

DEMOGRAPHIC PROFILE COMPLETE

1990 - 2000 Census, 2005 Estimates & 2010 Projections

Calculated using Proportional Block Groups

Prepared For

Alexander & Bishop

Lat/Lon: 44.47217/-88.07133

March 2007



ALEXANDER & BISHOP, LTD.

RF9

Bayside Marketplace	1.00 mi radius		3.00 mi radius		5.00 mi radius	
Population						
Estimated Population (2005)	2,560		58,062		136,064	
Census Population (1990)	2,633		53,490		123,033	
Census Population (2000)	2,506		56,517		132,243	
Projected Population (2010)	2,615		59,618		139,842	
Forecasted Population (2015)	2,675		61,319		144,013	
Historical Annual Change (1990-2000)	-126	-0.5%	3,027	0.6%	9,210	0.7%
Historical Annual Change (2000-2005)	54	0.4%	1,545	0.5%	3,821	0.6%
Projected Annual Change (2005-2010)	56	0.4%	1,555	0.5%	3,778	0.6%
Est. Population Density (2005)	875.11	<i>psm</i>	2,191.28	<i>psm</i>	1,797.20	<i>psm</i>
Trade Area Size	2.93	<i>sq mi</i>	26.50	<i>sq mi</i>	75.71	<i>sq mi</i>
Households						
Estimated Households (2005)	1,291		23,302		56,491	
Census Households (1990)	887		19,237		47,228	
Census Households (2000)	1,200		21,666		52,563	
Projected Households (2010)	1,377		24,877		60,265	
Forecasted Households (2015)	1,473		26,640		64,496	
Historical Annual Change (1990-2000)	314	3.5%	2,429	1.3%	5,336	1.1%
Projected Annual Change (2000-2010)	176	1.5%	3,211	1.5%	7,702	1.5%
Average Household Income						
Est. Average Household Income (2005)	\$46,024		\$70,890		\$60,895	
Census Average Hhld Income (1990)	\$30,255		\$42,218		\$35,246	
Census Average Hhld Income (2000)	\$44,012		\$60,500		\$52,360	
Proj. Average Household Income (2010)	\$50,541		\$77,091		\$66,613	
Historical Annual Change (1990-2000)	\$13,756	4.5%	\$18,282	4.3%	\$17,114	4.9%
Projected Annual Change (2000-2010)	\$6,530	1.5%	\$16,591	2.7%	\$14,254	2.7%
Median Household Income						
Est. Median Household Income (2005)	\$39,492		\$55,876		\$49,109	
Census Median Hhld Income (1990)	\$26,869		\$35,497		\$30,114	
Census Median Hhld Income (2000)	\$35,987		\$50,783		\$44,644	
Proj. Median Household Income (2010)	\$42,705		\$62,646		\$55,039	
Historical Annual Change (1990-2000)	\$9,118	3.4%	\$15,286	4.3%	\$14,530	4.8%
Projected Annual Change (2000-2010)	\$6,717	1.9%	\$11,863	2.3%	\$10,395	2.3%
Per Capita Income						
Est. Per Capita Income (2005)	\$24,800		\$29,294		\$25,846	
Census Per Capita Income (1990)	\$10,188		\$15,183		\$13,529	
Census Per Capita Income (2000)	\$20,767		\$23,083		\$20,762	
Proj. Per Capita Income (2010)	\$28,399		\$33,118		\$29,340	
Historical Annual Change (1990-2000)	\$10,578	10.4%	\$7,900	5.2%	\$7,233	5.3%
Projected Annual Change (2000-2010)	\$7,632	3.7%	\$10,035	4.3%	\$8,578	4.1%
Other Income						
Est. Median Disposable Income (2005)	\$34,524		\$46,605		\$41,460	
Proj. Median Disposable Income (2010)	\$37,092		\$51,464		\$45,810	
Est. Median Household Net Worth (2005)	\$29,518		\$43,163		\$38,797	

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Bayside Marketplace	1.00 mi radius		3.00 mi radius		5.00 mi radius	
Household Income Distribution (2005)						
HH Income \$200,000 or More	4	0.3%	717	3.1%	1,307	2.3%
HH Income \$150,000 to 199,999	16	1.3%	452	1.9%	813	1.4%
HH Income \$125,000 to 149,999	23	1.8%	703	3.0%	1,302	2.3%
HH Income \$100,000 to 124,999	55	4.2%	1,743	7.5%	3,302	5.8%
HH Income \$75,000 to 99,999	152	11.8%	3,641	15.6%	7,064	12.5%
HH Income \$50,000 to 74,999	239	18.5%	5,459	23.4%	12,508	22.1%
HH Income \$35,000 to 49,999	226	17.5%	3,868	16.6%	9,846	17.4%
HH Income \$25,000 to 34,999	194	15.1%	2,555	11.0%	6,908	12.2%
HH Income \$15,000 to 24,999	186	14.4%	2,453	10.5%	6,758	12.0%
HH Income \$10,000 to 14,999	100	7.8%	735	3.2%	3,074	5.4%
HH Income \$0 to 9,999	96	7.4%	975	4.2%	3,609	6.4%
HH Income \$35,000+	715	55.4%	16,583	71.2%	36,143	64.0%
HH Income \$50,000+	489	37.9%	12,715	54.6%	26,297	46.5%
HH Income \$75,000+	250	19.3%	7,256	31.1%	13,788	24.4%
Race & Ethnicity (2005)						
Total Population	2,560		58,062		136,064	
White	2,376	92.8%	54,193	93.3%	120,461	88.5%
Black or African American	22	0.9%	993	1.7%	2,086	1.5%
American Indian & Alaska Native	29	1.1%	828	1.4%	3,422	2.5%
Asian	90	3.5%	932	1.6%	3,851	2.8%
Hawaiian & Pacific Islander	0	-	9	0.0%	23	0.0%
Other Race	9	0.3%	430	0.7%	3,577	2.6%
Two or More Races	33	1.3%	678	1.2%	2,644	1.9%
Not Hispanic or Latino Population	2,528	98.8%	56,966	98.1%	128,580	94.5%
<i>Non Hispanic: White</i>	2,347	92.8%	53,204	93.4%	114,239	88.8%
<i>Non Hispanic: Black or African American</i>	22	0.9%	966	1.7%	1,890	1.5%
<i>Non Hispanic: Amer Indian & AK Native</i>	29	1.2%	803	1.4%	3,143	2.4%
<i>Non Hispanic: Asian</i>	89	3.5%	896	1.6%	3,291	2.6%
<i>Non Hispanic: Hawaiian & Pacific Islander</i>	0	-	9	0.0%	23	0.0%
<i>Non Hispanic: Other Race</i>	9	0.3%	430	0.8%	3,577	2.8%
<i>Non Hispanic: Two or More Races</i>	32	1.3%	659	1.2%	2,418	1.9%
Hispanic or Latino Population	31	1.2%	1,097	1.9%	7,484	5.5%
<i>Hispanic: White</i>	29	92.4%	989	90.2%	6,223	83.1%
<i>Hispanic: Black or African American</i>	0	-	27	2.5%	196	2.6%
<i>Hispanic: American Indian & Alaska Native</i>	0	-	25	2.3%	279	3.7%
<i>Hispanic: Asian</i>	1	3.7%	37	3.4%	560	7.5%
<i>Hispanic: Hawaiian & Pacific Islander</i>	0	-	0	-	0	-
<i>Hispanic: Other Race</i>	0	-	0	-	0	-
<i>Hispanic: Two or More Races</i>	1	2.6%	19	1.7%	226	3.0%
Not of Hispanic Origin Population (1990)	2,621	99.6%	53,195	99.4%	121,937	99.1%
Hispanic Origin Population (1990)	11	0.4%	295	0.6%	1,096	0.9%
Not Hispanic or Latino Population (2000)	2,482	99.0%	55,694	98.5%	126,537	95.7%
Hispanic or Latino Population (2000)	24	1.0%	823	1.5%	5,707	4.3%
Not Hispanic or Latino Population 5yr (2010)	2,575	98.4%	58,248	97.7%	130,671	93.4%
Hispanic or Latino Population 5yr (2010)	41	1.6%	1,369	2.3%	9,171	6.6%
Historical Annual Change (1990-2000)	13	11.6%	529	17.9%	4,611	42.1%
Projected Annual Change (2000-2010)	17	7.0%	546	6.6%	3,465	6.1%

