

# DEMOGRAPHIC PROFILE COMPLETE

1990 - 2000 Census, 2005 Estimates & 2010 Projections

Calculated using Proportional Block Groups

Prepared For

Alexander & Bishop, Ltd.

Lat/Lon: 43.991/-88.57333

January 2007



ALEXANDER & BISHOP, LTD.

RF9

20th Street Retail	1.00 mi radius		3.00 mi radius		5.00 mi radius	
<b>Population</b>						
Estimated Population (2005)	2,922		40,490		67,651	
Census Population (1990)	2,667		37,372		60,614	
Census Population (2000)	2,995		40,112		66,669	
Projected Population (2010)	2,867		40,737		68,470	
Forecasted Population (2015)	2,795		41,071		69,448	
Historical Annual Change (1990-2000)	328	1.2%	2,741	0.7%	6,055	1.0%
Historical Annual Change (2000-2005)	-73	-0.5%	378	0.2%	982	0.3%
Projected Annual Change (2005-2010)	-56	-0.4%	247	0.1%	819	0.2%
Est. Population Density (2005)	930.70 <i>psm</i>		1,574.51 <i>psm</i>		1,100.60 <i>psm</i>	
Trade Area Size	3.14 <i>sq mi</i>		25.72 <i>sq mi</i>		61.47 <i>sq mi</i>	
<b>Households</b>						
Estimated Households (2005)	1,335		16,496		27,962	
Census Households (1990)	1,100		13,862		23,091	
Census Households (2000)	1,301		15,557		26,208	
Projected Households (2010)	1,369		17,425		29,695	
Forecasted Households (2015)	1,407		18,451		31,612	
Historical Annual Change (1990-2000)	201	1.8%	1,695	1.2%	3,117	1.3%
Projected Annual Change (2000-2010)	68	0.5%	1,868	1.2%	3,486	1.3%
<b>Average Household Income</b>						
Est. Average Household Income (2005)	\$62,596		\$52,569		\$54,917	
Census Average Hhld Income (1990)	\$36,995		\$28,989		\$31,461	
Census Average Hhld Income (2000)	\$55,387		\$47,441		\$49,665	
Proj. Average Household Income (2010)	\$69,115		\$57,950		\$60,759	
Historical Annual Change (1990-2000)	\$18,392	5.0%	\$18,452	6.4%	\$18,204	5.8%
Projected Annual Change (2000-2010)	\$13,728	2.5%	\$10,509	2.2%	\$11,094	2.2%
<b>Median Household Income</b>						
Est. Median Household Income (2005)	\$49,098		\$42,990		\$45,730	
Census Median Hhld Income (1990)	\$33,476		\$25,533		\$27,522	
Census Median Hhld Income (2000)	\$45,199		\$39,439		\$41,870	
Proj. Median Household Income (2010)	\$55,406		\$47,899		\$51,066	
Historical Annual Change (1990-2000)	\$11,723	3.5%	\$13,906	5.4%	\$14,348	5.2%
Projected Annual Change (2000-2010)	\$10,207	2.3%	\$8,460	2.1%	\$9,196	2.2%
<b>Per Capita Income</b>						
Est. Per Capita Income (2005)	\$28,749		\$22,863		\$23,789	
Census Per Capita Income (1990)	\$15,263		\$10,753		\$11,985	
Census Per Capita Income (2000)	\$24,442		\$18,335		\$19,477	
Proj. Per Capita Income (2010)	\$33,194		\$26,445		\$27,594	
Historical Annual Change (1990-2000)	\$9,179	6.0%	\$7,582	7.1%	\$7,491	6.3%
Projected Annual Change (2000-2010)	\$8,752	3.6%	\$8,110	4.4%	\$8,118	4.2%
<b>Other Income</b>						
Est. Median Disposable Income (2005)	\$41,795		\$36,988		\$39,042	
Proj. Median Disposable Income (2010)	\$46,453		\$40,673		\$42,949	
Est. Median Household Net Worth (2005)	\$43,298		\$35,824		\$37,580	

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20th Street Retail	1.00 mi radius		3.00 mi radius		5.00 mi radius	
<b>Household Income Distribution (2005)</b>						
HH Income \$200,000 or More	28	2.1%	209	1.3%	401	1.4%
HH Income \$150,000 to 199,999	15	1.2%	161	1.0%	363	1.3%
HH Income \$125,000 to 149,999	28	2.1%	255	1.5%	528	1.9%
HH Income \$100,000 to 124,999	92	6.9%	769	4.7%	1,421	5.1%
HH Income \$75,000 to 99,999	194	14.6%	1,778	10.8%	3,263	11.7%
HH Income \$50,000 to 74,999	292	21.9%	3,517	21.3%	6,221	22.2%
HH Income \$35,000 to 49,999	219	16.4%	2,838	17.2%	4,795	17.1%
HH Income \$25,000 to 34,999	193	14.5%	2,296	13.9%	3,655	13.1%
HH Income \$15,000 to 24,999	173	12.9%	2,386	14.5%	3,843	13.7%
HH Income \$10,000 to 14,999	44	3.3%	1,006	6.1%	1,493	5.3%
HH Income \$0 to 9,999	56	4.2%	1,281	7.8%	1,979	7.1%
HH Income \$35,000+	869	65.1%	9,526	57.8%	16,992	60.8%
HH Income \$50,000+	650	48.7%	6,689	40.5%	12,197	43.6%
HH Income \$75,000+	358	26.8%	3,172	19.2%	5,976	21.4%
<b>Race &amp; Ethnicity (2005)</b>						
Total Population	2,922		40,490		67,651	
White	2,849	97.5%	38,316	94.6%	63,654	94.1%
Black or African American	15	0.5%	324	0.8%	645	1.0%
American Indian & Alaska Native	7	0.3%	159	0.4%	236	0.3%
Asian	25	0.8%	1,044	2.6%	1,899	2.8%
Hawaiian & Pacific Islander	0	-	6	0.0%	10	0.0%
Other Race	6	0.2%	192	0.5%	383	0.6%
Two or More Races	21	0.7%	449	1.1%	824	1.2%
Not Hispanic or Latino Population	2,885	98.7%	39,809	98.3%	66,513	98.3%
<i>Non Hispanic: White</i>	2,812	97.5%	37,668	94.6%	62,580	94.1%
<i>Non Hispanic: Black or African American</i>	15	0.5%	320	0.8%	636	1.0%
<i>Non Hispanic: Amer Indian &amp; AK Native</i>	7	0.3%	158	0.4%	235	0.4%
<i>Non Hispanic: Asian</i>	25	0.9%	1,026	2.6%	1,865	2.8%
<i>Non Hispanic: Hawaiian &amp; Pacific Islander</i>	0	-	6	0.0%	10	0.0%
<i>Non Hispanic: Other Race</i>	6	0.2%	192	0.5%	383	0.6%
<i>Non Hispanic: Two or More Races</i>	21	0.7%	439	1.1%	804	1.2%
Hispanic or Latino Population	37	1.3%	681	1.7%	1,138	1.7%
<i>Hispanic: White</i>	37	98.4%	647	95.0%	1,074	94.4%
<i>Hispanic: Black or African American</i>	0	-	4	0.6%	9	0.8%
<i>Hispanic: American Indian &amp; Alaska Native</i>	0	-	1	0.1%	1	0.1%
<i>Hispanic: Asian</i>	0	-	19	2.7%	33	2.9%
<i>Hispanic: Hawaiian &amp; Pacific Islander</i>	0	-	0	-	0	-
<i>Hispanic: Other Race</i>	0	-	0	-	0	-
<i>Hispanic: Two or More Races</i>	1	1.6%	10	1.5%	20	1.8%
Not of Hispanic Origin Population (1990)	2,657	99.6%	37,068	99.2%	60,143	99.2%
Hispanic Origin Population (1990)	10	0.4%	303	0.8%	471	0.8%
Not Hispanic or Latino Population (2000)	2,960	98.8%	39,489	98.4%	65,640	98.5%
Hispanic or Latino Population (2000)	35	1.2%	624	1.6%	1,030	1.5%
Not Hispanic or Latino Population 5yr (2010)	2,826	98.6%	39,999	98.2%	67,232	98.2%
Hispanic or Latino Population 5yr (2010)	40	1.4%	738	1.8%	1,238	1.8%
Historical Annual Change (1990-2000)	26	26.7%	320	10.6%	558	11.8%
Projected Annual Change (2000-2010)	5	1.4%	114	1.8%	208	2.0%

