

Demographic & Economic Profile of Western Monroe County

Ellettsville Town, Bean Blossom Township, and
Richland Township

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7/8/2015

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Executive Summary

The changes listed below are generally all occurring in each area, just at different rates. Each population is growing, each area has experienced growth in higher income classes, and each area is experiencing growth in the number of individuals who hold higher education degrees.

Ellettsville Summary

The population is growing at 1.98% per year, a rate that is greater than the long term growth rate of Monroe County (1.77%), which was calculated over the period 1820-2010. In Household Income, the number of households earning more than \$50,000 annually is growing at a rate that is greater than the rate of increase in the number of households in Ellettsville. Of particular note is the number of households earning \$100,000 - \$149,999 and earning \$150,000 - \$199,999 annually, which are growing at an average rate of 10.89% and 11.58% per year. Similarly positive trends are found in the levels of educational attainment as the portion of the population who hold post-secondary degrees are growing as well; the number of individuals who have Associate's, Bachelors, and Graduate degrees is increasing rapidly each year.

Bean Blossom Summary

The important trends to draw from the demographics of Bean Blossom are that the population is growing slower than the long term growth rate of Monroe County, there is strong growth in the upper echelons of household income, and the number of citizens with post-secondary degrees is increasing every year. Specifically, the township is growing at 1.24% on average per year, the number of households earning \$50,000 - \$74,999 has grown at a rate of 2.35% on average per year and the amount of households earning \$100,000 - \$149,999, has grown, on average, 7.96% since 2000. Supporting this trend is the growth of individuals with Graduate or Professional degrees, a group that has grown at an average annual rate of 6%.

Richland Summary

The three most important trends to recognize are that the population is growing at 1.57%, a rate lower than the long-term growth rate of Monroe County, the number of households who earn \$75,000 or more annually is increasing rapidly, and that each year, on average, a greater percentage of the population holds an Associate's, Bachelor's, or Graduate degree. Also important is the recognition that a large majority of the households in Richland Township earn \$50,000 - \$74,999 per year and that there seems to be a large, seasonal group of students moving in and out of the area.

To see full statistics and more accurate figures, please consult the full West Monroe County report

Ellettsville Businesses

The ReferenceUSA database estimates that there are approximately 175 businesses operating in Ellettsville. Below is a chart detailing the amount of businesses by number of employees:

No. of Employees	Bus. Count
1	34
2	43
3	41
4	15
5-10	26
11-20	6
21-50	2
51-100	6
100+	2

Table 1 - Businesses by no. Employees

The majority of the businesses have four or fewer employees and the average number of employees per business is eight employees. Also of note is that 16 of these businesses are branches of national chains. The largest businesses, in terms of estimated revenues, are listed below.

Company Name	Emp.	Est. Sales Range	Estimated Actual Sales
Smithville Telephone	175	\$50-100 Million	\$99,821,000
Smithville Communicationas	141	\$50-100 Million	\$97,008,000
Smithville Telephone Co Inc	100	\$20-50 Million	\$37,100,000
Chad's Recycle & Refuse	20	\$20-50 Million	\$36,032,000
Ferrellgas	5	\$10-20 Million	\$11,832,000
Bybee Stone Co Inc	75	\$10-20 Million	\$11,239,000
Ferrellgas	3	\$5-10 Million	\$7,099,000

Table 2 - Top 7 Ellettsville Businesses by Est. Revenue

138 out of 175 businesses have revenues less than \$1 million, 27 businesses make from \$1 to \$5 million, and the balance have revenues of greater than \$5 million. According to the Small Business Administration, companies with fewer than \$7 million in revenues are small businesses. This qualifies all but the seven businesses listed above as small businesses. For more detailed information, a summary of every business listing is provided in Appendix A of the full West Monroe County report.

Ellettsville Retail and Restaurant Potential

Given this current business landscape, ESRI research indicates that, based upon national averages and forecasting tools, there is a significant opportunity for growth in almost every major retail sector. The three most significant areas for growth are Motor Vehicle & Parts dealers, General Merchandise Stores, and Clothing Stores. The estimated net demand for these business types, in Ellettsville, is \$12.37 million, \$12.07 million, and \$3.31 million respectively.

