

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 40.396/-86.8523

Park East Marketplace									
Lafayette, IN		1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Population									
Estimated Population (2025)	5,846		69,292		130,298		185,438		
Projected Population (2030)	5,633		65,488		123,541		176,750		
Census Population (2020)	5,496		67,535		126,974		179,354		
Census Population (2010)	5,501		64,911		119,510		166,163		
Projected Annual Growth (2025-2030)	-213	-0.7%	-3,804	-1.1%	-6,757	-1.0%	-8,688	-0.9%	
Historical Annual Growth (2020-2025)	350	1.3%	1,757	0.5%	3,324	0.5%	6,084	0.7%	
Historical Annual Growth (2010-2020)	-4	-	2,624	0.4%	7,464	0.6%	13,191	0.8%	
Estimated Population Density (2025)	1,862	psm	2,452	psm	1,660	psm	590	psm	
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	314.0	sq mi	
Households									
Estimated Households (2025)	2,690		30,183		50,123		72,286		
Projected Households (2030)	2,745		29,881		49,467		71,830		
Census Households (2020)	2,556		29,377		48,265		69,104		
Census Households (2010)	2,586		27,831		44,889		63,110		
Projected Annual Growth (2025-2030)	55	0.4%	-302	-0.2%	-656	-0.3%	-455	-0.1%	
Historical Annual Change (2010-2025)	105	0.3%	2,352	0.6%	5,234	0.8%	9,176	1.0%	
Average Household Income									
Estimated Average Household Income (2025)	\$56,320		\$76,099		\$75,946		\$86,250		
Projected Average Household Income (2030)	\$55,853		\$74,723		\$74,287		\$84,832		
Census Average Household Income (2010)	\$38,616		\$48,371		\$48,461		\$53,092		
Census Average Household Income (2000)	\$35,679		\$45,568		\$46,277		\$49,928		
Projected Annual Change (2025-2030)	-\$466	-0.2%	-\$1,376	-0.4%	-\$1,659	-0.4%	-\$1,419	-0.3%	
Historical Annual Change (2000-2025)	\$20,641	2.3%	\$30,531	2.7%	\$29,669	2.6%	\$36,323	2.9%	
Median Household Income									
Estimated Median Household Income (2025)	\$47,049		\$59,617		\$58,350		\$64,313		
Projected Median Household Income (2030)	\$46,734		\$59,290		\$57,766		\$64,013		
Census Median Household Income (2010)	\$33,337		\$39,517		\$39,715		\$42,809		
Census Median Household Income (2000)	\$29,427		\$38,331		\$38,459		\$40,849		
Projected Annual Change (2025-2030)	-\$315	-0.1%	-\$326	-0.1%	-\$584	-0.2%	-\$301	-	
Historical Annual Change (2000-2025)	\$17,622	2.4%	\$21,286	2.2%	\$19,891	2.1%	\$23,464	2.3%	
Per Capita Income									
Estimated Per Capita Income (2025)	\$26,130		\$33,293		\$29,862		\$34,104		
Projected Per Capita Income (2030)	\$27,439		\$34,248		\$30,427		\$34,982		
Census Per Capita Income (2010)	\$18,154		\$20,739		\$18,200		\$20,162		
Census Per Capita Income (2000)	\$16,865		\$19,428		\$16,959		\$18,462		
Projected Annual Change (2025-2030)	\$1,309	1.0%	\$956	0.6%	\$566	0.4%	\$878	0.5%	
Historical Annual Change (2000-2025)	\$9,266	2.2%	\$13,864	2.9%	\$12,903	3.0%	\$15,642	3.4%	
Estimated Average Household Net Worth (2025)	\$197,549		\$533,199		\$579,500		\$699,650		

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Park East Marketplace									
Lafayette, IN		1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Race and Ethnicity									
Total Population (2025)	5,846		69,292		130,298		185,438		
White (2025)	3,945	67.5%	51,686	74.6%	95,470	73.3%	136,932	73.8%	
Black or African American (2025)	936	16.0%	6,650	9.6%	10,029	7.7%	12,622	6.8%	
American Indian or Alaska Native (2025)	21	0.4%	270	0.4%	387	0.3%	508	0.3%	
Asian (2025)	247	4.2%	2,696	3.9%	8,718	6.7%	15,810	8.5%	
