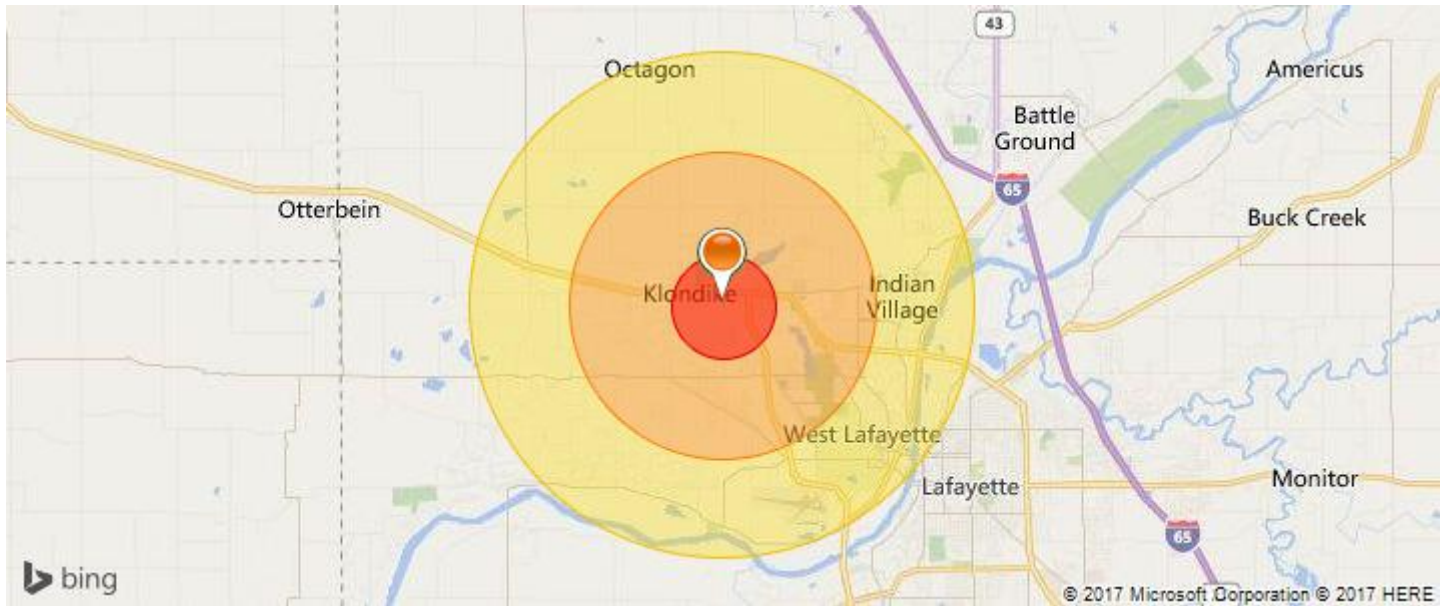


**3330 Klondike Rd  
West Lafayette, IN 47906**



<b>Population</b>	<b>1 Miles</b>	<b>3 Miles</b>	<b>5 Miles</b>
Total Population (US Census 2010)	6,212	30,043	70,681
Total Population (Current Year)	7,022	33,080	75,586
Total Population (Five Year Projection)	8,361	37,470	80,799
Adult Population (US Census 2010)	4,982	24,397	60,925
Adult Population (Current Year)	5,603	26,830	64,972
Adult Population (Five Year Projection)	6,723	30,564	69,372
% Female Population (US Census 2010)	48.57%	48.23%	45.94%
% Male Population (US Census 2010)	51.43%	51.77%	54.06%
% Female Population (Current Year)	48.11%	47.86%	45.78%
% Male Population (Current Year)	51.89%	52.14%	54.22%
Total Daytime Population	5,097	28,473	115,901
Population aged 16 and under (Children)	1,181	4,122	9,164
Daytime population (Age 16+)	3,916	24,351	106,737
Civilian 16+, at Workplace	1,065	10,363	40,008
Retired population (Age 65+)	420	2,700	4,749
Homemakers (Age 16+)	451	2,551	4,885

<b>Population Mosaic (Current Year)</b>	<b>1 Miles</b>	<b>3 Miles</b>	<b>5 Miles</b>
% A Power Elite	0%	0%	0.98%
% B Flourishing Families	45.66%	28.48%	15.51%
% C Booming with Confidence	13.61%	9.02%	5.8%
% D Suburban Style	0%	0%	0%
% E Thriving Boomers	0%	3.45%	1.82%
% F Promising Families	0%	0%	0%
% G Young City Solos	0%	0%	0%

