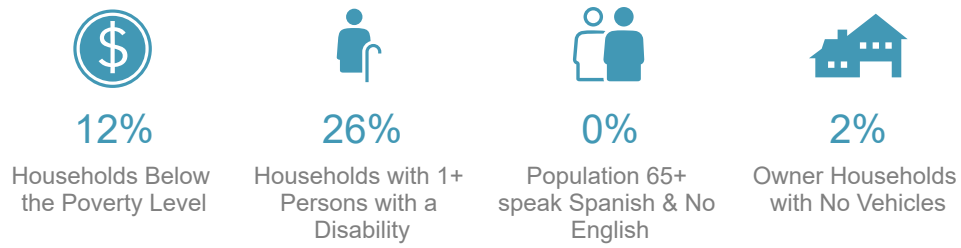
AGE DISTRIBUTION



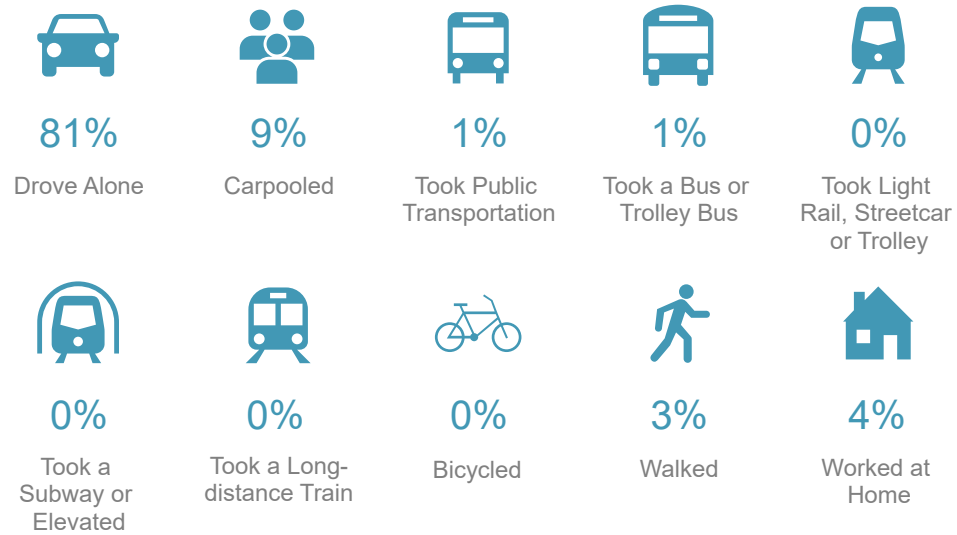
HOUSING



AT RISK



JOURNEY TO WORK



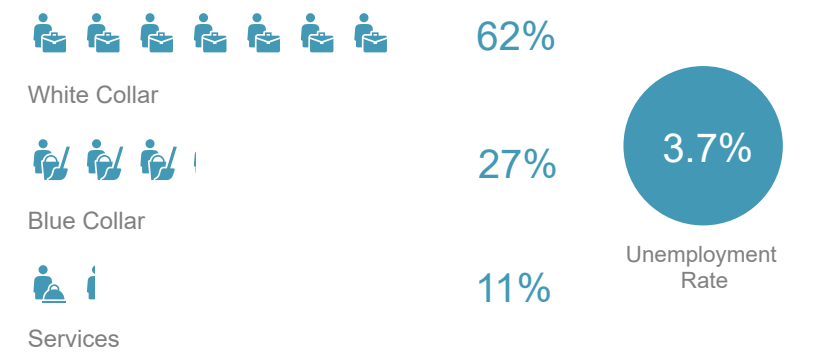
Households By Income

The largest group: \$50,000 - \$74,999 (18.9%)  
The smallest group: \$200,000+ (5.3%)

| Indicator ▲           | Value | Diff  |
|-----------------------|-------|-------|
| <\$15,000             | 9.6%  | -0.2% |
| \$15,000 - \$24,999   | 9.5%  | +0.2% |
| \$25,000 - \$34,999   | 9.1%  | -0.6% |
| \$35,000 - \$49,999   | 13%   | -0.7% |
| \$50,000 - \$74,999   | 18.9% | -0.4% |
| \$75,000 - \$99,999   | 13.6% | +0.7% |
| \$100,000 - \$149,999 | 15.4% | +0.5% |
| \$150,000 - \$199,999 | 5.5%  | 0     |
| \$200,000+            | 5.3%  | +0.5% |

Bars show deviation from

EMPLOYMENT



BUSINESS



INSURANCE

|   |     |
|---|-----|
| 2019 Pop <19: No Health Insurance Coverage (ACS 5-Yr) (%)                   | 1%  |
| 2021 Medical insurance covers you and other household or family members (%) | 45% |
| 2021 Have home insurance coverage for earthquake or flood (%)               | 3%  |
| 2021 Have any homeowners or personal property insurance (%)                 | 60% |
| 2021 Currently carry life insurance (%)                                     | 46% |

Race and Ethnicity

The largest group: White Alone (86.24)

The smallest group: Pacific Islander Alone (0.04)

| Indicator ▲                         | Value | Diff  |  |  |
|-------------------------------------|-------|-------|--|--|
| White Alone                         | 86.24 | +5.23 |  |  |
| Black Alone                         | 5     | -4.83 |  |  |
| American Indian/Alaska Native Alone | 0.31  | -0.01 |  |  |
| Asian Alone                         | 3.93  | +1.17 |  |  |
| Pacific Islander Alone              | 0.04  | -0.01 |  |  |
| Other Race                          | 2.19  | -1.17 |  |  |
| Two or More Races                   | 2.28  | -0.39 |  |  |
| Hispanic Origin (Any Race)          | 5.45  | -2.18 |  |  |

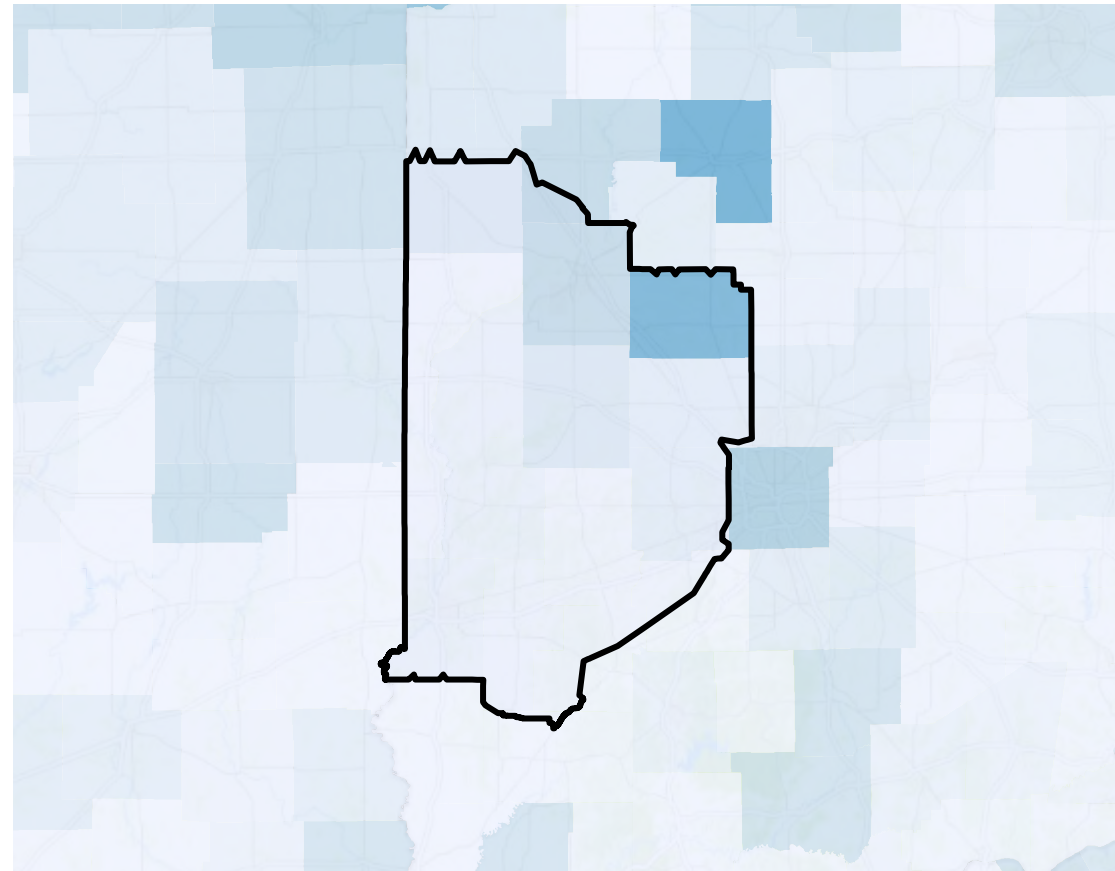
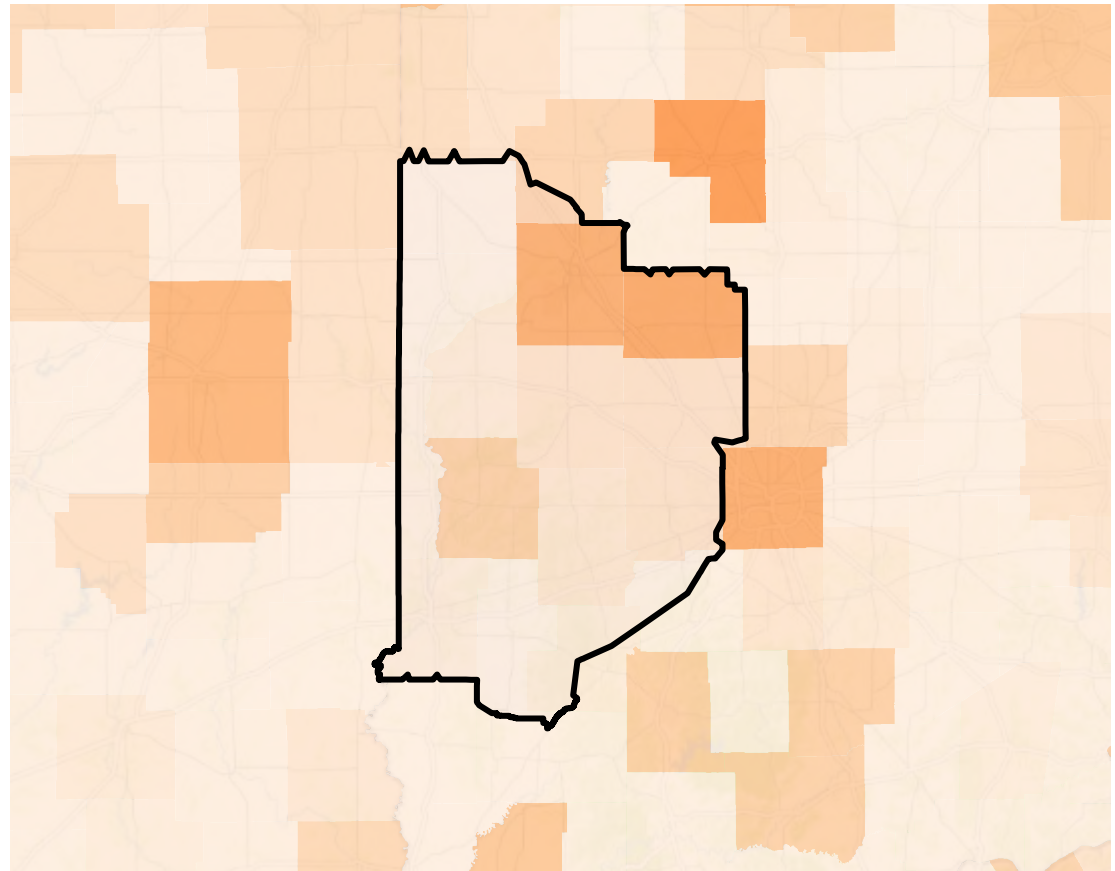


Percent of adults 18 years and over who have limited English ability

Bars show deviation from



Percent of Population Age 5+ Who Speaks Spanish at Home



SPANISH ACTIVITIES



3%

2021 Used Spanish Language Website or App Last 30 Days

LIMITED ENGLISH PROFICIENCY  
ADULTS 18-64

HH %

|   |    |
|---|----|
| Speak Spanish & No English                    | 0% |
| Speak Spanish & English Not Well              | 1% |
| Speak Indo-European & No English              | 0% |
| Speak Indo-European & English Not Well        | 0% |
| Speak Asian-Pacific Island & No English       | 0% |
| Speak Asian-Pacific Island & English Not Well | 0% |
| Speak Other Language & No English             | 0% |
| Speak Other Language & English Not Well       | 0% |

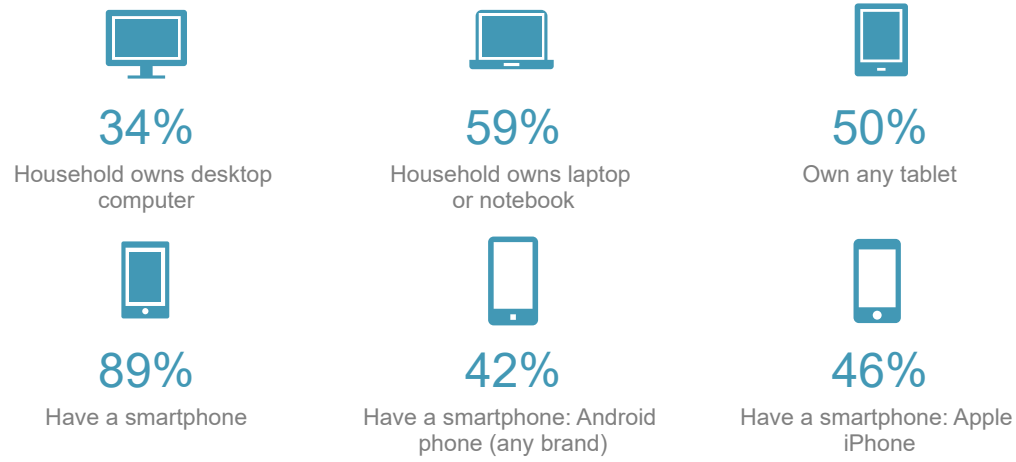
LIMITED ENGLISH PROFICIENCY  
SENIORS 65+

HH %

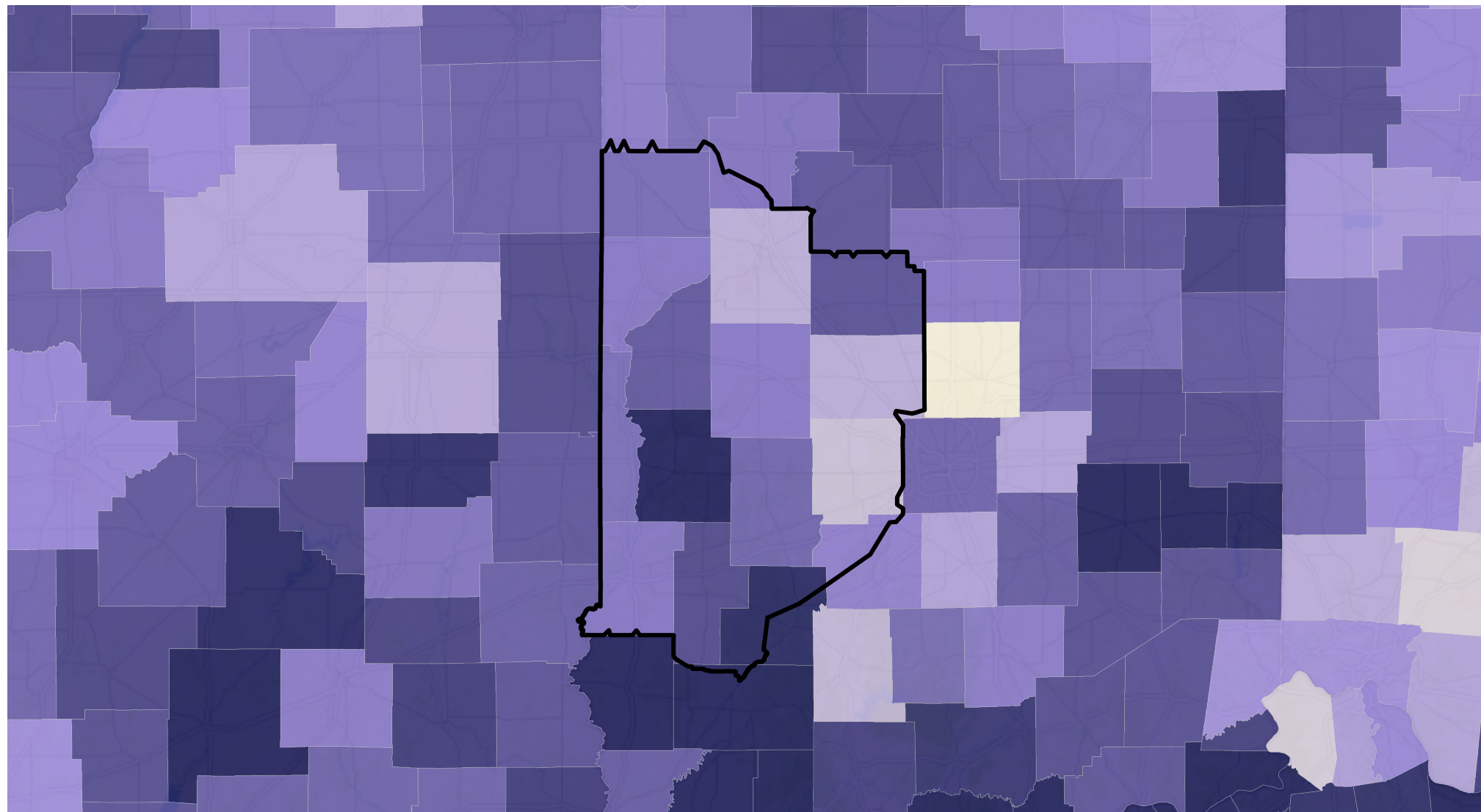
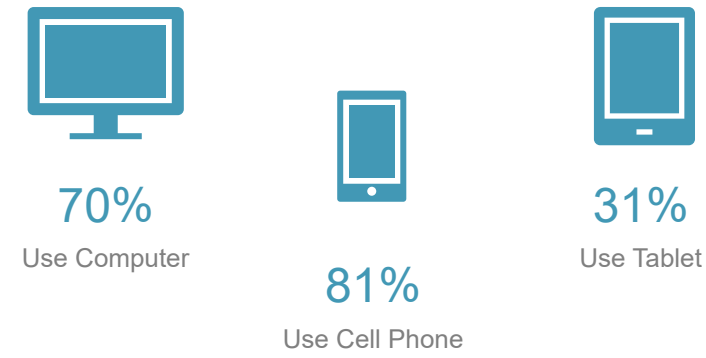
|   |    |
|---|----|
| Speak Spanish & No English                    | 0% |
| Speak Spanish & English Not Well              | 0% |
| Speak Indo-European & No English              | 0% |
| Speak Indo-European & English Not Well        | 0% |
| Speak Asian-Pacific Island & No English       | 0% |
| Speak Asian-Pacific Island & English Not Well | 0% |
| Speak Other Language & No English             | 0% |
| Speak Other Language & English Not Well       | 0% |



DEVICE OWNERSHIP (HH)



INTERNET ACCESS (HH)



INTERNET CONNECTIVITY

HH %

|  |     |
|--|-----|
| 2019 Have access to Internet at home (%)                   | 92% |
| 2019 Connect to Internet at home via cable modem (%)       | 46% |
| 2019 Connect to Internet at home via DSL (%)               | 11% |
| 2019 Connect to Internet at home via fiber optic (%)       | 12% |
| 2019 Access Internet at home via high speed connection (%) | 91% |

INTERNET & SOCIAL MEDIA USAGE in Last 30 Days

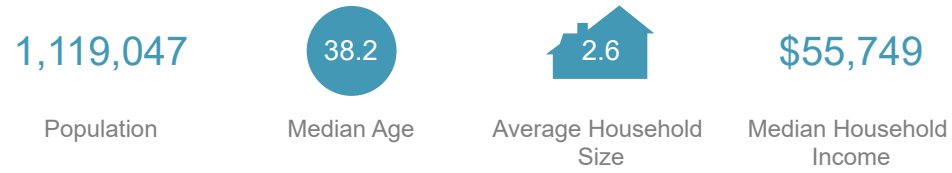
HH %

|   |     |
|---|-----|
| Visited online blog (%)                         | 13% |
| Watched TV program online (%)                   | 22% |
| Used Spanish language website in last app (%)   | 3%  |
| Facebook.com (%)                                | 67% |
| Instagram.com (%)                               | 33% |
| Linkedin.com (%)                                | 13% |
| Tumblr.com (%)                                  | 3%  |
| Twitter.com (%)                                 | 16% |
| Youtube.com (%)                                 | 55% |
| Social network used to track current events (%) | 15% |
| Search engine: bing.com (%)                     | 10% |
| Search engine: google.com (%)                   | 83% |
| Search engine: yahoo.com (%)                    | 18% |

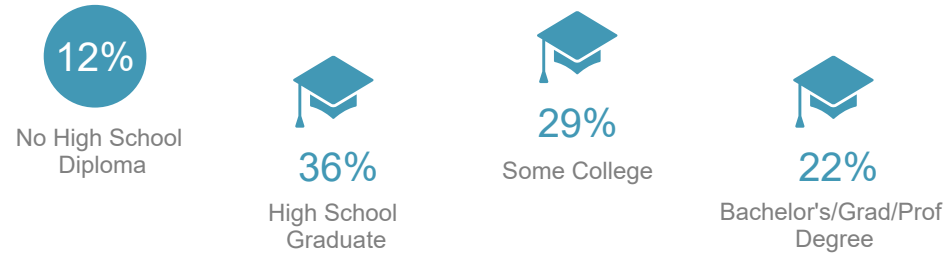
Percent of Households with No Internet Access



