

# DEMOGRAPHIC PROFILE COMPLETE

1990 - 2000 Census, 2005 Estimates & 2010 Projections

Calculated using Proportional Block Groups

Prepared For

Alexander & Bishop

Lat/Lon: 44.17183/-88.48417

March 2007



ALEXANDER & BISHOP, LTD.

RF9

Neenah Center	1.00 mi radius		3.00 mi radius		5.00 mi radius	
<b>Population</b>						
Estimated Population (2005)	9,170		33,187		55,455	
Census Population (1990)	9,468		32,047		51,099	
Census Population (2000)	9,151		33,033		55,091	
Projected Population (2010)	9,214		33,421		55,947	
Forecasted Population (2015)	9,245		33,622		56,398	
Historical Annual Change (1990-2000)	-318	-0.3%	986	0.3%	3,992	0.8%
Historical Annual Change (2000-2005)	20	0.0%	154	0.1%	364	0.1%
Projected Annual Change (2005-2010)	44	0.1%	234	0.1%	492	0.2%
Est. Population Density (2005)	2,931.60 <i>psm</i>		1,405.65 <i>psm</i>		983.60 <i>psm</i>	
Trade Area Size	3.13 <i>sq mi</i>		23.61 <i>sq mi</i>		56.38 <i>sq mi</i>	
<b>Households</b>						
Estimated Households (2005)	4,024		14,065		23,437	
Census Households (1990)	3,690		12,436		19,687	
Census Households (2000)	3,808		13,317		22,140	
Projected Households (2010)	4,235		14,806		24,721	
Forecasted Households (2015)	4,469		15,621		26,137	
Historical Annual Change (1990-2000)	118	0.3%	880	0.7%	2,453	1.2%
Projected Annual Change (2000-2010)	427	1.1%	1,489	1.1%	2,581	1.2%
<b>Average Household Income</b>						
Est. Average Household Income (2005)	\$57,119		\$67,694		\$67,588	
Census Average Hhld Income (1990)	\$34,308		\$40,136		\$39,892	
Census Average Hhld Income (2000)	\$49,610		\$59,133		\$59,252	
Proj. Average Household Income (2010)	\$62,412		\$73,960		\$74,113	
Historical Annual Change (1990-2000)	\$15,301	4.5%	\$18,997	4.7%	\$19,360	4.9%
Projected Annual Change (2000-2010)	\$12,802	2.6%	\$14,827	2.5%	\$14,861	2.5%
<b>Median Household Income</b>						
Est. Median Household Income (2005)	\$47,732		\$52,346		\$52,925	
Census Median Hhld Income (1990)	\$31,987		\$33,570		\$34,027	
Census Median Hhld Income (2000)	\$43,750		\$47,660		\$48,195	
Proj. Median Household Income (2010)	\$53,180		\$58,818		\$59,490	
Historical Annual Change (1990-2000)	\$11,763	3.7%	\$14,090	4.2%	\$14,168	4.2%
Projected Annual Change (2000-2010)	\$9,430	2.2%	\$11,158	2.3%	\$11,296	2.3%
<b>Per Capita Income</b>						
Est. Per Capita Income (2005)	\$25,157		\$28,876		\$28,735	
Census Per Capita Income (1990)	\$13,371		\$15,576		\$15,369	
Census Per Capita Income (2000)	\$20,429		\$23,756		\$23,735	
Proj. Per Capita Income (2010)	\$28,796		\$32,980		\$32,945	
Historical Annual Change (1990-2000)	\$7,059	5.3%	\$8,180	5.3%	\$8,367	5.4%
Projected Annual Change (2000-2010)	\$8,367	4.1%	\$9,225	3.9%	\$9,210	3.9%
<b>Other Income</b>						
Est. Median Disposable Income (2005)	\$40,696		\$44,045		\$44,528	
Proj. Median Disposable Income (2010)	\$44,812		\$48,657		\$49,233	
Est. Median Household Net Worth (2005)	\$38,578		\$41,801		\$42,249	

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Neenah Center	1.00 mi radius		3.00 mi radius		5.00 mi radius	
<b>Household Income Distribution (2005)</b>						
HH Income \$200,000 or More	46	1.1%	415	2.9%	662	2.8%
HH Income \$150,000 to 199,999	5	0.1%	225	1.6%	391	1.7%
HH Income \$125,000 to 149,999	35	0.9%	297	2.1%	585	2.5%
HH Income \$100,000 to 124,999	166	4.1%	774	5.5%	1,466	6.3%
HH Income \$75,000 to 99,999	539	13.4%	1,936	13.8%	3,220	13.7%
HH Income \$50,000 to 74,999	1,031	25.6%	3,608	25.7%	5,926	25.3%
HH Income \$35,000 to 49,999	948	23.6%	2,552	18.1%	4,320	18.4%
HH Income \$25,000 to 34,999	514	12.8%	1,602	11.4%	2,597	11.1%
HH Income \$15,000 to 24,999	488	12.1%	1,506	10.7%	2,438	10.4%
HH Income \$10,000 to 14,999	131	3.3%	557	4.0%	915	3.9%
HH Income \$0 to 9,999	121	3.0%	591	4.2%	918	3.9%
HH Income \$35,000+	2,770	68.8%	9,808	69.7%	16,570	70.7%
HH Income \$50,000+	1,822	45.3%	7,256	51.6%	12,250	52.3%
HH Income \$75,000+	791	19.6%	3,648	25.9%	6,324	27.0%
<b>Race &amp; Ethnicity (2005)</b>						
Total Population	9,170		33,187		55,455	
White	8,751	95.4%	31,749	95.7%	53,036	95.6%
Black or African American	38	0.4%	122	0.4%	205	0.4%
American Indian & Alaska Native	47	0.5%	176	0.5%	260	0.5%
Asian	89	1.0%	366	1.1%	701	1.3%
Hawaiian & Pacific Islander	0	-	1	0.0%	4	0.0%
Other Race	121	1.3%	339	1.0%	576	1.0%
Two or More Races	124	1.4%	434	1.3%	672	1.2%
Not Hispanic or Latino Population	8,913	97.2%	32,485	97.9%	54,128	97.6%
<i>Non Hispanic: White</i>	8,502	95.4%	31,067	95.6%	51,746	95.6%
<i>Non Hispanic: Black or African American</i>	37	0.4%	120	0.4%	203	0.4%
<i>Non Hispanic: Amer Indian &amp; AK Native</i>	46	0.5%	174	0.5%	256	0.5%
<i>Non Hispanic: Asian</i>	89	1.0%	364	1.1%	689	1.3%
<i>Non Hispanic: Hawaiian &amp; Pacific Islander</i>	0	-	1	0.0%	4	0.0%
<i>Non Hispanic: Other Race</i>	121	1.4%	339	1.0%	576	1.1%
<i>Non Hispanic: Two or More Races</i>	119	1.3%	421	1.3%	653	1.2%
Hispanic or Latino Population	257	2.8%	702	2.1%	1,327	2.4%
<i>Hispanic: White</i>	249	97.0%	682	97.1%	1,290	97.2%
<i>Hispanic: Black or African American</i>	1	0.4%	2	0.3%	3	0.2%
<i>Hispanic: American Indian &amp; Alaska Native</i>	1	0.4%	3	0.4%	4	0.3%
<i>Hispanic: Asian</i>	0	-	2	0.3%	12	0.9%
<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>	5	2.0%	13	1.9%	19	1.4%
Not of Hispanic Origin Population (1990)	9,356	98.8%	31,743	99.1%	50,650	99.1%
Hispanic Origin Population (1990)	112	1.2%	304	0.9%	450	0.9%
Not Hispanic or Latino Population (2000)	8,922	97.5%	32,393	98.1%	53,874	97.8%
Hispanic or Latino Population (2000)	228	2.5%	640	1.9%	1,217	2.2%
Not Hispanic or Latino Population 5yr (2010)	8,928	96.9%	32,658	97.7%	54,509	97.4%
Hispanic or Latino Population 5yr (2010)	285	3.1%	764	2.3%	1,438	2.6%
Historical Annual Change (1990-2000)	116	10.3%	336	11.0%	767	17.1%
Projected Annual Change (2000-2010)	57	2.5%	124	1.9%	221	1.8%

