



Burleigh Triangle Market Analysis Wauwatosa, Wisconsin

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PLANNING CREATING REBUILDING
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Executive Summary

The City of Wauwatosa is an important “Inner Ring Suburb” of the City of Milwaukee, WI. It is located close to the geographic center of the four county area that represents the Primary Milwaukee Trade area. This location has provided a significant strategic advantage in providing retail and other commercial products and services to the Metro Milwaukee area. Wauwatosa has long been the center of Upscale/High Fashion retail trade in Milwaukee. It has been the home of Mayfair Mall, the anchor of this district, since its construction in 1958. Additionally, the city is home to The Milwaukee Regional Medical Center, GE Healthcare and the Milwaukee County Research Park.

While Wauwatosa has a population of 47,271 (2000 Census) the city draws shoppers, employees and visitors from a Trade Area that we estimate to encompass a 20 minute Drive Time in all directions. The development opportunities that exist in the city are, for the most part, redevelopment opportunities since most of the community is fully developed and there is no area available for growth thru the acquisition of additional land by annexation. The exceptions to this are, most notably, the Milwaukee regional Medical Center grounds and the County Research Park, where there remains some available land for development.

The city is easily accessible by both I-94 and USH 45, two of the main arterial highways that connect Greater Milwaukee North-South (USH 45) and East-West (I-94). The industrial development in Wauwatosa is also served by rail and there is a significant County Transit System. The city is convenient to General Mitchell International Airport (approx. 15 minutes) as well as Amtrak and local train service to Chicago and the remainder of the United States.

The Study Site is at the Northeast Corner of USH 45 and Burleigh Street and encompasses approximately 80 acres of land. The current use of the property is industrial and warehousing and is being vacated by the existing users. The surrounding area includes uses such as: Industrial, Retail, Restaurant, Recreation and Office. The Subject Site benefits from outstanding access and visibility to USH 45 and its close proximity to Mayfair Mall and the connected commercial districts.

The Burleigh Triangle site is connected by marketplace and traffic circulation to Mayfair Mall. The best example of this connection is the fact that most people traveling from the north on USH 45, exit at Burleigh when going to the Mall. This connection provides an excellent opportunity for specialty retail and works well with the synergy of the enormous amount of traffic and the large Trade Area the mall provides. With the mall Trade Area continuing to grow in population, the opportunity and demand for specialty or “niche” retail exists. There are no other sites available that provide both the size and the connection that the Burleigh Triangle provides.

Because of the location of the Burleigh Triangle site and taking into account that the bulk of the population is within the 20 minute drive time of the Trade Area, a plan for uses that will attract this growing population should be considered. This should be done with sensitivity to what the residents of Wauwatosa see as desirable as well.

With regard to the retail development, we recommend High-End and unique retail, such as specialty grocery, home furnishings, galleries and restaurants. This type of retail center can be linked well to the other uses on the site and the sense of place. The mix of uses planned for this area must be acceptable to Wauwatosa residents, most of who live within a 5 minute drive time of this site.

In regard to office space on the site, large-floor plate Corporate Offices should be actively recruited. This type of space will bring large tenants that will, in turn, create a greater employee population and draw more to the area. In addition to the large-plate Corporate Office, some small-office and new tech use may be incorporated into the site. This should work well with the Milwaukee Regional Medical Center and the Milwaukee County Research Park. Hotel use should also be planned for this property and actively recruited as well; the goal would be to create a unique place for people to live, work and play in Wauwatosa.

The Kilduff Company, LLC recommends that a Residential component be slated for the site as well. This should include densely developed multi-family, home ownership housing. This housing could include Townhouse style and multiple level condominiums. High-rise buildings (8 stories or more) as well as street level town homes should be considered in the mix. We also advise that the price point for these units be \$200,000 or higher. There is currently a dearth of home ownership units in Wauwatosa at this price point or above, and they would fit well with the existing and proposed retail, the office uses for the site and the existing job base provided by the Milwaukee Regional Medical Center and the Milwaukee County Research Park.

Ultimately, the recommendation of the Kilduff Company, LLC is to develop the Burleigh Triangle site with a mix of uses including, but not limited to, retail space, office space and residential units. This site should be densely developed with an identifiable sense of place and of community which creates a feeling reminiscent of the Main Street or neighborhood atmosphere.

Background and Methodology

Background

The Kilduff Company, LLC was commissioned as a member of the planning team to analyze the Subject Site and determine the Trade Area. Additionally we were to identify the types of redevelopment opportunities that, from a Developer's point of view, exist for the Site. The primary goal was to analyze these uses and recommend the type and quantity of the uses will work, from a Market Perspective, in the redevelopment of this Site.

While the Subject Site is at the Northeast Corner of the intersection of USH 45 and Burleigh Street, for the purpose of this study, we have elected to use the center of the Mayfair Mall Retail District as the center of our Trade Area for Market Analysis work. This is because of the enormous drawing power of this district. While the site has excellent visibility and access to the Interstate Highway system, the superior attraction power of the Mayfair Mall Retail District is seen as the main traffic and demand generator.

The results of this analysis are based upon the following assumptions:

- Housing and Trade Area population growth will occur as projected herein.
- Little new retail/commercial development will occur unless mentioned in this report.
- Any necessary infrastructure changes will be made to ensure ease of mobility throughout the Study Area
- All retail/commercial establishments will operate in a manner consistent with successful business, including convenient hours of operation, maintaining clean facilities, and applying appropriate visual merchandising.

The following issues were addressed as a part of this analysis:

- Is Mixed-Use viable at this site?
- If so, what are the best types of uses to mix on the site?
- To whom should this development appeal?
- What types of retail, housing and other development should be at the site...neighborhood retail, specialty or regional appeal?
- What are the strengths, weaknesses, opportunities and challenges, from a market perspective, to the successful redevelopment of the subject site?

Methodology

In order to address the above issues, a detailed field evaluation of the Subject Site in Wauwatosa, as well as the major existing and planned retail, office, residential and industrial developments was undertaken. During this evaluation The Kilduff Company, LLC thoroughly drove the market, visited, and evaluated existing and planned developments in the Trade Area. Census based data was collected and reviewed and extensive research and telephone interviews were completed in the Trade Area as well as the selected comparable markets. The area was visited in the daytime, as well as in the evening, to gain a primary qualitative understanding of the existing and known retail and other competition. Traffic and retail gravitational patterns were reviewed and a qualitative assessment of the market profile of the Trade Area was completed. Additionally, this qualitative assessment was completed for the comparable trade areas as a basis for comparison. And, while not relied upon heavily for analysis, a traditional Retail Expenditure Potential Analysis was performed for each of the three trade areas in the Study.

Two additional comparable Trade Areas were selected that have similar retail and demographic characteristics. These comparables allow for an assessment of the type and quality of development supportable, from a market perspective, rather than a mathematical perspective. Most development is market driven and, as a result, mathematical analysis, while informative, is not a good predictor of the market's true potential. Once the comparable communities were selected and the Trade Areas determined, a detailed analysis was performed to determine the quality, quantity and type of development present in each market. We then compared the other trade areas to Wauwatosa and its trade area to determine what has been done in other markets with similar characteristics that has yet to be done here. As a result of this analysis a set of recommendations was compiled for the subject site in Wauwatosa.

Market Overview

Wauwatosa is the home of the Milwaukee area's finest and best known retail shopping mall and surrounding retail district. Mayfair Mall is characterized within the retail industry as an Upscale/Fashion, Super Regional Mall. This simply means that it provides shoppers with products that would be considered more expensive and not just necessities. Mayfair Mall draws these shoppers not only from the immediate area, but also from outlying communities well outside the City of Wauwatosa. The mall was built in 1958 and has been renovated and expanded many times. At present an extensive expansion and renovation is ongoing. The mall is ideally located in Milwaukee near the geographical center of a 4 county trade area with outstanding access and visibility and dominating market recognition.

Wauwatosa is also the home of Milwaukee Regional Medical Center, perhaps the finest institution of its kind in Wisconsin. Additionally, the Milwaukee County Research Park acts as a great draw for new, clean, high tech manufacturing companies. One of the important newer companies to locate in Wauwatosa is GE Healthcare.

There are great amenities in the community, including the public Currie Park Golf Course and the private Bluemound Country Club.

The Trade Areas

In addition to Wauwatosa, two comparable communities were selected for the study. They were Clayton, Missouri, a suburb of St. Louis, home of the St. Louis Galleria Mall; and Troy, Michigan a suburb of Detroit, home of the Somerset Collection Mall. Both of these communities share significant characteristics with Wauwatosa and both are homes to Upscale/Fashion Super Regional Malls and are suburbs of much larger cities.

Clayton, in the St. Louis market has a very similar demographic profile to Wauwatosa. Troy differs from both Clayton and Wauwatosa with higher population and incomes, but compares well in the Market Tapestry Segments, used to quantify and analyze the market profile of the market population. The higher incomes in Troy become important in the analysis as they indicate that the comparable products, services and types of retail establishments in the Wauwatosa trade area are actually capable of supporting higher incomes than they do now. This can be helpful in attracting market growth to the area.

In each case the Primary Trade Area for the Major Retail Mall was determined to be similar at a 20 minute drive time. For informational purposes a smaller Trade Area of 10 minute drive time was analyzed as well and in the case of Wauwatosa. The 5 minute drive time was reviewed, since it approximates the City of Wauwatosa in size. This becomes very important when making decisions regarding types and price points of uses for the subject site. The larger Trade Area may support different type uses than Wauwatosa (5 minute drive time). These differences will have to be taken into account.

The following series of charts will describe the market population in a qualitative way. This will begin to show the types of General population segments that exist in each market as well as those within the City of Wauwatosa. This is helpful in targeting types of development options to the market.

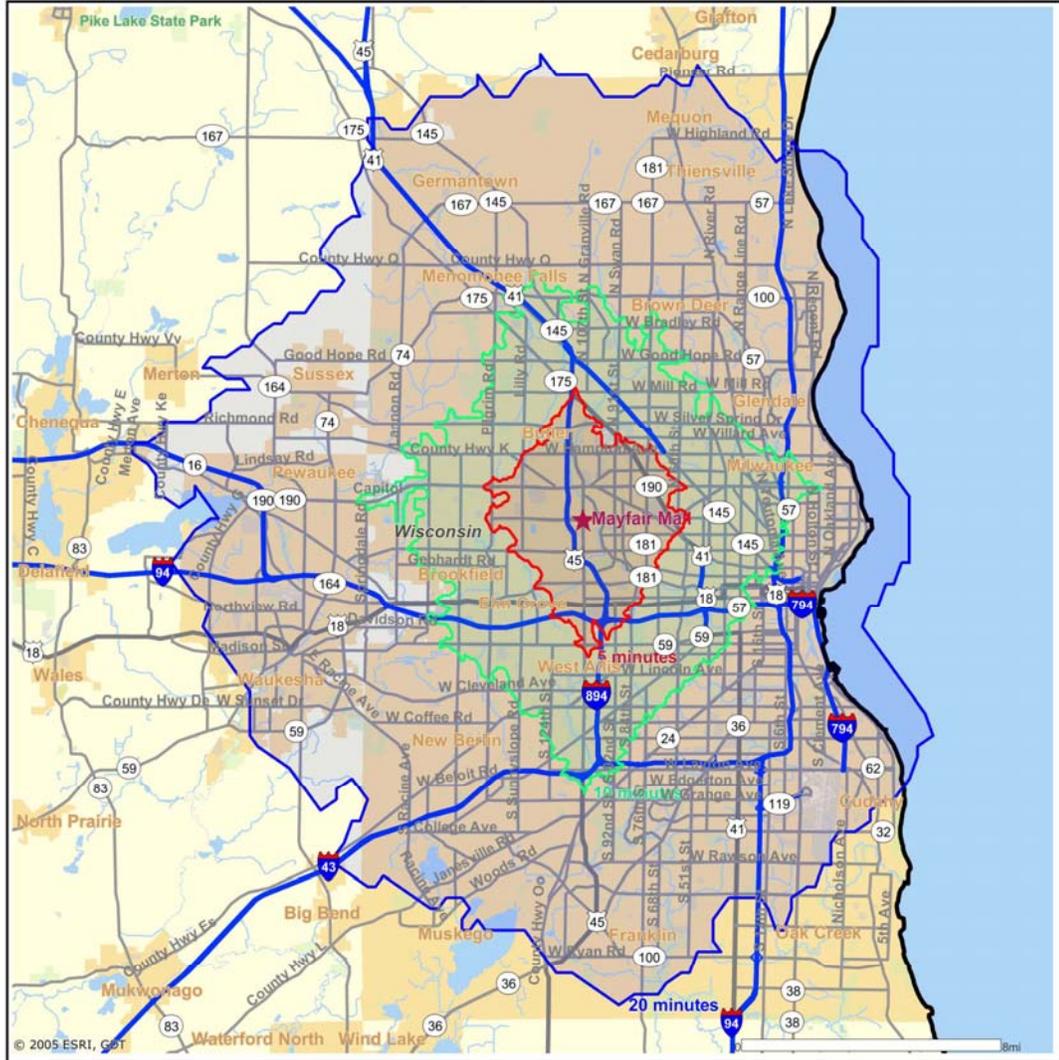
Site Comparison

	Super Regional	Super Regional	Super Regional
	Upscale/Fashion	Upscale/Fashion	Upscale/Fashion
	1,037,294	1,191,708	1,444,0000
	1958	1986	1969
	2001	N/A	1992

Mayfair Mall
 W Burleigh St AT N Mayfair Rd
 Milwaukee, WI 53201

Site Map
 Vandewalle & Associates
 April 14, 2005

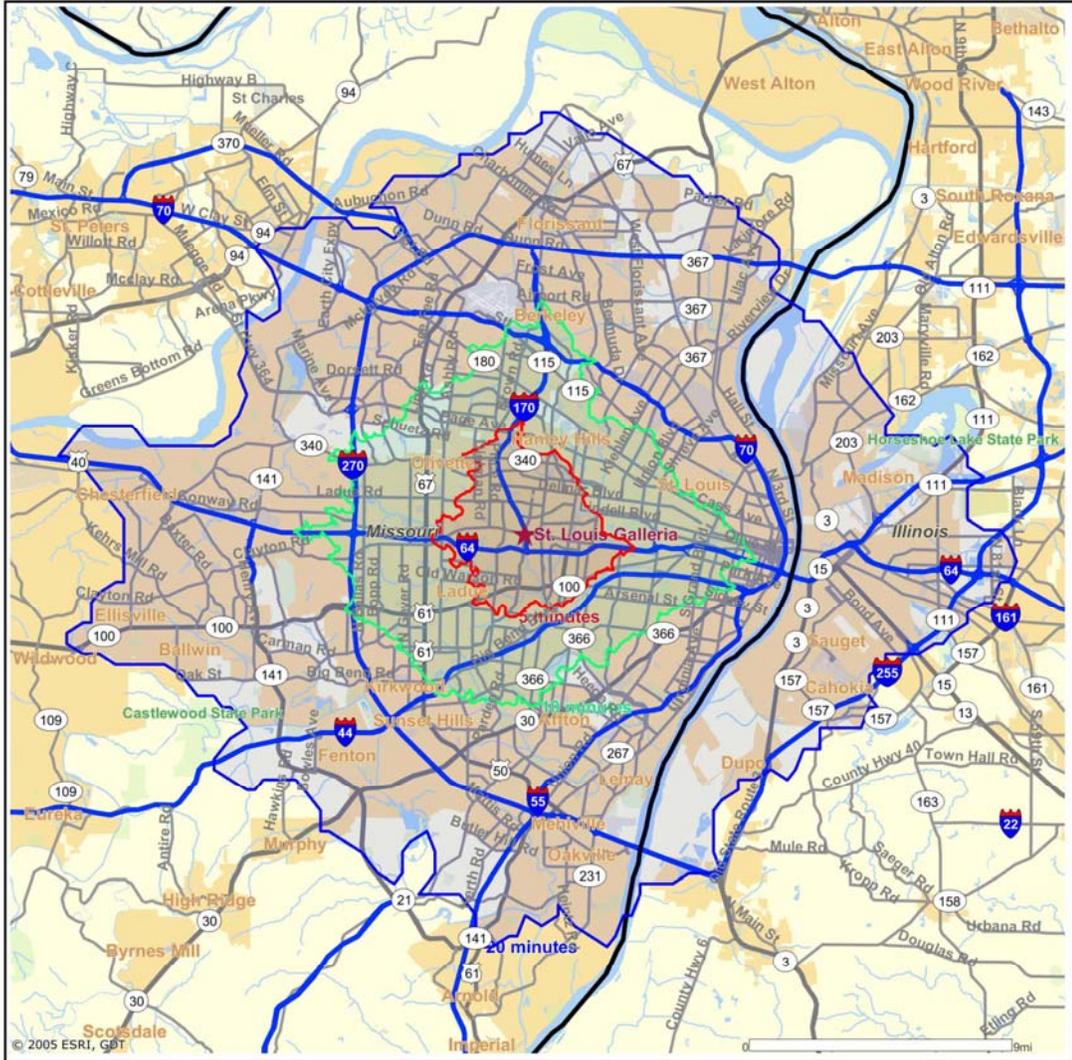
Latitude: 43.07475
 Longitude: -88.04795



St. Louis Galleria
 Clayton Rd AT S Brentwood Blvd
 Saint Louis, MO 63101

Site Map
Vandewalle & Associates
 April 14, 2005

Latitude: 38.6381
 Longitude: -90.3456



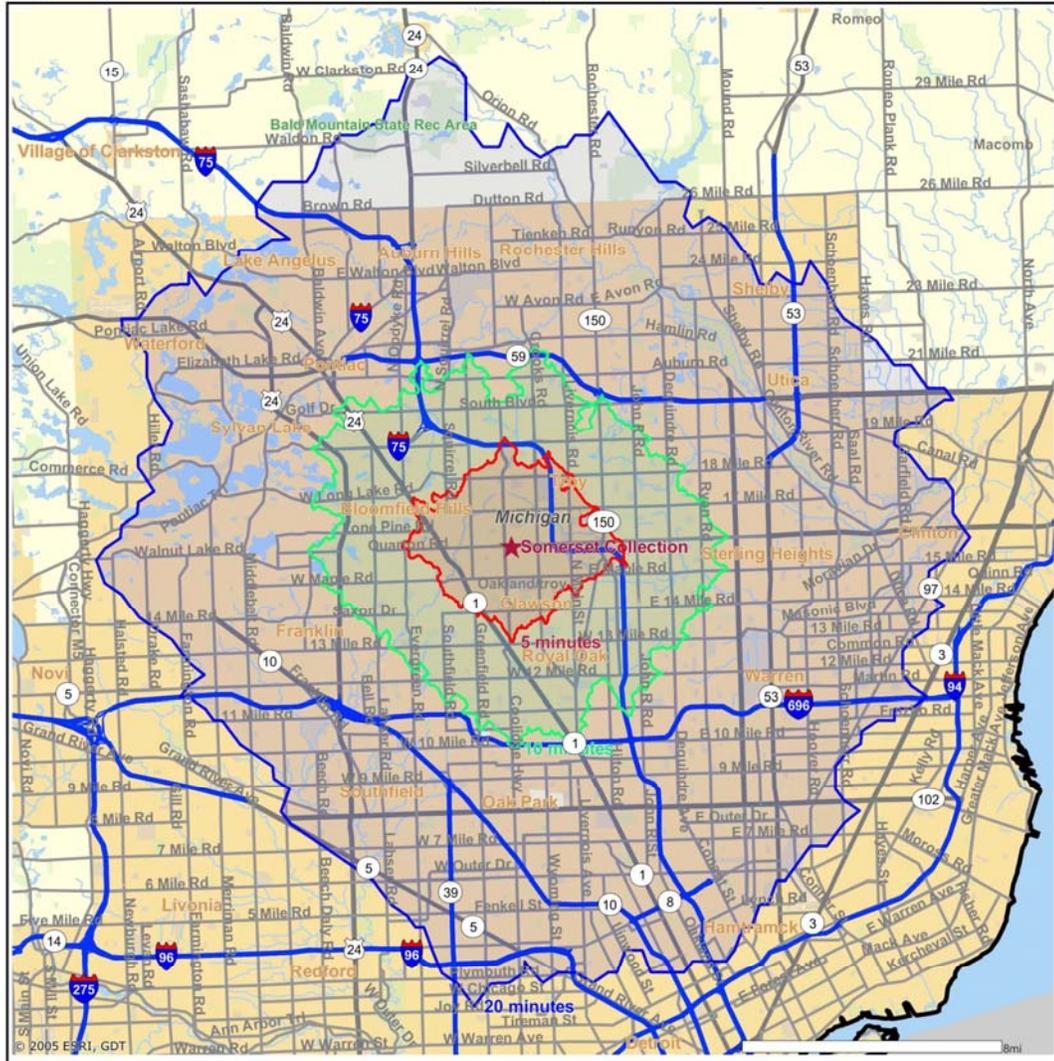
Business
 Information
 Solutions



Somerset Collection
 2801 W Big Beaver Rd
 Troy, MI 48084

Site Map
 Vandewalle & Associates
 April 14, 2005

Latitude: 42.561053
 Longitude: -83.183075



Tapestry Segment Analysis

One of the most effective tools for determining the contrasts and similarities of communities is to review the market segments in a profile analysis. Using information from ESRI, a data provider that compiles these Tapestry Segment Profiles, we have reviewed the top 10 in the 5, 10 and 20 minute Trade Area for Wauwatosa and in the 10 and 20 minute Trade Area for Clayton, MO and Troy, MI.

The 5 minute drive-time Tapestry Segments, which approximate the City of Wauwatosa, differ considerably from those of the 10 and 20 minute trade areas in the Wauwatosa analysis. This is important to note when discussing the development recommendations for the Study Site.

Top Ten Tapestry Segments for Mayfair Mall

	5 Minutes
Inner City Tenants	3.6%
Old and Newcomers	4.9%
Main Street, USA	4.9%
Cozy & Comfortable	5.3%
Rustbelt Retirees	6.3%

Top Ten Tapestry Segments for Mayfair Mall

	10 Minutes
Prosperous Empty Nesters	4.0%
Modest Income Homes	4.1%
Metropolitans	4.1%
Cozy and Comfortable	4.2%

	20 Minutes
Sophisticated Squires	4.1%
Old and Newcomers	4.3%
Retirement Communities	4.5 %
City Commons	4.5%
City Dimensions	5.2%

Top Three Tapestries for Each Area

Mayfair Mall

Rustbelt Traditions	7.1%
Great Expectations	6.6%
Metro City Edge	6.5%

St. Louis Galleria

Rustbelt Traditions	9.6%
Modest Income Homes	6.9%
Rustbelt Retirees	5.9%

The Somerset Collection

Family Foundations	9.7%
Cozy and Comfortable	7.8%
Metro City Edge	6.3%



Community Tapestry Segment Summary Descriptions:

Rustbelt Traditions

Rustbelt Traditions neighborhoods are the mainstay of the older, industrial cities in the states bordering the Great Lakes. They are the backbone of the manufacturing and transportation industries that sustain the local economy. Most residents live in modest, owner-occupied single-family houses with a median value of \$93,000. The median age of these residents is 36 years. A mix of family and household types includes not only married couples but a high proportion of single-parent households and singles. Their median household income is \$43,800. Financially conservative, Rustbelt Traditions residents hold low-value variable life and homeowner's insurance policies. They are attentive to home and garden maintenance. They contract for specialized projects such as roofing, flooring, and carpet installation. Favorite leisure activities include bowling and fishing. Television is important; Rustbelt Traditions residents subscribe to cable and regularly watch sports programming.

Great Expectations

Young singles and married-couple families dominate this large urban market. The median age of the population is 33 years. A high proportion of Great Expectations residents are in their twenties. Labor force participation is high. They pursue a variety of careers primarily in the manufacturing, retail, and other services sectors. Home ownership is increasing; approximately half of these residents now own single-family homes with a median home value of \$95,500. The rest still rent apartments in small multiunit buildings. Their neighborhoods are older suburbs, with most homes built before 1960. They are not afraid to tackle small home maintenance and improvement projects but also enjoy a young, active lifestyle. Leisure time for these residents is spent going out to dinner and a movie, attending music concerts, visiting theme parks, the zoo, and the beach. They have tried their hand at different sports such as fishing, hunting, and canoeing.

Metro City Edge

Metro City Edge incorporates older, suburban neighborhoods of metropolitan cities. Home to singles and single-parent families, this market is young, with a median age of 29 years. More than half of Metro City Edge residents own their homes – single-family dwellings with a median value of \$73,400. The labor force is varied, with jobs primarily in the service sector. The median household income is \$30,200. Their primary concern is the welfare of their children, so they watch their pennies, buying household items and children's clothing in bulk at superstores and wholesalers. They tend to shop at grocery stores such as Food Lion, Kroger, and Piggly Wiggly. Paying for home Internet access is not a priority, so many will use the Internet at work or at the library. They usually exercise at home, enjoy walking, and participate in community sports such as basketball and football.

Modest Income Homes

Most residents in these neighborhoods earn modest incomes. Half of them own their homes, mainly single-family homes in older suburbs of metropolitan cities. The median home value is \$51,100. Modest Income Homes residents are family oriented and multigenerational. The median Age is 34 years. Television is central to the lives of these residents; they frequently watch daytime and primetime shows. They are content to wait for movies to be shown on TV instead of going to the theater, and they prefer to watch movies on Lifetime, TNT, and USA Network. They enjoy watching major sports events on TV also. Being frugal, they shop at discount stores, limit their long-distance calls, and do not pay for access to the Internet. Residents tend to drive used domestic sedans.

Rustbelt Retirees

As the name implies, most of these residents live in Northeast or Midwest, especially in Pennsylvania and areas around the Great Lakes. Although many residents are still working, labor force participation is below average. More than 40 percent of these households draw retirement income. These neighborhoods are typically found in older, industrial cities. Residents live in owner-occupied, single-family houses with a current market value of \$111,000. Unlike many retirees, those in the Rustbelt are not inclined to move. These settled, hard working residents are loyal to their communities and country; they make an effort to vote in elections and participate in volunteer activities and fund-raising. They serve on church boards; some are members of veterans' clubs. Rustbelt Retirees residents watch their pennies and search for bargains at discount stores and warehouse clubs. They drive older, domestic vehicles; prefer renting movies over attending the cinema, and dine out only occasionally.

Family Foundations

The bedrock of this market is family life – married couple, single parents, grandparents, young children, and adult children. This small urban market can be found in large metropolitan areas. Their neighborhoods are composed of row houses or single-family detached, primarily pre-1960s, owner-occupied houses. There is a gradual decline in population through attrition, but little turnover in the neighborhoods. Unemployment is above average, although 30% have completed some college classes. Their median household income is \$41,800. Family Foundations residents are active in their communities; they attend church services, serve on church boards, help with fund-raising projects, and they participate in civic activities. Most of their consumer expenditures are for home maintenance and family; baby products and clothing are priority items in their budgets. Basketball is a favorite sport of Family Foundations residents; they enjoy playing and attending college and professional games.

Cozy and Comfortable

Settled, married, and still working, Cozy and Comfortable families are nearing retirement. Many couples are still living in the pre-1970's, single-family homes in which they raised their children. These houses carry a current market value of \$151,000 and are located mainly in suburban areas of the Midwest and Northeast. With a median age of 40 years, most of the population in this market is older than the U.S. average. Residents prefer mutual funds and consult financial planners. They are likely to have a second mortgage and hold home equity credit lines to complete their home improvement projects. Television is more important than technology for Cozy and Comfortable residents; many households own four or more TV sets. The Golf Channel and Home and Garden Television are among their favorite channels. They own home computers, but they are content with old equipment and software.

(The full list of Community Tapestry Segment Summary Descriptions is located in the Appendix.)

Trade Area Observations

The community that makes up the 20 Minute Trade Area for Mayfair Mall is very similar to that of the St. Louis Galleria Mall, in St. Louis, Missouri. The Top Three Tapestry Segments for these two sites include Rustbelt Traditions as the largest segment profile. This segment is typical of industrial Midwest Cities and represents the profile of the long time residents of the community. Mayfair Mall's other top profiles indicate the presence of younger, upwardly mobile sets of people. This is especially true in the 20 minute Trade Area and is not as evident in the 5 minute Trade Area. This seems to indicate that the profile of residents of Wauwatosa (residing within 5 minutes of Mayfair Mall) may differ markedly from those of the population outside this area. There may be differences in how they would perceive Wauwatosa as a place to live, work, or play. This can become a significant factor when deciding which uses and types of development should be recommended for the Burleigh Triangle Study Site.

The most significant result of this Trade Area Analysis with regard to The Somerset Collection Mall in Troy, Michigan is that the profile is one of a more upscale community in the 20 minute drive time. This suggests that the Mayfair Mall/Wauwatosa Trade Area should be able to position itself (at the 20 minute drive time) in such a way as to encourage more upscale retail and residential product types that would probably include uses that are not currently available in the 5 minute Trade Area. These uses might include high end specialty retail and dense high end condominium and town home development.

- Mayfair Mall is similar to St. Louis.
- The Somerset Collection shows that higher values can be supported in Wauwatosa, for housing, retail and office development.
- The local community near Mayfair Mall is different than the 20 minute Trade Area.

Demographic Observations

Comparing the Demographic Profiles of the three Trade Areas statistically, we find that the populations at Wauwatosa and St. Louis are very similar and the population at Troy, Michigan is significantly less. The population of the Wauwatosa Trade Area is 1,171,199, while the City of Wauwatosa population of 47,271. Clearly, there is a decision to make regarding which population demographic to favor in the recommendations for redevelopment of the Subject Site. If there is disagreement as to this decision, it will be important to consider the impact on the long term sales and property tax base that the various alternatives will deliver.

The population of The Mayfair/Wauwatosa Trade Area is projected to increase along with that of Troy, Michigan, while St. Louis, Missouri is projected to decline. The median age of the housing stock is relatively old and would seem to indicate that there is a lack of newer diverse types of housing available that would attract new residents, particularly the professionals that likely work in the Milwaukee County Research Park or The Regional Medical facilities nearby.

Incomes for the Subject Site Trade Area measure well against the comparables. Troy, Michigan has higher incomes on average, median and per capita measures. This seems to indicate once again that if the desire in Wauwatosa is to plan for high end development in the new plan, the existing infrastructure of products, services and employment choices available should be appealing to that target population.

With regard to other key demographic metrics, the percentage of married with children is at 43.9% within the Trade Area. This is considered an important metric by retailers, particularly retailers in clothing and household goods. This percentage is higher than the St. Louis market and approaching that of Troy, Michigan. A measure above 40% is considered very good by many retailers. Lastly, while the total number of households lags both comparables, there are 465,749 households in the Trade Area.

The following pages show detailed comparisons of the demographic profiles of the two comparable community trade areas and the City of Wauwatosa and its extended Trade Area. This is followed by a list of significant employers that reside within each Trade Area. Wauwatosa and the Greater Milwaukee Trade Area that it serves measures well against the comparable communities in this area.