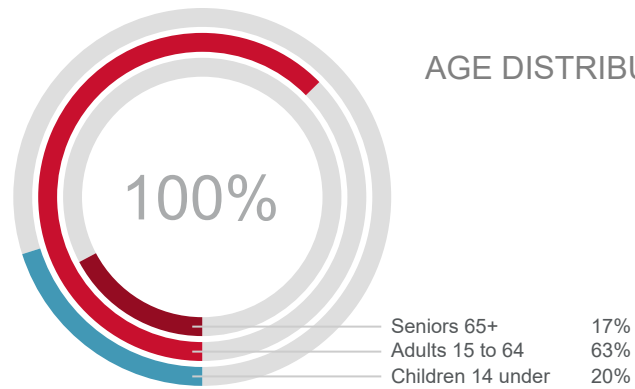
KEY FACTS



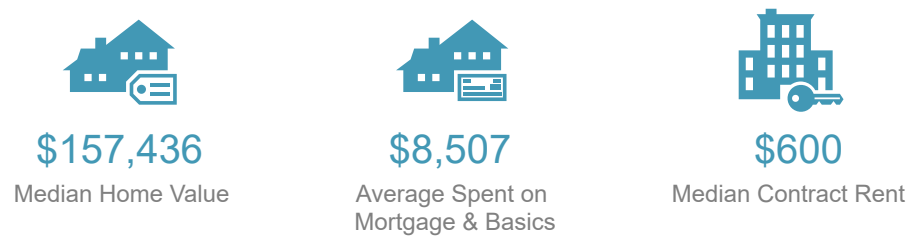
EDUCATION



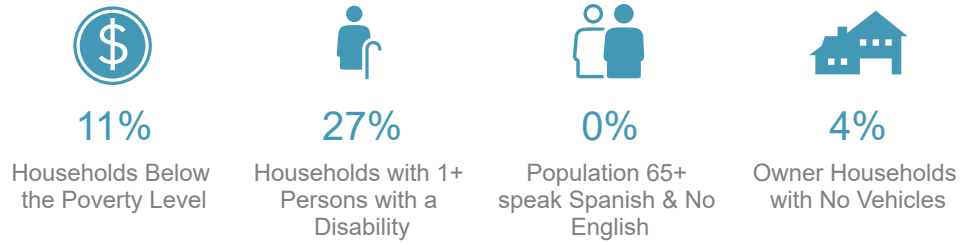
AGE DISTRIBUTION



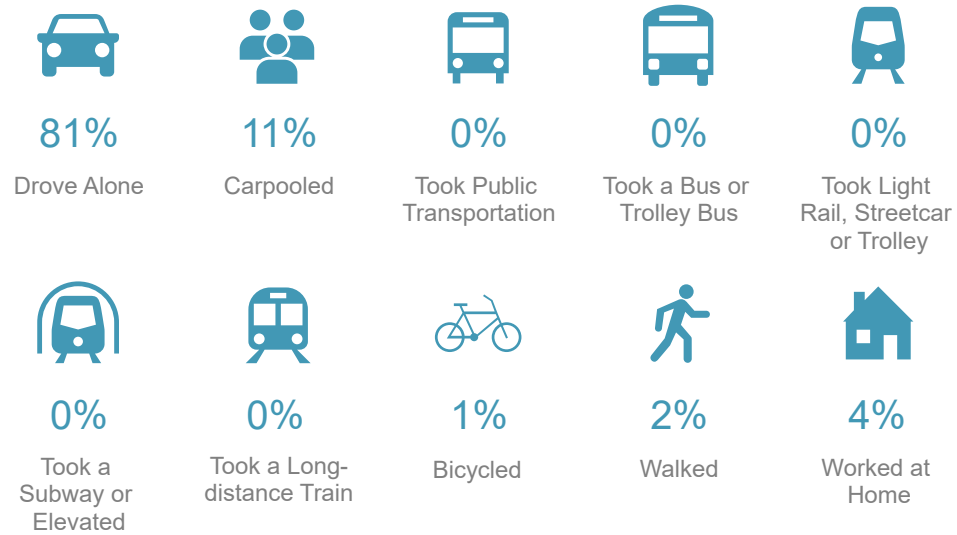
HOUSING



AT RISK



JOURNEY TO WORK



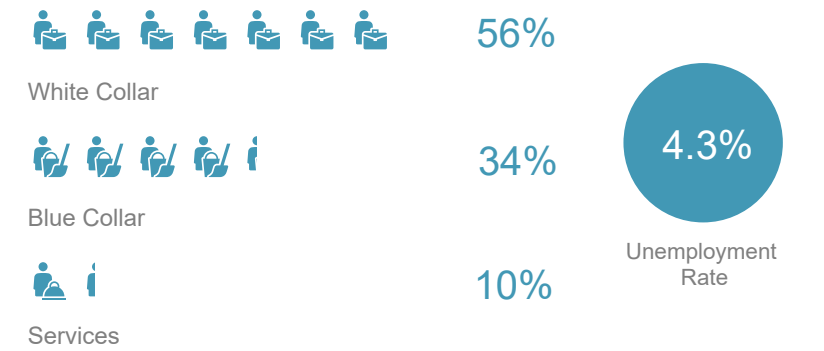
Households By Income

The largest group: \$50,000 - \$74,999 (20.3%)  
The smallest group: \$200,000+ (3.7%)

| Indicator ▲           | Value | Diff  |
|-----------------------|-------|-------|
| <\$15,000             | 8.8%  | -1%   |
| \$15,000 - \$24,999   | 9.2%  | -0.1% |
| \$25,000 - \$34,999   | 10.5% | +0.8% |
| \$35,000 - \$49,999   | 15.2% | +1.5% |
| \$50,000 - \$74,999   | 20.3% | +1%   |
| \$75,000 - \$99,999   | 13.5% | +0.6% |
| \$100,000 - \$149,999 | 14.4% | -0.5% |
| \$150,000 - \$199,999 | 4.6%  | -0.9% |
| \$200,000+            | 3.7%  | -1.1% |

Bars show deviation from Indiana

EMPLOYMENT



BUSINESS



INSURANCE

|   |     |
|---|-----|
| 2019 Pop <19: No Health Insurance Coverage (ACS 5-Yr) (%)                   | 3%  |
| 2021 Medical insurance covers you and other household or family members (%) | 42% |
| 2021 Have home insurance coverage for earthquake or flood (%)               | 4%  |
| 2021 Have any homeowners or personal property insurance (%)                 | 60% |
| 2021 Currently carry life insurance (%)                                     | 46% |

Race and Ethnicity

The largest group: White Alone (84.3)

The smallest group: Pacific Islander Alone (0.05)

| Indicator ▲                         | Value | Diff  |   |   |
|-------------------------------------|-------|-------|---|---|
| White Alone                         | 84.3  | +3.29 |   | <div style="width: 100%; height: 10px; background-color: #00728f;"></div> |
| Black Alone                         | 6     | -3.83 | <div style="width: 100%; height: 10px; background-color: #c00000;"></div> |   |
| American Indian/Alaska Native Alone | 0.39  | +0.07 |   | <div style="width: 100%; height: 10px; background-color: #00728f;"></div> |
| Asian Alone                         | 2.4   | -0.36 | <div style="width: 100%; height: 10px; background-color: #c00000;"></div> |   |
| Pacific Islander Alone              | 0.05  | 0     |   |   |
| Other Race                          | 4.03  | +0.67 |   | <div style="width: 100%; height: 10px; background-color: #00728f;"></div> |
| Two or More Races                   | 2.84  | +0.17 |   | <div style="width: 100%; height: 10px; background-color: #00728f;"></div> |
| Hispanic Origin (Any Race)          | 8.5   | +0.87 |   | <div style="width: 100%; height: 10px; background-color: #00728f;"></div> |

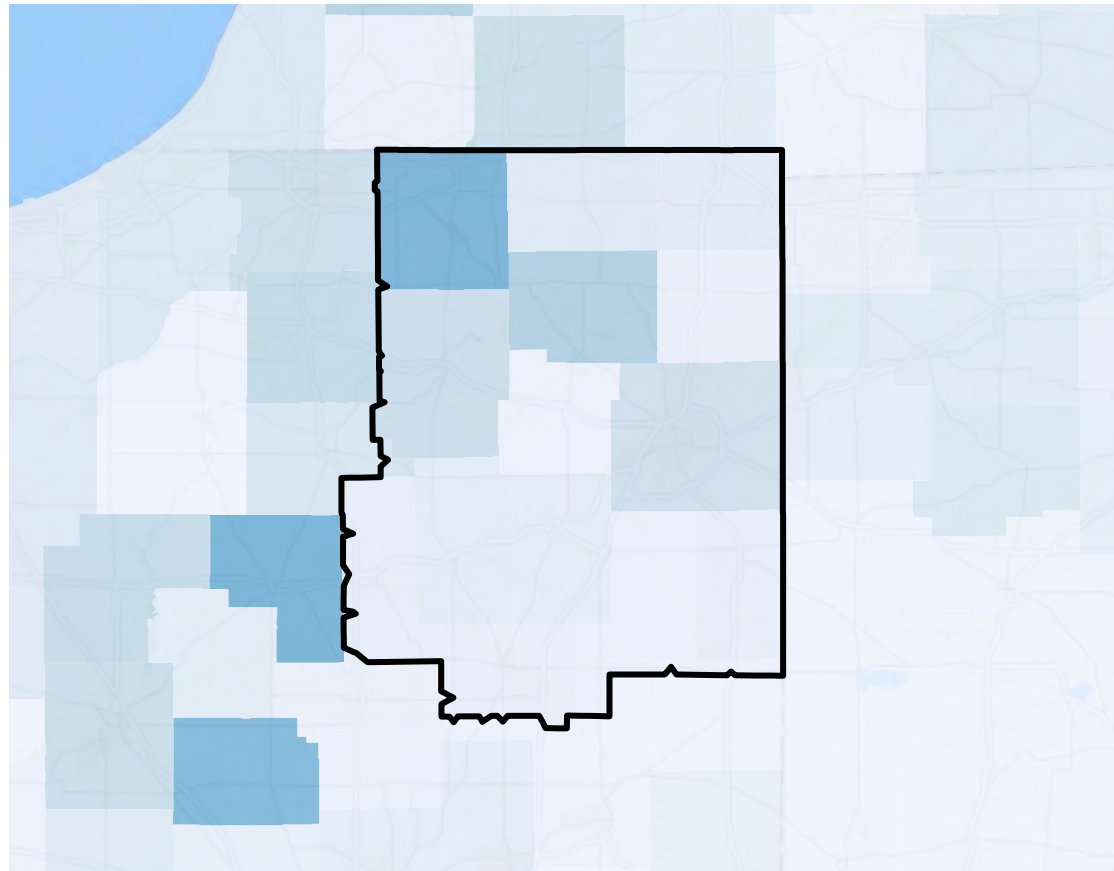
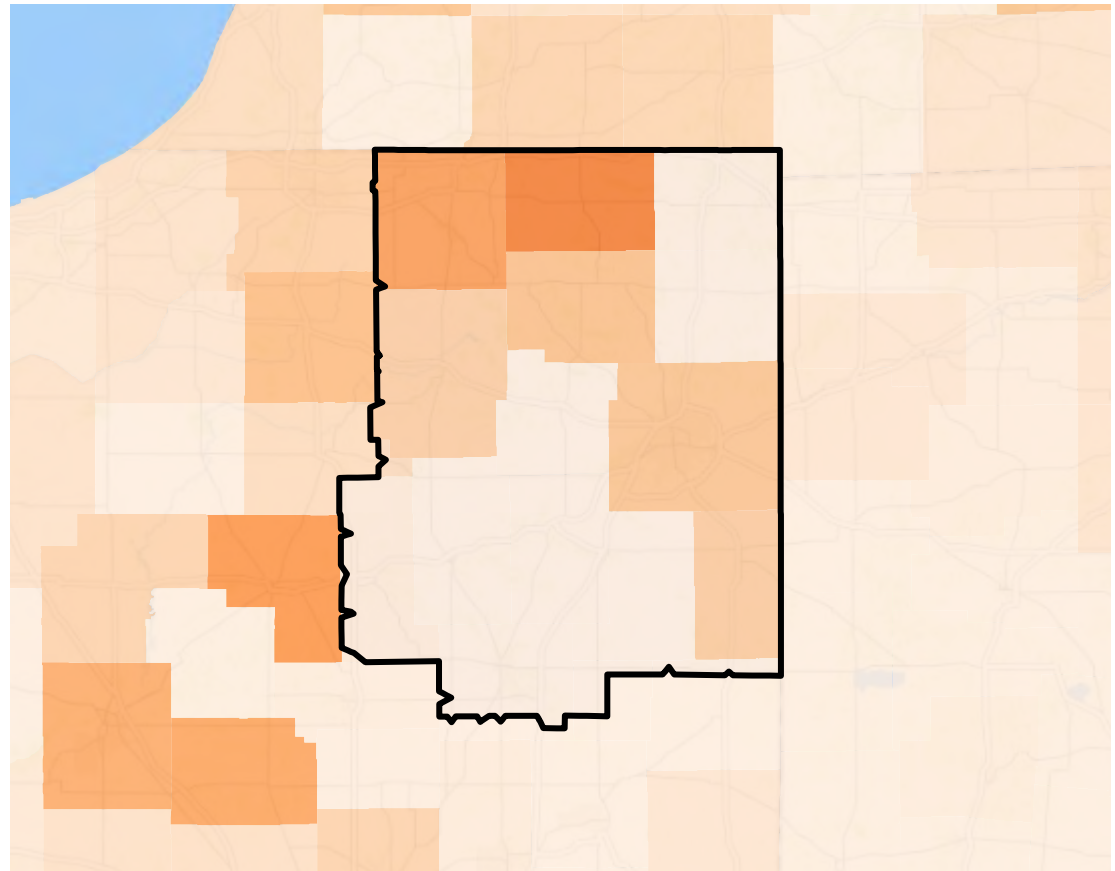


Percent of adults 18 years and over who have limited English ability

Bars show deviation from



Percent of Population Age 5+ Who Speaks Spanish at Home



SPANISH ACTIVITIES



3%

2021 Used Spanish Language Website or App Last 30 Days

**LIMITED ENGLISH PROFICIENCY ADULTS 18-64** HH %

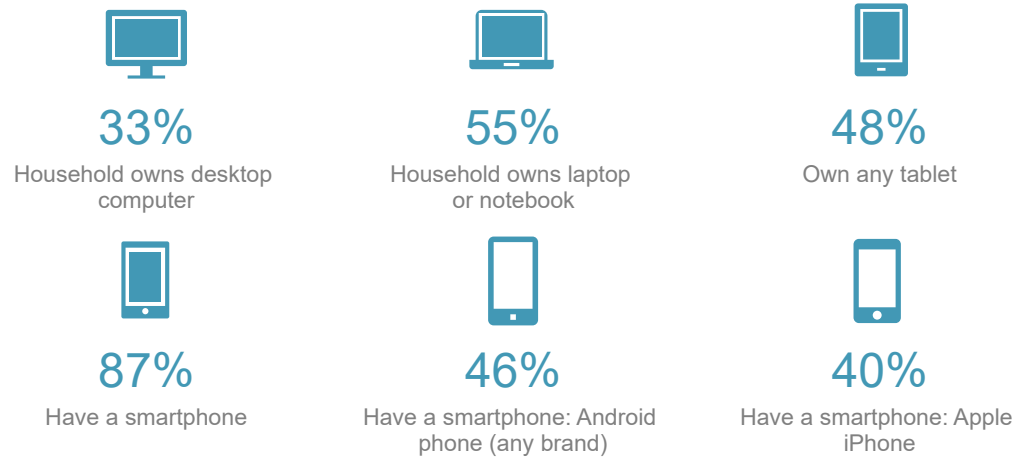
|   |    |
|---|----|
| Speak Spanish & No English                    | 0% |
| Speak Spanish & English Not Well              | 1% |
| Speak Indo-European & No English              | 0% |
| Speak Indo-European & English Not Well        | 0% |
| Speak Asian-Pacific Island & No English       | 0% |
| Speak Asian-Pacific Island & English Not Well | 0% |
| Speak Other Language & No English             | 0% |
| Speak Other Language & English Not Well       | 0% |

**LIMITED ENGLISH PROFICIENCY SENIORS 65+** HH %

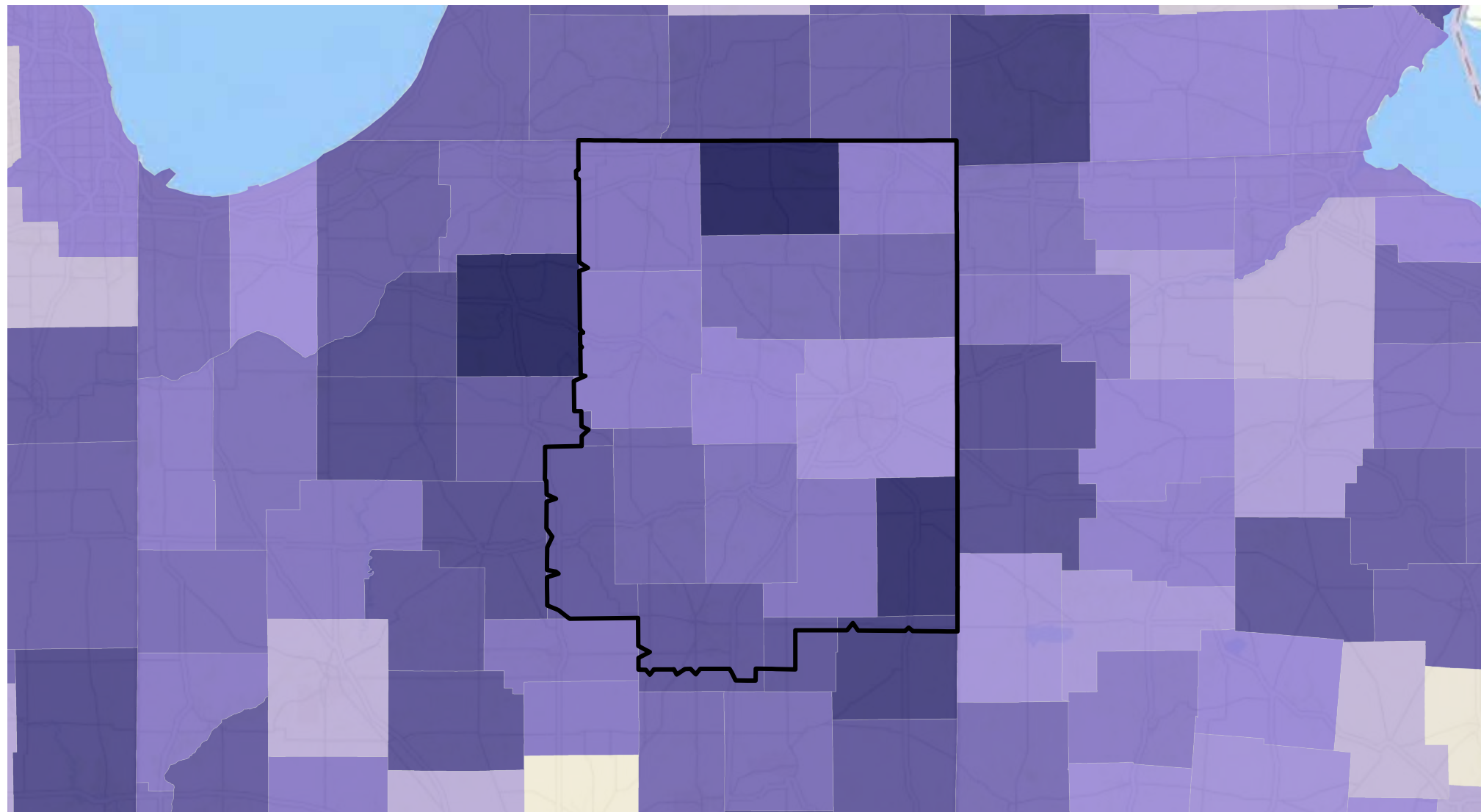
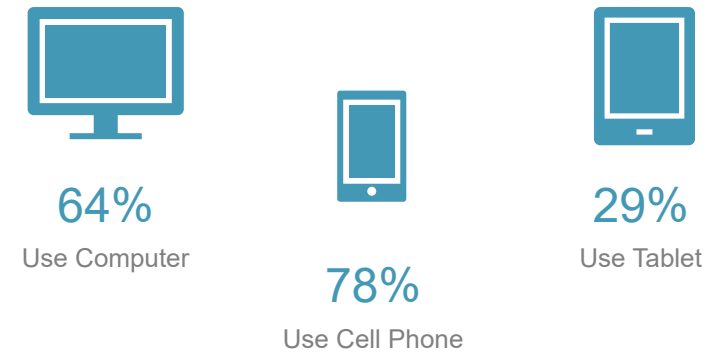
|   |    |
|---|----|
| Speak Spanish & No English                    | 0% |
| Speak Spanish & English Not Well              | 0% |
| Speak Indo-European & No English              | 0% |
| Speak Indo-European & English Not Well        | 0% |
| Speak Asian-Pacific Island & No English       | 0% |
| Speak Asian-Pacific Island & English Not Well | 0% |
| Speak Other Language & No English             | 0% |
| Speak Other Language & English Not Well       | 0% |



DEVICE OWNERSHIP (HH)



INTERNET ACCESS (HH)



INTERNET CONNECTIVITY

HH %

|  |     |
|--|-----|
| 2019 Have access to Internet at home (%)                   | 90% |
| 2019 Connect to Internet at home via cable modem (%)       | 44% |
| 2019 Connect to Internet at home via DSL (%)               | 11% |
| 2019 Connect to Internet at home via fiber optic (%)       | 11% |
| 2019 Access Internet at home via high speed connection (%) | 88% |

INTERNET & SOCIAL MEDIA USAGE in Last 30 Days

HH %

|   |     |
|---|-----|
| Visited online blog (%)                         | 10% |
| Watched TV program online (%)                   | 19% |
| Used Spanish language website in last app (%)   | 3%  |
| Facebook.com (%)                                | 65% |
| Instagram.com (%)                               | 28% |
| Linkedin.com (%)                                | 9%  |
| Tumblr.com (%)                                  | 2%  |
| Twitter.com (%)                                 | 12% |
| Youtube.com (%)                                 | 52% |
| Social network used to track current events (%) | 15% |
| Search engine: bing.com (%)                     | 10% |
| Search engine: google.com (%)                   | 80% |
| Search engine: yahoo.com (%)                    | 18% |

