

Complete Profile

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



Lat/Lon: 39.7661/-86.1971

West 40 Plaza								
Indianapolis, IN								
1 mi radius3 mi radius5 mi radius10 mi radius								
Population								
Estimated Population (2025)	13,185		84,813		257,049		814,484	
Projected Population (2030)	13,603		86,125		254,839		800,344	
Census Population (2020)	12,023		78,063		241,204		795,245	
Census Population (2010)	10,496		67,380		224,435		730,819	
Projected Annual Growth (2025-2030)	418	0.6%	1,312	0.3%	-2,210	-0.2%	-14,140	-0.3%
Historical Annual Growth (2020-2025)	1,162	1.9%	6,751	1.7%	15,845	1.3%	19,239	0.5%
Historical Annual Growth (2010-2020)	1,526	1.5%	10,683	1.6%	16,769	0.7%	64,426	0.9%
Estimated Population Density (2025)	4,199	psm	3,000	psm	3,275	psm	2,594	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	314.0	sq mi
Households								
Estimated Households (2025)	4,814		37,923		107,402		332,723	
Projected Households (2030)	5,012		38,941		107,044		328,249	
Census Households (2020)	3,980		33,807		98,394		322,917	
Census Households (2010)	3,688		27,243		89,328		295,029	
Projected Annual Growth (2025-2030)	198	0.8%	1,017	0.5%	-357	-	-4,474	-0.3%
Historical Annual Change (2010-2025)	1,126	2.0%	10,681	2.6%	18,074	1.3%	37,695	0.9%
Average Household Income								
Estimated Average Household Income (2025)	\$71,802		\$88,563		\$83,227		\$91,992	
Projected Average Household Income (2030)	\$70,845		\$87,309		\$82,031		\$90,727	
Census Average Household Income (2010)	\$32,922		\$41,750		\$41,374		\$52,679	
Census Average Household Income (2000)	\$32,568		\$37,682		\$39,245		\$49,538	
Projected Annual Change (2025-2030)	-\$957	-0.3%	-\$1,255	-0.3%	-\$1,196	-0.3%	-\$1,265	-0.3%
Historical Annual Change (2000-2025)	\$39,234	4.8%	\$50,881	5.4%	\$43,982	4.5%	\$42,454	3.4%
Median Household Income								
Estimated Median Household Income (2025)	\$52,110		\$64,462		\$61,974		\$70,057	
Projected Median Household Income (2030)	\$51,774		\$64,182		\$61,346		\$69,607	
Census Median Household Income (2010)	\$25,923		\$30,856		\$32,609		\$42,717	
Census Median Household Income (2000)	\$26,675		\$28,830		\$31,119		\$40,802	
Projected Annual Change (2025-2030)	-\$335	-0.1%	-\$280	-	-\$628	-0.2%	-\$450	-0.1%
Historical Annual Change (2000-2025)	\$25,435	3.8%	\$35,632	4.9%	\$30,855	4.0%	\$29,255	2.9%
Per Capita Income								
Estimated Per Capita Income (2025)	\$26,538		\$39,882		\$34,948		\$37,707	
Projected Per Capita Income (2030)	\$26,415		\$39,754		\$34,632		\$37,340	
Census Per Capita Income (2010)	\$11,561		\$16,882		\$16,467		\$21,267	
Census Per Capita Income (2000)	\$11,511		\$14,943		\$15,639		\$20,225	
Projected Annual Change (2025-2030)	-\$123	-	-\$129	-	-\$316	-0.2%	-\$367	-0.2%
Historical Annual Change (2000-2025)	\$15,027	5.2%	\$24,940	6.7%	\$19,309	4.9%	\$17,483	3.5%
Estimated Average Household Net Worth (2025)	\$396,430		\$506,618		\$549,780		\$725,879	

