

# DEMOGRAPHIC PROFILE EXPANDED

2000 Census, 2002 Estimates & 2007 Projections

Calculated using Proportional Block Groups

3, 5, 7 Minute Drive Distance



Lat/Lon: 40.467676 / -86.946083

May 2005

RF5

## Lake Shore Commercial Park US 52- West Lafayette, IN

3.00 min drivetime 5.00 min drivetime 7.00 min drivetime

Population		3.00 min drivetime		5.00 min drivetime		7.00 min drivetime	
Estimated Population (2002)	7,160	21,753	50,638				
Census Population (1990)	5,671	18,012	48,383				
Census Population (2000)	6,938	21,203	50,385				
Projected Population (2007)	7,737	23,199	51,513				
Forecasted Population (2012)	8,385	24,872	52,965				
Historical Annual Growth (1990 to 2000)	1,267	2.2%	3,191	1.8%	2,002	0.4%	
Historical Annual Growth (2000 to 2002)	222	1.6%	550	1.3%	253	0.3%	
Projected Annual Growth (2002 to 2007)	577	1.6%	1,446	1.3%	874	0.3%	
Est. Population Density (2002)	1,142.85	psm	1,194.75	psm	1,381.07	psm	
Trade Area Size	6.27	sq mi	18.21	sq mi	36.67	sq mi	
Households		3.00 min drivetime		5.00 min drivetime		7.00 min drivetime	
Estimated Households (2002)	3,297	8,582	16,314				
Census Households (1990)	2,369	6,807	13,661				
Census Households (2000)	3,168	8,278	15,759				
Projected Households (2007)	3,604	9,373	17,728				
Forecasted Households (2012)	3,910	10,175	19,210				
Households with Children (2002)	819	24.8%	2,502	29.2%	3,649	22.4%	
Average Household Size (2002)	2.10		2.32		2.31		
Average Household Income		3.00 min drivetime		5.00 min drivetime		7.00 min drivetime	
Est. Average Household Income (2002)	\$45,337	\$55,062	\$45,593				
Proj. Average Household Income (2007)	\$50,044	\$60,270	\$48,413				
Average Family Income (2002)	\$75,089	\$87,408	\$89,653				
Median Household Income		3.00 min drivetime		5.00 min drivetime		7.00 min drivetime	
Est. Median Household Income (2002)	\$34,622	\$42,143	\$35,142				
Proj. Median Household Income (2007)	\$38,864	\$45,290	\$37,790				
Median Family Income (2002)	\$51,619	\$57,924	\$54,256				
Per Capita Income		3.00 min drivetime		5.00 min drivetime		7.00 min drivetime	
Est. Per Capita Income (2002)	\$22,132	\$22,604	\$15,788				
Proj. Per Capita Income (2007)	\$24,914	\$25,107	\$17,619				
Per Capita Income Est. 5 year change	\$2,781	12.6%	\$2,503	11.1%	\$1,832	11.6%	
Other Income		3.00 min drivetime		5.00 min drivetime		7.00 min drivetime	
Est. Median Disposable Income (2002)	\$30,387	\$36,306	\$30,453				
Est. Median Disposable Income (2007)	\$34,044	\$38,877	\$32,724				
Disposable Income Est. 5 year change	\$3,657	12.0%	\$2,571	7.1%	\$2,271	7.5%	
Est. Median Household Net Worth (2002)	\$26,006	\$32,952	\$26,426				
Daytime Demos		3.00 min drivetime		5.00 min drivetime		7.00 min drivetime	
Total Number of Businesses (2002)	233	532	986				
Total Number of Employees (2002)	3,396	8,037	25,369				
Estimated Retail Sales (in \$1,000s)	\$70,071	\$170,739	\$272,469				
Average Payroll per Employee (2002)	\$33,017	\$31,456	\$25,370				
Unemployment Rate (2002)	7.44%	7.32%	6.70%				
Employee Population per Business	14.6 to 1	15.1 to 1	25.7 to 1				
Residential Population per Business	30.8 to 1	40.9 to 1	51.4 to 1				