Percent of Households with No Internet Access





| <b>Demographic Summary</b>                 |   | <b>2021</b>    | <b>2026</b> |
|--|---|----------------|-------------|
| Population                                 |   | 2,014,326      | 2,084,552   |
| Population 18+                             |   | 1,552,631      | 1,608,593   |
| Households                                 |   | 794,181        | 821,315     |
| Median Household Income                    |   | \$56,854       | \$63,079    |
| <b>Product/Consumer Behavior</b>           | <b>Expected<br/>Number of Adults or HHs</b> | <b>Percent</b> | <b>MPI</b>  |
| Own any tablet                             | 779,611                                     | 50.2%          | 98          |
| Own any e-reader                           | 148,865                                     | 9.6%           | 93          |
| Own e-reader/tablet: iPad                  | 443,667                                     | 28.6%          | 93          |
| Own e-reader/tablet: Amazon Kindle         | 269,302                                     | 17.3%          | 99          |
| Own any portable MP3 player                | 225,532                                     | 14.5%          | 100         |
| Own portable MP3 player: Apple iPod        | 154,655                                     | 10.0%          | 95          |
| Own wearable tech: Apple Watch             | 123,011                                     | 7.9%           | 98          |
| Own wearable tech: Fitbit                  | 178,523                                     | 11.5%          | 101         |
| Own digital camera/camcorder               | 108,151                                     | 7.0%           | 102         |
| Own digital point & shoot camera/camcorder | 123,492                                     | 8.0%           | 99          |
| Own digital SLR camera/camcorder           | 118,024                                     | 7.6%           | 95          |
| Own 35mm camera/camcorder                  | 83,132                                      | 5.4%           | 102         |
| Own telephoto/zoom lens                    | 68,110                                      | 4.4%           | 98          |
| Own wide-angle lens                        | 55,794                                      | 3.6%           | 97          |
| Own a selfie stick                         | 73,526                                      | 4.7%           | 100         |
| Printed digital photos in last 12 months   | 331,924                                     | 21.4%          | 97          |
| Use a computer at work                     | 669,712                                     | 43.1%          | 100         |
| Use desktop computer at work               | 342,503                                     | 22.1%          | 103         |
| Use laptop/notebook at work                | 305,258                                     | 19.7%          | 96          |
| HH owns a computer                         | 575,321                                     | 72.4%          | 97          |
| Purchased home computer in last 12 months  | 78,087                                      | 9.8%           | 96          |
| HH owns desktop computer                   | 263,233                                     | 33.1%          | 95          |
| HH owns laptop/notebook                    | 454,745                                     | 57.3%          | 97          |
| Child (under 18 yrs) uses home computer    | 90,571                                      | 11.4%          | 99          |
| HH owns any Apple/Mac brand computer       | 138,610                                     | 17.5%          | 87          |
| HH owns any PC/non-Apple brand computer    | 479,587                                     | 60.4%          | 99          |



| <b>Product/Consumer Behavior</b>                  | <b>Expected<br/>Number of Adults or HHs</b> | <b>Percent</b> | <b>MPI</b> |
|---|---|----------------|------------|
| Purchased most recent home computer 1-2 years ago | 119,042                                     | 15.0%          | 96         |
| Purchased most recent home computer 3-4 years ago | 123,178                                     | 15.5%          | 98         |
| Purchased most recent home computer 5+ years ago  | 95,993                                      | 12.1%          | 96         |
| HH purchased most recent computer in a store      | 270,715                                     | 34.1%          | 97         |
| HH purchased most recent computer online          | 117,261                                     | 14.8%          | 94         |
| Spent on most recent home computer: \$1-499       | 120,324                                     | 15.2%          | 106        |
| Spent on most recent home computer: \$500-\$999   | 128,045                                     | 16.1%          | 97         |
| Spent on most recent home computer: \$1000-\$1499 | 76,352                                      | 9.6%           | 93         |
| Spent on most recent home computer: \$1500-\$1999 | 36,728                                      | 4.6%           | 93         |
| Spent on most recent home computer: \$2000+       | 31,472                                      | 4.0%           | 90         |
| HH owns webcam                                    | 135,934                                     | 17.1%          | 101        |
| HH owns wireless router                           | 193,834                                     | 24.4%          | 99         |
| HH owns all-in-one printer (print copy scan)      | 368,146                                     | 46.4%          | 96         |
| HH owns software: accounting                      | 40,861                                      | 5.1%           | 94         |
| HH owns software: communications/fax              | 28,839                                      | 3.6%           | 90         |
| HH owns software: database/filing                 | 36,837                                      | 4.6%           | 95         |
| HH owns software: desktop publishing              | 49,790                                      | 6.3%           | 99         |
| HH owns software: education/training              | 59,143                                      | 7.4%           | 95         |
| HH owns software: entertainment/games             | 119,492                                     | 15.0%          | 99         |
| HH owns software: personal finance/tax prep       | 89,989                                      | 11.3%          | 95         |
| HH owns software: presentation graphics           | 42,259                                      | 5.3%           | 97         |
| HH owns software: multimedia                      | 73,342                                      | 9.2%           | 98         |
| HH owns software: networking                      | 76,857                                      | 9.7%           | 95         |
| HH owns software: online meeting/conference       | 41,931                                      | 5.3%           | 93         |
| HH owns software: security/anti-virus             | 150,633                                     | 19.0%          | 98         |
| HH owns software: spreadsheet                     | 167,301                                     | 21.1%          | 95         |
| HH owns software: utility                         | 33,106                                      | 4.2%           | 97         |
| HH owns software: word processing                 | 212,821                                     | 26.8%          | 95         |
| HH owns CD player                                 | 104,171                                     | 13.1%          | 102        |



| Product/Consumer Behavior                           | Expected Number of Adults or HHs | Percent | MPI |
|---|----------------------------------|---------|-----|
| HH owns portable GPS navigation device              | 156,251                          | 19.7%   | 102 |
| HH purchased portable GPS navigation device/12 mo   |                                  |         |     |
| HH owns headphones (ear buds)                       | 334,001                          | 42.1%   | 99  |
| HH owns noise reduction headphones                  | 96,658                           | 12.2%   | 97  |
| HH owns Bluetooth/wireless headphones               | 179,110                          | 22.6%   | 100 |
| HH owns home theater/entertainment system           | 71,203                           | 9.0%    | 101 |
| HH owns 1 TV  | 160,600                          | 20.2%   | 96  |
| HH owns 2 TVs                                       | 210,109                          | 26.5%   | 100 |
| HH owns 3 TVs                                       | 170,313                          | 21.4%   | 102 |
| HH owns 4+ TVs                                      | 142,250                          | 17.9%   | 102 |
| HH owns LCD TV                                      | 179,201                          | 22.6%   | 100 |
| HH owns LED TV                                      | 302,609                          | 38.1%   | 102 |
| HH owns plasma TV                                   | 87,348                           | 11.0%   | 95  |
| HH has 3D TV  | 37,112                           | 4.7%    | 101 |
| HH has HDTV   | 334,478                          | 42.1%   | 100 |
| HH has 4K Ultra HDTV                                | 128,901                          | 16.2%   | 98  |
| HH has Internet connectable TV                      | 289,979                          | 36.5%   | 100 |
| HH owns small screen TV (<27 in)                    | 102,961                          | 13.0%   | 101 |
| HH owns medium screen TV (27-35 in)                 | 227,957                          | 28.7%   | 100 |
| HH owns large screen TV (36-42 in)                  | 256,587                          | 32.3%   | 100 |
| HH owns XLarge screen TV (43-54 in)                 | 235,269                          | 29.6%   | 100 |
| HH owns XXL screen TV (55 in+)                      | 243,485                          | 30.7%   | 102 |
| HH most recent TV purch: small screen (<27 in)      | 41,327                           | 5.2%    | 100 |
| HH most recent TV purch: medium screen (27-35 in)   | 115,051                          | 14.5%   | 100 |
| HH most recent TV purch: large screen (36-42 in)    | 141,667                          | 17.8%   | 100 |
| HH most recent TV purch: Xlarge screen (43-54 in)   | 141,357                          | 17.8%   | 97  |
| HH most recent TV purch: XXL screen (55 in+)        | 196,295                          | 24.7%   | 100 |
| HH owns Internet video device for TV                | 263,727                          | 33.2%   | 99  |
| HH owns internet device for TV - Amazon Fire        | 114,309                          | 14.4%   | 99  |
| HH owns internet device for TV - Apple TV           | 50,384                           | 6.3%    | 95  |
| HH owns internet device for TV - Google Chromecast  | 44,227                           | 5.6%    | 99  |
| HH owns internet device for TV - Roku               | 126,948                          | 16.0%   | 102 |
| HH purchased video game system in last 12 months    | 55,026                           | 6.9%    | 84  |
| HH owns video game system: handheld                 | 100,051                          | 12.6%   | 104 |
| HH owns video game system: attached to TV/computer  | 339,825                          | 42.8%   | 104 |
| HH owns video game system: Nintendo DS/Lite DSI/XL  | 40,789                           | 5.1%    | 110 |
| HH owns video game system: Nintendo 3DS             |                                  |         |     |
| HH owns video game system: Nintendo Wii             | 90,041                           | 11.3%   | 105 |
| HH owns video game system: Nintendo Wii U           | 24,532                           | 3.1%    | 100 |
| HH owns video game system: PlayStation 2 (PS2)      | 43,203                           | 5.4%    | 112 |
| HH owns video game system: PlayStation 3 (PS3)      | 65,603                           | 8.3%    | 108 |
| HH owns video game system: Playstation 4 (PS 4)     | 135,763                          | 17.1%   | 106 |
| HH owns video game system: Xbox 360                 | 102,124                          | 12.9%   | 109 |
| HH owns video game system: Xbox One                 | 118,951                          | 15.0%   | 108 |
| HH purchased 5+ video games in last 12 months       | 39,301                           | 4.9%    | 105 |
| HH spent \$101+ on video games in last 12 months    | 58,243                           | 7.3%    | 102 |
| Have access to Internet at home                     | 1,414,332                        | 91.1%   | 100 |
| Connection to Internet at home: via cable modem     | 733,501                          | 47.2%   | 101 |
| Connection to Internet at home: via DSL             | 144,909                          | 9.3%    | 99  |
| Connection to Internet at home: via fiber optic     | 216,333                          | 13.9%   | 91  |
| Access Internet at home via high speed connection   | 1,391,526                        | 89.6%   | 100 |
| Spend 10+ hrs online (excl email/IM time) daily     | 126,337                          | 8.1%    | 106 |
| Spend 5-9.9 hrs online (excl email/IM time) daily   | 284,025                          | 18.3%   | 103 |
| Spend 2-4.9 hrs online (excl email/IM time) daily   | 402,839                          | 25.9%   | 97  |
| Spend 1-1.9 hrs online (excl email/IM time) daily   | 264,765                          | 17.1%   | 97  |
| Spend 0.5-0.9 hrs online (excl email/IM time) daily | 144,988                          | 9.3%    | 96  |
| Spend <0.5 hrs online (excl email/IM time) daily    | 90,617                           | 5.8%    | 101 |
| Used Internet in last 30 days                       | 1,375,627                        | 88.6%   | 99  |



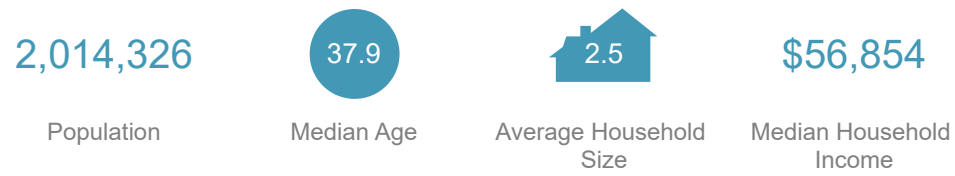
| Product/Consumer Behavior                           | Expected<br>Number of Adults or HHs | Percent | MPI |
|---|-------------------------------------|---------|-----|
| Used Internet/30 days: at home                      | 1,306,240                           | 84.1%   | 99  |
| Used Internet/30 days: at work                      | 710,562                             | 45.8%   | 102 |
| Used Internet/30 days: at school/library            | 189,819                             | 12.2%   | 99  |
| Used Internet/30 days: not hm/work/school/library   | 523,886                             | 33.7%   | 95  |
| Accessed Internet in last 30 days using computer    | 1,038,913                           | 66.9%   | 97  |
| Accessed Internet in last 30 days using cell phone  | 1,254,224                           | 80.8%   | 99  |
| Accessed Internet in last 30 days using tablet      | 474,463                             | 30.6%   | 96  |
| Accessed Internet in last 30 days w gaming console  | 161,062                             | 10.4%   | 108 |
| Accessed Internet in last 30 days using television  | 360,089                             | 23.2%   | 100 |
| Used Wi-Fi/wireless connection outside hm/30 days   |                                     |         |     |
| Used tablet last 30 days for video call             | 80,104                              | 5.2%    | 97  |
| Internet last 30 days: visited a chat room          | 83,377                              | 5.4%    | 97  |
| Internet last 30 days: used email                   | 1,155,215                           | 74.4%   | 98  |
| Internet last 30 days: used IM                      | 1,112,960                           | 71.7%   | 101 |
| Internet last 30 days: made personal purchase       | 864,150                             | 55.7%   | 97  |
| Internet last 30 days: made business purchase       | 214,708                             | 13.8%   | 99  |
| Internet last 30 days: paid bills online            | 881,883                             | 56.8%   | 99  |
| Internet last 30 days: took online class            | 152,894                             | 9.8%    | 94  |
| Internet last 30 days: looked for employment        | 245,677                             | 15.8%   | 105 |
| Internet last 30 days: traded/tracked investments   | 205,158                             | 13.2%   | 93  |
| Internet last 30 days: made travel plans            | 319,160                             | 20.6%   | 94  |
| Internet last 30 days: obtained auto info           | 197,323                             | 12.7%   | 104 |
| Internet last 30 days: obtained financial info      | 488,320                             | 31.5%   | 98  |
| Internet last 30 days: obtained medical info        | 482,094                             | 31.1%   | 96  |
| Internet last 30 days: checked movie listing/times  | 342,306                             | 22.0%   | 102 |
| Internet last 30 days: obtained latest news         | 726,567                             | 46.8%   | 97  |
| Internet last 30 days: obtained parenting info      | 102,351                             | 6.6%    | 103 |
| Internet last 30 days: obtained real estate info    | 234,254                             | 15.1%   | 96  |
| Internet last 30 days: obtained sports news/info    | 460,012                             | 29.6%   | 99  |
| Internet last 30 days: visited online blog          | 194,977                             | 12.6%   | 98  |
| Internet last 30 days: wrote online blog            | 28,681                              | 1.8%    | 106 |
| Internet last 30 days: used online dating website   | 44,032                              | 2.8%    | 92  |
| Internet last 30 days: played games online          | 551,498                             | 35.5%   | 106 |
| Internet last 30 days: sent greeting card           | 79,215                              | 5.1%    | 100 |
| Internet last 30 days: made phone call              | 588,511                             | 37.9%   | 102 |
| Internet last 30 days: shared photos via website    | 532,463                             | 34.3%   | 101 |
| Internet last 30 days: looked for recipes           | 662,799                             | 42.7%   | 99  |
| Internet last 30 days: added video to website       | 137,000                             | 8.8%    | 106 |
| Internet last 30 days: downloaded a movie           | 140,480                             | 9.0%    | 96  |
| Internet last 30 days: downloaded music             | 274,112                             | 17.7%   | 99  |
| Internet last 30 days: download/listen to podcast   |                                     |         |     |
| Internet last 30 days: downloaded TV program        | 70,167                              | 4.5%    | 99  |
| Internet last 30 days: downloaded a video game      | 223,272                             | 14.4%   | 106 |
| Internet last 30 days: watched movie online         | 499,438                             | 32.2%   | 99  |
| Internet last 30 days: watched TV program online    | 332,021                             | 21.4%   | 101 |
| Used online gaming srv/30 days: PlayStation Network | 109,380                             | 7.0%    | 105 |
| Used online gaming srv/30 days: Xbox Live           | 108,583                             | 7.0%    | 110 |
| Played Massive Multi-Player Online game/30 days     | 84,028                              | 5.4%    | 107 |
| Used Spanish language website/app last 30 days      | 54,681                              | 3.5%    | 76  |
| Social Media last 30 days: facebook.com             | 1,030,880                           | 66.4%   | 102 |
| Social media last 30 days: instagram.com            | 511,870                             | 33.0%   | 95  |
| Social Media last 30 days: linkedin.com             | 191,231                             | 12.3%   | 92  |
| Social Media last 30 days: shutterfly.com           | 42,843                              | 2.8%    | 95  |
| Social Media last 30 days: tumblr.com               | 45,274                              | 2.9%    | 101 |
| Social Media last 30 days: twitter.com              | 231,060                             | 14.9%   | 97  |
| Social Media last 30 days: yelp.com                 | 84,450                              | 5.4%    | 82  |
| Social Media last 30 days: youtube.com              | 845,780                             | 54.5%   | 100 |
| Social Media last 30 days: plus.google.com          |                                     |         |     |
| Social Media last 30 days: pinterest.com            | 335,915                             | 21.6%   | 104 |



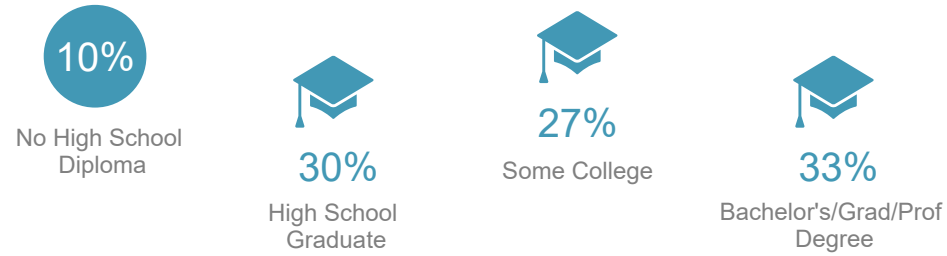
| Product/Consumer Behavior                             | Expected Number of Adults or HHs | Percent | MPI |
|---|----------------------------------|---------|-----|
| Social network: updated status in last 30 days        | 442,014                          | 28.5%   | 108 |
| Social network: updated profile in last 30 days       | 338,795                          | 21.8%   | 104 |
| Social network: posted picture in last 30 days        | 711,844                          | 45.8%   | 102 |
| Social network: posted video in last 30 days          | 322,603                          | 20.8%   | 100 |
| Social network: posted link in last 30 days           | 213,650                          | 13.8%   | 103 |
| Social network: saw friend`s page in last 30 days     | 749,003                          | 48.2%   | 100 |
| Social network: commented on post in last 30 days     | 727,809                          | 46.9%   | 102 |
| Social network: posted a blog in last 30 days         | 45,167                           | 2.9%    | 104 |
| Social network: rated a product in last 30 days       | 144,288                          | 9.3%    | 99  |
| Social network: sent email message in last 30 days    | 795,908                          | 51.3%   | 101 |
| Social network: sent IM in last 30 days               | 305,749                          | 19.7%   | 100 |
| Social network: played a game in last 30 days         | 350,485                          | 22.6%   | 106 |
| Social network: invited to event in last 30 days      | 144,933                          | 9.3%    | 100 |
| Social network: liked something in last 30 days       | 634,160                          | 40.8%   | 101 |
| Social network: followed something in last 30 days    | 397,136                          | 25.6%   | 103 |
| Social network: clicked on an ad in last 30 days      | 287,977                          | 18.5%   | 100 |
| Social network: watched video in last 30 days         | 824,411                          | 53.1%   | 100 |
| Social network: posted location in last 30 days       | 154,780                          | 10.0%   | 100 |
| Social network: sent real or virtual gift/30 days     | 38,600                           | 2.5%    | 98  |
| Social network: used to keep in touch w/ friends      | 690,642                          | 44.5%   | 102 |
| Social network: used to reconnect w/ old friends      | 231,585                          | 14.9%   | 99  |
| Social network: used to meet new friends              | 117,336                          | 7.6%    | 101 |
| Social network: used to follow friends activities     | 336,508                          | 21.7%   | 100 |
| Social network: used to find out about new prod.      | 128,614                          | 8.3%    | 98  |
| Social network: used to review prod. or service       | 89,317                           | 5.8%    | 95  |
| Social network: used for professional contacts        | 118,929                          | 7.7%    | 92  |
| Social network: used to find mutual interests         | 103,034                          | 6.6%    | 97  |
| Social network: used to track current events          | 249,634                          | 16.1%   | 97  |
| Social network: used to find info on TV or movie      | 143,866                          | 9.3%    | 97  |
| Social network: used to find local information        | 195,416                          | 12.6%   | 96  |
| Social network: used for gaming                       | 136,471                          | 8.8%    | 101 |
| Social network: used to support favorite brands       | 87,819                           | 5.7%    | 97  |
| Social network: used to get coupons or discounts      | 111,987                          | 7.2%    | 96  |
| Social network: used to gain access to VIP events     | 67,369                           | 4.3%    | 97  |
| Used website/search engine/30 days: ask.com           |                                  |         |     |
| Used website/search engine/30 days: bing.com          | 152,837                          | 9.8%    | 105 |
| Used website/search engine/30 days: google.com        | 1,287,098                        | 82.9%   | 100 |
| Used website/search engine/30 days: yahoo.com         | 284,591                          | 18.3%   | 101 |
| Used entertainment website/app last 30 days: BuzzFeed | 110,677                          | 7.1%    | 95  |
| Used entertainment website/app last 30 days: Fandango | 75,747                           | 4.9%    | 93  |
| Used news website/app last 30 days: abcnews.com       | 120,453                          | 7.8%    | 93  |
| Used news website/app last 30 days: bbc.com           | 93,615                           | 6.0%    | 92  |
| Used news website/app last 30 days: cbsnews.com       | 90,781                           | 5.8%    | 97  |
| Used news website/app last 30 days: cnn.com           | 230,982                          | 14.9%   | 91  |
| Used news website/app last 30 days: foxnews.com       | 228,442                          | 14.7%   | 101 |
| Used news website/app last 30 days: huffpo.com        | 107,102                          | 6.9%    | 94  |
| Used news website/app last 30 days: nbcnews.com       | 85,325                           | 5.5%    | 94  |
| Used news website/app last 30 days: yahoo.com         | 111,250                          | 7.2%    | 95  |
| Used sports website/app last 30 days: ESPN            | 279,113                          | 18.0%   | 101 |
| Used sports website/app last 30 days: FoxSports       | 107,347                          | 6.9%    | 98  |
| Used sports website/app last 30 days: NBA.com         | 73,955                           | 4.8%    | 100 |
| Used sports website/app last 30 days: NFL.com         | 124,817                          | 8.0%    | 104 |
| Used website/app last 30 days: PBS                    | 61,341                           | 4.0%    | 96  |