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Neenah Center	1.00 mi radius		3.00 mi radius		5.00 mi radius	
<b>Age Distribution (2005)</b>						
Total Population	9,170		33,187		55,455	
Age 0 to 4 yrs	571	6.2%	2,089	6.3%	3,469	6.3%
Age 5 to 9 yrs	573	6.3%	2,205	6.6%	3,631	6.5%
Age 10 to 14 yrs	623	6.8%	2,454	7.4%	4,014	7.2%
Age 15 to 19 yrs	611	6.7%	2,218	6.7%	3,654	6.6%
Age 20 to 24 yrs	521	5.7%	1,687	5.1%	2,913	5.3%
Age 25 to 29 yrs	772	8.4%	2,293	6.9%	3,947	7.1%
Age 30 to 34 yrs	671	7.3%	2,334	7.0%	3,851	6.9%
Age 35 to 39 yrs	665	7.2%	2,478	7.5%	4,189	7.6%
Age 40 to 44 yrs	779	8.5%	2,911	8.8%	4,776	8.6%
Age 45 to 49 yrs	712	7.8%	2,763	8.3%	4,630	8.3%
Age 50 to 54 yrs	638	7.0%	2,385	7.2%	4,048	7.3%
Age 55 to 59 yrs	524	5.7%	1,901	5.7%	3,245	5.9%
Age 60 to 64 yrs	376	4.1%	1,411	4.3%	2,451	4.4%
Age 65 to 69 yrs	319	3.5%	1,140	3.4%	1,919	3.5%
Age 70 to 74 yrs	265	2.9%	928	2.8%	1,556	2.8%
Age 75 to 79 yrs	230	2.5%	793	2.4%	1,293	2.3%
Age 80 to 84 yrs	192	2.1%	636	1.9%	993	1.8%
Age 85 yrs plus	127	1.4%	561	1.7%	877	1.6%
Median Age	36.0 yrs		36.8 yrs		36.8 yrs	
Age 19 yrs or less	2,378	25.9%	8,966	27.0%	14,767	26.6%
Age 20 to 64 years	5,659	61.7%	20,164	60.8%	34,050	61.4%
Age 65 years Plus	1,134	12.4%	4,058	12.2%	6,637	12.0%
<b>Female Age Distribution (2005)</b>						
Female Population	4,687	51.1%	16,895	50.9%	28,081	50.6%
Age 0 to 4 yrs	296	6.3%	1,056	6.2%	1,722	6.1%
Age 5 to 9 yrs	294	6.3%	1,108	6.6%	1,818	6.5%
Age 10 to 14 yrs	299	6.4%	1,206	7.1%	1,952	7.0%
Age 15 to 19 yrs	279	6.0%	1,077	6.4%	1,754	6.2%
Age 20 to 24 yrs	263	5.6%	839	5.0%	1,457	5.2%
Age 25 to 29 yrs	393	8.4%	1,165	6.9%	1,995	7.1%
Age 30 to 34 yrs	337	7.2%	1,142	6.8%	1,902	6.8%
Age 35 to 39 yrs	319	6.8%	1,228	7.3%	2,064	7.4%
Age 40 to 44 yrs	406	8.7%	1,486	8.8%	2,408	8.6%
Age 45 to 49 yrs	348	7.4%	1,386	8.2%	2,337	8.3%
Age 50 to 54 yrs	329	7.0%	1,185	7.0%	2,018	7.2%
Age 55 to 59 yrs	274	5.8%	965	5.7%	1,627	5.8%
Age 60 to 64 yrs	197	4.2%	727	4.3%	1,289	4.6%
Age 65 to 69 yrs	177	3.8%	599	3.5%	997	3.6%
Age 70 to 74 yrs	151	3.2%	512	3.0%	826	2.9%
Age 75 to 79 yrs	127	2.7%	449	2.7%	741	2.6%
Age 80 to 84 yrs	116	2.5%	400	2.4%	609	2.2%
Age 85 yrs plus	82	1.8%	366	2.2%	564	2.0%
Female Median Age	36.9 yrs		37.6 yrs		37.5 yrs	
Age 19 yrs or less	1,168	24.9%	4,446	26.3%	7,245	25.8%
Age 20 to 64 years	2,867	61.2%	10,123	59.9%	17,098	60.9%
Age 65 years Plus	653	13.9%	2,326	13.8%	3,737	13.3%

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<b>Male Age Distribution (2005)</b>						
Male Population	4,483	48.9%	16,292	49.1%	27,374	49.4%
Age 0 to 4 yrs	275	6.1%	1,033	6.3%	1,747	6.4%
Age 5 to 9 yrs	279	6.2%	1,097	6.7%	1,813	6.6%
Age 10 to 14 yrs	324	7.2%	1,248	7.7%	2,061	7.5%
Age 15 to 19 yrs	332	7.4%	1,141	7.0%	1,901	6.9%
Age 20 to 24 yrs	257	5.7%	848	5.2%	1,455	5.3%
Age 25 to 29 yrs	379	8.5%	1,129	6.9%	1,952	7.1%
Age 30 to 34 yrs	334	7.5%	1,192	7.3%	1,949	7.1%
Age 35 to 39 yrs	346	7.7%	1,251	7.7%	2,125	7.8%
Age 40 to 44 yrs	373	8.3%	1,425	8.7%	2,368	8.7%
Age 45 to 49 yrs	364	8.1%	1,377	8.5%	2,293	8.4%
Age 50 to 54 yrs	309	6.9%	1,200	7.4%	2,030	7.4%
Age 55 to 59 yrs	250	5.6%	936	5.7%	1,618	5.9%
Age 60 to 64 yrs	179	4.0%	684	4.2%	1,163	4.2%
Age 65 to 69 yrs	142	3.2%	541	3.3%	921	3.4%
Age 70 to 74 yrs	114	2.6%	417	2.6%	730	2.7%
Age 75 to 79 yrs	103	2.3%	345	2.1%	552	2.0%
Age 80 to 84 yrs	77	1.7%	235	1.4%	384	1.4%
Age 85 yrs plus	45	1.0%	194	1.2%	313	1.1%
Male Median Age	35.0 yrs		36.0 yrs		36.0 yrs	
Age 19 yrs or less	1,210	27.0%	4,519	27.7%	7,522	27.5%
Age 20 to 64 years	2,792	62.3%	10,041	61.6%	16,952	61.9%
Age 65 years Plus	481	10.7%	1,732	10.6%	2,900	10.6%
<b>Males per 100 Females, Male % Pop (2005)</b>						
Overall Comparison	96		96		97	
Age 0 to 4 yrs	93	48.2%	98	49.4%	101	50.4%
Age 5 to 9 yrs	95	48.7%	99	49.7%	100	49.9%
Age 10 to 14 yrs	108	52.0%	104	50.9%	106	51.4%
Age 15 to 19 yrs	119	54.3%	106	51.5%	108	52.0%
Age 20 to 24 yrs	98	49.4%	101	50.3%	100	50.0%
Age 25 to 29 yrs	96	49.1%	97	49.2%	98	49.5%
Age 30 to 34 yrs	99	49.8%	104	51.1%	102	50.6%
Age 35 to 39 yrs	109	52.1%	102	50.5%	103	50.7%
Age 40 to 44 yrs	92	47.9%	96	49.0%	98	49.6%
Age 45 to 49 yrs	105	51.1%	99	49.8%	98	49.5%
Age 50 to 54 yrs	94	48.4%	101	50.3%	101	50.1%
Age 55 to 59 yrs	91	47.7%	97	49.2%	99	49.9%
Age 60 to 64 yrs	91	47.5%	94	48.5%	90	47.4%
Age 65 to 69 yrs	80	44.5%	90	47.4%	92	48.0%
Age 70 to 74 yrs	76	43.1%	81	44.9%	88	46.9%
Age 75 to 79 yrs	81	44.8%	77	43.5%	74	42.7%
Age 80 to 84 yrs	66	39.8%	59	37.0%	63	38.7%
Age 85 yrs plus	54	35.1%	53	34.7%	56	35.7%
Age 19 yrs or less	104	50.9%	102	50.4%	104	50.9%
Age 20 to 39 yrs	100	50.1%	101	50.3%	101	50.2%
Age 40 to 64 yrs	95	48.7%	98	49.4%	98	49.5%
Age 65 years Plus	74	42.4%	74	42.7%	78	43.7%