Summarized in terms of Retail Trade and Retail Food/Drink, the excess demand is \$46.58 million and \$5.09 million respectively. As discussed earlier in the report, the ESRI research dovetails nicely with the census data in that both analyses point to the fact that Ellettsville and the surrounding area is transitioning towards a population that has a higher household income, a higher level of education, and a young core of residents. Comparing this assessment with the list of businesses in Ellettsville shows that there are some real opportunities for growth in the city proper. Economic theory indicates that residents will spend more of their disposable income in and around Ellettsville if there the products and services are equal to those offered elsewhere.

The full ESRI research reports are attached in Appendices B and C of the full West Monroe County report.

Appendix B – Retail Marketplace Profile



Retail MarketPlace Profile

Ellettsville Town, IN 2
 Ellettsville town, IN (1820800)
 Geography: Place

Summary Demographics						
2015 Population						6,515
2015 Households						2,687
2015 Median Disposable Income						\$39,629
2015 Per Capita Income						\$24,258
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$68,603,796	\$16,915,767	\$51,688,029	60.4	32
Total Retail Trade	44-45	\$61,638,915	\$15,048,996	\$46,589,919	60.8	27
Total Food & Drink	722	\$6,964,881	\$1,866,771	\$5,098,110	57.7	5
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$12,937,800	\$560,713	\$12,377,087	91.7	2
Automobile Dealers	4411	\$11,370,377	\$0	\$11,370,377	100.0	0
Other Motor Vehicle Dealers	4412	\$721,625	\$560,713	\$160,912	12.5	2
Auto Parts, Accessories & Tire Stores	4413	\$845,798	\$0	\$845,798	100.0	0
Furniture & Home Furnishings Stores	442	\$1,265,900	\$369,768	\$896,132	54.8	2
Furniture Stores	4421	\$783,059	\$369,768	\$413,291	35.9	2
Home Furnishings Stores	4422	\$482,841	\$0	\$482,841	100.0	0
Electronics & Appliance Stores	443	\$1,986,236	\$453,261	\$1,532,975	62.8	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,138,193	\$701,679	\$1,436,514	50.6	4
Bldg Material & Supplies Dealers	4441	\$1,741,334	\$417,657	\$1,323,677	61.3	3
Lawn & Garden Equip & Supply Stores	4442	\$396,859	\$284,022	\$112,837	16.6	1
Food & Beverage Stores	445	\$9,090,090	\$4,863,187	\$4,226,903	30.3	3
Grocery Stores	4451	\$8,197,345	\$4,863,187	\$3,334,158	25.5	3
Specialty Food Stores	4452	\$169,968	\$0	\$169,968	100.0	0
Beer, Wine & Liquor Stores	4453	\$722,777	\$0	\$722,777	100.0	0
Health & Personal Care Stores	446,4461	\$5,869,883	\$1,803,031	\$4,066,852	53.0	1
Gasoline Stations	447,4471	\$6,628,253	\$3,901,801	\$2,726,452	25.9	2
Clothing & Clothing Accessories Stores	448	\$3,579,262	\$259,382	\$3,319,880	86.5	2
Clothing Stores	4481	\$2,472,322	\$259,382	\$2,212,940	81.0	2
Shoe Stores	4482	\$564,256	\$0	\$564,256	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$542,684	\$0	\$542,684	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,690,403	\$222,193	\$1,468,210	76.8	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,318,917	\$222,193	\$1,096,724	71.2	2
Book, Periodical & Music Stores	4512	\$371,486	\$0	\$371,486	100.0	0
General Merchandise Stores	452	\$12,721,632	\$703,965	\$12,017,667	89.5	1
Department Stores Excluding Leased Depts.	4521	\$3,728,295	\$703,965	\$3,024,330	68.2	1
Other General Merchandise Stores	4529	\$8,993,337	\$0	\$8,993,337	100.0	0
Miscellaneous Store Retailers	453	\$1,902,232	\$644,516	\$1,257,716	49.4	5
Florists	4531	\$55,684	\$89,676	-\$33,992	-23.4	1
Office Supplies, Stationery & Gift Stores	4532	\$584,223	\$31,117	\$553,106	89.9	1
Used Merchandise Stores	4533	\$204,876	\$428,889	-\$224,013	-35.3	1
Other Miscellaneous Store Retailers	4539	\$1,057,449	\$94,834	\$962,615	83.5	2
Nonstore Retailers	454	\$1,829,031	\$565,500	\$1,263,531	52.8	2
Electronic Shopping & Mail-Order Houses	4541	\$1,306,441	\$448,070	\$858,371	48.9	1
Vending Machine Operators	4542	\$113,422	\$117,430	-\$4,008	-1.7	1
Direct Selling Establishments	4543	\$409,168	\$0	\$409,168	100.0	0
Food Services & Drinking Places	722	\$6,964,881	\$1,866,771	\$5,098,110	57.7	5
Full-Service Restaurants	7221	\$2,303,917	\$619,614	\$1,684,303	57.6	2
Limited-Service Eating Places	7222	\$3,718,574	\$1,210,152	\$2,508,422	50.9	2
Special Food Services	7223	\$342,062	\$0	\$342,062	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$600,328	\$37,005	\$563,323	88.4	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.

