



# Market Profile

Rings: 3, 5, 10 mile radii

Latitude: 39.7473  
Longitude: -86.2768

## WEST WASHINGTON - INDIANAPOLIS, IN

	3 mile	5 mile	10 mile
<b>Population Summary</b>			
2010 Total Population	59,287	158,220	574,346
2020 Total Population	62,856	174,251	641,324
2020 Group Quarters	256	1,541	16,445
2023 Total Population	62,728	176,398	656,513
2023 Group Quarters	257	1,542	16,447
2028 Total Population	62,345	177,887	667,162
2023-2028 Annual Rate	-0.12%	0.17%	0.32%
2023 Total Daytime Population	76,955	173,748	725,458
Workers	44,498	84,274	405,055
Residents	32,457	89,474	320,403
<b>Household Summary</b>			
2010 Households	22,914	60,739	223,457
2010 Average Household Size	2.57	2.58	2.50
2020 Total Households	24,029	66,914	252,193
2020 Average Household Size	2.61	2.58	2.48
2023 Households	24,173	68,140	259,109
2023 Average Household Size	2.58	2.57	2.47
2028 Households	24,153	69,088	264,999
2028 Average Household Size	2.57	2.55	2.46
2023-2028 Annual Rate	-0.02%	0.28%	0.45%
2010 Families	14,841	38,623	138,007
2010 Average Family Size	3.14	3.16	3.12
2023 Families	15,311	42,292	155,228
2023 Average Family Size	3.19	3.19	3.13
2028 Families	15,297	42,901	158,448
2028 Average Family Size	3.16	3.16	3.11
2023-2028 Annual Rate	-0.02%	0.29%	0.41%
<b>Housing Unit Summary</b>			
2000 Housing Units	23,244	64,517	233,537
Owner Occupied Housing Units	53.9%	54.3%	54.6%
Renter Occupied Housing Units	38.9%	37.0%	35.8%
Vacant Housing Units	7.2%	8.7%	9.6%
2010 Housing Units	25,254	69,300	257,738
Owner Occupied Housing Units	50.1%	48.7%	50.7%
Renter Occupied Housing Units	40.7%	39.0%	36.0%
Vacant Housing Units	9.3%	12.4%	13.3%
2020 Housing Units	25,897	72,839	277,335
Owner Occupied Housing Units	47.4%	45.5%	49.4%
Renter Occupied Housing Units	45.4%	46.4%	41.5%
Vacant Housing Units	7.3%	8.1%	9.1%
2023 Housing Units	25,993	73,998	283,765
Owner Occupied Housing Units	51.3%	49.9%	52.5%
Renter Occupied Housing Units	41.7%	42.2%	38.8%
Vacant Housing Units	7.0%	7.9%	8.7%
2028 Housing Units	26,040	74,975	288,978
Owner Occupied Housing Units	52.1%	50.7%	53.5%
Renter Occupied Housing Units	40.7%	41.4%	38.2%
Vacant Housing Units	7.2%	7.9%	8.3%