Demographic Metrics

	Mayfair Mall, Wauwatosa, WI	St. Louis Galleria, St. Louis, MO	The Somerset Collection, Troy, MI
2000 Census Population	493,334	403,800	289,128
2009 Population Projection	486,423	386,473	291,039
Number of Households	193,196	175,311	118,952
Median Year Structure Built	1954	1951	1963
% Married with Children	40.2%	37.3%	54.2%
Income: Average Household	\$50,050	\$60,015	\$89,725
Income: Median Income	\$38,884	\$39,768	\$65,350
Income: Per Capita Income	\$19,807	\$26,458	\$31,123

	Mayfair Mall, Wauwatosa, WI	St. Louis Galleria, St. Louis, MO	The Somerset Collection, Troy, MI
2000 Census Population	1,171,199	1,370,273	1,594,752
2009 Population Projection	1,179,738	1,336,238	1,626,597
Number of Households	465,749	557,404	617,467
Median Year Structure Built	1957	1959	1961
% Married with Children	43.9%	42.2%	45.8%
Income: Average Household	\$55,277	\$56,729	\$66,492
Income: Median Income	\$42,278	\$40,761	\$49,590
Income: Per Capita Income	\$22,285	\$23,406	\$25,965

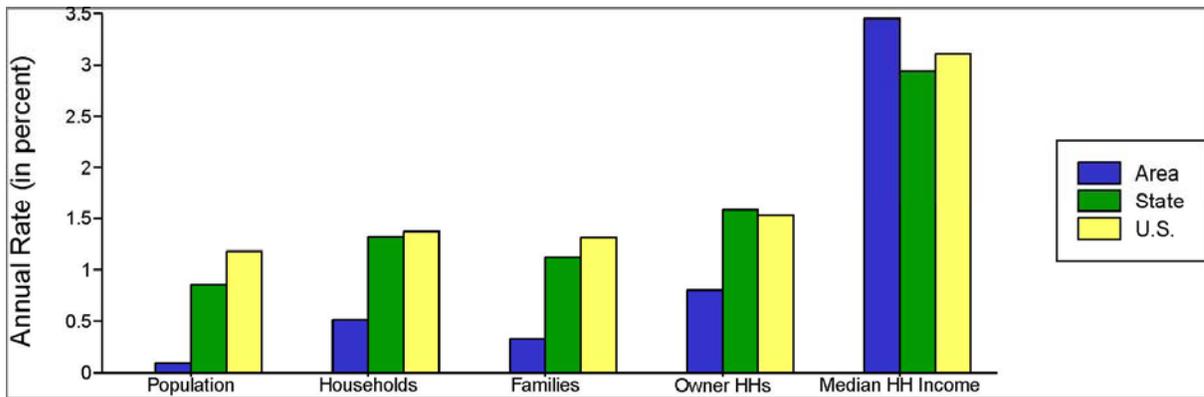


Demographic and Income Profile

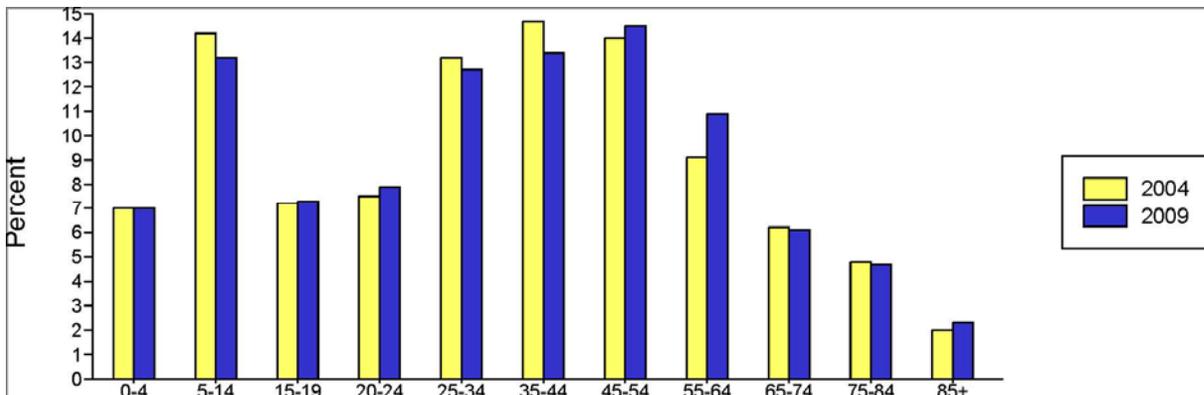
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Mayfair Mall Latitude: 43.07475 W Burleigh St AT N Mayfair Rd Longitude: -88.04795 Milwaukee, WI 53201 Site
 Type: Drive Time Drive Time: 20 minutes

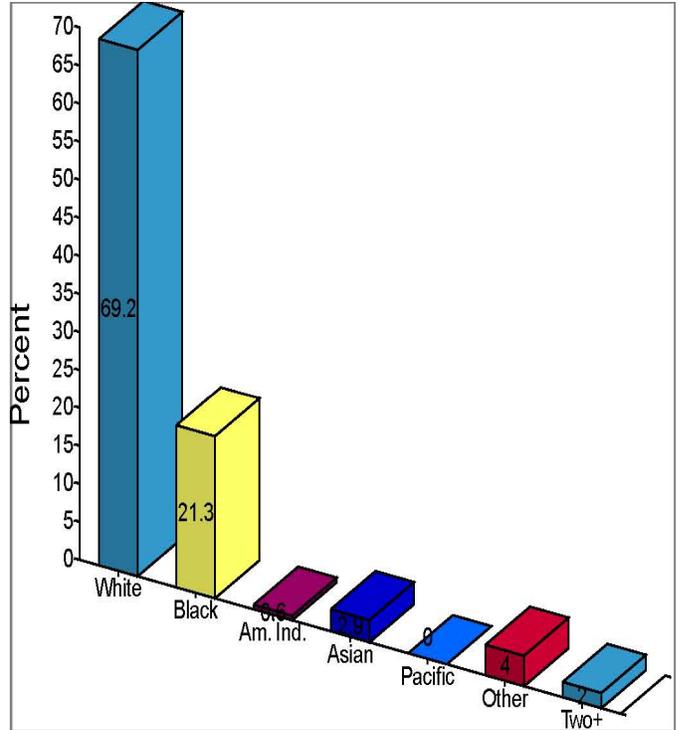
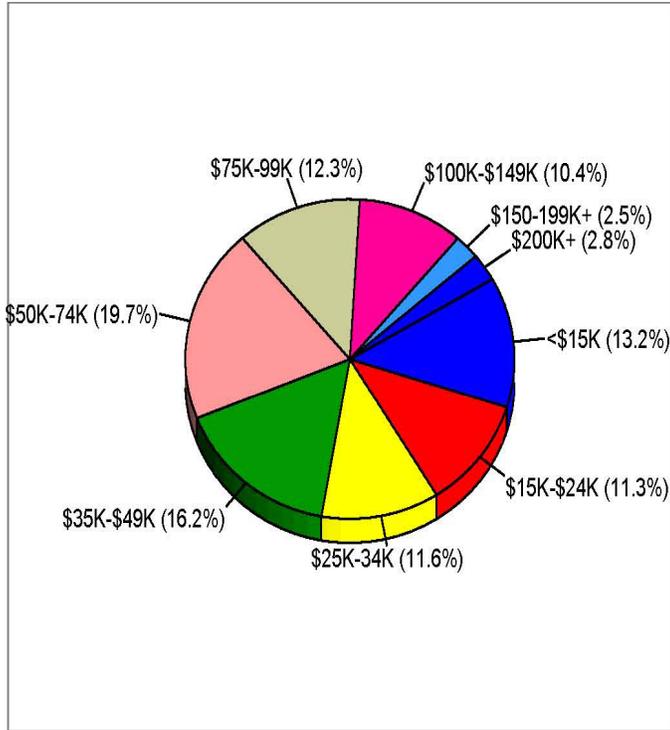
Trends 2004-2009



Population by Age



2004 Household Income 2004 Population by Race



2004 Percent Hispanic Origin: 8.3%



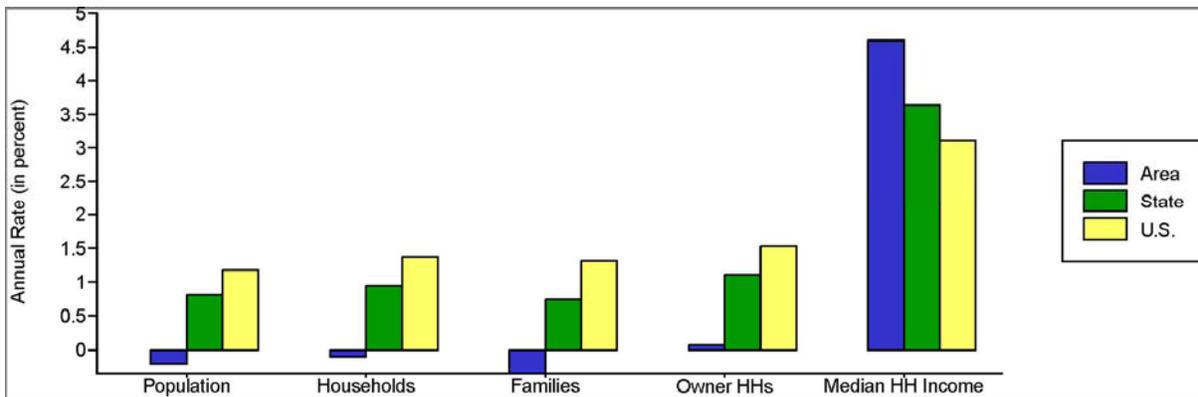
Demographic and Income Profile

Vandewalle & Associates

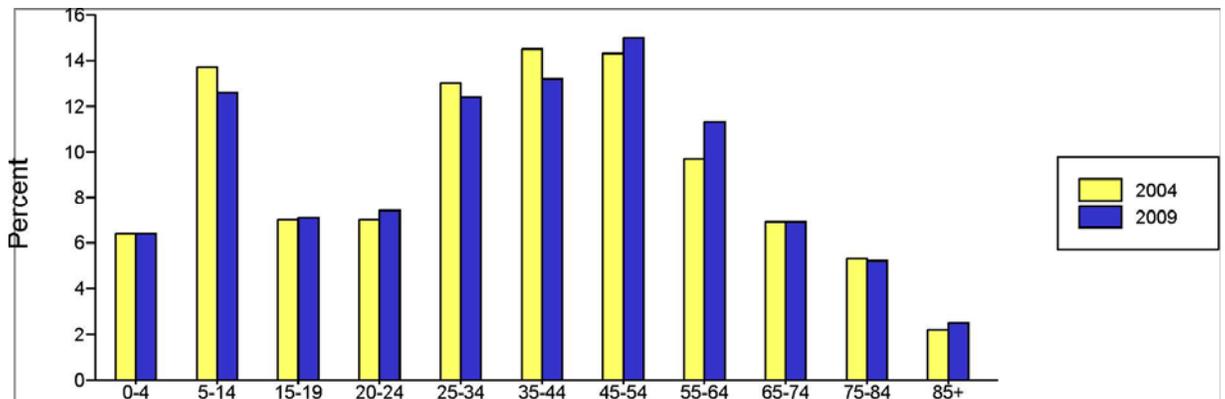
St. Louis Galleria Latitude: 38.6381 Clayton Rd AT S Brentwood Blvd Longitude: -90.3456 Saint Louis, MO 63101

Site Type: Drive Time Drive Time: 20 minutes

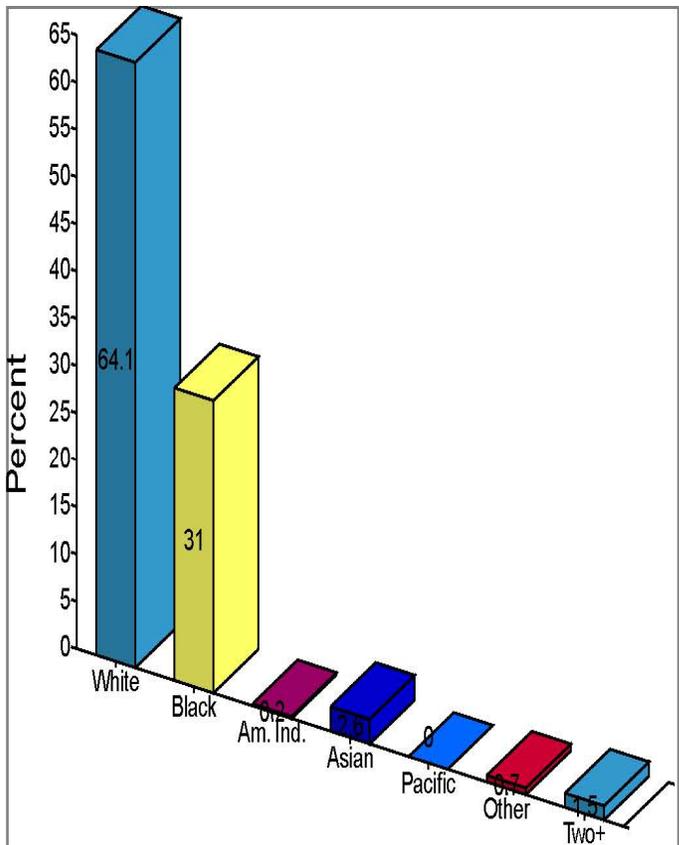
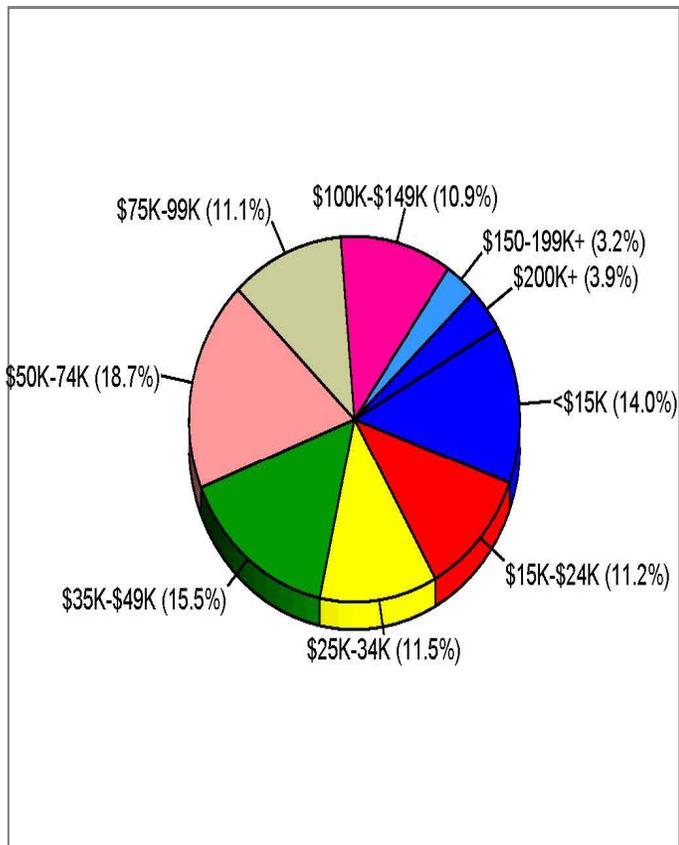
Trends 2004-2009



Population by Age



2004 Household Income 2004 Population by Race



2004 Percent Hispanic Origin: 1.9%

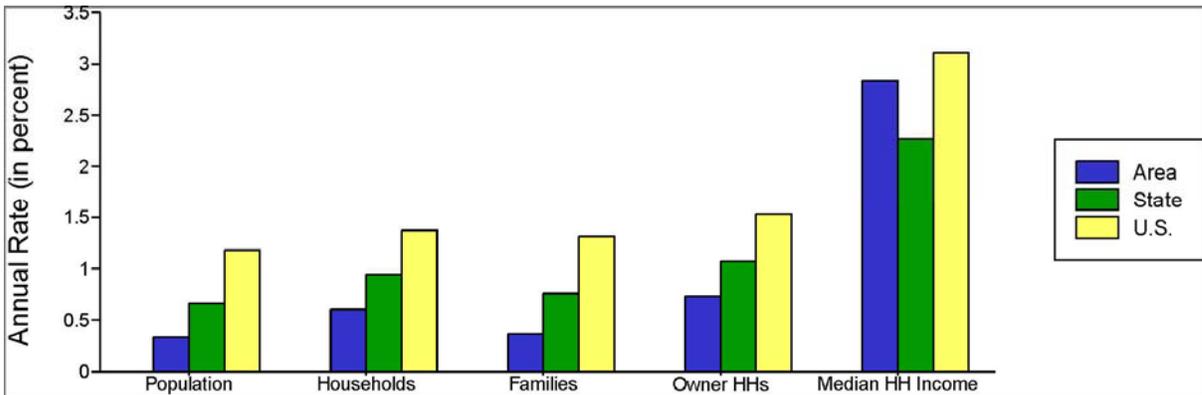


Demographic and Income Profile

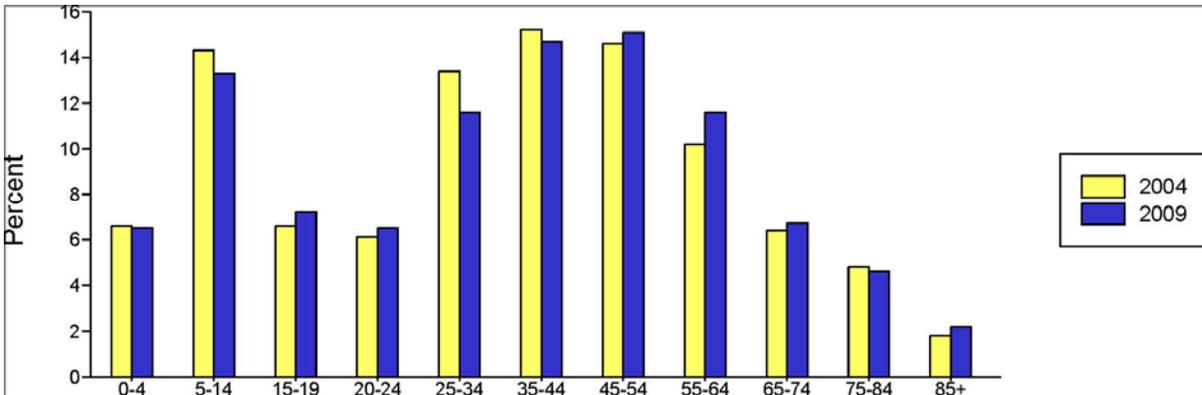
Vandewalle & Associates

Somerset Collection Latitude: 42.561053 2801 W Big Beaver Rd Longitude: -83.183075 Troy, MI 48084 Site Type:
 Drive Time Drive Time: 20 minutes

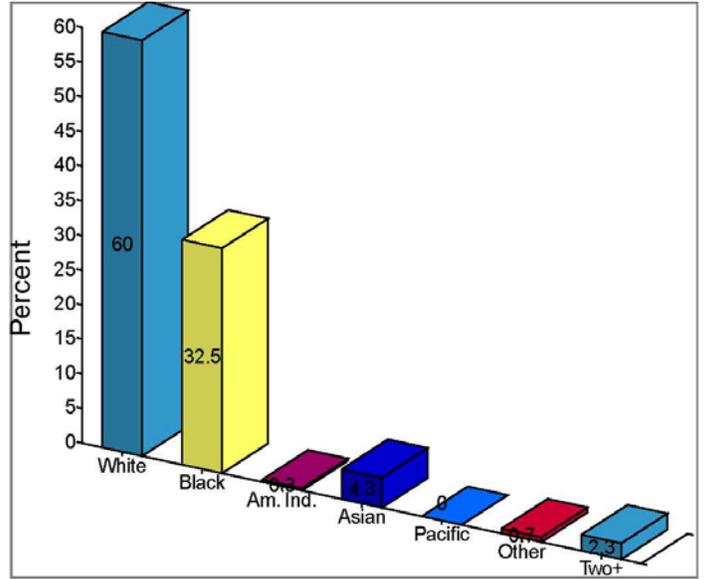
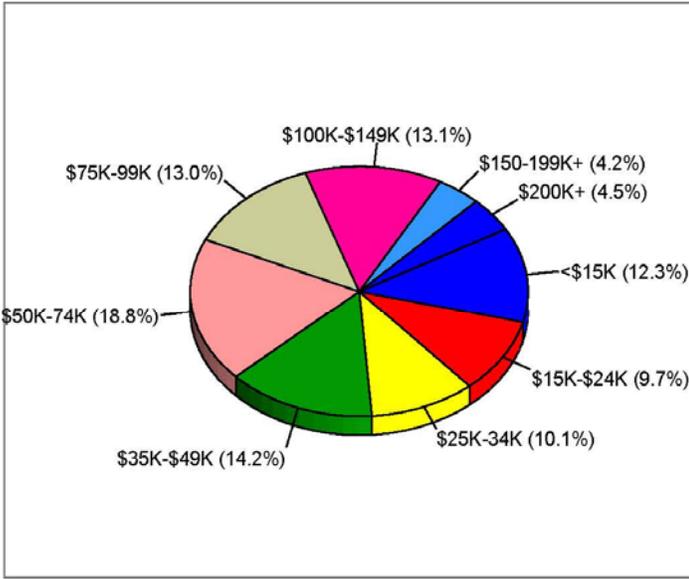
Trends 2004-2009



Population by Age



2004 Household Income 2004 Population by Race



2004 Percent Hispanic Origin: 2.1%

Top Fortune 1000 Companies

Briggs & Stratton Corporation

Fiserv, Inc.

Harley-Davidson

Johnson Controls

Kohl's Corporation

Manpower

Marshall & Ilsley Corporation

Mortgage Guarantee
Insurance Corporation

Northwestern Mutual

Rockwell Automation

Roundy's, Inc.

Snap-On Incorporated

Wisconsin Energy Corporation

Emmerson Electric

Anheuser Busch

May Department Stores

Express Scripts

Charter Communications

Graybar Electric

Ameren

Solutia

Peabody Energy

D&K Healthcare
Resources

Furniture Brands
International

A.G. Edwards & Sons

Kellwood Corp.

Brown Shoe

Energizer Holdings

Arch Coal

Ralcorp Holdings

Sigma Aldrich

Kmart

Meritor Automotive

Kelly Services

Collins & Aikman

General Motors

American Axle
Manufacturing

MCN Energy Group

Detroit Diesel

Comerica

DTE Energy

Retail Marketplace Profile

While we believe the most effective method to determine the viability of uses for the Burleigh Triangle is the Comparable Market Approach, which compares the development each market contains to determine what may be lacking in the Target Market, we did study the retail capacity of the market from a statistical Supply/Demand perspective. The shortcoming of this method is that it tends to underestimate the market vitality and does not account for synergy, niche marketing and competition generally. Notwithstanding the foregoing, we reviewed the Retail Marketplace Profile, Demographic and Income Profile, Net Worth Profile, and Market Profile for each of the three Trade Areas. These reports are attached as an appendix to this report.

The summary of the Retail Potential, which is the most significant finding here, is that of the three Trade Areas. The only one to have a Total Industry excess demand for more retail versus the existing supply was the Wauwatosa Trade Area. The demand for products and services in Total Retail Trade including Food & Drink outpaces Supply by more than \$305,000,000.

This analysis suggests that the market will support both neighborhood oriented retail such as building materials & supplies and discretionary purchase “Lifestyle” or “High End” “Specialty” retailers in categories such as, Books, Periodicals, & Music; Specialty Food Services; Full Service Restaurants; and Furniture. When taken into account the effects of synergy, niche marketing and competition significantly increases the list of possibilities.

It is important to note here that the terms “Lifestyle Retail” and “High End” or “Specialty” are vague. For the purpose of this report, these terms refer to retailers positioned at or near the top end of retailers currently in the marketplace. These retailers would attempt to provide a unique shopping experience, a unique product or dining experience. Many of these retailers would likely be smaller national or regional operations that cater to consumers who want to “shop up” for quality over price considerations. This allows them to market to the shoppers that are already coming to Wauwatosa for the upscale retailers that are already represented at Mayfair Mall. These retailers will, in turn, help attract the investment in higher priced and diverse types of housing products.

Retail MarketPlace Profile for Mayfair Mall

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade	\$10,831,173,258	\$10,799,823,805	-0.1	6,009
Total Food & Drink	\$1,547,160,556	\$1,885,485,882	9.9	2,499

	Surplus
Florists	-50.9
Drinking Places (Alcoholic Beverages)	-31.6
Sporting Goods/Hobby/Musical Instruments	-25.9
Health & Personal Care Stores	-24.8
Home Furnishings Stores	-20.7

	Leakage
Building Materials & Supplies Dealers	39.8
Books, Periodicals, & Music Stores	18.4

Retail MarketPlace Profile for the St. Louis Galleria

	Supply	Demand	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink	\$17,305,926,636	\$15,723,584,416	-4.8	10,576
Total Retail Trade	\$15,035,078,854	\$13,392,065,230	-5.8	7,608
Total Food & Drink	\$2,270,847,782	\$2,331,519,186	1.3	2,968

	Surplus
Health & Personal Care Stores	-33.6
Shoe Stores	-28.3
Electronic Shopping & Mail-Order Houses	-25.6
Drinking Places (Alcoholic Beverages)	-24.6
Beer, Wine, & Liquor Stores	-20.8

	Leakage
Lawn & Garden Equipment & Supply Stores	35.9
Bldg Materials, Garden Equip, & Supply Stores	22.7
Bldg Material & Supplies Dealers	21.0

Retail MarketPlace Profile for the Somerset Collection

	Supply	Demand	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink	\$21,047,481,980	\$19,485,277,373	-3.9	12,300
Total Retail Trade	\$18,897,237,973	\$16,669,326,957	-6.3	9,053
Total Food & Drink	\$2,150,244,007	\$2,815,950,416	13.4	3,247

	Surplus
Health & Personal Care Stores	-40.5
Jewelry, Luggage, & Leather Goods Stores	-37.3
Sporting Goods/Hobby/Musical Instrument Stores	-29.0
Home Furnishings Stores	-28.7
Electronics & Appliance Stores	-21.6

	Leakage
Special Food Services	38.6
Lawn & Garden Equip & Supplies Stores	34.9
Drinking Places (Alcoholic Beverages)	34.4
Other General Merchandise Stores	16.2

Retail MarketPlace Observations

Wauwatosa has room for lifestyle type retailers such as:

Book, Periodicals, & Music

Building Materials & Supplies

Full Service Restaurants

Specialty Food Services

Furniture

Note:

While this demand is primarily in the Food & Drink category, it is significant. Additional specialty retail may be assumed to have market space when these metrics are close to positive.

Office Market Review

Our review of the Office Market information included extensive interviews with community leaders and business professionals in each market. We did not study industrial uses in a detailed way and early on felt confident that this site is not competitive as a modern industrial site. Some types of industrial development, such as, office/warehouse, high-tech or research & development would fit into this analysis under the general office category. It is our belief that even these uses might find better locations elsewhere in Wauwatosa.

Office rental rates and vacancy rates compare well with St. Louis, MO and Troy, MI. Rental rates in Wauwatosa are at the low end of the comparable range. The addition to the market of signature Class A space in a building or buildings with large floor plate design will be possible at the Study Site as part of a well planned development. The site has excellent visibility, access and prominent views. While we were unable to determine the specific vacancy rate for Class A space as opposed to Class B or C, it appears that based upon the strength of the medical complexes and The Milwaukee County Research Park, much of the vacancy is likely in the older, less flexible B and C buildings. Currently, there are several prominent companies seeking space in the Milwaukee market. This site could put Wauwatosa in that competition and with the successful recruitment of GE Healthcare in the Milwaukee County Research Park; Wauwatosa has demonstrated its competitiveness.

Wauwatosa, WI Office Information

- Class A: \$19.00 to \$25.00 per Sq. Ft.
 - Class B: \$12.00 to \$16.00 per Sq. Ft.
-
- Vacancy Rate: 12% to 15%



St. Louis, MO Office Information

- Class A: Average of \$19.18 to \$50.00 per Sq. Ft.
- Class B: Average of \$13.82 to \$19.18 per Sq. Ft.

- Total Market Square Feet: 6,779,000 Sq. Feet
- Vacancy Rate: 14.0%



Troy, MI Office Information

- Class A: \$22.00 to \$28.00
 - Class B: \$17.50 to \$22.00
 - Class C: \$14.00 to \$17.00
-
- Total Market Square Feet: 86,108,466
 - Vacancy % Direct Space: 17.58%
 - Vacancy % with Sublease: 19.29%

Office Market Observations

Wauwatosa office rents are consistent with and at the low end of the comparables.

Office vacancies are at the low end of the comparables.



Office Market vacancy rates are given on a market wide basis and are expressed as a percentage of the total available amount of market office space.

Residential Market Observations

Wauwatosa, WI (which is approximated by the 5 minute drive time Trade Area) is projected, as of 2004, to have 44,458 housing units with a median home value of \$134,632. The median age of the housing is 38.8 years. Owner occupied housing units account for 64.5% of housing units while renter occupied housing unit's total 32.7% and vacancy is at 2.8%.

Clayton, MO (which is approximated by the 5 minute drive time Trade Area) is projected, as of 2004, to have 42,704 housing units with a median home value of \$173,097. The median age of the housing is 36.7 years. Owner occupied housing units account for 56.7% of housing units while renter occupied housing units' total 36.6% and vacancy is at 6.7%.

Troy, MI (which is approximated by the 5 minute drive time Trade Area) is projected, as of 2004, to have 26,877 housing units with a median home value of \$270,665. The median age of the housing is 39.6 years. Owner occupied housing units account for 65.3% of housing units while renter occupied housing units' total 28.5% and vacancy is at 6.2%.

The Residential Marketplace in Wauwatosa measures well against the cities of Clayton and Troy. With the exception of the fact that Troy has far fewer families and consequently fewer households and a higher median value, the cities are similar. As with the Retail Market, it appears that the products, services and amenities available in comparable communities suggests that Wauwatosa can push its Residential Market by providing a more diverse type and value of homes. This could include condominium, town home, and single-family housing in price ranges more competitive with surrounding communities.

Through extensive interviews with Real Estate Professionals in each market, the following current sale information was collected.

Residential Information

- Condominium: \$140,000 to \$300,000
- Single-Family Homes: \$139,900 to \$1,000,000+
- Multi-Family Homes: \$125,000 to \$1,600,000+

- Condominium: \$240,000 to \$1,000,000+
- Single-Family Homes: \$300,000 to \$2,000,000+
- Multi-Family Homes: \$780,000+

- Condominium: \$250,000-\$300,000
- Single-Family Homes: \$140,000 - \$1,300,000

Residential Observations

Wauwatosa residential values start lower and range consistently with comparables.

Wauwatosa has less available residential at the upper end than the comparables.



Market Strengths & Weaknesses

Strengths

Retail

1. The Burleigh Triangle site is connected by marketplace and traffic circulation to Mayfair Mall. This connection provides the opportunity to provide specialty retail and work off the synergy with the enormous traffic and Trade Area the mall provides.
2. The retail Trade Area is continuing to grow, particularly in Washington and Ozaukee counties.
3. Retail competitors and other development sites are locationally weaker. Mayfair Mall is located near the geographic middle of the Trade Area.

Office

1. Additional office demand appears to exist beyond the remaining land at the Milwaukee County Research Park.
2. The Site has outstanding access to USH 45 and 100% visibility, making it a good candidate for Corporate Office in a market with few alternatives as good.
3. The site has great synergy with The Milwaukee County Research Park and the Milwaukee Regional Medical Center.

Residential

1. The Wauwatosa market would compete well for residential development well given its retail and public amenities.
2. The residential market is currently limited in range of products and could be very competitive with no risk of oversupply.

Weaknesses

Retail

1. Retail development competitors do exist and investments are being made in an effort to compete.
2. Mayfair Mall is near build out and no other large sites for upscale retail exist in the market.
3. The local community may not embrace the recruitment of new retail and residents.

Office

1. The office location is less convenient to the trade area. Travel times may be longer.
2. Downtown competes well with suburban office markets.
3. Other suburban markets have a significant head start.

Residential

1. Milwaukee Downtown competes well with inner ring suburbs for residential development due to cultural and lifestyle amenities
2. Local residents may not support new diverse types and values of housing product

Recommendations

1. Plan the Burleigh Triangle site for a mix of uses. This site should be densely developed with an identifiable sense of place.
2. Plan the mix of uses to be acceptable to the 5 minute drive time Trade Area population, but plan for uses that will attract a growing number of the 20 minute drive time Trade Area.
3. Retail development should be High End and Lifestyle Retail which can be linked well to the other uses on the site and the sense of place.
4. Large-floor plate Corporate Office and Hotel use should be planned and actively recruited.
5. Some small-office and new tech use may be incorporated into the site. This should work well with the medical complex and The Milwaukee County Research Park.
6. Densely developed multi-family home ownership housing should be planned for this site.
7. The Residential Development should include condominium and multiple level condominiums, possibly in mixed use high rise buildings as well as street level town homes.
8. The Residential price point should be \$200,000 and higher to support the retail onsite and take advantage of the existing upper end retail, restraint and quality of life strengths of the Wauwatosa marketplace.

Appendix A

Wauwatosa, Wisconsin

Mayfair Mall

Demographic Information

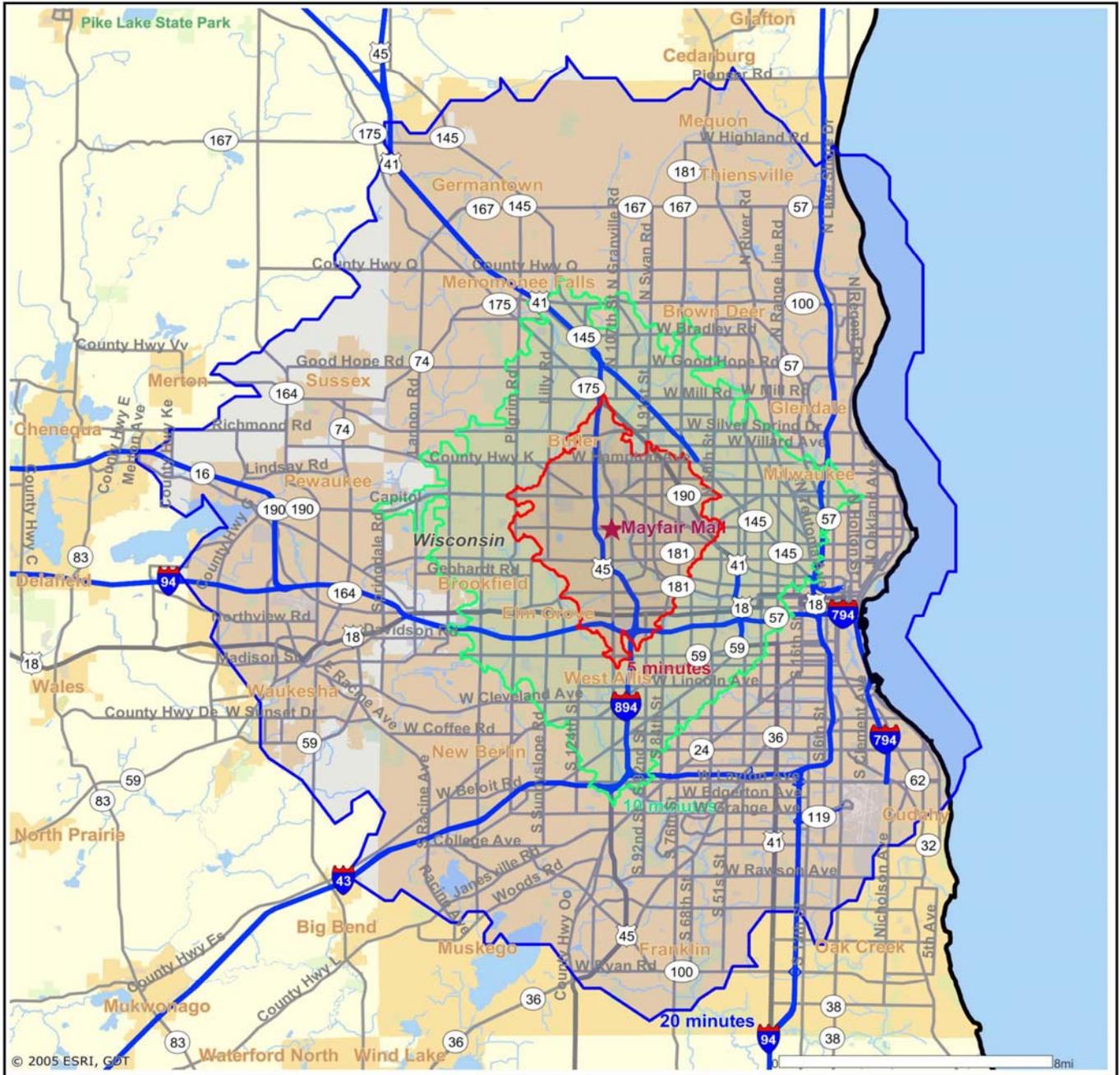
- 1) Trade Area Map**
- 2) Retail Marketplace Profile**
- 3) Demographic and Income Profile**
- 4) Market Profile**
- 5) Net Worth Profile**
- 6) Census Summary Profile 2000 (20 Minutes Only)**

Mayfair Mall
W Burleigh St AT N Mayfair Rd
Milwaukee, WI 53201

Site Map

Vandewalle & Associates
April 14, 2005

Latitude: 43.07475
Longitude: -88.04795



Business
Information
Solutions





Mayfair Mall
W Burleigh St AT N Mayfair Rd
Milwaukee, WI 53201

Site Type: Drive Time

Latitude: 43.07475
 Longitude: -88.04795
 Drive Time: 5 minutes

Summary Demographics

2004 Population	98,396
2004 Households	43,210
2004 Median Disposable Income	\$36,282
2004 Per Capita Income	\$28,397

Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$1,859,217,842	\$1,148,151,293	-23.6	927
Total Retail Trade (NAICS 44-45)	\$1,656,072,543	\$977,404,786	-25.8	735
Total Food & Drink (NAICS 722)	\$203,145,299	\$170,746,507	-8.7	192