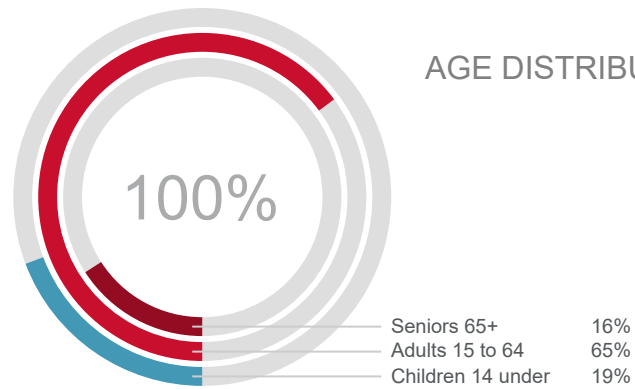
KEY FACTS



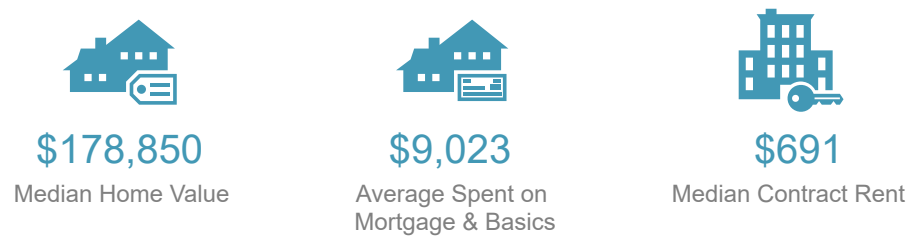
EDUCATION



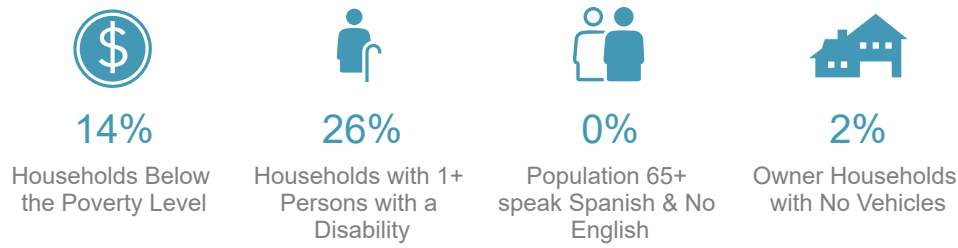
AGE DISTRIBUTION



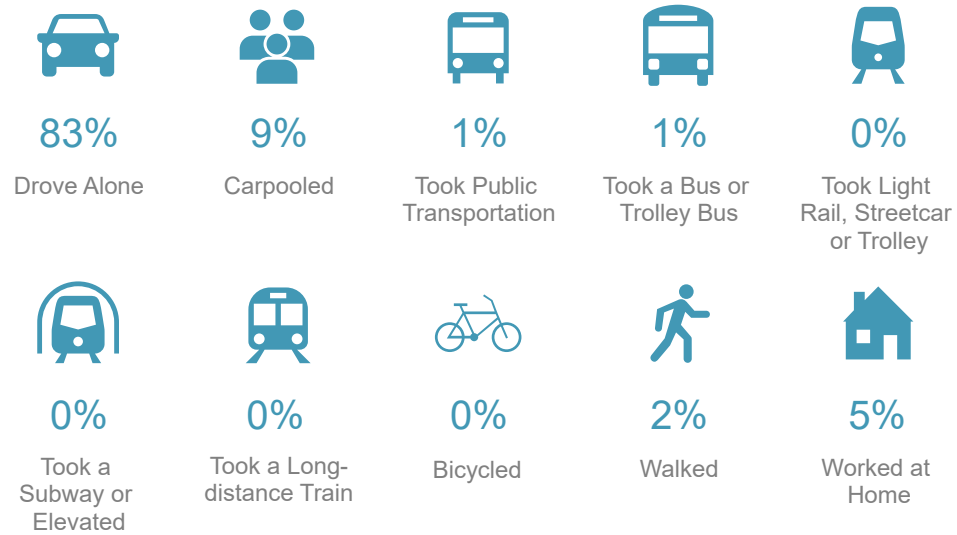
HOUSING



AT RISK



JOURNEY TO WORK



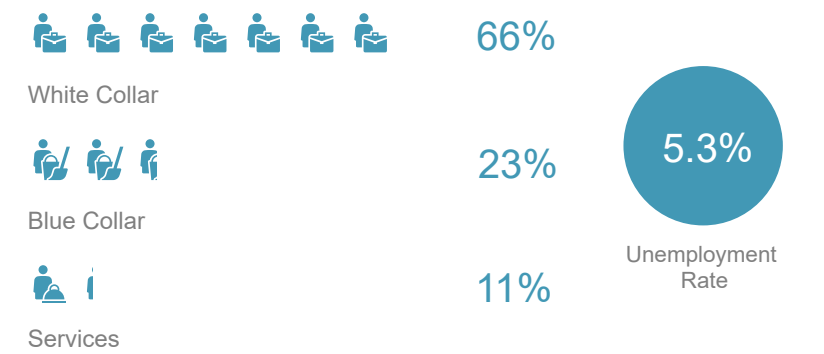
Households By Income

The largest group: \$50,000 - \$74,999 (18.5%)  
The smallest group: \$150,000 - \$199,999 (6%)

| Indicator ▲           | Value | Diff  |
|-----------------------|-------|-------|
| <\$15,000             | 10.6% | +0.8% |
| \$15,000 - \$24,999   | 9.5%  | +0.2% |
| \$25,000 - \$34,999   | 9.2%  | -0.5% |
| \$35,000 - \$49,999   | 14%   | +0.3% |
| \$50,000 - \$74,999   | 18.5% | -0.8% |
| \$75,000 - \$99,999   | 12.2% | -0.7% |
| \$100,000 - \$149,999 | 13.9% | -1%   |
| \$150,000 - \$199,999 | 6%    | +0.5% |
| \$200,000+            | 6%    | +1.2% |

Bars show deviation from

EMPLOYMENT



BUSINESS



INSURANCE

|   |     |
|---|-----|
| 2019 Pop <19: No Health Insurance Coverage (ACS 5-Yr) (%)                   | 1%  |
| 2021 Medical insurance covers you and other household or family members (%) | 42% |
| 2021 Have home insurance coverage for earthquake or flood (%)               | 3%  |
| 2021 Have any homeowners or personal property insurance (%)                 | 57% |
| 2021 Currently carry life insurance (%)                                     | 45% |

Race and Ethnicity

The largest group: White Alone (72.72)

The smallest group: Pacific Islander Alone (0.05)

| Indicator ▲                         | Value | Diff  |
|-------------------------------------|-------|-------|
| White Alone                         | 72.72 | -8.29 |
| Black Alone                         | 16.46 | +6.63 |
| American Indian/Alaska Native Alone | 0.27  | -0.05 |
| Asian Alone                         | 3.67  | +0.91 |
| Pacific Islander Alone              | 0.05  | 0     |
| Other Race                          | 3.81  | +0.45 |
| Two or More Races                   | 3.02  | +0.35 |
| Hispanic Origin (Any Race)          | 7.4   | -0.23 |

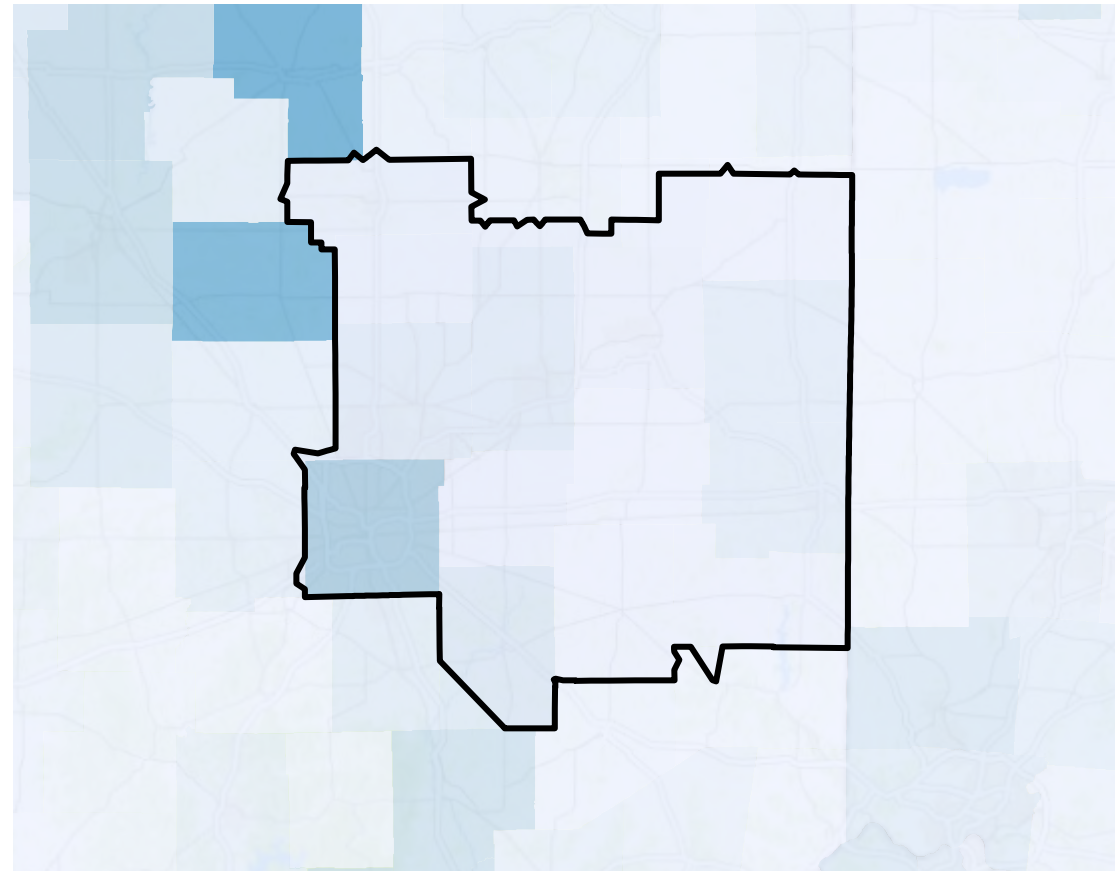
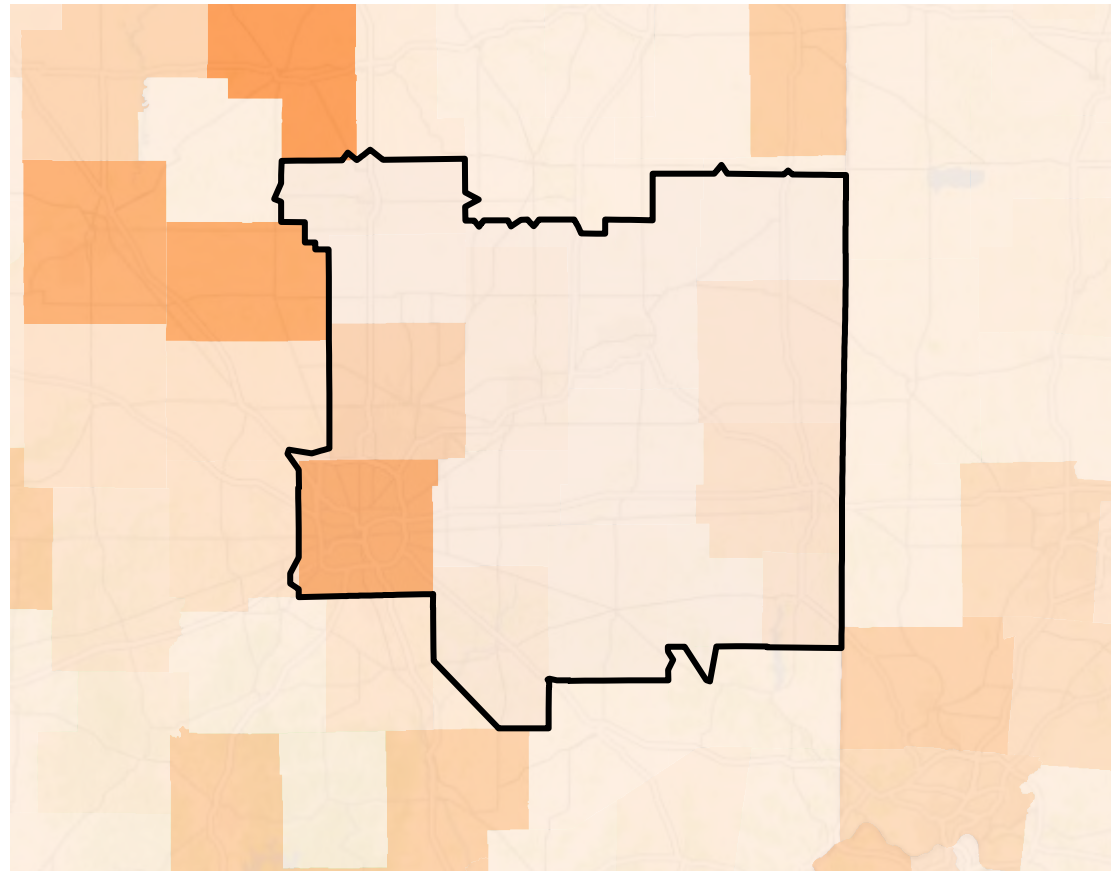


Percent of adults 18 years and over who have limited English ability

Bars show deviation from



Percent of Population Age 5+ Who Speaks Spanish at Home



SPANISH ACTIVITIES



4%

2021 Used Spanish Language Website or App Last 30 Days

LIMITED ENGLISH PROFICIENCY  
ADULTS 18-64

HH %

|   |    |
|---|----|
| Speak Spanish & No English                    | 0% |
| Speak Spanish & English Not Well              | 1% |
| Speak Indo-European & No English              | 0% |
| Speak Indo-European & English Not Well        | 0% |
| Speak Asian-Pacific Island & No English       | 0% |
| Speak Asian-Pacific Island & English Not Well | 0% |
| Speak Other Language & No English             | 0% |
| Speak Other Language & English Not Well       | 0% |

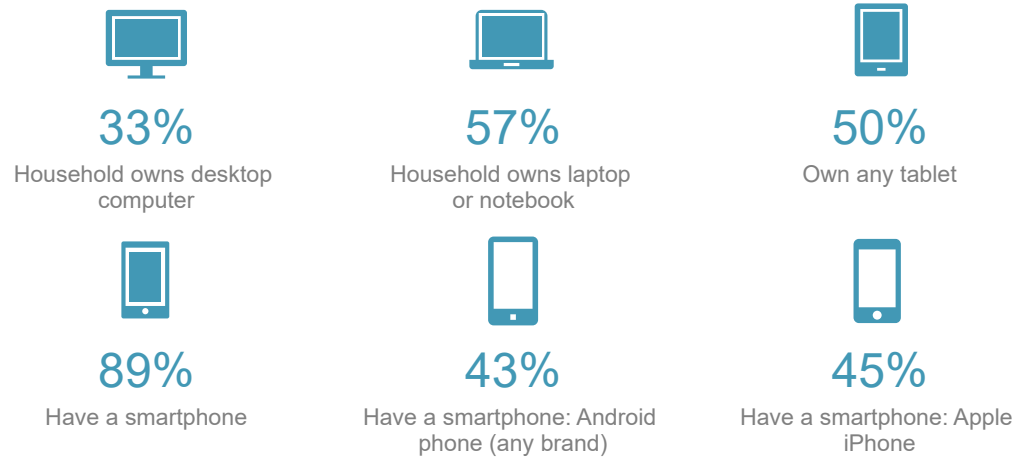
LIMITED ENGLISH PROFICIENCY  
SENIORS 65+

HH %

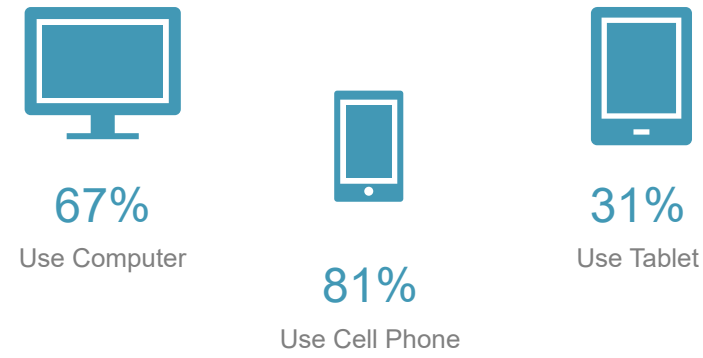
|   |    |
|---|----|
| Speak Spanish & No English                    | 0% |
| Speak Spanish & English Not Well              | 0% |
| Speak Indo-European & No English              | 0% |
| Speak Indo-European & English Not Well        | 0% |
| Speak Asian-Pacific Island & No English       | 0% |
| Speak Asian-Pacific Island & English Not Well | 0% |
| Speak Other Language & No English             | 0% |
| Speak Other Language & English Not Well       | 0% |



DEVICE OWNERSHIP (HH)



INTERNET ACCESS (HH)



INTERNET CONNECTIVITY

HH %

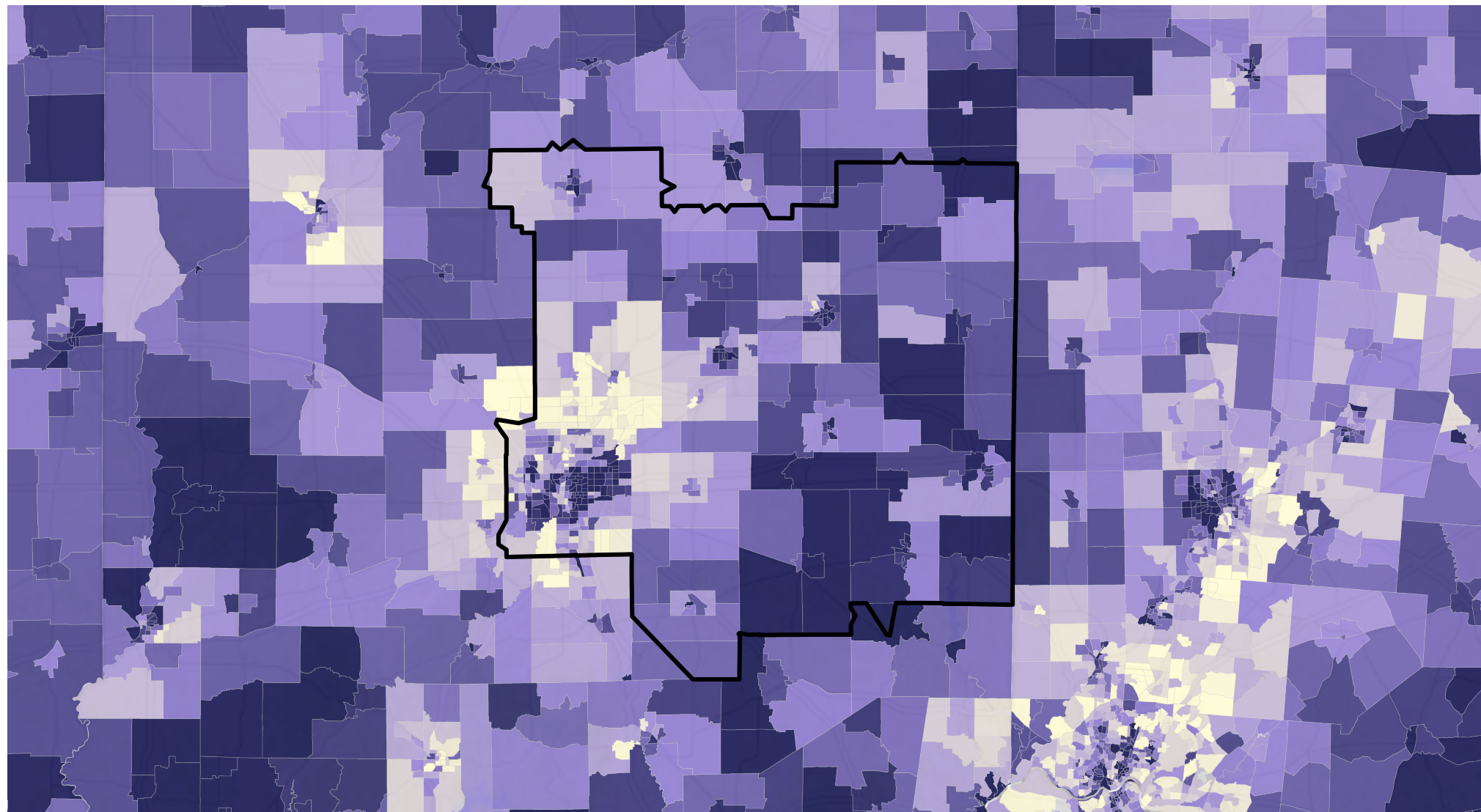
|  |     |
|--|-----|
| 2019 Have access to Internet at home (%)                   | 91% |
| 2019 Connect to Internet at home via cable modem (%)       | 47% |
| 2019 Connect to Internet at home via DSL (%)               | 9%  |
| 2019 Connect to Internet at home via fiber optic (%)       | 14% |
| 2019 Access Internet at home via high speed connection (%) | 90% |

INTERNET & SOCIAL MEDIA USAGE in Last 30 Days

HH %

|   |     |
|---|-----|
| Visited online blog (%)                         | 13% |
| Watched TV program online (%)                   | 21% |
| Used Spanish language website in last app (%)   | 4%  |
| Facebook.com (%)                                | 66% |
| Instagram.com (%)                               | 33% |
| Linkedin.com (%)                                | 12% |
| Tumblr.com (%)                                  | 3%  |
| Twitter.com (%)                                 | 15% |
| Youtube.com (%)                                 | 54% |
| Social network used to track current events (%) | 16% |
| Search engine: bing.com (%)                     | 10% |
| Search engine: google.com (%)                   | 83% |
| Search engine: yahoo.com (%)                    | 18% |

Percent of Households with No Internet Access



# La Porte District

## General Population Description

La Porte District residents live primarily in low-density, owner-occupied neighborhoods, with the urban center exceptions of Gary and South Bend. Residents comprise about 19% of the state's total population and are generally entrenched in their traditional, rural lifestyles. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. They may be experts with DIY projects, but the latest technology is not their forte. At least 11% of the population does not have access to a high-speed internet connection at home. They use technology when necessary, but they seek face-to-face contact in their routine activities. Many embrace the outdoors for recreation.