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<b>Age Distribution (2005)</b>						
Total Population	2,922		40,490		67,651	
Age 0 to 4 yrs	148	5.1%	2,024	5.0%	3,661	5.4%
Age 5 to 9 yrs	169	5.8%	2,124	5.2%	3,802	5.6%
Age 10 to 14 yrs	187	6.4%	2,207	5.4%	3,962	5.9%
Age 15 to 19 yrs	155	5.3%	3,992	9.9%	5,723	8.5%
Age 20 to 24 yrs	108	3.7%	5,514	13.6%	7,445	11.0%
Age 25 to 29 yrs	180	6.2%	3,072	7.6%	5,090	7.5%
Age 30 to 34 yrs	185	6.3%	2,486	6.1%	4,306	6.4%
Age 35 to 39 yrs	186	6.3%	2,417	6.0%	4,308	6.4%
Age 40 to 44 yrs	232	8.0%	2,656	6.6%	4,798	7.1%
Age 45 to 49 yrs	231	7.9%	2,645	6.5%	4,937	7.3%
Age 50 to 54 yrs	233	8.0%	2,405	5.9%	4,431	6.5%
Age 55 to 59 yrs	208	7.1%	1,884	4.7%	3,433	5.1%
Age 60 to 64 yrs	185	6.3%	1,552	3.8%	2,642	3.9%
Age 65 to 69 yrs	143	4.9%	1,296	3.2%	2,230	3.3%
Age 70 to 74 yrs	127	4.3%	1,206	3.0%	2,002	3.0%
Age 75 to 79 yrs	105	3.6%	1,092	2.7%	1,776	2.6%
Age 80 to 84 yrs	81	2.8%	840	2.1%	1,391	2.1%
Age 85 yrs plus	61	2.1%	1,080	2.7%	1,713	2.5%
Median Age	42.5 yrs		34.8 yrs		35.7 yrs	
Age 19 yrs or less	659	22.5%	10,346	25.6%	17,148	25.3%
Age 20 to 64 years	1,747	59.8%	24,631	60.8%	41,391	61.2%
Age 65 years Plus	516	17.7%	5,513	13.6%	9,112	13.5%
<b>Female Age Distribution (2005)</b>						
Female Population	1,540	52.7%	20,993	51.8%	34,752	51.4%
Age 0 to 4 yrs	76	4.9%	989	4.7%	1,781	5.1%
Age 5 to 9 yrs	82	5.4%	1,045	5.0%	1,857	5.3%
Age 10 to 14 yrs	94	6.1%	1,088	5.2%	1,943	5.6%
Age 15 to 19 yrs	76	5.0%	2,120	10.1%	2,961	8.5%
Age 20 to 24 yrs	59	3.8%	2,840	13.5%	3,819	11.0%
Age 25 to 29 yrs	95	6.2%	1,472	7.0%	2,471	7.1%
Age 30 to 34 yrs	91	5.9%	1,217	5.8%	2,071	6.0%
Age 35 to 39 yrs	95	6.2%	1,193	5.7%	2,125	6.1%
Age 40 to 44 yrs	110	7.2%	1,298	6.2%	2,387	6.9%
Age 45 to 49 yrs	117	7.6%	1,332	6.3%	2,466	7.1%
Age 50 to 54 yrs	126	8.2%	1,200	5.7%	2,200	6.3%
Age 55 to 59 yrs	115	7.5%	966	4.6%	1,744	5.0%
Age 60 to 64 yrs	106	6.9%	826	3.9%	1,373	3.9%
Age 65 to 69 yrs	76	4.9%	718	3.4%	1,228	3.5%
Age 70 to 74 yrs	74	4.8%	698	3.3%	1,134	3.3%
Age 75 to 79 yrs	56	3.7%	635	3.0%	1,037	3.0%
Age 80 to 84 yrs	49	3.2%	554	2.6%	898	2.6%
Age 85 yrs plus	41	2.7%	800	3.8%	1,257	3.6%
Female Median Age	44.5 yrs		36.9 yrs		37.5 yrs	
Age 19 yrs or less	329	21.3%	5,242	25.0%	8,542	24.6%
Age 20 to 64 years	915	59.4%	12,345	58.8%	20,656	59.4%
Age 65 years Plus	296	19.2%	3,406	16.2%	5,554	16.0%

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<b>Male Age Distribution (2005)</b>						
Male Population	1,383	47.3%	19,497	48.2%	32,899	48.6%
Age 0 to 4 yrs	72	5.2%	1,034	5.3%	1,880	5.7%
Age 5 to 9 yrs	87	6.3%	1,079	5.5%	1,945	5.9%
Age 10 to 14 yrs	93	6.7%	1,118	5.7%	2,019	6.1%
Age 15 to 19 yrs	78	5.7%	1,873	9.6%	2,762	8.4%
Age 20 to 24 yrs	49	3.5%	2,674	13.7%	3,626	11.0%
Age 25 to 29 yrs	85	6.1%	1,600	8.2%	2,619	8.0%
Age 30 to 34 yrs	94	6.8%	1,269	6.5%	2,235	6.8%
Age 35 to 39 yrs	91	6.6%	1,224	6.3%	2,183	6.6%
Age 40 to 44 yrs	122	8.8%	1,358	7.0%	2,411	7.3%
Age 45 to 49 yrs	114	8.3%	1,313	6.7%	2,472	7.5%
Age 50 to 54 yrs	106	7.7%	1,205	6.2%	2,231	6.8%
Age 55 to 59 yrs	93	6.7%	918	4.7%	1,689	5.1%
Age 60 to 64 yrs	79	5.7%	726	3.7%	1,270	3.9%
Age 65 to 69 yrs	67	4.9%	578	3.0%	1,003	3.0%
Age 70 to 74 yrs	53	3.8%	508	2.6%	868	2.6%
Age 75 to 79 yrs	48	3.5%	457	2.3%	739	2.2%
Age 80 to 84 yrs	32	2.3%	285	1.5%	493	1.5%
Age 85 yrs plus	20	1.5%	280	1.4%	456	1.4%
Male Median Age	40.8 yrs		33.3 yrs		34.3 yrs	
Age 19 yrs or less	330	23.9%	5,104	26.2%	8,606	26.2%
Age 20 to 64 years	832	60.2%	12,287	63.0%	20,735	63.0%
Age 65 years Plus	220	15.9%	2,107	10.8%	3,559	10.8%
<b>Males per 100 Females, Male % Pop (2005)</b>						
Overall Comparison	90		93		95	
Age 0 to 4 yrs	95	48.8%	105	51.1%	106	51.3%
Age 5 to 9 yrs	105	51.3%	103	50.8%	105	51.2%
Age 10 to 14 yrs	99	49.7%	103	50.7%	104	51.0%
Age 15 to 19 yrs	103	50.6%	88	46.9%	93	48.3%
Age 20 to 24 yrs	83	45.5%	94	48.5%	95	48.7%
Age 25 to 29 yrs	89	47.1%	109	52.1%	106	51.4%
Age 30 to 34 yrs	104	50.9%	104	51.1%	108	51.9%
Age 35 to 39 yrs	95	48.8%	103	50.6%	103	50.7%
Age 40 to 44 yrs	110	52.5%	105	51.1%	101	50.2%
Age 45 to 49 yrs	97	49.3%	99	49.6%	100	50.1%
Age 50 to 54 yrs	84	45.7%	100	50.1%	101	50.4%
Age 55 to 59 yrs	81	44.7%	95	48.7%	97	49.2%
Age 60 to 64 yrs	74	42.4%	88	46.8%	92	48.0%
Age 65 to 69 yrs	89	47.0%	80	44.6%	82	45.0%
Age 70 to 74 yrs	72	41.8%	73	42.1%	77	43.4%
Age 75 to 79 yrs	86	46.2%	72	41.8%	71	41.6%
Age 80 to 84 yrs	65	39.2%	51	34.0%	55	35.4%
Age 85 yrs plus	50	33.2%	35	25.9%	36	26.6%
Age 19 yrs or less	101	50.1%	97	49.3%	101	50.2%
Age 20 to 39 yrs	94	48.4%	101	50.2%	102	50.4%
Age 40 to 64 yrs	89	47.2%	98	49.5%	99	49.8%
Age 65 years Plus	75	42.7%	62	38.2%	64	39.1%