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	\$318,035,774	\$254,213,040	-11.2	63
NAICS 4411: Automobile Dealers	\$298,124,347	\$221,994,386	-14.6	39
NAICS 4412: Other Motor Vehicle Dealers	\$4,197,652	\$14,558,530	55.2	3
NAICS 4413: Auto Parts, Accessories, and Tire Stores	\$15,713,775	\$17,660,124	5.8	21
NAICS 442: Furniture & Home Furnishings Stores	\$77,292,809	\$28,117,027	-46.7	60
NAICS 4421: Furniture Stores	\$45,133,321	\$20,788,170	-36.9	22
NAICS 4422: Home Furnishings Stores	\$32,159,488	\$7,328,857	-62.9	38
NAICS 443/NAICS 4431: Electronics & Appliance Stores	\$51,306,738	\$30,987,758	-24.7	85
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	\$37,210,366	\$51,537,439	16.1	63
NAICS 4441: Building Material and Supplies Dealers	\$25,738,341	\$32,041,543	10.9	53
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	\$11,472,025	\$19,495,896	25.9	10
NAICS 445: Food & Beverage Stores	\$361,922,995	\$176,831,702	-34.4	66
NAICS 4451: Grocery Stores	\$328,408,928	\$160,486,329	-34.3	41
NAICS 4452: Specialty Food Stores	\$4,539,839	\$5,067,804	5.5	14
NAICS 4453: Beer, Wine, and Liquor Stores	\$28,974,228	\$11,277,569	-44.0	11
NAICS 446/NAICS 4461: Health & Personal Care Stores	\$120,000,012	\$53,807,122	-38.1	64
NAICS 447/NAICS 4471: Gasoline Stations	\$120,206,852	\$99,410,375	-9.5	27
NAICS 448: Clothing and Clothing Accessories Stores	\$91,124,654	\$41,014,299	-37.9	100
NAICS 4481: Clothing Stores	\$61,278,128	\$26,774,632	-39.2	61
NAICS 4482: Shoe Stores	\$17,646,954	\$8,483,892	-35.1	18
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	\$12,199,572	\$5,755,775	-35.9	21
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	\$36,645,465	\$20,899,730	-27.4	66
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	\$32,316,041	\$11,556,618	-47.3	55
NAICS 4512: Books, Periodical, and Music Stores	\$4,329,424	\$9,343,112	36.7	11

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). ESRI BIS uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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Business Information Solutions

ESRI

Retail MarketPlace Profile

Vandewalle & Associates

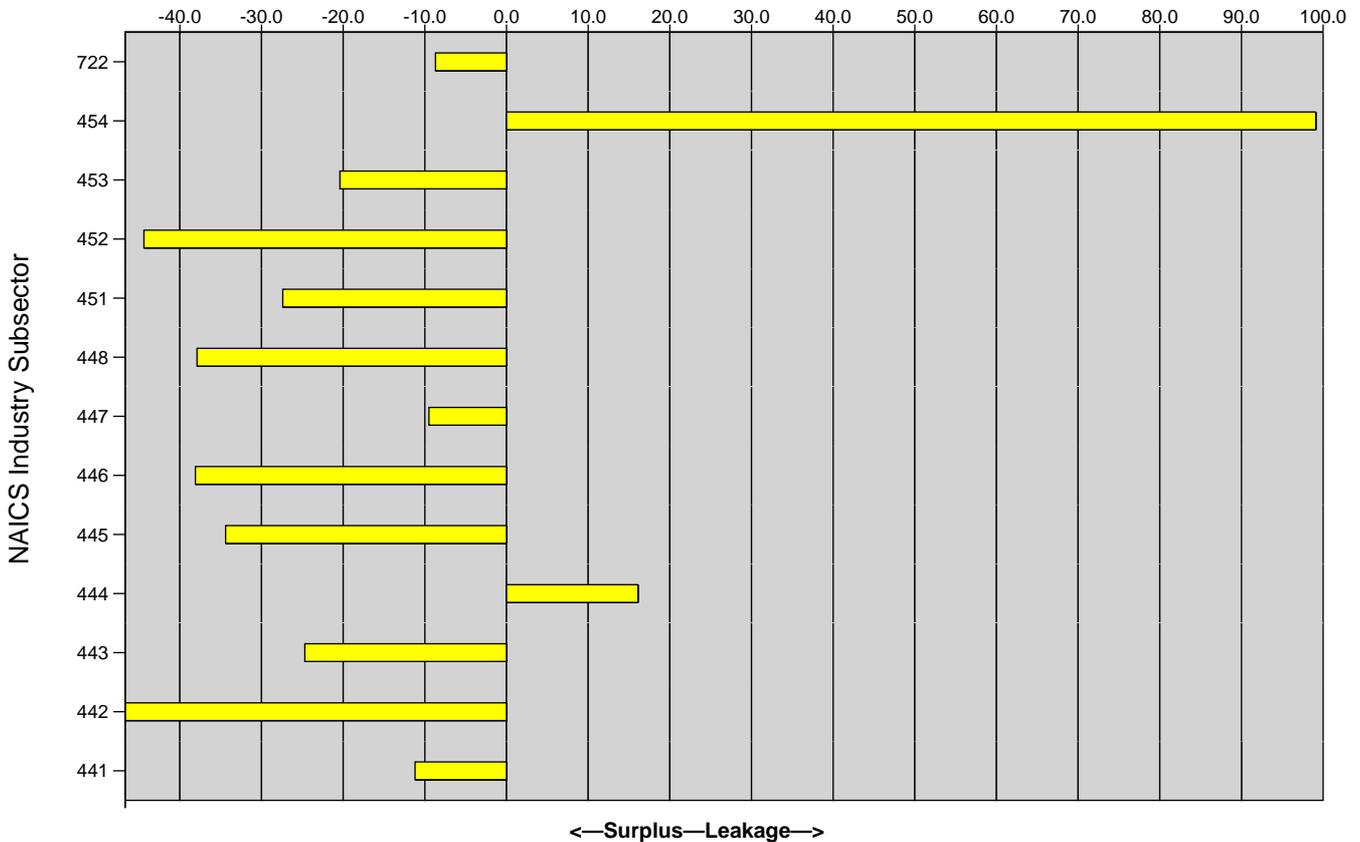
Mayfair Mall
W Burleigh St AT N Mayfair Rd
Milwaukee, WI 53201

Site Type: Drive Time

Latitude: 43.07475
 Longitude: -88.04795
 Drive Time: 5 minutes

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	\$399,768,065	\$153,871,993	-44.4	20
NAICS 4521: Department Stores (Excluding Leased Depts.)	\$341,009,197	\$84,092,046	-60.4	16
NAICS 4529: Other General Merchandise Stores	\$58,758,868	\$69,779,947	8.6	4
NAICS 453: Miscellaneous Store Retailers	\$42,376,129	\$28,032,452	-20.4	113
NAICS 4531: Florists	\$2,749,744	\$579,415	-65.2	16
NAICS 4532: Office Supplies, Stationery, and Gift Stores	\$7,664,234	\$8,513,420	5.2	31
NAICS 4533: Used Merchandise Stores	\$3,777,235	\$3,757,910	-0.3	14
NAICS 4539: Other Miscellaneous Store Retailers	\$28,184,916	\$15,181,707	-30.0	52
NAICS 454: Nonstore Retailers	\$182,684	\$38,681,849	99.1	8
NAICS 4541: Electronic Shopping and Mail-Order Houses	\$0	\$38,377,805	100.0	0
NAICS 4542: Vending Machine Operators	\$144,023	\$113,618	-11.8	3
NAICS 4543: Direct Selling Establishments	\$38,661	\$190,426	66.2	5
NAICS 722: Food Services & Drinking Places	\$203,145,299	\$170,746,507	-8.7	192
NAICS 7221: Full-Service Restaurants	\$130,682,531	\$80,091,955	-24.0	9
NAICS 7222: Limited-Service Eating Places	\$58,894,710	\$64,616,818	4.6	155
NAICS 7223: Special Food Services	\$3,000,395	\$15,780,340	68.0	4
NAICS 7224: Drinking Places (Alcoholic Beverages)	\$10,567,663	\$10,257,394	-1.5	24

Leakage/Surplus Factor by Industry Subsector



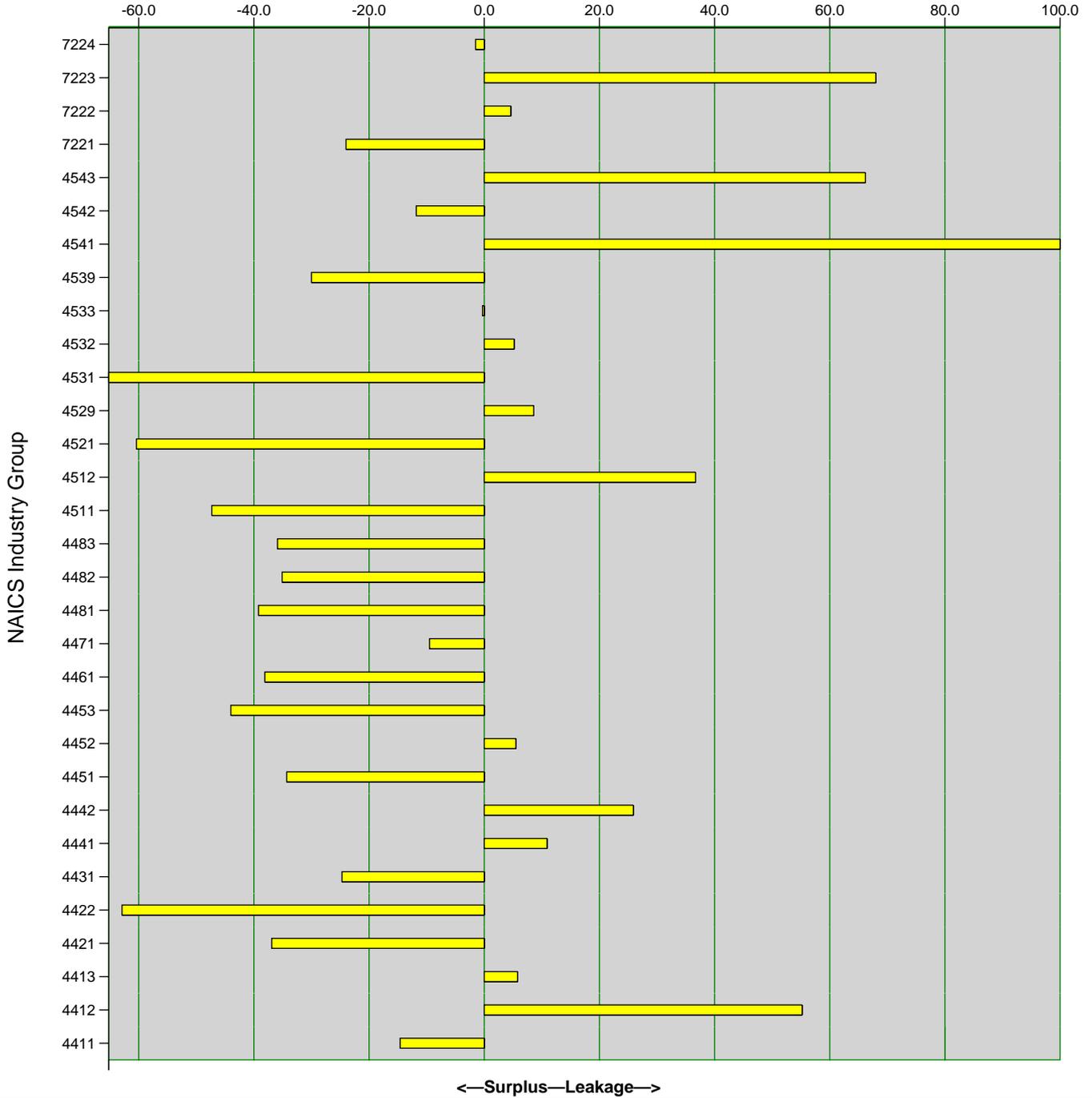
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Mayfair Mall
W Burleigh St AT N Mayfair Rd
Milwaukee, WI 53201

Site Type: Drive Time

Latitude: 43.07475
Longitude: -88.04795
Drive Time: 5 minutes

Leakage/Surplus Factor by Industry Group



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Mayfair Mall
W Burleigh St AT N Mayfair Rd
Milwaukee, WI 53201

Site Type: Drive Time

Latitude: 43.07475
 Longitude: -88.04795
 Drive Time: 10 minutes

Summary Demographics

2004 Population	488,560
2004 Households	195,798
2004 Median Disposable Income	\$31,197
2004 Per Capita Income	\$23,195

Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$4,944,015,364	\$4,690,193,741	-2.6	3,260
Total Retail Trade (NAICS 44-45)	\$4,365,591,880	\$3,993,997,293	-4.4	2,429
Total Food & Drink (NAICS 722)	\$578,423,484	\$696,196,448	9.2	831

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	\$1,018,016,431	\$1,048,701,775	1.5	223
NAICS 4411: Automobile Dealers	\$937,574,486	\$918,184,947	-1.0	121
NAICS 4412: Other Motor Vehicle Dealers	\$12,098,330	\$60,161,332	66.5	11
NAICS 4413: Auto Parts, Accessories, and Tire Stores	\$68,343,615	\$70,355,496	1.5	91
NAICS 442: Furniture & Home Furnishings Stores	\$130,993,221	\$112,730,419	-7.5	133
NAICS 4421: Furniture Stores	\$73,708,444	\$82,863,987	5.8	58
NAICS 4422: Home Furnishings Stores	\$57,284,777	\$29,866,432	-31.5	75
NAICS 443/NAICS 4431: Electronics & Appliance Stores	\$133,359,939	\$131,655,322	-0.6	252
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	\$133,497,999	\$209,090,532	22.1	171
NAICS 4441: Building Material and Supplies Dealers	\$69,453,404	\$126,915,537	29.3	144
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	\$64,044,595	\$82,174,995	12.4	27
NAICS 445: Food & Beverage Stores	\$945,965,111	\$727,515,213	-13.1	367
NAICS 4451: Grocery Stores	\$852,867,780	\$660,609,925	-12.7	235
NAICS 4452: Specialty Food Stores	\$15,106,698	\$20,875,784	16.0	56
NAICS 4453: Beer, Wine, and Liquor Stores	\$77,990,633	\$46,029,504	-25.8	76
NAICS 446/NAICS 4461: Health & Personal Care Stores	\$400,571,275	\$214,815,892	-30.2	190
NAICS 447/NAICS 4471: Gasoline Stations	\$406,245,671	\$409,130,178	0.4	118
NAICS 448: Clothing and Clothing Accessories Stores	\$226,582,648	\$167,419,470	-15.0	302
NAICS 4481: Clothing Stores	\$158,029,982	\$109,381,270	-18.2	196
NAICS 4482: Shoe Stores	\$39,715,052	\$34,288,190	-7.3	47
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	\$28,837,614	\$23,750,010	-9.7	59
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	\$111,563,146	\$86,162,676	-12.8	199
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	\$90,603,442	\$48,091,419	-30.7	150
NAICS 4512: Books, Periodical, and Music Stores	\$20,959,704	\$38,071,257	29.0	49

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). ESRI BIS uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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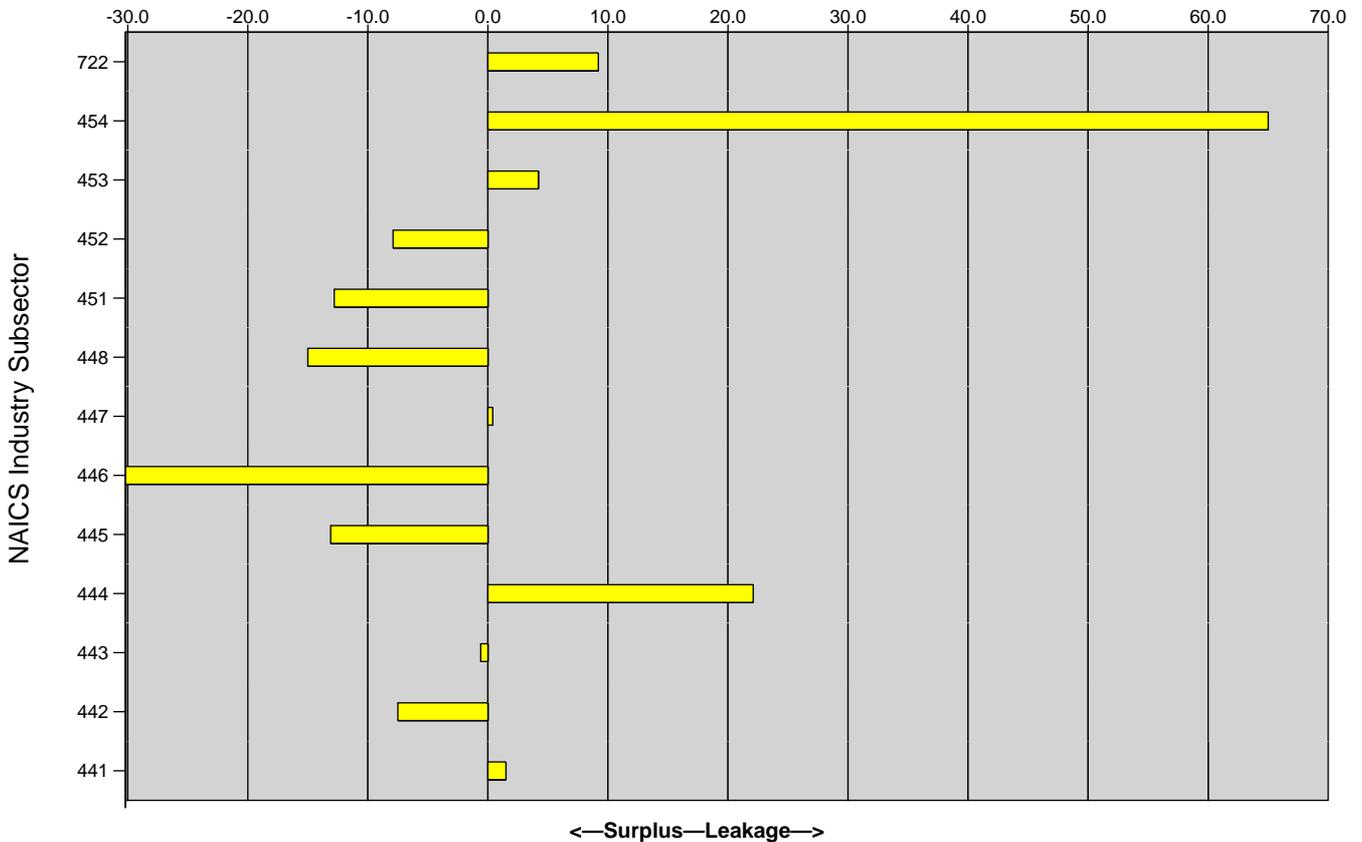
Mayfair Mall
W Burleigh St AT N Mayfair Rd
Milwaukee, WI 53201

Site Type: Drive Time

Latitude: 43.07475
Longitude: -88.04795
Drive Time: 10 minutes

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	\$723,030,463	\$616,703,789	-7.9	64
NAICS 4521: Department Stores (Excluding Leased Depts.)	\$523,658,928	\$341,114,789	-21.1	44
NAICS 4529: Other General Merchandise Stores	\$199,371,535	\$275,589,000	16.0	20
NAICS 453: Miscellaneous Store Retailers	\$102,020,931	\$110,858,711	4.2	377
NAICS 4531: Florists	\$6,284,668	\$2,285,487	-46.7	52
NAICS 4532: Office Supplies, Stationery, and Gift Stores	\$24,688,425	\$34,376,370	16.4	101
NAICS 4533: Used Merchandise Stores	\$12,247,621	\$14,838,135	9.6	56
NAICS 4539: Other Miscellaneous Store Retailers	\$58,800,217	\$59,358,719	0.5	168
NAICS 454: Nonstore Retailers	\$33,745,045	\$159,213,316	65.0	33
NAICS 4541: Electronic Shopping and Mail-Order Houses	\$32,100,259	\$157,640,399	66.2	3
NAICS 4542: Vending Machine Operators	\$1,241,119	\$788,382	-22.3	12
NAICS 4543: Direct Selling Establishments	\$403,667	\$784,535	32.1	18
NAICS 722: Food Services & Drinking Places	\$578,423,484	\$696,196,448	9.2	831
NAICS 7221: Full-Service Restaurants	\$306,691,091	\$334,955,077	4.4	22
NAICS 7222: Limited-Service Eating Places	\$183,586,333	\$260,565,337	17.3	533
NAICS 7223: Special Food Services	\$27,177,170	\$62,366,224	39.3	31
NAICS 7224: Drinking Places (Alcoholic Beverages)	\$60,968,890	\$38,309,810	-22.8	245

Leakage/Surplus Factor by Industry Subsector



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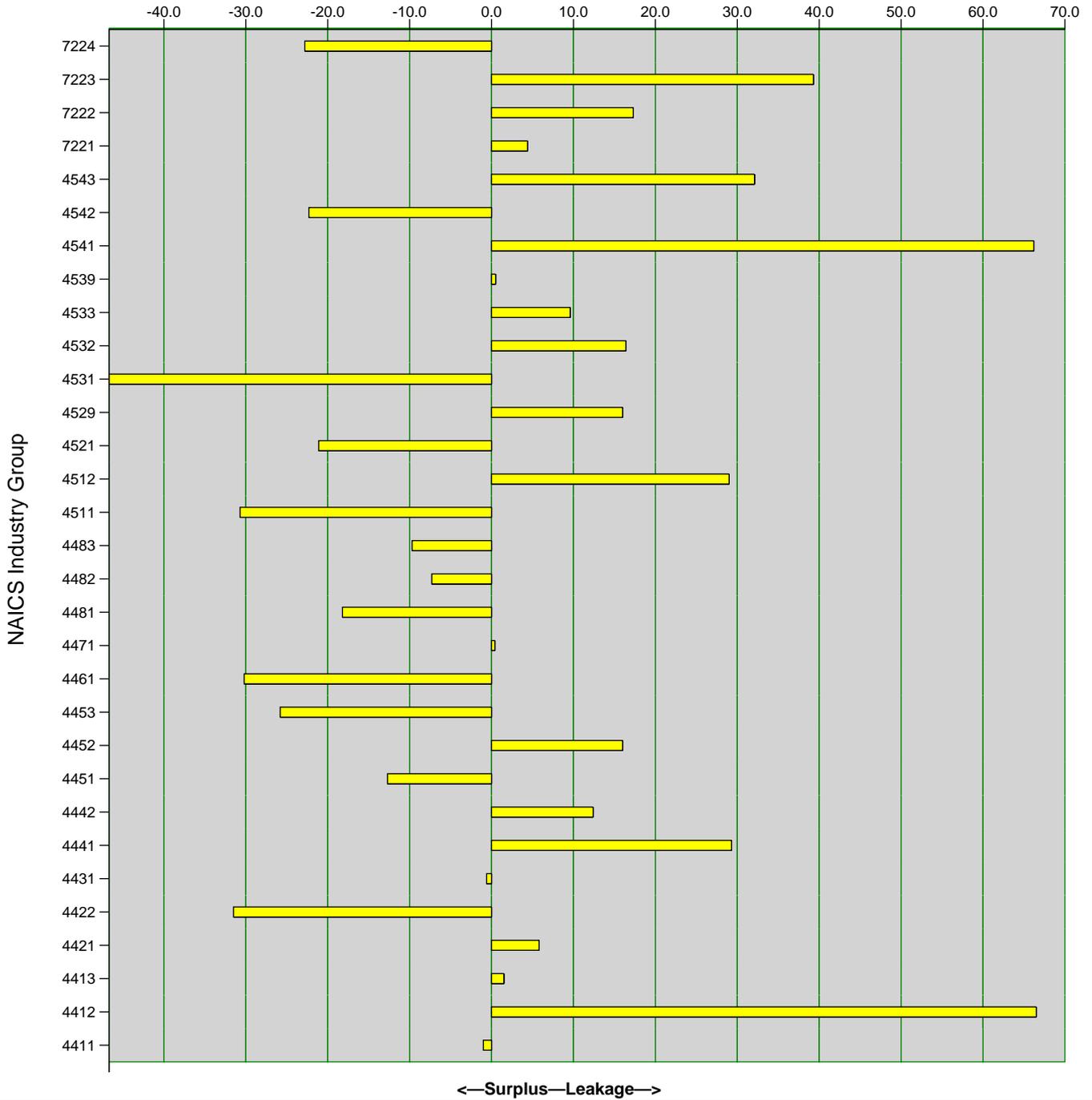


Mayfair Mall
W Burleigh St AT N Mayfair Rd
Milwaukee, WI 53201

Site Type: Drive Time

Latitude: 43.07475
Longitude: -88.04795
Drive Time: 10 minutes

Leakage/Surplus Factor by Industry Group



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Mayfair Mall
W Burleigh St AT N Mayfair Rd
Milwaukee, WI 53201

Site Type: Drive Time

Latitude: 43.07475
Longitude: -88.04795
Drive Time: 20 minutes

Summary Demographics

2004 Population	1,174,162
2004 Households	477,693
2004 Median Disposable Income	\$34,605
2004 Per Capita Income	\$26,389

Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$12,378,333,814	\$12,685,309,687	1.2	8,508
Total Retail Trade (NAICS 44-45)	\$10,831,173,258	\$10,799,823,805	-0.1	6,009
Total Food & Drink (NAICS 722)	\$1,547,160,556	\$1,885,485,882	9.9	2,499
	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	\$2,617,011,986	\$2,841,728,980	4.1	529
NAICS 4411: Automobile Dealers	\$2,380,241,955	\$2,480,681,278	2.1	258
NAICS 4412: Other Motor Vehicle Dealers	\$91,454,405	\$171,670,985	30.5	75
NAICS 4413: Auto Parts, Accessories, and Tire Stores	\$145,315,626	\$189,376,717	13.2	196
NAICS 442: Furniture & Home Furnishings Stores	\$299,267,007	\$307,111,837	1.3	344
NAICS 4421: Furniture Stores	\$172,214,934	\$223,620,583	13.0	148
NAICS 4422: Home Furnishings Stores	\$127,052,073	\$83,491,254	-20.7	196
NAICS 443/NAICS 4431: Electronics & Appliance Stores	\$381,451,833	\$370,313,806	-1.5	603
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	\$415,890,921	\$585,384,544	16.9	481
NAICS 4441: Building Material and Supplies Dealers	\$151,818,469	\$352,430,440	39.8	378
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	\$264,072,452	\$232,954,104	-6.3	103
NAICS 445: Food & Beverage Stores	\$1,976,323,289	\$1,981,134,264	0.1	802
NAICS 4451: Grocery Stores	\$1,775,228,657	\$1,802,008,780	0.7	504
NAICS 4452: Specialty Food Stores	\$53,796,784	\$57,655,239	3.5	155
NAICS 4453: Beer, Wine, and Liquor Stores	\$147,297,848	\$121,470,245	-9.6	143
NAICS 446/NAICS 4461: Health & Personal Care Stores	\$931,919,671	\$561,472,937	-24.8	438
NAICS 447/NAICS 4471: Gasoline Stations	\$992,184,438	\$1,106,166,761	5.4	263
NAICS 448: Clothing and Clothing Accessories Stores	\$493,543,863	\$449,656,898	-4.7	706
NAICS 4481: Clothing Stores	\$344,812,222	\$290,975,011	-8.5	440
NAICS 4482: Shoe Stores	\$79,074,273	\$93,000,888	8.1	111
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	\$69,657,368	\$65,680,999	-2.9	155
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	\$299,296,554	\$236,630,250	-11.7	506
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	\$229,048,671	\$134,684,698	-25.9	365
NAICS 4512: Books, Periodical, and Music Stores	\$70,247,883	\$101,945,552	18.4	141

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). ESRI BIS uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: ESRI Business Information Solutions. Business data provided by InfoUSA, Omaha NE Copyright 2004, all rights reserved.

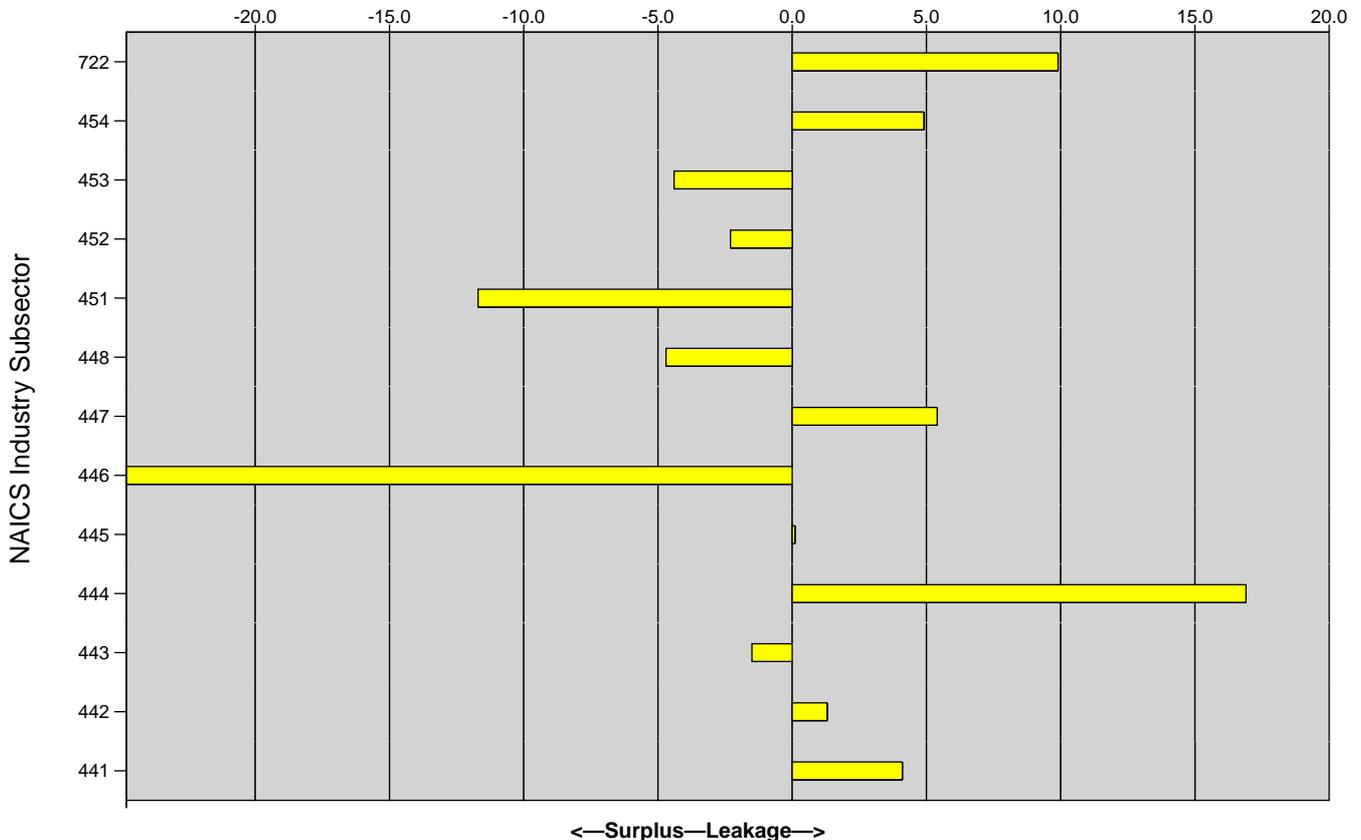
Mayfair Mall
W Burleigh St AT N Mayfair Rd
Milwaukee, WI 53201

Site Type: Drive Time

Latitude: 43.07475
 Longitude: -88.04795
 Drive Time: 20 minutes

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	\$1,720,166,753	\$1,644,230,864	-2.3	152
NAICS 4521: Department Stores (Excluding Leased Depts.)	\$980,759,495	\$948,224,973	-1.7	106
NAICS 4529: Other General Merchandise Stores	\$739,407,258	\$696,005,891	-3.0	46
NAICS 453: Miscellaneous Store Retailers	\$324,818,502	\$297,293,344	-4.4	1,095
NAICS 4531: Florists	\$19,899,369	\$6,469,933	-50.9	147
NAICS 4532: Office Supplies, Stationery, and Gift Stores	\$100,305,192	\$93,767,143	-3.4	294
NAICS 4533: Used Merchandise Stores	\$32,933,055	\$39,961,619	9.6	183
NAICS 4539: Other Miscellaneous Store Retailers	\$171,680,886	\$157,094,649	-4.4	471
NAICS 454: Nonstore Retailers	\$379,298,441	\$418,699,320	4.9	90
NAICS 4541: Electronic Shopping and Mail-Order Houses	\$373,899,736	\$409,371,757	4.5	14
NAICS 4542: Vending Machine Operators	\$2,935,966	\$4,819,461	24.3	29
NAICS 4543: Direct Selling Establishments	\$2,462,739	\$4,508,102	29.3	47
NAICS 722: Food Services & Drinking Places	\$1,547,160,556	\$1,885,485,882	9.9	2,499
NAICS 7221: Full-Service Restaurants	\$651,593,162	\$916,839,927	16.9	63
NAICS 7222: Limited-Service Eating Places	\$587,290,842	\$709,627,659	9.4	1,645
NAICS 7223: Special Food Services	\$119,396,735	\$160,923,909	14.8	91
NAICS 7224: Drinking Places (Alcoholic Beverages)	\$188,879,817	\$98,094,387	-31.6	700

Leakage/Surplus Factor by Industry Subsector



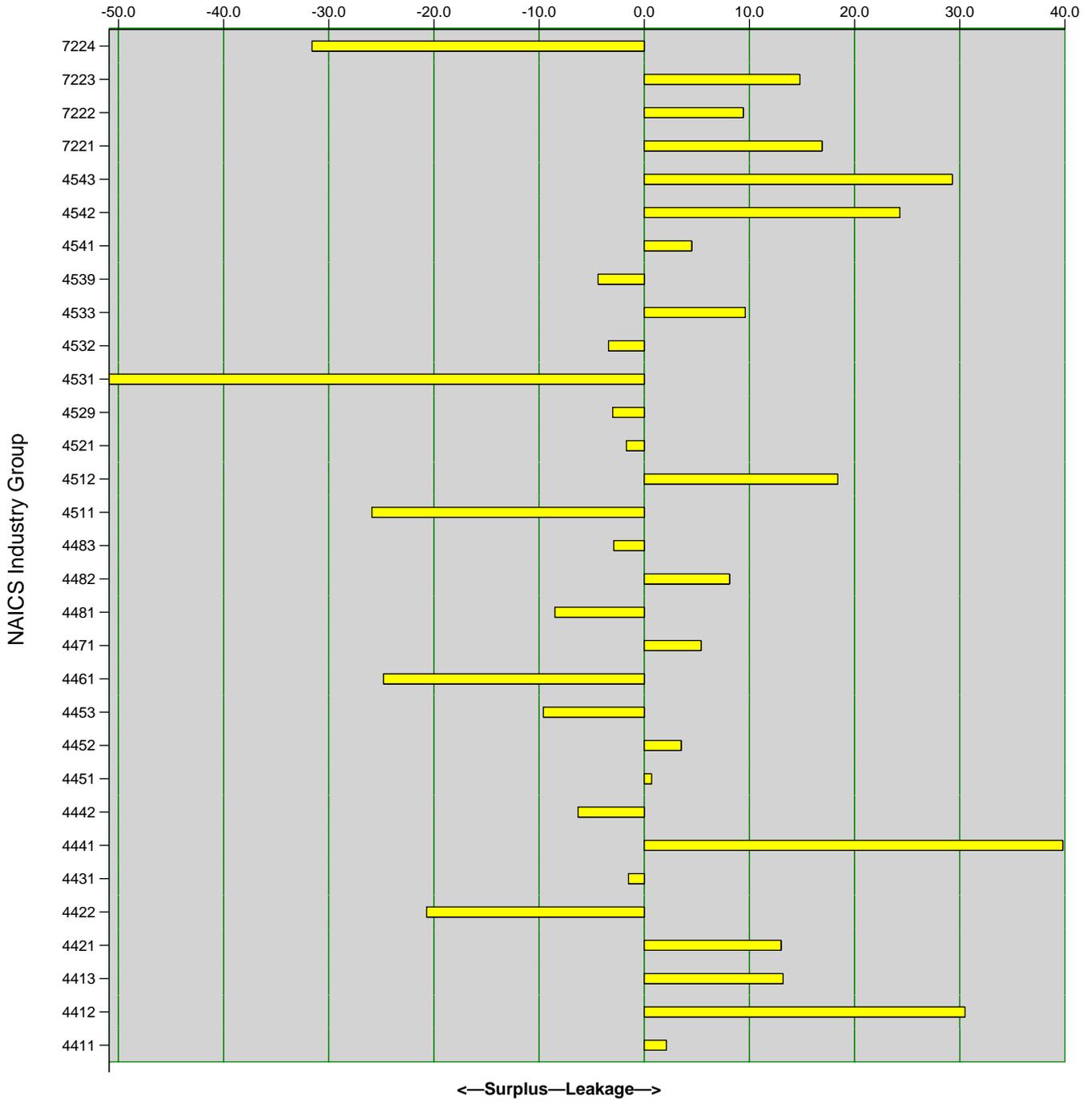
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Mayfair Mall
W Burleigh St AT N Mayfair Rd
Milwaukee, WI 53201