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West 40 Plaza									
Indianapolis, IN									
	1 mi radius			3 mi radius		5 mi radius		10 mi radius	
Race and Ethnicity									
Total Population (2025)	13,185			84,813			257,049		814,484
White (2025)	5,741	43.5%		43,138	50.9%		126,680	49.3%	431,829 53.0%
Black or African American (2025)	3,420	25.9%		22,004	25.9%		78,782	30.6%	236,337 29.0%
American Indian or Alaska Native (2025)	117	0.9%		526	0.6%		1,554	0.6%	3,535 0.4%
Asian (2025)	289	2.2%		3,745	4.4%		6,658	2.6%	38,230 4.7%
Hawaiian or Pacific Islander (2025)	2	-		33	-		99	-	316 -
Other Race (2025)	2,306	17.5%		8,926	10.5%		24,147	9.4%	52,579 6.5%
Two or More Races (2025)	1,310	9.9%		6,441	7.6%		19,129	7.4%	51,657 6.3%
Population < 18 (2025)	3,382	25.7%		17,222	20.3%		60,705	23.6%	199,691 24.5%
White Not Hispanic	830	24.5%		5,095	29.6%		18,068	29.8%	71,383 35.7%
Black or African American	920	27.2%		4,918	28.6%		21,490	35.4%	66,543 33.3%
Asian	7	0.2%		269	1.6%		879	1.4%	11,422 5.7%
Other Race Not Hispanic	164	4.8%		1,110	6.4%		3,677	6.1%	11,715 5.9%
Hispanic	1,462	43.2%		5,830	33.9%		16,591	27.3%	38,629 19.3%
Not Hispanic or Latino Population (2025)	9,298	70.5%		68,684	81.0%		211,389	82.2%	708,078 86.9%
Not Hispanic White	5,278	56.8%		40,662	59.2%		119,104	56.3%	411,878 58.2%
Not Hispanic Black or African American	3,307	35.6%		21,555	31.4%		77,362	36.6%	232,927 32.9%
Not Hispanic American Indian or Alaska Native	16	0.2%		110	0.2%		348	0.2%	949 0.1%
Not Hispanic Asian	286	3.1%		3,691	5.4%		6,537	3.1%	37,939 5.4%
Not Hispanic Hawaiian or Pacific Islander	1	-		22	-		58	-	188 -
Not Hispanic Other Race	29	0.3%		198	0.3%		591	0.3%	1,684 0.2%
Not Hispanic Two or More Races	379	4.1%		2,446	3.6%		7,389	3.5%	22,512 3.2%
Hispanic or Latino Population (2025)	3,887	29.5%		16,130	19.0%		45,660	17.8%	106,406 13.1%
Hispanic White	463	11.9%		2,476	15.3%		7,576	16.6%	19,951 18.7%
Hispanic Black or African American	112	2.9%		449	2.8%		1,420	3.1%	3,410 3.2%
Hispanic American Indian or Alaska Native	100	2.6%		417	2.6%		1,206	2.6%	2,587 2.4%
Hispanic Asian	2	-		54	0.3%		121	0.3%	291 0.3%
Hispanic Hawaiian or Pacific Islander	-	-		10	-		41	-	128 0.1%
Hispanic Other Race	2,277	58.6%		8,728	54.1%		23,555	51.6%	50,895 47.8%
Hispanic Two or More Races	932	24.0%		3,996	24.8%		11,741	25.7%	29,145 27.4%
Not Hispanic or Latino Population (2020)	7,719	64.2%		63,228	81.0%		196,092	81.3%	689,132 86.7%
Hispanic or Latino Population (2020)	4,304	35.8%		14,835	19.0%		45,112	18.7%	106,112 13.3%
Not Hispanic or Latino Population (2010)	7,655	72.9%		58,491	86.8%		194,534	86.7%	661,466 90.5%
Hispanic or Latino Population (2010)	2,842	27.1%		8,889	13.2%		29,901	13.3%	69,352 9.5%
Not Hispanic or Latino Population (2030)	9,842	72.4%		70,114	81.4%		209,958	82.4%	691,251 86.4%
Hispanic or Latino Population (2030)	3,761	27.6%		16,011	18.6%		44,881	17.6%	109,094 13.6%
Projected Annual Growth (2025-2030)	-127	-0.7%		-119	-0.1%		-778	-0.3%	2,688 0.5%
Historical Annual Growth (2010-2020)	1,462	5.1%		5,946	6.7%		15,211	5.1%	36,760 5.3%