Hawaiian or Pacific Islander (2025)	1	-	13	-	29	-	41	-	
Other Race (2025)	297	5.1%	3,258	4.7%	5,322	4.1%	6,452	3.5%	
Two or More Races (2025)	399	6.8%	4,719	6.8%	10,342	7.9%	13,072	7.0%	
Population < 18 (2025)	1,331	22.8%	15,245	22.0%	24,874	19.1%	37,207	20.1%	
White Not Hispanic	646	48.6%	8,868	58.2%	15,048	60.5%	22,937	61.6%	
Black or African American	360	27.1%	2,363	15.5%	3,308	13.3%	4,109	11.0%	
Asian	26	1.9%	412	2.7%	1,332	5.4%	3,187	8.6%	
Other Race Not Hispanic	53	4.0%	610	4.0%	953	3.8%	1,384	3.7%	
Hispanic	246	18.5%	2,992	19.6%	4,234	17.0%	5,590	15.0%	
Not Hispanic or Latino Population (2025)	5,056	86.5%	60,029	86.6%	115,797	88.9%	166,535	89.8%	
Not Hispanic White	3,773	74.6%	49,485	82.4%	91,952	79.4%	132,087	79.3%	
Not Hispanic Black or African American	925	18.3%	6,536	10.9%	9,863	8.5%	12,421	7.5%	
Not Hispanic American Indian or Alaska Native	4	-	48	-	91	-	121	-	
Not Hispanic Asian	246	4.9%	2,672	4.5%	8,657	7.5%	15,732	9.4%	
Not Hispanic Hawaiian or Pacific Islander	-	-	5	-	14	-	16	-	
Not Hispanic Other Race	-	-	4	-	409	0.4%	415	0.2%	
Not Hispanic Two or More Races	108	2.1%	1,279	2.1%	4,810	4.2%	5,742	3.4%	
Hispanic or Latino Population (2025)	790	13.5%	9,263	13.4%	14,502	11.1%	18,903	10.2%	
Hispanic White	172	21.8%	2,201	23.8%	3,519	24.3%	4,845	25.6%	
Hispanic Black or African American	10	1.3%	114	1.2%	166	1.1%	201	1.1%	
Hispanic American Indian or Alaska Native	17	2.2%	222	2.4%	296	2.0%	386	2.0%	
Hispanic Asian	1	0.2%	23	0.3%	61	0.4%	78	0.4%	
Hispanic Hawaiian or Pacific Islander	1	0.1%	8	-	14	-	25	0.1%	
Hispanic Other Race	297	37.6%	3,254	35.1%	4,913	33.9%	6,038	31.9%	
Hispanic Two or More Races	291	36.9%	3,440	37.1%	5,532	38.1%	7,330	38.8%	
Not Hispanic or Latino Population (2020)	4,431	80.6%	57,158	84.6%	112,097	88.3%	160,945	89.7%	
Hispanic or Latino Population (2020)	1,065	19.4%	10,377	15.4%	14,877	11.7%	18,409	10.3%	
Not Hispanic or Latino Population (2010)	4,600	83.6%	57,111	88.0%	108,926	91.1%	153,354	92.3%	
Hispanic or Latino Population (2010)	901	16.4%	7,800	12.0%	10,584	8.9%	12,810	7.7%	
Not Hispanic or Latino Population (2030)	4,892	86.8%	56,730	86.6%	109,489	88.6%	157,962	89.4%	
Hispanic or Latino Population (2030)	741	13.2%	8,758	13.4%	14,052	11.4%	18,787	10.6%	
Projected Annual Growth (2025-2030)	-49	-1.2%	-505	-1.1%	-450	-0.6%	-116	-0.1%	
Historical Annual Growth (2010-2020)	165	1.8%	2,578	3.3%	4,293	4.1%	5,599	4.4%	

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Park East Marketplace									
Lafayette, IN		1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Total Age Distribution (2025)									
Total Population	5,846		69,292		130,298		185,438		
Age Under 5 Years	447	7.6%	4,074	5.9%	6,712	5.2%	9,760	5.3%	
Age 5 to 9 Years	373	6.4%	4,318	6.2%	6,845	5.3%	10,338	5.6%	
Age 10 to 14 Years	317	5.4%	4,175	6.0%	6,867	5.3%	10,366	5.6%	
Age 15 to 19 Years	369	6.3%	4,508	6.5%	16,105	12.4%	19,979	10.8%	
Age 20 to 24 Years	825	14.1%	7,628	11.0%	24,752	19.0%	32,669	17.6%	
Age 25 to 29 Years	601	10.3%	5,934	8.6%	9,593	7.4%	13,586	7.3%	
Age 30 to 34 Years	501	8.6%	5,511	8.0%	8,488	6.5%	12,196	6.6%	
Age 35 to 39 Years	336	5.8%	4,498	6.5%	6,902	5.3%	10,191	5.5%	
Age 40 to 44 Years	333	5.7%	4,138	6.0%	6,407	4.9%	9,709	5.2%	
Age 45 to 49 Years	261	4.5%	3,745	5.4%	5,902	4.5%	8,794	4.7%	
Age 50 to 54 Years	280	4.8%	3,647	5.3%	5,827	4.5%	8,727	4.7%	
Age 55 to 59 Years	261	4.5%	3,614	5.2%	5,485	4.2%	8,134	4.4%	
Age 60 to 64 Years	226	3.9%	3,511	5.1%	5,436	4.2%	8,173	4.4%	