## DEMOGRAPHIC AND SOCIOECONOMIC TRAITS

| Social Equity Theme      | LA PORTE DISTRICT<br>General Population Traits  | Overburdened Communities<br>by Subdistrict   |
|--------------------------|---|--|
| Income                   | Median household income (\$57,196) and percent poverty (13%) are close to state benchmarks (\$57,268 and 13%).  | Percent poverty hotspot: <b>Gary</b> (14%).  |
| Employment               | Unemployment rate index is <b>notably higher</b> (92) than the state benchmark (74).  | Unemployment rate index hotspots: <b>Gary</b> (106) and <b>La Porte</b> (97).                                    |
| Education                | Population with high school diplomas (31%) is higher than the state benchmark (29%).<br>Population with bachelor's degrees (15%) is lower than the state benchmark (17%). | Populations with limited college or advanced degrees: <b>Rensselaer</b> and <b>Monticello</b> .                  |
| Housing                  | Percent owner-occupied housing is higher (71%) than the state benchmark (68%); percent renter-occupied housing is less (29% vs 32%).                                      | Mobile homes hotspot: <b>Monticello</b> (9%); state benchmark (5%).  |
| Transportation           | Percent renter households with no vehicles (17%) is higher than the state benchmark (15%).  | Renters with no vehicles: hotspots include <b>Gary</b> (19%), <b>La Porte</b> (17%), and <b>Plymouth</b> (15%).  |
| Internet/Computer Access | 89% have access to a high-speed internet connection at home.  | Hotspots with no internet access at home: <b>La Porte</b> (18%), <b>Plymouth</b> (17%), <b>Monticello</b> (19%). |
| Civic Engagement         | Civic participation (72%) roughly matches the state benchmark (72%).  | None   |
| Crime                    | Crime rate index (100) is lower than the state benchmark (105).   | Hotspot with higher crime: <b>Plymouth</b> (112)   |
| Disability               | Disability percentage (27%) roughly matches the state benchmark (27%).  | Hotspots with higher percent disability: <b>Rensselaer</b> (29%) and <b>Monticello</b> (31%).                    |
| Seniors                  | Percent seniors (18%) is slightly higher than the state benchmark (17%).  | Hotspots with higher percent seniors: <b>Rensselaer</b> (20%) and <b>Monticello</b> (20%).                       |

|                |  |  |
|----------------|--|--|
| Race/Ethnicity | <p>Diversity index (54) is higher than the statewide benchmark (43).</p> <p>Hispanic populations (14%) are higher than the state benchmark (8%).</p> <p>African American populations (14%) are higher than the state benchmark (9%).</p> <p>Some Other Race populations (5%) are higher than the state benchmark (2%).</p> | <p>Diversity hotspots include <b>Gary</b> (67) and <b>La Porte</b> (48).</p> <p>Hispanic hotspots include <b>Gary</b> (20%), <b>La Porte</b> (10%), and <b>Monticello</b> (10%).</p> <p>African American hotspots include <b>Gary</b> (22%) and <b>La Porte</b> (11%).</p> <p>Some Other Race hotspots include <b>Gary</b> (8%), <b>La Porte</b> (3%), and <b>Monticello</b> (5%).</p> |
| Language       | <p>English language proficiency roughly matches statewide benchmarks.</p>  | <p>English language proficiency hotspot: <b>Monticello</b> (1% speaks Spanish and English Not Well).</p>   |

### Reaching Overburdened Communities: Strategy Recommendations

# Fort Wayne District

## General Population Description

Fort Wayne District is home to 16% of the state’s total population. Except for urban areas around Fort Wayne and Elkhart, residents live primarily in low-density, owner-occupied neighborhoods. Diversity index rates are slightly lower than average; white-alone populations are the majority. Most have at least a high school diploma or some college education. Unemployment rates are low, with a primarily white collar work force in manufacturing, retail trade, and health care. Crime rates are lower than state average. At least 12% of the population does not have access to a high-speed internet connection at home. Residents use technology when necessary, they but prefer face-to-face contact in their routine activities. Fort Wayne District residents are patriotic and live traditional, rural lifestyles.

## DEMOGRAPHIC AND SOCIOECONOMIC TRAITS

| Social Equity Theme      | FORT WAYNE DISTRICT<br>General Population Traits   | Overburdened Communities<br>by Subdistrict  |
|--------------------------|--|---|
| Income                   | Median household income (\$55,749) and percent poverty (12%) are close to state benchmarks (\$57,268 and 13%).   | Percent poverty hotspot: <b>Bluffton</b> (14%).   |
| Employment               | Unemployment rate index is lower (69) than the state benchmark (74).   | None  |
| Education                | Population with high school diplomas (30%) is higher than the state benchmark (29%).<br>Population with bachelor’s degrees (14%) is lower than the state benchmark (17%).                                  | Populations with limited college or advanced degrees: <b>Fort Wayne</b> , <b>Elkhart</b> and <b>Bluffton</b> .  |
| Housing                  | Percent owner-occupied housing is higher (72%) than the state benchmark (68%); percent renter-occupied housing is less (28% vs 32%).<br>Percent mobile homes (6%) is higher than the state benchmark (5%). | None  |
| Transportation           | Percent renter households with no vehicles (14%) is close to the state benchmark (15%).  | Renters with no vehicles: hotspots include <b>Gary</b> (19%), <b>La Porte</b> (17%), and <b>Plymouth</b> (15%). |
| Internet/Computer Access | 88% have access to a high-speed internet connection at home.   | Hotspots with no internet access at home: <b>Elkhart</b> (17%) and <b>Bluffton</b> (16%).                       |
| Civic Engagement         | Civic participation (71%) roughly matches the state benchmark (72%).   | None  |
| Crime                    | Crime rate index (91) is <b>notably lower</b> than the state benchmark (105).  | None  |
| Disability               | Disability percentage (27%) roughly matches the state benchmark (27%).   | Hotspot with higher percent disability: <b>Bluffton</b> (32%).  |
| Seniors                  | Percent seniors (17%) is roughly the same as the state benchmark (17%).  | Hotspots with higher percent seniors: <b>Bluffton</b> (19%) and <b>Wabash</b> (19%).                            |

|                |   |  |
|----------------|---|--|
| Race/Ethnicity | <p>Diversity index (40) is lower than the statewide benchmark (43).</p> <p>Hispanic populations (9%) are slightly higher than the state benchmark (8%).</p> | <p>Diversity hotspots include <b>Elkhart</b> (46) and <b>Fort Wayne</b> (46).</p> <p>Hispanic hotspot: <b>Elkhart</b> (14%).</p> |
| Language       | <p>English language proficiency roughly matches statewide benchmarks.</p>   | <p>English language proficiency hotspot: <b>Elkhart</b> (2% speaks Spanish and English Not Well).</p>                            |

**Reaching Overburdened Communities: Strategy Recommendations**

# Crawfordsville District

## General Population Description

At roughly 11% of the state's population, residents in Crawfordsville District primarily live primarily in low-density, owner-occupied housing. Diversity index rates are notably lower than average; white-alone populations are the majority. Most have at least a high school diploma or some college education. Crime rates are lower than state average. Unemployment rates are generally low, with a primarily white collar work force in manufacturing, retail trade, and health care. At least 9% of the population does not have access to a high-speed internet connection at home. The latest technology is not their forte; they seek face-to-face contact in their routine activities. Crawfordsville District residents are patriotic and live traditional, rural lifestyles.

## DEMOGRAPHIC AND SOCIOECONOMIC TRAITS

| Social Equity Theme      | CRAWFORDSVILLE DISTRICT General Population Traits   | Overburdened Communities by Subdistrict   |
|--------------------------|---|---|
| Income                   | Median household income (\$59,180) and percent poverty (12%) are close to state benchmarks (\$57,268 and 13%).  | Percent poverty hotspots: <b>West Lafayette</b> (20%) and <b>Terre Haute</b> (17%).   |
| Employment               | Unemployment rate index is lower (60) than the state benchmark (74).  | Unemployment rate index hotspot: <b>Terre Haute</b> (81).   |
| Education                | Population with high school diplomas (28%) is slightly lower than the state benchmark (29%).<br>Population with bachelor's degrees (18%) is slightly higher than the state benchmark (17%). | Populations with limited college or advanced degrees: <b>Crawfordsville</b> and <b>Terre Haute</b> .  |
| Housing                  | Percent owner-occupied housing (68%) is about the same as the state benchmark (68%); percent renter-occupied housing is also about the same (32% vs 32%).                                   | Mobile home hotspots: <b>Crawfordsville</b> and <b>Terre Haute</b> .<br>Group quarters hotspots: <b>West Lafayette</b> and <b>Terre Haute</b> . |
| Transportation           | Percent renter households with no vehicles (13%) is less than the state benchmark (15%).  | Hotspot: <b>Terre Haute</b> (16%).  |
| Internet/Computer Access | 91% have access to a high-speed internet connection at home.  | Hotspot with no internet access at home: <b>Crawfordsville</b> (19%).   |
| Civic Engagement         | Civic participation (74%) is slightly higher than the state benchmark (72%).  | None  |
| Crime                    | Crime rate index (89) is lower than the state benchmark (105).  | Hotspot: <b>Terre Haute</b> (115).  |
| Disability               | Disability percentage (27%) roughly matches the state benchmark (27%).  | Hotspots with higher percent disability: <b>Crawfordsville</b> (32%) and <b>Terre Haute</b> (35%).  |
| Seniors                  | Percent seniors (16%) is slightly lower than the state benchmark (17%).   | Hotspots with higher percent seniors: <b>Crawfordsville</b> (21%) and <b>Terre Haute</b> (19%).   |

|                |   |  |
|----------------|---|--|
| Race/Ethnicity | <p>Diversity index (33) is <b>notably lower</b> than the statewide benchmark (43).</p> <p>Percent White Alone (89%) is higher than the state benchmark (83%).</p> | <p>Diversity hotspot: <b>West Lafayette</b> (48).</p> <p>Asian Alone hotspot: <b>West Lafayette</b> (10%).</p> <p>Hispanic hotspots: <b>West Lafayette</b> (8%) and <b>Frankfort</b> (9%).</p> |
| Language       | <p>English language proficiency roughly matches statewide benchmarks.</p>   | <p>English language proficiency hotspot: <b>Frankfort</b> (1% speaks Spanish and English Not Well).</p>  |

## Reaching Overburdened Communities: Strategy Recommendations



# Greenfield District

## General Population Description

Greenfield District is the largest district in total population at 29%. Residents in Indianapolis are diverse and include African American (27%) and Hispanic (11%) communities. Employment in this urban area is mainly in service, manufacturing, and retail trade industries, with higher rates of unemployment and crime than average. Many are renters (nearly half at 47%) with a higher proportion of dwellings in 2-4 unit buildings.

Rural Greenfield District residents live primarily in low-density, owner-occupied housing. Diversity index rates are low; white-alone populations are the majority. Most have at least a high school diploma or some college education. At least 10% of the population does not have access to a high-speed internet connection at home. The latest technology is not their forte. They use it when necessary, they but prefer face-to-face contact in their routine activities. Greenfield District rural residents are patriotic and generally entrenched in their traditional lifestyles.

## DEMOGRAPHIC AND SOCIOECONOMIC TRAITS

| Social Equity Theme      | GREENFIELD DISTRICT<br>General Population Traits   | Overburdened Communities<br>by Subdistrict  |
|--------------------------|--|---|
| Income                   | Median household income (\$56,854) and percent poverty (14%) are close to state benchmarks (\$57,268 and 13%).   | Percent poverty hotspot: <b>Albany</b> (18%).   |
| Employment               | Unemployment rate index is high (85) than the state benchmark (74).  | Unemployment rate index hotspots: <b>Cambridge City</b> (85) and <b>Indianapolis</b> (106).                             |
| Education                | Population with high school diplomas (25%) is slightly lower than the state benchmark (29%).<br><br>Population with bachelor's degrees (20%) is higher than the state benchmark (17%). | Populations with limited college or advanced degrees: <b>Albany</b> , <b>Cambridge City</b> , and <b>Greenfield</b> .   |
| Housing                  | Percent owner-occupied housing (63%) is <b>lower than</b> the state benchmark (68%); percent renter-occupied housing is <b>higher</b> (37% vs 32%).                                    | Renter hotspot: <b>Indianapolis</b> (47%).  |
| Transportation           | Percent renter households with no vehicles (15%) about the same as the state benchmark (15%).  | None  |
| Internet/Computer Access | 90% have access to a high-speed internet connection at home.   | Hotspot with no internet access at home: <b>Cambridge City</b> (21%).   |
| Civic Engagement         | Civic participation (73%) is slightly higher than the state benchmark (72%).   | None  |
| Crime                    | Crime rate index (133) is <b>notably higher</b> than the state benchmark (105).  | Hotspots: <b>Greenfield</b> (111) and <b>Indianapolis</b> (193).  |
| Disability               | Disability percentage (26%) is slightly lower than the state benchmark (27%).  | Hotspots with higher percent disability: <b>Albany</b> (33%), <b>Cambridge City</b> (33%), and <b>Greenfield</b> (30%). |
| Seniors                  | Percent seniors (16%) is slightly lower than the state benchmark (17%).  | Hotspots with higher percent seniors: <b>Albany</b> (20%), <b>Cambridge City</b> (21%), and <b>Greenfield</b> (19%).    |



|                |   |   |
|----------------|---|---|
| Race/Ethnicity | <p>Diversity index (52) is <b>notably higher</b> than the statewide benchmark (43).</p> <p>African American populations (16%) are higher than the state benchmark (9%).</p> | <p>Diversity hotspot: <b>Indianapolis</b> (67).</p> <p>African American hotspot: <b>Indianapolis</b> (27%).</p> <p>Hispanic hotspot: <b>Indianapolis</b> (11%).</p> |
| Language       | <p>English language proficiency roughly matches statewide benchmarks.</p>   | <p>English language proficiency hotspot: <b>Indianapolis</b> (2% speaks Spanish and English Not Well).</p>  |

## Reaching Overburdened Communities: Strategy Recommendations

# Vincennes District

## General Population Description

Vincennes District is primarily rural, with an urban center in Evansville. Home to 9% of the state’s population, the District includes a higher percentage of senior residents. Diversity is notably low; most residents identify as White Alone (91%). Unemployment is low as is percent poverty. Most have attained a high school diploma. Crime rates are low. Most are homeowners (71%) with mobile home communities included at 8-16% districtwide.

Internet connectivity is a challenge in this rural area. At least 12% of the population does not have access to a high-speed internet connection at home. Many do not have access to the internet at all at home (20-27%). The latest technology is not their forte. They use it when necessary, they but prefer face-to-face contact in their routine activities. Vincennes District residents are patriotic and embrace traditional lifestyles and values.

## DEMOGRAPHIC AND SOCIOECONOMIC TRAITS

| Social Equity Theme      | VINCENNES DISTRICT<br>General Population Traits   | Overburdened Communities<br>by Subdistrict                                    |
|--------------------------|---|---|
| Income                   | Median household income (\$55,194) and percent poverty (13%) are close to state benchmarks (\$57,268 and 13%).  | None  |
| Employment               | Unemployment rate index (53) is <b>notably lower</b> than the state benchmark (74).   | None  |
| Education                | Population with high school diplomas (33%) is higher than the state benchmark (29%).<br>Population with bachelor’s degrees (14%) is lower than the state benchmark (17%). | Populations with limited college or advanced degrees: <b>All subdistricts</b> |
| Housing                  | Percent owner-occupied housing (71%) is higher the state benchmark (68%); percent renter-occupied housing is lower (30% vs 32%).  | Mobile home hotspots: <b>All subdistricts</b>                                 |
| Transportation           | Percent renter households with no vehicles (16%) slightly higher than the state benchmark (15%).  | Hotspots: <b>Vincennes</b> (18%) and <b>Evansville</b> (17%).                 |
| Internet/Computer Access | 88% have access to a high-speed internet connection at home.  | Hotspots with no internet access at home: <b>All subdistricts</b> (20-27%)    |
| Civic Engagement         | Civic participation (70%) is slightly lower than the state benchmark (72%).   | None  |
| Crime                    | Crime rate index (85) is <b>notably lower</b> than the state benchmark (105).   | Hotspots: <b>Evansville</b> (112).  |
| Disability               | Disability percentage (30%) is higher than the state benchmark (27%).   | Hotspots with higher percent disability: <b>All subdistricts</b>              |
| Seniors                  | Percent seniors (20%) is higher than the state benchmark (17%).   | Hotspots with higher percent seniors: <b>All subdistricts</b>                 |

|                |   |      |
|----------------|---|------|
| Race/Ethnicity | Diversity index (22) is <b>notably lower</b> than the statewide benchmark (43).<br>Percent White Alone (92%) is <b>notably higher</b> than the state benchmark (83%). | None |
| Language       | English language proficiency roughly matches statewide benchmarks.  | None |

## Reaching Overburdened Communities: Strategy Recommendations

# Seymour District

## General Population Description

Seymour District is primarily rural/semi-rural, with urban centers in Louisville and southern Indianapolis. Home to 15% of the state’s population, most identify as White Alone (92%). Unemployment and percent poverty rates are low. Crime rates are also low. Most residents have attained at least a high school diploma, and most are homeowners (72%) – which includes several mobile home communities.

Internet connectivity is a challenge in Seymour District. At least 12% of the population does not have access to a high-speed internet connection at home. Many do not have access to the internet at all at home (17-21% in some areas). A growing number rely on smartphones and mobile devices to stay in touch, but many still prefer face-to-face contact in their routine activities. Many residents are traditional, patriotic, and prefer country living lifestyles.

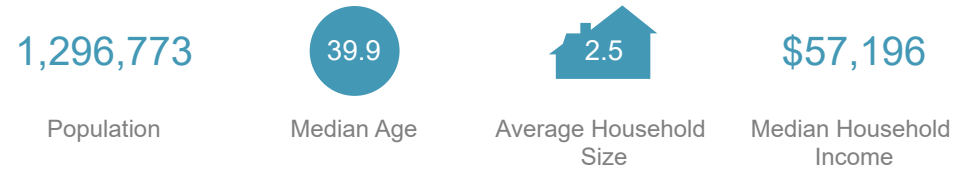
## DEMOGRAPHIC AND SOCIOECONOMIC TRAITS

| Social Equity Theme      | SEYMOUR DISTRICT<br>General Population Traits   | Overburdened Communities<br>by Subdistrict  |
|--------------------------|---|---|
| Income                   | Median household income (\$60,014) and percent poverty (12%) are close to state benchmarks (\$57,268 and 13%).  | Percent poverty hotspot: <b>Bloomington</b> (17%).  |
| Employment               | Unemployment rate index (63) is <b>notably lower</b> than the state benchmark (74).   | None  |
| Education                | Population with high school diplomas (30%) is slightly higher than the state benchmark (29%).<br>Population with bachelor’s degrees (16%) is slightly lower than the state benchmark (17%). | None  |
| Housing                  | Percent owner-occupied housing (72%) is higher the state benchmark (68%); percent renter-occupied housing is lower (28% vs 32%).  | Mobile home hotspots: <b>All subdistricts</b><br>Group quarters hotspot: <b>Bloomfield</b> (6%).                  |
| Transportation           | Percent renter households with no vehicles (12%) lower than the state benchmark (15%).  | None  |
| Internet/Computer Access | 88% have access to a high-speed internet connection at home.  | Hotspots with no internet access at home: <b>Aurora</b> (17%), <b>Madison</b> (24%), and <b>Falls City</b> (21%). |
| Civic Engagement         | Civic participation (72%) is about the same as the state benchmark (72%).   | Low engagement hotspot: <b>Madison</b> (66%).   |
| Crime                    | Crime rate index (89) is <b>notably lower</b> than the state benchmark (105).   | Hotspot: <b>Madison</b> (107).  |
| Disability               | Disability percentage (27%) about the same as the state benchmark (27%).  | Hotspots with higher percent disability: <b>All subdistricts</b>  |
| Seniors                  | Percent seniors (18%) is slightly higher than the state benchmark (17%).  | Hotspots with higher percent seniors: <b>Aurora</b> (19%), <b>Madison</b> (19%), and <b>Falls City</b> (18%).     |

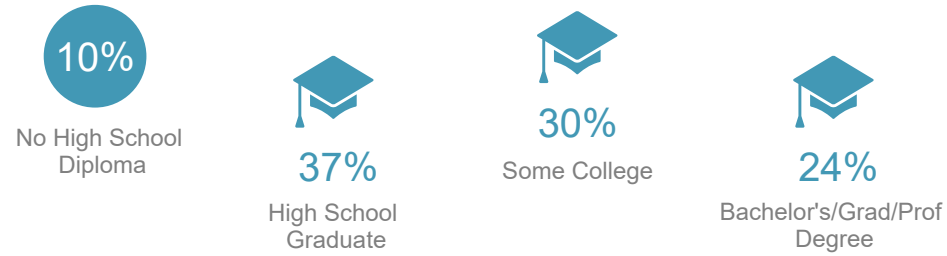
|                |  |  |
|----------------|--|--|
| Race/Ethnicity | <p>Diversity index (25) is <b>notably lower</b> than the statewide benchmark (43).</p> <p>Percent White Alone (92%) is <b>notably higher</b> than the state benchmark (83%).</p> | Asian American hotspots: <b>Bloomington</b> (5%) and <b>Columbus</b> (4%). |
| Language       | English language proficiency roughly matches statewide benchmarks.   | None   |

