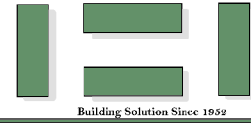


# FULL DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2007 Estimates & 2012 Projections

Calculated using Proportional Block Groups



Lat/Lon: 41.72414/-86.17779

September 2007

**HOLLADAY PROPERTIES**

RF1

<b>Heritage Square State Rd. 23 &amp; Main St., Mishawaka, IN</b>		<b>1.00 mi radius</b>	<b>3.00 mi radius</b>	<b>5.00 mi radius</b>
<b>POPULATION</b>	2007 Estimated Population	3,847	46,017	126,229
	2012 Projected Population	4,093	47,435	127,355
	2000 Census Population	3,490	44,135	125,301
	1990 Census Population	2,512	35,647	114,978
	Historical Annual Growth 1990 to 2007	3.1%	1.7%	0.6%
	Projected Annual Growth 2007 to 2012	1.3%	0.6%	0.2%
<b>HOUSEHOLDS</b>	2007 Est. Households	1,454	18,517	48,043
	2012 Proj. Households	1,578	19,236	48,855
	2000 Census Households	1,278	17,586	47,257
	1990 Census Households	823	13,952	42,182
	Historical Annual Growth 1990 to 2007	4.5%	1.9%	0.8%
	Projected Annual Growth 2007 to 2012	1.7%	0.8%	0.3%
<b>AGE</b>	2007 Est. Population 0 to 9 Years	13.5%	13.4%	12.6%
	2007 Est. Population 10 to 19 Years	15.2%	13.5%	15.4%
	2007 Est. Population 20 to 29 Years	11.5%	14.8%	17.4%
	2007 Est. Population 30 to 44 Years	19.7%	18.7%	18.0%
	2007 Est. Population 45 to 59 Years	26.8%	22.2%	19.7%
	2007 Est. Population 60 to 74 Years	9.9%	10.7%	10.1%
	2007 Est. Population 75 Years Plus	3.4%	6.7%	6.9%
	2007 Est. Median Age	37.6	36.6	34.7
<b>MARITAL STATUS &amp; SEX</b>	2007 Est. Male Population	49.1%	48.0%	48.1%
	2007 Est. Female Population	50.9%	52.0%	51.9%
	2007 Est. Never Married	23.5%	26.6%	31.0%
	2007 Est. Now Married	64.9%	56.4%	48.8%
	2007 Est. Separated or Divorced	8.6%	10.7%	13.6%
	2007 Est. Widowed	2.9%	6.3%	6.6%
<b>INCOME</b>	2007 Est. HH Income \$200,000 or More	9.5%	6.1%	3.5%
	2007 Est. HH Income \$150,000 to 199,999	5.3%	5.2%	3.5%
	2007 Est. HH Income \$100,000 to 149,999	19.6%	14.9%	11.6%
	2007 Est. HH Income \$75,000 to 99,999	18.4%	14.0%	12.6%
	2007 Est. HH Income \$50,000 to 74,999	23.0%	19.6%	20.5%
	2007 Est. HH Income \$35,000 to 49,999	11.8%	13.0%	14.8%
	2007 Est. HH Income \$25,000 to 34,999	5.4%	9.6%	11.8%
	2007 Est. HH Income \$15,000 to 24,999	4.0%	8.7%	11.4%
	2007 Est. HH Income \$0 to 14,999	2.8%	9.0%	10.2%
	2007 Est. Average Household Income	\$ 106,225	\$ 77,757	\$ 64,066
	2007 Est. Median HH Income	\$ 86,146	\$ 67,721	\$ 55,766
	2007 Est. Per Capita Income	\$ 40,197	\$ 31,739	\$ 25,713
	2007 Est. Number of Businesses	319	1,710	4,804
2007 Est. Total Number of Employees	5,220	24,523	76,223	

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Building Solution Since 1952