Age 65 to 69 Years	220	3.8%	3,248	4.7%	4,971	3.8%	7,501	4.0%	
Age 70 to 74 Years	155	2.7%	2,653	3.8%	4,054	3.1%	6,107	3.3%	
Age 75 to 79 Years	120	2.1%	1,844	2.7%	2,777	2.1%	4,235	2.3%	
Age 80 to 84 Years	98	1.7%	1,164	1.7%	1,686	1.3%	2,620	1.4%	
Age 85 Years or Over	122	2.1%	1,082	1.6%	1,489	1.1%	2,354	1.3%	
Median Age	29.3		33.2		30.7		31.6		
Age 19 Years or Less	1,506	25.8%	17,075	24.6%	36,529	28.0%	50,442	27.2%	
Age 20 to 64 Years	3,625	62.0%	42,226	60.9%	78,794	60.5%	112,180	60.5%	
Age 65 Years or Over	715	12.2%	9,991	14.4%	14,976	11.5%	22,816	12.3%	
Female Age Distribution (2025)									
Female Population	2,986	51.1%	34,835	50.3%	57,253	43.9%	84,442	45.5%	
Age Under 5 Years	241	8.1%	2,052	5.9%	3,386	5.9%	4,870	5.8%	
Age 5 to 9 Years	176	5.9%	2,148	6.2%	3,397	5.9%	5,120	6.1%	
Age 10 to 14 Years	158	5.3%	2,037	5.8%	3,351	5.9%	5,106	6.0%	
Age 15 to 19 Years	197	6.6%	2,176	6.2%	3,638	6.4%	5,437	6.4%	
Age 20 to 24 Years	411	13.8%	3,645	10.5%	8,649	15.1%	12,255	14.5%	
Age 25 to 29 Years	328	11.0%	3,031	8.7%	4,663	8.1%	6,517	7.7%	
Age 30 to 34 Years	251	8.4%	2,720	7.8%	4,060	7.1%	5,879	7.0%	
Age 35 to 39 Years	173	5.8%	2,211	6.3%	3,363	5.9%	5,002	5.9%	
Age 40 to 44 Years	169	5.6%	2,034	5.8%	3,195	5.6%	4,885	5.8%	
Age 45 to 49 Years	151	5.0%	1,874	5.4%	2,939	5.1%	4,454	5.3%	
Age 50 to 54 Years	154	5.2%	1,836	5.3%	2,934	5.1%	4,432	5.2%	
Age 55 to 59 Years	126	4.2%	1,829	5.2%	2,750	4.8%	4,102	4.9%	
Age 60 to 64 Years	125	4.2%	1,809	5.2%	2,802	4.9%	4,224	5.0%	
Age 65 to 69 Years	109	3.7%	1,770	5.1%	2,675	4.7%	3,961	4.7%	
Age 70 to 74 Years	77	2.6%	1,467	4.2%	2,232	3.9%	3,286	3.9%	
Age 75 to 79 Years	65	2.2%	1,037	3.0%	1,553	2.7%	2,341	2.8%	
Age 80 to 84 Years	43	1.4%	651	1.9%	929	1.6%	1,415	1.7%	
Age 85 Years or Over	32	1.1%	509	1.5%	736	1.3%	1,155	1.4%	
Female Median Age	29.4		34.0		33.1		33.7		
Age 19 Years or Less	772	25.8%	8,413	24.2%	13,773	24.1%	20,533	24.3%	
Age 20 to 64 Years	1,888	63.2%	20,988	60.2%	35,355	61.8%	51,751	61.3%	
Age 65 Years or Over	327	10.9%	5,434	15.6%	8,125	14.2%	12,158	14.4%	

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Park East Marketplace									
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Male Age Distribution (2025)									
Male Population	2,860	48.9%	34,458	49.7%	73,045	56.1%	100,995	54.5%	
Age Under 5 Years	206	7.2%	2,022	5.9%	3,326	4.6%	4,890	4.8%	
Age 5 to 9 Years	197	6.9%	2,170	6.3%	3,448	4.7%	5,218	5.2%	
Age 10 to 14 Years	159	5.6%	2,138	6.2%	3,516	4.8%	5,260	5.2%	
Age 15 to 19 Years	171	6.0%	2,332	6.8%	12,467	17.1%	14,541	14.4%	
Age 20 to 24 Years	414	14.5%	3,982	11.6%	16,103	22.0%	20,414	20.2%	
Age 25 to 29 Years	273	9.5%	2,903	8.4%	4,930	6.7%	7,069	7.0%	
Age 30 to 34 Years	250	8.8%	2,792	8.1%	4,428	6.1%	6,317	6.3%	
Age 35 to 39 Years	164	5.7%	2,287	6.6%	3,540	4.8%	5,189	5.1%	
Age 40 to 44 Years	165	5.8%	2,105	6.1%	3,212	4.4%	4,823	4.8%	
Age 45 to 49 Years	110	3.9%	1,871	5.4%	2,963	4.1%	4,340	4.3%	
Age 50 to 54 Years	126	4.4%	1,811	5.3%	2,893	4.0%	4,296	4.3%	
Age 55 to 59 Years	135	4.7%	1,786	5.2%	2,735	3.7%	4,032	4.0%	
Age 60 to 64 Years	101	3.5%	1,702	4.9%	2,635	3.6%	3,949	3.9%	
Age 65 to 69 Years	111	3.9%	1,478	4.3%	2,296	3.1%	3,540	3.5%	
Age 70 to 74 Years	78	2.7%	1,186	3.4%	1,822	2.5%	2,821	2.8%	
Age 75 to 79 Years	55	1.9%	807	2.3%	1,223	1.7%	1,893	1.9%	
Age 80 to 84 Years	55	1.9%	513	1.5%	757	1.0%	1,205	1.2%	
Age 85 Years or Over	90	3.1%	573	1.7%	753	1.0%	1,199	1.2%	
Male Median Age	29.6		32.6		28.9		30.0		