## Reaching Overburdened Communities: Strategy Recommendations

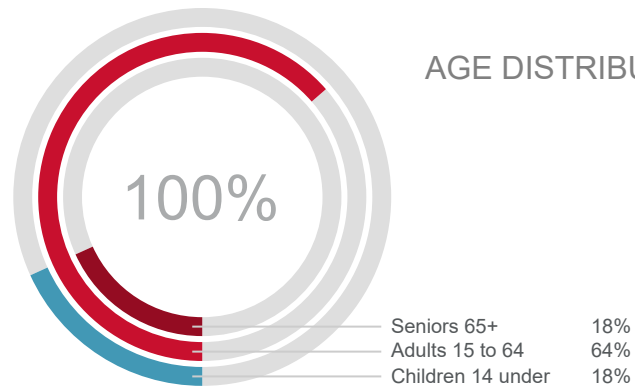
KEY FACTS



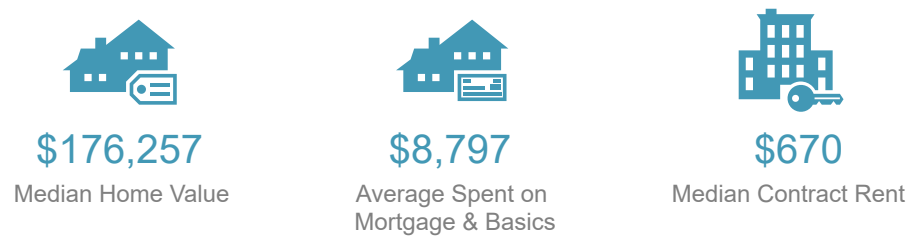
EDUCATION



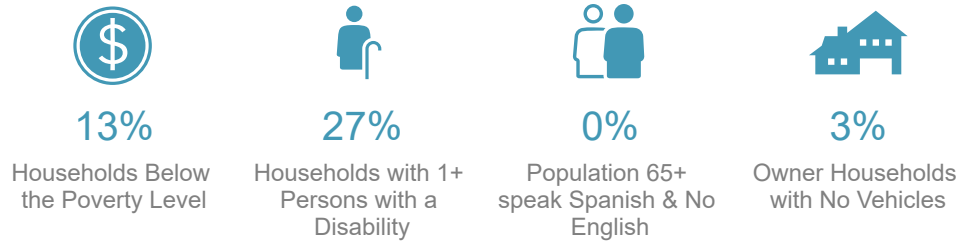
AGE DISTRIBUTION



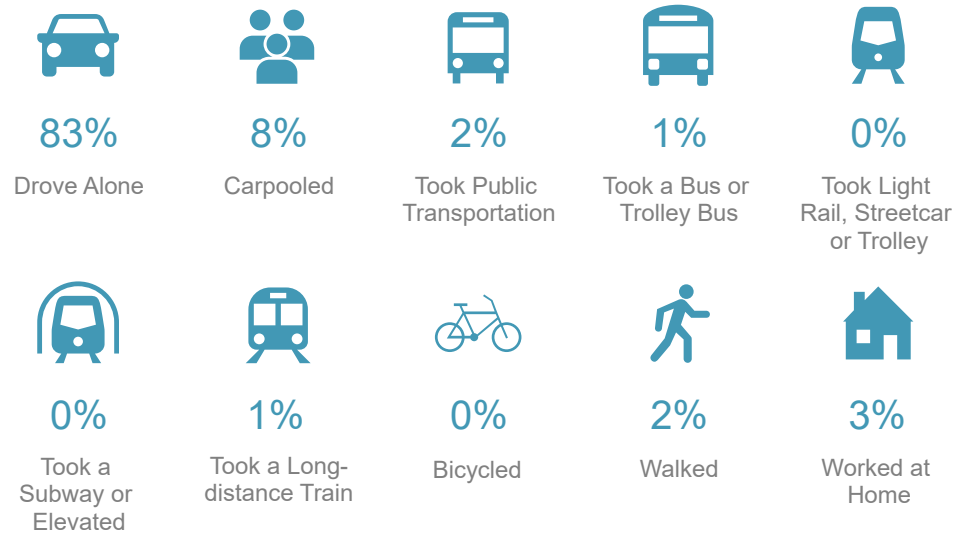
HOUSING



AT RISK



JOURNEY TO WORK



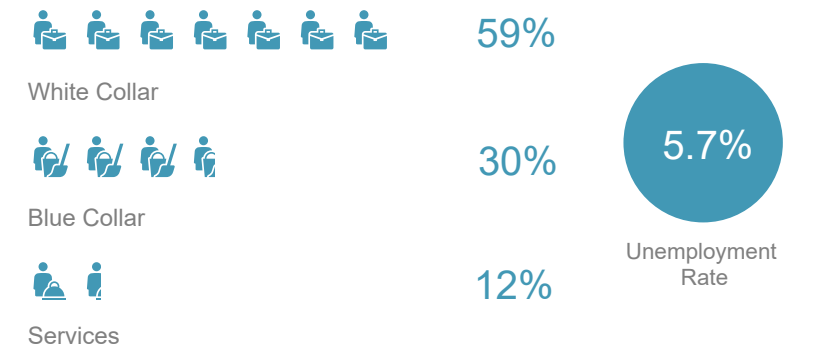
Households By Income

The largest group: \$50,000 - \$74,999 (19.5%)  
The smallest group: \$200,000+ (4.1%)

| Indicator ▲           | Value | Diff  |
|-----------------------|-------|-------|
| <\$15,000             | 10.4% | +0.6% |
| \$15,000 - \$24,999   | 8.9%  | -0.4% |
| \$25,000 - \$34,999   | 10.3% | +0.6% |
| \$35,000 - \$49,999   | 12.9% | -0.8% |
| \$50,000 - \$74,999   | 19.5% | +0.2% |
| \$75,000 - \$99,999   | 12.1% | -0.8% |
| \$100,000 - \$149,999 | 16.2% | +1.3% |
| \$150,000 - \$199,999 | 5.5%  | 0     |
| \$200,000+            | 4.1%  | -0.7% |

Bars show deviation from

EMPLOYMENT



BUSINESS



INSURANCE

|   |     |
|---|-----|
| 2019 Pop <19: No Health Insurance Coverage (ACS 5-Yr) (%)                   | 1%  |
| 2021 Medical insurance covers you and other household or family members (%) | 42% |
| 2021 Have home insurance coverage for earthquake or flood (%)               | 3%  |
| 2021 Have any homeowners or personal property insurance (%)                 | 59% |
| 2021 Currently carry life insurance (%)                                     | 47% |

Race and Ethnicity

The largest group: White Alone (75.93)

The smallest group: Pacific Islander Alone (0.04)

| Indicator ▲                         | Value | Diff  |   |
|-------------------------------------|-------|-------|---|
| White Alone                         | 75.93 | -5.08 | <div style="width: 100%; height: 10px; background-color: red;"></div>     |
| Black Alone                         | 13.91 | +4.08 | <div style="width: 100%; height: 10px; background-color: blue;"></div>    |
| American Indian/Alaska Native Alone | 0.39  | +0.07 | <div style="width: 100%; height: 10px; background-color: #000000;"></div> |
| Asian Alone                         | 1.74  | -1.02 | <div style="width: 100%; height: 10px; background-color: red;"></div>     |
| Pacific Islander Alone              | 0.04  | -0.01 | <div style="width: 100%; height: 10px; background-color: #000000;"></div> |
| Other Race                          | 5.09  | +1.73 | <div style="width: 100%; height: 10px; background-color: blue;"></div>    |
| Two or More Races                   | 2.9   | +0.23 | <div style="width: 100%; height: 10px; background-color: #000000;"></div> |
| Hispanic Origin (Any Race)          | 13.65 | +6.02 | <div style="width: 100%; height: 10px; background-color: blue;"></div>    |

SPANISH ACTIVITIES



3%

2021 Used Spanish Language Website or App Last 30 Days

**LIMITED ENGLISH PROFICIENCY ADULTS 18-64** HH %

|   |    |
|---|----|
| Speak Spanish & No English                    | 0% |
| Speak Spanish & English Not Well              | 1% |
| Speak Indo-European & No English              | 0% |
| Speak Indo-European & English Not Well        | 0% |
| Speak Asian-Pacific Island & No English       | 0% |
| Speak Asian-Pacific Island & English Not Well | 0% |
| Speak Other Language & No English             | 0% |
| Speak Other Language & English Not Well       | 0% |

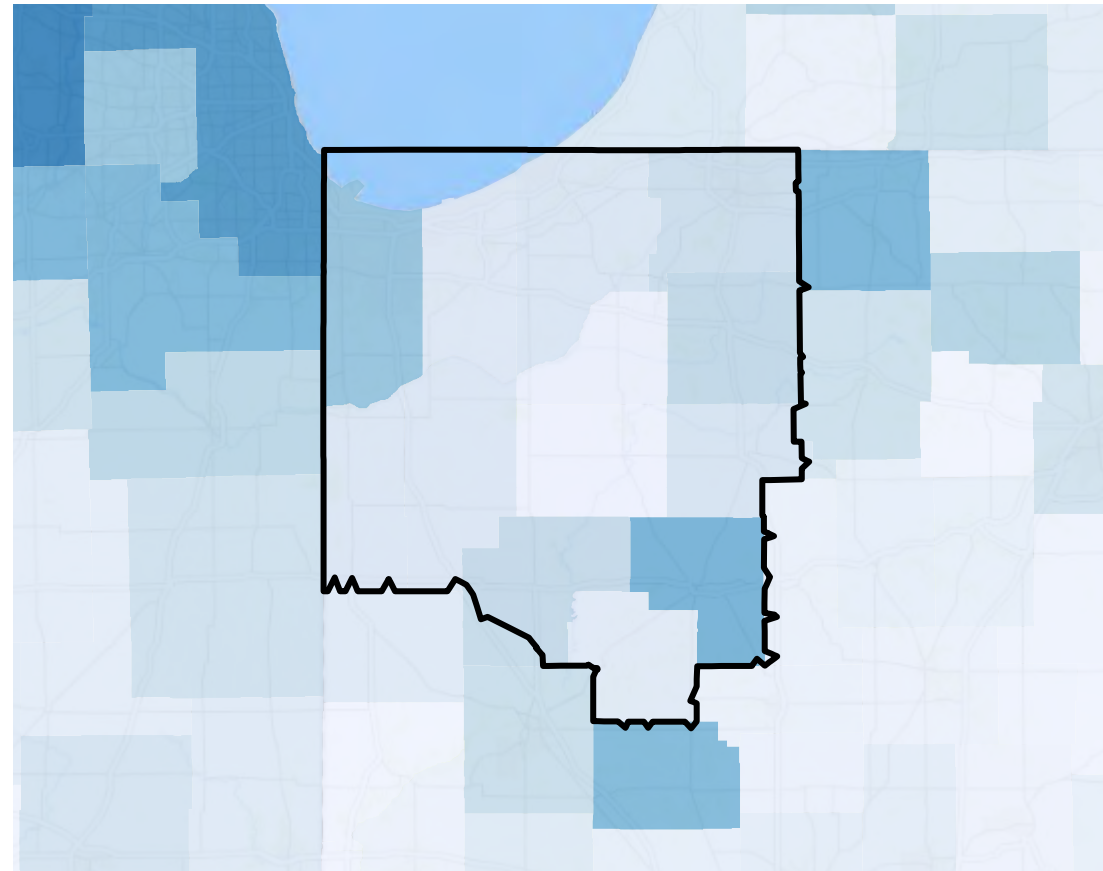
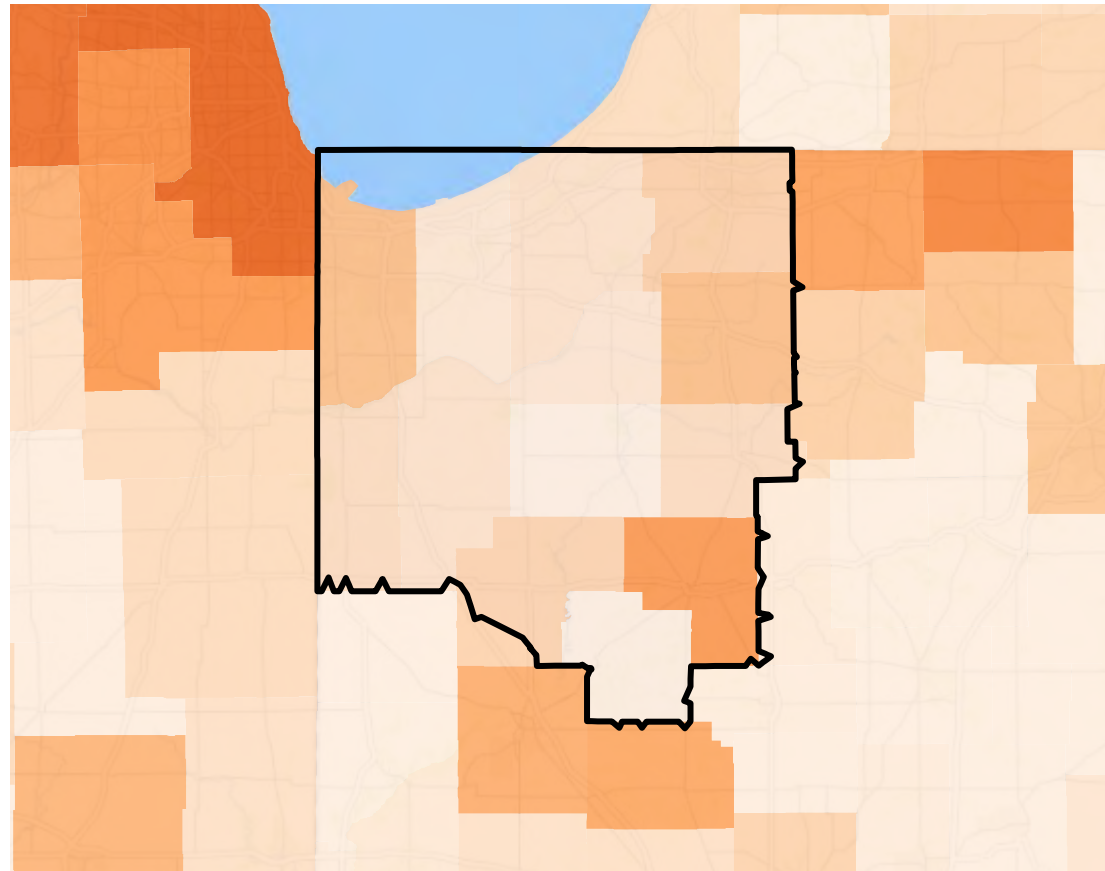


Bars show deviation from

Percent of adults 18 years and over who have limited English ability



Percent of Population Age 5+ Who Speaks Spanish at Home



**LIMITED ENGLISH PROFICIENCY SENIORS 65+** HH %

|   |    |
|---|----|
| Speak Spanish & No English                    | 0% |
| Speak Spanish & English Not Well              | 0% |
| Speak Indo-European & No English              | 0% |
| Speak Indo-European & English Not Well        | 0% |
| Speak Asian-Pacific Island & No English       | 0% |
| Speak Asian-Pacific Island & English Not Well | 0% |
| Speak Other Language & No English             | 0% |
| Speak Other Language & English Not Well       | 0% |



DEVICE OWNERSHIP (HH)

INTERNET ACCESS (HH)



33%

Household owns desktop computer



56%

Household owns laptop or notebook



49%

Own any tablet



88%

Have a smartphone



45%

Have a smartphone: Android phone (any brand)



42%

Have a smartphone: Apple iPhone



65%

Use Computer



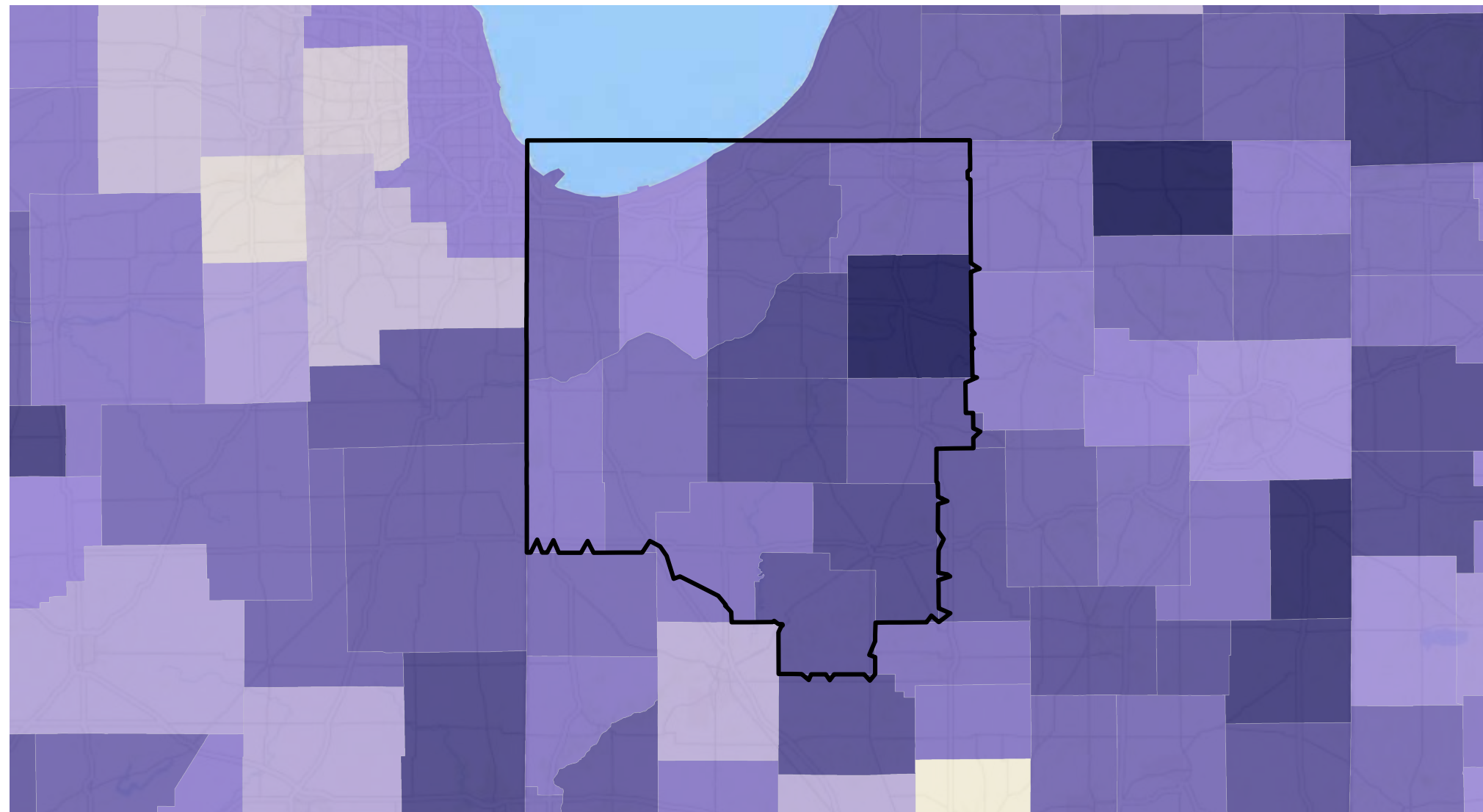
78%

Use Cell Phone



30%

Use Tablet



INTERNET CONNECTIVITY

HH %

|  |     |
|--|-----|
| 2019 Have access to Internet at home (%)                   | 90% |
| 2019 Connect to Internet at home via cable modem (%)       | 46% |
| 2019 Connect to Internet at home via DSL (%)               | 10% |
| 2019 Connect to Internet at home via fiber optic (%)       | 12% |
| 2019 Access Internet at home via high speed connection (%) | 89% |

INTERNET & SOCIAL MEDIA USAGE in Last 30 Days

HH %

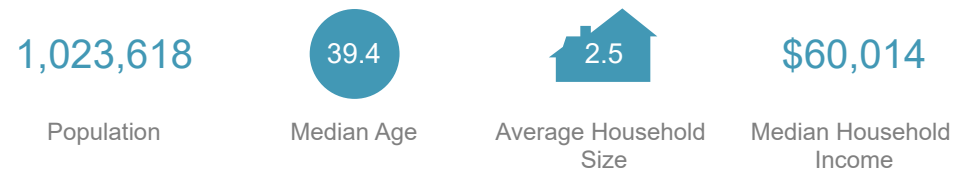
|   |     |
|---|-----|
| Visited online blog (%)                         | 11% |
| Watched TV program online (%)                   | 19% |
| Used Spanish language website in last app (%)   | 3%  |
| Facebook.com (%)                                | 65% |
| Instagram.com (%)                               | 29% |
| Linkedin.com (%)                                | 10% |
| Tumblr.com (%)                                  | 3%  |
| Twitter.com (%)                                 | 13% |
| Youtube.com (%)                                 | 52% |
| Social network used to track current events (%) | 15% |
| Search engine: bing.com (%)                     | 10% |
| Search engine: google.com (%)                   | 81% |
| Search engine: yahoo.com (%)                    | 18% |