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Drive Time: 20 minutes

Leakage/Surplus Factor by Industry Group



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Demographic and Income Profile

Vandewalle & Associates

Mayfair Mall
W Burleigh St AT N Mayfair Rd
Milwaukee, WI 53201

Site Type: Drive Time

Latitude: 43.07475
 Longitude: -88.04795
 Drive Time: 5 minutes

Summary	2000	2004	2009
Population	98,698	98,396	98,019
Households	42,460	43,210	43,875
Families	25,768	25,708	25,746
Average Household Size	2.28	2.23	2.19
Owner Occupied HUs	27,984	28,688	29,202
Renter Occupied HUs	14,476	14,522	14,673
Median Age	37.9	38.8	40.2

Trends: 2004-2009 Annual Rate	Area	State	National
Population	-0.08%	0.85%	1.23%
Households	0.31%	1.32%	1.35%
Families	0.03%	1.12%	1.25%
Owner HHs	0.36%	1.58%	1.66%
Median Household Income	3.38%	2.94 %	3.34%

Households by Income	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	4,596	10.8%	4,118	9.5%	3,445	7.9%
\$15,000 - \$24,999	5,345	12.5%	4,612	10.7%	3,556	8.1%
\$25,000 - \$34,999	5,751	13.5%	5,009	11.6%	4,453	10.1%
\$35,000 - \$49,999	7,606	17.8%	7,595	17.6%	6,754	15.4%
\$50,000 - \$74,999	9,734	22.8%	9,472	21.9%	8,701	19.8%
\$75,000 - \$99,999	5,192	12.2%	5,903	13.7%	6,737	15.4%
\$100,000 - \$149,999	3,024	7.1%	4,555	10.5%	6,897	15.7%
\$150,000 - \$199,000	659	1.5%	972	2.2%	1,731	3.9%
\$200,000+	715	1.7%	971	2.2%	1,601	3.6%
Median Household Income	\$45,655		\$50,565		\$59,696	
Average Household Income	\$56,287		\$64,185		\$77,742	
Per Capita Income	\$24,524		\$28,397		\$35,026	

Population by Age	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,789	6.9%	6,633	6.7%	6,542	6.7%
5 - 14	12,893	13.1%	12,896	13.1%	12,242	12.5%
15 - 19	5,793	5.9%	6,065	6.2%	6,293	6.4%
20 - 24	4,813	4.9%	5,729	5.8%	6,515	6.6%
25 - 34	14,567	14.8%	12,244	12.4%	10,760	11.0%
35 - 44	15,606	15.8%	15,095	15.3%	13,895	14.2%
45 - 54	13,133	13.3%	14,191	14.4%	14,748	15.0%
55 - 64	7,488	7.6%	8,741	8.9%	10,996	11.2%
65 - 74	7,763	7.9%	6,733	6.8%	6,110	6.2%
75 - 84	7,039	7.1%	6,885	7.0%	6,220	6.3%
85+	2,813	2.9%	3,184	3.2%	3,698	3.8%

Race and Ethnicity	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
White Alone	79,298	80.3%	75,196	76.4%	70,598	72.0%
Black Alone	13,959	14.1%	16,986	17.3%	20,211	20.6%
American Indian Alone	395	0.4%	402	0.4%	405	0.4%
Asian Alone	2,436	2.5%	2,994	3.0%	3,738	3.8%
Pacific Islander Alone	56	0.1%	61	0.1%	62	0.1%
Some Other Race Alone	859	0.9%	970	1.0%	1,131	1.2%
Two or More Races	1,695	1.7%	1,787	1.8%	1,875	1.9%
Hispanic Origin (Any Race)	2,447	2.5%	2,803	2.8%	3,285	3.4%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

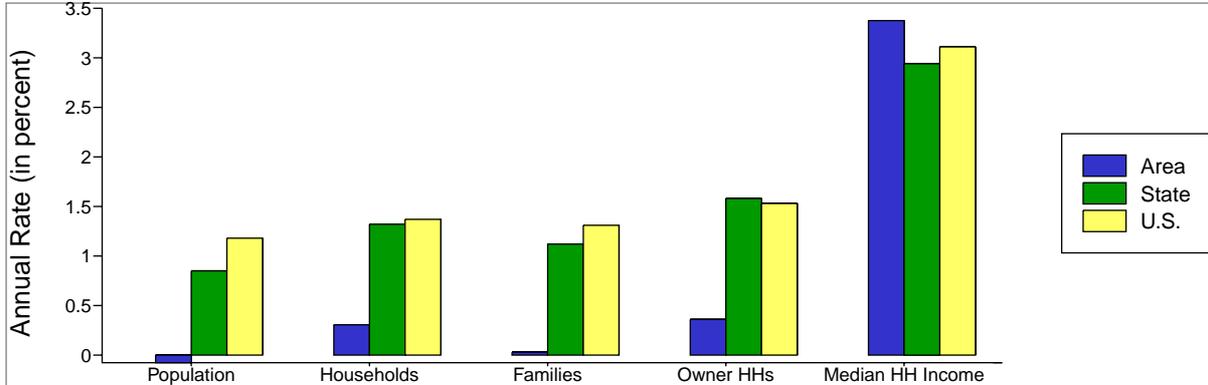


Mayfair Mall
W Burleigh St AT N Mayfair Rd
Milwaukee, WI 53201

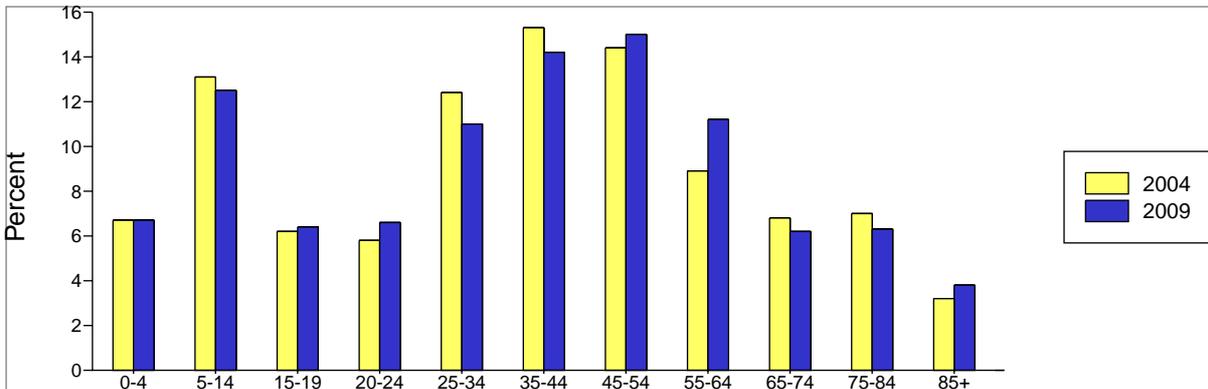
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Longitude: -88.04795
Drive Time: 5 minutes

Site Type: Drive Time

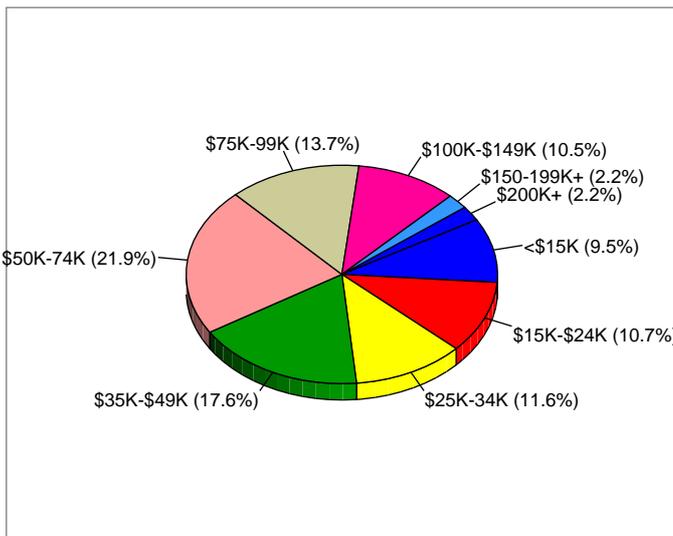
Trends 2004-2009



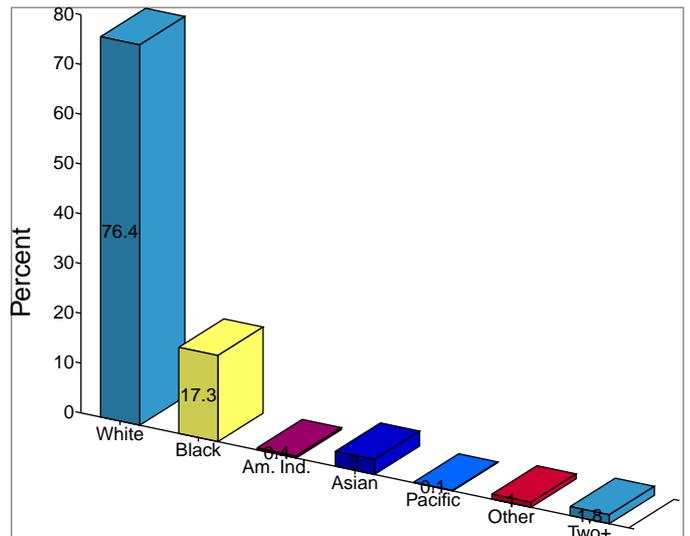
Population by Age



2004 Household Income



2004 Population by Race



2004 Percent Hispanic Origin: 2.8%



Demographic and Income Profile

Vandewalle & Associates

Mayfair Mall
W Burleigh St AT N Mayfair Rd
Milwaukee, WI 53201

Site Type: Drive Time

Latitude: 43.07475
 Longitude: -88.04795
 Drive Time: 10 minutes

Summary	2000	2004	2009
Population	493,334	488,560	486,423
Households	193,196	195,798	199,024
Families	123,695	123,438	124,144
Average Household Size	2.52	2.46	2.41
Owner Occupied HUs	110,236	114,142	117,138
Renter Occupied HUs	82,960	81,656	81,886
Median Age	34.0	34.8	35.6

Trends: 2004-2009 Annual Rate	Area	State	National
Population	-0.09%	0.85%	1.23%
Households	0.33%	1.32%	1.35%
Families	0.11%	1.12%	1.25%
Owner HHs	0.52%	1.58%	1.66%
Median Household Income	3.19%	2.94 %	3.34%

Households by Income	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	33,312	17.2%	29,765	15.2%	25,581	12.9%
\$15,000 - \$24,999	27,042	14.0%	24,253	12.4%	20,275	10.2%
\$25,000 - \$34,999	26,749	13.8%	24,598	12.6%	21,432	10.8%
\$35,000 - \$49,999	33,438	17.3%	32,636	16.7%	30,789	15.5%
\$50,000 - \$74,999	37,806	19.5%	37,739	19.3%	36,027	18.1%
\$75,000 - \$99,999	18,432	9.5%	22,108	11.3%	25,775	13.0%
\$100,000 - \$149,999	11,155	5.8%	16,992	8.7%	26,173	13.2%
\$150,000 - \$199,000	2,606	1.3%	3,659	1.9%	6,589	3.3%
\$200,000+	2,901	1.5%	4,049	2.1%	6,381	3.2%
Median Household Income	\$38,884		\$43,362		\$50,738	
Average Household Income	\$50,050		\$57,542		\$69,484	
Per Capita Income	\$19,807		\$23,195		\$28,567	

Population by Age	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	37,833	7.7%	37,263	7.6%	37,266	7.7%
5 - 14	83,171	16.9%	77,937	16.0%	71,691	14.7%
15 - 19	35,609	7.2%	36,469	7.5%	37,080	7.6%
20 - 24	28,501	5.8%	32,325	6.6%	35,610	7.3%
25 - 34	68,625	13.9%	61,610	12.6%	57,792	11.9%
35 - 44	76,672	15.5%	71,440	14.6%	64,466	13.3%
45 - 54	62,575	12.7%	67,280	13.8%	69,618	14.3%
55 - 64	36,734	7.4%	42,007	8.6%	51,440	10.6%
65 - 74	31,713	6.4%	29,397	6.0%	28,280	5.8%
75 - 84	23,420	4.7%	23,374	4.8%	22,140	4.6%
85+	8,485	1.7%	9,456	1.9%	11,044	2.3%

Race and Ethnicity	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
White Alone	282,704	57.3%	267,933	54.8%	253,068	52.0%
Black Alone	179,180	36.3%	187,359	38.3%	197,172	40.5%
American Indian Alone	2,382	0.5%	2,320	0.5%	2,276	0.5%
Asian Alone	13,489	2.7%	15,093	3.1%	17,377	3.6%
Pacific Islander Alone	200	0.0%	213	0.0%	215	0.0%
Some Other Race Alone	6,104	1.2%	6,584	1.3%	7,371	1.5%
Two or More Races	9,274	1.9%	9,058	1.9%	8,945	1.8%
Hispanic Origin (Any Race)	16,012	3.2%	17,396	3.6%	19,487	4.0%

Data Note: Income is expressed in current dollars.

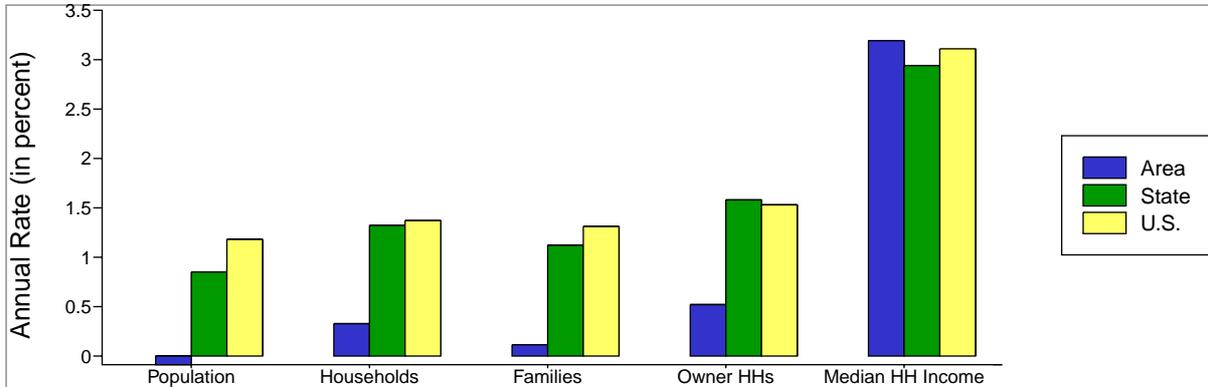
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

Mayfair Mall
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Milwaukee, WI 53201

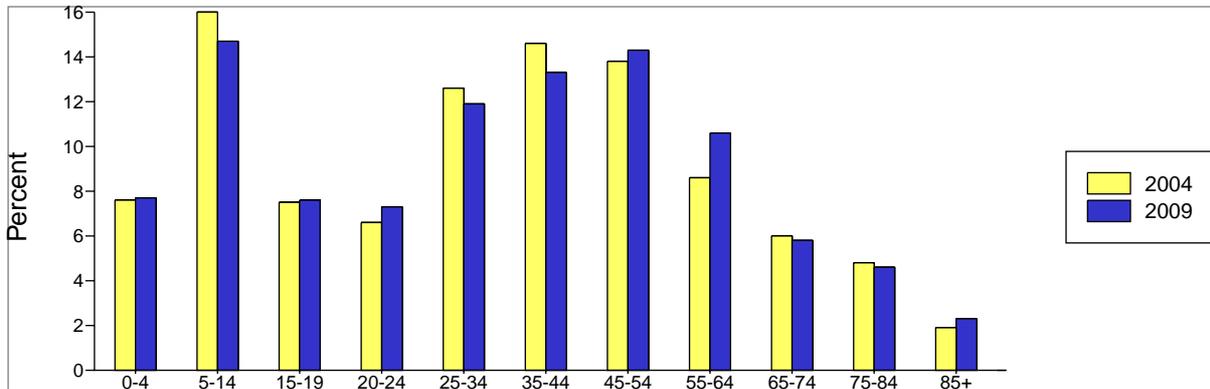
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Drive Time: 10 minutes

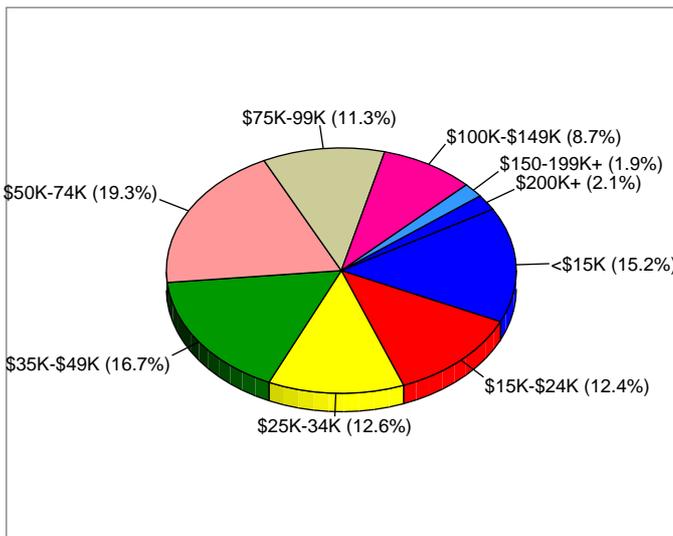
Trends 2004-2009



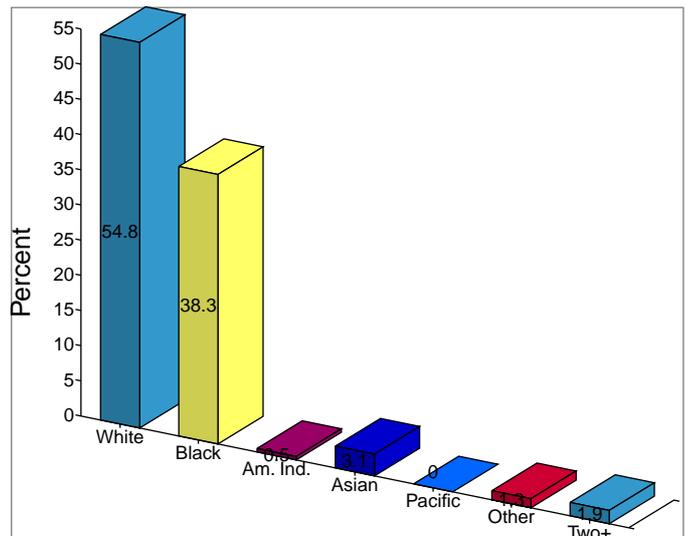
Population by Age



2004 Household Income



2004 Population by Race



2004 Percent Hispanic Origin: 3.6%



Demographic and Income Profile

Vandewalle & Associates

Mayfair Mall
W Burleigh St AT N Mayfair Rd
Milwaukee, WI 53201

Site Type: Drive Time

Latitude: 43.07475
 Longitude: -88.04795
 Drive Time: 20 minutes

Summary	2000	2004	2009
Population	1,171,199	1,174,162	1,179,738
Households	465,749	477,693	490,116
Families	289,902	293,169	297,991
Average Household Size	2.45	2.40	2.35
Owner Occupied HUs	267,346	281,095	292,479
Renter Occupied HUs	198,403	196,597	197,636
Median Age	34.9	35.6	36.6

Trends: 2004-2009 Annual Rate	Area	State	National
Population	0.09%	0.85%	1.23%
Households	0.51%	1.32%	1.35%
Families	0.33%	1.12%	1.25%
Owner HHs	0.8%	1.58%	1.66%
Median Household Income	3.45%	2.94%	3.34%

Households by Income	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	70,375	15.1%	62,907	13.2%	53,624	10.9%
\$15,000 - \$24,999	60,125	12.9%	53,947	11.3%	44,407	9.1%
\$25,000 - \$34,999	61,393	13.2%	55,592	11.6%	47,648	9.7%
\$35,000 - \$49,999	78,734	16.9%	77,343	16.2%	71,565	14.6%
\$50,000 - \$74,999	93,289	20.0%	93,957	19.7%	90,345	18.4%
\$75,000 - \$99,999	50,756	10.9%	58,693	12.3%	66,528	13.6%
\$100,000 - \$149,999	33,258	7.1%	49,867	10.4%	74,125	15.1%
\$150,000 - \$199,000	8,340	1.8%	11,783	2.5%	20,496	4.2%
\$200,000+	9,640	2.1%	13,596	2.8%	21,368	4.4%
Median Household Income	\$42,278		\$47,626		\$56,431	
Average Household Income	\$55,277		\$64,142		\$78,465	
Per Capita Income	\$22,285		\$26,389		\$32,920	

Population by Age	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	81,897	7.0%	81,822	7.0%	82,466	7.0%
5 - 14	174,683	14.9%	166,700	14.2%	156,053	13.2%
15 - 19	83,673	7.1%	84,766	7.2%	85,890	7.3%
20 - 24	79,746	6.8%	87,765	7.5%	92,906	7.9%
25 - 34	167,472	14.3%	155,489	13.2%	149,686	12.7%
35 - 44	183,658	15.7%	172,770	14.7%	158,051	13.4%
45 - 54	154,314	13.2%	164,662	14.0%	170,986	14.5%
55 - 64	92,695	7.9%	107,294	9.1%	128,912	10.9%
65 - 74	77,088	6.6%	73,020	6.2%	72,485	6.1%
75 - 84	55,703	4.8%	56,819	4.8%	55,058	4.7%
85+	20,270	1.7%	23,057	2.0%	27,245	2.3%

Race and Ethnicity	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
White Alone	836,641	71.4%	812,328	69.2%	784,679	66.5%
Black Alone	233,303	19.9%	249,836	21.3%	269,074	22.8%
American Indian Alone	7,087	0.6%	7,008	0.6%	6,892	0.6%
Asian Alone	28,976	2.5%	34,492	2.9%	42,046	3.6%
Pacific Islander Alone	488	0.0%	536	0.0%	591	0.1%
Some Other Race Alone	42,024	3.6%	46,527	4.0%	52,129	4.4%
Two or More Races	22,679	1.9%	23,436	2.0%	24,326	2.1%
Hispanic Origin (Any Race)	88,610	7.6%	97,836	8.3%	109,305	9.3%

Data Note: Income is expressed in current dollars.

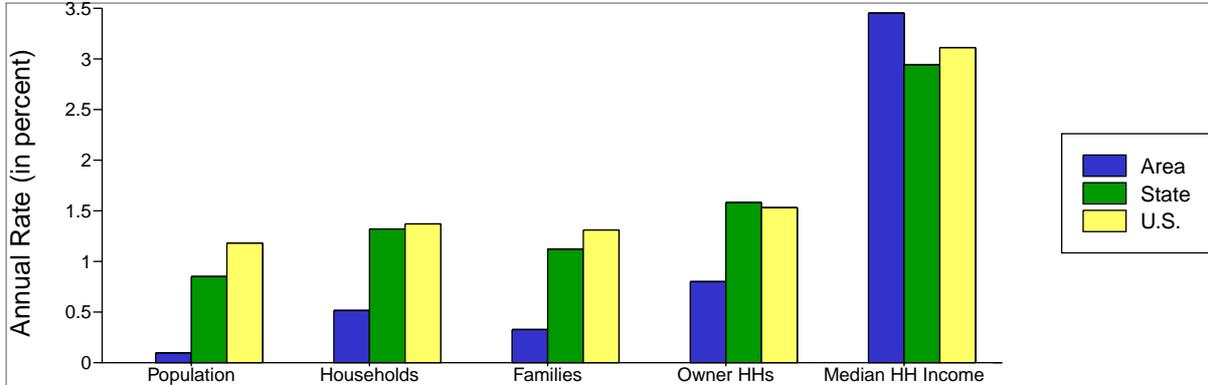
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

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Milwaukee, WI 53201

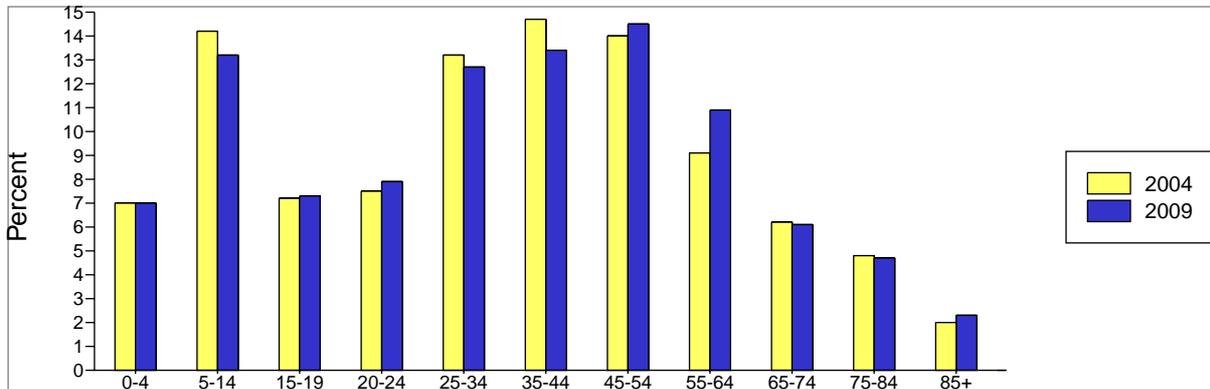
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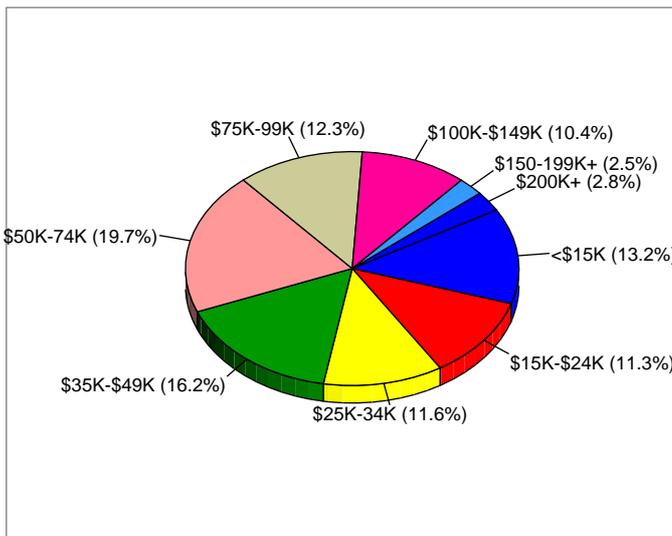
Trends 2004-2009



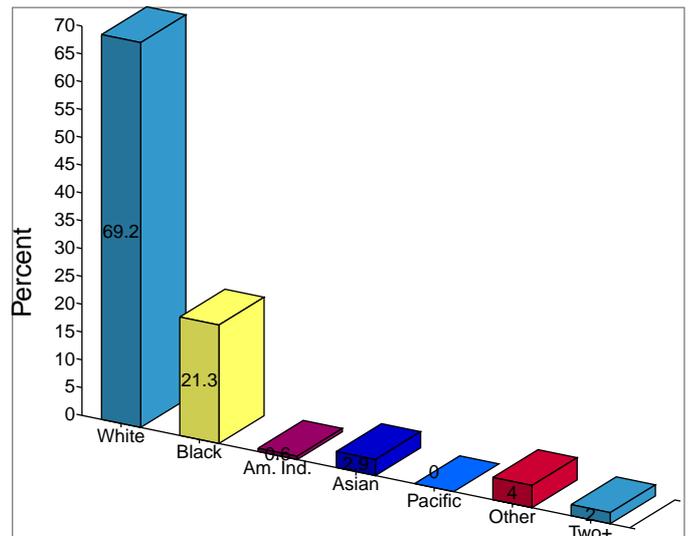
Population by Age



2004 Household Income



2004 Population by Race



2004 Percent Hispanic Origin: 8.3%



Mayfair Mall

Latitude: 43.07475

Longitude: -88.04795

W Burleigh St AT N Mayf

Milwaukee, WI 53201

Drive Time: 5 minutes

W Burleigh St AT N Mayf

Milwaukee, WI 53201

Drive Time: 10 minutes

W Burleigh St AT N Mayf

Milwaukee, WI 53201

Drive Time: 20 minutes



2000 Total Population	98,698	493,334	1,171,199
2000 Group Quarters	1,968	6,707	28,242
2004 Total Population	98,396	488,560	1,174,162
2009 Total Population	98,019	486,423	1,179,738
2004 - 2009 Annual Rate	-0.08%	-0.09%	0.09%



2000 Households	42,460	193,196	465,749
2000 Average Household Size	2.28	2.52	2.45
2004 Households	43,210	195,798	477,693
2004 Average Household Size	2.23	2.46	2.4
2009 Households	43,875	199,024	490,116
2009 Average Household Size	2.19	2.41	2.35
2004 - 2009 Annual Rate	0.31%	0.33%	0.51%
2000 Families	25,768	123,695	289,902
2000 Average Family Size	2.94	3.16	3.11
2004 Families	25,708	123,438	293,169
2004 Average Family Size	2.89	3.1	3.05
2009 Families	25,746	124,144	297,991
2009 Average Family Size	2.85	3.04	2.99
2004 - 2009 Annual Rate	0.03%	0.11%	0.33%



2000 Housing Units	43,592	204,434	490,643
Owner Occupied Housing Units	64.2%	53.9%	54.5%
Renter Occupied Housing Units	33.2%	40.6%	40.4%
Vacant Housing Units	2.6%	5.5%	5.1%
2004 Housing Units	44,458	207,750	503,735
Owner Occupied Housing Units	64.5%	54.9%	55.8%
Renter Occupied Housing Units	32.7%	39.3%	39.0%
Vacant Housing Units	2.8%	5.8%	5.2%
2009 Housing Units	45,245	212,057	518,626
Owner Occupied Housing Units	64.5%	55.2%	56.4%
Renter Occupied Housing Units	32.4%	38.6%	38.1%
Vacant Housing Units	3.0%	6.1%	5.5%

Median Household Income

2000	\$45,655	\$38,884	\$42,278
2004	\$50,565	\$43,362	\$47,626
2009	\$59,696	\$50,738	\$56,431

Median Home Value

2000	\$111,165	\$98,314	\$118,458
2004	\$134,632	\$119,839	\$145,722
2009	\$166,252	\$147,981	\$182,956

Per Capita Income

2000	\$24,524	\$19,807	\$22,285
2004	\$28,397	\$23,195	\$26,389
2009	\$35,026	\$28,567	\$32,920

Median Age

2000	37.9	34.0	34.9
2004	38.8	34.8	35.6
2009	40.2	35.6	36.6

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



Mayfair Mall

Latitude: 43.07475

Longitude: -88.04795

W Burleigh St AT N Mayf

Milwaukee, WI 53201

Drive Time: 5 minutes

W Burleigh St AT N Mayf

Milwaukee, WI 53201

Drive Time: 10 minutes

W Burleigh St AT N Mayf

Milwaukee, WI 53201

Drive Time: 20 minutes



2000 Households by Income

Household Income Base	42,622	193,441	465,910
< \$15,000	10.8%	17.2%	15.1%
\$15,000 - \$24,999	12.5%	14.0%	12.9%
\$25,000 - \$34,999	13.5%	13.8%	13.2%
\$35,000 - \$49,999	17.8%	17.3%	16.9%
\$50,000 - \$74,999	22.8%	19.5%	20.0%
\$75,000 - \$99,999	12.2%	9.5%	10.9%
\$100,000 - \$149,999	7.1%	5.8%	7.1%
\$150,000 - \$199,999	1.5%	1.3%	1.8%
\$200,000+	1.7%	1.5%	2.1%
Average Household Income	\$56,287	\$50,050	\$55,277

2004 Households by Income

Household Income Base	43,207	195,799	477,685
< \$15,000	9.5%	15.2%	13.2%
\$15,000 - \$24,999	10.7%	12.4%	11.3%
\$25,000 - \$34,999	11.6%	12.6%	11.6%
\$35,000 - \$49,999	17.6%	16.7%	16.2%
\$50,000 - \$74,999	21.9%	19.3%	19.7%
\$75,000 - \$99,999	13.7%	11.3%	12.3%
\$100,000 - \$149,999	10.5%	8.7%	10.4%
\$150,000 - \$199,999	2.2%	1.9%	2.5%
\$200,000+	2.2%	2.1%	2.8%
Average Household Income	\$64,185	\$57,542	\$64,142

2009 Households by Income

Household Income Base	43,875	199,022	490,106
< \$15,000	7.9%	12.9%	10.9%
\$15,000 - \$24,999	8.1%	10.2%	9.1%
\$25,000 - \$34,999	10.1%	10.8%	9.7%
\$35,000 - \$49,999	15.4%	15.5%	14.6%
\$50,000 - \$74,999	19.8%	18.1%	18.4%
\$75,000 - \$99,999	15.4%	13.0%	13.6%
\$100,000 - \$149,999	15.7%	13.2%	15.1%
\$150,000 - \$199,999	3.9%	3.3%	4.2%
\$200,000+	3.6%	3.2%	4.4%
Average Household Income	\$77,742	\$69,484	\$78,465