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<b>Race &amp; Ethnicity</b>						
White (2002)	6,052	84.5%	18,898	86.9%	42,657	84.2%
Black or African American (2002)	270	3.8%	604	2.8%	1,491	2.9%
Asian & Pacific Islander (2002)	674	9.4%	1,897	8.7%	5,647	11.2%
American Indian & Alaska Native (2002)	29	0.4%	60	0.3%	110	0.2%
Other Race (2002)	135	1.9%	294	1.4%	733	1.4%
Hispanic or Latino Population (2002)	285	4.0%	740	3.4%	1,855	3.7%
Not Hispanic or Latino Population (2002)	6,875	96.0%	21,013	96.6%	48,784	96.3%
<i>Hispanic Origin: Mexican (2002)</i>	138	48.2%	291	39.3%	670	36.1%
<i>Hispanic Origin: Puerto Rican (2002)</i>	42	14.8%	117	15.8%	494	26.6%
<i>Hispanic Origin: Cuban (2002)</i>	3	0.9%	18	2.4%	33	1.8%
<i>Hispanic Origin: Other Hispanic (2002)</i>	103	36.0%	314	42.5%	657	35.4%
<i>Hispanic Origin Population (1990)</i>	89	1.6%	275	1.5%	980	2.0%
Not of Hispanic Origin Population (1990)	5,582	98.4%	17,737	98.5%	47,403	98.0%
Hispanic or Latino Population (2000)	252	3.6%	655	3.1%	1,684	3.3%
Not Hispanic or Latino Population (2000)	6,685	96.4%	20,548	96.9%	48,701	96.7%
Hispanic or Latino Population (2007)	373	4.8%	962	4.1%	2,278	4.4%
Not Hispanic or Latino Population (2007)	7,364	95.2%	22,237	95.9%	49,235	95.6%
Hist. Hispanic Ann Growth (1990 to 2002)	197	18.5%	464	14.0%	875	7.4%
Proj. Hispanic Ann Growth (2002 to 2007)	87	6.1%	222	6.0%	423	4.6%
<b>Age Distribution</b>						
Age 0 to 4 yrs (2002)	427	6.0%	1,133	5.2%	1,717	3.4%
Age 5 to 9 yrs (2002)	401	5.6%	1,256	5.8%	1,766	3.5%
Age 10 to 13 yrs (2002)	305	4.3%	1,074	4.9%	1,440	2.8%
Age 14 to 17 yrs (2002)	283	3.9%	1,032	4.7%	1,443	2.8%
Age 18 to 24 yrs (2002)	1,548	21.6%	5,004	23.0%	25,647	50.6%
Age 25 to 34 yrs (2002)	1,285	17.9%	2,750	12.6%	5,608	11.1%
Age 35 to 44 yrs (2002)	850	11.9%	2,701	12.4%	3,897	7.7%
Age 45 to 54 yrs (2002)	695	9.7%	2,580	11.9%	3,571	7.1%
Age 55 to 64 yrs (2002)	356	5.0%	1,464	6.7%	2,044	4.0%
Age 65 to 74 yrs (2002)	279	3.9%	1,137	5.2%	1,533	3.0%
Age 75 to 84 yrs (2002)	384	5.4%	1,059	4.9%	1,340	2.6%
Age 85 yrs plus (2002)	347	4.8%	562	2.6%	633	1.3%
Median Age (2002)	28.6	yrs	31.5	yrs	26.6	yrs
<b>Gender Age Distribution</b>						
Female Population (2002)	3,678	51.4%	10,550	48.5%	23,174	45.8%
<i>Age 0 to 17 yrs (2002)</i>	674	18.3%	2,159	20.5%	3,050	13.2%
<i>Age 18 to 49 yrs (2002)</i>	1,947	52.9%	5,446	51.6%	16,262	70.2%
<i>Age 50 to 74 yrs (2002)</i>	510	13.9%	1,922	18.2%	2,642	11.4%
<i>Age 75 yrs plus (2002)</i>	548	14.9%	1,023	9.7%	1,219	5.3%
Female Median Age (2002)	34.2	yrs	34.8	yrs	28.4	yrs
Male Population (2002)	3,482	48.6%	11,203	51.5%	27,465	54.2%
<i>Age 0 to 17 yrs (2002)</i>	741	21.3%	2,336	20.9%	3,316	12.1%
<i>Age 18 to 49 yrs (2002)</i>	2,133	61.3%	6,454	57.6%	20,890	76.1%
<i>Age 50 to 74 yrs (2002)</i>	425	12.2%	1,815	16.2%	2,505	9.1%
<i>Age 75 yrs plus (2002)</i>	183	5.3%	598	5.3%	754	2.7%
Male Median Age (2002)	26.8	yrs	29.9	yrs	25.6	yrs