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20th Street Retail	1.00 mi radius		3.00 mi radius		5.00 mi radius	
<b>Household Type (2005)</b>						
Total Households	1,335		16,496		27,962	
Households with Children	346	25.9%	4,257	25.8%	7,660	27.4%
Average Household Size	2.18		2.20		2.24	
Est. Household Density	425.18	psm	641.46	psm	454.91	psm
Population Family	2,305	78.9%	25,469	62.9%	45,549	67.3%
Population Non-Family	610	20.9%	10,800	26.7%	16,955	25.1%
Population Group Qtrs	7	0.2%	4,221	10.4%	5,148	7.6%
Family Households	845	63.3%	9,004	54.6%	15,947	57.0%
<i>Married Couple Hhlds</i>	715	84.6%	7,103	78.9%	12,765	80.0%
<i>Other Family Hhlds</i>	130	15.4%	1,900	21.1%	3,182	20.0%
Family Households With Children	337	39.9%	4,174	46.4%	7,533	47.2%
<i>Married Couple With Children</i>	254	75.3%	2,844	68.2%	5,287	70.2%
<i>Other Family Hhlds With Children</i>	83	24.7%	1,329	31.8%	2,245	29.8%
Family Households No Children	508	60.1%	4,830	53.6%	8,414	52.8%
<i>Married Couple No Children</i>	461	90.8%	4,259	88.2%	7,477	88.9%
<i>Other Family Households No Childrer.</i>	47	9.2%	571	11.8%	937	11.1%
Average Family Household Size	2.73		2.83		2.86	
Average Family Income	\$76,885		\$66,542		\$69,023	
Median Family Income	\$62,810		\$55,986		\$57,757	
Non-Family Households	490	36.7%	7,492	45.4%	12,016	43.0%
Non-Family Hhlds With Children	9	1.7%	83	1.1%	128	1.1%
Non-Family Hhld No Children	481	98.3%	7,409	98.9%	11,888	98.9%
<i>N-F Hhld Lone Person No Children</i>	407	83.2%	5,520	73.7%	8,981	74.7%
Lone Male Householder	148	36.3%	2,389	43.3%	3,881	43.2%
Lone Female Householder	260	63.7%	3,131	56.7%	5,100	56.8%
<i>N-F Hhld 2+ Persons No Children</i>	74	15.1%	1,888	25.2%	2,907	24.2%
Average Non-Family Hhld Size	1.25		1.44		1.41	
<b>Marital Status (2005)</b>						
(15 Years or Older)	2,418		34,136		56,226	
Never Married	465	19.2%	12,388	36.3%	18,383	32.7%
Now Married	1,449	59.9%	14,797	43.3%	26,389	46.9%
Previously Married	505	20.9%	6,952	20.4%	11,454	20.4%
<i>Separated</i>	45	8.9%	1,786	25.7%	2,886	25.2%
<i>Widowed</i>	259	51.4%	3,078	44.3%	5,187	45.3%
<i>Divorced</i>	201	39.7%	2,088	30.0%	3,381	29.5%
<b>Educational Attainment (2005)</b>						
Adult Population (25 Years or Older)	2,156		24,630		43,058	
Elementary (0 to 8)	76	3.5%	1,081	4.4%	1,762	4.1%
Some High School (9 to 11)	156	7.2%	2,648	10.8%	4,270	9.9%
High School Graduate (12)	767	35.6%	8,118	33.0%	13,726	31.9%
Some College (13 to 16)	359	16.7%	4,592	18.6%	7,841	18.2%
Associate Degree Only	135	6.3%	1,630	6.6%	2,967	6.9%
Bachelor Degree Only	415	19.2%	4,429	18.0%	8,210	19.1%
Graduate Degree	247	11.5%	2,131	8.7%	4,282	9.9%
Any College + (Some College or higher	1,156	53.6%	12,783	51.9%	23,300	54.1%
College Degree + (Bachelor Degree or higher	662	30.7%	6,560	26.6%	12,491	29.0%

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<b>Housing (2005)</b>						
Total Housing Units	1,386		17,520		29,584	
Housing Units, Occupied	1,335	96.3%	16,496	94.2%	27,962	94.5%
<i>Housing Units, Owner-Occupied</i>	963	72.1%	9,475	57.4%	17,173	61.4%
<i>Housing Units, Renter-Occupied</i>	372	27.9%	7,020	42.6%	10,790	38.6%
Housing Units, Vacant	51	3.7%	1,024	5.8%	1,621	5.5%
Total Housing Units (2000)	1,344		16,440		27,598	
Historical Annual Change (2000-2005)	41	0.6%	1,080	1.3%	1,986	1.4%
<b>Household Size (2005)</b>						
Total Households	1,335		16,496		27,962	
1 Person Household	407	30.5%	5,520	33.5%	8,981	32.1%
2 Person Households	551	41.3%	6,075	36.8%	10,456	37.4%
3 Person Households	166	12.4%	2,096	12.7%	3,617	12.9%
4 Person Households	141	10.5%	1,842	11.2%	3,189	11.4%
5 Person Households	55	4.1%	681	4.1%	1,205	4.3%
6 Person Households	12	0.9%	165	1.0%	296	1.1%
7+ Person Households	4	0.3%	117	0.7%	219	0.8%
<b>Household Stability (2005)</b>						
Total Households	1,335		16,496		27,962	
In current residence < 1 year	217	16.3%	3,477	21.1%	5,621	20.1%
In current residence 1-2 years	371	27.8%	4,373	26.5%	7,036	25.2%
In current residence 3-5 years	168	12.6%	2,236	13.6%	3,974	14.2%
In current residence 6-10 years	222	16.6%	2,268	13.7%	4,068	14.5%
In current residence > 10 years	356	26.7%	4,142	25.1%	7,264	26.0%
Turnover (% Annual Residential Turnover)		16.3%		21.1%		20.1%
Stability (% In Current Residence 5+ Years)		43.3%		38.9%		40.5%
Median Years in Residence	4.6 yrs		4.1 yrs		4.3 yrs	
<b>Household Vehicles (2005)</b>						
Total Vehicles Available	2,276		31,000		51,547	
Household: 0 Vehicles Available	65	4.9%	1,110	6.7%	1,688	6.0%
Household: 1 Vehicles Available	490	36.7%	6,098	37.0%	10,131	36.2%
Household: 2 Vehicles Available	605	45.3%	6,346	38.5%	11,207	40.1%
Household: 3+ Vehicles Available	175	13.1%	2,943	17.8%	4,937	17.7%
Average Per Household	1.7 Vehicles		1.9 Vehicles		1.8 Vehicles	
Owner Occupied Hhlds Vehicles	1,774	78.0%	18,175	58.6%	33,189	64.4%
<i>Average Per Owner Household</i>	1.8 Vehicles		1.9 Vehicles		1.9 Vehicles	
Renter Occupied Hhlds Vehicles	501	22.0%	12,825	41.4%	18,358	35.6%
<i>Average Per Renter Household</i>	1.3 Vehicles		1.8 Vehicles		1.7 Vehicles	
<b>Travel Time (2000)</b>						
Worker Base (16 Years or Older)	1,618		21,478		35,702	
Travel to Work in 14 Minutes or Less	827	51.1%	11,543	53.7%	18,390	51.5%
Travel to Work in 15 to 29 Minutes	615	38.0%	6,659	31.0%	11,783	33.0%
Travel to Work in 30 to 59 Minutes	114	7.1%	2,389	11.1%	3,920	11.0%
Travel to Work in 60 Minutes or More	24	1.5%	483	2.3%	913	2.6%
Work at Home	37	2.3%	404	1.9%	695	1.9%
Average Travel Time to Work	14.3 mins		15.2 mins		15.6 mins	

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ALEXANDER & BISHOP, LTD.

Prepared For

Alexander & Bishop, Ltd.

Lat/Lon: 43.991/-88.57333

January 2007

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20th Street Retail	1.00 mi radius		3.00 mi radius		5.00 mi radius	
<b>Transportation To Work (2000)</b>						
Work Base	1,618		21,478		35,702	
Drive to Work Alone	1,413	87.3%	17,258	80.3%	29,381	82.3%
Drive to Work in Carpool	115	7.1%	1,792	8.3%	2,992	8.4%
Travel to Work - Public Transportation	23	1.4%	235	1.1%	389	1.1%
Drive to Work on Motorcycle	0	-	6	0.0%	11	0.0%
Bicycle to Work	7	0.4%	169	0.8%	252	0.7%
Walk to Work	19	1.2%	1,540	7.2%	1,857	5.2%
Other Means	4	0.2%	74	0.3%	125	0.4%
Work at Home	37	2.3%	404	1.9%	695	1.9%
<b>Daytime Demos (2005)</b>						
Total Number of Businesses	179		1,975		2,760	
Total Number of Employees	2,981		31,543		40,814	
Company Headqtrs: Businesses	1	0.5%	9	0.5%	12	0.4%
Company Headqtrs: Employees	27	0.9%	2,552	8.1%	3,112	7.6%
Employee Population per Business	16.6 to 1		16.0 to 1		14.8 to 1	
Residential Population per Business	16.3 to 1		20.5 to 1		24.5 to 1	
Est. Adj. Daytime Demographics (Age16+)	3,766		43,313		59,531	
<b>Labor Force (2005)</b>						
Labor: Population Age 16+	2,388		33,483		55,182	
Unemployment Rate	1.4%		4.1%		3.5%	
Labor Force Total: Males	1,116	46.7%	15,975	47.7%	26,565	48.1%
<i>Male civilian employec</i>	798	71.5%	11,066	69.3%	18,740	70.5%
<i>Male civilian unemployec</i>	19	1.7%	804	5.0%	1,066	4.0%
<i>Males in Armed Forces</i>	0	-	10	0.1%	26	0.1%
<i>Males not in labor force</i>	300	26.9%	4,096	25.6%	6,733	25.3%
Labor Force Total: Females	1,272	53.3%	17,508	52.3%	28,617	51.9%
<i>Female civilian employec</i>	805	63.3%	10,625	60.7%	17,686	61.8%
<i>Female civilian unemployec</i>	15	1.2%	553	3.2%	862	3.0%
<i>Females in Armed Forces</i>	0	-	13	0.1%	13	0.0%
<i>Females not in labor force</i>	451	35.5%	6,317	36.1%	10,056	35.1%
Labor Force Change (2000-2005)	770	9.5%	12,027	11.2%	19,518	10.9%
Male Change (2000-2005)	319	8.0%	5,108	9.4%	8,327	9.1%
Female Change (2000-2005)	451	11.0%	6,919	13.1%	11,191	12.8%
<b>Occupation (2000)</b>						
Occupation: Population Age 16+	1,618		21,456		35,665	
<i>Occupation Total: Males</i>	797	49.3%	10,867	50.6%	18,238	51.1%
<i>Occupation Total: Females</i>	821	50.7%	10,589	49.4%	17,427	48.9%
Mgmt, Business, & Financial Operations	209	12.9%	2,283	10.6%	3,823	10.7%
Professional and Related	279	17.2%	3,640	17.0%	6,503	18.2%
Service	242	15.0%	4,083	19.0%	6,249	17.5%
Sales and Office	467	28.8%	6,006	28.0%	9,615	27.0%
Farming, Fishing, and Forestry	1	0.0%	59	0.3%	109	0.3%
Construction, Extraction, & Maintenance	77	4.8%	1,283	6.0%	2,217	6.2%
Production, Transport, & Material Moving	343	21.2%	4,102	19.1%	7,149	20.0%
<i>White Collar</i>	59.0%		55.6%		55.9%	
<i>Blue Collar</i>	41.0%		44.4%		44.1%	