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West 40 Plaza									
Indianapolis, IN									
Total Age Distribution (2025)									
Total Population	13,185		84,813		257,049		814,484		
Age Under 5 Years	870	6.6%	4,760	5.6%	17,362	6.8%	55,721	6.8%	
Age 5 to 9 Years	980	7.4%	4,764	5.6%	16,917	6.6%	56,560	6.9%	
Age 10 to 14 Years	1,021	7.7%	4,977	5.9%	17,027	6.6%	55,494	6.8%	
Age 15 to 19 Years	1,405	10.7%	6,183	7.3%	17,755	6.9%	55,008	6.8%	
Age 20 to 24 Years	1,410	10.7%	8,951	10.6%	21,961	8.5%	58,385	7.2%	
Age 25 to 29 Years	1,128	8.6%	10,431	12.3%	25,507	9.9%	68,112	8.4%	
Age 30 to 34 Years	1,048	8.0%	8,462	10.0%	23,884	9.3%	68,726	8.4%	
Age 35 to 39 Years	830	6.3%	5,849	6.9%	18,552	7.2%	58,571	7.2%	
Age 40 to 44 Years	817	6.2%	5,062	6.0%	16,382	6.4%	53,101	6.5%	
Age 45 to 49 Years	719	5.5%	4,311	5.1%	13,905	5.4%	45,618	5.6%	
Age 50 to 54 Years	664	5.0%	4,483	5.3%	13,739	5.3%	45,030	5.5%	
Age 55 to 59 Years	652	4.9%	4,354	5.1%	13,506	5.3%	43,257	5.3%	
Age 60 to 64 Years	611	4.6%	4,250	5.0%	13,340	5.2%	44,307	5.4%	
Age 65 to 69 Years	425	3.2%	3,270	3.9%	10,641	4.1%	38,324	4.7%	
Age 70 to 74 Years	251	1.9%	2,150	2.5%	7,132	2.8%	28,445	3.5%	
Age 75 to 79 Years	172	1.3%	1,253	1.5%	4,487	1.7%	18,458	2.3%	
Age 80 to 84 Years	107	0.8%	691	0.8%	2,720	1.1%	11,194	1.4%	
Age 85 Years or Over	75	0.6%	611	0.7%	2,232	0.9%	10,172	1.2%	
Median Age	28.9		31.1		32.2		34.2		
Age 19 Years or Less	4,276	32.4%	20,685	24.4%	69,061	26.9%	222,783	27.4%	
Age 20 to 64 Years	7,879	59.8%	56,153	66.2%	160,776	62.5%	485,107	59.6%	
Age 65 Years or Over	1,031	7.8%	7,975	9.4%	27,212	10.6%	106,593	13.1%	
Female Age Distribution (2025)									
Female Population	5,929	45.0%	39,054	46.0%	124,125	48.3%	407,993	50.1%	
Age Under 5 Years	395	6.7%	2,258	5.8%	8,471	6.8%	27,232	6.7%	
Age 5 to 9 Years	461	7.8%	2,313	5.9%	8,205	6.6%	27,555	6.8%	
Age 10 to 14 Years	487	8.2%	2,470	6.3%	8,409	6.8%	27,326	6.7%	
Age 15 to 19 Years	487	8.2%	2,332	6.0%	7,566	6.1%	24,317	6.0%	
Age 20 to 24 Years	592	10.0%	4,084	10.5%	10,334	8.3%	28,059	6.9%	
Age 25 to 29 Years	518	8.7%	4,875	12.5%	12,518	10.1%	34,439	8.4%	
Age 30 to 34 Years	488	8.2%	3,837	9.8%	11,519	9.3%	34,490	8.5%	
Age 35 to 39 Years	383	6.5%	2,642	6.8%	8,918	7.2%	29,561	7.2%	
Age 40 to 44 Years	391	6.6%	2,295	5.9%	7,913	6.4%	26,617	6.5%	
Age 45 to 49 Years	345	5.8%	1,996	5.1%	6,740	5.4%	23,060	5.7%	
Age 50 to 54 Years	292	4.9%	1,990	5.1%	6,459	5.2%	22,683	5.6%	
Age 55 to 59 Years	300	5.1%	2,000	5.1%	6,339	5.1%	21,914	5.4%	
Age 60 to 64 Years	273	4.6%	1,952	5.0%	6,311	5.1%	22,705	5.6%	
Age 65 to 69 Years	190	3.2%	1,517	3.9%	5,304	4.3%	20,219	5.0%	
Age 70 to 74 Years	119	2.0%	1,046	2.7%	3,649	2.9%	15,311	3.8%	
Age 75 to 79 Years	93	1.6%	670	1.7%	2,476	2.0%	10,145	2.5%	
Age 80 to 84 Years	65	1.1%	403	1.0%	1,571	1.3%	6,398	1.6%	
Age 85 Years or Over	49	0.8%	375	1.0%	1,422	1.1%	5,961	1.5%	
Female Median Age	29.5		31.3		32.5		35.1		
Age 19 Years or Less	1,830	30.9%	9,373	24.0%	32,650	26.3%	106,430	26.1%	
Age 20 to 64 Years	3,583	60.4%	25,670	65.7%	77,052	62.1%	243,528	59.7%	
Age 65 Years or Over	516	8.7%	4,010	10.3%	14,423	11.6%	58,034	14.2%	