Age 19 Years or Less	734	25.7%	8,662	25.1%	22,756	31.2%	29,909	29.6%	
Age 20 to 64 Years	1,738	60.8%	21,239	61.6%	43,438	59.5%	60,429	59.8%	
Age 65 Years or Over	388	13.6%	4,557	13.2%	6,851	9.4%	10,657	10.6%	
Males per 100 Females (2025)									
Overall Comparison	96		99		128		120		
Age Under 5 Years	86	46.1%	99	49.6%	98	49.5%	100	50.1%	
Age 5 to 9 Years	112	52.9%	101	50.3%	101	50.4%	102	50.5%	
Age 10 to 14 Years	101	50.1%	105	51.2%	105	51.2%	103	50.7%	
Age 15 to 19 Years	87	46.5%	107	51.7%	343	77.4%	267	72.8%	
Age 20 to 24 Years	101	50.1%	109	52.2%	186	65.1%	167	62.5%	
Age 25 to 29 Years	83	45.4%	96	48.9%	106	51.4%	108	52.0%	
Age 30 to 34 Years	100	49.9%	103	50.7%	109	52.2%	107	51.8%	
Age 35 to 39 Years	95	48.6%	103	50.8%	105	51.3%	104	50.9%	
Age 40 to 44 Years	98	49.4%	104	50.9%	101	50.1%	99	49.7%	
Age 45 to 49 Years	73	42.3%	100	50.0%	101	50.2%	97	49.4%	
Age 50 to 54 Years	82	44.9%	99	49.7%	99	49.6%	97	49.2%	
Age 55 to 59 Years	108	51.9%	98	49.4%	99	49.9%	98	49.6%	
Age 60 to 64 Years	81	44.7%	94	48.5%	94	48.5%	93	48.3%	
Age 65 to 69 Years	101	50.3%	83	45.5%	86	46.2%	89	47.2%	
Age 70 to 74 Years	101	50.3%	81	44.7%	82	44.9%	86	46.2%	
Age 75 to 79 Years	84	45.7%	78	43.8%	79	44.1%	81	44.7%	
Age 80 to 84 Years	127	55.9%	79	44.1%	82	44.9%	85	46.0%	
Age 85 Years or Over	281	73.8%	113	53.0%	102	50.5%	104	50.9%	
Age 19 Years or Less	95	48.7%	103	50.7%	165	62.3%	146	59.3%	
Age 20 to 39 Years	95	48.6%	103	50.8%	140	58.3%	131	56.8%	
Age 40 to 64 Years	88	46.8%	99	49.7%	99	49.7%	97	49.2%	
Age 65 Years or Over	119	54.3%	84	45.6%	84	45.7%	88	46.7%	

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Park East Marketplace									
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Household Type (2025)									
Total Households		2,690		30,183		50,123		72,286	
Households with Children		705	26.2%	8,068	26.7%	13,415	26.8%	20,032	27.7%
Average Household Size		2.1		2.3		2.3		2.3	
Household Density per Square Mile		857		1,068		638		230	
Population Family		3,537	60.5%	47,182	68.1%	78,978	60.6%	119,927	64.7%
Population Non-Family		2,166	37.1%	21,111	30.5%	35,965	27.6%	49,615	26.8%
Population Group Quarters		143	2.5%	999	1.4%	15,355	11.8%	15,896	8.6%
Family Households		1,120	41.6%	15,065	49.9%	25,701	51.3%	39,051	54.0%
Married Couple Households		556	49.6%	9,825	65.2%	17,102	66.5%	27,805	71.2%
Other Family Households with Children		564	50.4%	5,240	34.8%	8,599	33.5%	11,246	28.8%
Family Households with Children		703	62.8%	8,042	53.4%	13,363	52.0%	19,952	51.1%
Married Couple with Children		284	40.4%	4,682	58.2%	7,829	58.6%	12,746	63.9%
Other Family Households with Children		419	59.6%	3,360	41.8%	5,534	41.4%	7,207	36.1%
Family Households No Children		417	37.2%	7,023	46.6%	12,338	48.0%	19,099	48.9%
Married Couple No Children		272	65.1%	5,143	73.2%	9,273	75.2%	15,059	78.8%
Other Family Households No Children		145	34.9%	1,880	26.8%	3,065	24.8%	4,039	21.2%
Non-Family Households		1,570	58.4%	15,118	50.1%	24,422	48.7%	33,235	46.0%
Non-Family Households with Children		2	0.1%	26	0.2%	52	0.2%	80	0.2%
Non-Family Households No Children		1,568	99.9%	15,092	99.8%	24,370	99.8%	33,155	99.8%
Average Family Household Size		3.2		3.1		3.1		3.1	
Average Family Income		\$67,842		\$92,162		\$98,437		\$112,688	
Median Family Income		\$59,683		\$76,527		\$79,478		\$87,402	
Average Non-Family Household Size		1.4		1.4		1.5		1.5	
Marital Status (2025)									
Population Age 15 Years or Over		4,709		56,725		109,875		154,974	