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Neenah Center	1.00 mi radius		3.00 mi radius		5.00 mi radius	
<b>Household Type (2005)</b>						
Total Households	4,024		14,065		23,437	
Households with Children	1,265	31.4%	4,511	32.1%	7,509	32.0%
Average Household Size	2.26		2.34		2.35	
Est. Household Density	1,286.38	psm	595.72	psm	415.69	psm
Population Family	7,132	77.8%	26,327	79.3%	44,234	79.8%
Population Non-Family	1,969	21.5%	6,583	19.8%	10,846	19.6%
Population Group Qtrs	69	0.8%	277	0.8%	374	0.7%
Family Households	2,533	62.9%	9,063	64.4%	15,268	65.1%
<i>Married Couple Hhlds</i>	1,948	76.9%	7,333	80.9%	12,433	81.4%
<i>Other Family Hhlds</i>	585	23.1%	1,730	19.1%	2,835	18.6%
Family Households With Children	1,237	48.8%	4,441	49.0%	7,404	48.5%
<i>Married Couple With Children</i>	795	64.3%	3,193	71.9%	5,378	72.6%
<i>Other Family Hhlds With Children</i>	442	35.7%	1,248	28.1%	2,026	27.4%
Family Households No Children	1,296	51.2%	4,622	51.0%	7,864	51.5%
<i>Married Couple No Children</i>	1,152	88.9%	4,140	89.6%	7,056	89.7%
<i>Other Family Households No Childrer</i>	143	11.1%	482	10.4%	809	10.3%
Average Family Household Size	2.82		2.90		2.90	
Average Family Income	\$67,598		\$82,630		\$81,336	
Median Family Income	\$56,405		\$62,876		\$63,088	
Non-Family Households	1,491	37.1%	5,002	35.6%	8,169	34.9%
Non-Family Hhlds With Children	28	1.9%	69	1.4%	104	1.3%
Non-Family Hhld No Children	1,463	98.1%	4,933	98.6%	8,064	98.7%
<i>N-F Hhld Lone Person No Children</i>	1,193	80.0%	4,075	81.5%	6,577	80.5%
Lone Male Householder	569	47.7%	1,881	46.2%	3,073	46.7%
Lone Female Householder	623	52.3%	2,193	53.8%	3,503	53.3%
<i>N-F Hhld 2+ Persons No Children</i>	270	18.1%	858	17.2%	1,488	18.2%
Average Non-Family Hhld Size	1.32		1.32		1.33	
<b>Marital Status (2005)</b>						
(15 Years or Older)	7,403		26,440		44,342	
Never Married	1,964	26.5%	6,631	25.1%	11,084	25.0%
Now Married	3,902	52.7%	14,970	56.6%	25,354	57.2%
Previously Married	1,537	20.8%	4,839	18.3%	7,904	17.8%
<i>Separated</i>	232	15.1%	716	14.8%	1,070	13.5%
<i>Widowed</i>	881	57.3%	2,687	55.5%	4,516	57.1%
<i>Divorced</i>	424	27.6%	1,437	29.7%	2,318	29.3%
<b>Educational Attainment (2005)</b>						
Adult Population (25 Years or Older)	6,272		22,534		37,775	
Elementary (0 to 8)	206	3.3%	801	3.6%	1,362	3.6%
Some High School (9 to 11)	592	9.4%	1,743	7.7%	3,001	7.9%
High School Graduate (12)	2,479	39.5%	7,379	32.7%	12,874	34.1%
Some College (13 to 16)	1,234	19.7%	4,207	18.7%	7,141	18.9%
Associate Degree Only	494	7.9%	1,781	7.9%	3,008	8.0%
Bachelor Degree Only	914	14.6%	4,555	20.2%	7,241	19.2%
Graduate Degree	352	5.6%	2,068	9.2%	3,148	8.3%
Any College + (Some College or higher)	2,995	47.7%	12,611	56.0%	20,537	54.4%
College Degree + (Bachelor Degree or higher)	1,266	20.2%	6,623	29.4%	10,388	27.5%

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<b>Housing (2005)</b>						
Total Housing Units	4,154		14,661		24,445	
Housing Units, Occupied	4,024	96.9%	14,065	95.9%	23,437	95.9%
<i>Housing Units, Owner-Occupied</i>	2,606	64.8%	9,938	70.7%	16,843	71.9%
<i>Housing Units, Renter-Occupied</i>	1,418	35.2%	4,127	29.3%	6,594	28.1%
Housing Units, Vacant	130 3.1%		596 4.1%		1,008 4.1%	
Total Housing Units (2000)	3,914		13,824		22,995	
Historical Annual Change (2000-2005)	240	1.2%	837	1.2%	1,450	1.3%
<b>Household Size (2005)</b>						
Total Households	4,024		14,065		23,437	
1 Person Household	1,193	29.6%	4,075	29.0%	6,577	28.1%
2 Person Households	1,549	38.5%	5,273	37.5%	8,899	38.0%
3 Person Households	578	14.4%	1,910	13.6%	3,257	13.9%
4 Person Households	467	11.6%	1,761	12.5%	2,992	12.8%
5 Person Households	172	4.3%	774	5.5%	1,277	5.4%
6 Person Households	48	1.2%	186	1.3%	293	1.3%
7+ Person Households	18	0.4%	87	0.6%	142	0.6%
<b>Household Stability (2005)</b>						
Total Households	4,024		14,065		23,437	
In current residence < 1 year	681	16.9%	2,360	16.8%	4,004	17.1%
In current residence 1-2 years	844	21.0%	2,933	20.9%	4,999	21.3%
In current residence 3-5 years	603	15.0%	2,120	15.1%	3,535	15.1%
In current residence 6-10 years	606	15.1%	2,243	15.9%	3,723	15.9%
In current residence > 10 years	1,290	32.0%	4,408	31.3%	7,176	30.6%
Turnover (% Annual Residential Turnover)	16.9%		16.8%		17.1%	
Stability (% In Current Residence 5+ Years)	47.1%		47.3%		46.5%	
Median Years in Residence	5.2 yrs		5.2 yrs		5.0 yrs	
<b>Household Vehicles (2005)</b>						
Total Vehicles Available	6,985		25,367		42,959	
Household: 0 Vehicles Available	157	3.9%	684	4.9%	1,041	4.4%
Household: 1 Vehicles Available	1,505	37.4%	4,654	33.1%	7,629	32.6%
Household: 2 Vehicles Available	1,769	44.0%	6,305	44.8%	10,477	44.7%
Household: 3+ Vehicles Available	593	14.7%	2,421	17.2%	4,289	18.3%
Average Per Household	1.7 Vehicles		1.8 Vehicles		1.8 Vehicles	
Owner Occupied Hhlds Vehicles	4,940 70.7%		19,798 78.0%		33,700 78.4%	
<i>Average Per Owner Household</i>	1.9 Vehicles		2.0 Vehicles		2.0 Vehicles	
Renter Occupied Hhlds Vehicles	2,045 29.3%		5,569 22.0%		9,259 21.6%	
<i>Average Per Renter Household</i>	1.4 Vehicles		1.3 Vehicles		1.4 Vehicles	
<b>Travel Time (2000)</b>						
Worker Base (16 Years or Older)	5,068		17,468		29,344	
Travel to Work in 14 Minutes or Less	2,711	53.5%	8,298	47.5%	13,312	45.4%
Travel to Work in 15 to 29 Minutes	1,850	36.5%	6,848	39.2%	12,189	41.5%
Travel to Work in 30 to 59 Minutes	309	6.1%	1,283	7.3%	2,080	7.1%
Travel to Work in 60 Minutes or More	120	2.4%	566	3.2%	1,057	3.6%
Work at Home	78	1.5%	473	2.7%	707	2.4%
Average Travel Time to Work	15.3 mins		16.4 mins		16.8 mins	