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West 40 Plaza		1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Indianapolis, IN									
Male Age Distribution (2025)									
Male Population	7,256	55.0%	45,759	54.0%	132,925	51.7%	406,491	49.9%	
Age Under 5 Years	475	6.5%	2,502	5.5%	8,891	6.7%	28,489	7.0%	
Age 5 to 9 Years	520	7.2%	2,451	5.4%	8,712	6.6%	29,005	7.1%	
Age 10 to 14 Years	534	7.4%	2,507	5.5%	8,618	6.5%	28,168	6.9%	
Age 15 to 19 Years	918	12.7%	3,852	8.4%	10,189	7.7%	30,692	7.6%	
Age 20 to 24 Years	818	11.3%	4,867	10.6%	11,627	8.7%	30,326	7.5%	
Age 25 to 29 Years	610	8.4%	5,556	12.1%	12,989	9.8%	33,673	8.3%	
Age 30 to 34 Years	560	7.7%	4,625	10.1%	12,364	9.3%	34,237	8.4%	
Age 35 to 39 Years	447	6.2%	3,207	7.0%	9,634	7.2%	29,010	7.1%	
Age 40 to 44 Years	426	5.9%	2,767	6.0%	8,469	6.4%	26,484	6.5%	
Age 45 to 49 Years	374	5.2%	2,315	5.1%	7,165	5.4%	22,558	5.5%	
Age 50 to 54 Years	373	5.1%	2,493	5.4%	7,279	5.5%	22,347	5.5%	
Age 55 to 59 Years	351	4.8%	2,354	5.1%	7,167	5.4%	21,343	5.3%	
Age 60 to 64 Years	338	4.7%	2,298	5.0%	7,029	5.3%	21,602	5.3%	
Age 65 to 69 Years	235	3.2%	1,753	3.8%	5,337	4.0%	18,106	4.5%	
Age 70 to 74 Years	132	1.8%	1,105	2.4%	3,483	2.6%	13,133	3.2%	
Age 75 to 79 Years	80	1.1%	583	1.3%	2,011	1.5%	8,312	2.0%	
Age 80 to 84 Years	42	0.6%	288	0.6%	1,150	0.9%	4,796	1.2%	
Age 85 Years or Over	26	0.4%	236	0.5%	809	0.6%	4,211	1.0%	
Male Median Age	28.4		31.0		31.9		33.2		
Age 19 Years or Less	2,446	33.7%	11,312	24.7%	36,411	27.4%	116,353	28.6%	
Age 20 to 64 Years	4,296	59.2%	30,482	66.6%	83,724	63.0%	241,579	59.4%	
Age 65 Years or Over	514	7.1%	3,965	8.7%	12,789	9.6%	48,559	11.9%	
Males per 100 Females (2025)									
Overall Comparison	122		117		107		100		
Age Under 5 Years	120	54.6%	111	52.6%	105	51.2%	105	51.1%	
Age 5 to 9 Years	113	53.0%	106	51.4%	106	51.5%	105	51.3%	
Age 10 to 14 Years	110	52.3%	101	50.4%	102	50.6%	103	50.8%	
Age 15 to 19 Years	189	65.4%	165	62.3%	135	57.4%	126	55.8%	
Age 20 to 24 Years	138	58.0%	119	54.4%	113	52.9%	108	51.9%	
Age 25 to 29 Years	118	54.1%	114	53.3%	104	50.9%	98	49.4%	
Age 30 to 34 Years	115	53.4%	121	54.7%	107	51.8%	99	49.8%	
Age 35 to 39 Years	117	53.8%	121	54.8%	108	51.9%	98	49.5%	
Age 40 to 44 Years	109	52.1%	121	54.7%	107	51.7%	100	49.9%	
Age 45 to 49 Years	108	52.0%	116	53.7%	106	51.5%	98	49.4%	
Age 50 to 54 Years	128	56.1%	125	55.6%	113	53.0%	99	49.6%	
Age 55 to 59 Years	117	53.9%	118	54.1%	113	53.1%	97	49.3%	
Age 60 to 64 Years	124	55.4%	118	54.1%	111	52.7%	95	48.8%	
Age 65 to 69 Years	123	55.2%	116	53.6%	101	50.2%	90	47.2%	
Age 70 to 74 Years	110	52.5%	106	51.4%	95	48.8%	86	46.2%	
Age 75 to 79 Years	86	46.1%	87	46.5%	81	44.8%	82	45.0%	
Age 80 to 84 Years	64	39.2%	71	41.6%	73	42.3%	75	42.8%	
Age 85 Years or Over	54	34.9%	63	38.6%	57	36.3%	71	41.4%	
Age 19 Years or Less	134	57.2%	121	54.7%	112	52.7%	109	52.2%	
Age 20 to 39 Years	123	55.1%	118	54.2%	108	51.8%	101	50.1%	
Age 40 to 64 Years	116	53.8%	120	54.4%	110	52.4%	98	49.4%	
Age 65 Years or Over	100	49.9%	99	49.7%	89	47.0%	84	45.6%	

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West 40 Plaza									
Indianapolis, IN									
	1 mi radius			3 mi radius		5 mi radius		10 mi radius	
Household Type (2025)									
Total Households	4,814		37,923		107,402		332,723		
Households with Children	1,757	36.5%	8,603	22.7%	30,744	28.6%	101,314	30.4%	
Average Household Size	2.6		2.1		2.3		2.4		
Household Density per Square Mile	1,533		1,341		1,368		1,059		
Population Family	9,904	75.1%	50,734	59.8%	179,449	69.8%	603,217	74.1%	
Population Non-Family	2,569	19.5%	30,085	35.5%	70,692	27.5%	195,671	24.0%	
Population Group Quarters	712	5.4%	3,995	4.7%	6,908	2.7%	15,596	1.9%	
Family Households	3,156	65.6%	16,391	43.2%	57,703	53.7%	192,741	57.9%	
Married Couple Households	1,509	47.8%	8,624	52.6%	30,077	52.1%	115,946	60.2%	
Other Family Households with Children	1,647	52.2%	7,767	47.4%	27,626	47.9%	76,796	39.8%	
Family Households with Children	1,750	55.4%	8,576	52.3%	30,646	53.1%	101,068	52.4%	
Married Couple with Children	698	39.9%	3,970	46.3%	14,039	45.8%	54,965	54.4%	
Other Family Households with Children	1,052	60.1%	4,606	53.7%	16,607	54.2%	46,103	45.6%	
Family Households No Children	1,406	44.6%	7,815	47.7%	27,057	46.9%	91,674	47.6%	
Married Couple No Children	811	57.7%	4,654	59.6%	16,038	59.3%	60,980	66.5%	
Other Family Households No Children	595	42.3%	3,161	40.4%	11,019	40.7%	30,693	33.5%	
Non-Family Households	1,658	34.4%	21,533	56.8%	49,699	46.3%	139,982	42.1%	
Non-Family Households with Children	7	0.4%	27	0.1%	98	0.2%	246	0.2%	
Non-Family Households No Children	1,651	99.6%	21,506	99.9%	49,601	99.8%	139,736	99.8%	
Average Family Household Size	3.1		3.1		3.1		3.1		
Average Family Income	\$83,022		\$96,279		\$93,123		\$108,744		
Median Family Income	\$61,921		\$74,052		\$75,499		\$87,339		
Average Non-Family Household Size	1.5		1.4		1.4		1.4		
Marital Status (2025)									
Population Age 15 Years or Over	10,314		70,312		205,743		646,709		
Never Married	4,958	48.1%	36,431	51.8%	95,908	46.6%	260,022	40.2%	
Currently Married	2,492	24.2%	18,118	25.8%	61,173	29.7%	241,464	37.3%	
Previously Married	2,863	27.8%	15,762	22.4%	48,662	23.7%	145,224	22.5%	
Separated	860	30.0%	3,473	22.0%	9,575	19.7%	25,086	17.3%	
Widowed	446	15.6%	2,649	16.8%	9,060	18.6%	29,981	20.6%	
Divorced	1,558	54.4%	9,640	61.2%	30,027	61.7%	90,157	62.1%	
Educational Attainment (2025)									
Adult Population Age 25 Years or Over	7,499		55,178		166,027		533,315		
Elementary (Grade Level 0 to 8)	1,276	17.0%	4,003	7.3%	11,825	7.1%	27,988	5.2%	
Some High School (Grade Level 9 to 11)	858	11.4%	5,366	9.7%	16,191	9.8%	42,048	7.9%	
High School Graduate	2,367	31.6%	14,240	25.8%	47,628	28.7%	145,971	27.4%	
Some College	1,132	15.1%	8,339	15.1%	26,747	16.1%	96,804	18.2%	
Associate Degree Only	304	4.1%	2,845	5.2%	10,270	6.2%	40,954	7.7%	
Bachelor Degree Only	1,043	13.9%	12,576	22.8%	33,659	20.3%	114,582	21.5%	
Graduate Degree	520	6.9%	7,808	14.2%	19,707	11.9%	64,969	12.2%	
Any College (Some College or Higher)	2,999	40.0%	31,568	57.2%	90,384	54.4%	317,309	59.5%	
College Degree + (Bachelor Degree or Higher)	1,563	20.8%	20,384	36.9%	53,366	32.1%	179,551	33.7%	