July 02, 2015

Appendix C – Retail Goods and Services Expenditures



Retail Goods and Services Expenditures

Ellettsville Town, IN 2
Ellettsville town, IN (1820800)
Place

Top Tapestry Segments	Percent	Demographic Summary	2015	2020
Middleburg (4C)	48.9%	Population	6,515	6,745
Rustbelt Traditions (5D)	37.8%	Households	2,687	2,792
Midlife Constants (5E)	9.5%	Families	1,839	1,899
Green Acres (6A)	3.6%	Median Age	37.0	37.8
Heartland Communities (6F)	0.1%	Median Household Income	\$48,342	\$56,647
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		79	\$1,817.12	\$4,882,609
Men's		77	\$335.77	\$902,208
Women's		80	\$643.96	\$1,730,315
Children's		78	\$293.00	\$787,300
Footwear		78	\$354.64	\$952,928
Watches & Jewelry		80	\$115.68	\$310,832
Apparel Products and Services (1)		76	\$74.07	\$199,026
Computer				
Computers and Hardware for Home Use		78	\$169.25	\$454,779
Portable Memory		81	\$4.36	\$11,714
Computer Software		74	\$15.00	\$40,304
Computer Accessories		79	\$15.11	\$40,589
Entertainment & Recreation		80	\$2,647.85	\$7,114,765
Fees and Admissions		81	\$521.46	\$1,401,167
Membership Fees for Clubs (2)		82	\$140.67	\$377,978
Fees for Participant Sports, excl. Trips		82	\$99.30	\$266,821
Admission to Movie/Theatre/Opera/Ballet		77	\$126.56	\$340,072
Admission to Sporting Events, excl. Trips		87	\$58.06	\$156,010
Fees for Recreational Lessons		78	\$96.39	\$258,991
Dating Services		80	\$0.48	\$1,295
TV/Video/Audio		81	\$1,058.78	\$2,844,947
Cable and Satellite Television Services		81	\$727.59	\$1,955,029
Televisions		83	\$122.08	\$328,041
Satellite Dishes		87	\$1.37	\$3,678
VCRs, Video Cameras, and DVD Players		81	\$8.88	\$23,850
Miscellaneous Video Equipment		91	\$9.74	\$26,176
Video Cassettes and DVDs		80	\$25.67	\$68,968
Video Game Hardware/Accessories		80	\$18.47	\$49,620
Video Game Software		83	\$22.86	\$61,436
Streaming/Downloaded Video		74	\$4.28	\$11,489
Rental of Video Cassettes and DVDs		79	\$18.61	\$50,003
Installation of Televisions		84	\$0.94	\$2,532
Audio (3)		77	\$94.50	\$253,916
Rental and Repair of TV/Radio/Sound Equipment		71	\$3.80	\$10,209
Pets		80	\$452.98	\$1,217,153
Toys and Games (4)		81	\$99.15	\$266,422
Recreational Vehicles and Fees (5)		74	\$161.06	\$432,771
Sports/Recreation/Exercise Equipment (6)		79	\$149.73	\$402,320
Photo Equipment and Supplies (7)		82	\$66.30	\$178,146
Reading (8)		79	\$120.37	\$323,442
Catered Affairs (9)		76	\$18.01	\$48,396
Food		79	\$6,741.05	\$18,113,189
Food at Home		79	\$4,134.22	\$11,108,637
Bakery and Cereal Products		80	\$580.18	\$1,558,936
Meats, Poultry, Fish, and Eggs		79	\$905.25	\$2,432,417
Dairy Products		78	\$440.85	\$1,184,574
Fruits and Vegetables		78	\$770.34	\$2,069,896
Snacks and Other Food at Home (10)		80	\$1,437.59	\$3,862,813
Food Away from Home		79	\$2,606.83	\$7,004,552
Alcoholic Beverages		78	\$431.76	\$1,160,141
Nonalcoholic Beverages at Home		79	\$396.62	\$1,065,711