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2023 Households by Income</b>			
Household Income Base	24,172	68,137	259,106
<\$15,000	9.0%	8.2%	8.5%
\$15,000 - \$24,999	9.1%	8.5%	7.5%
\$25,000 - \$34,999	11.4%	10.7%	9.0%
\$35,000 - \$49,999	16.1%	15.9%	12.4%
\$50,000 - \$74,999	24.1%	24.3%	21.2%
\$75,000 - \$99,999	13.2%	13.9%	13.7%
\$100,000 - \$149,999	10.3%	12.0%	15.1%
\$150,000 - \$199,999	3.1%	3.7%	6.6%
\$200,000+	3.7%	2.9%	6.1%
Average Household Income	\$72,441	\$72,842	\$88,995
<b>2028 Households by Income</b>			
Household Income Base	24,152	69,085	264,996
<\$15,000	7.6%	6.8%	7.0%
\$15,000 - \$24,999	6.9%	6.4%	5.7%
\$25,000 - \$34,999	10.0%	9.3%	7.8%
\$35,000 - \$49,999	14.5%	14.2%	10.8%
\$50,000 - \$74,999	24.1%	24.6%	20.8%
\$75,000 - \$99,999	14.4%	15.0%	14.3%
\$100,000 - \$149,999	12.7%	14.6%	17.3%
\$150,000 - \$199,999	4.5%	5.4%	8.9%
\$200,000+	5.2%	3.9%	7.4%
Average Household Income	\$85,722	\$84,972	\$102,661
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	13,315	36,911	148,990
<\$50,000	8.2%	9.2%	5.5%
\$50,000 - \$99,999	18.9%	18.2%	11.0%
\$100,000 - \$149,999	21.0%	19.5%	13.0%
\$150,000 - \$199,999	26.8%	25.7%	20.6%
\$200,000 - \$249,999	12.3%	13.1%	16.7%
\$250,000 - \$299,999	3.4%	5.1%	11.3%
\$300,000 - \$399,999	2.8%	4.9%	11.7%
\$400,000 - \$499,999	1.1%	1.2%	5.1%
\$500,000 - \$749,999	4.5%	2.2%	3.4%
\$750,000 - \$999,999	0.5%	0.6%	1.1%
\$1,000,000 - \$1,499,999	0.5%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$180,595	\$174,906	\$233,405
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	13,553	38,006	154,688
<\$50,000	4.1%	5.0%	2.9%
\$50,000 - \$99,999	9.5%	10.4%	6.1%
\$100,000 - \$149,999	14.4%	13.7%	8.3%
\$150,000 - \$199,999	30.7%	26.7%	18.4%
\$200,000 - \$249,999	16.6%	17.4%	18.0%
\$250,000 - \$299,999	5.7%	8.1%	14.3%
\$300,000 - \$399,999	5.7%	9.5%	17.0%
\$400,000 - \$499,999	2.0%	2.7%	7.7%
\$500,000 - \$749,999	8.8%	4.6%	4.8%
\$750,000 - \$999,999	0.8%	0.9%	1.5%
\$1,000,000 - \$1,499,999	1.7%	0.9%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$246,247	\$229,713	\$280,593

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>Median Household Income</b>			
2023	\$52,986	\$54,832	\$62,403
2028	\$58,646	\$60,857	\$71,368
<b>Median Home Value</b>			
2023	\$153,514	\$156,031	\$199,649
2028	\$185,973	\$189,061	\$239,938
<b>Per Capita Income</b>			
2023	\$27,811	\$28,103	\$35,233
2028	\$33,072	\$32,951	\$40,880
<b>Median Age</b>			
2010	33.1	32.8	33.7
2020	34.5	33.9	34.3
2023	34.9	35.0	36.0
2028	34.9	35.0	36.5
<b>2020 Population by Age</b>			
Total	62,856	174,251	641,324
0 - 4	7.2%	7.1%	6.5%
5 - 9	7.3%	7.3%	6.8%
10 - 14	7.7%	7.8%	7.1%
15 - 24	14.1%	14.0%	14.7%
25 - 34	14.2%	15.5%	16.0%
35 - 44	13.6%	13.7%	13.7%
45 - 54	12.2%	12.0%	11.6%
55 - 64	11.7%	11.3%	11.6%
65 - 74	7.4%	7.1%	7.5%
75 - 84	3.3%	3.0%	3.3%
85 +	1.2%	1.2%	1.2%
18 +	73.2%	73.5%	75.6%
<b>2023 Population by Age</b>			
Total	62,727	176,399	656,513
0 - 4	7.3%	7.2%	6.5%
5 - 9	7.2%	7.2%	6.6%
10 - 14	6.8%	6.9%	6.5%
15 - 24	13.2%	13.2%	13.8%
25 - 34	15.6%	15.6%	15.1%
35 - 44	13.3%	14.0%	13.9%
45 - 54	11.3%	11.5%	11.7%
55 - 64	11.3%	11.0%	11.7%
65 - 74	8.4%	8.1%	8.6%
75 - 84	4.1%	3.8%	4.0%
85 +	1.6%	1.4%	1.4%
18 +	74.9%	74.8%	76.7%
<b>2028 Population by Age</b>			
Total	62,345	177,888	667,161
0 - 4	7.5%	7.4%	6.6%
5 - 9	7.1%	7.1%	6.4%
10 - 14	6.9%	6.9%	6.5%
15 - 24	13.2%	13.4%	13.8%
25 - 34	15.3%	15.2%	14.6%
35 - 44	13.3%	13.7%	13.8%
45 - 54	11.2%	11.6%	11.9%
55 - 64	10.0%	10.0%	10.7%
65 - 74	8.8%	8.5%	9.2%
75 - 84	4.9%	4.6%	5.0%
85 +	1.8%	1.6%	1.6%
18 +	74.7%	74.9%	76.9%
<b>2020 Population by Sex</b>			