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Complete Profile

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



Lat/Lon: 39.7661/-86.1971

West 40 Plaza									
Indianapolis, IN									
	1 mi radius			3 mi radius		5 mi radius		10 mi radius	
Housing									
Total Housing Units (2025)	5,608			43,164		121,430		366,480	
Total Housing Units (2020)	5,092			40,285		116,815		357,847	
Historical Annual Growth (2020-2025)	516	2.0%		2,879	1.4%	4,615	0.8%	8,633	0.5%
Housing Units Occupied (2025)	4,814	85.8%		37,923	87.9%	107,402	88.4%	332,723	90.8%
Housing Units Owner-Occupied	1,579	32.8%		12,517	33.0%	43,239	40.3%	168,924	50.8%
Housing Units Renter-Occupied	3,235	67.2%		25,406	67.0%	64,163	59.7%	163,800	49.2%
Housing Units Vacant (2025)	794	14.2%		5,241	12.1%	14,028	11.6%	33,757	9.2%
Household Size (2025)									
Total Households	4,814			37,923		107,402		332,723	
1 Person Households	1,097	22.8%		15,917	42.0%	37,162	34.6%	107,852	32.4%
2 Person Households	1,844	38.3%		11,583	30.5%	34,645	32.3%	106,552	32.0%
3 Person Households	750	15.6%		4,540	12.0%	15,226	14.2%	49,125	14.8%
4 Person Households	539	11.2%		3,049	8.0%	10,402	9.7%	36,253	10.9%
5 Person Households	320	6.6%		1,575	4.2%	5,748	5.4%	19,277	5.8%
6 Person Households	179	3.7%		801	2.1%	2,604	2.4%	8,641	2.6%
7 or More Person Households	85	1.8%		458	1.2%	1,616	1.5%	5,024	1.5%
Household Income Distribution (2025)									
HH Income \$200,000 or More	270	5.6%		2,893	7.6%	6,773	6.3%	23,011	6.9%
HH Income \$150,000 to \$199,999	239	5.0%		2,036	5.4%	6,236	5.8%	23,918	7.2%
HH Income \$125,000 to \$149,999	75	1.6%		1,890	5.0%	4,936	4.6%	20,464	6.2%
HH Income \$100,000 to \$124,999	312	6.5%		3,242	8.5%	8,472	7.9%	30,013	9.0%
HH Income \$75,000 to \$99,999	637	13.2%		4,911	12.9%	13,441	12.5%	39,978	12.0%
HH Income \$50,000 to \$74,999	1,048	21.8%		6,790	17.9%	20,066	18.7%	64,456	19.4%
HH Income \$35,000 to \$49,999	775	16.1%		4,692	12.4%	14,751	13.7%	42,437	12.8%
HH Income \$25,000 to \$34,999	463	9.6%		3,021	8.0%	9,309	8.7%	27,964	8.4%
HH Income \$15,000 to \$24,999	389	8.1%		3,038	8.0%	8,473	7.9%	23,519	7.1%
HH Income \$10,000 to \$14,999	272	5.6%		1,961	5.2%	5,714	5.3%	14,821	4.5%
HH Income Under \$10,000	333	6.9%		3,449	9.1%	9,231	8.6%	22,143	6.7%
Household Vehicles (2025)									
Households 0 Vehicles Available	606	12.6%		4,868	12.8%	12,830	11.9%	32,513	9.8%
Households 1 Vehicle Available	2,012	41.8%		17,355	45.8%	47,174	43.9%	135,486	40.7%
Households 2 Vehicles Available	1,563	32.5%		11,915	31.4%	34,392	32.0%	114,085	34.3%
Households 3 or More Vehicles Available	632	13.1%		3,785	10.0%	13,006	12.1%	50,640	15.2%
Total Vehicles Available	7,267			53,931		160,098		534,146	
Average Vehicles per Household	1.5			1.4		1.5		1.6	
Owner-Occupied Household Vehicles	3,106	42.7%		22,330	41.4%	79,924	49.9%	329,068	61.6%
Average Vehicles per Owner-Occupied Household	2.0			1.8		1.8		1.9	
Renter-Occupied Household Vehicles	4,162	57.3%		31,601	58.6%	80,174	50.1%	205,078	38.4%
Average Vehicles per Renter-Occupied Household	1.3			1.2		1.2		1.3	
Travel Time (2025)									
Worker Base Age 16 years or Over	6,708			42,719		126,050		409,081	
Travel to Work in 14 Minutes or Less	1,414	21.1%		10,654	24.9%	27,546	21.9%	80,732	19.7%
Travel to Work in 15 to 29 Minutes	2,788	41.6%		15,183	35.5%	48,660	38.6%	158,639	38.8%
Travel to Work in 30 to 59 Minutes	1,641	24.5%		9,410	22.0%	28,235	22.4%	100,088	24.5%
Travel to Work in 60 Minutes or More	206	3.1%		1,620	3.8%	5,261	4.2%	17,712	4.3%
Work at Home	659	9.8%		5,852	13.7%	16,348	13.0%	51,909	12.7%
Average Minutes Travel to Work	21.9			20.7		21.1		22.5	