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Age Distribution (2005)						
Total Population	2,560		58,062		136,064	
Age 0 to 4 yrs	126	4.9%	3,417	5.9%	9,169	6.7%
Age 5 to 9 yrs	98	3.8%	3,516	6.1%	8,790	6.5%
Age 10 to 14 yrs	112	4.4%	3,803	6.6%	9,220	6.8%
Age 15 to 19 yrs	145	5.6%	4,195	7.2%	9,492	7.0%
Age 20 to 24 yrs	287	11.2%	4,246	7.3%	10,302	7.6%
Age 25 to 29 yrs	266	10.4%	3,888	6.7%	10,064	7.4%
Age 30 to 34 yrs	153	6.0%	3,767	6.5%	9,352	6.9%
Age 35 to 39 yrs	141	5.5%	4,080	7.0%	9,734	7.2%
Age 40 to 44 yrs	148	5.8%	4,528	7.8%	10,726	7.9%
Age 45 to 49 yrs	174	6.8%	4,535	7.8%	10,254	7.5%
Age 50 to 54 yrs	147	5.7%	4,171	7.2%	9,093	6.7%
Age 55 to 59 yrs	110	4.3%	3,427	5.9%	7,428	5.5%
Age 60 to 64 yrs	75	2.9%	2,706	4.7%	5,677	4.2%
Age 65 to 69 yrs	63	2.5%	2,120	3.7%	4,387	3.2%
Age 70 to 74 yrs	61	2.4%	1,751	3.0%	3,720	2.7%
Age 75 to 79 yrs	88	3.4%	1,453	2.5%	3,237	2.4%
Age 80 to 84 yrs	106	4.1%	1,102	1.9%	2,556	1.9%
Age 85 yrs plus	261	10.2%	1,356	2.3%	2,862	2.1%
Median Age	39.0 yrs		37.4 yrs		35.4 yrs	
Age 19 yrs or less	480	18.8%	14,932	25.7%	36,672	27.0%
Age 20 to 64 years	1,500	58.6%	35,348	60.9%	82,630	60.7%
Age 65 years Plus	579	22.6%	7,782	13.4%	16,763	12.3%
Female Age Distribution (2005)						
Female Population	1,374	53.7%	29,070	50.1%	68,521	50.4%
Age 0 to 4 yrs	67	4.9%	1,666	5.7%	4,453	6.5%
Age 5 to 9 yrs	47	3.4%	1,687	5.8%	4,268	6.2%
Age 10 to 14 yrs	55	4.0%	1,855	6.4%	4,474	6.5%
Age 15 to 19 yrs	79	5.7%	2,029	7.0%	4,631	6.8%
Age 20 to 24 yrs	149	10.9%	1,956	6.7%	4,988	7.3%
Age 25 to 29 yrs	125	9.1%	1,839	6.3%	4,826	7.0%
Age 30 to 34 yrs	63	4.6%	1,750	6.0%	4,410	6.4%
Age 35 to 39 yrs	69	5.0%	1,975	6.8%	4,696	6.9%
Age 40 to 44 yrs	66	4.8%	2,180	7.5%	5,232	7.6%
Age 45 to 49 yrs	92	6.7%	2,335	8.0%	5,172	7.5%
Age 50 to 54 yrs	73	5.3%	2,108	7.3%	4,575	6.7%
Age 55 to 59 yrs	54	3.9%	1,757	6.0%	3,861	5.6%
Age 60 to 64 yrs	35	2.5%	1,420	4.9%	2,960	4.3%
Age 65 to 69 yrs	39	2.9%	1,119	3.9%	2,339	3.4%
Age 70 to 74 yrs	34	2.5%	947	3.3%	2,072	3.0%
Age 75 to 79 yrs	59	4.3%	824	2.8%	1,911	2.8%
Age 80 to 84 yrs	73	5.3%	681	2.3%	1,622	2.4%
Age 85 yrs plus	196	14.3%	941	3.2%	2,032	3.0%
Female Median Age	45.1 yrs		39.2 yrs		36.9 yrs	
Age 19 yrs or less	248	18.0%	7,237	24.9%	17,826	26.0%
Age 20 to 64 years	725	52.8%	17,320	59.6%	40,720	59.4%
Age 65 years Plus	401	29.2%	4,513	15.5%	9,976	14.6%

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Bayside Marketplace	1.00 mi radius		3.00 mi radius		5.00 mi radius	
Male Age Distribution (2005)						
Male Population	1,186	46.3%	28,993	49.9%	67,543	49.6%
Age 0 to 4 yrs	59	5.0%	1,751	6.0%	4,716	7.0%
Age 5 to 9 yrs	51	4.3%	1,829	6.3%	4,522	6.7%
Age 10 to 14 yrs	56	4.8%	1,949	6.7%	4,746	7.0%
Age 15 to 19 yrs	66	5.5%	2,166	7.5%	4,862	7.2%
Age 20 to 24 yrs	138	11.6%	2,290	7.9%	5,315	7.9%
Age 25 to 29 yrs	141	11.9%	2,049	7.1%	5,238	7.8%
Age 30 to 34 yrs	90	7.6%	2,017	7.0%	4,942	7.3%
Age 35 to 39 yrs	72	6.1%	2,106	7.3%	5,038	7.5%
Age 40 to 44 yrs	82	6.9%	2,347	8.1%	5,494	8.1%
Age 45 to 49 yrs	82	6.9%	2,200	7.6%	5,082	7.5%
Age 50 to 54 yrs	74	6.2%	2,063	7.1%	4,518	6.7%
Age 55 to 59 yrs	57	4.8%	1,670	5.8%	3,567	5.3%
Age 60 to 64 yrs	40	3.4%	1,286	4.4%	2,717	4.0%
Age 65 to 69 yrs	23	2.0%	1,001	3.5%	2,049	3.0%
Age 70 to 74 yrs	27	2.3%	803	2.8%	1,648	2.4%
Age 75 to 79 yrs	29	2.4%	629	2.2%	1,326	2.0%
Age 80 to 84 yrs	33	2.8%	421	1.5%	935	1.4%
Age 85 yrs plus	65	5.5%	415	1.4%	830	1.2%
Male Median Age	33.7	yrs	35.9	yrs	34.0	yrs
Age 19 yrs or less	233	19.6%	7,695	26.5%	18,846	27.9%
Age 20 to 64 years	775	65.3%	18,029	62.2%	41,910	62.0%
Age 65 years Plus	178	15.0%	3,269	11.3%	6,787	10.0%
Males per 100 Females, Male % Pop (2005)						
Overall Comparison	86		100		99	
Age 0 to 4 yrs	89	47.1%	105	51.2%	106	51.4%
Age 5 to 9 yrs	110	52.4%	108	52.0%	106	51.4%
Age 10 to 14 yrs	102	50.5%	105	51.2%	106	51.5%
Age 15 to 19 yrs	83	45.4%	107	51.6%	105	51.2%
Age 20 to 24 yrs	92	48.0%	117	53.9%	107	51.6%
Age 25 to 29 yrs	113	53.0%	111	52.7%	109	52.1%
Age 30 to 34 yrs	142	58.6%	115	53.5%	112	52.8%
Age 35 to 39 yrs	105	51.3%	107	51.6%	107	51.8%
Age 40 to 44 yrs	125	55.5%	108	51.8%	105	51.2%
Age 45 to 49 yrs	90	47.2%	94	48.5%	98	49.6%
Age 50 to 54 yrs	100	50.1%	98	49.5%	99	49.7%
Age 55 to 59 yrs	106	51.4%	95	48.7%	92	48.0%
Age 60 to 64 yrs	115	53.4%	91	47.5%	92	47.9%
Age 65 to 69 yrs	59	37.3%	89	47.2%	88	46.7%
Age 70 to 74 yrs	80	44.6%	85	45.9%	79	44.3%
Age 75 to 79 yrs	49	33.1%	76	43.3%	69	41.0%
Age 80 to 84 yrs	46	31.4%	62	38.2%	58	36.6%
Age 85 yrs plus	33	25.0%	44	30.6%	41	29.0%
Age 19 yrs or less	94	48.5%	106	51.5%	106	51.4%
Age 20 to 39 yrs	108	52.0%	113	52.9%	109	52.0%
Age 40 to 64 yrs	105	51.2%	98	49.4%	98	49.5%
Age 65 years Plus	44	30.8%	72	42.0%	68	40.5%