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Neenah Center	1.00 mi radius		3.00 mi radius		5.00 mi radius	
<b>Transportation To Work (2000)</b>						
Work Base	5,068		17,468		29,344	
Drive to Work Alone	4,369	86.2%	15,075	86.3%	25,471	86.8%
Drive to Work in Carpool	419	8.3%	1,205	6.9%	2,069	7.1%
Travel to Work - Public Transportation	33	0.7%	120	0.7%	173	0.6%
Drive to Work on Motorcycle	0	-	20	0.1%	31	0.1%
Bicycle to Work	44	0.9%	118	0.7%	153	0.5%
Walk to Work	96	1.9%	368	2.1%	554	1.9%
Other Means	29	0.6%	88	0.5%	187	0.6%
Work at Home	78	1.5%	473	2.7%	707	2.4%
<b>Daytime Demos (2005)</b>						
Total Number of Businesses	297		1,544		2,270	
Total Number of Employees	9,631		30,463		46,366	
Company Headqtrs: Businesses	5	1.6%	13	0.8%	18	0.8%
Company Headqtrs: Employees	3,334	34.6%	5,425	17.8%	7,678	16.6%
Employee Population per Business	32.5 to 1		19.7 to 1		20.4 to 1	
Residential Population per Business	30.9 to 1		21.5 to 1		24.4 to 1	
Est. Adj. Daytime Demographics (Age16+)	11,751		38,582		59,914	
<b>Labor Force (2005)</b>						
Labor: Population Age 16+	7,274		25,971		43,582	
Unemployment Rate	3.5%		2.6%		2.5%	
Labor Force Total: Males	3,533		12,662		21,350	
<i>Male civilian employec</i>	2,768		9,696		16,142	
<i>Male civilian unemployec</i>	142		374		639	
<i>Males in Armed Forces</i>	0		0		0	
<i>Males not in labor force</i>	623		2,592		4,568	
Labor Force Total: Females	3,741		13,309		22,232	
<i>Female civilian employec</i>	2,386		8,155		13,892	
<i>Female civilian unemployec</i>	109		304		439	
<i>Females in Armed Forces</i>	0		0		0	
<i>Females not in labor force</i>	1,246		4,850		7,901	
Labor Force Change (2000-2005)	2,207		8,503		14,237	
Male Change (2000-2005)	835		3,227		5,646	
Female Change (2000-2005)	1,372		5,276		8,591	
<b>Occupation (2000)</b>						
Occupation: Population Age 16+	5,068		17,468		29,344	
<i>Occupation Total: Males</i>	2,698		9,435		15,704	
<i>Occupation Total: Females</i>	2,370		8,033		13,641	
Mgmt, Business, & Financial Operations	501		1,999		3,442	
Professional and Related	722		3,455		5,488	
Service	648		2,097		3,508	
Sales and Office	1,317		4,329		7,351	
Farming, Fishing, and Forestry	7		34		64	
Construction, Extraction, & Maintenance	450		1,343		2,393	
Production, Transport, & Material Moving	1,422		4,211		7,099	
<i>White Collar</i>	50.1%		56.0%		55.5%	
<i>Blue Collar</i>	49.9%		44.0%		44.5%	

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Neenah Center	1.00 mi radius		3.00 mi radius		5.00 mi radius	
<b>Units In Structure (2000)</b>						
Total Units	3,914		13,824		22,995	
1 Detached Unit	2,486	63.5%	9,640	69.7%	15,799	68.7%
1 Attached Unit	231	5.9%	500	3.6%	784	3.4%
2 Units	410	10.5%	1,248	9.0%	2,055	8.9%
3 to 4 Units	262	6.7%	703	5.1%	878	3.8%
5 to 9 Units	219	5.6%	582	4.2%	1,023	4.4%
10 to 19 Units	190	4.9%	531	3.8%	831	3.6%
20 to 49 Units	70	1.8%	408	3.0%	760	3.3%
50 or more Units	41	1.0%	189	1.4%	298	1.3%
Mobile Home or Trailer	5	0.1%	24	0.2%	567	2.5%
Other Structure	0	-	0	-	0	-
<b>Homes Built By Year (2000)</b>						
Homes Built 1999 to 2000	11	0.3%	243	1.8%	477	2.1%
Homes Built 1995 to 1998	53	1.4%	583	4.2%	1,377	6.0%
Homes Built 1990 to 1994	151	3.9%	737	5.3%	1,833	8.0%
Homes Built 1980 to 1989	473	12.1%	1,245	9.0%	2,536	11.0%
Homes Built 1970 to 1979	800	20.4%	2,390	17.3%	3,929	17.1%
Homes Built 1960 to 1969	899	23.0%	2,354	17.0%	3,341	14.5%
Homes Built 1950 to 1959	727	18.6%	2,185	15.8%	3,574	15.5%
Homes Built 1940 to 1949	343	8.8%	1,183	8.6%	1,859	8.1%
Homes Built Before 1939	458	11.7%	2,904	21.0%	4,069	17.7%
Median Age of Homes	35.7 yrs		40.0 yrs		35.9 yrs	
<b>Home Values (2000)</b>						
Owner Specified Housing Units	2,257		8,647		14,250	
Home Values \$1,000,000 or More	0	-	27	0.3%	29	0.2%
Home Values \$750,000 or \$999,999	0	-	42	0.5%	53	0.4%
Home Values \$500,000 or \$749,999	0	-	37	0.4%	72	0.5%
Home Values \$400,000 to \$499,999	5	0.2%	65	0.7%	94	0.7%
Home Values \$300,000 to \$399,999	0	-	130	1.5%	203	1.4%
Home Values \$250,000 to \$299,999	1	0.0%	204	2.4%	368	2.6%
Home Values \$200,000 to \$249,999	15	0.7%	288	3.3%	477	3.4%
Home Values \$175,000 to \$199,999	33	1.5%	339	3.9%	625	4.4%
Home Values \$150,000 to \$174,999	66	2.9%	526	6.1%	910	6.4%
Home Values \$125,000 to \$149,999	143	6.3%	876	10.1%	1,481	10.4%
Home Values \$100,000 to \$124,999	362	16.0%	1,349	15.6%	2,413	16.9%
Home Values \$90,000 to \$99,999	306	13.6%	1,004	11.6%	1,713	12.0%
Home Values \$80,000 to \$89,999	493	21.9%	1,354	15.7%	2,167	15.2%
Home Values \$70,000 to \$79,999	405	17.9%	1,079	12.5%	1,645	11.5%
Home Values \$60,000 to \$69,999	245	10.9%	720	8.3%	1,066	7.5%
Home Values \$50,000 to \$59,999	108	4.8%	325	3.8%	525	3.7%
Home Values \$35,000 to \$49,999	59	2.6%	220	2.5%	308	2.2%
Home Values \$25,000 to \$34,999	14	0.6%	38	0.4%	61	0.4%
Home Values \$10,000 to \$24,999	1	0.0%	23	0.3%	35	0.2%
Home Values \$0 to \$9,999	0	-	0	-	3	0.0%
Owner Occupied Median Home Value	\$88,886		\$107,137		\$107,761	
Renter Occupied Median Rent	\$411		\$359		\$394	

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Neenah Center	1.00 mi radius	3.00 mi radius	5.00 mi radius
<b>Consumer Expenditure (Annual Total)</b>			
Total Household Expenditure (2005)	\$192,373,201	\$749,995,250	\$1,251,570,229
<i>Total Non-Retail Expenditures (2005)</i>	\$108,827,285	\$425,238,594	\$709,686,243
<i>Total Retail Expenditures (2005)</i>	\$83,545,917	\$324,756,658	\$541,883,990
Apparel (2005)	\$8,381,326	\$32,875,991	\$54,786,466
Contributions (2005)	\$6,673,757	\$27,672,077	\$45,972,322
Education (2005)	\$3,601,666	\$15,229,791	\$25,404,065
Entertainment (2005)	\$10,478,225	\$41,104,862	\$68,622,587
Food And Beverages (2005)	\$29,174,038	\$112,243,458	\$187,258,939
Furnishings And Equipment (2005)	\$7,681,486	\$30,495,265	\$50,945,155
Gifts (2005)	\$4,948,666	\$20,173,448	\$33,672,746
Health Care (2005)	\$12,300,703	\$46,582,257	\$77,709,268
Household Operations (2005)	\$6,219,645	\$25,287,298	\$42,192,101
Miscellaneous Expenses (2005)	\$3,067,909	\$11,747,460	\$19,624,463
Personal Care (2005)	\$2,699,913	\$10,472,655	\$17,474,337
Personal Insurance (2005)	\$1,975,480	\$8,039,532	\$13,398,296
Reading (2005)	\$652,150	\$2,541,907	\$4,242,782
Shelter (2005)	\$38,095,308	\$149,565,700	\$249,587,789
Tobacco (2005)	\$1,490,076	\$5,454,988	\$9,090,099
Transportation (2005)	\$40,610,105	\$156,215,290	\$261,047,216
Utilities (2005)	\$14,322,752	\$54,293,281	\$90,541,606
<b>Consumer Expenditure (per Household per Month)</b>			
Total Household Expenditure (2005)	\$3,984	\$4,444	\$4,450
<i>Total Non-Retail Expenditures (2005)</i>	\$2,254 56.6%	\$2,520 56.7%	\$2,523 56.7%
<i>Total Retail Expenditures (2005)</i>	\$1,730 43.4%	\$1,924 43.3%	\$1,927 43.3%
Apparel (2005)	\$174 4.4%	\$195 4.4%	\$195 4.4%
Contributions (2005)	\$138 3.5%	\$164 3.7%	\$163 3.7%
Education (2005)	\$75 1.9%	\$90 2.0%	\$90 2.0%
Entertainment (2005)	\$217 5.4%	\$244 5.5%	\$244 5.5%
Food And Beverages (2005)	\$604 15.2%	\$665 15.0%	\$666 15.0%
Furnishings And Equipment (2005)	\$159 4.0%	\$181 4.1%	\$181 4.1%
Gifts (2005)	\$102 2.6%	\$120 2.7%	\$120 2.7%
Health Care (2005)	\$255 6.4%	\$276 6.2%	\$276 6.2%
Household Operations (2005)	\$129 3.2%	\$150 3.4%	\$150 3.4%
Miscellaneous Expenses (2005)	\$64 1.6%	\$70 1.6%	\$70 1.6%
Personal Care (2005)	\$56 1.4%	\$62 1.4%	\$62 1.4%
Personal Insurance (2005)	\$41 1.0%	\$48 1.1%	\$48 1.1%
Reading (2005)	\$14 0.3%	\$15 0.3%	\$15 0.3%
Shelter (2005)	\$789 19.8%	\$886 19.9%	\$887 19.9%
Tobacco (2005)	\$31 0.8%	\$32 0.7%	\$32 0.7%
Transportation (2005)	\$841 21.1%	\$926 20.8%	\$928 20.9%
Utilities (2005)	\$297 7.4%	\$322 7.2%	\$322 7.2%