Never Married		2,239	47.5%	20,579	36.3%	54,265	49.4%	69,389	44.8%
Currently Married		1,491	31.7%	23,014	40.6%	36,156	32.9%	58,809	37.9%
Previously Married		979	20.8%	13,132	23.2%	19,453	17.7%	26,777	17.3%
Separated		270	27.6%	2,498	19.0%	4,128	21.2%	5,744	21.5%
Widowed		154	15.7%	3,458	26.3%	4,964	25.5%	7,375	27.5%
Divorced		555	56.7%	7,176	54.6%	10,362	53.3%	13,657	51.0%
Educational Attainment (2025)									
Adult Population Age 25 Years or Over		3,515		44,589		69,017		102,326	
Elementary (Grade Level 0 to 8)		205	5.8%	2,004	4.5%	2,740	4.0%	3,243	3.2%
Some High School (Grade Level 9 to 11)		97	2.8%	2,380	5.3%	3,544	5.1%	4,746	4.6%
High School Graduate		1,198	34.1%	14,000	31.4%	19,998	29.0%	27,000	26.4%
Some College		670	19.1%	8,289	18.6%	12,109	17.5%	16,412	16.0%
Associate Degree Only		363	10.3%	3,567	8.0%	5,476	7.9%	8,127	7.9%
Bachelor Degree Only		674	19.2%	9,021	20.2%	14,802	21.4%	23,614	23.1%
Graduate Degree		309	8.8%	5,329	12.0%	10,347	15.0%	19,185	18.7%
Any College (Some College or Higher)		2,015	57.3%	26,206	58.8%	42,735	61.9%	67,337	65.8%
College Degree + (Bachelor Degree or Higher)		983	28.0%	14,350	32.2%	25,149	36.4%	42,799	41.8%

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Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 40.396/-86.8523

Park East Marketplace									
Lafayette, IN		1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Housing									
Total Housing Units (2025)	3,022		33,635		56,014		80,669		
Total Housing Units (2020)	2,866		31,885		52,422		75,065		
Historical Annual Growth (2020-2025)	156	1.1%	1,750	1.1%	3,592	1.4%	5,604	1.5%	
Housing Units Occupied (2025)	2,690	89.0%	30,183	89.7%	50,123	89.5%	72,286	89.6%	
Housing Units Owner-Occupied	642	23.8%	14,480	48.0%	23,551	47.0%	36,503	50.5%	
Housing Units Renter-Occupied	2,049	76.2%	15,703	52.0%	26,572	53.0%	35,782	49.5%	
Housing Units Vacant (2025)	332	11.0%	3,452	10.3%	5,891	10.5%	8,383	10.4%	
Household Size (2025)									
Total Households	2,690		30,183		50,123		72,286		
1 Person Households	1,229	45.7%	11,717	38.8%	17,392	34.7%	23,268	32.2%	
2 Person Households	651	24.2%	8,463	28.0%	16,232	32.4%	24,232	33.5%	
3 Person Households	360	13.4%	4,384	14.5%	7,071	14.1%	10,483	14.5%	
4 Person Households	271	10.1%	3,073	10.2%	5,503	11.0%	8,361	11.6%	
5 Person Households	107	4.0%	1,576	5.2%	2,413	4.8%	3,655	5.1%	
6 Person Households	50	1.9%	654	2.2%	1,010	2.0%	1,498	2.1%	
7 or More Person Households	23	0.9%	316	1.0%	502	1.0%	788	1.1%	
Household Income Distribution (2025)									
HH Income \$200,000 or More	2	-	1,086	3.6%	2,255	4.5%	4,715	6.5%	
HH Income \$150,000 to \$199,999	51	1.9%	1,247	4.1%	2,563	5.1%	4,348	6.0%	
HH Income \$125,000 to \$149,999	83	3.1%	1,313	4.3%	2,423	4.8%	3,898	5.4%	
HH Income \$100,000 to \$124,999	176	6.5%	3,111	10.3%	4,706	9.4%	7,087	9.8%	
HH Income \$75,000 to \$99,999	374	13.9%	3,989	13.2%	5,643	11.3%	8,675	12.0%	
HH Income \$50,000 to \$74,999	459	17.1%	6,421	21.3%	9,129	18.2%	12,570	17.4%	
HH Income \$35,000 to \$49,999	666	24.8%	4,775	15.8%	6,592	13.2%	8,307	11.5%	
HH Income \$25,000 to \$34,999	332	12.3%	3,369	11.2%	5,084	10.1%	7,259	10.0%	
HH Income \$15,000 to \$24,999	319	11.9%	2,348	7.8%	4,514	9.0%	5,693	7.9%	
HH Income \$10,000 to \$14,999	106	3.9%	1,076	3.6%	2,554	5.1%	3,027	4.2%	
HH Income Under \$10,000	122	4.5%	1,449	4.8%	4,658	9.3%	6,707	9.3%	
Household Vehicles (2025)									
Households 0 Vehicles Available	237	8.8%	3,306	11.0%	5,789	11.5%	7,429	10.3%	