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Bayside Marketplace	1.00 mi radius		3.00 mi radius		5.00 mi radius	
Household Type (2005)						
Total Households	1,291		23,302		56,491	
Households with Children	248	19.3%	7,146	30.7%	17,387	30.8%
Average Household Size	1.82		2.33		2.32	
Est. Household Density	441.24	psm	879.43	psm	746.17	psm
Population Family	1,444	56.4%	42,854	73.8%	99,394	73.0%
Population Non-Family	911	35.6%	11,360	19.6%	31,391	23.1%
Population Group Qtrs	205	8.0%	3,848	6.6%	5,279	3.9%
Family Households	527	40.8%	14,854	63.7%	33,738	59.7%
<i>Married Couple Hhlds</i>	403	76.5%	12,273	82.6%	26,173	77.6%
<i>Other Family Hhlds</i>	124	23.5%	2,581	17.4%	7,565	22.4%
Family Households With Children	244	46.4%	7,044	47.4%	17,098	50.7%
<i>Married Couple With Children</i>	162	66.4%	5,186	73.6%	11,542	67.5%
<i>Other Family Hhlds With Children</i>	82	33.6%	1,858	26.4%	5,556	32.5%
Family Households No Children	283	53.6%	7,810	52.6%	16,640	49.3%
<i>Married Couple No Children</i>	241	85.2%	7,087	90.7%	14,631	87.9%
<i>Other Family Households No Childrer.</i>	42	14.8%	723	9.3%	2,009	12.1%
Average Family Household Size	2.74		2.88		2.95	
Average Family Income	\$63,011		\$85,917		\$76,356	
Median Family Income	\$60,145		\$68,190		\$61,459	
Non-Family Households	764	59.2%	8,448	36.3%	22,753	40.3%
Non-Family Hhlds With Children	4	0.6%	102	1.2%	289	1.3%
Non-Family Hhld No Children	760	99.4%	8,346	98.8%	22,464	98.7%
<i>N-F Hhld Lone Person No Children</i>	634	83.0%	6,841	81.0%	18,033	79.3%
Lone Male Householder	279	44.0%	2,807	41.0%	7,899	43.8%
Lone Female Householder	355	56.0%	4,034	59.0%	10,134	56.2%
<i>N-F Hhld 2+ Persons No Children</i>	125	16.4%	1,505	17.8%	4,431	19.5%
Average Non-Family Hhld Size	1.19		1.34		1.38	
Marital Status (2005)						
(15 Years or Older)	2,224		47,326		108,885	
Never Married	774	34.8%	11,900	25.1%	30,489	28.0%
Now Married	809	36.4%	25,300	53.5%	54,992	50.5%
Previously Married	641	28.8%	10,125	21.4%	23,404	21.5%
<i>Separated</i>	54	8.4%	3,077	30.4%	5,627	24.0%
<i>Widowed</i>	257	40.2%	4,002	39.5%	11,057	47.2%
<i>Divorced</i>	329	51.4%	3,046	30.1%	6,720	28.7%
Educational Attainment (2005)						
Adult Population (25 Years or Older)	1,793		38,885		89,090	
Elementary (0 to 8)	262	14.6%	1,907	4.9%	5,650	6.3%
Some High School (9 to 11)	100	5.6%	2,437	6.3%	7,187	8.1%
High School Graduate (12)	454	25.3%	11,207	28.8%	27,371	30.7%
Some College (13 to 16)	314	17.5%	7,619	19.6%	17,140	19.2%
Associate Degree Only	158	8.8%	3,680	9.5%	8,043	9.0%
Bachelor Degree Only	377	21.0%	8,365	21.5%	16,784	18.8%
Graduate Degree	129	7.2%	3,671	9.4%	6,915	7.8%
Any College + (Some College or higher	977	54.5%	23,334	60.0%	48,882	54.9%
College Degree + (Bachelor Degree or higher	505	28.2%	12,035	31.0%	23,699	26.6%

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Bayside Marketplace	1.00 mi radius		3.00 mi radius		5.00 mi radius	
Housing (2005)						
Total Housing Units	1,338		23,921		58,526	
Housing Units, Occupied	1,291	96.5%	23,302	97.4%	56,491	96.5%
<i>Housing Units, Owner-Occupied</i>	358	27.7%	16,165	69.4%	34,578	61.2%
<i>Housing Units, Renter-Occupied</i>	933	72.3%	7,138	30.6%	21,913	38.8%
Housing Units, Vacant	47 3.5%		619 2.6%		2,034 3.5%	
Total Housing Units (2000)	1,240		22,165		54,285	
Historical Annual Change (2000-2005)	97	1.6%	1,756	1.6%	4,240	1.6%
Household Size (2005)						
Total Households	1,291		23,302		56,491	
1 Person Households	634	49.1%	6,841	29.4%	18,033	31.9%
2 Person Households	409	31.7%	8,907	38.2%	20,347	36.0%
3 Person Households	117	9.1%	3,099	13.3%	7,455	13.2%
4 Person Households	92	7.1%	2,883	12.4%	6,575	11.6%
5 Person Households	31	2.4%	1,181	5.1%	2,818	5.0%
6 Person Households	6	0.4%	270	1.2%	705	1.2%
7+ Person Households	2	0.1%	122	0.5%	558	1.0%
Household Stability (2005)						
Total Households	1,291		23,302		56,491	
In current residence < 1 year	378	29.3%	3,933	16.9%	11,025	19.5%
In current residence 1-2 years	394	30.5%	4,758	20.4%	13,379	23.7%
In current residence 3-5 years	170	13.2%	3,193	13.7%	7,910	14.0%
In current residence 6-10 years	120	9.3%	3,373	14.5%	7,508	13.3%
In current residence > 10 years	228	17.7%	8,045	34.5%	16,669	29.5%
Turnover (% Annual Residential Turnover)	29.3%		16.9%		19.5%	
Stability (% In Current Residence 5+ Years)	27.0%		49.0%		42.8%	
Median Years in Residence	2.4 yrs		5.9 yrs		4.7 yrs	
Household Vehicles (2005)						
Total Vehicles Available	1,800		42,407		97,838	
Household: 0 Vehicles Available	193	14.9%	1,119	4.8%	3,744	6.6%
Household: 1 Vehicles Available	591	45.8%	7,692	33.0%	20,651	36.6%
Household: 2 Vehicles Available	369	28.6%	10,222	43.9%	23,108	40.9%
Household: 3+ Vehicles Available	138	10.7%	4,269	18.3%	8,989	15.9%
Average Per Household	1.4 Vehicles		1.8 Vehicles		1.7 Vehicles	
Owner Occupied Hhlds Vehicles	781		32,794		68,396	
<i>Average Per Owner Household</i>	2.2 Vehicles		2.0 Vehicles		2.0 Vehicles	
Renter Occupied Hhlds Vehicles	1,019		9,613		29,442	
<i>Average Per Renter Household</i>	1.1 Vehicles		1.3 Vehicles		1.3 Vehicles	
Travel Time (2000)						
Worker Base (16 Years or Older)	1,371		29,328		68,445	
Travel to Work in 14 Minutes or Less	800	58.3%	15,727	53.6%	33,774	49.3%
Travel to Work in 15 to 29 Minutes	404	29.5%	9,985	34.0%	25,898	37.8%
Travel to Work in 30 to 59 Minutes	112	8.1%	2,283	7.8%	5,555	8.1%
Travel to Work in 60 Minutes or More	33	2.4%	723	2.5%	1,844	2.7%
Work at Home	23 1.7%		610 2.1%		1,373 2.0%	
Average Travel Time to Work	14.0 mins		15.0 mins		15.6 mins	