**HOLLADAY PROPERTIES**

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September 2007

RF1

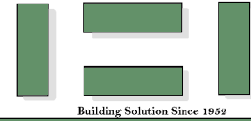
Heritage Square State Rd. 23 & Main St., Mishawaka, IN		1.00 mi radius	3.00 mi radius	5.00 mi radius
<b>RACE</b>	2007 Est. White Population	87.4%	83.9%	83.8%
	2007 Est. Black Population	4.3%	7.1%	8.2%
	2007 Est. Asian & Pacific Islander	4.8%	4.2%	2.9%
	2007 Est. American Indian & Alaska Native	0.3%	0.4%	0.5%
	2007 Est. Other Races Population	3.2%	4.5%	4.5%
<b>HISPANIC</b>	2007 Est. Hispanic Population	87	1,758	5,026
	2007 Est. Hispanic Population Percent	2.3%	3.8%	4.0%
	2012 Proj. Hispanic Population Percent	2.8%	4.5%	4.7%
	2000 Hispanic Population Percent	1.6%	2.9%	3.0%
<b>EDUCATION (Adults 25 or Older)</b>	2007 Est. Adult Population (25 Years or Older)	2,527	29,903	77,567
	2007 Est. Elementary (0 to 8)	1.3%	1.7%	2.6%
	2007 Est. Some High School (9 to 11)	2.9%	4.5%	6.0%
	2007 Est. High School Graduate (12)	21.5%	25.7%	30.3%
	2007 Est. Some College (13 to 16)	18.7%	20.0%	21.3%
	2007 Est. Associate Degree Only	9.4%	8.3%	8.0%
	2007 Est. Bachelor Degree Only	24.7%	22.7%	18.2%
	2007 Est. Graduate Degree	21.4%	17.2%	13.8%
<b>HOUSING</b>	2007 Est. Total Housing Units	1,673	20,622	53,487
	2007 Est. Owner Occupied Percent	66.1%	57.5%	60.2%
	2007 Est. Renter Occupied Percent	20.8%	32.3%	29.6%
	2007 Est. Vacant Housing Percent	13.1%	10.2%	10.2%
<b>HOMES BUILT BY YEAR</b>	2000 Homes Built 1999 to 2000	9.7%	3.0%	1.7%
	2000 Homes Built 1995 to 1998	13.3%	9.5%	5.8%
	2000 Homes Built 1990 to 1994	19.6%	11.9%	7.2%
	2000 Homes Built 1980 to 1989	17.9%	18.5%	11.2%
	2000 Homes Built 1970 to 1979	14.8%	23.8%	16.8%
	2000 Homes Built 1960 to 1969	12.9%	14.7%	12.1%
	2000 Homes Built 1950 to 1959	7.5%	11.1%	15.1%
	2000 Homes Built Before 1949	4.3%	7.5%	30.2%
<b>HOME VALUES</b>	2000 Home Value \$1,000,000 or More	-	0.1%	0.1%
	2000 Home Value \$500,000 to \$999,999	1.1%	1.2%	0.5%
	2000 Home Value \$400,000 to \$499,999	1.7%	1.0%	0.5%
	2000 Home Value \$300,000 to \$399,999	5.3%	3.6%	1.6%
	2000 Home Value \$200,000 to \$299,999	22.5%	15.1%	7.2%
	2000 Home Value \$150,000 to \$199,999	19.7%	17.9%	10.8%
	2000 Home Value \$100,000 to \$149,999	30.7%	28.3%	23.1%
	2000 Home Value \$50,000 to \$99,999	18.5%	30.2%	46.9%
	2000 Home Value \$25,000 to \$49,999	0.5%	2.2%	8.0%
	2000 Home Value \$0 to \$24,999	-	0.3%	1.2%
	2000 Median Home Value	\$ 166,330	\$ 139,821	\$ 105,907
	2000 Median Rent	\$ 704	\$ 515	\$ 438

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Building Solution Since 1959