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Males	30,873	85,511	315,710
Females	31,983	88,740	325,614
<b>2023 Population by Sex</b>			
Males	30,621	87,035	323,951
Females	32,107	89,363	332,562
<b>2028 Population by Sex</b>			
Males	30,240	87,284	327,960
Females	32,105	90,603	339,201
<b>2010 Population by Race/Ethnicity</b>			
Total	59,286	158,222	574,344
White Alone	68.3%	67.0%	66.7%
Black Alone	18.1%	19.5%	22.8%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	1.9%	1.7%	1.9%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	8.0%	8.3%	5.5%
Two or More Races	3.2%	3.0%	2.7%
Hispanic Origin	13.5%	14.2%	9.6%
Diversity Index	61.1	62.6	58.6
<b>2020 Population by Race/Ethnicity</b>			
Total	62,856	174,251	641,324
White Alone	50.5%	50.3%	56.5%
Black Alone	27.0%	25.5%	23.5%
American Indian Alone	0.8%	0.8%	0.5%
Asian Alone	1.7%	2.0%	3.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	10.6%	12.4%	7.8%
Two or More Races	9.3%	8.9%	7.7%
Hispanic Origin	18.9%	20.3%	13.3%
Diversity Index	75.9	76.9	70.2
<b>2023 Population by Race/Ethnicity</b>			
Total	62,728	176,399	656,513
White Alone	48.4%	48.5%	55.2%
Black Alone	27.6%	25.8%	23.7%
American Indian Alone	0.9%	0.8%	0.6%
Asian Alone	1.9%	2.2%	4.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	11.4%	13.2%	8.2%
Two or More Races	9.7%	9.4%	8.1%
Hispanic Origin	20.4%	21.6%	14.1%
Diversity Index	77.5	78.3	71.5
<b>2028 Population by Race/Ethnicity</b>			
Total	62,344	177,888	667,162
White Alone	44.8%	45.4%	52.7%
Black Alone	28.5%	26.4%	24.1%
American Indian Alone	1.0%	0.9%	0.6%
Asian Alone	2.1%	2.5%	4.7%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	12.9%	14.5%	9.0%
Two or More Races	10.7%	10.2%	8.8%
Hispanic Origin	22.5%	23.5%	15.3%
Diversity Index	79.8	80.3	73.8

