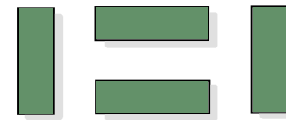


# SUMMARY DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2007 Estimates & 2012 Projections

Calculated using Proportional Block Groups



Building Solution Since 1952

Lat/Lon: 41.602126/-87.17412

November 2007

**HOLLADAY PROPERTIES**

RS1

<b>The Shops at Lakeshore Point I-94 &amp; State Rd. 249, Portage, IN</b>		<b>1.00 Mile Radius</b>	<b>3.00 Mile Radius</b>	<b>5.00 Mile Radius</b>
<b>POPULATION</b>	2007 Estimated Population	2,721	26,715	68,896
	2012 Projected Population	2,920	27,981	71,766
	2000 Census Population	2,403	24,614	64,268
	1990 Census Population	2,212	23,682	61,018
	Historical Annual Growth 1990 to 2007	1.4%	0.8%	0.8%
	Projected Annual Growth 2007 to 2012	1.5%	0.9%	0.8%
	2007 Median Age	35.7	36.0	35.4
<b>HOUSEHOLDS</b>	2007 Estimated Households	1,018	10,166	26,071
	2012 Projected Households	1,099	10,696	27,243
	2000 Census Households	892	9,329	24,282
	1990 Census Households	764	8,460	21,621
	Historical Annual Growth 1990 to 2007	2.0%	1.2%	1.2%
Projected Annual Growth 2007 to 2012	1.6%	1.0%	0.9%	
<b>POPULATION BY RACE</b>	2007 Estimated White	87.6%	85.2%	79.8%
	2007 Estimated Black or African American	3.3%	6.0%	10.8%
	2007 Estimated Asian & Pacific Islander	0.7%	0.6%	0.6%
	2007 Estimated American Indian & Native Alaskan	0.3%	0.3%	0.3%
	2007 Estimated Other Races	8.0%	7.9%	8.5%
	2007 Estimated Hispanic	11.5%	11.2%	11.3%
<b>INCOME</b>	2007 Estimated Average Household Income	\$ 70,142	\$ 64,022	\$ 59,951
	2007 Estimated Median Household Income	\$ 67,406	\$ 61,124	\$ 58,164
	2007 Estimated Per Capita Income	\$ 26,302	\$ 24,418	\$ 22,841
<b>EDUCATION (AGE 25+)</b>	2007 Elementary	2.0%	2.7%	2.9%
	2007 Some High School	6.8%	7.3%	8.0%
	2007 High School Graduate	46.4%	43.5%	43.2%
	2007 Some College	21.0%	19.9%	20.9%
	2007 Associates Degree Only	5.6%	7.1%	7.7%
	2007 Bachelors Degree Only	13.5%	13.0%	11.5%
	2007 Graduate Degree	4.6%	6.4%	5.9%
<b>BUSINESS</b>	Number of Businesses	86	867	1,818
	Total Number of Employees	1,130	13,250	29,554
	Employee Population per Business	13.2	15.3	16.3
	Residential Population per Business	31.7	30.8	37.9

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.