2000 Owner Occupied HUs by Value

Total	27,918	110,130	267,333
<\$50,000	2.2%	13.3%	9.0%
\$50,000 - 99,999	38.5%	38.1%	29.3%
\$100,000 - 149,999	35.0%	26.9%	29.8%
\$150,000 - 199,999	15.9%	12.3%	17.3%
\$200,000 - \$299,999	6.6%	6.7%	9.7%
\$300,000 - 499,999	1.4%	2.2%	3.5%
\$500,000 - 999,999	0.2%	0.4%	1.0%
\$1,000,000+	0.1%	0.1%	0.2%
Average Home Value	\$125,505	\$116,698	\$139,764

2000 Specified Renter Occupied HUs by Contract Rent

Total	14,461	82,830	197,948
With Cash Rent	97.9%	97.9%	97.9%
No Cash Rent	2.1%	2.1%	2.1%
Median Rent	\$549	\$477	\$499
Average Rent	\$592	\$493	\$528

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



Mayfair Mall

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W Burleigh St AT N Mayf
Milwaukee, WI 53201
Drive Time: 5 minutes

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Drive Time: 10 minutes

W Burleigh St AT N Mayf
Milwaukee, WI 53201
Drive Time: 20 minutes



2000 Population by Age

Total	98,697	493,338	1,171,199
0 - 4	6.9%	7.7%	7.0%
5 - 9	6.6%	8.5%	7.5%
10 - 14	6.5%	8.3%	7.4%
15 - 24	10.7%	13.0%	14.0%
25 - 34	14.8%	13.9%	14.3%
35 - 44	15.8%	15.5%	15.7%
45 - 54	13.3%	12.7%	13.2%
55 - 64	7.6%	7.4%	7.9%
65 - 74	7.9%	6.4%	6.6%
75 - 84	7.1%	4.7%	4.8%
85+	2.9%	1.7%	1.7%
18+	76.2%	70.8%	73.8%

2004 Population by Age

Total	98,396	488,558	1,174,164
0 - 4	6.7%	7.6%	7.0%
5 - 9	6.5%	7.7%	6.9%
10 - 14	6.6%	8.3%	7.3%
15 - 24	12.0%	14.1%	14.7%
25 - 34	12.4%	12.6%	13.2%
35 - 44	15.3%	14.6%	14.7%
45 - 54	14.4%	13.8%	14.0%
55 - 64	8.9%	8.6%	9.1%
65 - 74	6.8%	6.0%	6.2%
75 - 84	7.0%	4.8%	4.8%
85+	3.2%	1.9%	2.0%
18+	76.3%	71.7%	74.6%

2009 Population by Age

Total	98,019	486,427	1,179,738
0 - 4	6.7%	7.7%	7.0%
5 - 9	5.9%	7.1%	6.3%
10 - 14	6.6%	7.7%	6.9%
15 - 24	13.1%	14.9%	15.2%
25 - 34	11.0%	11.9%	12.7%
35 - 44	14.2%	13.3%	13.4%
45 - 54	15.0%	14.3%	14.5%
55 - 64	11.2%	10.6%	10.9%
65 - 74	6.2%	5.8%	6.1%
75 - 84	6.3%	4.6%	4.7%
85+	3.8%	2.3%	2.3%
18+	76.8%	72.8%	75.5%

2000 Population by Sex

Males	46.2%	46.8%	48.1%
Females	53.8%	53.2%	51.9%

2004 Population by Sex

Males	46.3%	46.8%	48.1%
Females	53.7%	53.2%	51.9%

2009 Population by Sex

Males	46.5%	46.9%	48.2%
Females	53.5%	53.1%	51.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



Mayfair Mall

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W Burleigh St AT N Mayf

Milwaukee, WI 53201

Drive Time: 5 minutes

W Burleigh St AT N Mayf

Milwaukee, WI 53201

Drive Time: 10 minutes

W Burleigh St AT N Mayf

Milwaukee, WI 53201

Drive Time: 20 minutes



2000 Population by Race/Ethnicity

Total	98,698	493,333	1,171,198
White Alone	80.3%	57.3%	71.4%
Black Alone	14.1%	36.3%	19.9%
American Indian Alone	0.4%	0.5%	0.6%
Asian or Pacific Islander Alone	2.5%	2.8%	2.5%
Some Other Race Alone	0.9%	1.2%	3.6%
Two or More Races	1.7%	1.9%	1.9%
Hispanic Origin	2.5%	3.2%	7.6%
Diversity Index	36.6	56.8	52.6

2004 Population by Race/Ethnicity

Total	98,396	488,560	1,174,163
White Alone	76.4%	54.8%	69.2%
Black Alone	17.3%	38.3%	21.3%
American Indian Alone	0.4%	0.5%	0.6%
Asian or Pacific Islander Alone	3.1%	3.1%	3.0%
Some Other Race Alone	1.0%	1.3%	4.0%
Two or More Races	1.8%	1.9%	2.0%
Hispanic Origin	2.8%	3.6%	8.3%
Diversity Index	41.9	58.2	55.5

2009 Population by Race/Ethnicity

Total	98,020	486,424	1,179,737
White Alone	72.0%	52.0%	66.5%
Black Alone	20.6%	40.5%	22.8%
American Indian Alone	0.4%	0.5%	0.6%
Asian or Pacific Islander Alone	3.9%	3.6%	3.6%
Some Other Race Alone	1.2%	1.5%	4.4%
Two or More Races	1.9%	1.8%	2.1%
Hispanic Origin	3.4%	4.0%	9.3%
Diversity Index	47.4	59.7	58.8



2000 Population 3+ by School Enrollment

Total	94,569	470,137	1,121,107
Enrolled in Nursery/Preschool	1.4%	1.6%	1.5%
Enrolled in Kindergarten	2.3%	2.6%	2.1%
Enrolled in Grade 1-8	11.0%	14.5%	12.7%
Enrolled in Grade 9-12	5.3%	6.7%	6.2%
Enrolled in College	4.6%	4.2%	5.5%
Enrolled in Grad/Prof School	1.8%	1.2%	1.4%
Not Enrolled in School	73.6%	69.2%	70.6%

2000 Population 25+ by Educational Attainment

Total	68,470	308,448	751,366
Less than 9th Grade	3.2%	4.9%	5.2%
9th - 12th Grade, No Diploma	8.6%	14.4%	11.9%
High School Graduate	26.3%	29.8%	28.4%
Some College, No Degree	22.3%	21.8%	21.1%
Associate Degree	6.4%	6.3%	6.3%
Bachelor's Degree	22.4%	15.5%	18.1%
Master's/Prof/Doctorate Degree	10.8%	7.3%	8.9%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



Mayfair Mall

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W Burleigh St AT N Mayf

Milwaukee, WI 53201

Drive Time: 5 minutes

W Burleigh St AT N Mayf

Milwaukee, WI 53201

Drive Time: 10 minutes

W Burleigh St AT N Mayf

Milwaukee, WI 53201

Drive Time: 20 minutes



2000 Population 15+ by Sex and Marital Status

	Mayfair Mall	W Burleigh St AT N Mayf	W Burleigh St AT N Mayf
Total	78,813	372,436	914,528
Females	55.2%	54.6%	52.8%
Never Married	14.5%	17.9%	16.0%
Married, not Separated	26.0%	22.9%	24.3%
Married, Separated	1.0%	1.5%	1.0%
Widowed	7.7%	6.1%	5.7%
Divorced	6.0%	6.3%	5.8%
Males	44.8%	45.4%	47.2%
Never Married	13.1%	16.4%	16.7%
Married, not Separated	26.1%	22.5%	24.5%
Married, Separated	0.5%	0.9%	0.7%
Widowed	1.5%	1.3%	1.3%
Divorced	3.7%	4.2%	4.1%



2000 Population 16+ by Employment Status

	Mayfair Mall	W Burleigh St AT N Mayf	W Burleigh St AT N Mayf
Total	77,546	364,699	897,257
In Labor Force	65.8%	64.8%	66.5%
Civilian Employed	63.0%	59.8%	62.4%
Civilian Unemployed	2.8%	4.9%	4.0%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	34.2%	35.2%	33.5%

2004 Civilian Population 16+ in Labor Force

	Mayfair Mall	W Burleigh St AT N Mayf	W Burleigh St AT N Mayf
Civilian Employed	93.9%	89.9%	92.0%
Civilian Unemployed	6.1%	10.1%	8.0%

2009 Civilian Population 16+ in Labor Force

	Mayfair Mall	W Burleigh St AT N Mayf	W Burleigh St AT N Mayf
Civilian Employed	94.2%	91.0%	93.0%
Civilian Unemployed	5.8%	9.0%	7.0%

2000 Females 16+ by Employment Status and Age of Children

	Mayfair Mall	W Burleigh St AT N Mayf	W Burleigh St AT N Mayf
Total	42,817	199,637	474,442
Own Children < 6 Only	7.3%	7.6%	7.4%
Employed/in Armed Forces	5.1%	4.9%	4.7%
Unemployed	0.2%	0.5%	0.4%
Not in Labor Force	2.0%	2.2%	2.3%
Own Children < 6 and 6-17 Only	5.4%	6.8%	6.3%
Employed/in Armed Forces	3.6%	4.2%	3.8%
Unemployed	0.2%	0.5%	0.3%
Not in Labor Force	1.6%	2.1%	2.1%
Own Children 6-17 Only	14.2%	17.4%	16.2%
Employed/in Armed Forces	11.5%	12.7%	12.2%
Unemployed	0.4%	0.8%	0.6%
Not in Labor Force	2.3%	3.8%	3.4%
No Own Children < 18	73.1%	68.2%	70.1%
Employed/in Armed Forces	38.0%	34.3%	37.3%
Unemployed	1.3%	2.6%	2.3%
Not in Labor Force	33.8%	31.3%	30.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004.



Mayfair Mall

Latitude: 43.07475

Longitude: -88.04795

W Burleigh St AT N Mayf

Milwaukee, WI 53201

Drive Time: 5 minutes

W Burleigh St AT N Mayf

Milwaukee, WI 53201

Drive Time: 10 minutes

W Burleigh St AT N Mayf

Milwaukee, WI 53201

Drive Time: 20 minutes



2004 Employed Population 16+ by Industry

	Mayfair Mall	W Burleigh St AT N Mayf	W Burleigh St AT N Mayf
Total	50,782	225,425	584,043
Agriculture/Mining	0.4%	0.3%	0.4%
Construction	3.1%	3.4%	3.8%
Manufacturing	15.5%	17.0%	17.0%
Wholesale Trade	4.0%	3.6%	3.8%
Retail Trade	9.5%	9.5%	9.5%
Transportation/Utilities	4.3%	5.0%	4.8%
Information	3.0%	2.5%	2.6%
Finance/Insurance/Real Estate	9.3%	8.6%	8.7%
Services	47.4%	46.6%	46.3%
Public Administration	3.4%	3.4%	3.0%

2004 Employed Population 16+ by Occupation

	Mayfair Mall	W Burleigh St AT N Mayf	W Burleigh St AT N Mayf
Total	50,780	225,424	584,042
White Collar	70.1%	61.5%	64.0%
Management/Business/Financial	14.2%	12.2%	13.4%
Professional	27.9%	22.3%	23.7%
Sales	12.6%	11.5%	12.0%
Administrative Support	15.3%	15.5%	14.9%
Services	12.3%	16.3%	14.6%
Blue Collar	17.6%	22.3%	21.4%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	2.2%	2.7%	2.9%
Installation/Maintenance/Repair	2.7%	2.8%	2.9%
Production	8.2%	10.9%	10.1%
Transportation/Material Moving	4.4%	5.8%	5.3%



2000 Workers 16+ by Means of Transportation to Work

	Mayfair Mall	W Burleigh St AT N Mayf	W Burleigh St AT N Mayf
Total	48,007	213,742	548,760
Drove Alone - Car, Truck, or Van	83.0%	76.9%	77.8%
Carpooled - Car, Truck, or Van	8.5%	10.9%	10.4%
Public Transportation	3.4%	7.2%	5.5%
Walked	1.9%	2.1%	3.2%
Other Means	0.7%	0.6%	0.7%
Worked at Home	2.5%	2.2%	2.4%

2000 Workers 16+ by Travel Time to Work

	Mayfair Mall	W Burleigh St AT N Mayf	W Burleigh St AT N Mayf
Total	48,008	213,740	548,760
Did Not Work at Home	97.5%	97.8%	97.6%
Less than 5 minutes	2.7%	2.1%	2.5%
5 to 9 minutes	9.9%	9.2%	10.2%
10 to 19 minutes	38.7%	36.8%	35.0%
20 to 24 minutes	21.3%	19.9%	18.8%
25 to 34 minutes	17.6%	19.3%	20.0%
35 to 44 minutes	2.5%	3.1%	4.1%
45 to 59 minutes	2.3%	3.5%	3.6%
60 to 89 minutes	1.5%	2.3%	2.1%
90 or more minutes	1.1%	1.5%	1.4%
Worked at Home	2.5%	2.2%	2.4%
Average Travel Time to Work (in min)	19.8	21.6	21.6

2000 Households by Vehicles Available

	Mayfair Mall	W Burleigh St AT N Mayf	W Burleigh St AT N Mayf
Total	42,404	193,122	465,803
None	9.8%	16.3%	13.9%
1	41.4%	39.7%	38.5%
2	39.2%	33.6%	35.7%
3	7.4%	7.9%	9.1%
4	1.7%	1.8%	2.1%
5+	0.4%	0.6%	0.7%
Average Number of Vehicles Available	1.5	1.4	1.5

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



Mayfair Mall

Latitude: 43.07475

Longitude: -88.04795

W Burleigh St AT N Mayf

Milwaukee, WI 53201

Drive Time: 5 minutes

W Burleigh St AT N Mayf

Milwaukee, WI 53201

Drive Time: 10 minutes

W Burleigh St AT N Mayf

Milwaukee, WI 53201

Drive Time: 20 minutes



2000 Households by Type

	Mayfair Mall	W Burleigh St AT N Mayf	W Burleigh St AT N Mayf
Total	42,460	193,196	465,749
Family Households	60.7%	64.0%	62.2%
Married-couple Family	45.8%	40.2%	43.9%
With Related Children	20.2%	18.7%	20.1%
Other Family (No Spouse)	14.8%	23.8%	18.4%
With Related Children	9.0%	17.1%	12.5%
Nonfamily Households	39.3%	36.0%	37.8%
Householder Living Alone	33.4%	30.0%	30.9%
Householder Not Living Alone	5.9%	5.9%	6.9%
Households with Related Children	29.3%	35.7%	32.6%
Households with Persons 65+	29.4%	23.4%	23.1%

2000 Households by Size

	Mayfair Mall	W Burleigh St AT N Mayf	W Burleigh St AT N Mayf
Total	42,460	193,196	465,749
1 Person Household	33.4%	30.0%	30.9%
2 Person Household	33.6%	30.8%	31.8%
3 Person Household	14.7%	15.8%	15.2%
4 Person Household	11.4%	12.7%	12.5%
5 Person Household	4.6%	6.2%	5.8%
6 Person Household	1.5%	2.5%	2.2%
7+ Person Household	0.8%	2.0%	1.6%

2000 Households by Year Householder Moved In

	Mayfair Mall	W Burleigh St AT N Mayf	W Burleigh St AT N Mayf
Total	42,406	193,125	465,804
Moved in 1999 to March 2000	16.2%	19.7%	20.6%
Moved in 1995 to 1998	28.3%	28.8%	29.3%
Moved in 1990 to 1994	17.1%	15.9%	15.7%
Moved in 1980 to 1989	14.3%	13.7%	14.1%
Moved in 1970 to 1979	9.3%	9.6%	9.2%
Moved in 1969 or Earlier	14.8%	12.3%	11.2%
Median Year Householder Moved In	1993	1995	1995



2000 Housing Units by Units in Structure

	Mayfair Mall	W Burleigh St AT N Mayf	W Burleigh St AT N Mayf
Total	43,524	204,409	490,743
1, Detached	59.9%	51.4%	49.9%
1, Attached	2.8%	5.1%	5.6%
2	12.7%	19.6%	15.3%
3 or 4	7.0%	6.3%	5.9%
5 to 9	6.1%	5.2%	6.1%
10 to 19	2.7%	3.5%	4.3%
20+	8.4%	8.4%	12.2%
Mobile Home	0.4%	0.4%	0.6%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	Mayfair Mall	W Burleigh St AT N Mayf	W Burleigh St AT N Mayf
Total	43,518	204,347	490,717
1999 to March 2000	0.2%	0.6%	1.1%
1995 to 1998	0.6%	2.3%	3.7%
1990 to 1994	1.3%	2.5%	4.5%
1980 to 1989	4.4%	4.7%	7.1%
1970 to 1979	10.3%	9.9%	13.2%
1969 or Earlier	83.3%	80.0%	70.3%
Median Year Structure Built	1956	1954	1957

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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Drive Time: 10 minutes

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Drive Time: 20 minutes

Top 3 Tapestry Segments

1.	Rustbelt Traditions	Metro City Edge	Rustbelt Traditions
2.	Retirement Communities	Great Expectations	Great Expectations
3.	Metropolitans	Rustbelt Traditions	Metro City Edge



2004 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$112,218,822	\$465,463,201	\$1,261,679,274
Average Spent	\$2,597.06	\$2,377.26	\$2,641.19
Spending Potential Index	96	88	97
Computers & Accessories: Total \$	\$11,231,773	\$45,636,083	\$125,782,486
Average Spent	\$259.93	\$233.08	\$263.31
Spending Potential Index	96	86	97
Education: Total \$	\$45,661,117	\$185,758,214	\$514,133,032
Average Spent	\$1,056.73	\$948.72	\$1,076.28
Spending Potential Index	101	91	103
Entertainment/Recreation: Total \$	\$124,399,891	\$502,807,325	\$1,372,910,814
Average Spent	\$2,878.96	\$2,567.99	\$2,874.04
Spending Potential Index	94	84	94
Food at Home: Total \$	\$188,789,152	\$783,534,296	\$2,110,947,344
Average Spent	\$4,369.11	\$4,001.75	\$4,419.05
Spending Potential Index	94	86	95
Food Away from Home: Total \$	\$128,147,259	\$530,290,198	\$1,435,756,947
Average Spent	\$2,965.69	\$2,708.35	\$3,005.61
Spending Potential Index	95	87	97
Health Care: Total \$	\$139,548,900	\$558,975,098	\$1,485,746,000
Average Spent	\$3,229.55	\$2,854.86	\$3,110.25
Spending Potential Index	95	84	91
HH Furnishings & Equipment: Total \$	\$84,842,688	\$341,839,970	\$937,631,037
Average Spent	\$1,963.50	\$1,745.88	\$1,962.83
Spending Potential Index	94	84	94
Investments: Total \$	\$369,017,583	\$1,441,932,167	\$4,037,412,618
Average Spent	\$8,540.10	\$7,364.39	\$8,451.90
Spending Potential Index	104	90	103
Retail Goods: Total \$	\$987,616,942	\$4,047,985,897	\$10,948,406,856
Average Spent	\$22,856.21	\$20,674.30	\$22,919.34
Spending Potential Index	93	84	93
Shelter: Total \$	\$559,460,153	\$2,275,869,232	\$6,263,697,126
Average Spent	\$12,947.47	\$11,623.56	\$13,112.39
Spending Potential Index	96	86	97
TV/Video/Sound Equipment: Total \$	\$41,584,798	\$172,654,005	\$41,584,798
Average Spent	\$962.39	\$881.80	\$974.25
Spending Potential Index	95	87	96
Travel: Total \$	\$74,608,379	\$294,440,472	\$809,480,794
Average Spent	\$1,726.65	\$1,503.80	\$1,694.56
Spending Potential Index	97	85	95
Vehicle Maintenance & Repairs: Total \$	\$40,873,971	\$166,973,317	\$455,269,011
Average Spent	\$945.94	\$852.78	\$953.06
Spending Potential Index	93	84	94

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2000, 2001 and 2002 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI BIS forecasts for 2004 and 2009.



Mayfair Mall
W Burleigh St AT N Mayfair Rd
Milwaukee, WI 53201

Site Type: Drive Time

Latitude: 43.07475
Longitude: -88.04795
Drive Time: 5 minutes

	Census 2000	2004	2009	2004-2009 Change	2004-2009 Annual Rate
Population	98,698	98,396	98,019	-377	-0.08%
Median Age	37.9	38.8	40.2	1.4	0.71%
Households	42,460	43,210	43,875	665	0.31%
Average Household Size	2.28	2.23	2.19	-0.04	-0.36%

2004 Households by Net Worth

	Number	Percent
Total	43,209	100.0%
<\$15,000	9,578	22.2%
\$15,000 - \$34,999	2,680	6.2%
\$35,000 - \$49,999	1,591	3.7%
\$50,000 - \$74,999	2,622	6.1%
\$75,000 - \$99,999	2,858	6.6%
\$100,000 - \$149,999	4,123	9.5%
\$150,000 - \$249,999	5,078	11.8%
\$250,000 - \$499,999	7,581	17.5%
\$500,000+	7,098	16.4%
Median Net Worth	\$123,890	
Average Net Worth	\$488,152	

2004 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	1,773	6,744	8,959	8,724	5,468	4,342	7,199
<\$15,000	1,227	3,675	2,082	908	398	447	842
\$15,000 - \$34,999	130	593	618	721	257	148	214
\$35,000 - \$49,999	62	222	278	398	311	84	235
\$50,000 - \$99,999	89	696	1,197	1,176	636	577	1,108
\$100,000 - \$149,999	110	467	1,028	1,006	442	322	748
\$150,000 - \$249,999	31	570	1,177	1,370	585	411	934
\$250,000+	124	521	2,579	3,145	2,839	2,353	3,118
Median Net Worth	\$10,837	\$13,763	\$111,653	\$157,486	\$250,001	\$250,001	\$188,952
Average Net Worth	\$155,697	\$103,605	\$335,314	\$547,975	\$995,886	\$877,441	\$542,146

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



Mayfair Mall
W Burleigh St AT N Mayfair Rd
Milwaukee, WI 53201

Site Type: Drive Time

Latitude: 43.07475
Longitude: -88.04795
Drive Time: 10 minutes

	Census 2000	2004	2009	2004-2009 Change	2004-2009 Annual Rate
Population	493,334	488,560	486,423	-2,137	-0.09%
Median Age	34.0	34.8	35.6	0.8	0.46%
Households	193,196	195,798	199,024	3,226	0.33%
Average Household Size	2.52	2.46	2.41	-0.05	-0.41%

2004 Households by Net Worth

	Number	Percent
Total	195,796	100.0%
<\$15,000	48,166	24.6%
\$15,000 - \$34,999	17,228	8.8%
\$35,000 - \$49,999	8,823	4.5%
\$50,000 - \$74,999	13,155	6.7%
\$75,000 - \$99,999	11,713	6.0%
\$100,000 - \$149,999	18,559	9.5%
\$150,000 - \$249,999	19,887	10.2%
\$250,000 - \$499,999	30,145	15.4%
\$500,000+	28,120	14.4%
Median Net Worth	\$96,977	
Average Net Worth	\$431,020	

2004 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	10,964	33,304	41,931	41,350	26,663	19,320	22,263
<\$15,000	8,158	14,293	9,622	7,626	3,110	2,164	3,194
\$15,000 - \$34,999	790	5,455	4,166	3,880	1,323	793	820
\$35,000 - \$49,999	332	1,889	2,260	1,878	1,405	314	745
\$50,000 - \$99,999	536	4,678	5,866	5,214	2,617	2,775	3,181
\$100,000 - \$149,999	569	2,391	5,283	4,711	1,871	1,466	2,269
\$150,000 - \$249,999	165	2,383	4,945	5,340	2,653	1,739	2,662
\$250,000+	414	2,215	9,789	12,701	13,684	10,069	9,392
Median Net Worth	\$10,080	\$20,905	\$88,262	\$118,211	\$250,001	\$250,001	\$176,553
Average Net Worth	\$93,192	\$97,455	\$283,308	\$470,346	\$980,948	\$845,607	\$526,756

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



Mayfair Mall
W Burleigh St AT N Mayfair Rd
Milwaukee, WI 53201

Site Type: Drive Time

Latitude: 43.07475
Longitude: -88.04795
Drive Time: 20 minutes

	Census 2000	2004	2009	2004-2009 Change	2004-2009 Annual Rate
Population	1,171,199	1,174,162	1,179,738	5,576	0.09%
Median Age	34.9	35.6	36.6	1.0	0.56%
Households	465,749	477,693	490,116	12,423	0.51%
Average Household Size	2.45	2.40	2.35	-0.05	-0.42%

2004 Households by Net Worth

	Number	Percent
Total	477,683	100.0%
<\$15,000	111,178	23.3%
\$15,000 - \$34,999	38,801	8.1%
\$35,000 - \$49,999	19,700	4.1%
\$50,000 - \$74,999	31,394	6.6%
\$75,000 - \$99,999	27,963	5.9%
\$100,000 - \$149,999	45,619	9.6%
\$150,000 - \$249,999	51,068	10.7%
\$250,000 - \$499,999	75,489	15.8%
\$500,000+	76,471	16.0%
Median Net Worth	\$108,381	
Average Net Worth	\$470,419	

2004 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	28,980	81,952	99,144	99,487	66,992	47,657	53,470
<\$15,000	20,834	33,809	22,861	14,739	6,264	4,991	7,679
\$15,000 - \$34,999	2,201	12,139	9,939	7,585	2,948	2,051	1,938
\$35,000 - \$49,999	1,062	4,287	4,746	3,835	3,189	827	1,753
\$50,000 - \$99,999	1,732	11,817	12,366	11,660	7,566	6,705	7,512
\$100,000 - \$149,999	1,596	6,590	12,242	10,959	5,682	3,404	5,146
\$150,000 - \$249,999	324	6,776	11,761	13,769	7,680	4,335	6,423
\$250,000+	1,231	6,534	25,229	36,940	33,663	25,344	23,019
Median Net Worth	\$10,432	\$24,001	\$97,894	\$154,722	\$250,001	\$250,001	\$183,246
Average Net Worth	\$102,726	\$111,051	\$302,200	\$556,756	\$966,725	\$861,477	\$535,680

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



Mayfair Mall
W Burleigh St AT N Mayfair Rd
Milwaukee, WI 53201

Site Type: Drive Time

Latitude: 43.07475
Longitude: -88.04795
Drive Time: 20 minutes

Summary	1990	Census 2000	1990-2000 Annual Rate
Total Population	1,156,602	1,171,199	0.13%
Total Households	442,427	465,749	0.52%
Total Families	294,473	289,902	-0.16%
Total Housing Units	462,615	490,643	0.59%
Average Household Size	2.55	2.45	-0.4%
Average Family Size	3.14	3.11	-0.1%
Median Household Income	\$30,699	\$42,278	3.25%
Average Household Income	\$37,519	\$55,277	3.95%
Per Capita Income	\$14,539	\$22,285	4.36%

	Number	Percent
Population by Race		
Total	1,171,198	100.0%
Population Reporting One Race	1,148,519	98.1%
White	836,641	71.4%
Black or African American	233,303	19.9%
American Indian or Alaska Native	7,087	0.6%
Asian	28,976	2.5%
Native Hawaiian or Other Pacific Islander	488	0.0%
Some Other Race	42,024	3.6%
Population Reporting Two or More Races	22,679	1.9%
Total Hispanic Population	88,610	7.6%
Population by Sex		
Male	563,151	48.1%
Female	608,048	51.9%
Population by Age		
Total	1,171,199	100.0%
Age 0 - 4	81,897	7.0%
Age 5 - 9	87,816	7.5%
Age 10 - 14	86,867	7.4%
Age 15 - 19	83,673	7.1%
Age 20 - 24	79,746	6.8%
Age 25 - 29	82,506	7.0%
Age 30 - 34	84,966	7.3%
Age 35 - 39	91,159	7.8%
Age 40 - 44	92,499	7.9%
Age 45 - 49	83,845	7.2%
Age 50 - 54	70,469	6.0%
Age 55 - 59	51,201	4.4%
Age 60 - 64	41,494	3.5%
Age 65 - 69	38,660	3.3%
Age 70 - 74	38,428	3.3%
Age 75 - 79	33,102	2.8%
Age 80 - 84	22,601	1.9%
Age 85+	20,270	1.7%
Median Age	34.9	
Age 18+	864,318	73.8%
Age 65+	153,061	13.1%

Data Note: Population Reporting Two of More Races includes unique counts of the population who reported at least two races. Hispanic population can be of any race. Detail may not sum to totals due to rounding. Census 2000 medians are computed from reported data distributions. The "1990-2000 Annual Rate" is an annual compound rate.

Source: U.S. Census Bureau, Census 2000 Summary File 1 and 3. ESRI BIS converted 1990 Census into 2000 geography.



Mayfair Mall
W Burleigh St AT N Mayfair Rd
Milwaukee, WI 53201

Site Type: Drive Time

Latitude: 43.07475
Longitude: -88.04795
Drive Time: 20 minutes

	Number	Percent
Population by Relationship and HH Type		
Total	1,171,198	100.0%
In Households	1,142,956	97.6%
In Family Households	926,141	79.1%
Householder	289,941	24.8%
Spouse	204,405	17.5%
Child	349,986	29.9%
Other Relatives	56,962	4.9%
Nonrelatives	24,847	2.1%
In Nonfamily Households	216,815	18.5%
In Group Quarters	28,242	2.4%
Institutionalized Population	14,714	1.3%
Noninstitutionalized Population	13,528	1.2%
Population by Place of Birth and Citizenship Status		
Total	1,171,279	100.0%
Native	1,097,202	93.7%
Born in United States	1,083,030	92.5%
Born outside United States	14,172	1.2%
Foreign Born	74,077	6.3%
Naturalized Citizen	29,404	2.5%
Not a Citizen	44,673	3.8%
Population 15+ by Sex and Marital Status		
Total	914,528	100.0%
Females	482,646	52.8%
Never Married	145,944	16.0%
Married, not Separated	222,179	24.3%
Married, Separated	9,536	1.0%
Widowed	51,718	5.7%
Divorced	53,269	5.8%
Males	431,882	47.2%
Never Married	152,874	16.7%
Married, not Separated	224,098	24.5%
Married, Separated	6,175	0.7%
Widowed	11,523	1.3%
Divorced	37,212	4.1%
Population 3+ by School Enrollment		
Total	1,121,107	100.0%
Enrolled in Nursery/Preschool: Public School	8,910	0.8%
Enrolled in Nursery/Preschool: Private School	8,443	0.8%
Enrolled in Kindergarten: Public School	18,567	1.7%
Enrolled in Kindergarten: Private School	5,138	0.5%
Enrolled in Grade 1-8: Public School	113,103	10.1%
Enrolled in Grade 1-8: Private School	28,966	2.6%
Enrolled in Grade 9-12: Public School	59,192	5.3%
Enrolled in Grade 9-12: Private School	10,109	0.9%
Enrolled in College: Public School	41,309	3.7%
Enrolled in College: Private School	20,455	1.8%
Enrolled in Grad/Professional School: Public	7,424	0.7%
Enrolled in Grad/Professional School: Private	8,027	0.7%
Not Enrolled in School	791,464	70.6%

Source: U.S. Census Bureau, Census 2000 Summary File 1 and 3.



Mayfair Mall
W Burleigh St AT N Mayfair Rd
Milwaukee, WI 53201

Site Type: Drive Time

Latitude: 43.07475
Longitude: -88.04795
Drive Time: 20 minutes

	Number	Percent
Population 25+ by Educational Attainment		
Total	751,366	100.0%
Less than 9th Grade	38,870	5.2%
9th - 12th Grade, No Diploma	89,736	11.9%
High School Graduate	213,274	28.4%
Some College, No Degree	158,679	21.1%
Associate Degree	47,429	6.3%
Bachelor's Degree	136,155	18.1%
Master's/Professional/Doctorate Degree	67,223	8.9%
Population 16+ by Sex and Employment Status		
Total	897,257	100.0%
Females in Labor Force	292,095	32.6%
Civilian Employed	274,870	30.6%
Civilian Unemployed	17,163	1.9%
In Armed Forces	62	0.0%
Females not in Labor Force	182,346	20.3%
Males in Labor Force	304,289	33.9%
Civilian Employed	285,011	31.8%
Civilian Unemployed	18,914	2.1%
In Armed Forces	364	0.0%
Males not in Labor Force	118,527	13.2%
Population 16+ by Sex and Work Status in 1999		
Total	897,258	100.0%
Females	474,442	52.9%
Worked Full-time	160,424	17.9%
Worked Part-time	159,240	17.7%
Did Not Work	154,778	17.3%
Males	422,816	47.1%
Worked Full-time	216,096	24.1%
Worked Part-time	111,696	12.4%
Did Not Work	95,024	10.6%
Females 16+ by Employment Status and Age of Children		
Total	474,442	100.0%
Own Children <6 Only	35,258	7.4%
Employed/in Armed Forces	22,336	4.7%
Unemployed	1,783	0.4%
Not in Labor Force	11,139	2.3%
Own Children 6-17 Only	76,808	16.2%
Employed/in Armed Forces	57,713	12.2%
Unemployed	2,842	0.6%
Not in Labor Force	16,253	3.4%
Own Children <6 and 6-17	29,717	6.3%
Employed/in Armed Forces	17,988	3.8%
Unemployed	1,591	0.3%
Not in Labor Force	10,138	2.1%
No Own Children <18	332,659	70.1%
Employed/in Armed Forces	176,895	37.3%
Unemployed	10,947	2.3%
Not in Labor Force	144,817	30.5%

Source: U.S. Census Bureau, Census 2000 Summary File 3.



Mayfair Mall
W Burleigh St AT N Mayfair Rd
Milwaukee, WI 53201

Site Type: Drive Time

Latitude: 43.07475
 Longitude: -88.04795
 Drive Time: 20 minutes

	Number	Percent
Civilian Employed Population 16+ by Occupation		
Total	559,882	100.0%
Management/Professional	196,221	35.0%
Service	78,936	14.1%
Sales/Office and Admin Support	154,392	27.6%
Farming/Fishing/Forestry	774	0.1%
Construction/Extraction/Maintenance	35,837	6.4%
Production/Transportation/Material Moving	93,722	16.7%
Civilian Employed Population 16+ by Industry		
Total	559,881	100.0%
Agriculture/Forestry/Fishing/Hunting/Mining	1,721	0.3%
Construction	23,945	4.3%
Manufacturing	105,014	18.8%
Wholesale Trade	20,584	3.7%
Retail Trade	60,369	10.8%
Transportation/Warehousing/Utilities	26,542	4.7%
Information	16,972	3.0%
Finance/Insurance/Real Estate/Rental/Leasing	44,432	7.9%
Professional/Scientific/Mgmt/Admin/Waste Mgmt Services	54,218	9.7%
Educational/Health/Social Services	123,398	22.0%
Arts/Entertainment/Recreation/Accommodation/Food Services	39,956	7.1%
Other Services	23,759	4.2%
Public Administration	18,971	3.4%
Workers 16+ by Place of Work		
Total	548,760	100.0%
Worked in State of Residence	544,987	99.3%
Worked in County of Residence	402,312	73.3%
Worked outside County of Residence	142,675	26.0%
Worked outside State of Residence	3,773	0.7%
Workers 16+ by Means of Transportation to Work		
Total	548,760	100.0%
Drove Alone - Car, Truck, or Van	426,703	77.8%
Carpooled - Car, Truck, or Van	57,046	10.4%
Public Transportation	30,370	5.5%
Walked	17,592	3.2%
Other Means	4,056	0.7%
Worked at Home	12,993	2.4%
Workers 16+ by Travel Time to Work		
Total	548,760	100.0%
Did not Work at Home	535,767	97.6%
Less than 5 minutes	13,587	2.5%
5 to 9 minutes	55,770	10.2%
10 to 19 minutes	192,091	35.0%
20 to 24 minutes	103,050	18.8%
25 to 34 minutes	109,594	20.0%
35 to 44 minutes	22,411	4.1%
45 to 59 minutes	19,965	3.6%
60 to 89 minutes	11,464	2.1%
90 or more minutes	7,835	1.4%
Worked at Home	12,993	2.4%
Average Travel Time to Work (in minutes)	21.6	

Source: U.S. Census Bureau, Census 2000 Summary File 3.