% H Middle-class Melting Pot	0%	0%	0%
% I Family Union	0%	2.11%	1.89%
% J Autumn Years	0%	0%	0%
% K Significant Singles	0%	0%	1.71%
% L Blue Sky Boomers	0%	0%	0.4%
% M Families in Motion	0%	0%	0.4%
% N Pastoral Pride	0%	0%	0.47%
% O Singles and Starters	40.73%	54.02%	50.34%
% P Cultural Connections	0%	0%	0%
% Q Golden Year Guardians	0%	2.91%	3.68%
% R Aspirational Fusion	0%	0%	6.49%
% S Economic Challenges	0%	0%	0%
% U Unclassified	0%	0%	10.53%

Age	1 Miles	3 Miles	5 Miles
Median Age, Total	24.71	25.1	22.99
% Age 18+	79.79%	81.11%	85.96%
% Age 55+	15.3%	17.57%	14.09%
% Age 65+	7.44%	9.71%	7.57%

Ethnicity	1 Miles	3 Miles	5 Miles
% White (2010 US Census, Not Hispanic/Latino)	83.47%	80.78%	79.96%
% Black/African American (2010 US Census, Not Hispanic/Lati	4.17%	4.1%	3.69%
% American Indian & Alaska Native (2010 US Census, Not His	0.16%	0.19%	0.18%
% Asian (2010 US Census, Not Hispanic/Latino)	9.7%	12.53%	13.92%
% Native Hawaiian / Other Pacific Islander (2010 US Census, I	0.03%	0.02%	0.02%
% Some other race (2010 US Census, Not Hispanic/Latino)	0.24%	0.23%	0.21%
% Two or more races (2010 US Census, Not Hispanic/Latino)	2.24%	2.15%	2.02%
% White (2010 US Census)	57.99%	57.36%	56.75%
% Black/African American (2010 US Census)	0.95%	1.53%	1.79%
% American Indian & Alaska Native (2010 US Census)	0.34%	0.49%	0.75%
% Asian (2010 US Census)	0.4%	0.49%	0.82%
% Native Hawaiian / Other Pacific Islander (2010 US Census)	0%	0.03%	0.18%
% Some other race (2010 US Census)	33.66%	33.6%	33.2%
% Two or more races (2010 US Census)	6.67%	6.49%	6.51%
% White (Current Year, Not Hispanic/Latino)	78.99%	76.21%	75.69%
% Black/African American (Current Year, Not Hispanic/Latino)	5.42%	5.27%	4.69%
% American Indian & Alaska Native (Current Year, Not Hispani	0.15%	0.18%	0.19%
% Asian (Current Year, Not Hispanic/Latino)	12.38%	15.54%	16.79%
% Native Hawaiian / Other Pacific Islander (Current Year, Not I	0.1%	0.05%	0.05%
% Some other race (Current Year, Not Hispanic/Latino)	0.26%	0.27%	0.24%
% Two or more races (Current Year, Not Hispanic/Latino)	2.7%	2.48%	2.35%
% White (Current Year)	58.53%	57.24%	55.88%
% Black/African American (Current Year)	0.92%	2.12%	2.42%

% American Indian & Alaska Native (Current Year)	0.27%	0.49%	0.83%
% Asian (Current Year)	0.31%	0.45%	1.3%
% Native Hawaiian / Other Pacific Islander (Current Year)	0%	0.02%	0.16%
% Some other race (Current Year)	33.35%	33.31%	32.95%
% Two or more races (Current Year)	6.61%	6.37%	6.45%
% White (Five Year Projection, Not Hispanic/Latino)	76.62%	74.24%	73.8%
% Black/African American (Five Year Projection, Not Hispanic/	5.81%	5.59%	4.99%
% American Indian & Alaska Native (Five Year Projection, Not	0.16%	0.19%	0.19%
% Asian (Five Year Projection, Not Hispanic/Latino)	13.91%	16.78%	18.01%
% Native Hawaiian / Other Pacific Islander (Five Year Projectio	0.11%	0.06%	0.06%
% Some other race (Five Year Projection, Not Hispanic/Latino)	0.26%	0.28%	0.25%

<b>Housing &amp; Households</b>	<b>1 Miles</b>	<b>3 Miles</b>	<b>5 Miles</b>
Land Area (Estimated Square Miles)	5.47	40.53	92.02
Total Housing Units (Current Year)	3,039	14,292	28,201
Total Households (Current Year)	2,826	13,565	26,756
Total Households (Five Year Projection)	3,428	15,608	29,250
Owner-Occupied: Owned with a mortgage or loan	945	4,216	6,951
Owner-Occupied: Owned free and clear	332	1,723	3,052
Renter-Occupied	1,548	7,626	16,752
Aggregate Contract Rent	\$1,243,926	\$5,774,121	\$12,135,654