Households 1 Vehicle Available	1,498	55.7%	12,503	41.4%	19,349	38.6%	26,443	36.6%	
Households 2 Vehicles Available	758	28.2%	10,372	34.4%	17,100	34.1%	25,503	35.3%	
Households 3 or More Vehicles Available	197	7.3%	4,002	13.3%	7,884	15.7%	12,911	17.9%	
Total Vehicles Available	3,684		46,854		80,583		121,746		
Average Vehicles per Household	1.4		1.6		1.6		1.7		
Owner-Occupied Household Vehicles	1,266	34.4%	27,483	58.7%	46,371	57.5%	74,519	61.2%	
Average Vehicles per Owner-Occupied Household	2.0		1.9		2.0		2.0		
Renter-Occupied Household Vehicles	2,418	65.6%	19,372	41.3%	34,213	42.5%	47,227	38.8%	
Average Vehicles per Renter-Occupied Household	1.2		1.2		1.3		1.3		
Travel Time (2025)									
Worker Base Age 16 years or Over	3,262		37,525		67,760		96,280		
Travel to Work in 14 Minutes or Less	1,726	52.9%	15,009	40.0%	25,910	38.2%	33,690	35.0%	
Travel to Work in 15 to 29 Minutes	1,215	37.3%	16,231	43.3%	29,627	43.7%	43,040	44.7%	
Travel to Work in 30 to 59 Minutes	127	3.9%	1,904	5.1%	3,411	5.0%	5,791	6.0%	
Travel to Work in 60 Minutes or More	19	0.6%	1,175	3.1%	2,043	3.0%	2,936	3.0%	
Work at Home	175	5.4%	3,206	8.5%	6,770	10.0%	10,824	11.2%	
Average Minutes Travel to Work	13.5		15.1		15.4		16.1		

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Park East Marketplace									
Lafayette, IN		1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Transportation To Work (2025)									
Worker Base Age 16 years or Over	3,262		37,525		67,760		96,280		
Drive to Work Alone	2,627	80.5%	29,184	77.8%	47,549	70.2%	68,428	71.1%	
Drive to Work in Carpool	362	11.1%	3,208	8.5%	4,647	6.9%	6,999	7.3%	
Travel to Work by Public Transportation	34	1.0%	801	2.1%	1,796	2.7%	2,479	2.6%	
Drive to Work on Motorcycle	7	0.2%	17	-	37	-	43	-	
Bicycle to Work	2	-	52	0.1%	368	0.5%	467	0.5%	
Walk to Work	55	1.7%	964	2.6%	6,202	9.2%	6,545	6.8%	
Other Means	-	-	93	0.2%	391	0.6%	494	0.5%	
Work at Home	175	5.4%	3,206	8.5%	6,770	10.0%	10,824	11.2%	
Daytime Demographics (2025)									
Total Businesses	544		3,442		4,747		6,268		
Total Employees	7,666		41,392		61,672		75,185		
Company Headquarter Businesses	19	3.5%	112	3.3%	139	2.9%	183	2.9%	
Company Headquarter Employees	1,071	14.0%	6,425	15.5%	7,396	12.0%	9,524	12.7%	
Employee Population per Business	14.1	to 1	12.0	to 1	13.0	to 1	12.0	to 1	
Residential Population per Business	10.8	to 1	20.1	to 1	27.4	to 1	29.6	to 1	
Adj. Daytime Demographics Age 16 Years or Over	9,050		59,680		102,290		131,463		
Labor Force									
Labor Population Age 16 Years or Over (2025)	4,647		55,843		108,433		152,749		
Labor Force Total Males (2025)	2,267	48.8%	27,659	49.5%	61,952	57.1%	84,395	55.3%	
Male Civilian Employed	1,764	77.8%	20,113	72.7%	39,211	63.3%	54,771	64.9%	
Male Civilian Unemployed	54	2.4%	781	2.8%	1,754	2.8%	2,046	2.4%	
Males in Armed Forces	-	-	21	-	40	-	169	0.2%	
Males Not in Labor Force	448	19.8%	6,745	24.4%	20,947	33.8%	27,410	32.5%	
Labor Force Total Females (2025)	2,380	51.2%	28,184	50.5%	46,481	42.9%	68,353	44.7%	
Female Civilian Employed	1,499	63.0%	17,422	61.8%	28,562	61.4%	41,524	60.7%	
Female Civilian Unemployed	28	1.2%	876	3.1%	1,391	3.0%	1,884	2.8%	
Females in Armed Forces	-	-	-	-	1	-	7	-	
Females Not in Labor Force	853	35.8%	9,886	35.1%	16,526	35.6%	24,939	36.5%	
Unemployment Rate	82	1.8%	1,657	3.0%	3,145	2.9%	3,930	2.6%	
Occupation (2025)									
Occupation Population Age 16 Years or Over	3,262		37,525		67,760		96,280		