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ALEXANDER & BISHOP, LTD.

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20th Street Retail	1.00 mi radius		3.00 mi radius		5.00 mi radius	
<b>Units In Structure (2000)</b>						
Total Units	1,344		16,440		27,598	
1 Detached Unit	782	58.1%	9,527	57.9%	17,152	62.1%
1 Attached Unit	117	8.7%	459	2.8%	700	2.5%
2 Units	89	6.6%	2,400	14.6%	3,542	12.8%
3 to 4 Units	89	6.6%	844	5.1%	1,362	4.9%
5 to 9 Units	73	5.5%	1,161	7.1%	1,769	6.4%
10 to 19 Units	27	2.0%	805	4.9%	1,204	4.4%
20 to 49 Units	7	0.5%	430	2.6%	716	2.6%
50 or more Units	53	4.0%	659	4.0%	938	3.4%
Mobile Home or Trailer	107	8.0%	154	0.9%	214	0.8%
Other Structure	0	-	0	-	0	-
<b>Homes Built By Year (2000)</b>						
Homes Built 1999 to 2000	22	1.7%	259	1.6%	408	1.5%
Homes Built 1995 to 1998	126	9.4%	998	6.1%	1,747	6.3%
Homes Built 1990 to 1994	142	10.6%	1,264	7.7%	2,263	8.2%
Homes Built 1980 to 1989	310	23.1%	1,828	11.1%	2,898	10.5%
Homes Built 1970 to 1979	252	18.8%	2,056	12.5%	3,424	12.4%
Homes Built 1960 to 1969	225	16.7%	1,848	11.2%	3,136	11.4%
Homes Built 1950 to 1959	115	8.6%	1,618	9.8%	2,903	10.5%
Homes Built 1940 to 1949	55	4.1%	1,283	7.8%	2,421	8.8%
Homes Built Before 1939	96	7.1%	5,286	32.2%	8,400	30.4%
Median Age of Homes	23.5 yrs		43.0 yrs		41.9 yrs	
<b>Home Values (2000)</b>						
Owner Specified Housing Units	793		8,144		14,585	
Home Values \$1,000,000 or More	2	0.2%	18	0.2%	19	0.1%
Home Values \$750,000 or \$999,999	0	-	2	0.0%	10	0.1%
Home Values \$500,000 or \$749,999	1	0.2%	33	0.4%	64	0.4%
Home Values \$400,000 to \$499,999	1	0.1%	22	0.3%	67	0.5%
Home Values \$300,000 to \$399,999	8	1.0%	57	0.7%	174	1.2%
Home Values \$250,000 to \$299,999	10	1.3%	91	1.1%	175	1.2%
Home Values \$200,000 to \$249,999	29	3.6%	217	2.7%	402	2.8%
Home Values \$175,000 to \$199,999	28	3.6%	232	2.8%	551	3.8%
Home Values \$150,000 to \$174,999	68	8.6%	594	7.3%	1,084	7.4%
Home Values \$125,000 to \$149,999	114	14.3%	755	9.3%	1,509	10.3%
Home Values \$100,000 to \$124,999	160	20.1%	1,130	13.9%	1,908	13.1%
Home Values \$90,000 to \$99,999	98	12.4%	977	12.0%	1,575	10.8%
Home Values \$80,000 to \$89,999	87	11.0%	899	11.0%	1,703	11.7%
Home Values \$70,000 to \$79,999	95	12.0%	1,102	13.5%	1,890	13.0%
Home Values \$60,000 to \$69,999	68	8.5%	1,076	13.2%	1,767	12.1%
Home Values \$50,000 to \$59,999	16	2.0%	496	6.1%	873	6.0%
Home Values \$35,000 to \$49,999	6	0.7%	340	4.2%	638	4.4%
Home Values \$25,000 to \$34,999	1	0.1%	79	1.0%	139	1.0%
Home Values \$10,000 to \$24,999	1	0.1%	22	0.3%	37	0.3%
Home Values \$0 to \$9,999	0	-	0	-	0	-
Owner Occupied Median Home Value	\$107,710		\$97,751		\$100,033	
Renter Occupied Median Rent	\$489		\$326		\$327	

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ALEXANDER & BISHOP, LTD.

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20th Street Retail	1.00 mi radius	3.00 mi radius	5.00 mi radius
<b>Consumer Expenditure (Annual Total)</b>			
Total Household Expenditure (2005)	\$68,023,911	\$744,514,448	\$1,298,642,694
<i>Total Non-Retail Expenditures (2005)</i>	\$38,491,989	\$420,039,675	\$733,776,506
<i>Total Retail Expenditures (2005)</i>	\$29,531,923	\$324,474,773	\$564,866,192
Apparel (2005)	\$2,955,865	\$32,491,604	\$56,711,787
Contributions (2005)	\$2,462,305	\$26,129,032	\$46,121,178
Education (2005)	\$1,342,019	\$14,657,683	\$25,817,212
Entertainment (2005)	\$3,729,991	\$40,403,117	\$70,693,925
Food And Beverages (2005)	\$10,215,675	\$113,159,624	\$196,508,830
Furnishings And Equipment (2005)	\$2,756,757	\$29,434,207	\$51,809,222
Gifts (2005)	\$1,809,192	\$19,415,172	\$34,147,903
Health Care (2005)	\$4,303,115	\$47,794,774	\$82,581,399
Household Operations (2005)	\$2,254,889	\$24,099,481	\$42,529,897
Miscellaneous Expenses (2005)	\$1,075,385	\$11,892,703	\$20,636,055
Personal Care (2005)	\$949,928	\$10,459,472	\$18,216,210
Personal Insurance (2005)	\$714,089	\$7,672,242	\$13,522,293
Reading (2005)	\$231,719	\$2,530,515	\$4,411,627
Shelter (2005)	\$13,551,238	\$148,103,414	\$258,502,605
Tobacco (2005)	\$505,550	\$5,770,767	\$9,881,012
Transportation (2005)	\$14,202,539	\$154,859,525	\$270,393,595
Utilities (2005)	\$4,963,655	\$55,641,121	\$96,157,951
<b>Consumer Expenditure (per Household per Month)</b>			
Total Household Expenditure (2005)	\$4,246	\$3,761	\$3,870
<i>Total Non-Retail Expenditures (2005)</i>	\$2,403 56.6%	\$2,122 56.4%	\$2,187 56.5%
<i>Total Retail Expenditures (2005)</i>	\$1,843 43.4%	\$1,639 43.6%	\$1,683 43.5%
Apparel (2005)	\$185 4.3%	\$164 4.4%	\$169 4.4%
Contributions (2005)	\$154 3.6%	\$132 3.5%	\$137 3.6%
Education (2005)	\$84 2.0%	\$74 2.0%	\$77 2.0%
Entertainment (2005)	\$233 5.5%	\$204 5.4%	\$211 5.4%
Food And Beverages (2005)	\$638 15.0%	\$572 15.2%	\$586 15.1%
Furnishings And Equipment (2005)	\$172 4.1%	\$149 4.0%	\$154 4.0%
Gifts (2005)	\$113 2.7%	\$98 2.6%	\$102 2.6%
Health Care (2005)	\$269 6.3%	\$241 6.4%	\$246 6.4%
Household Operations (2005)	\$141 3.3%	\$122 3.2%	\$127 3.3%
Miscellaneous Expenses (2005)	\$67 1.6%	\$60 1.6%	\$61 1.6%
Personal Care (2005)	\$59 1.4%	\$53 1.4%	\$54 1.4%
Personal Insurance (2005)	\$45 1.0%	\$39 1.0%	\$40 1.0%
Reading (2005)	\$14 0.3%	\$13 0.3%	\$13 0.3%
Shelter (2005)	\$846 19.9%	\$748 19.9%	\$770 19.9%
Tobacco (2005)	\$32 0.7%	\$29 0.8%	\$29 0.8%
Transportation (2005)	\$887 20.9%	\$782 20.8%	\$806 20.8%
Utilities (2005)	\$310 7.3%	\$281 7.5%	\$287 7.4%