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RGraph3

## Neenah Center

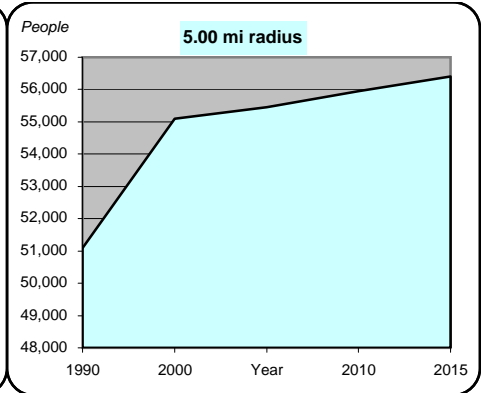
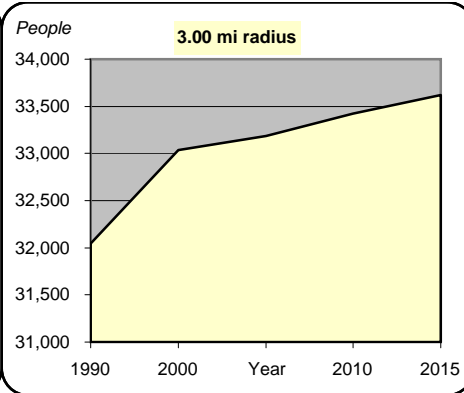
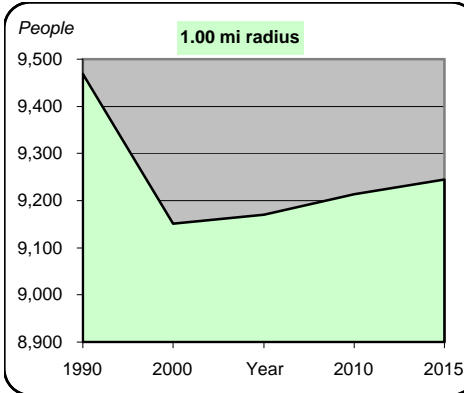
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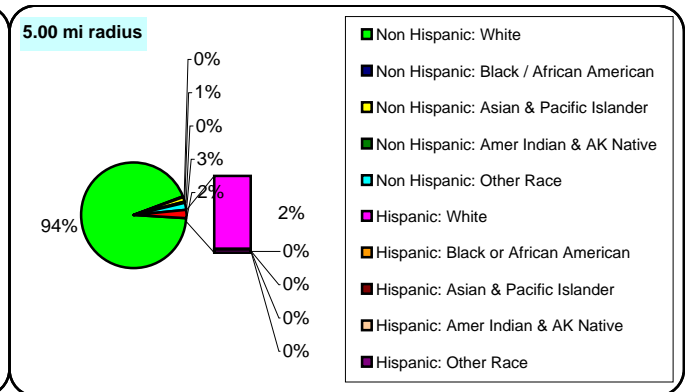
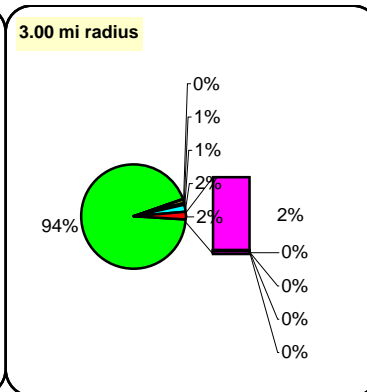
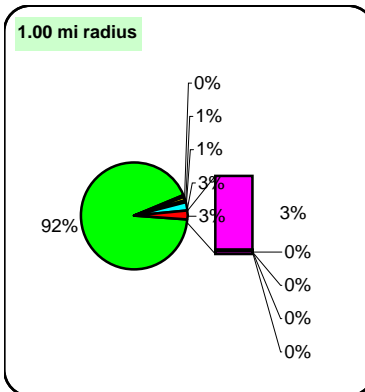
### Population

Census Population (1990)	9,468	32,047	51,099
Census Population (2000)	9,151	33,033	55,091
Estimated Population (2005)	9,170	33,187	55,455
Projected Population (2010)	9,214	33,421	55,947
Forecasted Population (2015)	9,245	33,622	56,398
Historical Annual Growth (1990-2000)	-318 -0.3%	986 0.3%	3,992 0.8%
Historical Annual Growth (2000-2005)	20 0.0%	154 0.1%	364 0.1%
Projected Annual Growth (2005-2010)	44 0.1%	234 0.1%	492 0.2%
Est. Population Density (2005)	2,931.60 <i>psm</i>	1,405.65 <i>psm</i>	983.60 <i>psm</i>
Trade Area Size	3.13 <i>sq mi</i>	23.61 <i>sq mi</i>	56.38 <i>sq mi</i>



### Race & Ethnicity (2005)

Non Hispanic: White	8,502 92.7%	31,067 93.6%	51,746 93.3%
Non Hispanic: Black / African American	37 0.4%	120 0.4%	203 0.4%
Non Hispanic: Asian & Pacific Islander	89 1.0%	364 1.1%	694 1.3%
Non Hispanic: Amer Indian & AK Native	46 0.5%	174 0.5%	256 0.5%
Non Hispanic: Other Race	240 2.6%	760 2.3%	1,229 2.2%
Hispanic: White	249 2.7%	682 2.1%	1,290 2.3%
Hispanic: Black or African American	1 0.0%	2 0.0%	3 0.0%
Hispanic: Asian & Pacific Islander	0 -	2 0.0%	12 0.0%
Hispanic: Amer Indian & AK Native	1 0.0%	3 0.0%	4 0.0%
Hispanic: Other Race	5 0.1%	13 0.0%	19 0.0%