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Alexander & Bishop

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March 2007

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Bayside Marketplace	1.00 mi radius		3.00 mi radius		5.00 mi radius	
Transportation To Work (2000)						
Work Base	1,371		29,328		68,445	
Drive to Work Alone	1,248	91.0%	25,418	86.7%	57,708	84.3%
Drive to Work in Carpool	77	5.6%	1,852	6.3%	5,834	8.5%
Travel to Work - Public Transportation	8	0.6%	231	0.8%	803	1.2%
Drive to Work on Motorcycle	0	-	11	0.0%	21	0.0%
Bicycle to Work	3	0.2%	89	0.3%	197	0.3%
Walk to Work	11	0.8%	1,032	3.5%	2,211	3.2%
Other Means	0	-	84	0.3%	297	0.4%
Work at Home	23	1.7%	610	2.1%	1,373	2.0%
Daytime Demos (2005)						
Total Number of Businesses	604		2,939		6,851	
Total Number of Employees	12,211		45,053		110,531	
Company Headqtrs: Businesses	5	0.8%	12	0.4%	30	0.4%
Company Headqtrs: Employees	1,341	11.0%	2,910	6.5%	7,438	6.7%
Employee Population per Business	20.2 to 1		15.3 to 1		16.1 to 1	
Residential Population per Business	4.2 to 1		19.8 to 1		19.9 to 1	
Est. Adj. Daytime Demographics (Age16+)	13,009		61,265		146,757	
Labor Force (2005)						
Labor: Population Age 16+	2,195		46,544		107,001	
Unemployment Rate		1.3%		2.6%		3.3%
Labor Force Total: Males	1,002	45.6%	23,064	49.6%	52,598	49.2%
<i>Male civilian employec</i>	749	74.8%	15,505	67.2%	36,633	69.6%
<i>Male civilian unemployec</i>	17	1.7%	632	2.7%	1,928	3.7%
<i>Males in Armed Forces</i>	3	0.3%	48	0.2%	91	0.2%
<i>Males not in labor force</i>	233	23.3%	6,879	29.8%	13,945	26.5%
Labor Force Total: Females	1,193	54.4%	23,480	50.4%	54,403	50.8%
<i>Female civilian employec</i>	645	54.1%	14,779	62.9%	34,051	62.6%
<i>Female civilian unemployec</i>	12	1.0%	576	2.5%	1,558	2.9%
<i>Females in Armed Forces</i>	0	-	0	-	0	-
<i>Females not in labor force</i>	536	44.9%	8,124	34.6%	18,794	34.5%
Labor Force Change (2000-2005)	827	12.1%	17,265	11.8%	38,647	11.3%
Male Change (2000-2005)	267	7.3%	8,138	10.9%	17,289	9.8%
Female Change (2000-2005)	560	17.7%	9,128	12.7%	21,358	12.9%
Occupation (2000)						
Occupation: Population Age 16+	1,368		29,278		68,354	
<i>Occupation Total: Males</i>	735	53.7%	14,926	51.0%	35,309	51.7%
<i>Occupation Total: Females</i>	633	46.3%	14,352	49.0%	33,046	48.3%
Mgmt, Business, & Financial Operations	199	14.6%	4,250	14.5%	8,739	12.8%
Professional and Related	291	21.3%	6,133	20.9%	12,455	18.2%
Service	141	10.3%	3,487	11.9%	9,028	13.2%
Sales and Office	463	33.9%	9,111	31.1%	19,949	29.2%
Farming, Fishing, and Forestry	4	0.3%	75	0.3%	214	0.3%
Construction, Extraction, & Maintenance	118	8.6%	2,025	6.9%	5,562	8.1%
Production, Transport, & Material Moving	152	11.1%	4,198	14.3%	12,407	18.2%
<i>White Collar</i>		69.7%		66.6%		60.2%
<i>Blue Collar</i>		30.3%		33.4%		39.8%

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Bayside Marketplace	1.00 mi radius		3.00 mi radius		5.00 mi radius	
Units In Structure (2000)						
Total Units	1,240		22,165		54,285	
1 Detached Unit	343	27.6%	15,165	68.4%	32,557	60.0%
1 Attached Unit	23	1.8%	1,088	4.9%	2,571	4.7%
2 Units	58	4.7%	1,629	7.3%	5,868	10.8%
3 to 4 Units	37	3.0%	613	2.8%	2,587	4.8%
5 to 9 Units	206	16.6%	1,100	5.0%	3,665	6.8%
10 to 19 Units	232	18.7%	921	4.2%	2,417	4.5%
20 to 49 Units	177	14.3%	871	3.9%	2,153	4.0%
50 or more Units	165	13.3%	740	3.3%	1,918	3.5%
Mobile Home or Trailer	0	-	38	0.2%	548	1.0%
Other Structure	0	-	0	-	0	-
Homes Built By Year (2000)						
Homes Built 1999 to 2000	17	1.3%	293	1.3%	791	1.5%
Homes Built 1995 to 1998	47	3.8%	1,040	4.7%	3,080	5.7%
Homes Built 1990 to 1994	204	16.4%	1,759	7.9%	3,637	6.7%
Homes Built 1980 to 1989	339	27.4%	2,896	13.1%	7,047	13.0%
Homes Built 1970 to 1979	396	31.9%	5,170	23.3%	10,747	19.8%
Homes Built 1960 to 1969	84	6.8%	4,354	19.6%	8,208	15.1%
Homes Built 1950 to 1959	66	5.3%	3,429	15.5%	8,327	15.3%
Homes Built 1940 to 1949	23	1.8%	1,264	5.7%	4,256	7.8%
Homes Built Before 1939	65	5.2%	1,960	8.8%	8,192	15.1%
Median Age of Homes	21.5 yrs		31.9 yrs		34.8 yrs	
Home Values (2000)						
Owner Specified Housing Units	323		14,235		29,474	
Home Values \$1,000,000 or More	0	-	17	0.1%	34	0.1%
Home Values \$750,000 or \$999,999	0	-	19	0.1%	33	0.1%
Home Values \$500,000 or \$749,999	0	-	39	0.3%	84	0.3%
Home Values \$400,000 to \$499,999	0	-	73	0.5%	118	0.4%
Home Values \$300,000 to \$399,999	2	0.7%	162	1.1%	302	1.0%
Home Values \$250,000 to \$299,999	11	3.5%	269	1.9%	521	1.8%
Home Values \$200,000 to \$249,999	17	5.4%	591	4.1%	1,149	3.9%
Home Values \$175,000 to \$199,999	41	12.6%	711	5.0%	1,345	4.6%
Home Values \$150,000 to \$174,999	23	7.1%	1,150	8.1%	1,976	6.7%
Home Values \$125,000 to \$149,999	71	22.1%	2,653	18.6%	4,397	14.9%
Home Values \$100,000 to \$124,999	67	20.8%	3,722	26.1%	6,446	21.9%
Home Values \$90,000 to \$99,999	17	5.2%	1,947	13.7%	3,975	13.5%
Home Values \$80,000 to \$89,999	24	7.5%	1,378	9.7%	3,840	13.0%
Home Values \$70,000 to \$79,999	22	6.9%	776	5.4%	2,404	8.2%
Home Values \$60,000 to \$69,999	0	-	320	2.3%	1,405	4.8%
Home Values \$50,000 to \$59,999	10	3.1%	241	1.7%	843	2.9%
Home Values \$35,000 to \$49,999	8	2.6%	116	0.8%	480	1.6%
Home Values \$25,000 to \$34,999	5	1.7%	24	0.2%	83	0.3%
Home Values \$10,000 to \$24,999	2	0.7%	27	0.2%	40	0.1%
Home Values \$0 to \$9,999	0	-	0	-	0	-
Owner Occupied Median Home Value	\$122,887		\$118,498		\$113,098	
Renter Occupied Median Rent	\$493		\$459		\$383	

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Bayside Marketplace	1.00 mi radius	3.00 mi radius	5.00 mi radius
Consumer Expenditure (Annual Total)			
Total Household Expenditure (2005)	\$53,318,715	\$1,286,328,324	\$2,799,444,155
<i>Total Non-Retail Expenditures (2005)</i>	\$29,969,572	\$729,631,941	\$1,583,958,749
<i>Total Retail Expenditures (2005)</i>	\$23,349,143	\$556,696,385	\$1,215,485,407
Apparel (2005)	\$2,329,381	\$56,192,679	\$122,470,437
Contributions (2005)	\$1,833,373	\$47,925,670	\$101,782,872
Education (2005)	\$1,071,447	\$26,761,898	\$57,348,389
Entertainment (2005)	\$2,867,692	\$70,647,450	\$152,798,989
Food And Beverages (2005)	\$8,147,734	\$191,401,424	\$420,637,074
Furnishings And Equipment (2005)	\$2,084,456	\$52,828,665	\$112,928,717
Gifts (2005)	\$1,386,876	\$35,079,194	\$75,006,633
Health Care (2005)	\$3,467,276	\$79,349,307	\$175,365,329
Household Operations (2005)	\$1,693,457	\$43,771,709	\$93,467,052
Miscellaneous Expenses (2005)	\$864,498	\$20,150,107	\$44,216,198
Personal Care (2005)	\$755,643	\$17,942,283	\$39,192,916
Personal Insurance (2005)	\$539,366	\$13,901,556	\$29,656,709
Reading (2005)	\$184,061	\$4,375,520	\$9,516,320
Shelter (2005)	\$10,603,769	\$257,024,430	\$558,699,024
Tobacco (2005)	\$421,011	\$9,155,453	\$20,684,252
Transportation (2005)	\$11,007,455	\$267,507,550	\$580,971,504
Utilities (2005)	\$4,061,219	\$92,313,434	\$204,701,743
Consumer Expenditure (per Household per Month)			
Total Household Expenditure (2005)	\$3,443	\$4,600	\$4,130
<i>Total Non-Retail Expenditures (2005)</i>	\$1,935 56.2%	\$2,609 56.7%	\$2,337 56.6%
<i>Total Retail Expenditures (2005)</i>	\$1,508 43.8%	\$1,991 43.3%	\$1,793 43.4%
Apparel (2005)	\$150 4.4%	\$201 4.4%	\$181 4.4%
Contributions (2005)	\$118 3.4%	\$171 3.7%	\$150 3.6%
Education (2005)	\$69 2.0%	\$96 2.1%	\$85 2.0%
Entertainment (2005)	\$185 5.4%	\$253 5.5%	\$225 5.5%
Food And Beverages (2005)	\$526 15.3%	\$684 14.9%	\$621 15.0%
Furnishings And Equipment (2005)	\$135 3.9%	\$189 4.1%	\$167 4.0%
Gifts (2005)	\$90 2.6%	\$125 2.7%	\$111 2.7%
Health Care (2005)	\$224 6.5%	\$284 6.2%	\$259 6.3%
Household Operations (2005)	\$109 3.2%	\$157 3.4%	\$138 3.3%
Miscellaneous Expenses (2005)	\$56 1.6%	\$72 1.6%	\$65 1.6%
Personal Care (2005)	\$49 1.4%	\$64 1.4%	\$58 1.4%
Personal Insurance (2005)	\$35 1.0%	\$50 1.1%	\$44 1.1%
Reading (2005)	\$12 0.3%	\$16 0.3%	\$14 0.3%
Shelter (2005)	\$685 19.9%	\$919 20.0%	\$824 20.0%
Tobacco (2005)	\$27 0.8%	\$33 0.7%	\$31 0.7%
Transportation (2005)	\$711 20.6%	\$957 20.8%	\$857 20.8%
Utilities (2005)	\$262 7.6%	\$330 7.2%	\$302 7.3%