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RGraph3

## 20th Street Retail

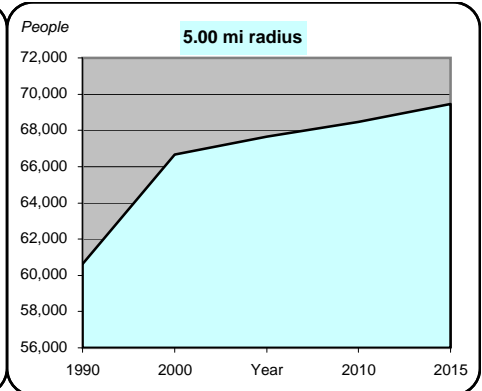
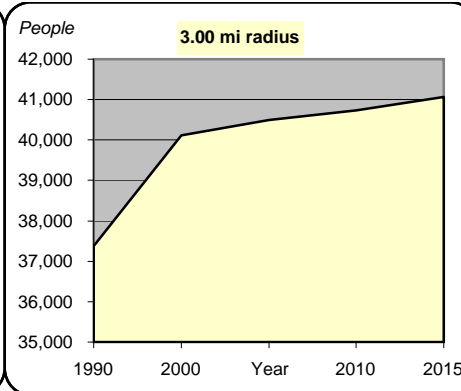
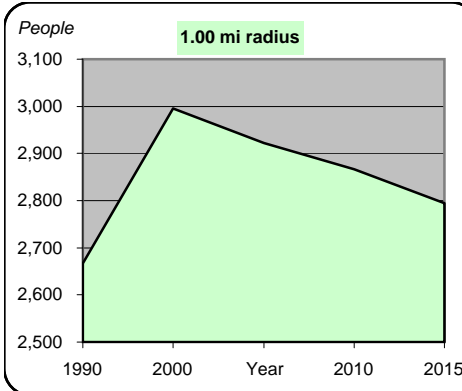
1.00 mi radius

3.00 mi radius

5.00 mi radius

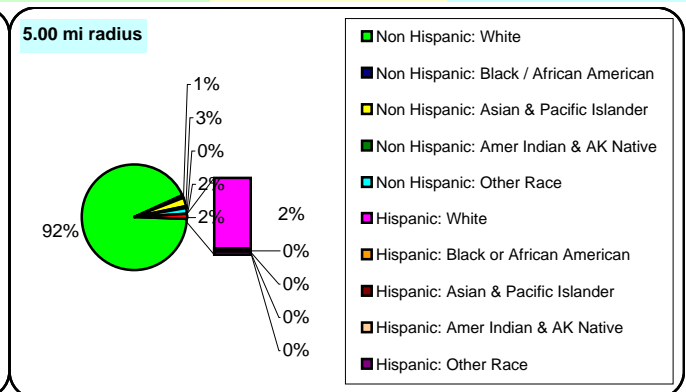
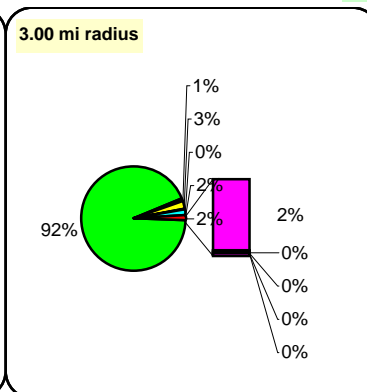
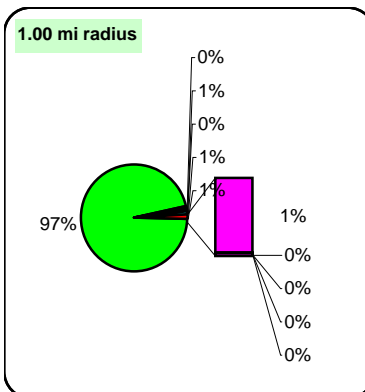
### Population

Census Population (1990)	2,667	37,372	60,614
Census Population (2000)	2,995	40,112	66,669
Estimated Population (2005)	2,922	40,490	67,651
Projected Population (2010)	2,867	40,737	68,470
Forecasted Population (2015)	2,795	41,071	69,448
Historical Annual Growth (1990-2000)	328 1.2%	2,741 0.7%	6,055 1.0%
Historical Annual Growth (2000-2005)	-73 -0.5%	378 0.2%	982 0.3%
Projected Annual Growth (2005-2010)	-56 -0.4%	247 0.1%	819 0.2%
Est. Population Density (2005)	930.70 <i>psm</i>	1,574.51 <i>psm</i>	1,100.60 <i>psm</i>
Trade Area Size	3.14 <i>sq mi</i>	25.72 <i>sq mi</i>	61.47 <i>sq mi</i>



### Race & Ethnicity (2005)

Non Hispanic: White	2,812 96.2%	37,668 93.0%	62,580 92.5%
Non Hispanic: Black / African American	15 0.5%	320 0.8%	636 0.9%
Non Hispanic: Asian & Pacific Islander	25 0.8%	1,031 2.5%	1,875 2.8%
Non Hispanic: Amer Indian & AK Native	7 0.3%	158 0.4%	235 0.3%
Non Hispanic: Other Race	26 0.9%	632 1.6%	1,187 1.8%
Hispanic: White	37 1.3%	647 1.6%	1,074 1.6%
Hispanic: Black or African American	0 -	4 0.0%	9 0.0%
Hispanic: Asian & Pacific Islander	0 -	19 0.0%	33 0.0%
Hispanic: Amer Indian & AK Native	0 -	1 0.0%	1 0.0%
Hispanic: Other Race	1 0.0%	10 0.0%	20 0.0%



- Non Hispanic: White
- Non Hispanic: Black / African American
- Non Hispanic: Asian & Pacific Islander
- Non Hispanic: Amer Indian & AK Native
- Non Hispanic: Other Race
- Hispanic: White
- Hispanic: Black or African American
- Hispanic: Asian & Pacific Islander
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- Hispanic: Other Race

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RGraph3

## 20th Street Retail

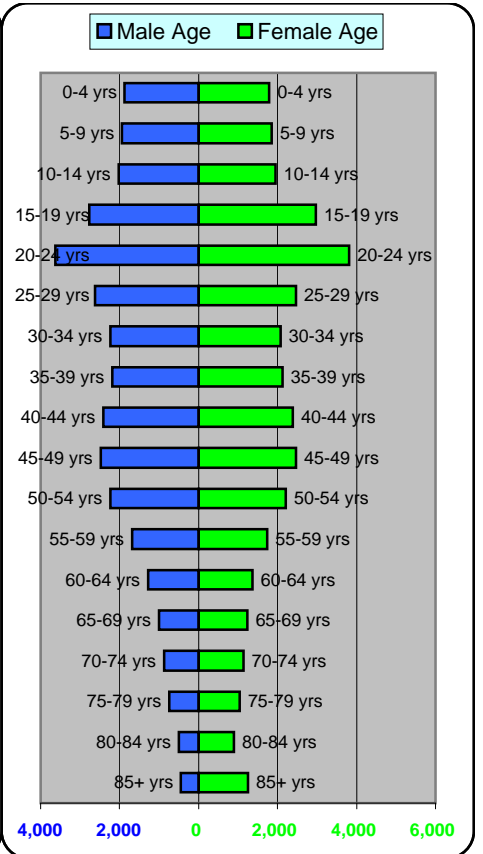
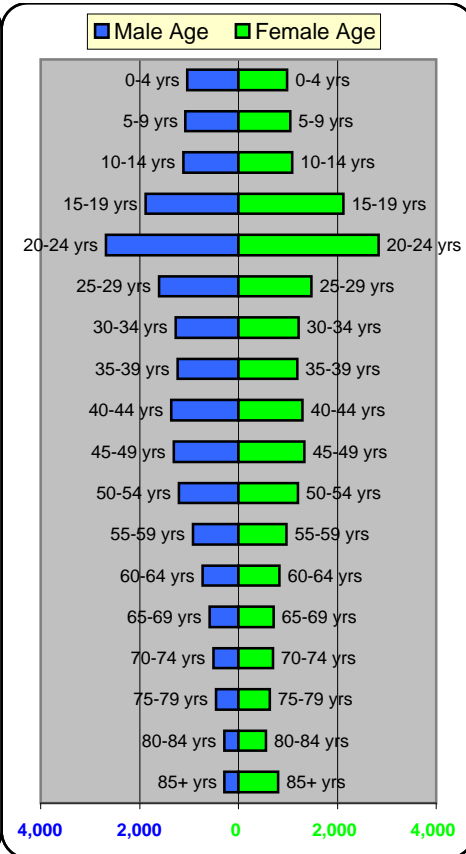
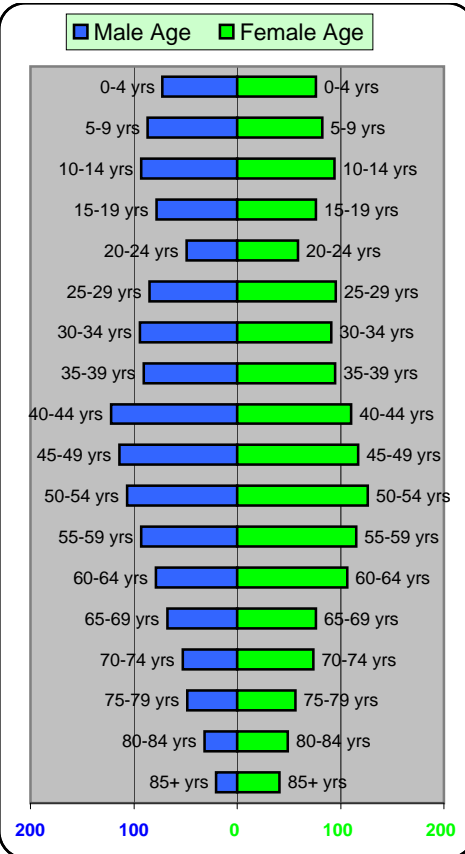
1.00 mi radius