Complete Profile

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Lat/Lon: 39.7661/-86.1971

West 40 Plaza								
Indianapolis, IN								
1 mi radius3 mi radius5 mi radius10 mi radius								
Transportation To Work (2025)								
Worker Base Age 16 years or Over	6,708		42,719		126,050		409,081	
Drive to Work Alone	4,818	71.8%	29,349	68.7%	89,744	71.2%	300,145	73.4%
Drive to Work in Carpool	707	10.5%	3,682	8.6%	12,036	9.5%	38,282	9.4%
Travel to Work by Public Transportation	151	2.3%	968	2.3%	2,574	2.0%	6,558	1.6%
Drive to Work on Motorcycle	3	-	30	-	73	-	234	-
Bicycle to Work	37	0.5%	312	0.7%	592	0.5%	1,050	0.3%
Walk to Work	278	4.1%	2,089	4.9%	3,216	2.6%	6,529	1.6%
Other Means	55	0.8%	438	1.0%	1,465	1.2%	4,374	1.1%
Work at Home	659	9.8%	5,852	13.7%	16,348	13.0%	51,909	12.7%
Daytime Demographics (2025)								
Total Businesses	484		7,876		15,182		38,477	
Total Employees	6,023		120,965		186,252		397,480	
Company Headquarter Businesses	18	3.8%	293	3.7%	478	3.2%	1,002	2.6%
Company Headquarter Employees	1,512	25.1%	26,024	21.5%	35,567	19.1%	69,103	17.4%
Employee Population per Business	12.4	to 1	15.4	to 1	12.3	to 1	10.3	to 1
Residential Population per Business	27.2	to 1	10.8	to 1	16.9	to 1	21.2	to 1
Adj. Daytime Demographics Age 16 Years or Over	9,397		147,510		262,509		623,598	
Labor Force								
Labor Population Age 16 Years or Over (2025)	10,114		69,361		202,550		636,047	
Labor Force Total Males (2025)	5,643	55.8%	37,844	54.6%	105,071	51.9%	315,253	49.6%
Male Civilian Employed	3,777	66.9%	23,533	62.2%	67,663	64.4%	212,882	67.5%
Male Civilian Unemployed	273	4.8%	1,308	3.5%	3,926	3.7%	9,852	3.1%
Males in Armed Forces	30	0.5%	76	0.2%	198	0.2%	729	0.2%
Males Not in Labor Force	1,563	27.7%	12,927	34.2%	33,283	31.7%	91,790	29.1%
Labor Force Total Females (2025)	4,470	44.2%	31,516	45.4%	97,479	48.1%	320,794	50.4%
Female Civilian Employed	2,933	65.6%	19,189	60.9%	58,408	59.9%	196,248	61.2%
Female Civilian Unemployed	180	4.0%	1,152	3.7%	3,699	3.8%	10,041	3.1%
Females in Armed Forces	-	-	18	-	23	-	71	-
Females Not in Labor Force	1,358	30.4%	11,158	35.4%	35,348	36.3%	114,435	35.7%
Unemployment Rate	453	4.5%	2,461	3.5%	7,625	3.8%	19,893	3.1%
Occupation (2025)								
Occupation Population Age 16 Years or Over	6,708		42,719		126,050		409,081	
Occupation Total Males	3,776	56.3%	23,530	55.1%	67,641	53.7%	212,833	52.0%
Occupation Total Females	2,933	43.7%	19,189	44.9%	58,408	46.3%	196,248	48.0%
Management, Business, Financial Operations	955	14.2%	8,495	19.9%	21,422	17.0%	70,299	17.2%
Professional, Related	1,099	16.4%	11,679	27.3%	30,775	24.4%	100,908	24.7%
Service	1,321	19.7%	5,124	12.0%	17,752	14.1%	59,160	14.5%
Sales, Office	1,103	16.4%	7,185	16.8%	21,857	17.3%	75,328	18.4%
Farming, Fishing, Forestry	20	0.3%	84	0.2%	246	0.2%	841	0.2%
Construction, Extraction, Maintenance	914	13.6%	3,822	8.9%	10,743	8.5%	29,113	7.1%
Production, Transport, Material Moving	1,296	19.3%	6,328	14.8%	23,254	18.4%	73,431	18.0%
White Collar Workers	3,157	47.1%	27,360	64.0%	74,053	58.7%	246,535	60.3%
Blue Collar Workers	3,552	52.9%	15,359	36.0%	51,996	41.3%	162,545	39.7%