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RGraph3

Bayside Marketplace

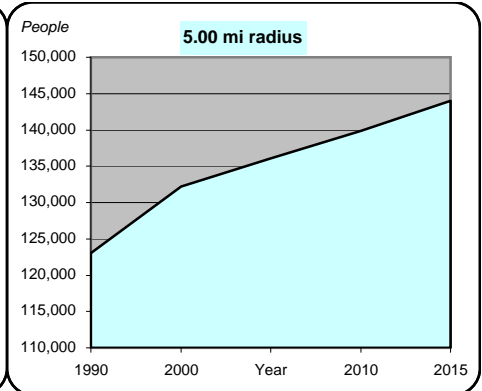
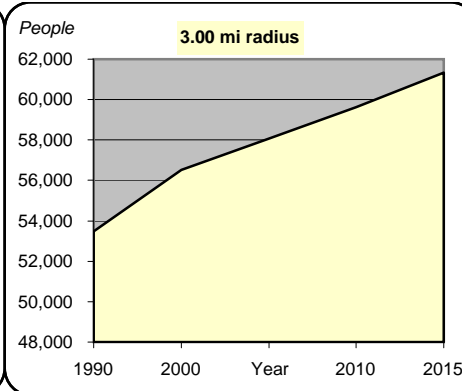
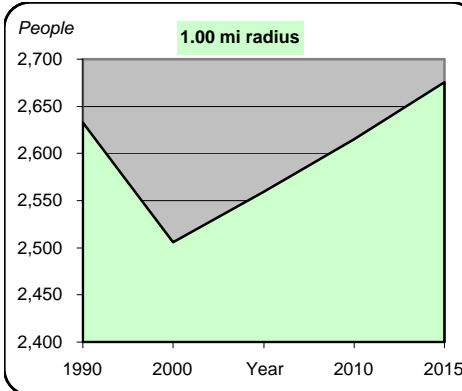
1.00 mi radius

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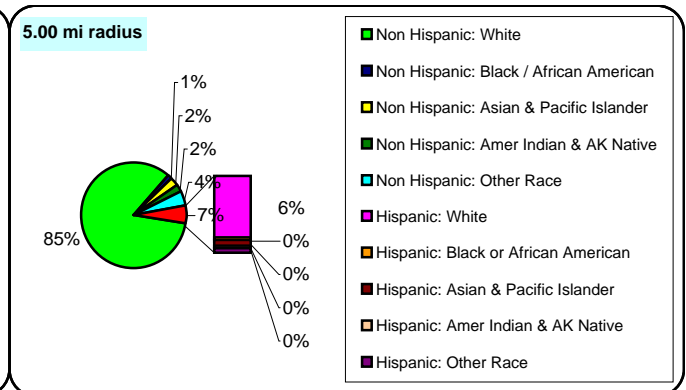
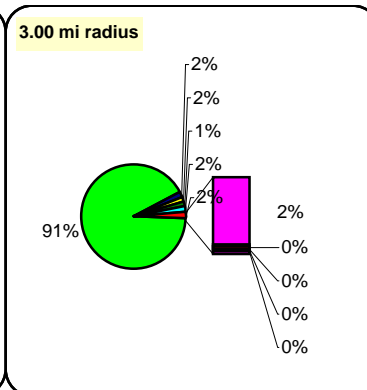
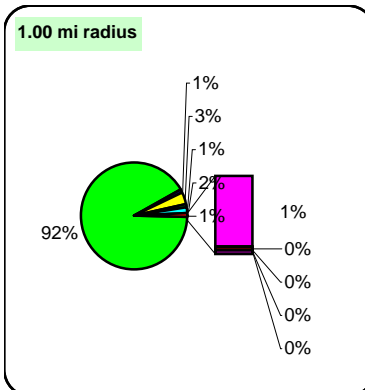
Population

Census Population (1990)	2,633	53,490	123,033
Census Population (2000)	2,506	56,517	132,243
Estimated Population (2005)	2,560	58,062	136,064
Projected Population (2010)	2,615	59,618	139,842
Forecasted Population (2015)	2,675	61,319	144,013
Historical Annual Growth (1990-2000)	-126 -0.5%	3,027 0.6%	9,210 0.7%
Historical Annual Growth (2000-2005)	54 0.4%	1,545 0.5%	3,821 0.6%
Projected Annual Growth (2005-2010)	56 0.4%	1,555 0.5%	3,778 0.6%
Est. Population Density (2005)	875.11 <i>psm</i>	2,191.28 <i>psm</i>	1,797.20 <i>psm</i>
Trade Area Size	2.93 <i>sq mi</i>	26.50 <i>sq mi</i>	75.71 <i>sq mi</i>



Race & Ethnicity (2005)

Non Hispanic: White	2,347 91.7%	53,204 91.6%	114,239 84.0%
Non Hispanic: Black / African American	22 0.8%	966 1.7%	1,890 1.4%
Non Hispanic: Asian & Pacific Islander	89 3.5%	904 1.6%	3,313 2.4%
Non Hispanic: Amer Indian & AK Native	29 1.1%	803 1.4%	3,143 2.3%
Non Hispanic: Other Race	41 1.6%	1,089 1.9%	5,995 4.4%
Hispanic: White	29 1.1%	989 1.7%	6,223 4.6%
Hispanic: Black or African American	0 -	27 0.0%	196 0.1%
Hispanic: Asian & Pacific Islander	1 0.0%	37 0.1%	560 0.4%
Hispanic: Amer Indian & AK Native	0 -	25 0.0%	279 0.2%
Hispanic: Other Race	1 0.0%	19 0.0%	226 0.2%



- 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
- Hispanic: Amer Indian & AK Native
- Hispanic: Other Race