3.00 mi radius

5.00 mi radius

### Age Distribution (2005)

	1.00 mi radius		3.00 mi radius		5.00 mi radius	
Total Population	2,922		40,490		67,651	
Age 0 to 4 yrs	148	5.1%	2,024	5.0%	3,661	5.4%
Age 5 to 9 yrs	169	5.8%	2,124	5.2%	3,802	5.6%
Age 10 to 14 yrs	187	6.4%	2,207	5.4%	3,962	5.9%
Age 15 to 19 yrs	155	5.3%	3,992	9.9%	5,723	8.5%
Age 20 to 24 yrs	108	3.7%	5,514	13.6%	7,445	11.0%
Age 25 to 29 yrs	180	6.2%	3,072	7.6%	5,090	7.5%
Age 30 to 34 yrs	185	6.3%	2,486	6.1%	4,306	6.4%
Age 35 to 39 yrs	186	6.3%	2,417	6.0%	4,308	6.4%
Age 40 to 44 yrs	232	8.0%	2,656	6.6%	4,798	7.1%
Age 45 to 49 yrs	231	7.9%	2,645	6.5%	4,937	7.3%
Age 50 to 54 yrs	233	8.0%	2,405	5.9%	4,431	6.5%
Age 55 to 59 yrs	208	7.1%	1,884	4.7%	3,433	5.1%
Age 60 to 64 yrs	185	6.3%	1,552	3.8%	2,642	3.9%
Age 65 to 69 yrs	143	4.9%	1,296	3.2%	2,230	3.3%
Age 70 to 74 yrs	127	4.3%	1,206	3.0%	2,002	3.0%
Age 75 to 79 yrs	105	3.6%	1,092	2.7%	1,776	2.6%
Age 80 to 84 yrs	81	2.8%	840	2.1%	1,391	2.1%
Age 85 yrs plus	61	2.1%	1,080	2.7%	1,713	2.5%
Median Age	42.5 yrs		34.8 yrs		35.7 yrs	



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# GRAPHIC PROFILE

1990 - 2000 Census, 2005 Estimates & 2010 Projections

Calculated using Proportional Block Groups

Prepared For

Alexander & Bishop, Ltd.

Lat/Lon: 43.991/-88.57333

January 2007



ALEXANDER & BISHOP, LTD.

RGraph3

## 20th Street Retail

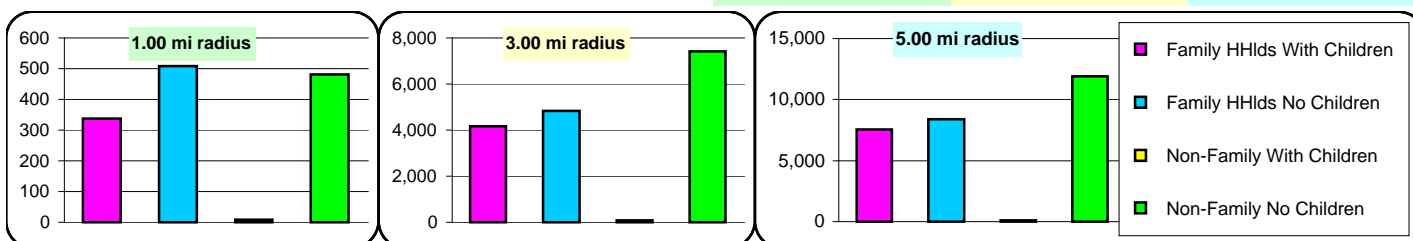
1.00 mi radius

3.00 mi radius

5.00 mi radius

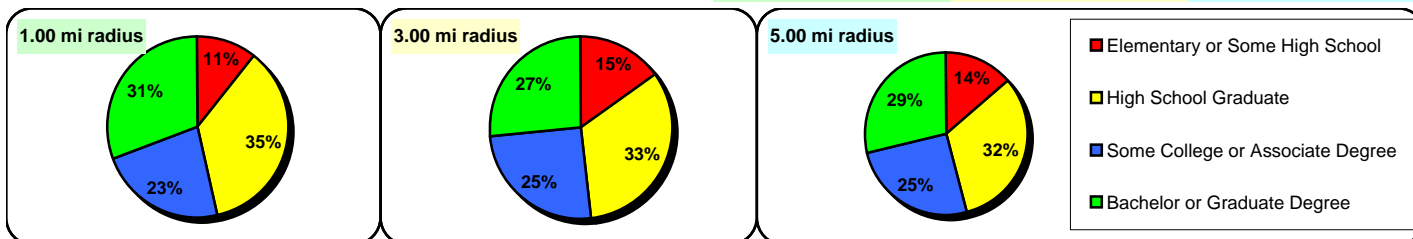
### Household Type (2005)

	1.00 mi radius	3.00 mi radius	5.00 mi radius
Total Households	1,335	16,496	27,962
Family Households	845 63.3%	9,004 54.6%	15,947 57.0%
Family HHlds With Children	337 39.9%	4,174 46.4%	7,533 47.2%
Family HHlds No Children	508 60.1%	4,830 53.6%	8,414 52.8%
Non-Family Households	490 36.7%	7,492 45.4%	12,016 43.0%
Non-Family With Children	9 1.7%	83 1.1%	128 1.1%
Non-Family No Children	481 98.3%	7,409 98.9%	11,888 98.9%



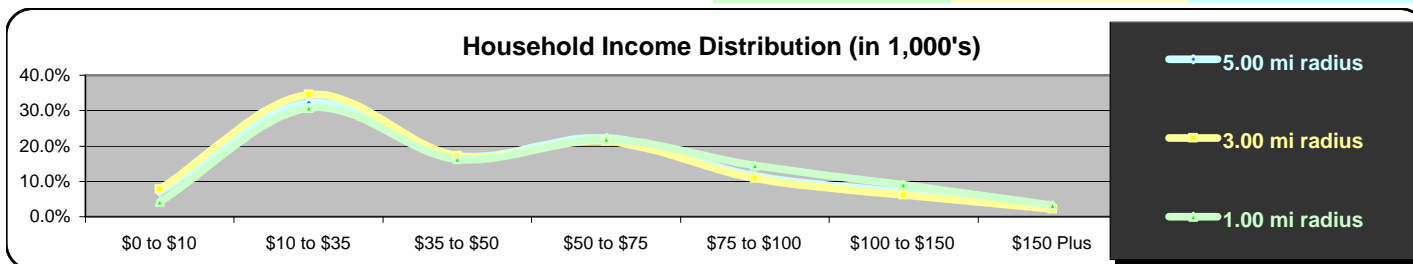
### Educational Attainment (2005)

	1.00 mi radius	3.00 mi radius	5.00 mi radius
Elementary or Some High School	232 100.0%	3,730 100.0%	6,032 100.0%
High School Graduate	767 10.8%	8,118 15.1%	13,726 14.0%
Some College or Associate Degree	495 35.6%	6,222 33.0%	10,808 31.9%
Bachelor or Graduate Degree	662 22.9%	6,560 25.3%	12,491 25.1%
	662 30.7%	6,560 26.6%	12,491 29.0%