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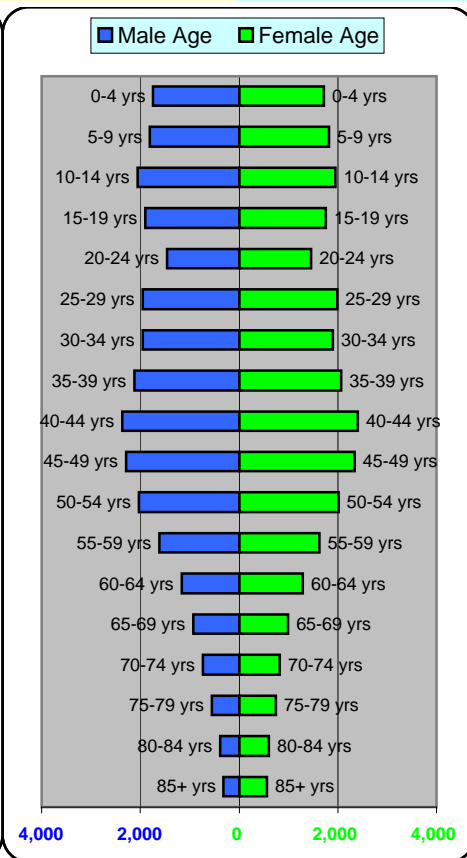
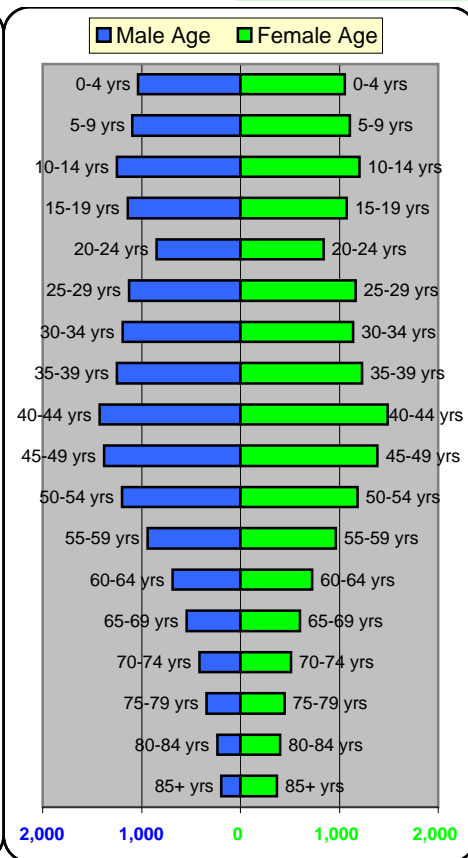
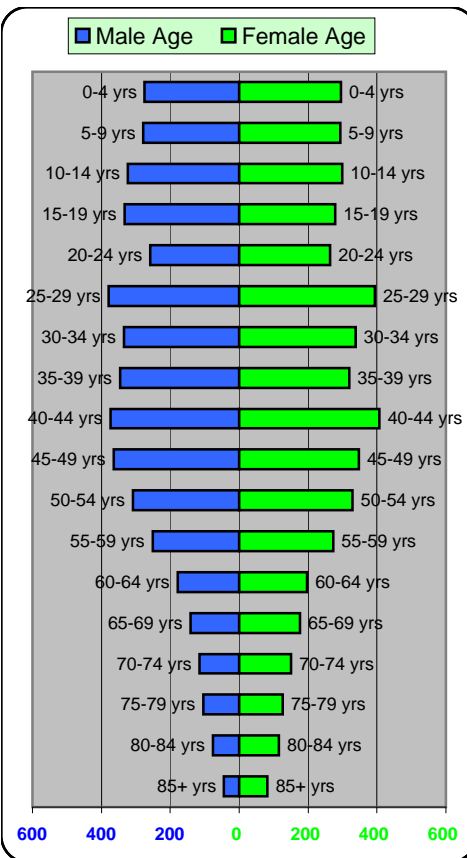
1.00 mi radius

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	9,170	33,187	55,455
Age 0 to 4 yrs	571 6.2%	2,089 6.3%	3,469 6.3%
Age 5 to 9 yrs	573 6.3%	2,205 6.6%	3,631 6.5%
Age 10 to 14 yrs	623 6.8%	2,454 7.4%	4,014 7.2%
Age 15 to 19 yrs	611 6.7%	2,218 6.7%	3,654 6.6%
Age 20 to 24 yrs	521 5.7%	1,687 5.1%	2,913 5.3%
Age 25 to 29 yrs	772 8.4%	2,293 6.9%	3,947 7.1%
Age 30 to 34 yrs	671 7.3%	2,334 7.0%	3,851 6.9%
Age 35 to 39 yrs	665 7.2%	2,478 7.5%	4,189 7.6%
Age 40 to 44 yrs	779 8.5%	2,911 8.8%	4,776 8.6%
Age 45 to 49 yrs	712 7.8%	2,763 8.3%	4,630 8.3%
Age 50 to 54 yrs	638 7.0%	2,385 7.2%	4,048 7.3%
Age 55 to 59 yrs	524 5.7%	1,901 5.7%	3,245 5.9%
Age 60 to 64 yrs	376 4.1%	1,411 4.3%	2,451 4.4%
Age 65 to 69 yrs	319 3.5%	1,140 3.4%	1,919 3.5%
Age 70 to 74 yrs	265 2.9%	928 2.8%	1,556 2.8%
Age 75 to 79 yrs	230 2.5%	793 2.4%	1,293 2.3%
Age 80 to 84 yrs	192 2.1%	636 1.9%	993 1.8%
Age 85 yrs plus	127 1.4%	561 1.7%	877 1.6%
Median Age	36.0 yrs	36.8 yrs	36.8 yrs



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## Neenah Center

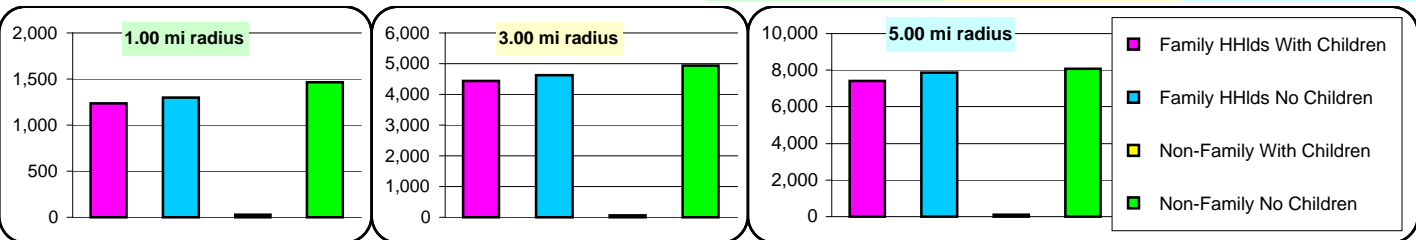
1.00 mi radius

3.00 mi radius

5.00 mi radius

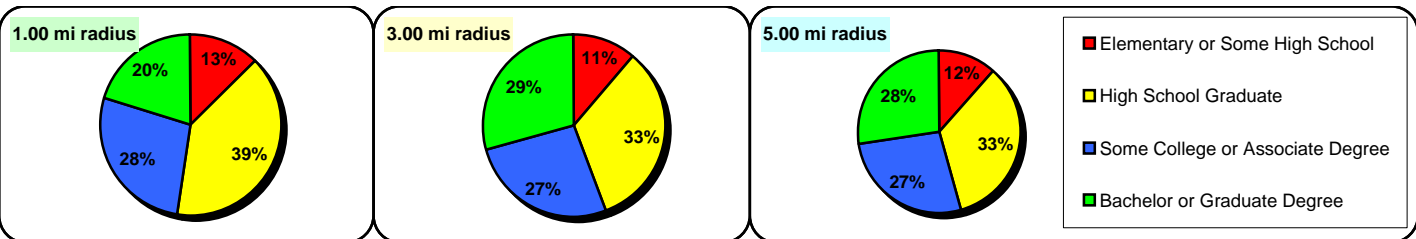
### Household Type (2005)

	1.00 mi radius	3.00 mi radius	5.00 mi radius
Total Households	4,024	14,065	23,437
Family Households	2,533 62.9%	9,063 64.4%	15,268 65.1%
Family HHlds With Children	1,237 48.8%	4,441 49.0%	7,404 48.5%
Family HHlds No Children	1,296 51.2%	4,622 51.0%	7,864 51.5%
Non-Family Households	1,491 37.1%	5,002 35.6%	8,169 34.9%
Non-Family With Children	28 1.9%	69 1.4%	104 1.3%
Non-Family No Children	1,463 98.1%	4,933 98.6%	8,064 98.7%



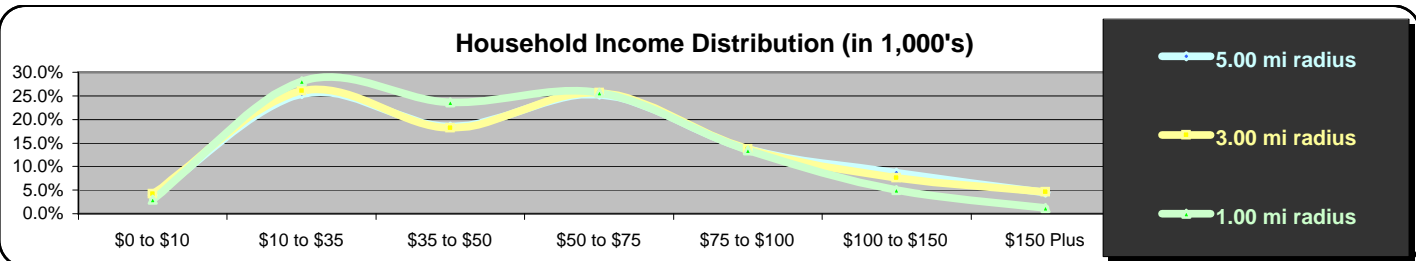
### Educational Attainment (2005)

	1.00 mi radius	3.00 mi radius	5.00 mi radius
Elementary or Some High School	798 12.7%	2,544 11.3%	4,364 11.6%
High School Graduate	2,479 39.5%	7,379 32.7%	12,874 34.1%
Some College or Associate Degree	1,728 27.6%	5,988 26.6%	10,149 26.9%
Bachelor or Graduate Degree	1,266 20.2%	6,623 29.4%	10,388 27.5%



