



Community Profile

6650 Whitestown Pkwy, Whitestown, Indiana, 46077
 Drive Times: 10, 15, 20 minute radii

Prepared by Esri
 Latitude: 39.94934
 Longitude: -86.34227

	10 minutes	15 minutes	20 minutes
Population Summary			
2000 Total Population	13,925	81,979	265,547
2010 Total Population	21,099	99,509	303,249
2016 Total Population	26,385	109,403	327,124
2016 Group Quarters	25	611	4,737
2021 Total Population	30,553	118,980	349,078
2016-2021 Annual Rate	2.98%	1.69%	1.31%
2016 Total Daytime Population	20,894	126,717	356,965
Workers	8,228	74,393	196,918
Residents	12,666	52,324	160,047
Household Summary			
2000 Households	5,061	33,182	109,959
2000 Average Household Size	2.72	2.44	2.37
2010 Households	7,622	39,057	121,692
2010 Average Household Size	2.76	2.53	2.45
2016 Households	9,375	42,269	129,287
2016 Average Household Size	2.81	2.57	2.49
2021 Households	10,781	45,604	137,044
2021 Average Household Size	2.83	2.60	2.51
2016-2021 Annual Rate	2.83%	1.53%	1.17%
2010 Families	5,801	25,622	75,703
2010 Average Family Size	3.21	3.14	3.10
2016 Families	7,139	27,731	80,370
2016 Average Family Size	3.26	3.19	3.15
2021 Families	8,194	29,985	85,280
2021 Average Family Size	3.28	3.21	3.16
2016-2021 Annual Rate	2.79%	1.58%	1.19%
Housing Unit Summary			
2000 Housing Units	5,264	35,113	118,331
Owner Occupied Housing Units	79.6%	58.9%	54.4%
Renter Occupied Housing Units	16.5%	35.6%	38.5%
Vacant Housing Units	3.9%	5.5%	7.1%
2010 Housing Units	8,082	42,559	135,222
Owner Occupied Housing Units	77.7%	57.0%	52.6%
Renter Occupied Housing Units	16.6%	34.7%	37.4%
Vacant Housing Units	5.7%	8.2%	10.0%
2016 Housing Units	10,062	46,571	144,928
Owner Occupied Housing Units	76.4%	55.9%	51.2%
Renter Occupied Housing Units	16.8%	34.9%	38.0%
Vacant Housing Units	6.8%	9.2%	10.8%
2021 Housing Units	11,580	50,298	153,674
Owner Occupied Housing Units	76.5%	56.6%	51.8%
Renter Occupied Housing Units	16.6%	34.1%	37.4%
Vacant Housing Units	6.9%	9.3%	10.8%
Median Household Income			
2016	\$102,065	\$58,108	\$52,446
2021	\$111,306	\$69,002	\$60,607
Median Home Value			
2016	\$311,439	\$195,660	\$165,435
2021	\$300,300	\$216,915	\$187,793
Per Capita Income			
2016	\$48,969	\$34,596	\$31,522
2021	\$52,615	\$38,251	\$34,725
Median Age			
2010	36.7	34.2	34.3
2016	37.1	35.3	35.4
2021	37.6	36.4	36.3