Mayfair Mall
W Burleigh St AT N Mayfair Rd
Milwaukee, WI 53201

Site Type: Drive Time

Latitude: 43.07475
Longitude: -88.04795
Drive Time: 20 minutes

	Number	Percent
Households by Type		
Total	465,747	100.0%
Family Households	289,902	62.2%
Married-couple Families	204,370	43.9%
With Related Children	93,648	20.1%
Other Family (No Spouse Present)	85,532	18.4%
With Related Children	58,248	12.5%
Nonfamily Households	175,845	37.8%
Householder Living Alone	143,698	30.9%
Householder Not Living Alone	32,147	6.9%
Households with Related Children	151,896	32.6%
Households by Age of Householder		
Total	465,748	100.0%
Householder Age 15 - 24	28,498	6.1%
Householder Age 25 - 34	86,456	18.6%
Householder Age 35 - 44	103,148	22.1%
Householder Age 45 - 54	91,633	19.7%
Householder Age 55 - 64	56,801	12.2%
Householder Age 65 - 74	49,433	10.6%
Householder Age 75 - 84	37,847	8.1%
Householder Age 85+	11,932	2.6%
Households by Size		
Total	465,751	100.0%
1 Person Household	143,699	30.9%
2 Person Household	148,251	31.8%
3 Person Household	70,613	15.2%
4 Person Household	58,264	12.5%
5 Person Household	27,151	5.8%
6 Person Household	10,267	2.2%
7+ Person Household	7,506	1.6%
Households by Poverty Status in 1999 and HH Type		
Total	465,911	100.0%
Below Poverty Level	52,044	11.2%
Married-couple Family	6,410	1.4%
Other Family - Male Householder, No Wife Present	2,270	0.5%
Other Family - Female Householder, No Husband Present	18,782	4.0%
Nonfamily Households	24,582	5.3%
At or Above Poverty Level	413,867	88.8%
Married-couple Family	201,647	43.3%
Other Family - Male Householder, No Wife Present	15,683	3.4%
Other Family - Female Householder, No Husband Present	46,843	10.1%
Nonfamily Households	149,694	32.1%

Source: U.S. Census Bureau, Census 2000 Summary File 1 and 3.



Mayfair Mall
W Burleigh St AT N Mayfair Rd
Milwaukee, WI 53201

Site Type: Drive Time

Latitude: 43.07475
Longitude: -88.04795
Drive Time: 20 minutes

	Number	Percent
Housing Units by Occupancy		
Total	490,671	100.0%
Occupied Housing Units	465,749	94.9%
Owner Occupied Housing Units	267,346	54.5%
Average Household Size	2.63	-
Renter Occupied Housing Units	198,403	40.4%
Average Household Size	2.22	-
Vacant Housing Units	24,922	5.1%
For Rent	11,523	2.3%
For Sale Only	2,634	0.5%
Rented or Sold, not Occupied	2,052	0.4%
For Seasonal/Recreational/Occasional Use	1,388	0.3%
For Migrant Workers	13	0.0%
Other Vacant	7,312	1.5%
Housing Units by Units in Structure		
Total	490,743	100.0%
1 Detached	245,051	49.9%
1 Attached	27,681	5.6%
2	75,241	15.3%
3 or 4	28,937	5.9%
5 to 9	29,812	6.1%
10 to 19	21,228	4.3%
20+	59,848	12.2%
Mobile Home	2,836	0.6%
Other	109	0.0%
Housing Units by Year Structure Built		
Total	490,717	100.0%
1999 to March 2000	5,263	1.1%
1995 to 1998	18,385	3.7%
1990 to 1994	22,230	4.5%
1980 to 1989	34,953	7.1%
1970 to 1979	64,903	13.2%
1969 or Earlier	344,983	70.3%
Median Year Structure Built	1957	-
Households by Year Householder Moved In		
Total	465,804	100.0%
Moved in 1999 to March 2000	95,769	20.6%
Moved in 1995 to 1998	136,327	29.3%
Moved in 1990 to 1994	72,973	15.7%
Moved in 1980 to 1989	65,538	14.1%
Moved in 1970 to 1979	43,034	9.2%
Moved in 1969 or Earlier	52,163	11.2%
Median Year Householder Moved In	1995	-
Households by Vehicles Available		
Total	465,803	100.0%
None	64,914	13.9%
1	179,265	38.5%
2	166,484	35.7%
3	42,213	9.1%
4	9,623	2.1%
5+	3,304	0.7%
Average Number of Vehicles Available	1.5	-

Source: U.S. Census Bureau, Census 2000 Summary File 1 and 3.



Mayfair Mall
W Burleigh St AT N Mayfair Rd
Milwaukee, WI 53201

Site Type: Drive Time

Latitude: 43.07475
Longitude: -88.04795
Drive Time: 20 minutes

	Number	Percent
Households by Household Income in 1999		
Household Income Base	465,910	100.0%
< \$15,000	70,375	15.1%
\$15,000 - \$24,999	60,125	12.9%
\$25,000 - \$34,999	61,393	13.2%
\$35,000 - \$49,999	78,734	16.9%
\$50,000 - \$74,999	93,289	20.0%
\$75,000 - \$99,999	50,756	10.9%
\$100,000 - \$149,999	33,258	7.1%
\$150,000 - \$199,999	8,340	1.8%
\$200,000 +	9,640	2.1%
Median Household Income	\$42,278	-
Average Household Income	\$55,277	-
Families by Family Income in 1999		
Family Income Base	291,636	100.0%
< \$15,000	28,454	9.8%
\$15,000 - \$24,999	27,751	9.5%
\$25,000 - \$34,999	32,167	11.0%
\$35,000 - \$49,999	47,198	16.2%
\$50,000 - \$74,999	69,873	24.0%
\$75,000 - \$99,999	42,145	14.5%
\$100,000 - \$149,999	28,552	9.8%
\$150,000 - \$199,999	7,139	2.4%
\$200,000+	8,357	2.9%
Median Family Income	\$52,919	-
Average Family Income	\$65,943	-
Owner Occupied HUs by Value		
Total	267,333	100.0%
< \$50,000	24,033	9.0%
\$50,000 - \$99,999	78,435	29.3%
\$100,000 - \$149,999	79,744	29.8%
\$150,000 - \$199,999	46,312	17.3%
\$200,000 - \$299,999	25,968	9.7%
\$300,000 - \$499,999	9,478	3.5%
\$500,000 - \$999,999	2,789	1.0%
\$1,000,000+	574	0.2%
Median Home Value	\$118,458	-
Average Home Value	\$139,764	-
Specified Renter Occupied HUs by Contract Rent		
Total	197,948	100.0%
With Cash Rent	193,753	97.9%
< \$200	11,554	5.8%
\$200 - \$499	85,769	43.3%
\$500 - \$749	70,142	35.4%
\$750 - \$999	18,365	9.3%
\$1,000 - \$1,499	5,889	3.0%
\$1,500 - \$1,999	1,314	0.7%
\$2000+	720	0.4%
No Cash Rent	4,195	2.1%
Median Rent	\$499	-
Average Rent	\$528	-

Data Note: Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent. Census 2000 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2000 Summary File 3.

Appendix B

St. Louis, Missouri

St. Louis Galleria

Demographic Information

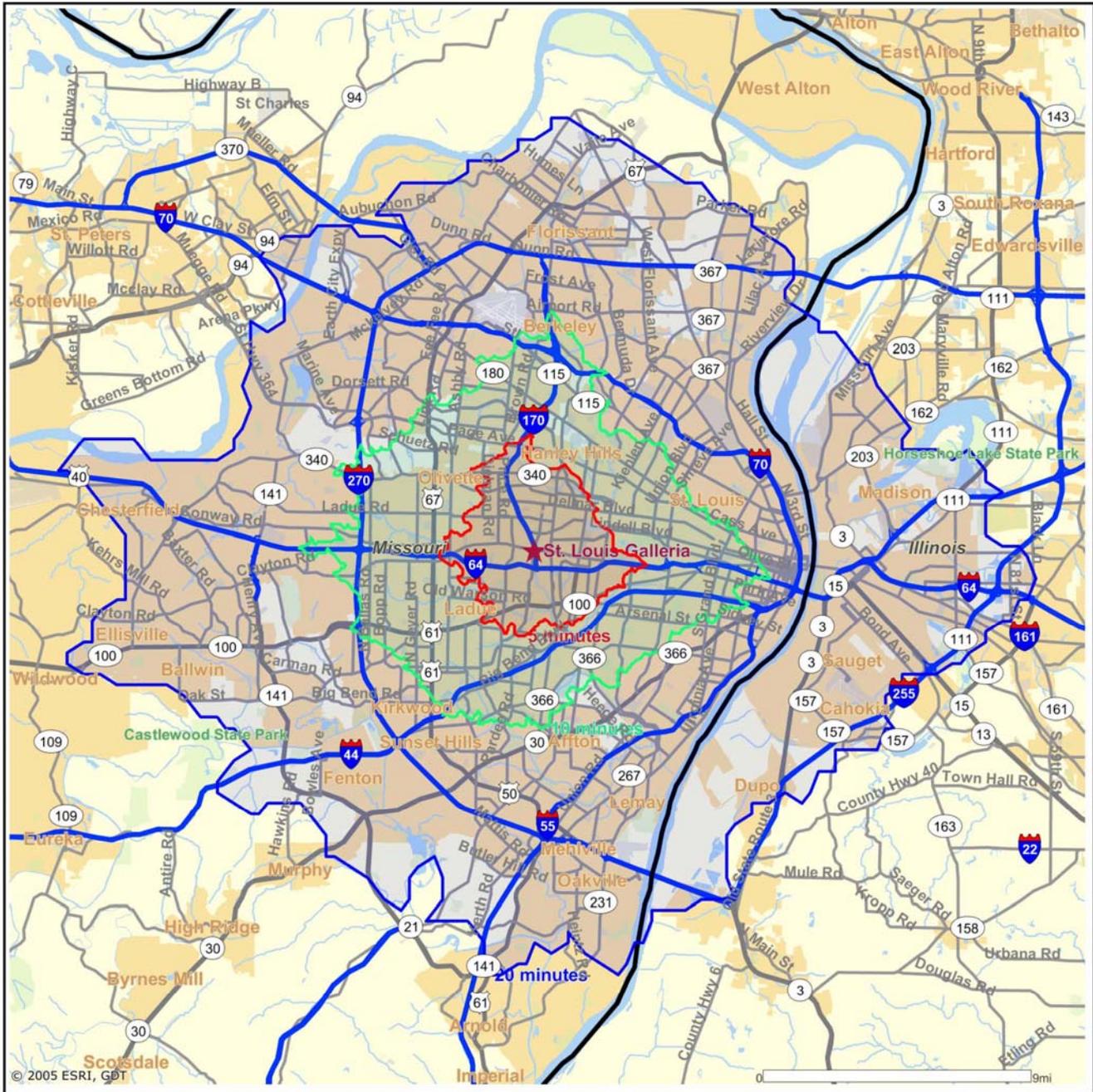
- 1) Trade Area Map**
- 2) Retail Marketplace Profile**
- 3) Demographic and Income Profile**
- 4) Market Profile**
- 5) Net Worth Profile**
- 6) Census Summary Profile 2000 (20 Minutes Only)**

St. Louis Galleria
 Clayton Rd AT S Brentwood Blvd
 Saint Louis, MO 63101

Site Map

Vandewalle & Associates
 April 14, 2005

Latitude: 38.6381
 Longitude: -90.3456



Business Information Solutions





St. Louis Galleria
 Clayton Rd AT S Brentwood Blvd
 Saint Louis, MO 63101

Site Type: Drive Time

Latitude: 38.6381
 Longitude: -90.3456
 Drive Time: 5 minutes

Summary Demographics

2004 Population	89,241
2004 Households	39,822
2004 Median Disposable Income	\$45,207
2004 Per Capita Income	\$43,191

Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$1,335,403,781	\$1,547,513,643	7.4	1,046
Total Retail Trade (NAICS 44-45)	\$1,131,112,750	\$1,314,685,944	7.5	769
Total Food & Drink (NAICS 722)	\$204,291,031	\$232,827,699	6.5	277

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	\$101,155,750	\$347,096,846	54.9	43
NAICS 4411: Automobile Dealers	\$84,343,701	\$297,161,841	55.8	19
NAICS 4412: Other Motor Vehicle Dealers	\$1,623,226	\$18,783,488	84.1	4
NAICS 4413: Auto Parts, Accessories, and Tire Stores	\$15,188,823	\$31,151,517	34.4	20
NAICS 442: Furniture & Home Furnishings Stores	\$36,294,249	\$41,422,354	6.6	44
NAICS 4421: Furniture Stores	\$13,688,774	\$26,735,164	32.3	16
NAICS 4422: Home Furnishings Stores	\$22,605,475	\$14,687,190	-21.2	28
NAICS 443/NAICS 4431: Electronics & Appliance Stores	\$32,847,625	\$50,777,572	21.4	71
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	\$32,483,370	\$65,929,259	34.0	43
NAICS 4441: Building Material and Supplies Dealers	\$30,343,551	\$57,287,173	30.7	34
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	\$2,139,819	\$8,642,086	60.3	9
NAICS 445: Food & Beverage Stores	\$212,044,540	\$253,572,856	8.9	74
NAICS 4451: Grocery Stores	\$200,367,836	\$241,208,318	9.2	38
NAICS 4452: Specialty Food Stores	\$5,447,829	\$6,369,700	7.8	29
NAICS 4453: Beer, Wine, and Liquor Stores	\$6,228,875	\$5,994,838	-1.9	7
NAICS 446/NAICS 4461: Health & Personal Care Stores	\$101,241,394	\$49,920,471	-34.0	52
NAICS 447/NAICS 4471: Gasoline Stations	\$136,306,147	\$132,254,026	-1.5	25
NAICS 448: Clothing and Clothing Accessories Stores	\$174,111,036	\$59,064,633	-49.3	157
NAICS 4481: Clothing Stores	\$135,171,932	\$44,664,368	-50.3	100
NAICS 4482: Shoe Stores	\$18,837,023	\$6,094,363	-51.1	22
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	\$20,102,081	\$8,305,902	-41.5	35
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	\$31,447,275	\$25,601,256	-10.2	65
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	\$20,177,124	\$13,398,833	-20.2	46
NAICS 4512: Books, Periodical, and Music Stores	\$11,270,151	\$12,202,423	4.0	19

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). ESRI BIS uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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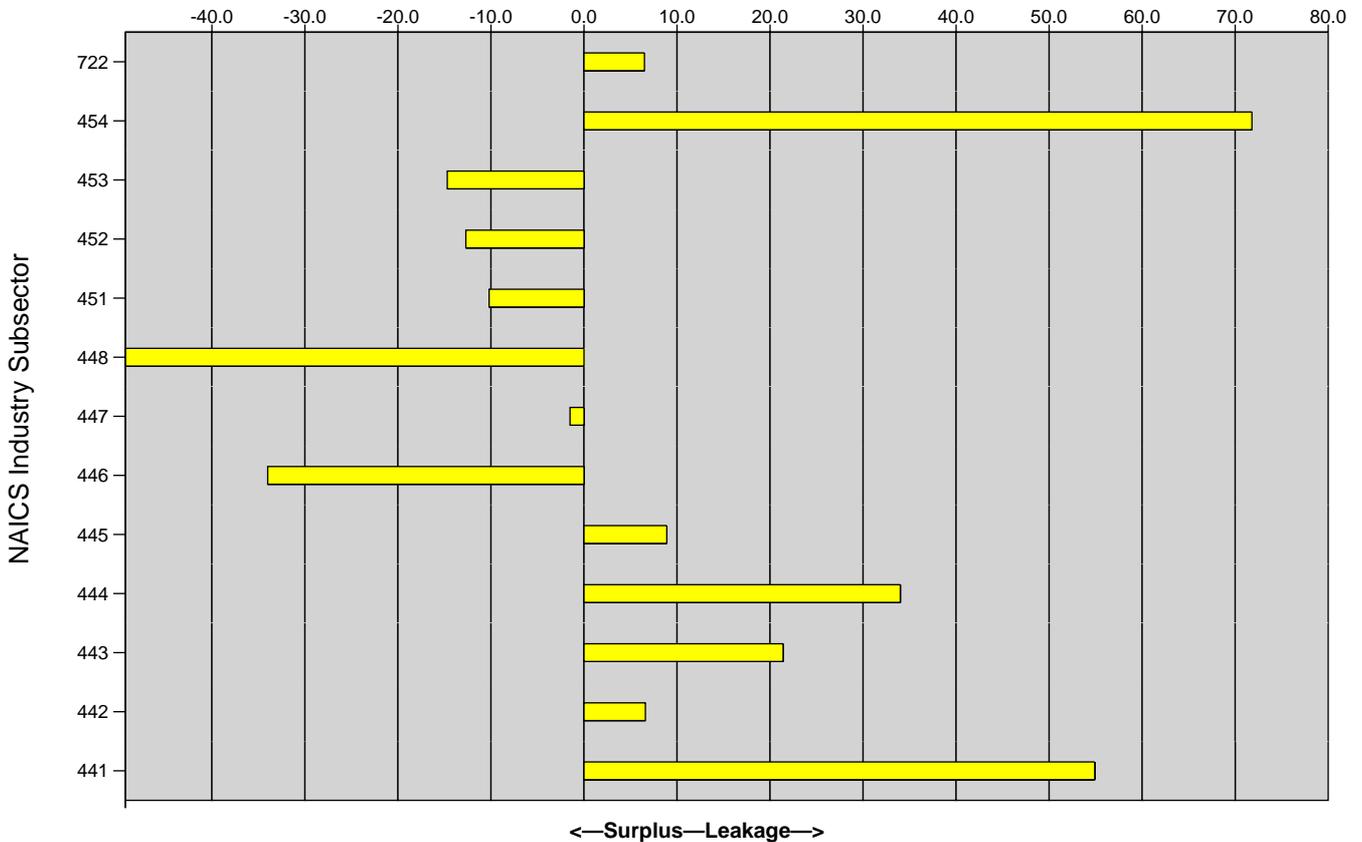
St. Louis Galleria
 Clayton Rd AT S Brentwood Blvd
 Saint Louis, MO 63101

Latitude: 38.6381
 Longitude: -90.3456
 Drive Time: 5 minutes

Site Type: Drive Time

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	\$218,516,960	\$169,306,262	-12.7	17
NAICS 4521: Department Stores (Excluding Leased Depts.)	\$93,075,524	\$76,551,466	-9.7	11
NAICS 4529: Other General Merchandise Stores	\$125,441,436	\$92,754,796	-15.0	6
NAICS 453: Miscellaneous Store Retailers	\$39,863,339	\$29,616,117	-14.7	166
NAICS 4531: Florists	\$3,309,650	\$1,796,799	-29.6	16
NAICS 4532: Office Supplies, Stationery, and Gift Stores	\$16,948,922	\$11,565,405	-18.9	48
NAICS 4533: Used Merchandise Stores	\$6,282,097	\$3,042,127	-34.7	49
NAICS 4539: Other Miscellaneous Store Retailers	\$13,322,670	\$13,211,786	-0.4	53
NAICS 454: Nonstore Retailers	\$14,801,065	\$90,124,292	71.8	12
NAICS 4541: Electronic Shopping and Mail-Order Houses	\$10,901,504	\$75,009,312	74.6	1
NAICS 4542: Vending Machine Operators	\$1,372,340	\$6,830,023	66.5	4
NAICS 4543: Direct Selling Establishments	\$2,527,221	\$8,284,957	53.3	7
NAICS 722: Food Services & Drinking Places	\$204,291,031	\$232,827,699	6.5	277
NAICS 7221: Full-Service Restaurants	\$104,975,215	\$126,038,043	9.1	12
NAICS 7222: Limited-Service Eating Places	\$61,866,026	\$60,542,483	-1.1	237
NAICS 7223: Special Food Services	\$33,251,244	\$40,724,368	10.1	17
NAICS 7224: Drinking Places (Alcoholic Beverages)	\$4,198,546	\$5,522,805	13.6	11

Leakage/Surplus Factor by Industry Subsector



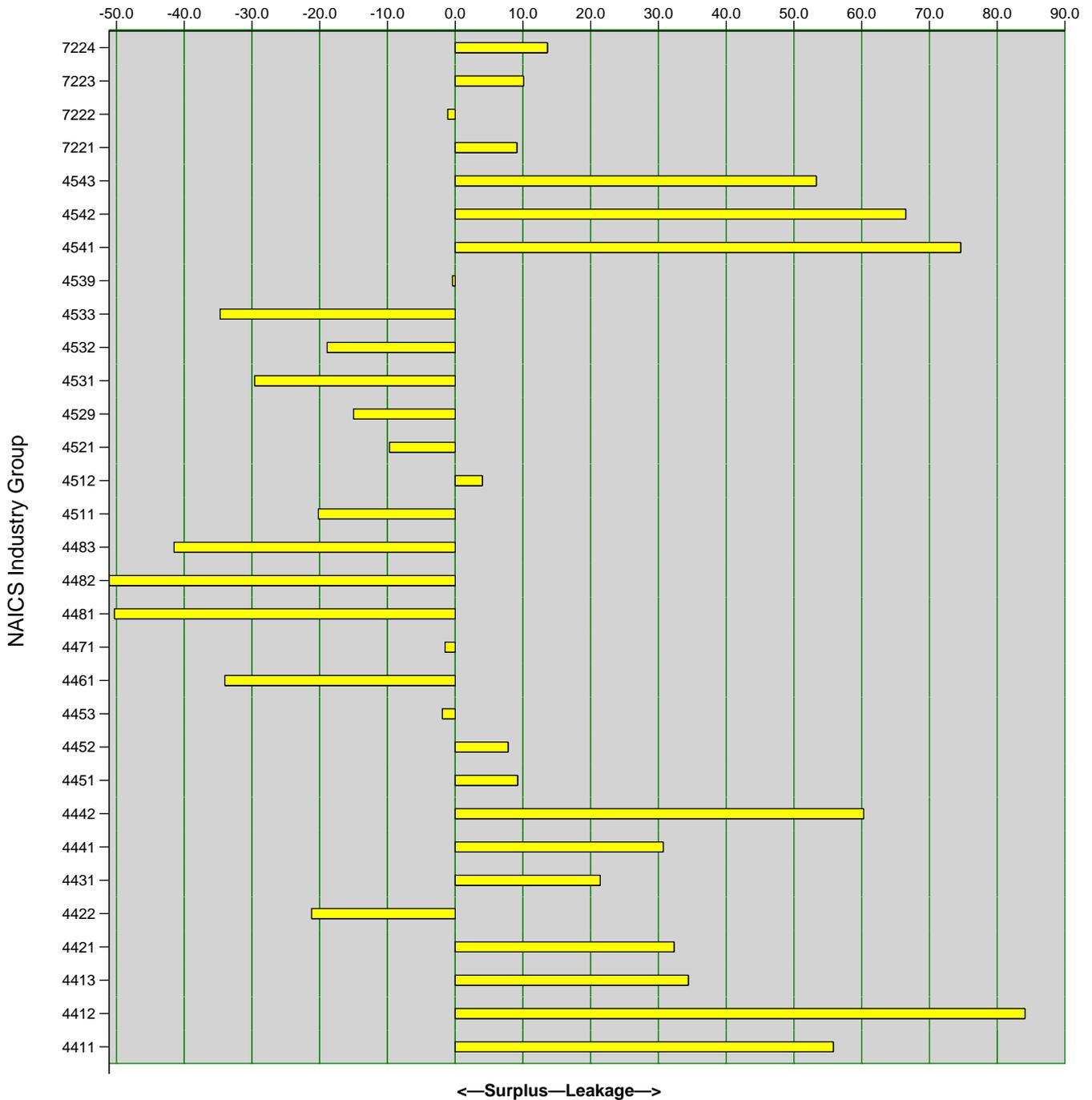
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St. Louis Galleria
Clayton Rd AT S Brentwood Blvd
Saint Louis, MO 63101

Site Type: Drive Time

Latitude: 38.6381
Longitude: -90.3456
Drive Time: 5 minutes

Leakage/Surplus Factor by Industry Group



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St. Louis Galleria
Clayton Rd AT S Brentwood Blvd
Saint Louis, MO 63101

Site Type: Drive Time

Latitude: 38.6381
Longitude: -90.3456
Drive Time: 10 minutes

Summary Demographics

2004 Population	394,133
2004 Households	172,129
2004 Median Disposable Income	\$37,102
2004 Per Capita Income	\$32,475

Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$5,128,087,320	\$5,191,385,145	0.6	3,612
Total Retail Trade (NAICS 44-45)	\$4,473,040,126	\$4,416,753,596	-0.6	2,614
Total Food & Drink (NAICS 722)	\$655,047,194	\$774,631,549	8.4	998

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	\$1,117,932,998	\$1,170,856,006	2.3	241
NAICS 4411: Automobile Dealers	\$1,019,359,149	\$999,617,968	-1.0	120
NAICS 4412: Other Motor Vehicle Dealers	\$15,275,542	\$62,235,029	60.6	20
NAICS 4413: Auto Parts, Accessories, and Tire Stores	\$83,298,307	\$109,003,009	13.4	101
NAICS 442: Furniture & Home Furnishings Stores	\$127,578,119	\$134,730,868	2.7	139
NAICS 4421: Furniture Stores	\$61,495,906	\$87,493,241	17.4	61
NAICS 4422: Home Furnishings Stores	\$66,082,213	\$47,237,627	-16.6	78
NAICS 443/NAICS 4431: Electronics & Appliance Stores	\$146,862,431	\$164,549,455	5.7	249
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	\$119,191,120	\$221,345,824	30.0	165
NAICS 4441: Building Material and Supplies Dealers	\$109,400,256	\$191,808,076	27.4	130
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	\$9,790,864	\$29,537,748	50.2	35
NAICS 445: Food & Beverage Stores	\$959,066,621	\$854,823,080	-5.7	298
NAICS 4451: Grocery Stores	\$893,276,950	\$805,871,936	-5.1	172
NAICS 4452: Specialty Food Stores	\$36,625,059	\$25,145,706	-18.6	82
NAICS 4453: Beer, Wine, and Liquor Stores	\$29,164,612	\$23,805,438	-10.1	44
NAICS 446/NAICS 4461: Health & Personal Care Stores	\$361,278,177	\$179,775,344	-33.5	190
NAICS 447/NAICS 4471: Gasoline Stations	\$394,639,671	\$453,048,351	6.9	91
NAICS 448: Clothing and Clothing Accessories Stores	\$356,628,190	\$211,402,273	-25.6	415
NAICS 4481: Clothing Stores	\$279,342,589	\$162,278,272	-26.5	275
NAICS 4482: Shoe Stores	\$35,510,495	\$21,550,865	-24.5	48
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	\$41,775,106	\$27,573,136	-20.5	92
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	\$91,300,757	\$87,889,317	-1.9	207
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	\$62,320,339	\$43,913,123	-17.3	152
NAICS 4512: Books, Periodical, and Music Stores	\$28,980,418	\$43,976,194	20.6	55

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). ESRI BIS uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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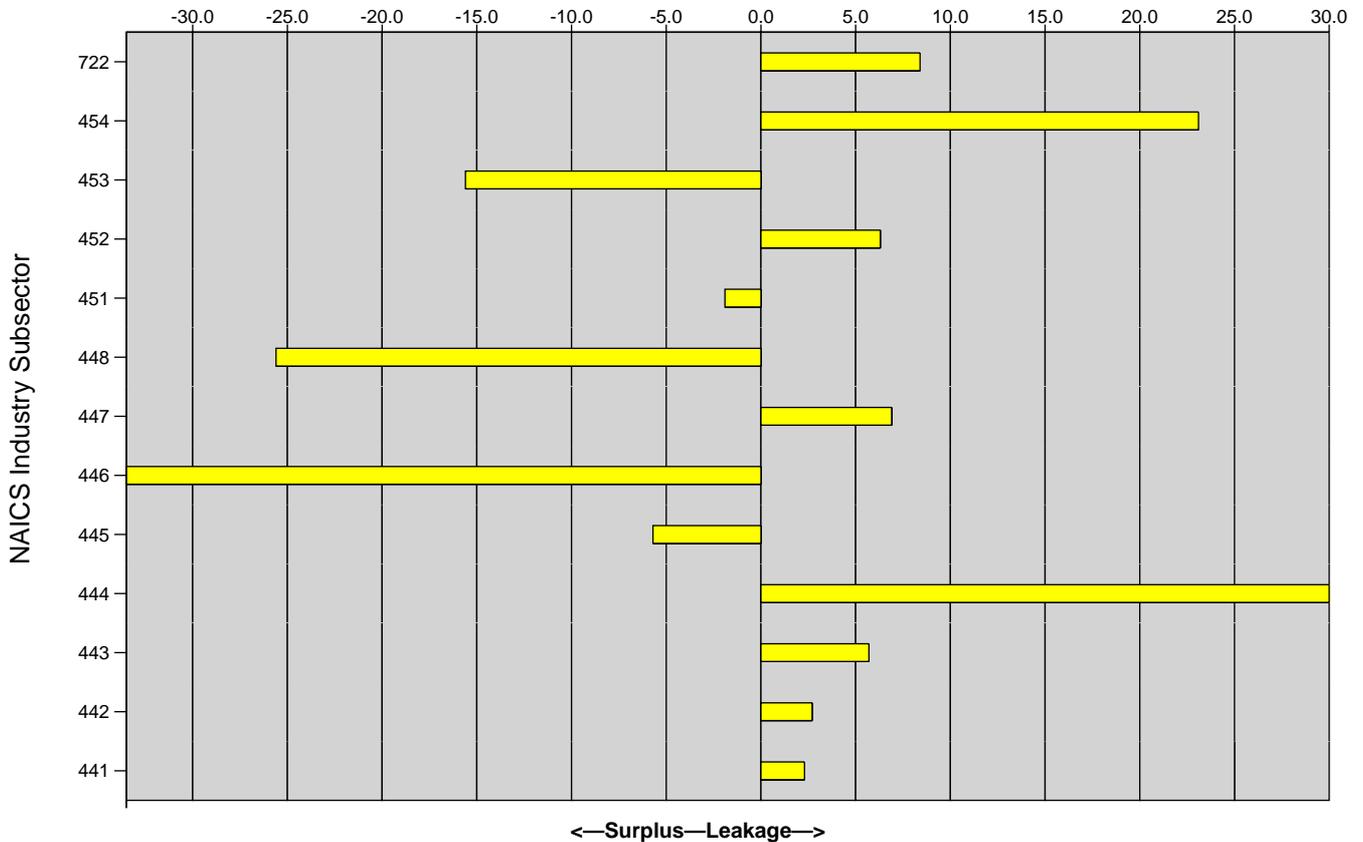
St. Louis Galleria
Clayton Rd AT S Brentwood Blvd
Saint Louis, MO 63101

Site Type: Drive Time

Latitude: 38.6381
Longitude: -90.3456
Drive Time: 10 minutes

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	\$451,814,992	\$512,558,660	6.3	51
NAICS 4521: Department Stores (Excluding Leased Depts.)	\$178,836,311	\$222,173,171	10.8	36
NAICS 4529: Other General Merchandise Stores	\$272,978,681	\$290,385,489	3.1	15
NAICS 453: Miscellaneous Store Retailers	\$148,572,855	\$108,479,871	-15.6	507
NAICS 4531: Florists	\$14,581,139	\$7,526,380	-31.9	66
NAICS 4532: Office Supplies, Stationery, and Gift Stores	\$43,705,833	\$40,463,411	-3.9	133
NAICS 4533: Used Merchandise Stores	\$16,498,973	\$14,665,953	-5.9	115
NAICS 4539: Other Miscellaneous Store Retailers	\$73,786,910	\$45,824,127	-23.4	193
NAICS 454: Nonstore Retailers	\$198,174,195	\$317,294,547	23.1	61
NAICS 4541: Electronic Shopping and Mail-Order Houses	\$160,022,237	\$243,889,449	20.8	5
NAICS 4542: Vending Machine Operators	\$24,436,259	\$43,422,757	28.0	26
NAICS 4543: Direct Selling Establishments	\$13,715,699	\$29,982,341	37.2	30
NAICS 722: Food Services & Drinking Places	\$655,047,194	\$774,631,549	8.4	998
NAICS 7221: Full-Service Restaurants	\$319,058,455	\$403,851,999	11.7	35
NAICS 7222: Limited-Service Eating Places	\$215,503,811	\$197,524,694	-4.4	802
NAICS 7223: Special Food Services	\$95,655,948	\$152,600,417	22.9	63
NAICS 7224: Drinking Places (Alcoholic Beverages)	\$24,828,980	\$20,654,439	-9.2	98