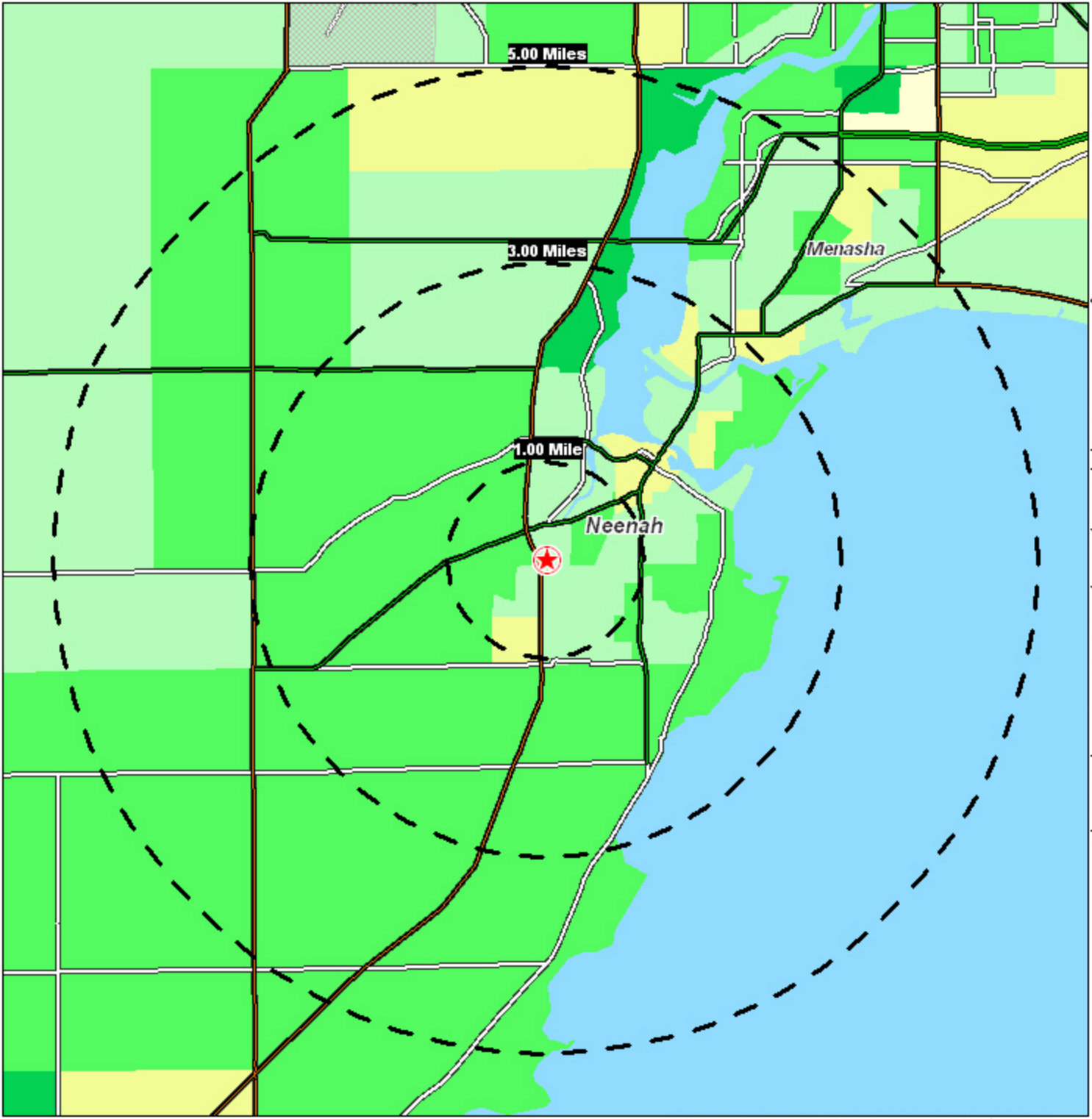
### Household Income (2005)

	1.00 mi radius	3.00 mi radius	5.00 mi radius
Est. Average Household Income	\$57,119	\$67,694	\$67,588
Est. Median Household Income	\$47,732	\$52,346	\$52,925
HH Income \$0 to \$9,999	121 3.0%	591 4.2%	918 3.9%
HH Income \$10,000 to \$34,999	1,133 28.2%	3,666 26.1%	5,949 25.4%
HH Income \$35,000 to \$49,999	948 23.6%	2,552 18.1%	4,320 18.4%
HH Income \$50,000 to \$74,999	1,031 25.6%	3,608 25.7%	5,926 25.3%
HH Income \$75,000 to \$99,999	539 13.4%	1,936 13.8%	3,220 13.7%
HH Income \$100,000 to \$149,999	201 5.0%	1,072 7.6%	2,051 8.8%
HH Income \$150,000 or More	51 1.3%	640 4.5%	1,053 4.5%



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**Median Age**

*By Block Groups*

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

**Neenah Center**

*Current Year Estimated  
Median Age*

*March 2007*

*Prepared For*

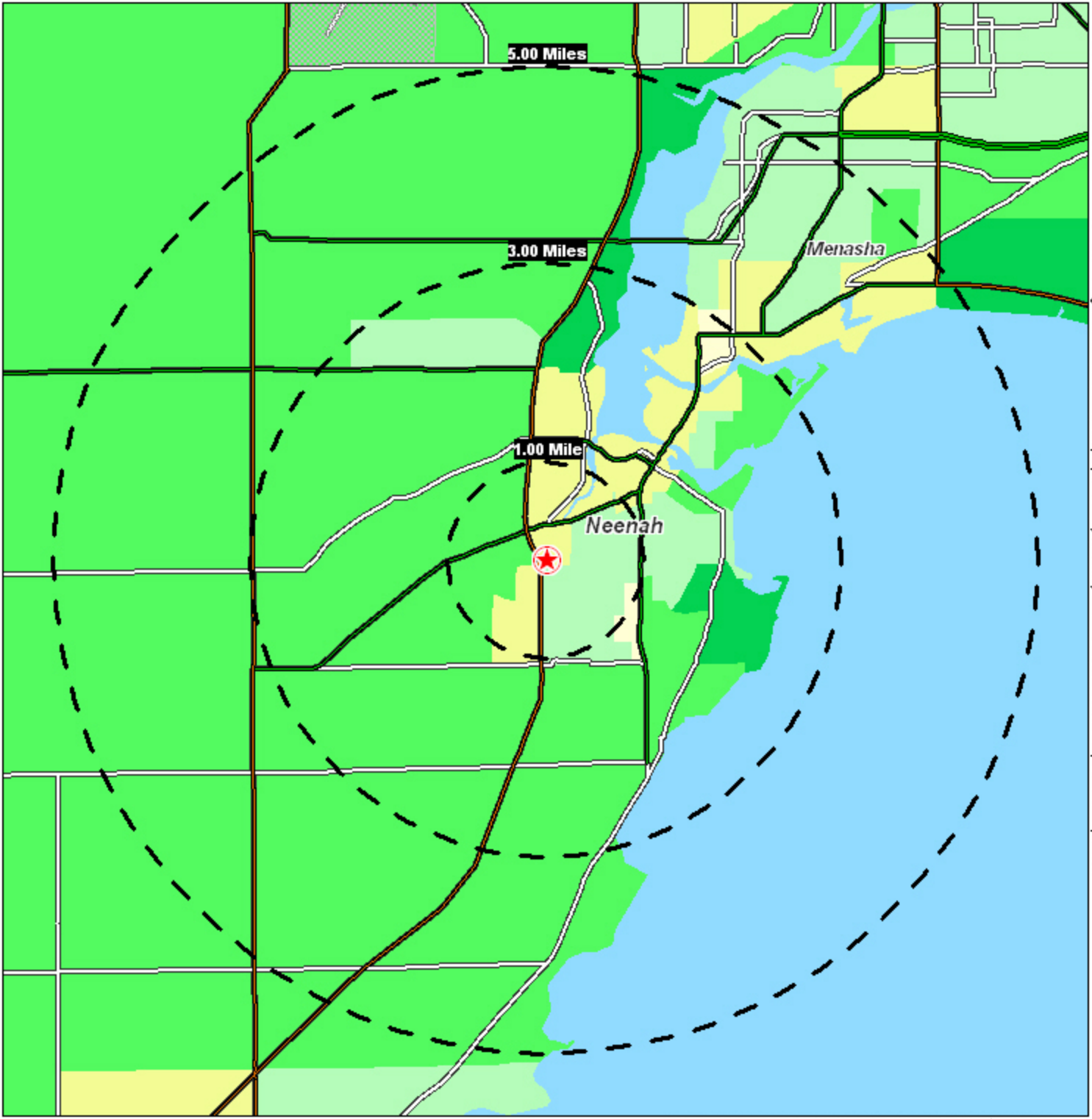
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**Median HH Income**