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income			
Household Income Base	9,375	42,269	129,287
<\$15,000	3.0%	10.6%	11.5%
\$15,000 - \$24,999	2.9%	8.4%	10.6%
\$25,000 - \$34,999	4.6%	9.4%	10.8%
\$35,000 - \$49,999	9.5%	14.5%	14.6%
\$50,000 - \$74,999	15.6%	17.0%	17.2%
\$75,000 - \$99,999	13.0%	11.2%	11.1%
\$100,000 - \$149,999	20.6%	13.5%	12.1%
\$150,000 - \$199,999	10.0%	6.1%	5.2%
\$200,000+	20.7%	9.2%	6.8%
Average Household Income	\$137,623	\$89,028	\$79,200
2021 Households by Income			
Household Income Base	10,781	45,604	137,044
<\$15,000	2.5%	10.0%	11.1%
\$15,000 - \$24,999	2.4%	7.9%	9.9%
\$25,000 - \$34,999	4.1%	9.4%	11.0%
\$35,000 - \$49,999	4.3%	8.0%	8.3%
\$50,000 - \$74,999	15.5%	18.0%	18.4%
\$75,000 - \$99,999	13.3%	12.4%	12.4%
\$100,000 - \$149,999	24.7%	16.7%	14.8%
\$150,000 - \$199,999	12.1%	7.7%	6.6%
\$200,000+	21.1%	9.9%	7.4%
Average Household Income	\$148,740	\$99,261	\$87,947
2016 Owner Occupied Housing Units by Value			
Total	7,688	26,023	74,230
<\$50,000	1.0%	2.9%	4.1%
\$50,000 - \$99,999	1.7%	11.7%	15.1%
\$100,000 - \$149,999	9.8%	23.8%	25.8%
\$150,000 - \$199,999	12.3%	12.8%	15.9%
\$200,000 - \$249,999	12.8%	9.2%	9.2%
\$250,000 - \$299,999	10.2%	7.0%	5.9%
\$300,000 - \$399,999	18.1%	12.1%	8.2%
\$400,000 - \$499,999	13.5%	8.8%	6.0%
\$500,000 - \$749,999	10.4%	6.6%	5.4%
\$750,000 - \$999,999	8.8%	4.4%	3.1%
\$1,000,000 +	1.4%	0.9%	1.1%
Average Home Value	\$374,915	\$273,582	\$240,350
2021 Owner Occupied Housing Units by Value			
Total	8,857	28,463	79,578
<\$50,000	0.4%	1.6%	2.4%
\$50,000 - \$99,999	0.9%	9.0%	12.0%
\$100,000 - \$149,999	6.0%	19.1%	20.3%
\$150,000 - \$199,999	13.7%	16.0%	20.1%
\$200,000 - \$249,999	16.5%	12.6%	13.2%
\$250,000 - \$299,999	12.4%	8.7%	7.7%
\$300,000 - \$399,999	16.9%	12.1%	8.2%
\$400,000 - \$499,999	12.0%	8.2%	5.7%
\$500,000 - \$749,999	10.0%	6.8%	5.6%
\$750,000 - \$999,999	10.0%	5.1%	3.6%
\$1,000,000 +	1.1%	0.8%	1.0%
Average Home Value	\$380,648	\$287,199	\$255,148

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	21,097	99,510	303,247
0 - 4	7.5%	8.1%	7.7%
5 - 9	8.5%	7.9%	7.4%
10 - 14	9.1%	7.9%	7.1%
15 - 24	10.9%	12.7%	13.8%
25 - 34	11.4%	14.5%	14.9%
35 - 44	16.0%	14.9%	14.0%
45 - 54	17.6%	15.3%	14.6%
55 - 64	10.4%	10.0%	10.3%
65 - 74	4.9%	4.8%	5.2%
75 - 84	2.6%	2.6%	3.3%
85 +	1.0%	1.2%	1.6%
18 +	69.5%	71.4%	73.4%
2016 Population by Age			
Total	26,385	109,402	327,125
0 - 4	7.0%	7.4%	7.1%
5 - 9	8.2%	7.8%	7.3%
10 - 14	8.8%	7.9%	7.2%
15 - 24	12.7%	13.3%	13.9%
25 - 34	10.4%	13.2%	14.1%
35 - 44	14.5%	14.1%	13.5%
45 - 54	15.6%	14.1%	13.4%
55 - 64	12.5%	11.6%	11.7%
65 - 74	6.3%	6.4%	6.8%
75 - 84	2.8%	2.8%	3.3%
85 +	1.1%	1.4%	1.7%
18 +	71.3%	72.7%	74.5%
2021 Population by Age			
Total	30,552	118,978	349,080
0 - 4	7.0%	7.2%	7.0%
5 - 9	7.8%	7.3%	6.9%
10 - 14	8.5%	7.8%	7.1%
15 - 24	11.7%	12.8%	13.2%
25 - 34	11.2%	13.1%	13.9%
35 - 44	14.6%	13.7%	13.5%
45 - 54	14.0%	13.2%	12.5%
55 - 64	13.0%	12.2%	12.0%
65 - 74	7.7%	7.8%	8.2%
75 - 84	3.3%	3.5%	3.9%
85 +	1.2%	1.5%	1.7%
18 +	72.1%	73.5%	75.1%
2010 Population by Sex			
Males	10,419	47,745	145,043
Females	10,680	51,764	158,206
2016 Population by Sex			
Males	13,062	52,723	157,227
Females	13,322	56,680	169,897
2021 Population by Sex			
Males	15,153	57,578	168,329
Females	15,401	61,403	180,750