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Retail Goods and Services Expenditures

Ellettsville Town, IN 2
 Ellettsville town, IN (1820800)
 Place

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	56	\$1,530.59	\$4,112,695
Vehicle Loans	85	\$3,601.47	\$9,677,161
Health			
Nonprescription Drugs	79	\$102.04	\$274,184
Prescription Drugs	84	\$418.15	\$1,123,558
Eyeglasses and Contact Lenses	82	\$74.24	\$199,484
Home			
Mortgage Payment and Basics (11)	84	\$7,904.62	\$21,239,701
Maintenance and Remodeling Services	83	\$1,394.99	\$3,748,327
Maintenance and Remodeling Materials (12)	83	\$250.11	\$672,044
Utilities, Fuel, and Public Services	82	\$4,136.23	\$11,114,040
Household Furnishings and Equipment			
Household Textiles (13)	80	\$78.52	\$210,985
Furniture	83	\$430.53	\$1,156,838
Rugs	81	\$19.90	\$53,467
Major Appliances (14)	84	\$224.79	\$604,019
Housewares (15)	80	\$57.80	\$155,316
Small Appliances	78	\$35.57	\$95,567
Luggage	75	\$6.92	\$18,585
Telephones and Accessories	77	\$38.43	\$103,266
Household Operations			
Child Care	80	\$357.21	\$959,811
Lawn and Garden (16)	81	\$352.33	\$946,705
Moving/Storage/Freight Express	73	\$53.85	\$144,698
Housekeeping Supplies (17)	80	\$575.21	\$1,545,589
Insurance			
Owners and Renters Insurance	87	\$436.91	\$1,173,973
Vehicle Insurance	81	\$984.61	\$2,645,655
Life/Other Insurance	84	\$386.75	\$1,039,208
Health Insurance	84	\$2,214.99	\$5,951,674
Personal Care Products (18)	80	\$374.69	\$1,006,796
School Books and Supplies (19)	79	\$142.96	\$384,129
Smoking Products	79	\$369.41	\$992,613
Transportation			
Vehicle Purchases (Net Outlay) (20)	84	\$3,383.86	\$9,092,430
Gasoline and Motor Oil	82	\$2,889.82	\$7,764,958
Vehicle Maintenance and Repairs	80	\$895.89	\$2,407,246
Travel			
Airline Fares	76	\$363.64	\$977,104
Lodging on Trips	80	\$360.84	\$969,573
Auto/Truck/Van Rental on Trips	81	\$27.19	\$73,048
Food and Drink on Trips	79	\$370.37	\$995,182

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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