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September 2007

**HOLLADAY PROPERTIES**

RF1

<b>Heritage Square State Rd. 23 &amp; Main St., Mishawaka, IN</b>		<b>1.00 mi radius</b>	<b>3.00 mi radius</b>	<b>5.00 mi radius</b>
<b>LABOR FORCE</b>	2007 Est. Labor: Population Age 16+	2,964	36,031	99,680
	2007 Est. Civilian Employed	71.5%	66.7%	63.8%
	2007 Est. Civilian Unemployed	3.0%	3.1%	4.3%
	2007 Est. in Armed Forces	-	0.0%	0.1%
	2007 Est. not in Labor Force	25.6%	30.2%	31.8%
	2007 Labor Force: Males	49.5%	47.5%	47.5%
	2007 Labor Force: Females	50.5%	52.5%	52.5%
<b>OCCUPATION</b>	2000 Occupation: Population Age 16+	1,891	22,639	62,254
	2000 Mgmt, Business, & Financial Operations	19.0%	17.5%	13.7%
	2000 Professional and Related	28.1%	25.9%	22.8%
	2000 Service	9.3%	11.6%	14.0%
	2000 Sales and Office	28.7%	28.5%	27.9%
	2000 Farming, Fishing, and Forestry	-	0.1%	0.1%
	2000 Construction, Extraction, & Maintenance	6.3%	5.3%	6.8%
	2000 Production, Transport, & Material Moving	8.5%	11.1%	14.6%
	2000 Percent White Collar Workers	75.9%	71.9%	64.5%
2000 Percent Blue Collar Workers	24.1%	28.1%	35.5%	
<b>TRANSPORTATION TO WORK</b>	2000 Drive to Work Alone	89.0%	85.9%	79.6%
	2000 Drive to Work in Carpool	6.2%	8.3%	9.2%
	2000 Travel to Work by Public Transportation	0.2%	0.6%	1.0%
	2000 Drive to Work on Motorcycle	-	0.1%	0.1%
	2000 Walk or Bicycle to Work	1.3%	2.2%	7.0%
	2000 Other Means	-	0.3%	0.3%
	2000 Work at Home	3.4%	2.6%	2.8%
<b>TRAVEL TIME</b>	2000 Travel to Work in 14 Minutes or Less	32.8%	35.9%	41.0%
	2000 Travel to Work in 15 to 29 Minutes	51.5%	47.4%	41.7%
	2000 Travel to Work in 30 to 59 Minutes	13.2%	13.4%	13.8%
	2000 Travel to Work in 60 Minutes or More	2.6%	3.2%	3.4%
	2000 Average Travel Time to Work	18.1	18.6	18.1
<b>CONSUMER EXPENDITURE</b>	2007 Est. Total Household Expenditure (in Millions)	\$ 104.5	\$ 1,075.3	\$ 2,452.1
	2007 Est. Apparel	\$ 5.0	\$ 51.7	\$ 117.3
	2007 Est. Contributions & Gifts	\$ 7.2	\$ 72.3	\$ 156.7
	2007 Est. Education & Reading	\$ 3.1	\$ 31.1	\$ 66.7
	2007 Est. Entertainment	\$ 5.9	\$ 60.5	\$ 137.1
	2007 Est. Food, Beverages & Tobacco	\$ 16.1	\$ 168.7	\$ 391.7
	2007 Est. Furnishings And Equipment	\$ 4.8	\$ 48.1	\$ 107.3
	2007 Est. Health Care & Insurance	\$ 7.2	\$ 75.4	\$ 175.5
	2007 Est. Household Operations & Shelter & Utilities	\$ 31.2	\$ 321.5	\$ 732.4
	2007 Est. Miscellaneous Expenses	\$ 1.7	\$ 17.7	\$ 41.1
	2007 Est. Personal Care	\$ 1.5	\$ 15.5	\$ 35.5
	2007 Est. Transportation	\$ 20.7	\$ 212.9	\$ 490.7

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