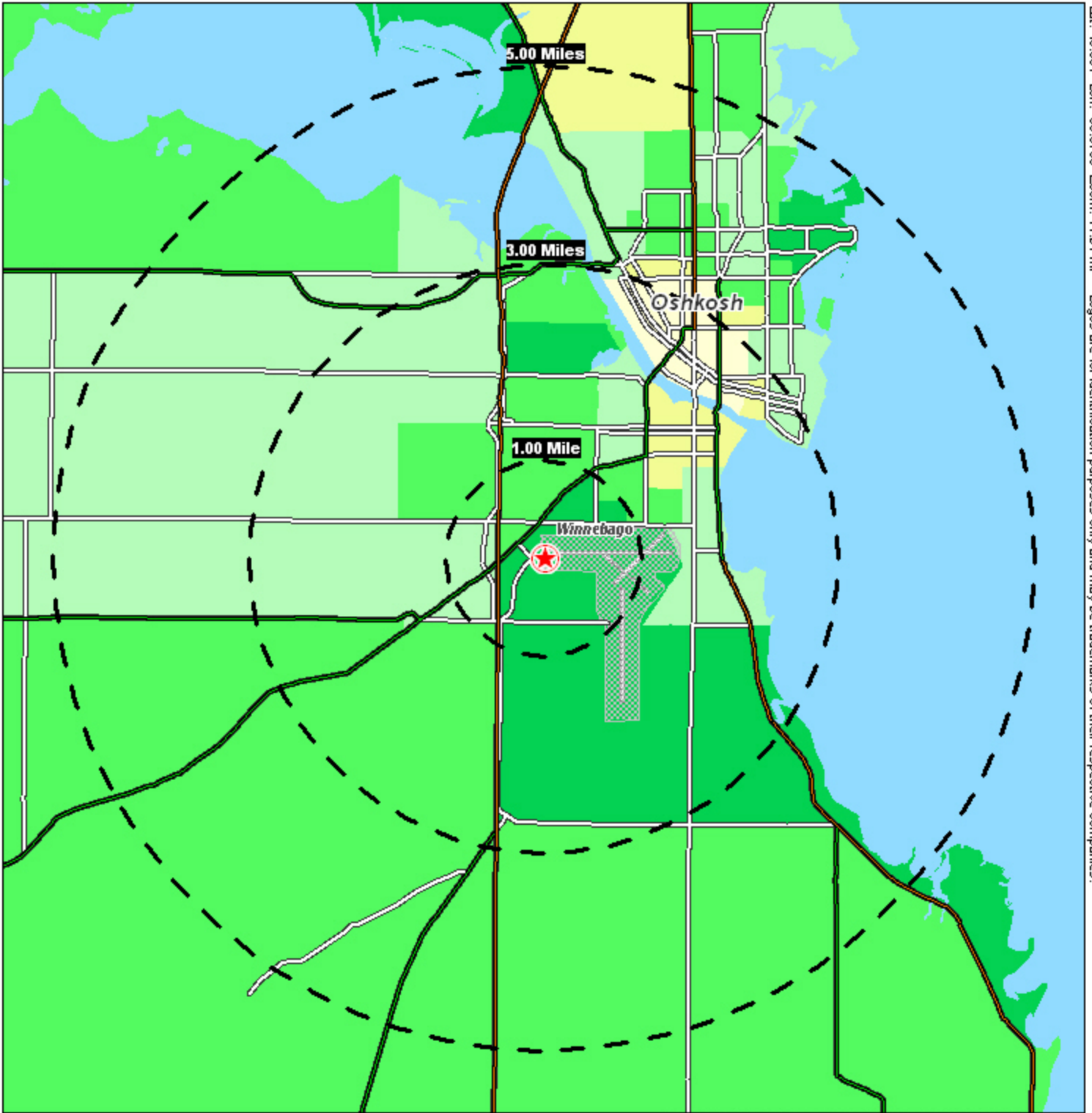


### Household Income (2005)

	1.00 mi radius	3.00 mi radius	5.00 mi radius
Est. Average Household Income	\$62,596	\$52,569	\$54,917
Est. Median Household Income	\$49,098	\$42,990	\$45,730
HH Income \$0 to \$9,999	56 4.2%	1,281 7.8%	1,979 7.1%
HH Income \$10,000 to \$34,999	410 30.7%	5,688 34.5%	8,991 32.2%
HH Income \$35,000 to \$49,999	219 16.4%	2,838 17.2%	4,795 17.1%
HH Income \$50,000 to \$74,999	292 21.9%	3,517 21.3%	6,221 22.2%
HH Income \$75,000 to \$99,999	194 14.6%	1,778 10.8%	3,263 11.7%
HH Income \$100,000 to \$149,999	120 9.0%	1,023 6.2%	1,949 7.0%
HH Income \$150,000 or More	44 3.3%	370 2.2%	765 2.7%



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**Median Age**  
By Block Groups

- 45 or more
- 38 to 45
- 33 to 38
- 28 to 33
- Less than 28

**20th St. Median Age**

*Current Year Estimated  
Median Age*

*January 2007*

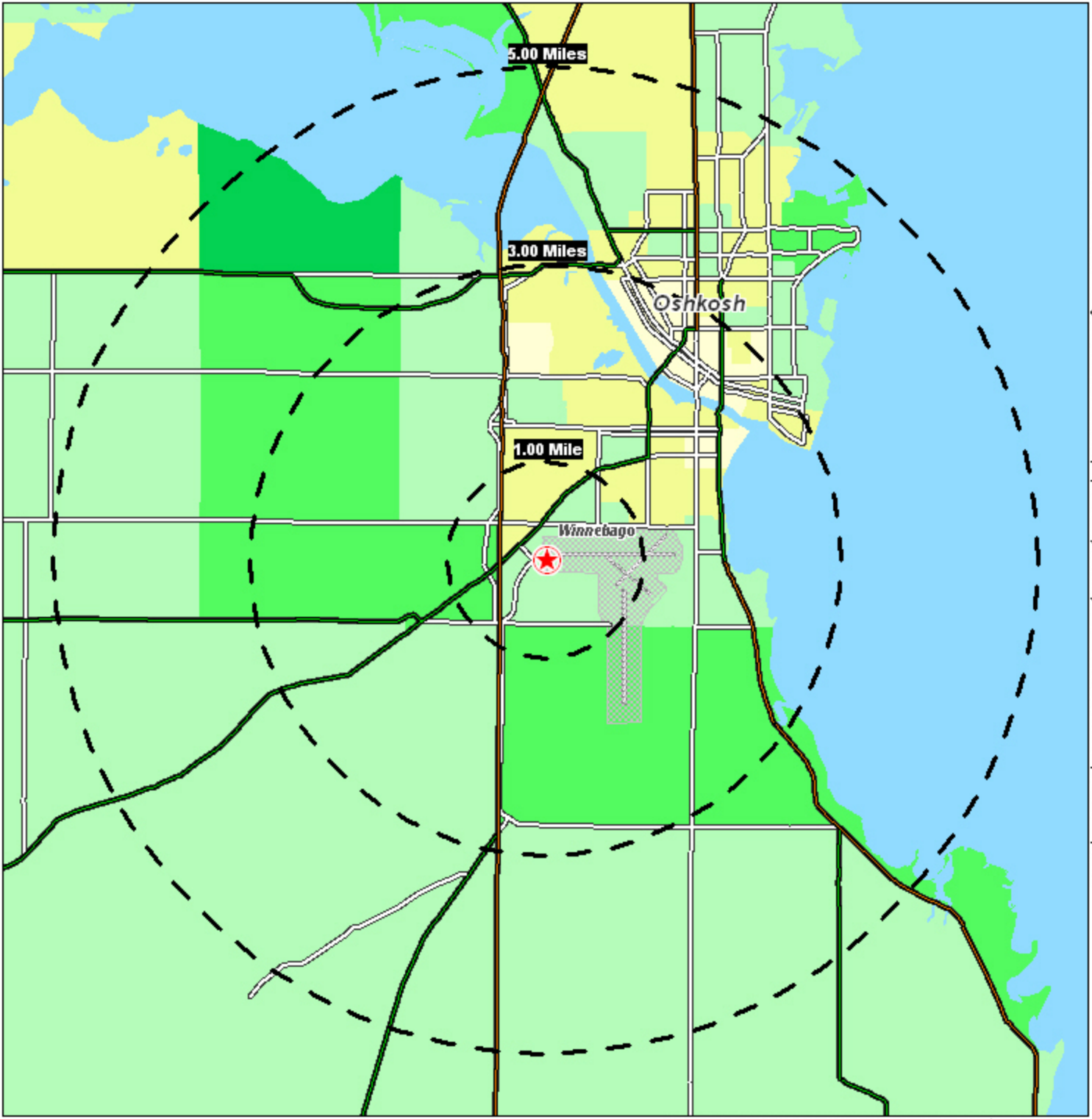
*Prepared For*

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Lat: 43.981 Lon: -88.5733 Zoom: 11.01 mi Logos are for identification purposes only and may be trademarks of their respective companies.