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<b>Household Income Distribution</b>					
HH Income \$150,000 or More (2002)	51	1.6%	226	2.6%	385 2.4%
HH Income \$100,000 to 149,999 (2002)	186	5.6%	740	8.6%	1,129 6.9%
HH Income \$75,000 to 99,999 (2002)	247	7.5%	850	9.9%	1,282 7.9%
HH Income \$50,000 to 74,999 (2002)	565	17.1%	1,626	18.9%	2,558 15.7%
HH Income \$35,000 to 49,999 (2002)	557	16.9%	1,335	15.6%	2,330 14.3%
HH Income \$25,000 to 34,999 (2002)	473	14.3%	1,076	12.5%	2,004 12.3%
HH Income \$15,000 to 24,999 (2002)	571	17.3%	1,230	14.3%	2,704 16.6%
HH Income \$0 to 14,999 (2002)	646	19.6%	1,500	17.5%	3,922 24.0%
HH Income \$35,000+ (2002)	1,607	48.7%	4,776	55.7%	7,683 47.1%
HH Income \$50,000+ (2002)	1,050	31.8%	3,442	40.1%	5,353 32.8%
HH Income \$75,000+ (2002)	484	14.7%	1,816	21.2%	2,795 17.1%
<b>Housing</b>					
Total Housing Units (2002)	3,432		8,910		17,038
Housing Units, Occupied (2002)	3,297	96.1%	8,582	96.3%	16,314 95.8%
<i>Housing Units, Owner-Occupied (2002)</i>	1,217	36.9%	4,639	54.1%	6,259 38.4%
<i>Housing Units, Renter-Occupied (2002)</i>	2,081	63.1%	3,943	45.9%	10,055 61.6%
Housing Units, Vacant (2002)	135	3.9%	328	3.7%	724 4.2%
Median Years in Residence (2002)	2.4	yrs	3.6	yrs	3.3 yrs
<b>Marital Status</b>					
Never Married (2002)	1,870	31.8%	6,552	36.9%	28,565 63.5%
Now Married (2002)	2,958	50.2%	8,646	48.6%	12,770 28.4%
Separated (2002)	64	1.1%	143	0.8%	222 0.5%
Widowed (2002)	396	6.7%	1,021	5.7%	1,344 3.0%
Divorced (2002)	599	10.2%	1,412	7.9%	2,095 4.7%
<b>Household Type</b>					
Population Family (2002)	4,478	62.5%	14,350	66.0%	21,077 41.6%
Population Non-Family (2002)	2,450	34.2%	5,551	25.5%	16,543 32.7%
Population Group Qtrs (2002)	232	3.2%	1,851	8.5%	13,018 25.7%
Family Households (2002)	1,548	46.9%	4,786	55.8%	7,213 44.2%
Married Couple With Children (2002)	582	19.7%	1,942	22.5%	2,788 21.8%
Average Family Household Size (2002)	2.89		3.00		2.92
Non-Family Households (2002)	1,750	53.1%	3,796	44.2%	9,101 55.8%
<b>Household Size</b>					
1 Person Household (2002)	1,265	38.4%	2,624	30.6%	4,833 29.6%
2 Person Households (2002)	1,102	33.4%	3,035	35.4%	5,791 35.5%
3 Person Households (2002)	449	13.6%	1,275	14.9%	2,631 16.1%
4 Person Households (2002)	321	9.7%	1,049	12.2%	2,128 13.0%
5 Person Households (2002)	114	3.5%	418	4.9%	655 4.0%
6+ Person Households (2002)	45	1.4%	182	2.1%	275 1.7%
<b>Household Vehicles</b>					
Total Vehicles Available (2002)	4,831		13,493		25,444
Household: 0 Vehicles Available (2002)	242	7.3%	478	5.6%	1,251 7.7%
Household: 1 Vehicles Available (2002)	1,464	44.4%	3,483	40.6%	6,548 40.1%
Household: 2+ Vehicles Available (2002)	1,591	48.2%	4,621	53.8%	8,515 52.2%
Average Vehicles Per Household (2002)	1.5		1.6		1.6