*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

**Neenah Center**

*Current Year Estimated  
Median Household Income*

*March 2007*

*Prepared For*

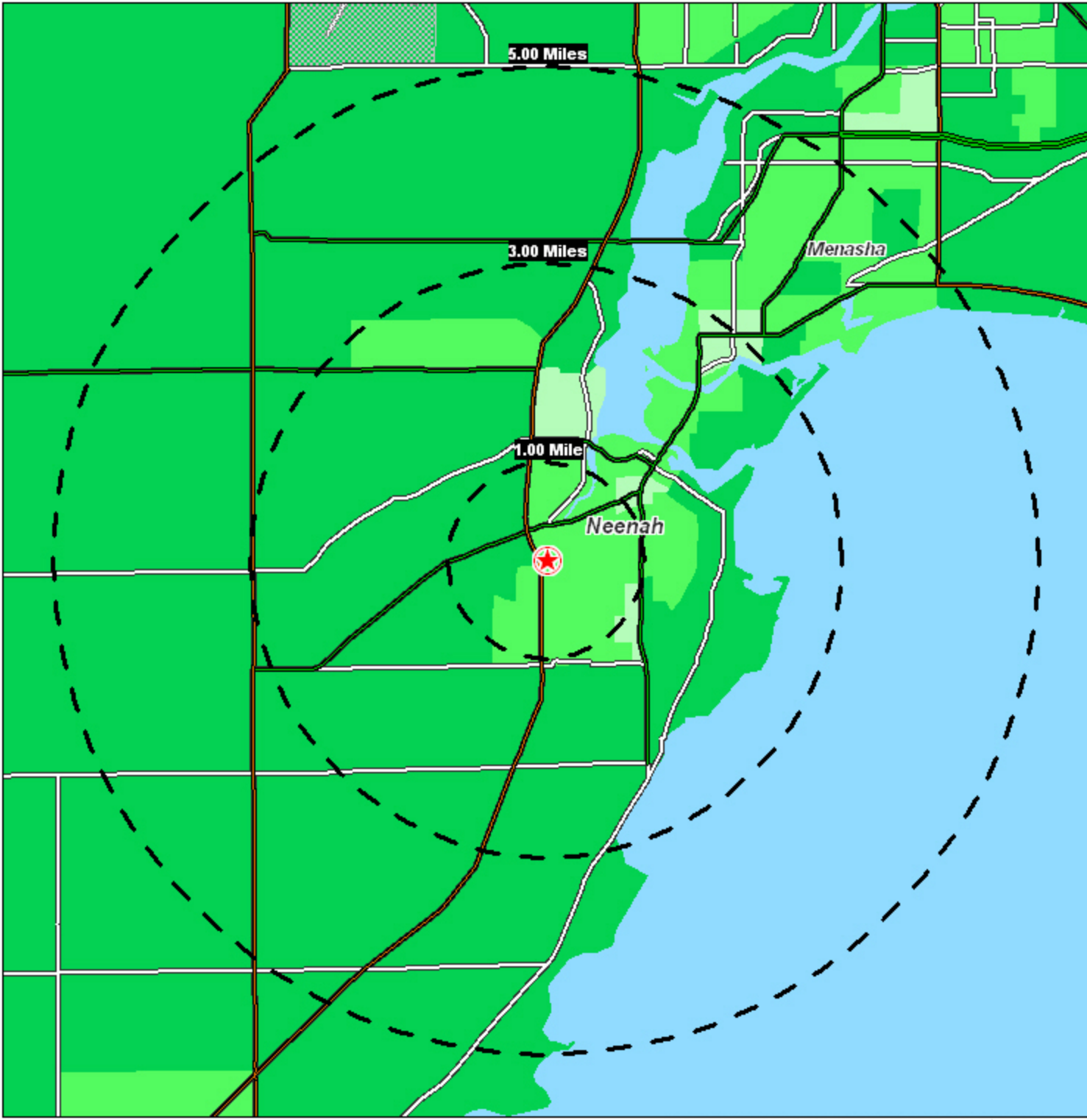
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**Total HH Exp/Hhld**  
By Block Groups

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

**Neenah Center**

*Current Yr Est Annual Average  
Total Expenditure per Household*

March 2007

Prepared For

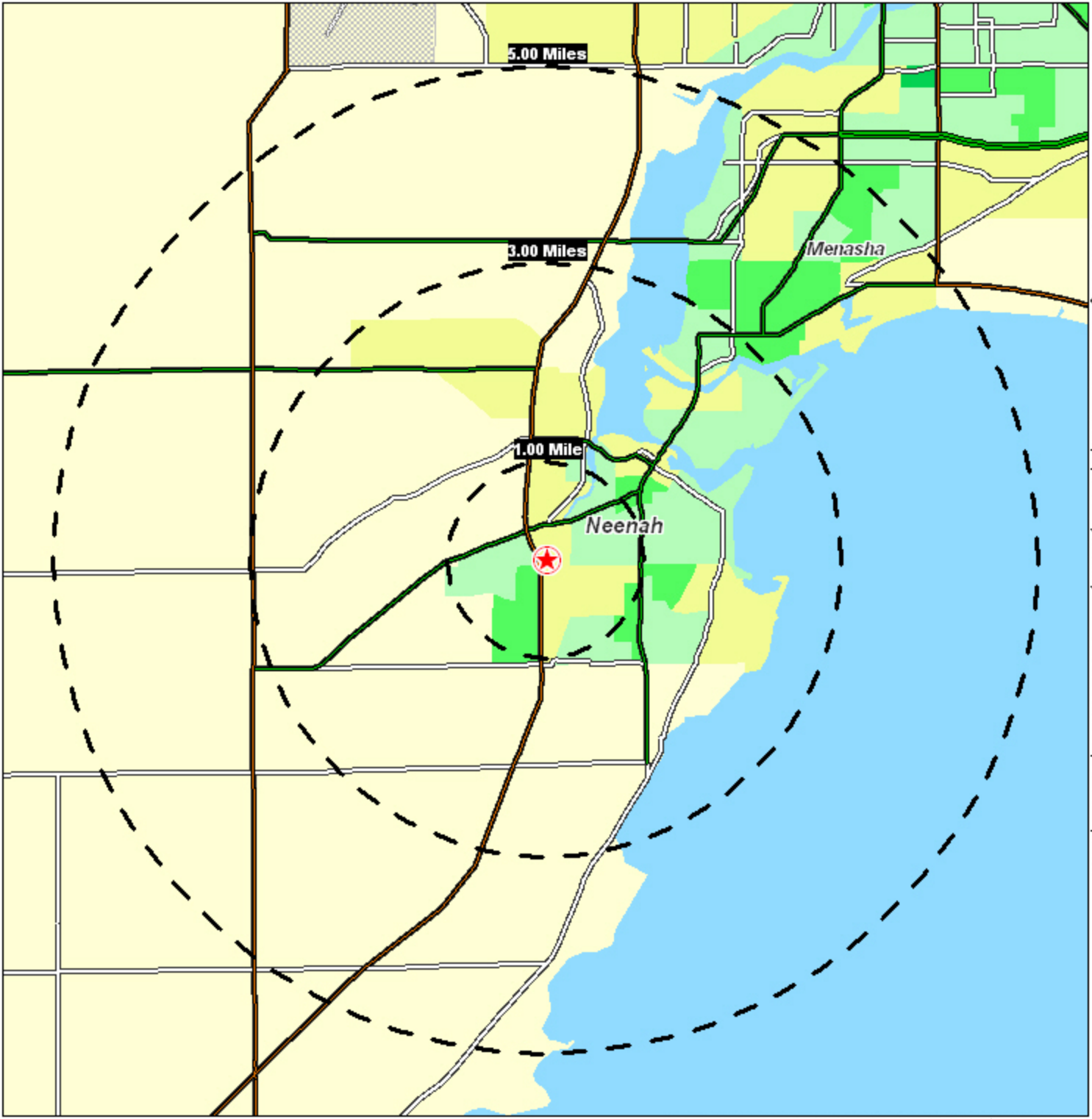
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**Population Density**  
By Block Groups

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

**Neenah Center**

*Current Year Estimated  
Persons per Square Mile*

March 2007

Prepared For

**Alexander & Bishop**



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