<b>Housing Value (Current Year)</b>	<b>1 Miles</b>	<b>3 Miles</b>	<b>5 Miles</b>
Housing Value < \$10,000	65	262	329
Housing Value \$10,000-\$14,999	23	105	140
Housing Value \$15,000-\$19,999	14	74	94
Housing Value \$20,000-\$24,999	3	21	31
Housing Value \$25,000-\$29,999	8	17	24
Housing Value \$30,000-\$34,999	0	0	0
Housing Value \$35,000-\$39,999	3	4	5
Housing Value \$40,000-\$49,999	0	9	49
Housing Value \$50,000-\$59,999	0	24	118
Housing Value \$60,000-\$69,999	2	47	232
Housing Value \$70,000-\$79,999	7	65	242
Housing Value \$80,000-\$89,999	18	113	256
Housing Value \$90,000-\$99,999	33	190	400
Housing Value \$100,000-\$124,999	109	606	922
Housing Value \$125,000-\$149,999	150	733	1,088
Housing Value \$150,000-\$174,999	181	774	1,117
Housing Value \$175,000-\$199,999	151	638	934
Housing Value \$200,000-\$249,999	125	586	1,041
Housing Value \$250,000-\$299,999	122	459	793
Housing Value \$300,000-\$399,999	132	494	825
Housing Value \$400,000-\$499,999	40	252	480

Housing Value \$500,000-\$749,999	82	384	712
Housing Value \$750,000-\$999,999	8	50	103
Housing Value \$1,000,000 or more	3	30	66
Total Owner-occupied housing units (OOHU)	1,278	5,940	10,003

Income	1 Miles	3 Miles	5 Miles
Per Capita Income (2010 US Census, based on Total Population)	\$23,680	\$26,099	\$21,050
Per Capita Income (Current Year, based on Total Population)	\$26,092	\$28,250	\$22,897
Per Capita Income (Five Year Projection, based on Total Population)	\$30,418	\$32,389	\$26,549
Average (Mean) Household Income (Current Year)	\$64,794	\$66,419	\$58,788
Median Household Income (Current Year)	\$43,174	\$45,961	\$34,729
Aggregate Income (Current Year)	\$183,217,125	\$934,503,591	\$1,730,717,247

% Households by Income (Current Year)	1 Miles	3 Miles	5 Miles
% Household Income < \$10,000	14.29%	12.64%	17.03%
% Household Income \$10,000-\$14,999	6.79%	5.98%	8.49%
% Household Income \$15,000-\$19,999	4.45%	6.36%	8.03%
% Household Income \$20,000-\$24,999	6.25%	6.96%	7.2%
% Household Income \$25,000-\$29,999	5.65%	4.16%	4.72%
% Household Income \$30,000-\$34,999	4.34%	4.41%	4.76%
% Household Income \$35,000-\$39,999	5.14%	4.23%	3.78%
% Household Income \$40,000-\$44,999	4.71%	4.48%	4.01%
% Household Income \$45,000-\$49,999	3.63%	3.85%	3.34%
% Household Income \$50,000-\$59,999	6.94%	7.5%	6.32%
% Household Income \$60,000-\$74,999	7.31%	8.98%	6.98%
% Household Income \$75,000-\$99,999	10.41%	11.31%	9.16%
% Household Income \$100,000-\$124,999	7.74%	6.9%	5.58%
% Household Income \$125,000-\$149,999	5.21%	4.45%	3.7%
% Household Income \$150,000-\$199,999	4.32%	4.9%	4.05%
% Household Income \$200,000-\$249,999	1.1%	1.04%	1.1%
% Household Income \$250,000-\$499,999	1.12%	1.13%	1.02%
% Household Income \$500,000+	0.59%	0.71%	0.71%

Education (Current Year)	1 Miles	3 Miles	5 Miles
College undergraduate	2,128	8,744	30,930
Graduate or prof school	427	2,000	4,768

Employment and Occupation	1 Miles	3 Miles	5 Miles
Total Civilian employed population aged 16+ (2010 US Census)	3,276	14,643	31,751
Total Civilian employed population aged 16+ (Current Year)	3,475	15,156	32,008
Total Civilian employed population aged 16+ (Five Year Projection)	4,113	17,127	33,956

<b>% Employment by Industry (2010 US Census)</b>	<b>1 Miles</b>	<b>3 Miles</b>	<b>5 Miles</b>
% Armed Forces (2010 US Census)	0.01%	0.06%	0.04%
% Civilian, Employed (2010 US Census)	93.84%	92.17%	86.96%
% Civilian, Unemployed (2010 US Census)	6.15%	7.77%	13%
% Not in Labor Force (2010 US Census)	31.46%	36.36%	41.06%
% Armed Forces (Current Year)	0.01%	0.07%	0.05%
% Civilian, Employed (Current Year)	96.85%	95.88%	93.1%
% Civilian, Unemployed (Current Year)	3.14%	4.04%	6.85%
% Not in Labor Force (Current Year)	37.2%	42.36%	47.91%