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### Occupation

Labor: Population 16+ by Occupation (2002)	3,360		9,978		24,738	
Executive & Managers (2002)	482	14.4%	1,364	13.7%	2,295	9.3%
Professional & Specialty (2002)	1,046	31.1%	3,389	34.0%	7,123	28.8%
Technical Support (2002)	225	6.7%	600	6.0%	1,728	7.0%
Sales (2002)	305	9.1%	959	9.6%	2,304	9.3%
Administrative Support (2002)	354	10.5%	1,058	10.6%	3,227	13.0%
Private Household Services (2002)	18	0.5%	44	0.4%	141	0.6%
Protective Services (2002)	30	0.9%	97	1.0%	368	1.5%
Other Services (2002)	322	9.6%	1,111	11.1%	4,518	18.3%
Farming, Forestry & Fishing (2002)	14	0.4%	40	0.4%	166	0.7%
Precision Production & Craft (2002)	246	7.3%	558	5.6%	1,064	4.3%
Machine Operator (2002)	139	4.1%	314	3.2%	732	3.0%
Transportation & Material Moving (2002)	69	2.0%	173	1.7%	377	1.5%
Laborers (2002)	110	3.3%	270	2.7%	695	2.8%
Occupation: White Collar Workers (2002)		66.5%		68.5%		62.4%
Occupation: Blue Collar Workers (2002)		33.5%		31.6%		37.6%

### Consumer Expenditure (in \$1,000s)

Total Household Expenditure (2002)	\$138		\$402		\$680	
Total Non-Retail Expenditures (2002)	\$80	58.3%	\$234	58.3%	\$397	58.4%
Total Retail Expenditures (2002)	\$58	41.7%	\$168	41.7%	\$283	41.6%
Apparel (2002)	\$8	5.5%	\$22	5.5%	\$38	5.5%
Contributions (2002)	\$4	3.0%	\$12	3.0%	\$20	3.0%
Education (2002)	\$2	1.8%	\$7	1.8%	\$12	1.8%
Entertainment (2002)	\$7	5.3%	\$21	5.3%	\$36	5.3%
Food And Beverages (2002)	\$23	16.6%	\$67	16.6%	\$113	16.6%
Furnishings And Equipment (2002)	\$6	4.0%	\$16	4.0%	\$27	4.0%
Gifts (2002)	\$4	3.0%	\$12	3.0%	\$21	3.0%
Health Care (2002)	\$9	6.3%	\$25	6.3%	\$43	6.3%
Household Operations (2002)	\$4	3.0%	\$12	3.1%	\$21	3.0%
Miscellaneous Expenses (2002)	\$2	1.2%	\$5	1.2%	\$8	1.2%
Personal Care (2002)	\$2	1.7%	\$7	1.7%	\$11	1.7%
Personal Insurance (2002)	\$2	1.2%	\$5	1.2%	\$8	1.2%
Reading (2002)	\$1	0.5%	\$2	0.5%	\$4	0.5%
Shelter (2002)	\$24	17.2%	\$69	17.2%	\$116	17.1%
Tobacco (2002)	\$1	0.9%	\$4	0.9%	\$6	0.9%
Transportation (2002)	\$29	20.9%	\$84	20.9%	\$142	20.9%
Utilities (2002)	\$11	7.9%	\$32	7.8%	\$54	7.9%

### Educational Attainment

Adult Population (25 Years or Older) (2002)	4,197		12,254		18,626	
Elementary (0 to 8) (2002)	79	1.9%	224	1.8%	326	1.8%
Some High School (9 to 11) (2002)	185	4.4%	418	3.4%	599	3.2%
High School Graduate (12) (2002)	761	18.1%	1,752	14.3%	2,447	13.1%
Some College (13 to 16) (2002)	688	16.4%	1,829	14.9%	2,663	14.3%
Associate Degree Only (2002)	255	6.1%	653	5.3%	854	4.6%
Bachelor Degree Only (2002)	1,056	25.2%	3,044	24.8%	4,813	25.8%
Graduate Degree (2002)	1,173	27.9%	4,334	35.4%	6,924	37.2%