Complete Profile

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Lat/Lon: 39.7661/-86.1971

West 40 Plaza									
Indianapolis, IN									
Units In Structure (2025)									
Total Units	4,814		37,923		107,402		332,723		
1 Detached Unit	2,406	50.0%	16,135	42.5%	54,655	50.9%	190,701	57.3%	
1 Attached Unit	392	8.1%	2,454	6.5%	7,923	7.4%	23,067	6.9%	
2 Units	193	4.0%	949	2.5%	2,935	2.7%	6,960	2.1%	
3 to 4 Units	391	8.1%	1,982	5.2%	8,163	7.6%	22,090	6.6%	
5 to 9 Units	327	6.8%	2,672	7.0%	8,511	7.9%	28,814	8.7%	
10 to 19 Units	207	4.3%	2,364	6.2%	5,827	5.4%	20,778	6.2%	
20 to 49 Units	283	5.9%	3,385	8.9%	6,933	6.5%	14,419	4.3%	
50 or More Units	597	12.4%	7,733	20.4%	11,685	10.9%	22,235	6.7%	
Mobile Home or Trailer	18	0.4%	216	0.6%	711	0.7%	3,529	1.1%	
Other Structure	-	-	32	-	57	-	129	-	
Homes Built By Year (2025)									
Homes Built 2020 or later	77	1.4%	677	1.6%	1,765	1.5%	6,578	1.8%	
Homes Built 2010 to 2019	487	8.7%	5,965	13.8%	9,423	7.8%	24,852	6.8%	
Homes Built 2000 to 2009	279	5.0%	3,165	7.3%	7,797	6.4%	37,641	10.3%	
Homes Built 1990 to 1999	200	3.6%	2,120	4.9%	7,984	6.6%	38,884	10.6%	
Homes Built 1980 to 1989	204	3.6%	2,114	4.9%	6,553	5.4%	30,354	8.3%	
Homes Built 1970 to 1979	333	5.9%	2,652	6.1%	9,769	8.0%	38,337	10.5%	
Homes Built 1960 to 1969	352	6.3%	3,476	8.1%	14,037	11.6%	43,089	11.8%	
Homes Built 1950 to 1959	235	4.2%	2,945	6.8%	11,410	9.4%	38,409	10.5%	
Homes Built 1940 to 1949	678	12.1%	3,065	7.1%	8,210	6.8%	19,483	5.3%	
Homes Built Before 1939	1,969	35.1%	11,744	27.2%	30,453	25.1%	55,096	15.0%	
Median Age of Homes	64.5	yrs	56.0	yrs	58.5	yrs	51.4	yrs	
Home Values (2025)									
Owner Specified Housing Units	1,579		12,517		43,239		168,924		
Home Values \$1,000,000 or More	9	0.5%	213	1.7%	527	1.2%	2,034	1.2%	
Home Values \$750,000 to \$999,999	34	2.1%	509	4.1%	909	2.1%	3,051	1.8%	
Home Values \$500,000 to \$749,999	91	5.8%	985	7.9%	3,048	7.0%	9,933	5.9%	
Home Values \$400,000 to \$499,999	68	4.3%	841	6.7%	2,690	6.2%	10,432	6.2%	
Home Values \$300,000 to \$399,999	203	12.9%	2,018	16.1%	6,250	14.5%	28,140	16.7%	
Home Values \$250,000 to \$299,999	102	6.4%	1,133	9.0%	4,728	10.9%	22,967	13.6%	
Home Values \$200,000 to \$249,999	172	10.9%	1,153	9.2%	5,908	13.7%	29,209	17.3%	
Home Values \$175,000 to \$199,999	75	4.8%	458	3.7%	2,264	5.2%	11,499	6.8%	
Home Values \$150,000 to \$174,999	213	13.5%	1,192	9.5%	4,492	10.4%	16,715	9.9%	
Home Values \$125,000 to \$149,999	51	3.2%	642	5.1%	2,382	5.5%	8,074	4.8%	
Home Values \$100,000 to \$124,999	125	7.9%	751	6.0%	2,928	6.8%	8,673	5.1%	
Home Values \$90,000 to \$99,999	63	4.0%	285	2.3%	812	1.9%	2,024	1.2%	
Home Values \$80,000 to \$89,999	120	7.6%	561	4.5%	1,561	3.6%	3,366	2.0%	
Home Values \$70,000 to \$79,999	55	3.5%	534	4.3%	1,322	3.1%	2,930	1.7%	
Home Values \$60,000 to \$69,999	66	4.2%	453	3.6%	963	2.2%	2,135	1.3%	
Home Values \$50,000 to \$59,999	35	2.2%	150	1.2%	376	0.9%	805	0.5%	
Home Values \$35,000 to \$49,999	8	0.5%	111	0.9%	300	0.7%	713	0.4%	
Home Values \$25,000 to \$34,999	65	4.1%	186	1.5%	488	1.1%	1,495	0.9%	
Home Values \$10,000 to \$24,999	11	0.7%	193	1.5%	756	1.7%	2,327	1.4%	
Home Values Under \$10,000	13	0.8%	150	1.2%	533	1.2%	2,402	1.4%	
Owner-Occupied Median Home Value	\$177,864		\$238,244		\$228,280		\$245,062		
Renter-Occupied Median Rent	\$919		\$1,139		\$1,017		\$1,018		