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Bayside Marketplace

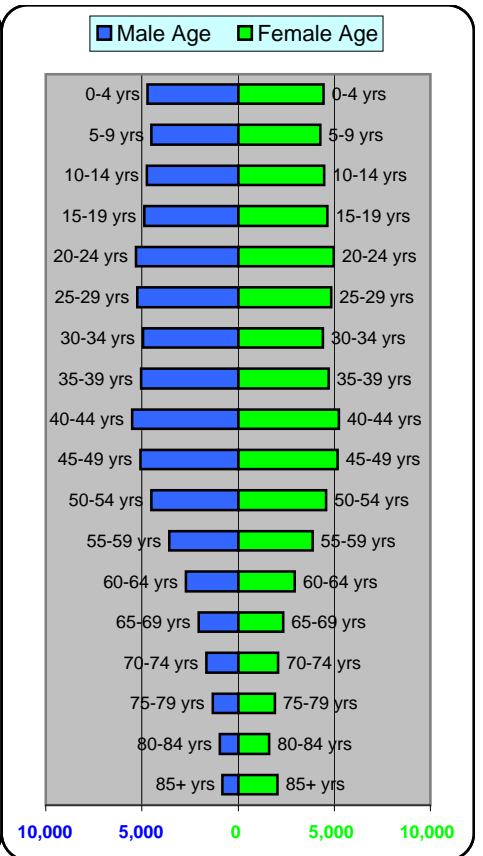
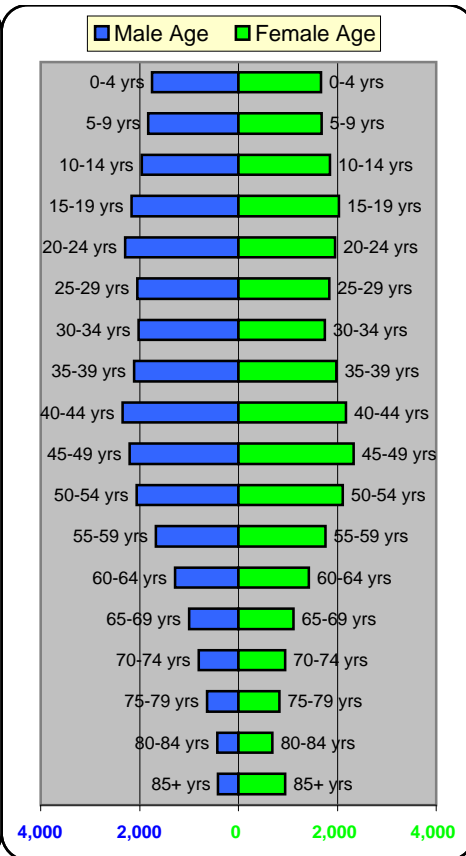
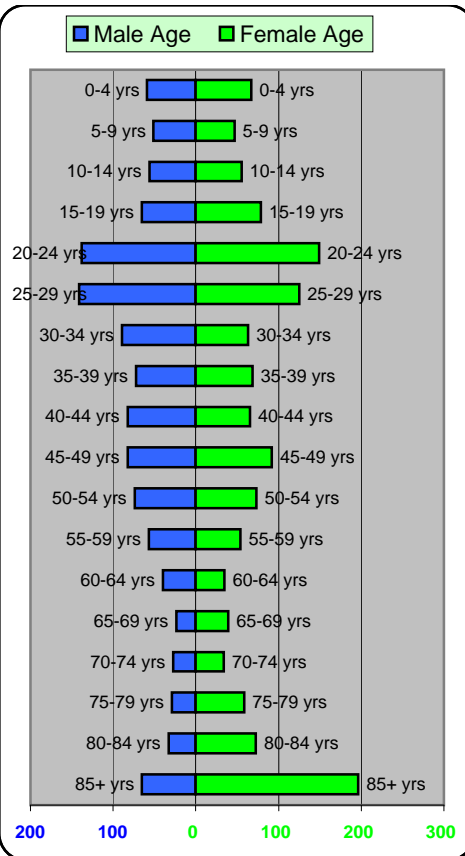
1.00 mi radius

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	2,560		58,062		136,064	
Age 0 to 4 yrs	126	4.9%	3,417	5.9%	9,169	6.7%
Age 5 to 9 yrs	98	3.8%	3,516	6.1%	8,790	6.5%
Age 10 to 14 yrs	112	4.4%	3,803	6.6%	9,220	6.8%
Age 15 to 19 yrs	145	5.6%	4,195	7.2%	9,492	7.0%
Age 20 to 24 yrs	287	11.2%	4,246	7.3%	10,302	7.6%
Age 25 to 29 yrs	266	10.4%	3,888	6.7%	10,064	7.4%
Age 30 to 34 yrs	153	6.0%	3,767	6.5%	9,352	6.9%
Age 35 to 39 yrs	141	5.5%	4,080	7.0%	9,734	7.2%
Age 40 to 44 yrs	148	5.8%	4,528	7.8%	10,726	7.9%
Age 45 to 49 yrs	174	6.8%	4,535	7.8%	10,254	7.5%
Age 50 to 54 yrs	147	5.7%	4,171	7.2%	9,093	6.7%
Age 55 to 59 yrs	110	4.3%	3,427	5.9%	7,428	5.5%
Age 60 to 64 yrs	75	2.9%	2,706	4.7%	5,677	4.2%
Age 65 to 69 yrs	63	2.5%	2,120	3.7%	4,387	3.2%
Age 70 to 74 yrs	61	2.4%	1,751	3.0%	3,720	2.7%
Age 75 to 79 yrs	88	3.4%	1,453	2.5%	3,237	2.4%
Age 80 to 84 yrs	106	4.1%	1,102	1.9%	2,556	1.9%
Age 85 yrs plus	261	10.2%	1,356	2.3%	2,862	2.1%
Median Age	39.0 yrs		37.4 yrs		35.4 yrs	



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RGraph3

Bayside Marketplace

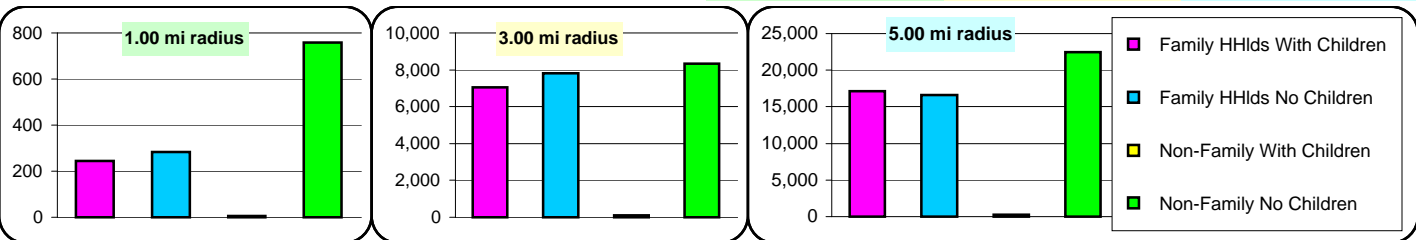
1.00 mi radius

3.00 mi radius

5.00 mi radius

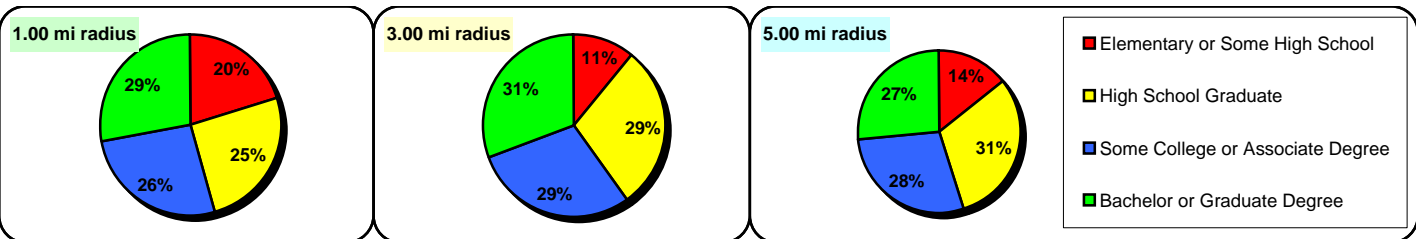
Household Type (2005)

	1.00 mi radius		3.00 mi radius		5.00 mi radius	
Total Households	1,291		23,302		56,491	
Family Households	527	40.8%	14,854	63.7%	33,738	59.7%
Family HHlds With Children	244	46.4%	7,044	47.4%	17,098	50.7%
Family HHlds No Children	283	53.6%	7,810	52.6%	16,640	49.3%
Non-Family Households	764	59.2%	8,448	36.3%	22,753	40.3%
Non-Family With Children	4	0.6%	102	1.2%	289	1.3%
Non-Family No Children	760	99.4%	8,346	98.8%	22,464	98.7%



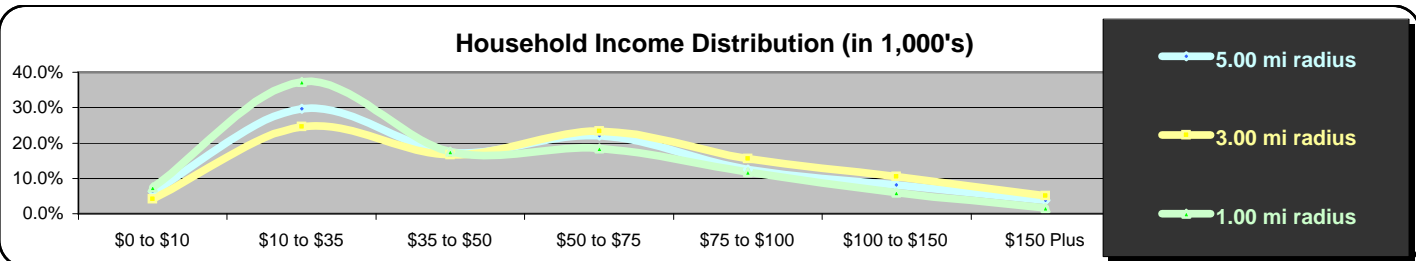
Educational Attainment (2005)