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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<b>2020 Population by Relationship and Household Type</b>			
Total	62,856	174,251	641,324
In Households	99.6%	99.1%	97.4%
Householder	38.1%	38.3%	39.3%
Opposite-Sex Spouse	13.7%	13.3%	14.5%
Same-Sex Spouse	0.2%	0.2%	0.3%
Opposite-Sex Unmarried Partner	3.5%	3.6%	3.2%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	29.4%	28.9%	27.0%
Adopted Child	0.7%	0.6%	0.7%
Stepchild	1.6%	1.6%	1.4%
Grandchild	3.0%	2.8%	2.4%
Brother or Sister	1.6%	1.7%	1.4%
Parent	1.4%	1.3%	1.1%
Parent-in-law	0.2%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.4%	0.4%	0.3%
Other Relatives	1.9%	1.9%	1.6%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	3.6%	3.9%	3.8%
In Group Quarters	0.4%	0.9%	2.6%
Institutionalized	0.3%	0.8%	1.1%
Noninstitutionalized	0.1%	0.1%	1.5%
<b>2023 Population 25+ by Educational Attainment</b>			
Total	41,089	115,618	436,870
Less than 9th Grade	6.1%	6.5%	4.3%
9th - 12th Grade, No Diploma	9.1%	8.1%	6.5%
High School Graduate	30.8%	28.5%	24.4%
GED/Alternative Credential	6.4%	6.9%	5.4%
Some College, No Degree	17.3%	18.5%	17.5%
Associate Degree	9.1%	9.6%	8.6%
Bachelor's Degree	15.6%	16.0%	21.9%
Graduate/Professional Degree	5.6%	5.8%	11.3%
<b>2023 Population 15+ by Marital Status</b>			
Total	49,368	138,842	527,471
Never Married	36.3%	37.5%	39.2%
Married	44.7%	44.1%	44.2%
Widowed	5.5%	5.4%	4.8%
Divorced	13.5%	13.0%	11.7%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	32,032	91,663	352,784
Population 16+ Employed	96.3%	96.4%	96.4%
Population 16+ Unemployment rate	3.7%	3.6%	3.6%
Population 16-24 Employed	14.2%	14.8%	14.9%
Population 16-24 Unemployment rate	9.2%	6.5%	6.8%
Population 25-54 Employed	64.3%	64.9%	63.5%
Population 25-54 Unemployment rate	3.0%	3.3%	3.2%
Population 55-64 Employed	16.1%	14.8%	15.3%
Population 55-64 Unemployment rate	1.7%	1.9%	2.6%
Population 65+ Employed	5.3%	5.5%	6.3%
Population 65+ Unemployment rate	1.9%	3.7%	3.1%