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	21,098	99,509	303,250
White Alone	87.9%	64.2%	60.7%
Black Alone	6.1%	24.6%	27.2%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	3.2%	3.0%	3.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	5.4%	6.1%
Two or More Races	1.8%	2.6%	2.7%
Hispanic Origin	2.5%	9.1%	10.5%
Diversity Index	26.1	60.5	64.1
2016 Population by Race/Ethnicity			
Total	26,384	109,402	327,124
White Alone	84.8%	62.9%	59.0%
Black Alone	7.0%	24.4%	27.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	4.7%	4.1%	4.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	5.4%	6.2%
Two or More Races	2.3%	2.9%	3.0%
Hispanic Origin	3.1%	9.3%	10.9%
Diversity Index	31.7	62.1	65.8
2021 Population by Race/Ethnicity			
Total	30,553	118,980	349,078
White Alone	82.6%	61.7%	57.4%
Black Alone	7.7%	24.2%	27.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	5.6%	5.0%	5.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	5.4%	6.3%
Two or More Races	2.7%	3.3%	3.4%
Hispanic Origin	3.7%	9.8%	11.5%
Diversity Index	35.7	63.6	67.6
2010 Population by Relationship and Household Type			
Total	21,099	99,509	303,249
In Households	99.9%	99.4%	98.5%
In Family Households	89.3%	83.2%	79.8%
Householder	27.5%	25.8%	24.9%
Spouse	23.7%	18.3%	17.0%
Child	35.5%	33.7%	31.9%
Other relative	1.5%	3.2%	3.6%
Nonrelative	1.1%	2.2%	2.4%
In Nonfamily Households	10.6%	16.2%	18.6%
In Group Quarters	0.1%	0.6%	1.5%
Institutionalized Population	0.1%	0.5%	1.0%
Noninstitutionalized Population	0.0%	0.1%	0.6%

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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2016 Population 25+ by Educational Attainment			
Total	16,680	69,576	211,240
Less than 9th Grade	0.6%	3.8%	4.2%
9th - 12th Grade, No Diploma	1.8%	4.6%	5.4%
High School Graduate	10.4%	18.4%	20.0%
GED/Alternative Credential	1.1%	2.9%	3.3%
Some College, No Degree	13.8%	18.4%	20.1%
Associate Degree	7.5%	8.1%	7.7%
Bachelor's Degree	35.5%	26.1%	24.1%
Graduate/Professional Degree	29.2%	17.7%	15.3%
2016 Population 15+ by Marital Status			
Total	20,038	84,103	256,597
Never Married	22.9%	32.4%	35.4%
Married	63.5%	51.0%	47.2%
Widowed	3.4%	3.8%	4.7%
Divorced	10.2%	12.8%	12.6%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	98.0%	95.9%	95.1%
Civilian Unemployed	2.0%	4.1%	4.9%
2016 Employed Population 16+ by Industry			
Total	13,949	58,088	170,172
Agriculture/Mining	0.6%	0.3%	0.3%
Construction	4.6%	4.9%	4.8%
Manufacturing	13.0%	12.1%	12.4%
Wholesale Trade	4.4%	4.0%	3.9%
Retail Trade	9.2%	11.5%	11.2%
Transportation/Utilities	4.0%	5.9%	5.7%
Information	2.1%	2.2%	1.9%
Finance/Insurance/Real Estate	8.0%	6.7%	7.3%
Services	52.0%	49.7%	49.6%
Public Administration	2.0%	2.7%	2.8%
2016 Employed Population 16+ by Occupation			
Total	13,948	58,088	170,174
White Collar	79.9%	66.0%	63.3%
Management/Business/Financial	26.2%	17.5%	15.4%
Professional	35.2%	25.4%	23.9%
Sales	10.8%	9.4%	9.4%
Administrative Support	7.7%	13.7%	14.6%
Services	9.6%	15.4%	16.7%
Blue Collar	10.5%	18.6%	20.1%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	2.2%	4.3%	4.4%
Installation/Maintenance/Repair	1.4%	1.6%	1.9%
Production	2.9%	4.4%	5.7%
Transportation/Material Moving	3.9%	8.1%	7.8%
2010 Population By Urban/ Rural Status			
Total Population	21,099	99,509	303,249
Population Inside Urbanized Area	86.1%	82.1%	90.0%
Population Inside Urbanized Cluster	0.3%	9.5%	5.1%
Rural Population	13.6%	8.4%	4.9%