Percent of Households with No Internet Access

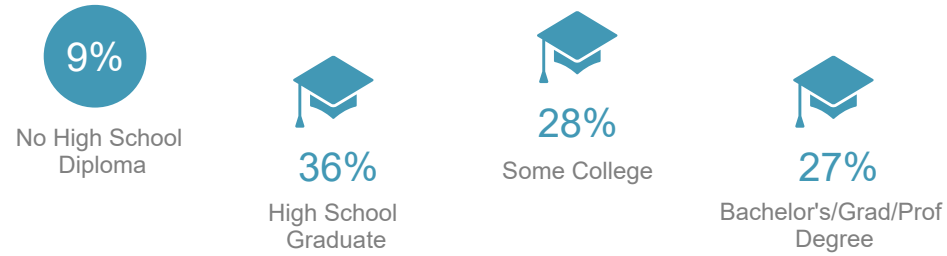




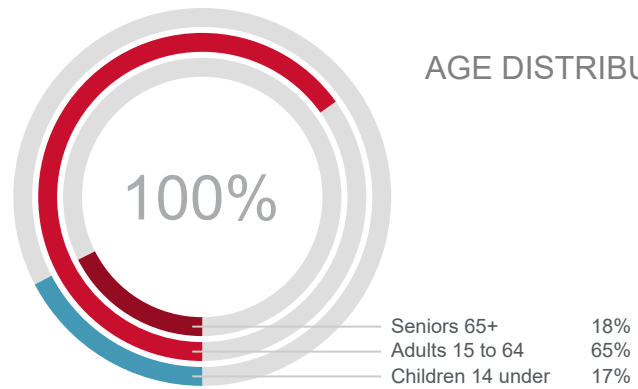
KEY FACTS



EDUCATION



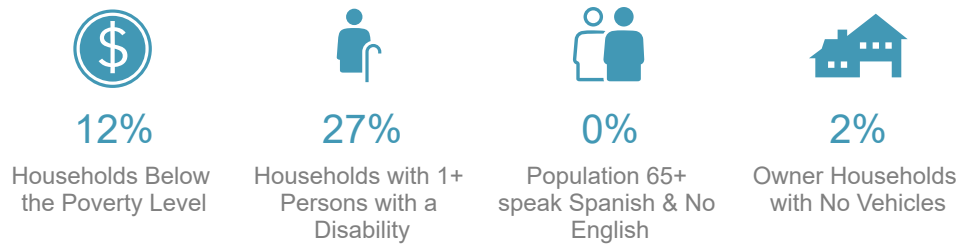
AGE DISTRIBUTION



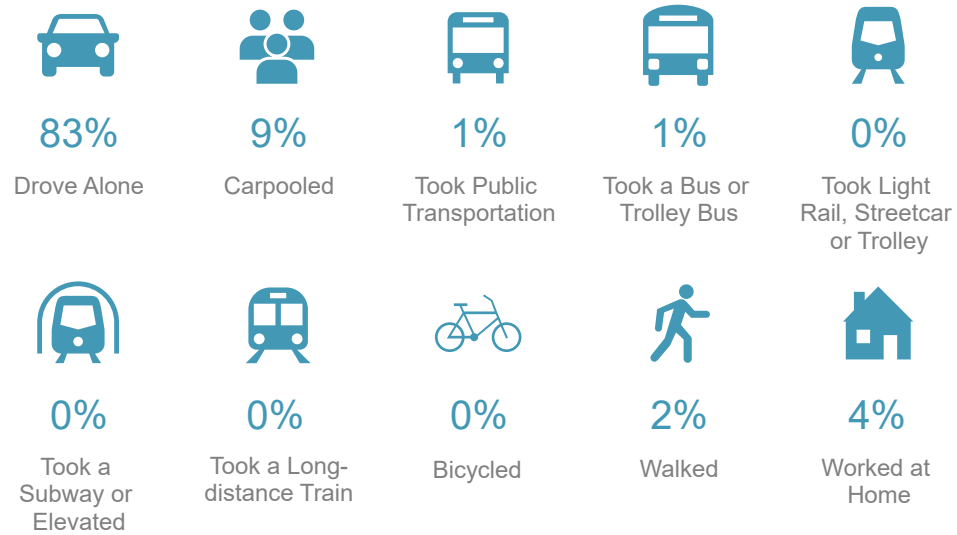
HOUSING



AT RISK



JOURNEY TO WORK



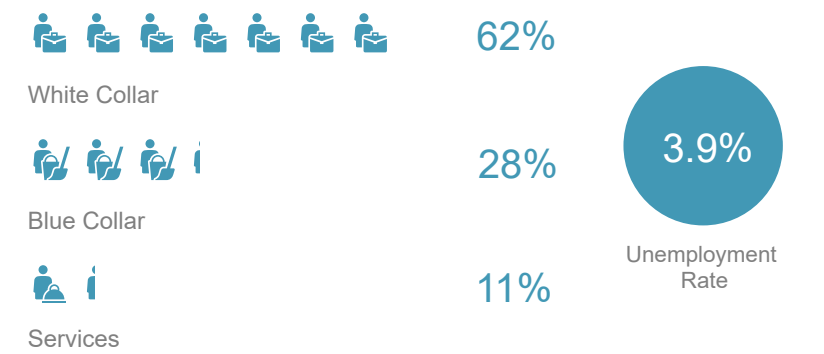
Households By Income

The largest group: \$50,000 - \$74,999 (19.5%)  
The smallest group: \$200,000+ (4.6%)

| Indicator ▲           | Value | Diff  |
|-----------------------|-------|-------|
| <\$15,000             | 8.9%  | -0.9% |
| \$15,000 - \$24,999   | 9.1%  | -0.2% |
| \$25,000 - \$34,999   | 9.4%  | -0.3% |
| \$35,000 - \$49,999   | 12.8% | -0.9% |
| \$50,000 - \$74,999   | 19.5% | +0.2% |
| \$75,000 - \$99,999   | 13.8% | +0.9% |
| \$100,000 - \$149,999 | 15.9% | +1%   |
| \$150,000 - \$199,999 | 5.9%  | +0.4% |
| \$200,000+            | 4.6%  | -0.2% |

Bars show deviation from

EMPLOYMENT



BUSINESS



INSURANCE

|   |     |
|---|-----|
| 2019 Pop <19: No Health Insurance Coverage (ACS 5-Yr) (%)                   | 1%  |
| 2021 Medical insurance covers you and other household or family members (%) | 44% |
| 2021 Have home insurance coverage for earthquake or flood (%)               | 3%  |
| 2021 Have any homeowners or personal property insurance (%)                 | 60% |
| 2021 Currently carry life insurance (%)                                     | 46% |

Race and Ethnicity

The largest group: White Alone (90.08)

The smallest group: Pacific Islander Alone (0.06)

| Indicator ▲                         | Value | Diff  |  |  |
|-------------------------------------|-------|-------|--|--|
| White Alone                         | 90.08 | +9.07 |  |  |
| Black Alone                         | 2.95  | -6.88 |  |  |
| American Indian/Alaska Native Alone | 0.28  | -0.04 |  |  |
| Asian Alone                         | 2.77  | +0.01 |  |  |
| Pacific Islander Alone              | 0.06  | +0.01 |  |  |
| Other Race                          | 1.69  | -1.67 |  |  |
| Two or More Races                   | 2.17  | -0.5  |  |  |
| Hispanic Origin (Any Race)          | 3.91  | -3.72 |  |  |

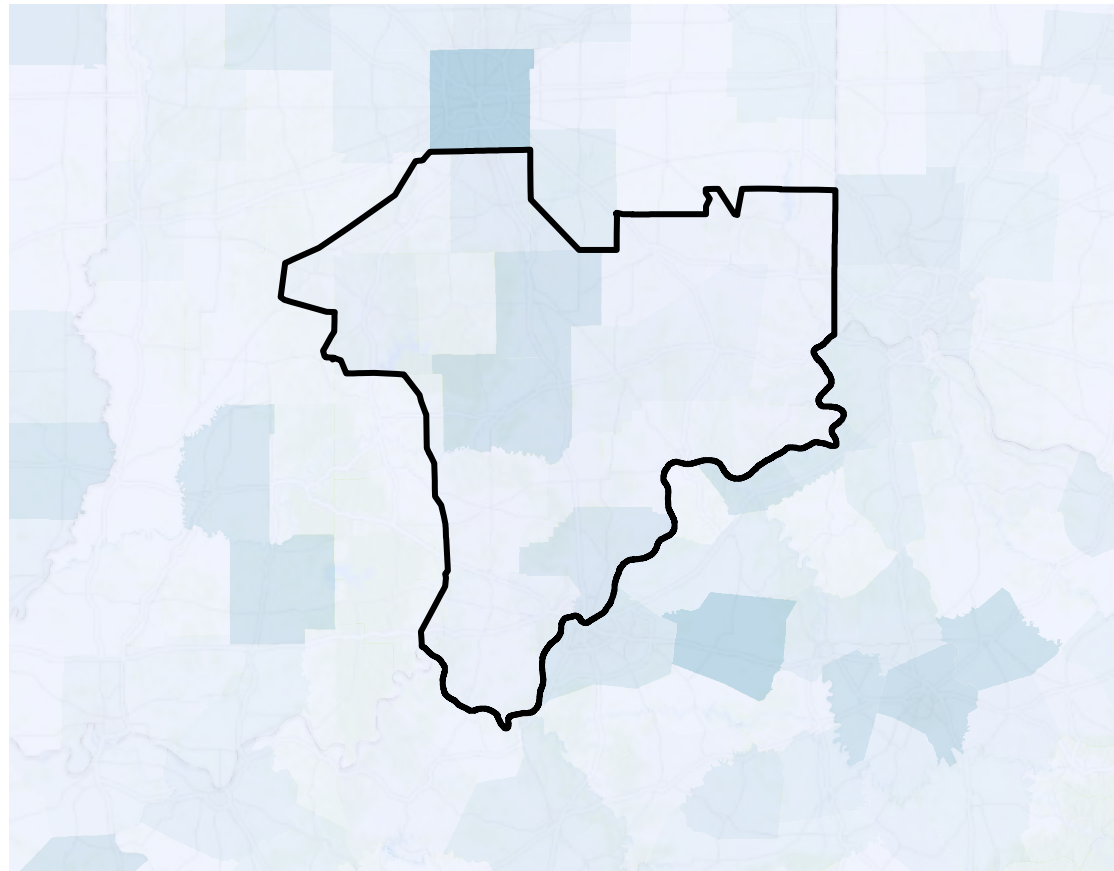
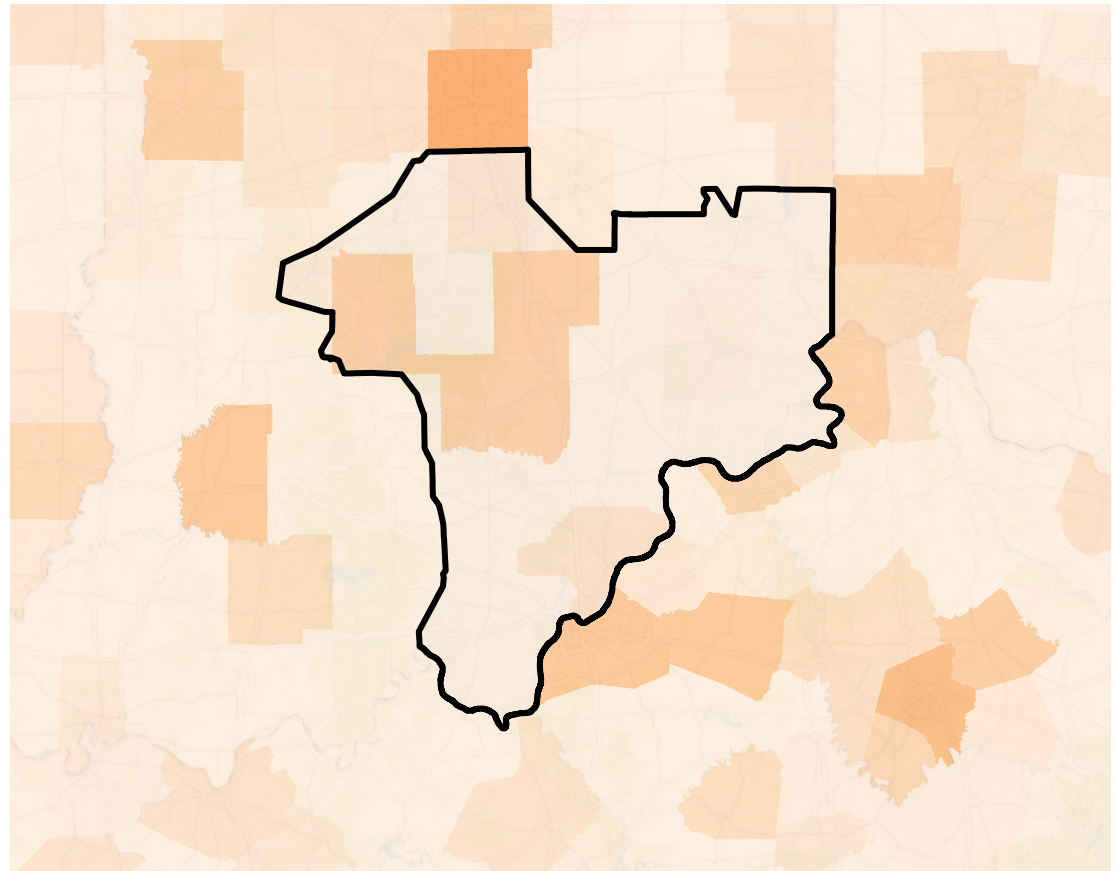


Percent of adults 18 years and over who have limited English ability

Bars show deviation from



Percent of Population Age 5+ Who Speaks Spanish at Home



SPANISH ACTIVITIES



3%

2021 Used Spanish Language Website or App Last 30 Days

LIMITED ENGLISH PROFICIENCY ADULTS 18-64

HH %

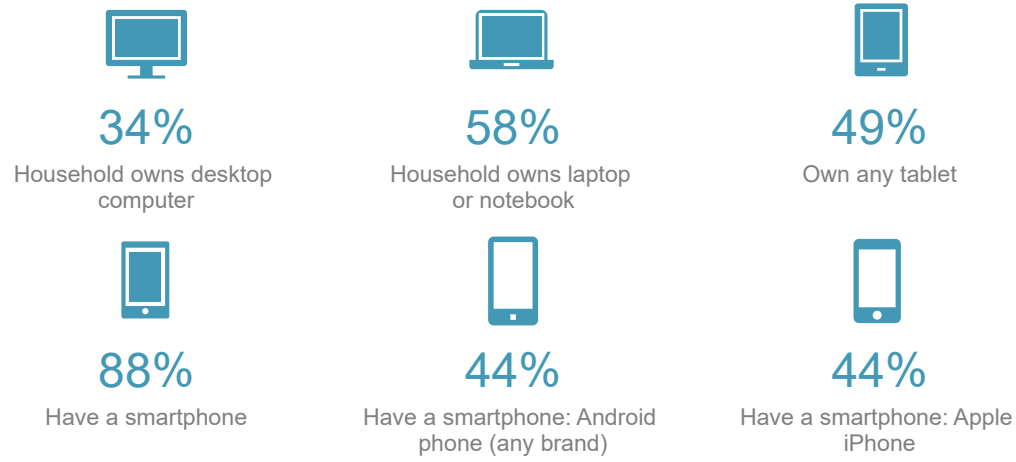
|   |    |
|---|----|
| Speak Spanish & No English                    | 0% |
| Speak Spanish & English Not Well              | 0% |
| Speak Indo-European & No English              | 0% |
| Speak Indo-European & English Not Well        | 0% |
| Speak Asian-Pacific Island & No English       | 0% |
| Speak Asian-Pacific Island & English Not Well | 0% |
| Speak Other Language & No English             | 0% |
| Speak Other Language & English Not Well       | 0% |

LIMITED ENGLISH PROFICIENCY SENIORS 65+

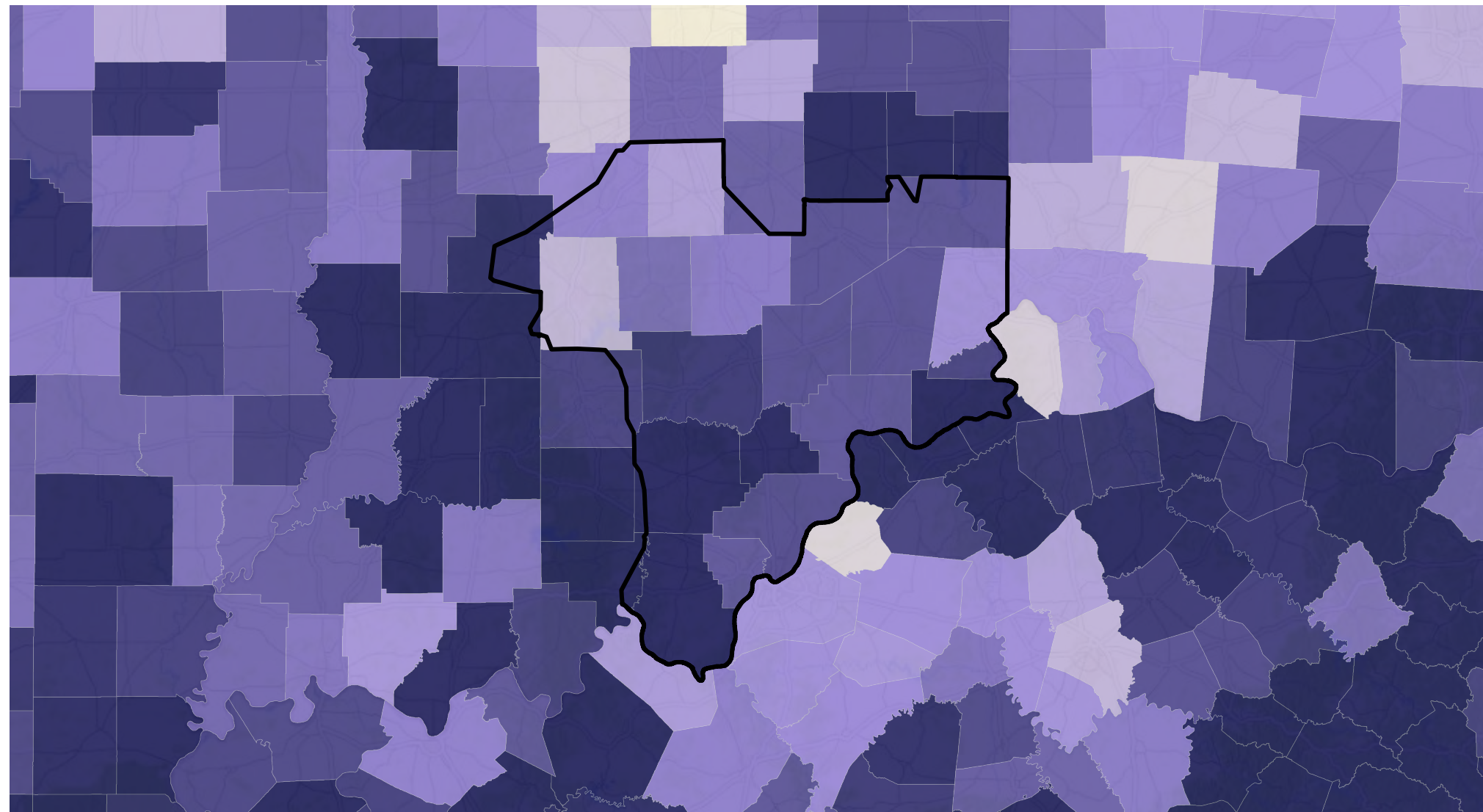
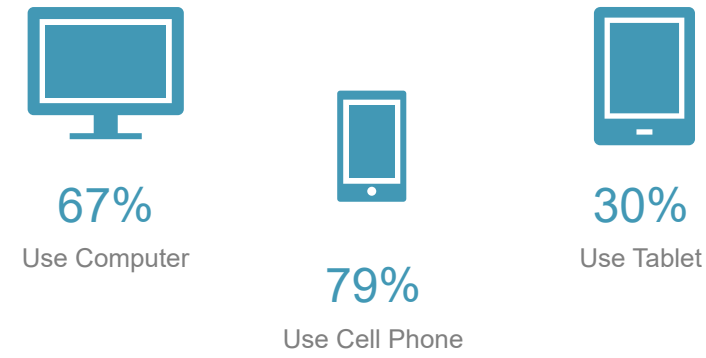
HH %

|   |    |
|---|----|
| Speak Spanish & No English                    | 0% |
| Speak Spanish & English Not Well              | 0% |
| Speak Indo-European & No English              | 0% |
| Speak Indo-European & English Not Well        | 0% |
| Speak Asian-Pacific Island & No English       | 0% |
| Speak Asian-Pacific Island & English Not Well | 0% |
| Speak Other Language & No English             | 0% |
| Speak Other Language & English Not Well       | 0% |

DEVICE OWNERSHIP (HH)



INTERNET ACCESS (HH)



INTERNET CONNECTIVITY

HH %

|  |     |
|--|-----|
| 2019 Have access to Internet at home (%)                   | 91% |
| 2019 Connect to Internet at home via cable modem (%)       | 44% |
| 2019 Connect to Internet at home via DSL (%)               | 11% |
| 2019 Connect to Internet at home via fiber optic (%)       | 11% |
| 2019 Access Internet at home via high speed connection (%) | 90% |

INTERNET & SOCIAL MEDIA USAGE in Last 30 Days

HH %

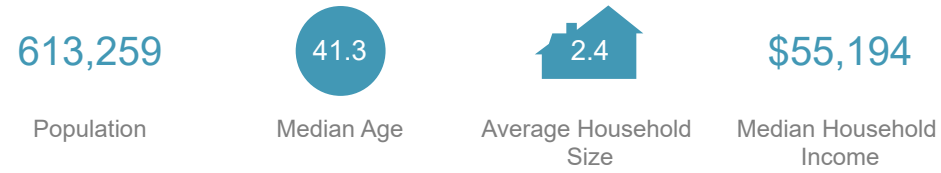
|   |     |
|---|-----|
| Visited online blog (%)                         | 12% |
| Watched TV program online (%)                   | 20% |
| Used Spanish language website in last app (%)   | 3%  |
| Facebook.com (%)                                | 67% |
| Instagram.com (%)                               | 30% |
| Linkedin.com (%)                                | 11% |
| Tumblr.com (%)                                  | 3%  |
| Twitter.com (%)                                 | 14% |
| Youtube.com (%)                                 | 53% |
| Social network used to track current events (%) | 15% |
| Search engine: bing.com (%)                     | 10% |
| Search engine: google.com (%)                   | 82% |
| Search engine: yahoo.com (%)                    | 17% |