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<b>2023 Employed Population 16+ by Industry</b>			
Total	30,849	88,347	339,967
Agriculture/Mining	0.1%	0.2%	0.3%
Construction	5.9%	7.7%	6.4%
Manufacturing	12.4%	11.4%	10.9%
Wholesale Trade	2.5%	1.8%	1.8%
Retail Trade	15.4%	13.7%	11.0%
Transportation/Utilities	12.4%	12.5%	11.2%
Information	1.2%	1.3%	1.3%
Finance/Insurance/Real Estate	5.9%	5.5%	6.0%
Services	41.3%	42.5%	47.0%
Public Administration	2.9%	3.4%	4.0%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	30,849	88,350	339,966
White Collar	45.7%	48.8%	57.6%
Management/Business/Financial	12.2%	12.8%	16.2%
Professional	15.4%	16.4%	22.9%
Sales	5.9%	6.6%	6.7%
Administrative Support	12.2%	13.0%	11.8%
Services	17.3%	17.5%	15.8%
Blue Collar	37.0%	33.6%	26.6%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	5.7%	6.2%	4.7%
Installation/Maintenance/Repair	2.6%	3.4%	2.8%
Production	10.6%	8.6%	6.4%
Transportation/Material Moving	18.0%	15.4%	12.5%
<b>2020 Households by Type</b>			
Total	24,029	66,914	252,193
Married Couple Households	36.3%	35.4%	37.6%
With Own Children <18	14.9%	15.2%	15.6%
Without Own Children <18	21.4%	20.1%	22.0%
Cohabiting Couple Households	9.6%	9.8%	8.9%
With Own Children <18	4.0%	4.0%	3.1%
Without Own Children <18	5.5%	5.8%	5.8%
Male Householder, No Spouse/Partner	22.1%	23.0%	22.6%
Living Alone	14.3%	14.8%	15.3%
65 Years and over	3.4%	3.3%	3.2%
With Own Children <18	2.1%	2.3%	1.9%
Without Own Children <18, With Relatives	3.8%	3.7%	3.0%
No Relatives Present	1.9%	2.2%	2.2%
Female Householder, No Spouse/Partner	32.0%	31.8%	31.0%
Living Alone	14.0%	14.5%	15.8%
65 Years and over	6.1%	5.6%	5.7%
With Own Children <18	9.6%	8.9%	7.2%
Without Own Children <18, With Relatives	7.2%	7.2%	6.5%
No Relatives Present	1.2%	1.2%	1.5%
<b>2020 Households by Size</b>			
Total	24,029	66,914	252,193
1 Person Household	28.3%	29.3%	31.1%
2 Person Household	30.0%	29.6%	31.3%
3 Person Household	16.5%	16.4%	15.2%
4 Person Household	12.7%	12.5%	11.8%
5 Person Household	7.3%	7.1%	6.3%
6 Person Household	3.3%	3.2%	2.8%
7 + Person Household	1.9%	1.9%	1.6%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	24,029	66,914	252,193
Owner Occupied	51.1%	49.5%	54.4%
Owned with a Mortgage/Loan	37.6%	36.0%	40.8%
Owned Free and Clear	13.5%	13.6%	13.6%
Renter Occupied	48.9%	50.5%	45.6%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	134	140	126
Percent of Income for Mortgage	17.4%	17.1%	19.2%
Wealth Index	53	51	69
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	25,897	72,839	277,335
Urban Housing Units	100.0%	99.9%	99.0%
Rural Housing Units	0.0%	0.1%	1.0%
<b>2020 Population By Urban/ Rural Status</b>			
Total	62,856	174,251	641,324
Urban Population	100.0%	99.9%	98.8%
Rural Population	0.0%	0.1%	1.2%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
1.	Hometown Heritage (8G)	Hometown Heritage (8G)	Hometown Heritage (8G)
2.	Metro Fusion (11C)	Up and Coming Families (7A)	Up and Coming Families (7A)
3.	Traditional Living (12B)	Traditional Living (12B)	Middleburg (4C)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$37,882,225	\$107,821,433	\$494,842,559
Average Spent	\$1,567.13	\$1,582.35	\$1,909.79
Spending Potential Index	71	72	87
Education: Total \$	\$27,146,882	\$76,473,033	\$365,991,300
Average Spent	\$1,123.02	\$1,122.29	\$1,412.50
Spending Potential Index	63	63	79
Entertainment/Recreation: Total \$	\$62,224,764	\$176,293,744	\$815,495,710
Average Spent	\$2,574.14	\$2,587.23	\$3,147.31
Spending Potential Index	68	68	83
Food at Home: Total \$	\$114,851,903	\$326,463,715	\$1,497,601,571
Average Spent	\$4,751.25	\$4,791.07	\$5,779.81
Spending Potential Index	70	70	85
Food Away from Home: Total \$	\$63,586,912	\$180,948,675	\$829,002,957
Average Spent	\$2,630.49	\$2,655.54	\$3,199.44
Spending Potential Index	71	71	86
Health Care: Total \$	\$123,654,275	\$350,187,429	\$1,613,571,051
Average Spent	\$5,115.39	\$5,139.23	\$6,227.38
Spending Potential Index	70	70	85
HH Furnishings & Equipment: Total \$	\$48,967,254	\$138,958,385	\$643,020,701
Average Spent	\$2,025.70	\$2,039.31	\$2,481.66
Spending Potential Index	69	69	84
Personal Care Products & Services: Total \$	\$16,180,084	\$45,854,769	\$211,795,136
Average Spent	\$669.35	\$672.95	\$817.40
Spending Potential Index	70	70	85
Shelter: Total \$	\$410,087,327	\$1,161,750,159	\$5,383,100,217
Average Spent	\$16,964.68	\$17,049.46	\$20,775.43
Spending Potential Index	68	69	84
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$49,700,049	\$140,438,917	\$658,923,832
Average Spent	\$2,056.01	\$2,061.03	\$2,543.04
Spending Potential Index	66	66	81
Travel: Total \$	\$36,243,419	\$102,550,009	\$479,182,253
Average Spent	\$1,499.33	\$1,504.99	\$1,849.35
Spending Potential Index	67	67	82
Vehicle Maintenance & Repairs: Total \$	\$22,830,598	\$64,909,448	\$295,657,522
Average Spent	\$944.47	\$952.59	\$1,141.05
Spending Potential Index	72	73	87

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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