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Units In Structure		3.00 min drivetime		5.00 min drivetime		7.00 min drivetime	
1 Detached Unit (1990)	866 34.8%	3,404 48.0%	5,057 35.4%				
1 Attached Unit (1990)	90 3.6%	241 3.4%	294 2.1%				
2 to 4 Units (1990)	215 8.6%	486 6.9%	1,511 10.6%				
5 to 9 Units (1990)	269 10.8%	596 8.4%	1,562 10.9%				
10 to 19 Units (1990)	356 14.3%	858 12.1%	3,158 22.1%				
20 to 49 Units (1990)	149 6.0%	446 6.3%	1,413 9.9%				
50 or more Units (1990)	181 7.3%	379 5.3%	401 2.8%				
Mobile Home or Trailer (1990)	347 13.9%	643 9.1%	814 5.7%				
Other Structure (1990)	17 0.7%	43 0.6%	86 0.6%				
<b>Homes Built By Year</b>							
Homes Built 1989 to 1990	49 2.0%	95 1.3%	436 3.1%				
Homes Built 1985 to 1988	298 12.0%	640 9.0%	1,648 11.5%				
Homes Built 1980 to 1984	463 18.6%	927 13.1%	1,359 9.5%				
Homes Built 1970 to 1979	1,005 40.4%	2,170 30.6%	3,009 21.1%				
Homes Built 1960 to 1969	477 19.2%	1,796 25.3%	3,258 22.8%				
Homes Built 1950 to 1959	150 6.0%	996 14.0%	2,237 15.7%				
Homes Built 1940 to 1949	20 0.8%	233 3.3%	865 6.1%				
Homes Built Before 1939	26 1.0%	232 3.3%	1,475 10.3%				
<b>Home Values</b>							
Home Values \$500,000 or More (1990)	0	1 0.0%	2 0.0%				
Home Values \$400,000 to \$499,999 (1990)	1 0.2%	5 0.2%	6 0.1%				
Home Values \$300,000 to \$399,999 (1990)	7 0.9%	23 0.8%	33 0.8%				
Home Values \$200,000 to \$299,999 (1990)	26 3.4%	106 3.6%	147 3.6%				
Home Values \$150,000 to \$199,999 (1990)	99 13.0%	328 11.0%	418 10.2%				
Home Values \$100,000 to \$149,999 (1990)	188 24.7%	864 29.0%	1,092 26.8%				
Home Values \$75,000 to \$99,999 (1990)	211 27.7%	985 33.1%	1,299 31.8%				
Home Values \$50,000 to \$74,999 (1990)	156 20.5%	535 18.0%	803 19.7%				
Home Values \$25,000 to \$49,999 (1990)	69 9.1%	122 4.1%	248 6.1%				
Home Values \$0 to \$24,999 (1990)	4 0.5%	7 0.2%	33 0.8%				
Owner Occupied Median Home Value (1990)	\$95,452	\$99,187	\$96,444				
Renter Occupied Median Rent (1990)	\$390	\$393	\$386				
<b>Transportation To Work</b>							
Drive to Work Alone (1990)	2,269 80.9%	6,579 75.7%	11,637 56.5%				
Drive to Work in Carpool (1990)	343 12.2%	1,122 12.9%	2,147 10.4%				
Travel to Work - Public Transportation (1990)	23 0.8%	76 0.9%	235 1.1%				
Drive to Work on Motorcycle (1990)	0	7 0.1%	25 0.1%				
Walk or Bicycle to Work (1990)	90 3.2%	612 7.0%	5,775 28.0%				
Other Means (1990)	18 0.6%	48 0.6%	81 0.4%				
Work at Home (1990)	61 2.2%	243 2.8%	689 3.3%				
<b>Travel Time</b>							
Travel to Work in 10 Minutes or Less (1990)	631 22.5%	2,355 27.1%	6,945 33.7%				
Travel to Work in 10 to 29 Minutes (1990)	1,854 66.2%	5,424 62.4%	11,730 57.0%				
Travel to Work in 30 to 59 Minutes (1990)	181 6.5%	472 5.4%	856 4.2%				
Travel to Work in 60 to 89 Minutes (1990)	42 1.5%	125 1.4%	219 1.1%				
Travel to Work in 90 Minutes or More (1990)	33 1.2%	69 0.8%	148 0.7%				
Average Travel Time to Work (1990)	15.0 mins	13.6 mins	12.2 mins				

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