Complete Profile

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Lat/Lon: 39.7661/-86.1971

West 40 Plaza		1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Indianapolis, IN									
Total Annual Consumer Expenditure (2025)									
Total Household Expenditure		\$403.25 M		\$3.26 B		\$9.16 B		\$30.05 B	
Total Non-Retail Expenditure		\$200.59 M		\$1.66 B		\$4.56 B		\$14.79 B	
Total Retail Expenditure		\$202.66 M		\$1.6 B		\$4.6 B		\$15.27 B	
Alcoholic Beverages		\$2.45 M		\$19.96 M		\$55.96 M		\$184.39 M	
Apparel		\$7.68 M		\$61.1 M		\$172.88 M		\$566.05 M	
Contributions		\$11.72 M		\$101.06 M		\$277.73 M		\$927.84 M	
Education		\$8.65 M		\$72.87 M		\$201.94 M		\$670.81 M	
Entertainment		\$23.93 M		\$189.98 M		\$538.04 M		\$1.76 B	
Food Away From Home		\$18.08 M		\$144.77 M		\$408.63 M		\$1.34 B	
Grocery		\$31.73 M		\$229.31 M		\$673.22 M		\$2.15 B	
Health Care		\$28.62 M		\$218.46 M		\$642.44 M		\$2.06 B	
Household Furnishings and Equipment		\$10.78 M		\$87.13 M		\$245.13 M		\$805.8 M	
Household Operations		\$7.96 M		\$62.28 M		\$177.21 M		\$577.24 M	
Miscellaneous Expenses		\$6.96 M		\$56.35 M		\$158.55 M		\$520.65 M	
Personal Care		\$6 M		\$44.32 M		\$129 M		\$414.63 M	
Shelter		\$77.06 M		\$595.6 M		\$1.66 B		\$5.2 B	
Tax and Retirement		\$75.52 M		\$718.66 M		\$1.9 B		\$6.5 B	
Tobacco and Related		\$3.01 M		\$19.37 M		\$59.31 M		\$181.57 M	
Transportation		\$60.14 M		\$478.08 M		\$1.37 B		\$4.64 B	
Utilities		\$22.94 M		\$164.41 M		\$484.25 M		\$1.54 B	
Monthly Household Consumer Expenditure (2025)									
Total Household Expenditure		\$6,980		\$7,172		\$7,108		\$7,527	
Total Non-Retail Expenditure		\$3,472	49.7%	\$3,656	51.0%	\$3,537	49.8%	\$3,703	49.2%
Total Retail Expenditures		\$3,508	50.3%	\$3,515	49.0%	\$3,571	50.2%	\$3,824	50.8%
Alcoholic Beverages		\$42	0.6%	\$44	0.6%	\$43	0.6%	\$46	0.6%
Apparel		\$133	1.9%	\$134	1.9%	\$134	1.9%	\$142	1.9%
Contributions		\$203	2.9%	\$222	3.1%	\$215	3.0%	\$232	3.1%
Education		\$150	2.1%	\$160	2.2%	\$157	2.2%	\$168	2.2%
Entertainment		\$414	5.9%	\$417	5.8%	\$417	5.9%	\$441	5.9%
Food Away From Home		\$313	4.5%	\$318	4.4%	\$317	4.5%	\$336	4.5%
Grocery		\$549	7.9%	\$504	7.0%	\$522	7.3%	\$538	7.2%
Health Care		\$495	7.1%	\$480	6.7%	\$498	7.0%	\$516	6.9%
Household Furnishings and Equipment		\$187	2.7%	\$191	2.7%	\$190	2.7%	\$202	2.7%
Household Operations		\$138	2.0%	\$137	1.9%	\$137	1.9%	\$145	1.9%
Miscellaneous Expenses		\$121	1.7%	\$124	1.7%	\$123	1.7%	\$130	1.7%
Personal Care		\$104	1.5%	\$97	1.4%	\$100	1.4%	\$104	1.4%
Shelter		\$1,334	19.1%	\$1,309	18.2%	\$1,290	18.1%	\$1,303	17.3%
Tax and Retirement		\$1,307	18.7%	\$1,579	22.0%	\$1,476	20.8%	\$1,629	20.8%
Tobacco and Related		\$52	0.7%	\$43	0.6%	\$46	0.6%	\$45	0.6%
Transportation		\$1,041	14.9%	\$1,051	14.6%	\$1,064	15.0%	\$1,163	15.5%
Utilities		\$397	5.7%	\$361	5.0%	\$376	5.3%	\$386	5.1%