Percent of Households with No Internet Access

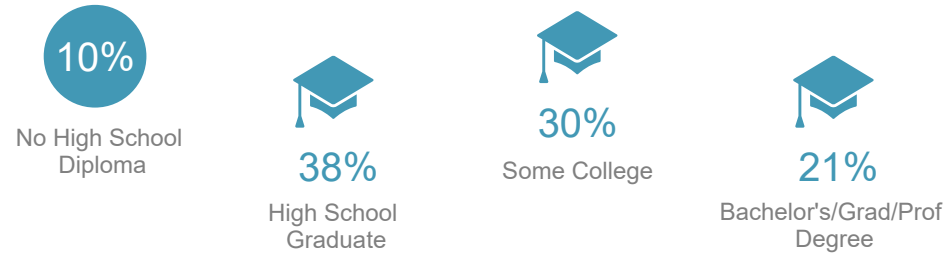




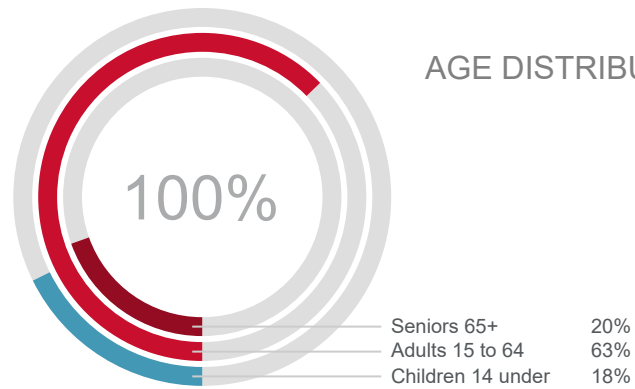
KEY FACTS



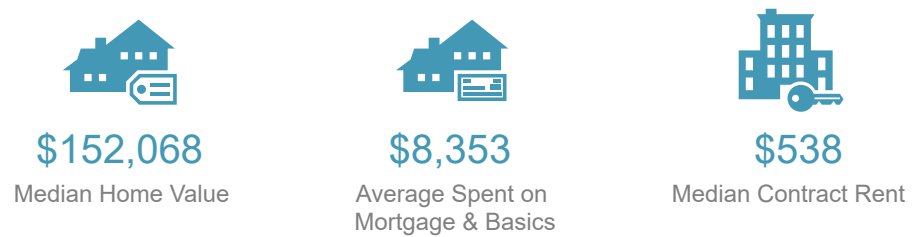
EDUCATION



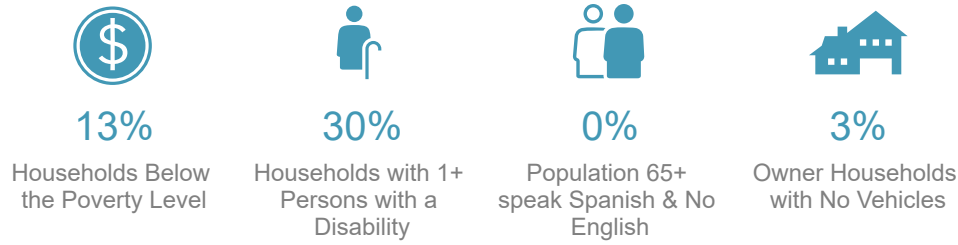
AGE DISTRIBUTION



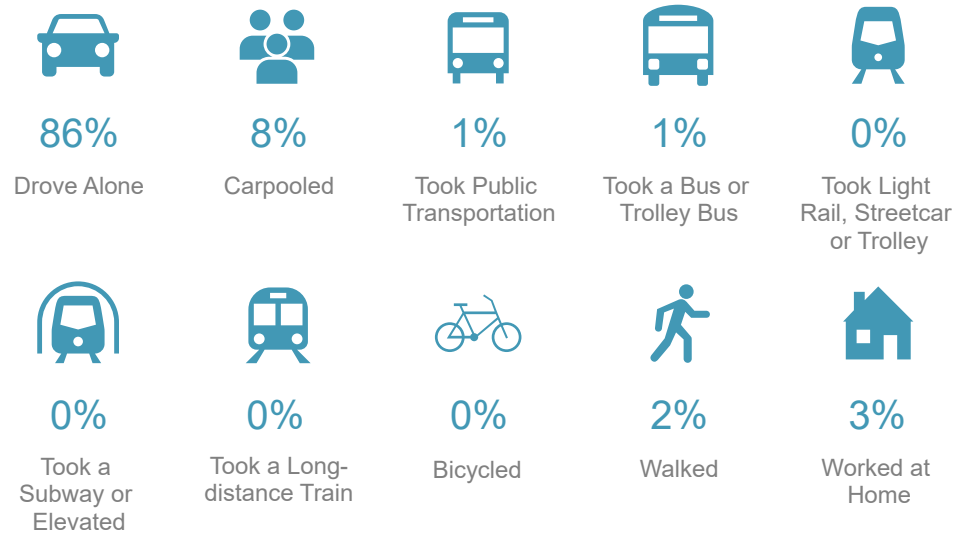
HOUSING



AT RISK



JOURNEY TO WORK



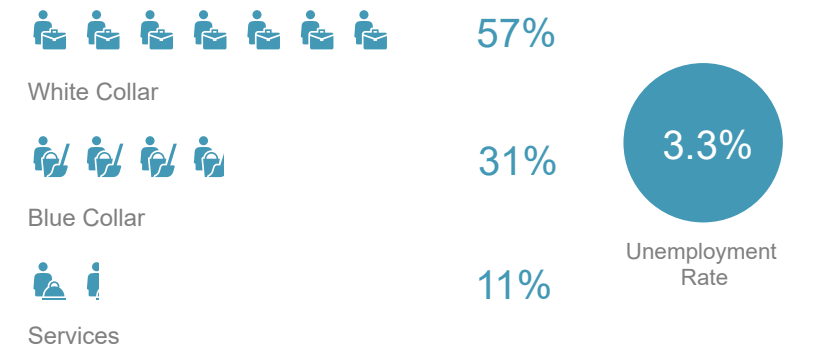
Households By Income

The largest group: \$50,000 - \$74,999 (19.9%)  
The smallest group: \$200,000+ (3.7%)

| Indicator ▲           | Value | Diff  |
|-----------------------|-------|-------|
| <\$15,000             | 9.9%  | +0.1% |
| \$15,000 - \$24,999   | 10.1% | +0.8% |
| \$25,000 - \$34,999   | 10%   | +0.3% |
| \$35,000 - \$49,999   | 14.3% | +0.6% |
| \$50,000 - \$74,999   | 19.9% | +0.6% |
| \$75,000 - \$99,999   | 13.5% | +0.6% |
| \$100,000 - \$149,999 | 14%   | -0.9% |
| \$150,000 - \$199,999 | 4.6%  | -0.9% |
| \$200,000+            | 3.7%  | -1.1% |

Bars show deviation from Indiana

EMPLOYMENT



BUSINESS



INSURANCE

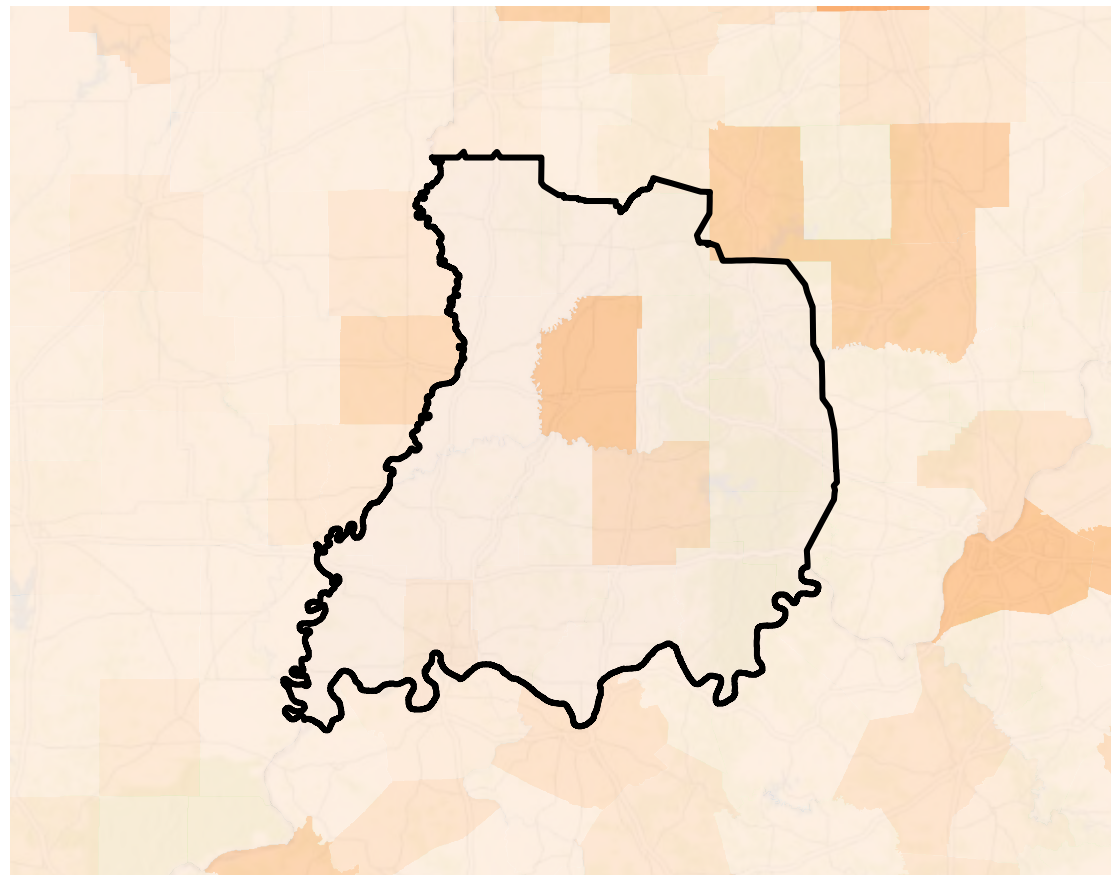
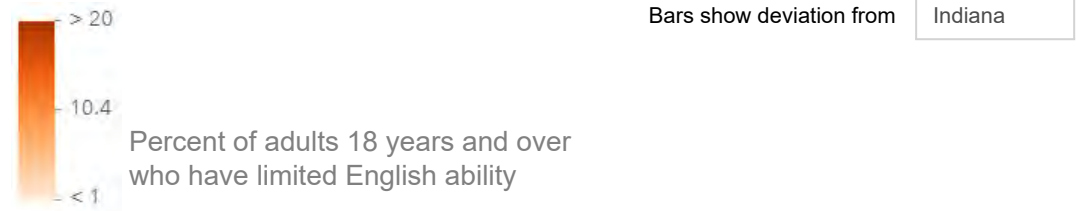
|   |     |
|---|-----|
| 2019 Pop <19: No Health Insurance Coverage (ACS 5-Yr) (%)                   | 2%  |
| 2021 Medical insurance covers you and other household or family members (%) | 43% |
| 2021 Have home insurance coverage for earthquake or flood (%)               | 4%  |
| 2021 Have any homeowners or personal property insurance (%)                 | 61% |
| 2021 Currently carry life insurance (%)                                     | 47% |

Race and Ethnicity

The largest group: White Alone (91.15)

The smallest group: Pacific Islander Alone (0.04)

| Indicator ▲                         | Value | Diff   |  |  |
|-------------------------------------|-------|--------|--|--|
| White Alone                         | 91.15 | +10.14 |  |  |
| Black Alone                         | 4.03  | -5.8   |  |  |
| American Indian/Alaska Native Alone | 0.31  | -0.01  |  |  |
| Asian Alone                         | 1.11  | -1.65  |  |  |
| Pacific Islander Alone              | 0.04  | -0.01  |  |  |
| Other Race                          | 1.33  | -2.03  |  |  |
| Two or More Races                   | 2.03  | -0.64  |  |  |
| Hispanic Origin (Any Race)          | 3     | -4.63  |  |  |

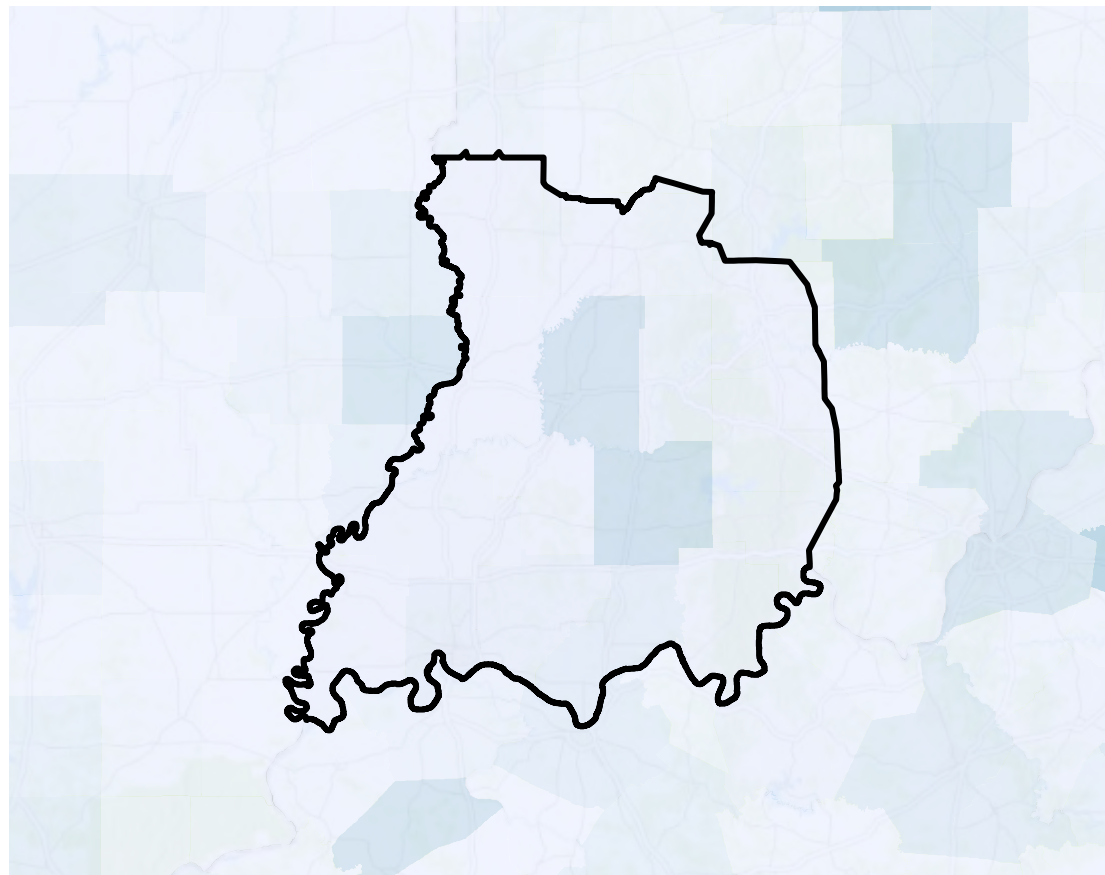


SPANISH ACTIVITIES



2%

2021 Used Spanish Language Website or App Last 30 Days



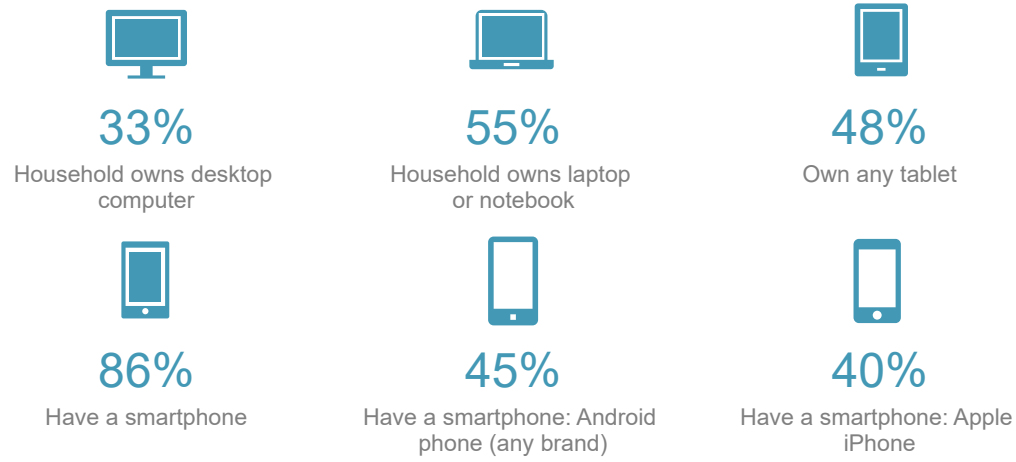
**LIMITED ENGLISH PROFICIENCY ADULTS 18-64** HH %

|   |    |
|---|----|
| Speak Spanish & No English                    | 0% |
| Speak Spanish & English Not Well              | 0% |
| Speak Indo-European & No English              | 0% |
| Speak Indo-European & English Not Well        | 0% |
| Speak Asian-Pacific Island & No English       | 0% |
| Speak Asian-Pacific Island & English Not Well | 0% |
| Speak Other Language & No English             | 0% |
| Speak Other Language & English Not Well       | 0% |

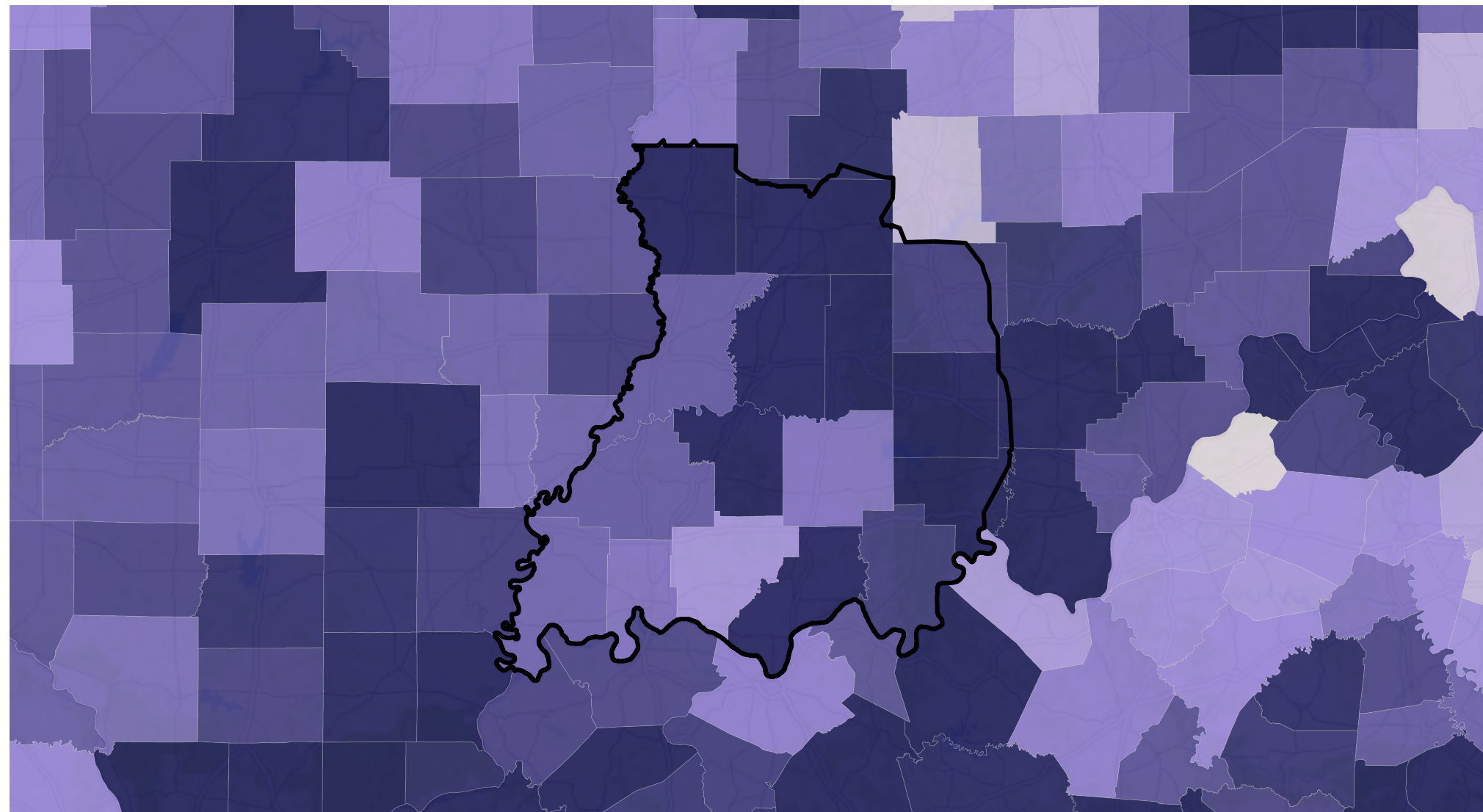
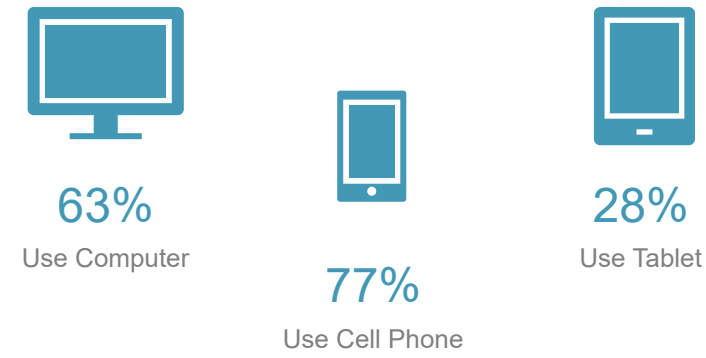
**LIMITED ENGLISH PROFICIENCY SENIORS 65+** HH %

|   |    |
|---|----|
| Speak Spanish & No English                    | 0% |
| Speak Spanish & English Not Well              | 0% |
| Speak Indo-European & No English              | 0% |
| Speak Indo-European & English Not Well        | 0% |
| Speak Asian-Pacific Island & No English       | 0% |
| Speak Asian-Pacific Island & English Not Well | 0% |
| Speak Other Language & No English             | 0% |
| Speak Other Language & English Not Well       | 0% |

DEVICE OWNERSHIP (HH)



INTERNET ACCESS (HH)



INTERNET CONNECTIVITY

HH %

|  |     |
|--|-----|
| 2019 Have access to Internet at home (%)                   | 90% |
| 2019 Connect to Internet at home via cable modem (%)       | 41% |
| 2019 Connect to Internet at home via DSL (%)               | 12% |
| 2019 Connect to Internet at home via fiber optic (%)       | 10% |
| 2019 Access Internet at home via high speed connection (%) | 88% |

INTERNET & SOCIAL MEDIA USAGE in Last 30 Days

HH %

|   |     |
|---|-----|
| Visited online blog (%)                         | 10% |
| Watched TV program online (%)                   | 18% |
| Used Spanish language website in last app (%)   | 2%  |
| Facebook.com (%)                                | 65% |
| Instagram.com (%)                               | 27% |
| Linkedin.com (%)                                | 9%  |
| Tumblr.com (%)                                  | 2%  |
| Twitter.com (%)                                 | 12% |
| Youtube.com (%)                                 | 51% |
| Social network used to track current events (%) | 15% |
| Search engine: bing.com (%)                     | 10% |
| Search engine: google.com (%)                   | 79% |
| Search engine: yahoo.com (%)                    | 18% |

Percent of Households with No Internet Access







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