<b>Transportation to Work (Current Year)</b>	<b>1 Miles</b>	<b>3 Miles</b>	<b>5 Miles</b>
Total Workers 16+	3,475	15,156	32,008
Car, truck, or van	3,212	13,519	23,320
Public transport (not taxi)	114	587	1,981
Worked at home	75	441	1,502

<b>Travel Time to Work (Current Year)</b>	<b>1 Miles</b>	<b>3 Miles</b>	<b>5 Miles</b>
< 5 minutes	187	571	1,447
5-9 minutes	530	2,506	5,752
10-14 minutes	949	3,710	8,301
15-19 minutes	629	3,178	6,505
20-24 minutes	529	2,169	4,154
25-29 minutes	143	721	1,061
30-34 minutes	184	827	1,633
35-39 minutes	50	114	168
40-44 minutes	21	67	145
45-59 minutes	56	275	440
60-89 minutes	82	310	464
90+ minutes	40	269	436

<b>Consumer Expenditures (Current Year)</b>	<b>1 Miles</b>	<b>3 Miles</b>	<b>5 Miles</b>
Total Alcoholic beverages	\$1,241,784	\$5,917,801	\$10,929,207
Total Apparel and services	\$3,940,696	\$18,524,839	\$34,076,907
Total Cash contributions	\$3,922,392	\$20,620,070	\$34,387,878
Total Education	\$5,439,045	\$24,727,021	\$56,559,511
Total Entertainment	\$6,289,550	\$30,380,611	\$54,449,804
Total Food	\$17,673,350	\$85,050,653	\$153,592,507
Total Gifts	\$2,352,855	\$11,749,829	\$21,363,046
Total Healthcare	\$9,882,073	\$49,763,831	\$86,102,382
Total Housing	\$39,927,129	\$194,088,656	\$352,167,367
Total Miscellaneous	\$1,418,094	\$7,477,923	\$12,773,476
Total Personal care products and services	\$1,466,730	\$7,224,025	\$12,832,299
Total Personal insurance and pensions	\$14,515,819	\$69,609,652	\$118,664,597

Total Reading	\$336,464	\$1,667,404	\$2,998,979
Total Tobacco products and smoking supplies	\$1,097,365	\$5,322,026	\$9,828,905
Total Transportation	\$27,139,468	\$131,004,133	\$238,655,230

<b>Retail Sales Volume</b>	<b>1 Miles</b>	<b>3 Miles</b>	<b>5 Miles</b>
Total Retail Demand	\$51,650,246	\$248,020,874	\$450,773,579
Building Material & Garden Equipment & Supply Dealers	\$1,937,145	\$9,828,265	\$17,044,968
Clothing & Clothing Accessories Stores	\$2,069,544	\$9,741,832	\$17,948,856
Electronics & Appliance Stores	\$924,870	\$4,453,720	\$8,126,948
Food & Beverage Stores	\$8,215,370	\$39,275,087	\$71,878,795
Foodservice & Drinking Places	\$7,930,326	\$38,052,200	\$67,577,571
Furniture & Home Furnishings Stores	\$965,889	\$4,729,694	\$8,300,484
Gasoline stations	\$5,393,450	\$25,608,717	\$46,907,967
General Merchandise Stores	\$7,289,119	\$34,806,752	\$63,770,029
General Merchandise, Apparel and Accessories, Furniture and	\$12,563,023	\$59,948,381	\$110,003,096
Health & Personal Care Stores	\$1,392,092	\$6,841,788	\$12,364,665
Miscellaneous Store Retailers	\$901,298	\$4,314,902	\$7,795,255
Motor Vehicle & Parts Dealers	\$10,558,906	\$50,854,524	\$92,840,358
Nonstore retailers	\$3,037,629	\$14,636,632	\$26,795,872
Sporting Goods, Hobby, Book, & Music Stores	\$1,034,608	\$4,876,760	\$9,421,811

<b>Business Summary by SIC</b>	<b>1 Miles</b>	<b>3 Miles</b>	<b>5 Miles</b>
Agriculture, Forestry, & Fishing (01-09)	4	15	30
Construction (15-17)	2	19	61
Finance, Insurance, & Real Estate (60-69)	10	88	186
Manufacturing (20-39)	3	33	60
Mining (10-14)	0	0	0
Public Administration (90-98)	1	14	63
Retail Trade (52-59)	7	83	266
Services (70-89)	33	318	898
Transportation, Communications, Electric, Gas, & Sanitary Ser	3	18	36
Wholesale Trade (50-51)	2	17	55

2016/2017 Demographics provided by Experian through Alteryx