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2010 Households by Type			
Total	7,622	39,057	121,692
Households with 1 Person	19.8%	28.6%	31.0%
Households with 2+ People	80.2%	71.4%	69.0%
Family Households	76.1%	65.6%	62.2%
Husband-wife Families	65.5%	46.6%	42.4%
With Related Children	36.3%	24.2%	20.7%
Other Family (No Spouse Present)	10.6%	19.0%	19.8%
Other Family with Male Householder	2.8%	4.4%	4.7%
With Related Children	1.8%	2.7%	2.9%
Other Family with Female Householder	7.7%	14.6%	15.1%
With Related Children	5.4%	10.9%	10.9%
Nonfamily Households	4.1%	5.8%	6.7%
All Households with Children	43.7%	38.2%	34.9%
Multigenerational Households	1.9%	2.9%	3.1%
Unmarried Partner Households	4.1%	6.5%	7.0%
Male-female	3.6%	5.8%	6.2%
Same-sex	0.6%	0.7%	0.8%
2010 Households by Size			
Total	7,622	39,057	121,692
1 Person Household	19.8%	28.6%	31.0%
2 Person Household	32.0%	30.5%	30.6%
3 Person Household	17.2%	16.2%	15.6%
4 Person Household	19.2%	14.3%	13.0%
5 Person Household	8.4%	7.0%	6.2%
6 Person Household	2.5%	2.3%	2.3%
7 + Person Household	0.9%	1.1%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	7,622	39,057	121,692
Owner Occupied	82.4%	62.2%	58.4%
Owned with a Mortgage/Loan	69.9%	52.3%	47.7%
Owned Free and Clear	12.6%	9.8%	10.7%
Renter Occupied	17.6%	37.8%	41.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	8,082	42,559	135,222
Housing Units Inside Urbanized Area	84.7%	82.4%	90.6%
Housing Units Inside Urbanized Cluster	0.3%	10.2%	5.1%
Rural Housing Units	14.9%	7.5%	4.2%

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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Top 3 Tapestry Segments			
1.	Professional Pride (1B)	Professional Pride (1B)	Young and Restless (11B)
2.	Boomburbs (1C)	Metro Fusion (11C)	Professional Pride (1B)
3.	Savvy Suburbanites (1D)	Young and Restless (11B)	Metro Fusion (11C)
2016 Consumer Spending			
Apparel & Services: Total \$	\$32,878,003	\$100,041,384	\$273,734,037
Average Spent	\$3,506.99	\$2,366.78	\$2,117.26
Spending Potential Index	174	118	105
Education: Total \$	\$24,970,033	\$72,055,250	\$191,360,363
Average Spent	\$2,663.47	\$1,704.68	\$1,480.12
Spending Potential Index	188	121	105
Entertainment/Recreation: Total \$	\$47,919,351	\$140,802,339	\$385,035,902
Average Spent	\$5,111.40	\$3,331.10	\$2,978.15
Spending Potential Index	175	114	102
Food at Home: Total \$	\$76,113,970	\$241,736,071	\$672,511,747
Average Spent	\$8,118.82	\$5,718.99	\$5,201.70
Spending Potential Index	163	115	104
Food Away from Home: Total \$	\$50,333,765	\$153,604,800	\$422,341,491
Average Spent	\$5,368.93	\$3,633.98	\$3,266.70
Spending Potential Index	174	118	106
Health Care: Total \$	\$83,303,086	\$246,503,438	\$679,164,140
Average Spent	\$8,885.66	\$5,831.78	\$5,253.15
Spending Potential Index	168	110	99
HH Furnishings & Equipment: Total \$	\$29,515,750	\$86,296,935	\$235,611,751
Average Spent	\$3,148.35	\$2,041.61	\$1,822.39
Spending Potential Index	178	116	103
Personal Care Products & Services: Total \$	\$12,000,156	\$35,661,054	\$97,568,198
Average Spent	\$1,280.02	\$843.67	\$754.66
Spending Potential Index	175	115	103
Shelter: Total \$	\$254,577,584	\$774,596,659	\$2,119,435,686
Average Spent	\$27,154.94	\$18,325.41	\$16,393.26
Spending Potential Index	174	118	105
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$38,330,148	\$110,311,214	\$302,264,330
Average Spent	\$4,088.55	\$2,609.74	\$2,337.93
Spending Potential Index	176	112	101
Travel: Total \$	\$33,387,699	\$90,459,183	\$241,396,127
Average Spent	\$3,561.35	\$2,140.08	\$1,867.13
Spending Potential Index	191	115	100
Vehicle Maintenance & Repairs: Total \$	\$16,482,436	\$49,696,992	\$137,037,669
Average Spent	\$1,758.13	\$1,175.73	\$1,059.95
Spending Potential Index	170	114	102

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.