Occupation Total Males	1,763	54.0%	20,103	53.6%	39,198	57.8%	54,757	56.9%	
Occupation Total Females	1,499	46.0%	17,422	46.4%	28,562	42.2%	41,524	43.1%	
Management, Business, Financial Operations	366	-	4,763	12.7%	8,310	12.3%	12,994	13.5%	
Professional, Related	652	20.0%	9,426	25.1%	19,922	29.4%	30,807	32.0%	
Service	630	19.3%	6,988	18.6%	13,103	19.3%	16,863	17.5%	
Sales, Office	552	16.9%	6,210	16.5%	10,482	15.5%	14,641	15.2%	
Farming, Fishing, Forestry	-	-	1	-	9	-	14	-	
Construction, Extraction, Maintenance	200	6.1%	2,182	5.8%	3,709	5.5%	5,167	5.4%	
Production, Transport, Material Moving	862	26.4%	7,955	21.2%	12,225	18.0%	15,796	16.4%	
White Collar Workers	1,570	48.1%	20,399	54.4%	38,714	57.1%	58,441	60.7%	
Blue Collar Workers	1,692	51.9%	17,126	45.6%	29,046	42.9%	37,839	39.3%	

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Park East Marketplace									
Lafayette, IN		1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Units In Structure (2025)									
Total Units	2,690		30,183		50,123		72,286		
1 Detached Unit	931	34.6%	16,810	55.7%	27,349	54.6%	40,946	56.6%	
1 Attached Unit	61	2.3%	933	3.1%	1,362	2.7%	1,993	2.8%	
2 Units	111	4.1%	1,834	6.1%	2,677	5.3%	3,224	4.5%	
3 to 4 Units	270	10.0%	2,040	6.8%	2,721	5.4%	3,535	4.9%	
5 to 9 Units	418	15.5%	2,402	8.0%	3,751	7.5%	5,175	7.2%	
10 to 19 Units	563	20.9%	2,928	9.7%	5,602	11.2%	7,750	10.7%	
20 to 49 Units	218	8.1%	1,133	3.8%	2,479	4.9%	3,504	4.8%	
50 or More Units	96	3.6%	1,540	5.1%	3,258	6.5%	4,297	5.9%	
Mobile Home or Trailer	23	0.9%	563	1.9%	923	1.8%	1,859	2.6%	
Other Structure	-	-	-	-	1	-	1	-	
Homes Built By Year (2025)									
Homes Built 2020 or later	64	2.1%	1,004	3.0%	1,836	3.3%	2,692	3.3%	
Homes Built 2010 to 2019	212	7.0%	2,806	8.3%	5,872	10.5%	9,987	12.4%	
Homes Built 2000 to 2009	317	10.5%	4,161	12.4%	8,222	14.7%	13,548	16.8%	
Homes Built 1990 to 1999	374	12.4%	3,680	10.9%	6,656	11.9%	9,901	12.3%	
Homes Built 1980 to 1989	400	13.2%	2,983	8.9%	4,814	8.6%	6,761	8.4%	
Homes Built 1970 to 1979	326	10.8%	2,952	8.8%	4,827	8.6%	6,536	8.1%	
Homes Built 1960 to 1969	436	14.4%	2,745	8.2%	4,228	7.5%	5,966	7.4%	
Homes Built 1950 to 1959	264	8.7%	4,004	11.9%	5,601	10.0%	7,143	8.9%	
Homes Built 1940 to 1949	80	2.7%	1,281	3.8%	1,661	3.0%	1,869	2.3%	
Homes Built Before 1939	217	7.2%	4,568	13.6%	6,407	11.4%	7,883	9.8%	
Median Age of Homes	45.6	yrs	48.0	yrs	44.2	yrs	41.3	yrs	
Home Values (2025)									
Owner Specified Housing Units	642		14,480		23,551		36,503		
Home Values \$1,000,000 or More	5	0.8%	154	1.1%	375	1.6%	633	1.7%	
Home Values \$750,000 to \$999,999	7	1.1%	138	1.0%	286	1.2%	642	1.8%	
Home Values \$500,000 to \$749,999	10	1.6%	475	3.3%	1,095	4.6%	2,413	6.6%	
Home Values \$400,000 to \$499,999	20	3.1%	1,010	7.0%	1,978	8.4%	3,869	10.6%	
Home Values \$300,000 to \$399,999	71	11.1%	1,858	12.8%	3,651	15.5%	6,473	17.7%	
Home Values \$250,000 to \$299,999	60	9.4%	1,405	9.7%	2,480	10.5%	4,001	11.0%	
Home Values \$200,000 to \$249,999	119	18.5%	3,052	21.1%	4,882	20.7%	6,744	18.5%	
Home Values \$175,000 to \$199,999	45	7.0%	1,032	7.1%	1,583	6.7%	2,228	6.1%	
Home Values \$150,000 to \$174,999	115	17.9%	1,526	10.5%	2,199	9.3%	2,945	8.1%	
Home Values \$125,000 to \$149,999	45	7.1%	860	5.9%	1,185	5.0%	1,535	4.2%	
Home Values \$100,000 to \$124,999	83	12.9%	1,221	8.4%	1,510	6.4%	1,790	4.9%	
Home Values \$90,000 to \$99,999	8	1.2%	294	2.0%	364	1.5%	437	1.2%	
Home Values \$80,000 to \$89,999	12	1.9%	292	2.0%	403	1.7%	428	1.2%	