Leakage/Surplus Factor by Industry Subsector



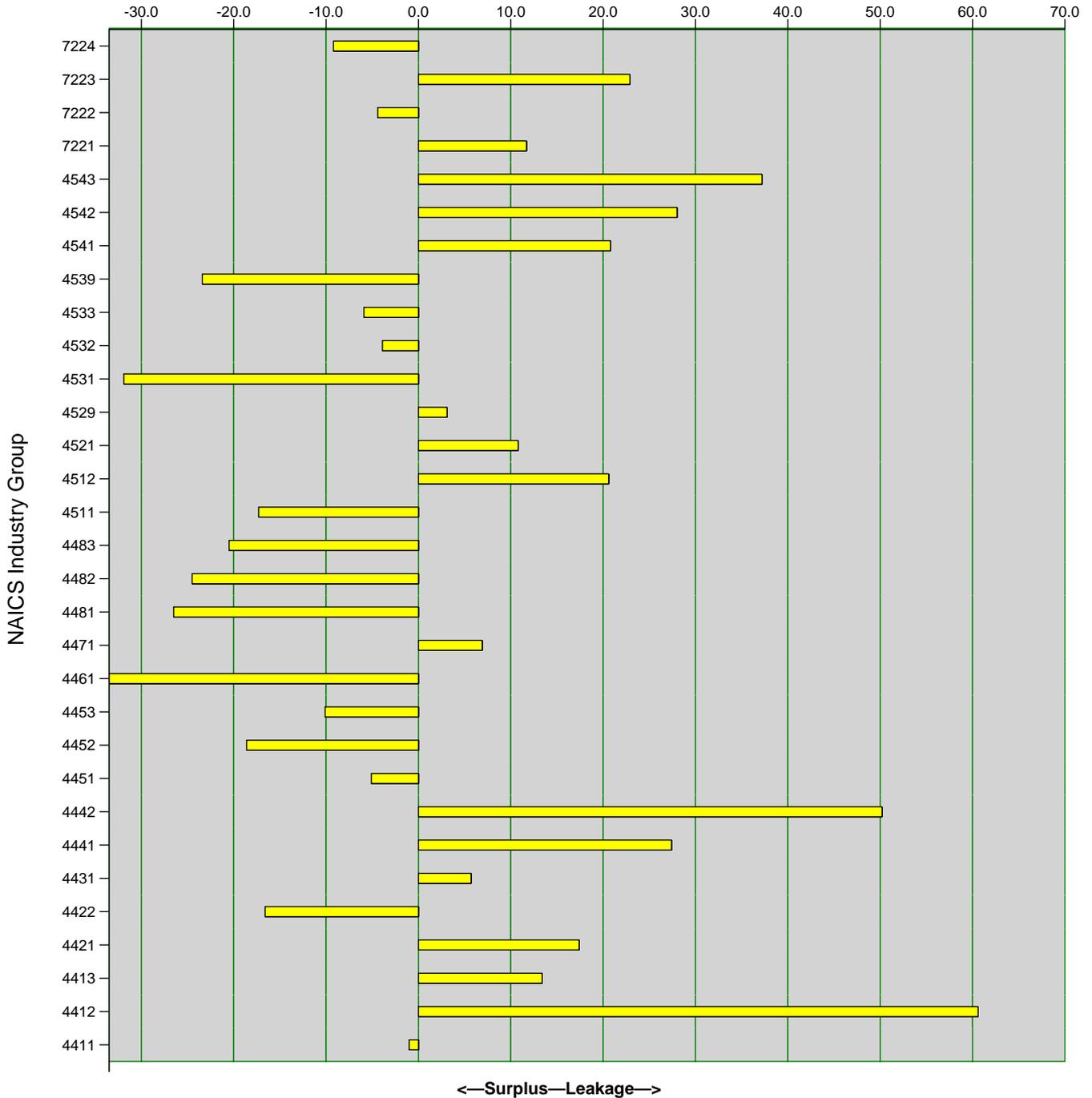
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St. Louis Galleria
Clayton Rd AT S Brentwood Blvd
Saint Louis, MO 63101

Site Type: Drive Time

Latitude: 38.6381
Longitude: -90.3456
Drive Time: 10 minutes

Leakage/Surplus Factor by Industry Group



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St. Louis Galleria
Clayton Rd AT S Brentwood Blvd
Saint Louis, MO 63101

Site Type: Drive Time

Latitude: 38.6381
Longitude: -90.3456
Drive Time: 20 minutes

Summary Demographics

2004 Population	1,350,158
2004 Households	552,233
2004 Median Disposable Income	\$37,641
2004 Per Capita Income	\$28,412

Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$17,305,926,636	\$15,723,584,416	-4.8	10,576
Total Retail Trade (NAICS 44-45)	\$15,035,078,854	\$13,392,065,230	-5.8	7,608
Total Food & Drink (NAICS 722)	\$2,270,847,782	\$2,331,519,186	1.3	2,968

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	\$3,730,532,952	\$3,572,041,083	-2.2	740
NAICS 4411: Automobile Dealers	\$3,398,897,490	\$3,059,112,476	-5.3	371
NAICS 4412: Other Motor Vehicle Dealers	\$80,047,399	\$191,743,890	41.1	70
NAICS 4413: Auto Parts, Accessories, and Tire Stores	\$251,588,063	\$321,184,717	12.2	299
NAICS 442: Furniture & Home Furnishings Stores	\$408,547,506	\$403,689,915	-0.6	421
NAICS 4421: Furniture Stores	\$207,290,718	\$261,422,281	11.5	198
NAICS 4422: Home Furnishings Stores	\$201,256,788	\$142,267,634	-17.2	223
NAICS 443/NAICS 4431: Electronics & Appliance Stores	\$520,294,926	\$491,911,580	-2.8	736
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	\$428,846,062	\$681,388,876	22.7	561
NAICS 4441: Building Material and Supplies Dealers	\$385,954,027	\$590,545,757	21.0	442
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	\$42,892,035	\$90,843,119	35.9	119
NAICS 445: Food & Beverage Stores	\$2,769,107,900	\$2,570,010,887	-3.7	967
NAICS 4451: Grocery Stores	\$2,591,540,552	\$2,429,958,658	-3.2	607
NAICS 4452: Specialty Food Stores	\$73,529,884	\$71,832,936	-1.2	215
NAICS 4453: Beer, Wine, and Liquor Stores	\$104,037,464	\$68,219,293	-20.8	145
NAICS 446/NAICS 4461: Health & Personal Care Stores	\$1,078,133,733	\$536,293,125	-33.6	572
NAICS 447/NAICS 4471: Gasoline Stations	\$1,202,640,741	\$1,372,218,655	6.6	276
NAICS 448: Clothing and Clothing Accessories Stores	\$917,730,837	\$613,993,929	-19.8	1,142
NAICS 4481: Clothing Stores	\$699,342,527	\$469,160,416	-19.7	746
NAICS 4482: Shoe Stores	\$111,919,776	\$62,593,820	-28.3	166
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	\$106,468,534	\$82,239,693	-12.8	230
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	\$278,248,008	\$259,806,494	-3.4	535
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	\$189,562,200	\$132,976,769	-17.5	395
NAICS 4512: Books, Periodical, and Music Stores	\$88,685,808	\$126,829,725	17.7	140

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). ESRI BIS uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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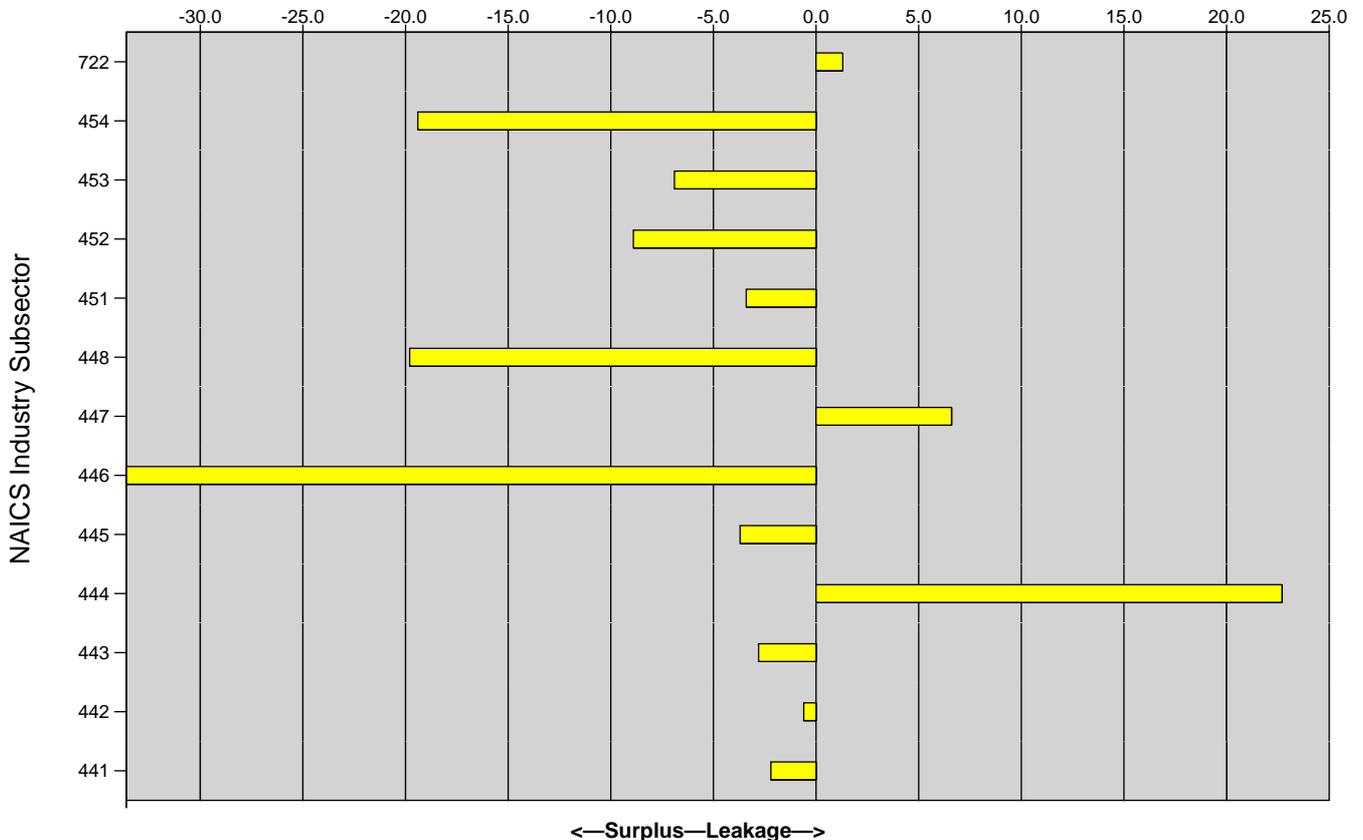
St. Louis Galleria
 Clayton Rd AT S Brentwood Blvd
 Saint Louis, MO 63101

Site Type: Drive Time

Latitude: 38.6381
 Longitude: -90.3456
 Drive Time: 20 minutes

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	\$1,971,719,084	\$1,650,922,102	-8.9	213
NAICS 4521: Department Stores (Excluding Leased Depts.)	\$850,561,325	\$743,463,079	-6.7	156
NAICS 4529: Other General Merchandise Stores	\$1,121,157,759	\$907,459,023	-10.5	57
NAICS 453: Miscellaneous Store Retailers	\$367,153,951	\$319,616,192	-6.9	1,269
NAICS 4531: Florists	\$28,345,246	\$21,464,744	-13.8	164
NAICS 4532: Office Supplies, Stationery, and Gift Stores	\$130,736,063	\$119,992,227	-4.3	364
NAICS 4533: Used Merchandise Stores	\$34,382,257	\$39,220,034	6.6	250
NAICS 4539: Other Miscellaneous Store Retailers	\$173,690,385	\$138,939,187	-11.1	491
NAICS 454: Nonstore Retailers	\$1,362,123,154	\$920,172,392	-19.4	176
NAICS 4541: Electronic Shopping and Mail-Order Houses	\$1,216,451,380	\$720,313,951	-25.6	19
NAICS 4542: Vending Machine Operators	\$97,008,677	\$109,006,168	5.8	82
NAICS 4543: Direct Selling Establishments	\$48,663,097	\$90,852,273	30.2	75
NAICS 722: Food Services & Drinking Places	\$2,270,847,782	\$2,331,519,186	1.3	2,968
NAICS 7221: Full-Service Restaurants	\$1,243,564,716	\$1,230,991,313	-0.5	119
NAICS 7222: Limited-Service Eating Places	\$630,421,303	\$606,340,946	-1.9	2,321
NAICS 7223: Special Food Services	\$287,820,303	\$428,212,335	19.6	155
NAICS 7224: Drinking Places (Alcoholic Beverages)	\$109,041,460	\$65,974,592	-24.6	373

Leakage/Surplus Factor by Industry Subsector



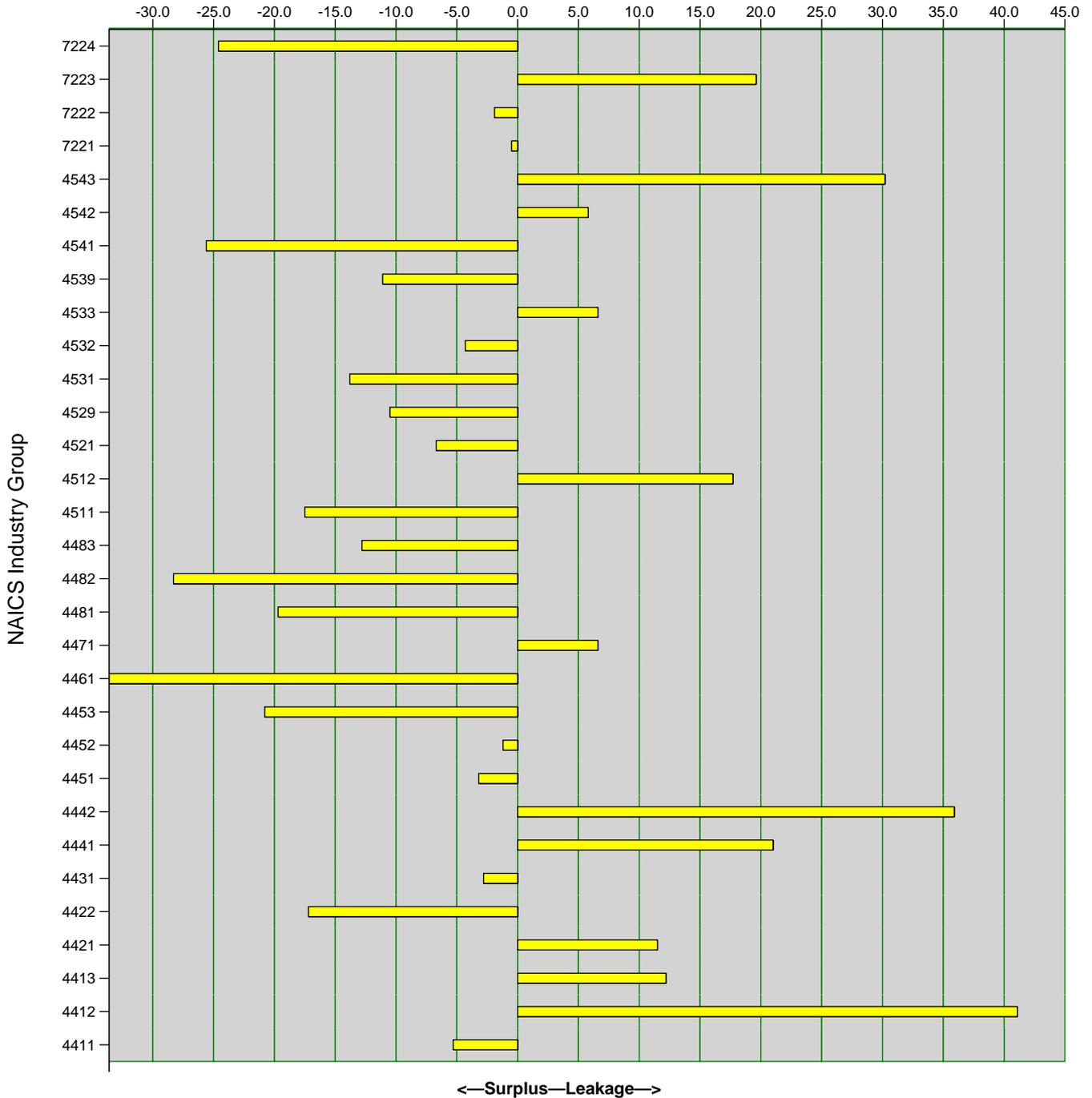
Source: ESRI Business Information Solutions. Business data provided by InfoUSA, Omaha NE Copyright 2004, all rights reserved.

St. Louis Galleria
Clayton Rd AT S Brentwood Blvd
Saint Louis, MO 63101

Site Type: Drive Time

Latitude: 38.6381
Longitude: -90.3456
Drive Time: 20 minutes

Leakage/Surplus Factor by Industry Group



Source: ESRI Business Information Solutions. Business data provided by InfoUSA, Omaha NE Copyright 2004, all rights reserved.



Demographic and Income Profile

Vandewalle & Associates

St. Louis Galleria
 Clayton Rd AT S Brentwood Blvd
 Saint Louis, MO 63101

Latitude: 38.6381
 Longitude: -90.3456
 Drive Time: 5 minutes

Site Type: Drive Time

Summary	2000	2004	2009
Population	90,599	89,241	88,749
Households	40,307	39,822	39,760
Families	21,158	20,220	19,822
Average Household Size	2.11	2.11	2.10
Owner Occupied HUs	25,202	24,211	24,450
Renter Occupied HUs	15,105	15,610	15,310
Median Age	35.9	36.7	37.7

Trends: 2004-2009 Annual Rate	Area	State	National
Population	-0.11%	0.82%	1.23%
Households	-0.03%	0.94%	1.35%
Families	-0.4%	0.75%	1.25%
Owner HHs	0.2%	1.11%	1.66%
Median Household Income	5.22%	3.64 %	3.34%

Households by Income	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	5,337	13.2%	4,261	10.7%	3,188	8.0%
\$15,000 - \$24,999	4,492	11.1%	3,613	9.1%	2,634	6.6%
\$25,000 - \$34,999	4,729	11.7%	3,709	9.3%	2,788	7.0%
\$35,000 - \$49,999	6,108	15.1%	5,957	15.0%	4,604	11.6%
\$50,000 - \$74,999	7,760	19.2%	7,238	18.2%	6,717	16.9%
\$75,000 - \$99,999	3,702	9.2%	4,516	11.3%	5,328	13.4%
\$100,000 - \$149,999	3,863	9.6%	4,904	12.3%	6,445	16.2%
\$150,000 - \$199,000	1,559	3.9%	1,970	4.9%	2,895	7.3%
\$200,000+	2,770	6.9%	3,653	9.2%	5,161	13.0%
Median Household Income	\$48,224		\$57,951		\$74,753	
Average Household Income	\$76,958		\$95,500		\$126,952	
Per Capita Income	\$34,626		\$43,191		\$57,489	

Population by Age	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,840	5.3%	4,671	5.2%	4,657	5.2%
5 - 14	10,046	11.1%	9,580	10.7%	8,792	9.9%
15 - 19	7,009	7.7%	7,352	8.2%	7,124	8.0%
20 - 24	7,113	7.9%	7,293	8.2%	8,178	9.2%
25 - 34	15,052	16.6%	13,525	15.2%	12,489	14.1%
35 - 44	14,036	15.5%	13,251	14.8%	12,362	13.9%
45 - 54	12,363	13.6%	12,635	14.2%	12,893	14.5%
55 - 64	7,500	8.3%	8,534	9.6%	9,894	11.1%
65 - 74	5,975	6.6%	5,614	6.3%	5,516	6.2%
75 - 84	4,639	5.1%	4,582	5.1%	4,365	4.9%
85+	2,025	2.2%	2,201	2.5%	2,480	2.8%

Race and Ethnicity	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
White Alone	68,870	76.0%	65,532	73.4%	62,333	70.2%
Black Alone	16,048	17.7%	17,296	19.4%	18,915	21.3%
American Indian Alone	180	0.2%	176	0.2%	176	0.2%
Asian Alone	2,961	3.3%	3,616	4.1%	4,595	5.2%
Pacific Islander Alone	33	0.0%	34	0.0%	36	0.0%
Some Other Race Alone	704	0.8%	715	0.8%	736	0.8%
Two or More Races	1,803	2.0%	1,871	2.1%	1,957	2.2%
Hispanic Origin (Any Race)	1,590	1.8%	1,677	1.9%	1,810	2.0%

Data Note: Income is expressed in current dollars.

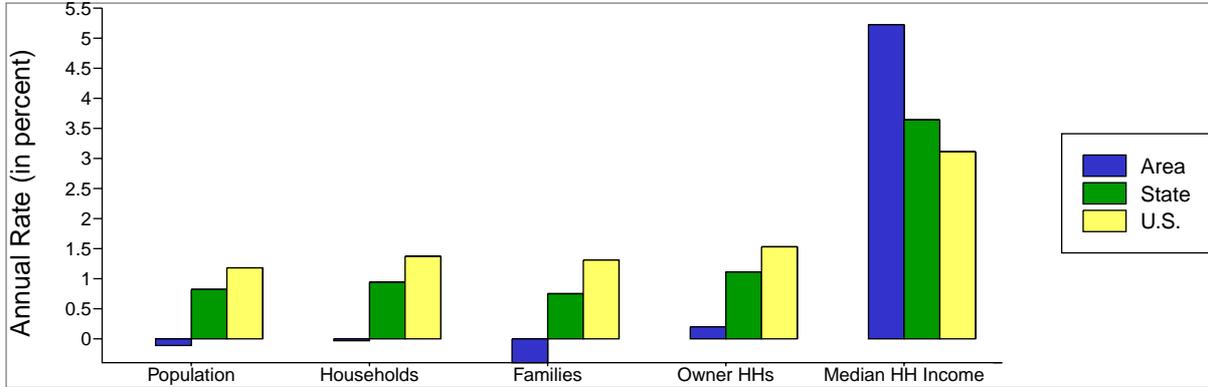
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

St. Louis Galleria
Clayton Rd AT S Brentwood Blvd
Saint Louis, MO 63101

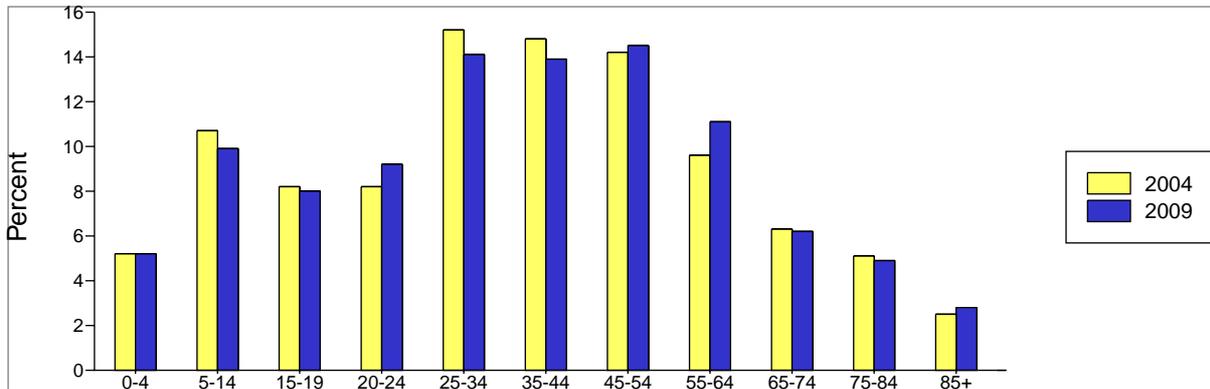
Site Type: Drive Time

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Longitude: -90.3456
Drive Time: 5 minutes

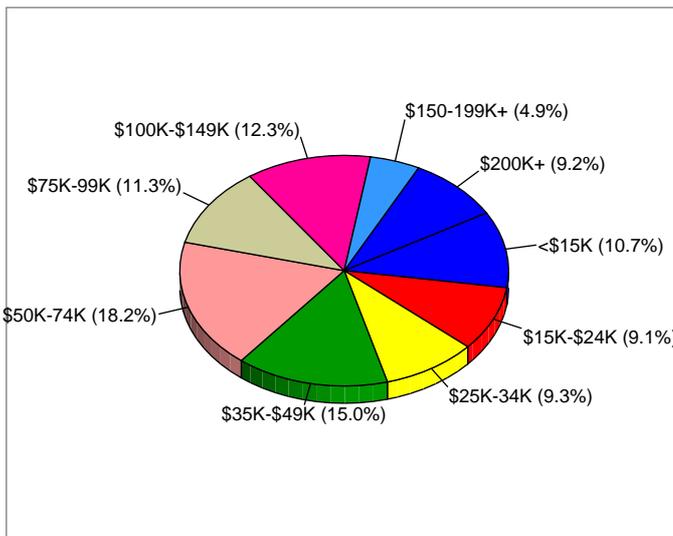
Trends 2004-2009



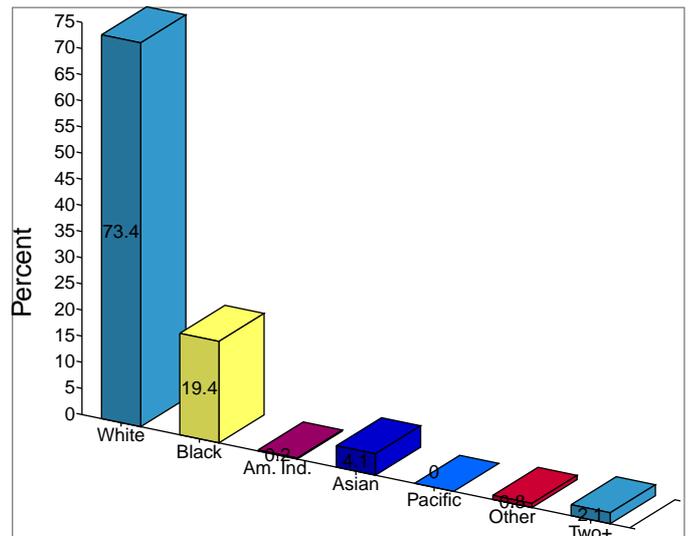
Population by Age



2004 Household Income



2004 Population by Race



2004 Percent Hispanic Origin: 1.9%



Demographic and Income Profile

Vandewalle & Associates

St. Louis Galleria
Clayton Rd AT S Brentwood Blvd
Saint Louis, MO 63101

Latitude: 38.6381
Longitude: -90.3456
Drive Time: 10 minutes

Site Type: Drive Time

Summary	2000	2004	2009
Population	403,800	394,133	386,473
Households	175,311	172,129	169,584
Families	96,249	91,577	88,829
Average Household Size	2.22	2.21	2.20
Owner Occupied HUs	104,960	101,016	100,424
Renter Occupied HUs	70,351	71,113	69,160
Median Age	36.6	37.4	38.6

Trends: 2004-2009 Annual Rate	Area	State	National
Population	-0.39%	0.82%	1.23%
Households	-0.3%	0.94%	1.35%
Families	-0.61%	0.75%	1.25%
Owner HHs	-0.12%	1.11%	1.66%
Median Household Income	4.87%	3.64 %	3.34%

Households by Income	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	31,711	18.1%	26,379	15.3%	20,934	12.3%
\$15,000 - \$24,999	23,761	13.6%	19,769	11.5%	15,175	8.9%
\$25,000 - \$34,999	22,725	13.0%	19,278	11.2%	15,024	8.9%
\$35,000 - \$49,999	27,090	15.5%	25,912	15.1%	22,047	13.0%
\$50,000 - \$74,999	30,611	17.5%	30,259	17.6%	28,767	17.0%
\$75,000 - \$99,999	15,352	8.8%	17,853	10.4%	20,848	12.3%
\$100,000 - \$149,999	12,638	7.2%	17,516	10.2%	24,045	14.2%
\$150,000 - \$199,000	4,621	2.6%	6,025	3.5%	9,358	5.5%
\$200,000+	6,744	3.8%	9,137	5.3%	13,385	7.9%
Median Household Income	\$39,768		\$46,703		\$59,242	
Average Household Income	\$60,015		\$73,289		\$96,155	
Per Capita Income	\$26,458		\$32,475		\$42,731	

Population by Age	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	23,839	5.9%	22,921	5.8%	22,334	5.8%
5 - 14	51,910	12.9%	48,274	12.2%	43,709	11.3%
15 - 19	27,620	6.8%	27,951	7.1%	27,839	7.2%
20 - 24	29,722	7.4%	31,032	7.9%	33,269	8.6%
25 - 34	59,385	14.7%	54,011	13.7%	48,933	12.7%
35 - 44	61,877	15.3%	56,581	14.4%	51,400	13.3%
45 - 54	53,596	13.3%	56,235	14.3%	57,126	14.8%
55 - 64	33,109	8.2%	37,051	9.4%	43,616	11.3%
65 - 74	29,404	7.3%	26,595	6.7%	25,528	6.6%
75 - 84	23,692	5.9%	22,996	5.8%	21,035	5.4%
85+	9,645	2.4%	10,486	2.7%	11,685	3.0%

Race and Ethnicity	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
White Alone	268,042	66.4%	253,179	64.2%	238,819	61.8%
Black Alone	116,068	28.7%	119,050	30.2%	122,518	31.7%
American Indian Alone	796	0.2%	777	0.2%	759	0.2%
Asian Alone	9,518	2.4%	11,623	2.9%	14,642	3.8%
Pacific Islander Alone	119	0.0%	130	0.0%	141	0.0%
Some Other Race Alone	2,502	0.6%	2,551	0.6%	2,642	0.7%
Two or More Races	6,756	1.7%	6,824	1.7%	6,950	1.8%
Hispanic Origin (Any Race)	6,778	1.7%	7,064	1.8%	7,494	1.9%

Data Note: Income is expressed in current dollars.

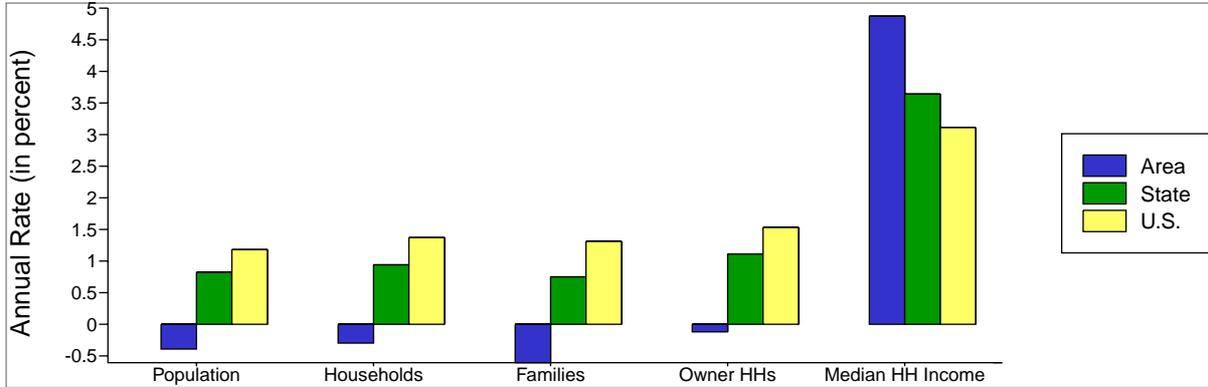
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

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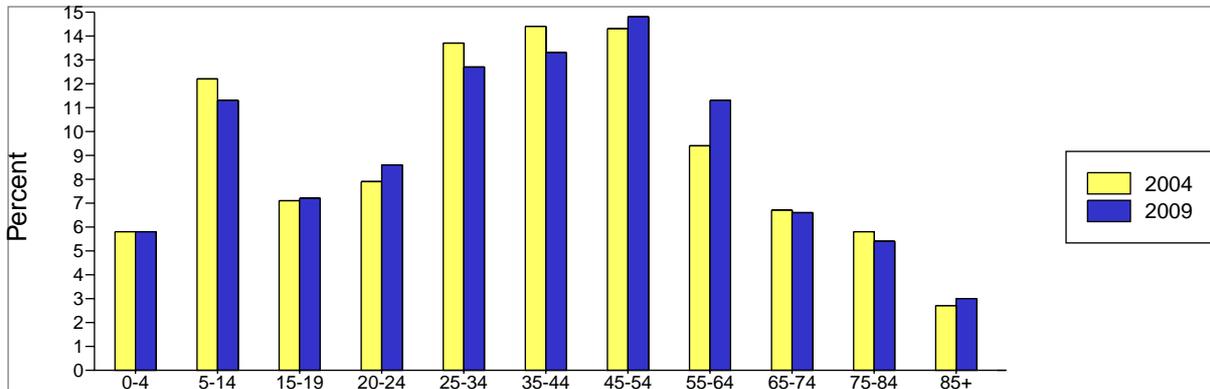
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Longitude: -90.3456
Drive Time: 10 minutes

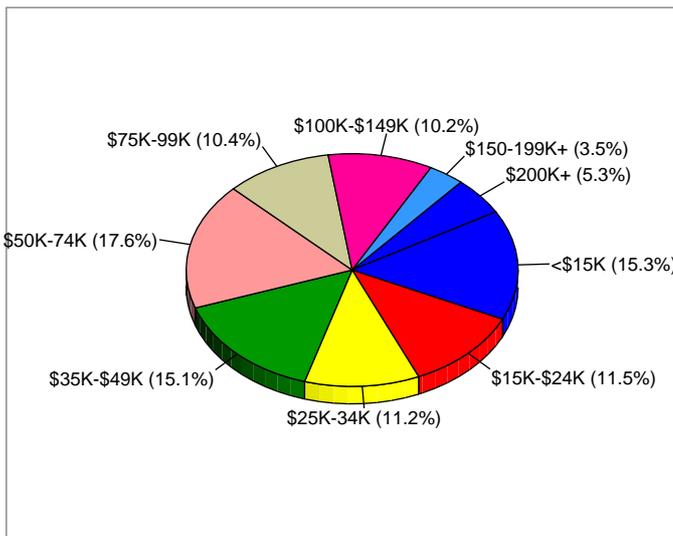
Trends 2004-2009



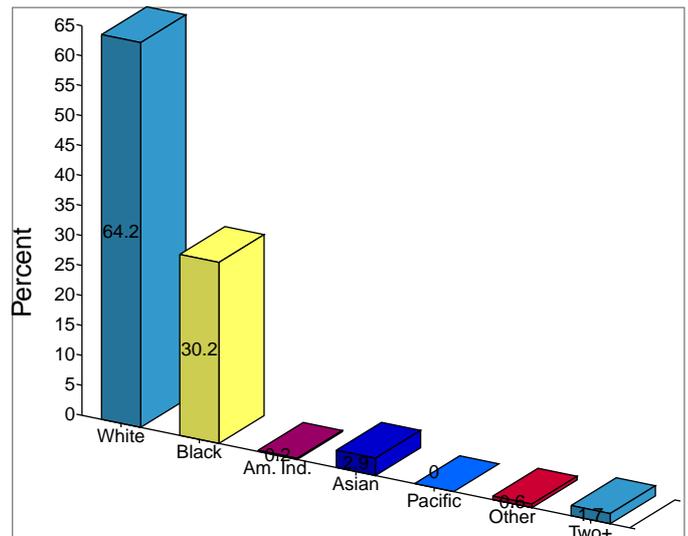
Population by Age



2004 Household Income



2004 Population by Race



2004 Percent Hispanic Origin: 1.8%



Demographic and Income Profile

Vandewalle & Associates

St. Louis Galleria
Clayton Rd AT S Brentwood Blvd
Saint Louis, MO 63101

Latitude: 38.6381
Longitude: -90.3456
Drive Time: 20 minutes

Site Type: Drive Time

Summary	2000	2004	2009
Population	1,370,273	1,350,158	1,336,238
Households	557,404	552,233	549,521
Families	346,758	335,126	329,300
Average Household Size	2.40	2.39	2.38
Owner Occupied HUs	362,820	354,339	355,637
Renter Occupied HUs	194,584	197,894	193,884
Median Age	36.3	37.1	38.3

Trends: 2004-2009 Annual Rate	Area	State	National
Population	-0.21%	0.82%	1.23%
Households	-0.1%	0.94%	1.35%
Families	-0.35%	0.75%	1.25%
Owner HHs	0.07%	1.11%	1.66%
Median Household Income	4.6%	3.64%	3.34%

Households by Income	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	92,510	16.6%	77,162	14.0%	62,089	11.3%
\$15,000 - \$24,999	73,937	13.3%	62,123	11.2%	48,572	8.8%
\$25,000 - \$34,999	74,479	13.4%	63,456	11.5%	49,266	9.0%
\$35,000 - \$49,999	90,508	16.2%	85,812	15.5%	73,722	13.4%
\$50,000 - \$74,999	103,943	18.6%	103,161	18.7%	98,699	18.0%
\$75,000 - \$99,999	53,397	9.6%	61,436	11.1%	71,434	13.0%
\$100,000 - \$149,999	41,340	7.4%	60,025	10.9%	82,967	15.1%
\$150,000 - \$199,000	12,362	2.2%	17,575	3.2%	29,399	5.4%
\$200,000+	15,027	2.7%	21,476	3.9%	33,366	6.1%
Median Household Income	\$40,761		\$47,620		\$59,624	
Average Household Income	\$56,729		\$68,843		\$88,796	
Per Capita Income	\$23,406		\$28,412		\$36,797	

Population by Age	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	88,288	6.4%	86,786	6.4%	85,553	6.4%
5 - 14	199,606	14.6%	184,358	13.7%	168,085	12.6%
15 - 19	96,022	7.0%	94,017	7.0%	94,947	7.1%
20 - 24	87,193	6.4%	95,148	7.0%	98,919	7.4%
25 - 34	187,198	13.7%	175,611	13.0%	166,090	12.4%
35 - 44	214,986	15.7%	195,972	14.5%	176,791	13.2%
45 - 54	182,967	13.4%	193,070	14.3%	200,041	15.0%
55 - 64	117,904	8.6%	131,256	9.7%	151,284	11.3%
65 - 74	99,392	7.3%	93,260	6.9%	91,667	6.9%
75 - 84	70,397	5.1%	71,647	5.3%	69,530	5.2%
85+	26,321	1.9%	29,033	2.2%	33,334	2.5%

Race and Ethnicity	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
White Alone	900,833	65.7%	864,934	64.1%	829,054	62.0%
Black Alone	409,736	29.9%	418,124	31.0%	429,462	32.1%
American Indian Alone	2,849	0.2%	2,831	0.2%	2,827	0.2%
Asian Alone	28,260	2.1%	34,708	2.6%	44,011	3.3%
Pacific Islander Alone	353	0.0%	394	0.0%	450	0.0%
Some Other Race Alone	8,590	0.6%	9,043	0.7%	9,657	0.7%
Two or More Races	19,654	1.4%	20,125	1.5%	20,778	1.6%
Hispanic Origin (Any Race)	23,720	1.7%	25,381	1.9%	27,618	2.1%

Data Note: Income is expressed in current dollars.