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**Median HH Income**  
By Block Groups

- \$75,000 or more
- \$60,000 to \$75,000
- \$45,000 to \$60,000
- \$30,000 to \$45,000
- Less than \$30,000

**20th St. Median HH income**

*Current Year Estimated  
Median Household Income*

*January 2007*

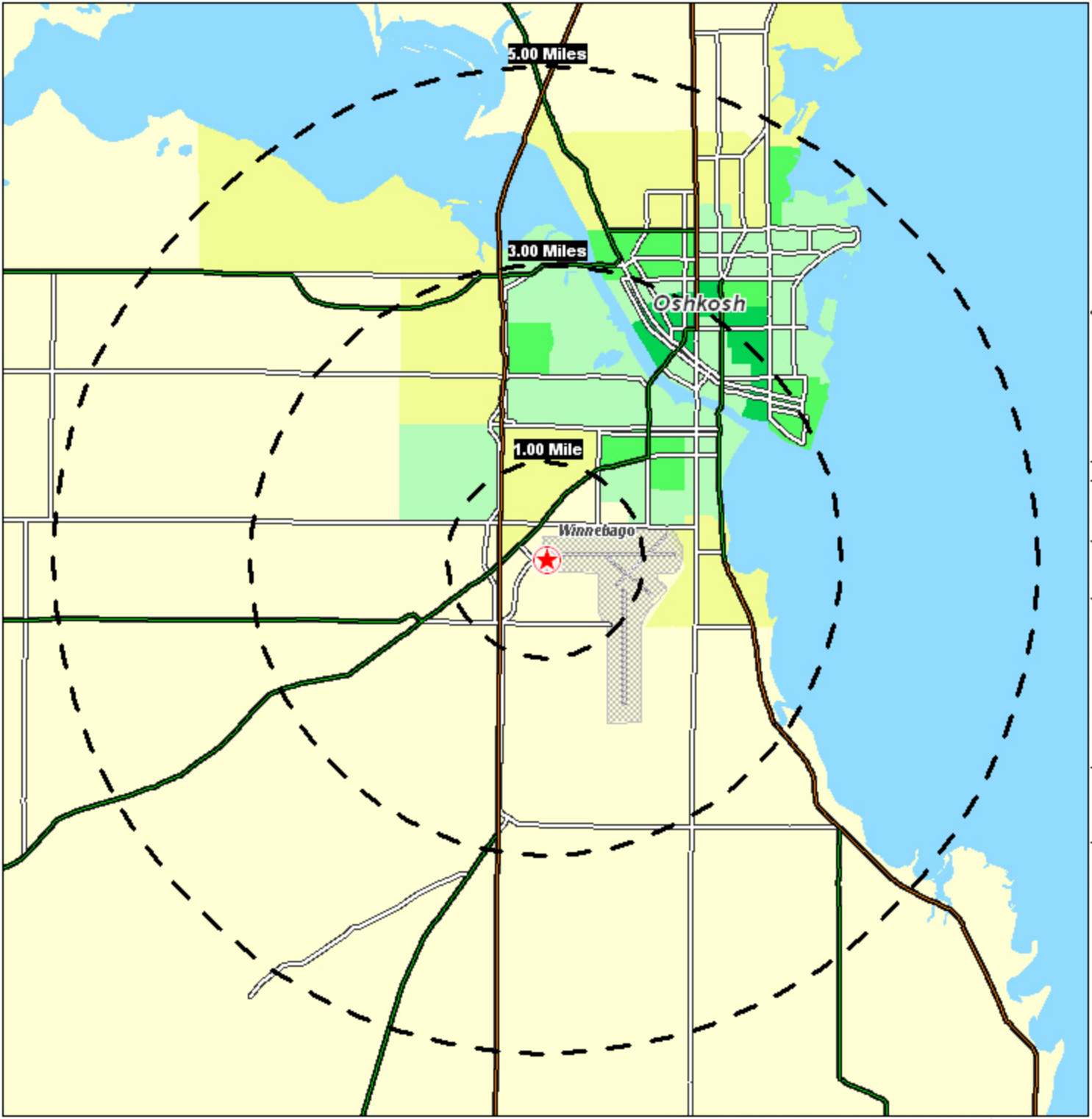
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**Population Density**  
By Block Groups

- 7,500 or More
- 5,000 to 7,500
- 2,500 to 5,000
- 1,000 to 2,500
- Less than 1,000

**20th Street Pop. Density**

*Current Year Estimated  
Persons per Square Mile*

*January 2007*

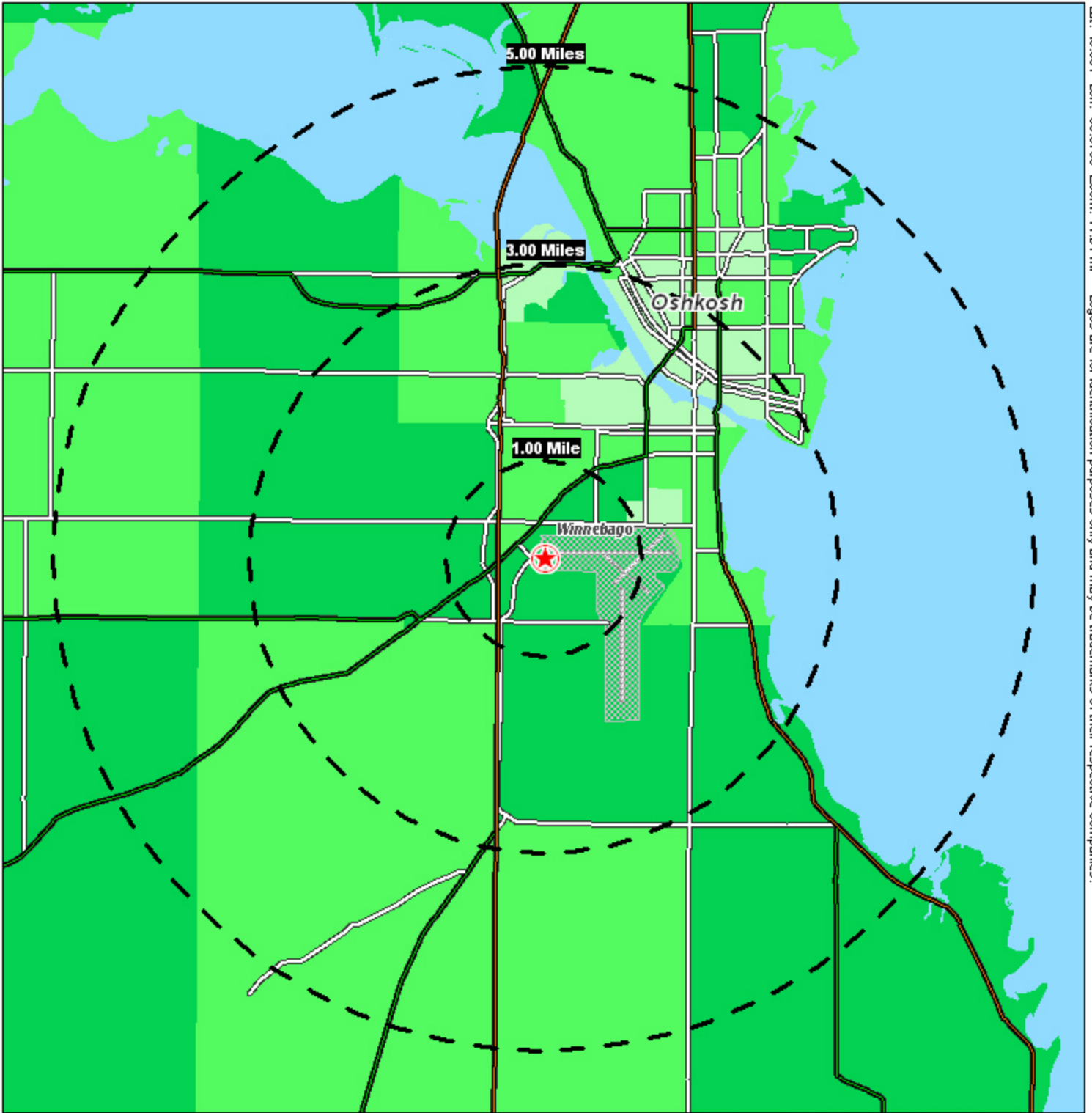
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**Total HH Exp/Hhld**

*By Block Groups*

- \$50,000 or more
- \$40,000 to \$50,000
- \$30,000 to \$40,000
- \$10,000 to \$30,000
- Less than \$10,000

**20th St. Total HH Exp/Hhold**

*Current Yr Est Annual Average  
Total Expenditure per Household*

*January 2007*

*Prepared For*

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