	1.00 mi radius		3.00 mi radius		5.00 mi radius	
Elementary or Some High School	361	20.2%	4,344	11.2%	12,837	14.4%
High School Graduate	454	25.3%	11,207	28.8%	27,371	30.7%
Some College or Associate Degree	472	26.3%	11,299	29.1%	25,183	28.3%
Bachelor or Graduate Degree	505	28.2%	12,035	31.0%	23,699	26.6%



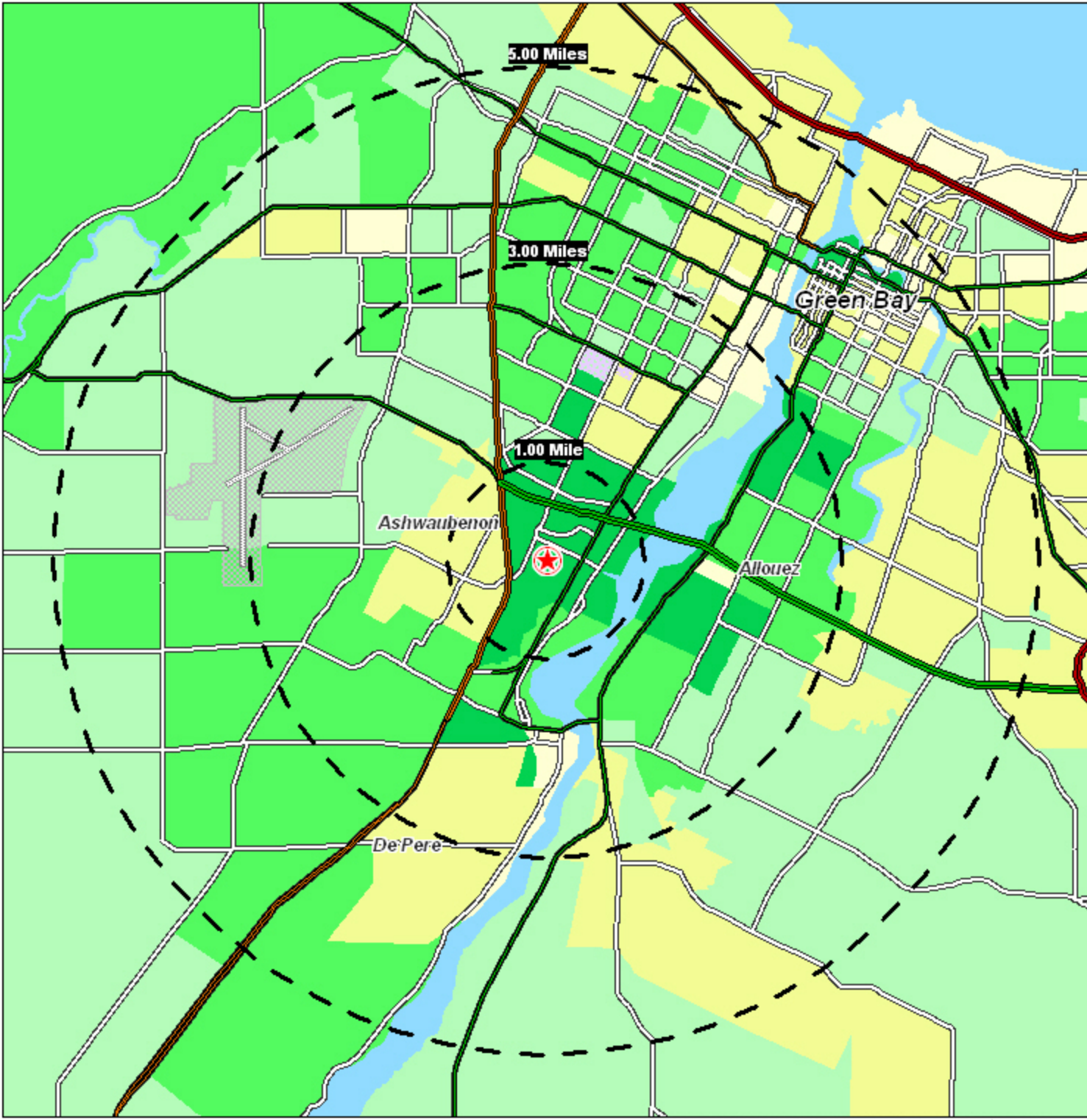
Household Income (2005)

	1.00 mi radius		3.00 mi radius		5.00 mi radius	
Est. Average Household Income	\$46,024		\$70,890		\$60,895	
Est. Median Household Income	\$39,492		\$55,876		\$49,109	
HH Income \$0 to \$9,999	96	7.4%	975	4.2%	3,609	6.4%
HH Income \$10,000 to \$34,999	480	37.2%	5,744	24.6%	16,739	29.6%
HH Income \$35,000 to \$49,999	226	17.5%	3,868	16.6%	9,846	17.4%
HH Income \$50,000 to \$74,999	239	18.5%	5,459	23.4%	12,508	22.1%
HH Income \$75,000 to \$99,999	152	11.8%	3,641	15.6%	7,064	12.5%
HH Income \$100,000 to \$149,999	77	6.0%	2,446	10.5%	4,605	8.2%
HH Income \$150,000 or More	20	1.6%	1,169	5.0%	2,120	3.8%



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Median Age

By Block Groups

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

44.47217/-88.07133

*Current Year Estimated
Median Age*

March 2007

Prepared For

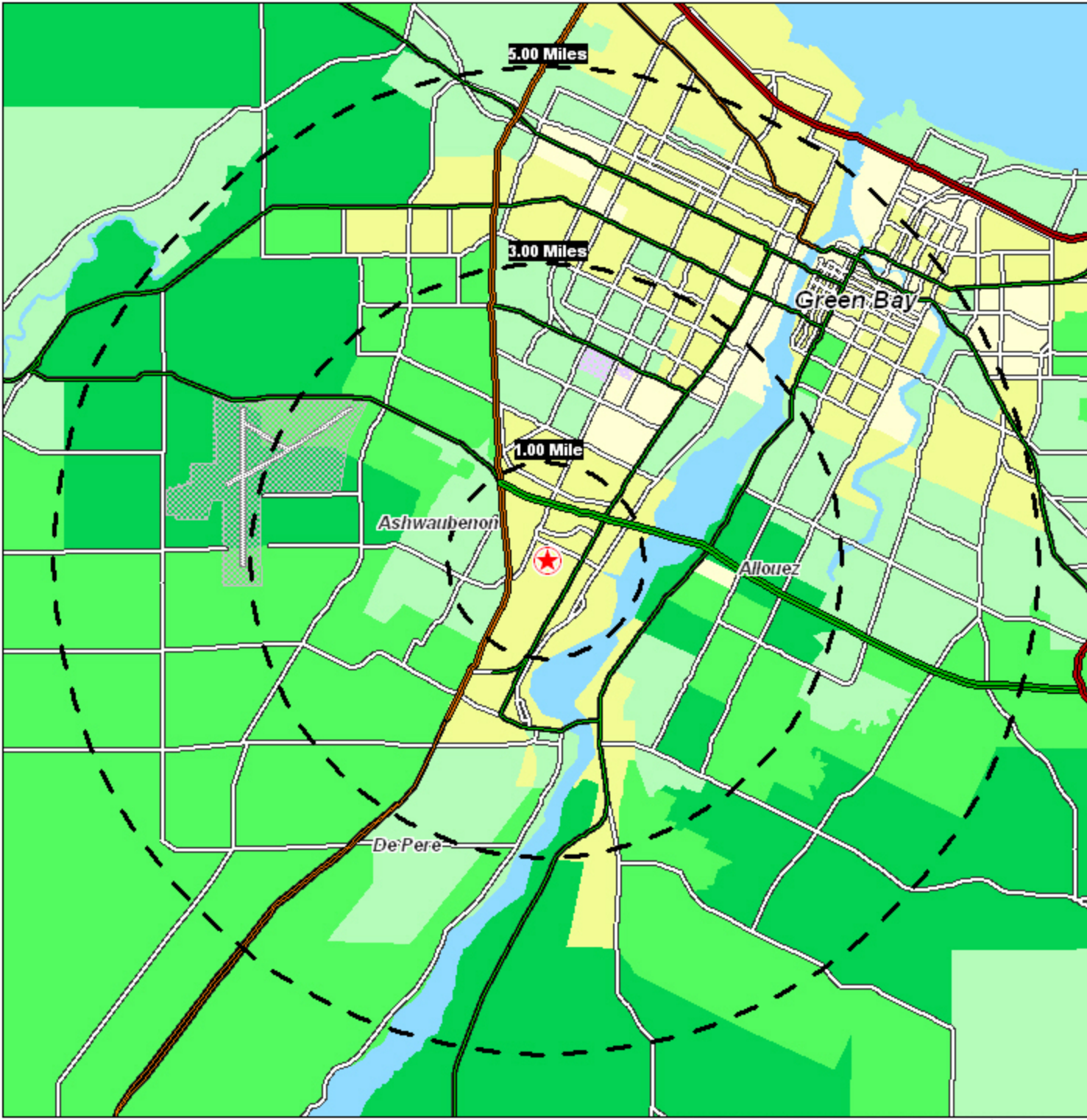
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Median HH Income