Home Values \$70,000 to \$79,999	9	1.4%	232	1.6%	293	1.2%	351	1.0%	
Home Values \$60,000 to \$69,999	7	1.1%	169	1.2%	296	1.3%	329	0.9%	
Home Values \$50,000 to \$59,999	4	0.7%	53	0.4%	61	0.3%	75	0.2%	
Home Values \$35,000 to \$49,999	-	-	45	0.3%	62	0.3%	93	0.3%	
Home Values \$25,000 to \$34,999	1	0.2%	33	0.2%	45	0.2%	105	0.3%	
Home Values \$10,000 to \$24,999	13	2.1%	495	3.4%	591	2.5%	894	2.4%	
Home Values Under \$10,000	5	0.8%	136	0.9%	213	0.9%	520	1.4%	
Owner-Occupied Median Home Value	\$186,546		\$209,098		\$234,250		\$259,624		
Renter-Occupied Median Rent	\$889		\$908		\$957		\$964		

Complete Profile

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Calculated using Weighted Block Centroid from Block Groups

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Lat/Lon: 40.396/-86.8523

Park East Marketplace Lafayette, IN		1 mi radius	3 mi radius	5 mi radius	10 mi radius
Total Annual Consumer Expenditure (2025)					
Total Household Expenditure		\$185.56 M	\$2.45 B	\$4.08 B	\$6.29 B
Total Non-Retail Expenditure		\$89.74 M	\$1.18 B	\$1.97 B	\$3.08 B
Total Retail Expenditure		\$95.82 M	\$1.27 B	\$2.1 B	\$3.21 B
Alcoholic Beverages		\$1.12 M	\$15.01 M	\$24.84 M	\$38.41 M
Apparel		\$3.54 M	\$46.46 M	\$77.06 M	\$118.34 M
Contributions		\$5.29 M	\$74.18 M	\$122.07 M	\$191.87 M
Education		\$3.93 M	\$54.03 M	\$89.11 M	\$139.14 M
Entertainment		\$11.04 M	\$144.35 M	\$239.91 M	\$367.97 M
Food Away From Home		\$8.32 M	\$109.77 M	\$181.92 M	\$279.91 M
Grocery		\$14.97 M	\$182.31 M	\$305.18 M	\$455.52 M
Health Care		\$14.98 M	\$181.12 M	\$290.82 M	\$424.93 M
Household Furnishings and Equipment		\$4.96 M	\$65.82 M	\$108.97 M	\$168.07 M
Household Operations		\$3.64 M	\$47.36 M	\$79.05 M	\$121.03 M
Miscellaneous Expenses		\$3.23 M	\$42.68 M	\$70.59 M	\$108.61 M
Personal Care		\$2.81 M	\$34.87 M	\$58.25 M	\$87.56 M
Shelter		\$36.73 M	\$433.92 M	\$719.96 M	\$1.08 B
Tax and Retirement		\$29.32 M	\$479.94 M	\$808.89 M	\$1.33 B
Tobacco and Related		\$1.44 M	\$15.99 M	\$27.21 M	\$39.1 M
Transportation		\$29.38 M	\$388.6 M	\$651.5 M	\$1.01 B
Utilities		\$10.84 M	\$131.22 M	\$219.83 M	\$327.31 M
Monthly Household Consumer Expenditure (2025)					
Total Household Expenditure		\$5,748	\$6,758	\$6,775	\$7,252
Total Non-Retail Expenditure		\$2,780 48.4%	\$3,252 48.1%	\$3,282 48.4%	\$3,549 48.9%
Total Retail Expenditures		\$2,968 51.6%	\$3,505 51.9%	\$3,494 51.6%	\$3,703 51.1%
Alcoholic Beverages		\$35 0.6%	\$41 0.6%	\$41 0.6%	\$44 0.6%
Apparel		\$110 1.9%	\$128 1.9%	\$128 1.9%	\$136 1.9%
Contributions		\$164 2.9%	\$205 3.0%	\$203 3.0%	\$221 3.1%
Education		\$122 2.1%	\$149 2.2%	\$148 2.2%	\$160 2.2%
Entertainment		\$342 5.9%	\$399 5.9%	\$399 5.9%	\$424 5.8%
Food Away From Home		\$258 4.5%	\$303 4.5%	\$302 4.5%	\$323 4.4%
Grocery		\$464 8.1%	\$503 7.4%	\$507 7.5%	\$525 7.2%
Health Care		\$464 8.1%	\$500 7.4%	\$484 7.1%	\$490 6.8%
Household Furnishings and Equipment		\$154 2.7%	\$182 2.7%	\$181 2.7%	\$194 2.7%
Household Operations		\$113 2.0%	\$131 1.9%	\$131 1.9%	\$140 1.9%
Miscellaneous Expenses		\$100 1.7%	\$118 1.7%	\$117 1.7%	\$125 1.7%
Personal Care		\$87 1.5%	\$96 1.4%	\$97 1.4%	\$101 1.4%
Shelter		\$1,138 19.8%	\$1,198 17.7%	\$1,197 17.7%	\$1,250 17.2%
Tax and Retirement		\$908 15.8%	\$1,325 19.6%	\$1,345 19.8%	\$1,537 19.8%
Tobacco and Related		\$45 0.8%	\$44 0.7%	\$45 0.7%	\$45 0.6%
Transportation		\$910 15.8%	\$1,073 15.9%	\$1,083 16.0%	\$1,160 16.0%
Utilities		\$336 5.8%	\$362 5.4%	\$365 5.4%	\$377 5.2%