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

44.47217/-88.07133

*Current Year Estimated
Median Household Income*

March 2007

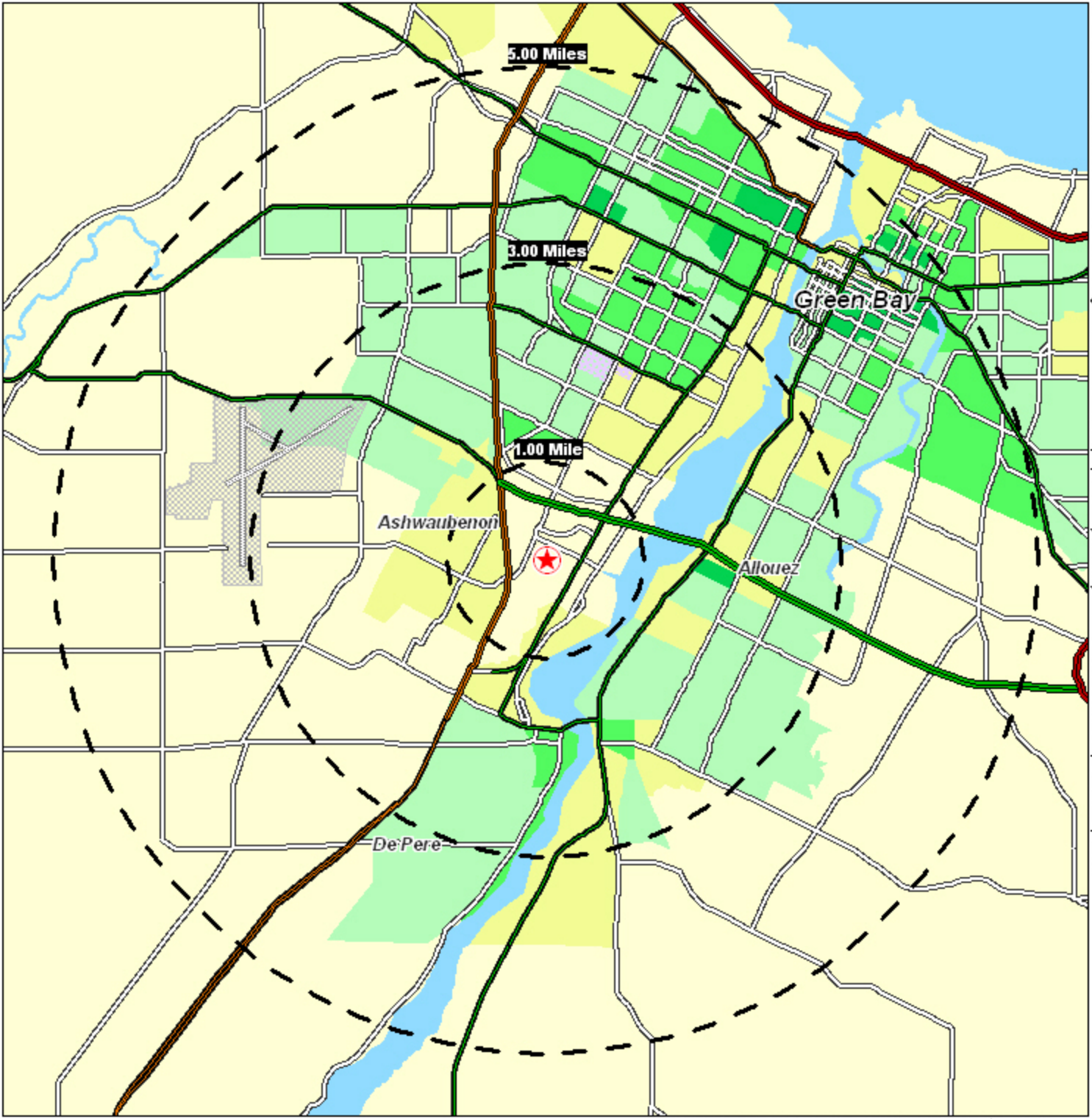
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Population Density
By Block Groups

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

Bayside Marketplace

*Current Year Estimated
Persons per Square Mile*

March 2007

Prepared For

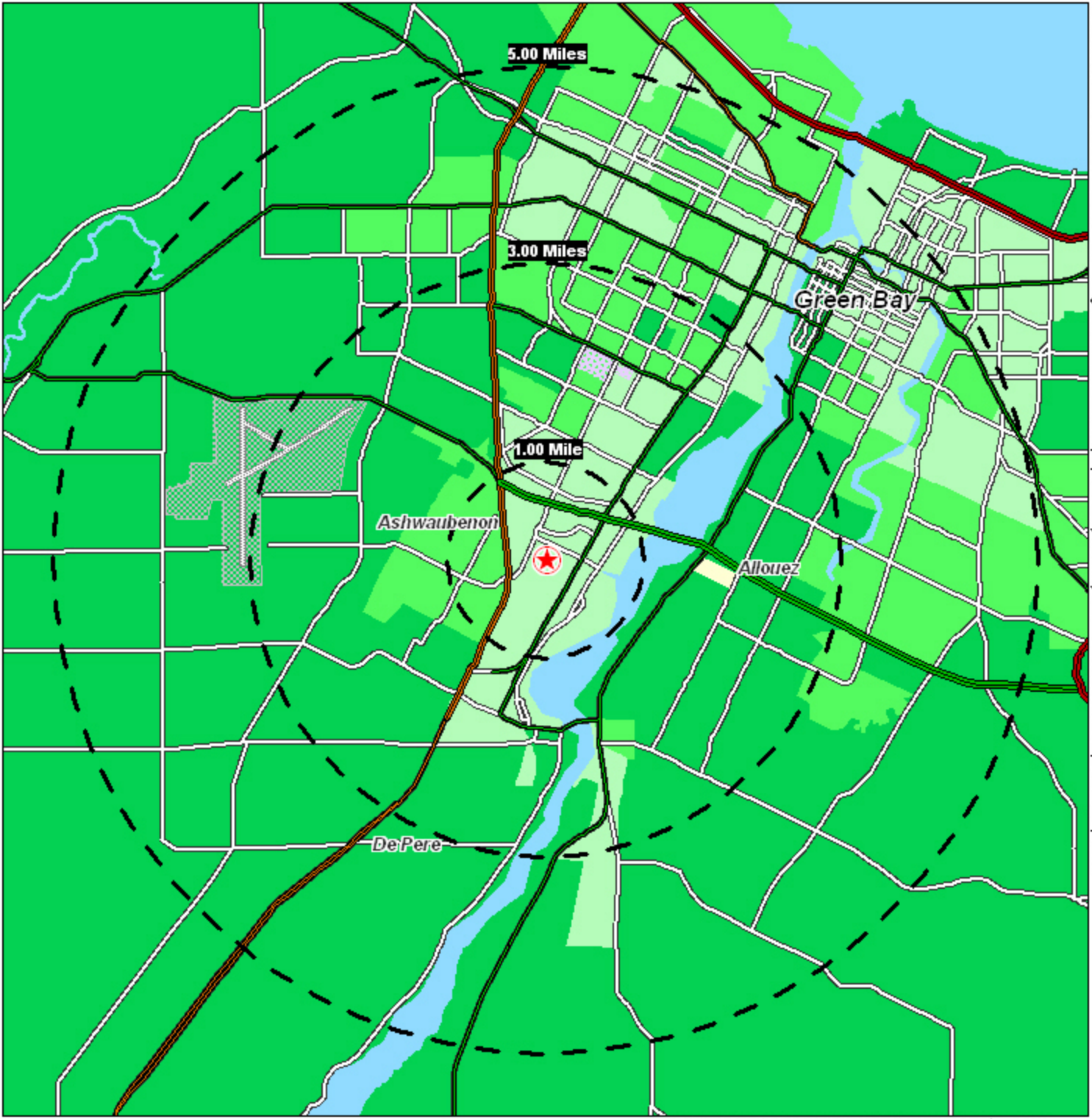
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Total HH Exp/Hhld
By Block Groups

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

Bayside Marketplace

*Current Yr Est Annual Average
Total Expenditure per Household*

March 2007

Prepared For

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