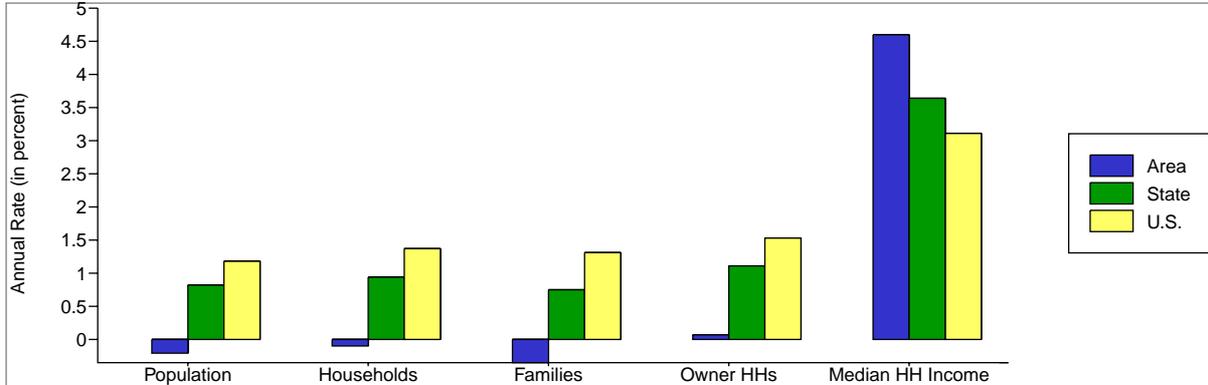
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

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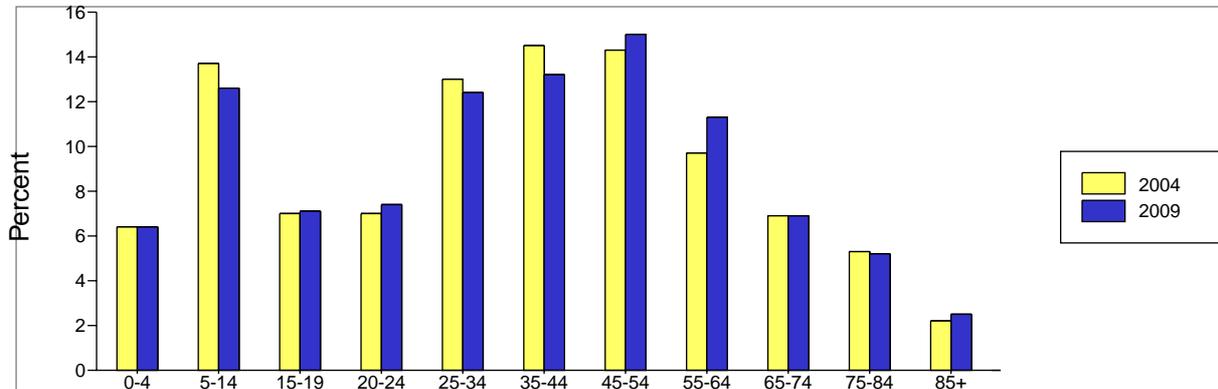
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Longitude: -90.3456
Drive Time: 20 minutes

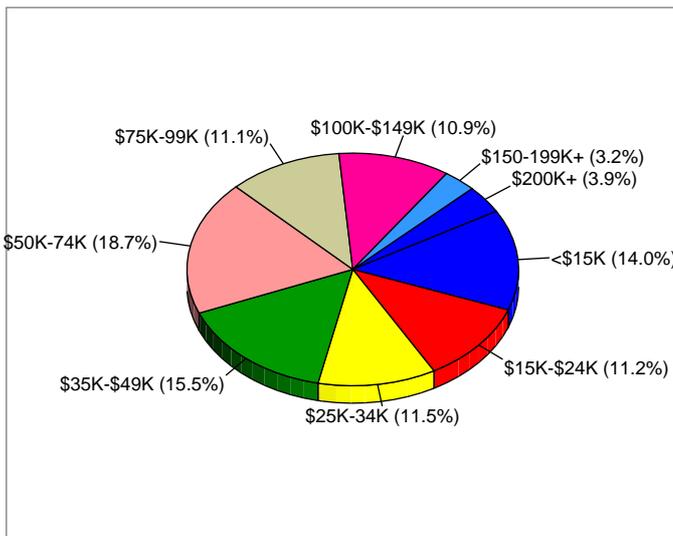
Trends 2004-2009



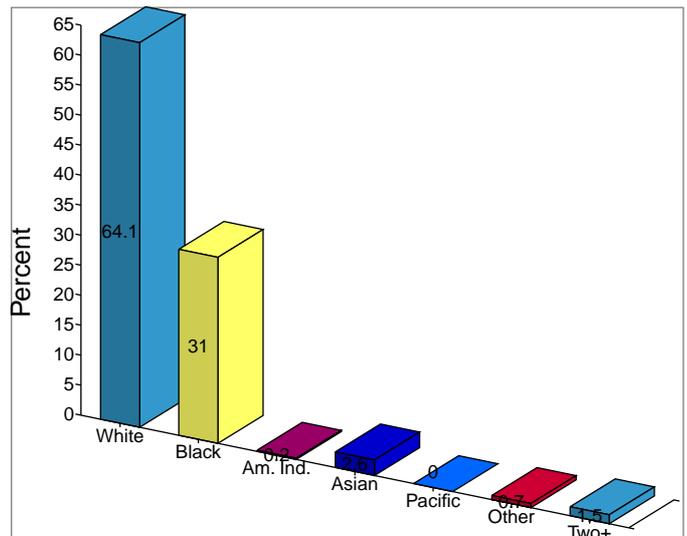
Population by Age



2004 Household Income



2004 Population by Race



2004 Percent Hispanic Origin: 1.9%



St. Louis Galleria

Latitude: 38.6381

Longitude: -90.3456

Clayton Rd AT S Brentwo

Saint Louis, MO 63101

Drive Time: 5 minutes

Clayton Rd AT S Brentwo

Saint Louis, MO 63101

Drive Time: 10 minutes

Clayton Rd AT S Brentwo

Saint Louis, MO 63101

Drive Time: 20 minutes



2000 Total Population	90,599	403,800	1,370,273
2000 Group Quarters	5,391	14,229	29,778
2004 Total Population	89,241	394,133	1,350,158
2009 Total Population	88,749	386,473	1,336,238
2004 - 2009 Annual Rate	-0.11%	-0.39%	-0.21%



2000 Households	40,307	175,311	557,404
2000 Average Household Size	2.11	2.22	2.4
2004 Households	39,822	172,129	552,233
2004 Average Household Size	2.11	2.21	2.39
2009 Households	39,760	169,584	549,521
2009 Average Household Size	2.1	2.2	2.38
2004 - 2009 Annual Rate	-0.03%	-0.3%	-0.1%
2000 Families	21,158	96,249	346,758
2000 Average Family Size	2.9	3	3.07
2004 Families	20,220	91,577	335,126
2004 Average Family Size	2.92	3.01	3.09
2009 Families	19,822	88,829	329,300
2009 Average Family Size	2.92	3.01	3.08
2004 - 2009 Annual Rate	-0.4%	-0.61%	-0.35%



2000 Housing Units	42,879	192,434	610,078
Owner Occupied Housing Units	58.8%	54.6%	59.5%
Renter Occupied Housing Units	35.2%	36.6%	31.9%
Vacant Housing Units	6.0%	8.9%	8.6%
2004 Housing Units	42,702	191,153	609,351
Owner Occupied Housing Units	56.7%	52.8%	58.2%
Renter Occupied Housing Units	36.6%	37.2%	32.5%
Vacant Housing Units	6.7%	10.0%	9.4%
2009 Housing Units	42,863	189,889	609,237
Owner Occupied Housing Units	57.0%	52.9%	58.4%
Renter Occupied Housing Units	35.7%	36.4%	31.8%
Vacant Housing Units	7.2%	10.7%	9.8%

Median Household Income

2000	\$48,224	\$39,768	\$40,761
2004	\$57,951	\$46,703	\$47,620
2009	\$74,753	\$59,242	\$59,624

Median Home Value

2000	\$138,168	\$103,011	\$92,491
2004	\$173,097	\$125,410	\$115,019
2009	\$216,768	\$156,201	\$141,391

Per Capita Income

2000	\$34,626	\$26,458	\$23,406
2004	\$43,191	\$32,475	\$28,412
2009	\$57,489	\$42,731	\$36,797

Median Age

2000	35.9	36.6	36.3
2004	36.7	37.4	37.1
2009	37.7	38.6	38.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



St. Louis Galleria

Latitude: 38.6381

Longitude: -90.3456

Clayton Rd AT S Brentwo

Saint Louis, MO 63101

Drive Time: 5 minutes

Clayton Rd AT S Brentwo

Saint Louis, MO 63101

Drive Time: 10 minutes

Clayton Rd AT S Brentwo

Saint Louis, MO 63101

Drive Time: 20 minutes



2000 Households by Income

Household Income Base	40,320	175,253	557,503
< \$15,000	13.2%	18.1%	16.6%
\$15,000 - \$24,999	11.1%	13.6%	13.3%
\$25,000 - \$34,999	11.7%	13.0%	13.4%
\$35,000 - \$49,999	15.1%	15.5%	16.2%
\$50,000 - \$74,999	19.2%	17.5%	18.6%
\$75,000 - \$99,999	9.2%	8.8%	9.6%
\$100,000 - \$149,999	9.6%	7.2%	7.4%
\$150,000 - \$199,999	3.9%	2.6%	2.2%
\$200,000+	6.9%	3.8%	2.7%
Average Household Income	\$76,958	\$60,015	\$56,729

2004 Households by Income

Household Income Base	39,821	172,128	552,226
< \$15,000	10.7%	15.3%	14.0%
\$15,000 - \$24,999	9.1%	11.5%	11.2%
\$25,000 - \$34,999	9.3%	11.2%	11.5%
\$35,000 - \$49,999	15.0%	15.1%	15.5%
\$50,000 - \$74,999	18.2%	17.6%	18.7%
\$75,000 - \$99,999	11.3%	10.4%	11.1%
\$100,000 - \$149,999	12.3%	10.2%	10.9%
\$150,000 - \$199,999	4.9%	3.5%	3.2%
\$200,000+	9.2%	5.3%	3.9%
Average Household Income	\$95,500	\$73,289	\$68,843

2009 Households by Income

Household Income Base	39,760	169,583	549,514
< \$15,000	8.0%	12.3%	11.3%
\$15,000 - \$24,999	6.6%	8.9%	8.8%
\$25,000 - \$34,999	7.0%	8.9%	9.0%
\$35,000 - \$49,999	11.6%	13.0%	13.4%
\$50,000 - \$74,999	16.9%	17.0%	18.0%
\$75,000 - \$99,999	13.4%	12.3%	13.0%
\$100,000 - \$149,999	16.2%	14.2%	15.1%
\$150,000 - \$199,999	7.3%	5.5%	5.4%
\$200,000+	13.0%	7.9%	6.1%
Average Household Income	\$126,952	\$96,155	\$88,796

2000 Owner Occupied HUs by Value

Total	25,207	104,986	362,747
<\$50,000	5.7%	12.8%	15.9%
\$50,000 - 99,999	30.6%	36.0%	39.1%
\$100,000 - 149,999	17.6%	18.2%	19.4%
\$150,000 - 199,999	10.8%	9.8%	10.6%
\$200,000 - \$299,999	13.5%	10.1%	8.2%
\$300,000 - 499,999	11.9%	7.9%	4.4%
\$500,000 - 999,999	8.0%	4.2%	2.0%
\$1,000,000+	1.9%	1.0%	0.4%
Average Home Value	\$224,468	\$167,153	\$132,250

2000 Specified Renter Occupied HUs by Contract Rent

Total	14,985	70,318	194,263
With Cash Rent	97.2%	97.0%	96.5%
No Cash Rent	2.8%	3.0%	3.5%
Median Rent	\$517	\$429	\$424
Average Rent	\$572	\$469	\$456

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

St. Louis Galleria
Latitude: 38.6381
Longitude: -90.3456

Clayton Rd AT S Brentwo
Saint Louis, MO 63101
Drive Time: 5 minutes

Clayton Rd AT S Brentwo
Saint Louis, MO 63101
Drive Time: 10 minutes

Clayton Rd AT S Brentwo
Saint Louis, MO 63101
Drive Time: 20 minutes



2000 Population by Age

	Clayton Rd AT S Brentwo	Clayton Rd AT S Brentwo	Clayton Rd AT S Brentwo
Total	90,598	403,799	1,370,274
0 - 4	5.3%	5.9%	6.4%
5 - 9	5.4%	6.4%	7.3%
10 - 14	5.7%	6.4%	7.3%
15 - 24	15.6%	14.2%	13.4%
25 - 34	16.6%	14.7%	13.7%
35 - 44	15.5%	15.3%	15.7%
45 - 54	13.6%	13.3%	13.4%
55 - 64	8.3%	8.2%	8.6%
65 - 74	6.6%	7.3%	7.3%
75 - 84	5.1%	5.9%	5.1%
85+	2.2%	2.4%	1.9%
18+	80.1%	77.5%	74.7%

2004 Population by Age

	Clayton Rd AT S Brentwo	Clayton Rd AT S Brentwo	Clayton Rd AT S Brentwo
Total	89,238	394,133	1,350,158
0 - 4	5.2%	5.8%	6.4%
5 - 9	5.1%	5.9%	6.5%
10 - 14	5.6%	6.4%	7.1%
15 - 24	16.4%	15.0%	14.0%
25 - 34	15.2%	13.7%	13.0%
35 - 44	14.8%	14.4%	14.5%
45 - 54	14.2%	14.3%	14.3%
55 - 64	9.6%	9.4%	9.7%
65 - 74	6.3%	6.7%	6.9%
75 - 84	5.1%	5.8%	5.3%
85+	2.5%	2.7%	2.2%
18+	80.5%	78.2%	75.8%

2009 Population by Age

	Clayton Rd AT S Brentwo	Clayton Rd AT S Brentwo	Clayton Rd AT S Brentwo
Total	88,750	386,474	1,336,241
0 - 4	5.2%	5.8%	6.4%
5 - 9	4.6%	5.3%	6.0%
10 - 14	5.3%	6.0%	6.6%
15 - 24	17.2%	15.8%	14.5%
25 - 34	14.1%	12.7%	12.4%
35 - 44	13.9%	13.3%	13.2%
45 - 54	14.5%	14.8%	15.0%
55 - 64	11.1%	11.3%	11.3%
65 - 74	6.2%	6.6%	6.9%
75 - 84	4.9%	5.4%	5.2%
85+	2.8%	3.0%	2.5%
18+	81.4%	79.1%	76.8%

2000 Population by Sex

	Clayton Rd AT S Brentwo	Clayton Rd AT S Brentwo	Clayton Rd AT S Brentwo
Males	47.5%	46.8%	47.1%
Females	52.5%	53.2%	52.9%

2004 Population by Sex

	Clayton Rd AT S Brentwo	Clayton Rd AT S Brentwo	Clayton Rd AT S Brentwo
Males	47.5%	46.9%	47.2%
Females	52.5%	53.1%	52.8%

2009 Population by Sex

	Clayton Rd AT S Brentwo	Clayton Rd AT S Brentwo	Clayton Rd AT S Brentwo
Males	47.7%	47.1%	47.3%
Females	52.3%	52.9%	52.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



St. Louis Galleria

Latitude: 38.6381

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Clayton Rd AT S Brentwo

Saint Louis, MO 63101

Drive Time: 5 minutes

Clayton Rd AT S Brentwo

Saint Louis, MO 63101

Drive Time: 10 minutes

Clayton Rd AT S Brentwo

Saint Louis, MO 63101

Drive Time: 20 minutes



2000 Population by Race/Ethnicity

Total	90,599	403,801	1,370,275
White Alone	76.0%	66.4%	65.7%
Black Alone	17.7%	28.7%	29.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	3.3%	2.4%	2.1%
Some Other Race Alone	0.8%	0.6%	0.6%
Two or More Races	2.0%	1.7%	1.4%
Hispanic Origin	1.8%	1.7%	1.7%
Diversity Index	41.1	49.3	49.6

2004 Population by Race/Ethnicity

Total	89,240	394,134	1,350,159
White Alone	73.4%	64.2%	64.1%
Black Alone	19.4%	30.2%	31.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	4.1%	3.0%	2.6%
Some Other Race Alone	0.8%	0.6%	0.7%
Two or More Races	2.1%	1.7%	1.5%
Hispanic Origin	1.9%	1.8%	1.9%
Diversity Index	44.3	51.3	51.2

2009 Population by Race/Ethnicity

Total	88,748	386,471	1,336,239
White Alone	70.2%	61.8%	62.0%
Black Alone	21.3%	31.7%	32.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	5.2%	3.8%	3.3%
Some Other Race Alone	0.8%	0.7%	0.7%
Two or More Races	2.2%	1.8%	1.6%
Hispanic Origin	2.0%	1.9%	2.1%
Diversity Index	48.0	53.5	53.0



2000 Population 3+ by School Enrollment

Total	87,487	389,619	1,318,198
Enrolled in Nursery/Preschool	2.0%	2.1%	2.2%
Enrolled in Kindergarten	1.1%	1.3%	1.4%
Enrolled in Grade 1-8	9.3%	11.0%	12.4%
Enrolled in Grade 9-12	4.7%	5.3%	5.9%
Enrolled in College	8.7%	6.8%	5.0%
Enrolled in Grad/Prof School	4.2%	2.8%	1.7%
Not Enrolled in School	70.0%	70.7%	71.3%

2000 Population 25+ by Educational Attainment

Total	61,941	270,649	899,820
Less than 9th Grade	3.1%	5.2%	5.9%
9th - 12th Grade, No Diploma	6.0%	10.4%	11.8%
High School Graduate	14.8%	20.9%	25.8%
Some College, No Degree	19.6%	20.7%	22.1%
Associate Degree	4.2%	4.8%	5.3%
Bachelor's Degree	28.1%	21.4%	18.0%
Master's/Prof/Doctorate Degree	24.2%	16.5%	11.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



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2000 Population 15+ by Sex and Marital Status

Total	75,642	327,775	1,082,001
Females	53.2%	54.1%	53.9%
Never Married	16.3%	17.0%	15.6%
Married, not Separated	24.0%	22.3%	23.6%
Married, Separated	0.9%	1.4%	1.5%
Widowed	5.9%	6.9%	6.7%
Divorced	6.1%	6.5%	6.5%
Males	46.8%	45.9%	46.1%
Never Married	15.9%	16.9%	15.7%
Married, not Separated	25.0%	22.2%	23.5%
Married, Separated	0.7%	1.0%	1.0%
Widowed	1.2%	1.5%	1.4%
Divorced	4.0%	4.3%	4.4%



2000 Population 16+ by Employment Status

Total	74,706	322,592	1,062,378
In Labor Force	68.2%	64.5%	64.5%
Civilian Employed	62.3%	59.7%	60.1%
Civilian Unemployed	5.8%	4.7%	4.3%
In Armed Forces	0.0%	0.1%	0.1%
Not in Labor Force	31.8%	35.5%	35.5%

2004 Civilian Population 16+ in Labor Force

Civilian Employed	95.2%	91.9%	90.8%
Civilian Unemployed	4.8%	8.1%	9.2%

2009 Civilian Population 16+ in Labor Force

Civilian Employed	95.7%	92.6%	91.4%
Civilian Unemployed	4.3%	7.4%	8.6%

2000 Females 16+ by Employment Status and Age of Children

Total	39,843	174,941	574,009
Own Children < 6 Only	6.6%	6.3%	6.7%
Employed/in Armed Forces	4.1%	4.0%	4.3%
Unemployed	0.2%	0.3%	0.4%
Not in Labor Force	2.3%	2.0%	2.0%
Own Children < 6 and 6-17 Only	3.8%	5.0%	5.8%
Employed/in Armed Forces	2.2%	2.9%	3.4%
Unemployed	0.1%	0.3%	0.4%
Not in Labor Force	1.5%	1.8%	2.0%
Own Children 6-17 Only	13.4%	14.2%	16.6%
Employed/in Armed Forces	9.8%	10.2%	12.0%
Unemployed	0.2%	0.6%	0.7%
Not in Labor Force	3.4%	3.5%	3.9%
No Own Children < 18	76.2%	74.5%	71.0%
Employed/in Armed Forces	41.2%	37.6%	35.4%
Unemployed	4.8%	3.1%	2.5%
Not in Labor Force	30.2%	33.8%	33.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004.



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Clayton Rd AT S Brentwo
 Saint Louis, MO 63101
 Drive Time: 20 minutes



2004 Employed Population 16+ by Industry

Industry	St. Louis Galleria	Clayton Rd AT S Brentwo	Clayton Rd AT S Brentwo
Total	46,272	188,628	621,770
Agriculture/Mining	0.1%	0.2%	0.3%
Construction	2.9%	3.7%	4.5%
Manufacturing	8.0%	9.1%	11.1%
Wholesale Trade	2.4%	2.7%	3.1%
Retail Trade	8.5%	9.4%	10.8%
Transportation/Utilities	3.8%	4.8%	6.1%
Information	4.1%	3.6%	3.5%
Finance/Insurance/Real Estate	10.6%	9.2%	9.5%
Services	56.1%	53.2%	47.1%
Public Administration	3.4%	4.1%	4.0%

2004 Employed Population 16+ by Occupation

Occupation	St. Louis Galleria	Clayton Rd AT S Brentwo	Clayton Rd AT S Brentwo
Total	46,270	188,624	621,771
White Collar	79.4%	71.2%	66.8%
Management/Business/Financial	17.9%	15.0%	14.0%
Professional	36.0%	28.8%	23.1%
Sales	12.4%	11.4%	12.0%
Administrative Support	13.1%	16.0%	17.7%
Services	11.2%	15.2%	15.7%
Blue Collar	9.4%	13.6%	17.5%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	1.8%	2.7%	3.5%
Installation/Maintenance/Repair	1.5%	1.9%	2.5%
Production	3.2%	4.8%	6.0%
Transportation/Material Moving	2.9%	4.1%	5.3%



2000 Workers 16+ by Means of Transportation to Work

Means of Transportation	St. Louis Galleria	Clayton Rd AT S Brentwo	Clayton Rd AT S Brentwo
Total	45,853	189,504	628,448
Drove Alone - Car, Truck, or Van	82.3%	78.6%	80.6%
Carpooled - Car, Truck, or Van	8.1%	9.3%	9.9%
Public Transportation	2.2%	4.9%	4.1%
Walked	2.9%	3.3%	2.0%
Other Means	0.8%	0.8%	0.7%
Worked at Home	3.7%	3.1%	2.8%

2000 Workers 16+ by Travel Time to Work

Travel Time	St. Louis Galleria	Clayton Rd AT S Brentwo	Clayton Rd AT S Brentwo
Total	45,854	189,502	628,447
Did Not Work at Home	96.3%	96.9%	97.2%
Less than 5 minutes	2.8%	2.6%	2.0%
5 to 9 minutes	12.3%	10.2%	8.3%
10 to 19 minutes	38.6%	35.3%	30.5%
20 to 24 minutes	19.7%	19.4%	18.0%
25 to 34 minutes	16.9%	19.8%	23.4%
35 to 44 minutes	2.3%	3.3%	5.8%
45 to 59 minutes	1.7%	3.2%	5.3%
60 to 89 minutes	0.9%	1.8%	2.2%
90 or more minutes	1.0%	1.4%	1.7%
Worked at Home	3.7%	3.1%	2.8%
Average Travel Time to Work (in min)	18.9	21.2	23.9

2000 Households by Vehicles Available

Vehicles Available	St. Louis Galleria	Clayton Rd AT S Brentwo	Clayton Rd AT S Brentwo
Total	40,217	175,384	557,383
None	8.3%	13.7%	12.3%
1	43.6%	42.7%	39.4%
2	37.6%	33.2%	35.5%
3	8.0%	7.9%	9.7%
4	1.9%	2.0%	2.3%
5+	0.6%	0.6%	0.7%
Average Number of Vehicles Available	1.5	1.4	1.5

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



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Drive Time: 20 minutes



2000 Households by Type

	St. Louis Galleria	Clayton Rd AT S Brentwo	Clayton Rd AT S Brentwo
Total	40,307	175,311	557,404
Family Households	52.5%	54.9%	62.2%
Married-couple Family	39.5%	37.3%	42.2%
With Related Children	17.3%	16.1%	19.1%
Other Family (No Spouse)	13.0%	17.6%	20.0%
With Related Children	7.5%	11.1%	13.2%
Nonfamily Households	47.5%	45.1%	37.8%
Householder Living Alone	39.5%	37.8%	32.0%
Householder Not Living Alone	8.0%	7.3%	5.8%
Households with Related Children	24.8%	27.2%	32.3%
Households with Persons 65+	23.1%	25.9%	25.1%

2000 Households by Size

	St. Louis Galleria	Clayton Rd AT S Brentwo	Clayton Rd AT S Brentwo
Total	40,307	175,311	557,404
1 Person Household	39.5%	37.8%	32.0%
2 Person Household	32.2%	31.2%	31.2%
3 Person Household	13.2%	13.7%	15.5%
4 Person Household	9.3%	10.1%	12.3%
5 Person Household	4.0%	4.6%	5.7%
6 Person Household	1.2%	1.6%	2.0%
7+ Person Household	0.6%	1.0%	1.2%

2000 Households by Year Householder Moved In

	St. Louis Galleria	Clayton Rd AT S Brentwo	Clayton Rd AT S Brentwo
Total	40,218	175,384	557,383
Moved in 1999 to March 2000	20.8%	20.1%	18.4%
Moved in 1995 to 1998	30.2%	28.0%	27.5%
Moved in 1990 to 1994	12.7%	13.8%	14.8%
Moved in 1980 to 1989	14.1%	15.1%	15.5%
Moved in 1970 to 1979	10.3%	9.8%	10.9%
Moved in 1969 or Earlier	11.9%	13.2%	12.8%
Median Year Householder Moved In	1995	1994	1994



2000 Housing Units by Units in Structure

	St. Louis Galleria	Clayton Rd AT S Brentwo	Clayton Rd AT S Brentwo
Total	42,824	192,462	609,874
1, Detached	58.6%	56.5%	62.1%
1, Attached	2.8%	2.7%	3.6%
2	7.0%	7.5%	6.8%
3 or 4	11.4%	10.2%	8.6%
5 to 9	6.3%	6.1%	6.0%
10 to 19	5.7%	4.9%	4.8%
20+	8.1%	11.8%	7.4%
Mobile Home	0.1%	0.2%	0.7%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	St. Louis Galleria	Clayton Rd AT S Brentwo	Clayton Rd AT S Brentwo
Total	42,832	192,523	610,031
1999 to March 2000	0.6%	0.4%	0.6%
1995 to 1998	1.9%	1.6%	2.3%
1990 to 1994	1.4%	1.6%	3.2%
1980 to 1989	3.1%	5.5%	9.2%
1970 to 1979	6.0%	7.1%	13.9%
1969 or Earlier	87.0%	83.8%	70.8%
Median Year Structure Built	1949	1951	1959

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

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Top 3 Tapestry Segments

1.	Metropolitans	Rustbelt Traditions	Rustbelt Traditions
2.	Old and Newcomers	Old and Newcomers	Modest Income Homes
3.	Laptops and Lattes	Great Expectations	Rustbelt Retirees

 **2004 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$154,895,332	\$518,164,081	\$1,556,094,701
Average Spent	\$3,889.69	\$3,010.32	\$2,817.82
Spending Potential Index	143	111	104
Computers & Accessories: Total \$	\$15,875,966	\$51,870,991	\$154,409,896
Average Spent	\$398.67	\$301.35	\$279.61
Spending Potential Index	147	111	103
Education: Total \$	\$63,873,917	\$212,644,601	\$620,483,899
Average Spent	\$1,603.99	\$1,235.38	\$1,123.59
Spending Potential Index	154	118	108
Entertainment/Recreation: Total \$	\$170,861,027	\$563,805,467	\$1,700,830,686
Average Spent	\$4,290.62	\$3,275.48	\$3,079.91
Spending Potential Index	140	107	101
Food at Home: Total \$	\$256,874,676	\$868,811,367	\$2,615,630,944
Average Spent	\$6,450.57	\$5,047.44	\$4,736.46
Spending Potential Index	138	108	101
Food Away from Home: Total \$	\$176,459,704	\$592,016,223	\$1,774,135,322
Average Spent	\$4,431.21	\$3,439.38	\$3,212.66
Spending Potential Index	142	111	103
Health Care: Total \$	\$179,475,106	\$618,311,055	\$1,890,965,856
Average Spent	\$4,506.93	\$3,592.14	\$3,424.22
Spending Potential Index	132	105	100
HH Furnishings & Equipment: Total \$	\$117,779,600	\$385,092,986	\$1,163,265,947
Average Spent	\$2,957.65	\$2,237.23	\$2,106.48
Spending Potential Index	142	107	101
Investments: Total \$	\$575,426,887	\$1,731,232,861	\$4,983,060,324
Average Spent	\$14,449.97	\$10,057.76	\$9,023.47
Spending Potential Index	176	123	110
Retail Goods: Total \$	\$1,339,300,923	\$4,499,848,381	\$13,614,980,992
Average Spent	\$33,632.19	\$26,142.30	\$24,654.41
Spending Potential Index	137	106	100
Shelter: Total \$	\$796,001,876	\$2,582,083,144	\$7,680,588,869
Average Spent	\$19,989.00	\$15,000.86	\$13,908.24
Spending Potential Index	148	111	103
TV/Video/Sound Equipment: Total \$	\$56,869,873	\$192,020,824	\$56,869,873
Average Spent	\$1,428.10	\$1,115.56	\$1,043.80
Spending Potential Index	141	110	103
Travel: Total \$	\$102,780,406	\$334,940,989	\$1,006,874,804
Average Spent	\$2,581.00	\$1,945.87	\$1,823.28
Spending Potential Index	145	109	103
Vehicle Maintenance & Repairs: Total \$	\$56,918,702	\$188,201,149	\$563,954,236
Average Spent	\$1,429.33	\$1,093.37	\$1,021.23
Spending Potential Index	140	107	100

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2000, 2001 and 2002 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI BIS forecasts for 2004 and 2009.



St. Louis Galleria
Clayton Rd AT S Brentwood Blvd
Saint Louis, MO 63101

Site Type: Drive Time

Latitude: 38.6381
Longitude: -90.3456
Drive Time: 5 minutes

	Census 2000	2004	2009	2004-2009 Change	2004-2009 Annual Rate
Population	90,599	89,241	88,749	-492	-0.11%
Median Age	35.9	36.7	37.7	1.0	0.54%
Households	40,307	39,822	39,760	-62	-0.03%
Average Household Size	2.11	2.11	2.10	-0.01	-0.09%

2004 Households by Net Worth

	Number	Percent
Total	39,822	100.0%
<\$15,000	8,416	21.1%
\$15,000 - \$34,999	3,125	7.8%
\$35,000 - \$49,999	1,507	3.8%
\$50,000 - \$74,999	2,364	5.9%
\$75,000 - \$99,999	2,141	5.4%
\$100,000 - \$149,999	3,373	8.5%
\$150,000 - \$249,999	4,292	10.8%
\$250,000 - \$499,999	5,834	14.7%
\$500,000+	8,770	22.0%
Median Net Worth	\$131,824	
Average Net Worth	\$600,135	

2004 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	2,433	7,709	7,795	7,785	5,461	3,724	4,912
<\$15,000	1,820	2,754	1,599	1,042	399	271	531
\$15,000 - \$34,999	201	1,028	938	547	150	127	133
\$35,000 - \$49,999	71	343	377	303	202	46	164
\$50,000 - \$99,999	125	1,084	927	914	450	368	637
\$100,000 - \$149,999	108	668	1,032	662	343	244	316
\$150,000 - \$249,999	23	742	973	908	797	414	434
\$250,000+	85	1,090	1,949	3,409	3,120	2,254	2,697
Median Net Worth	\$10,026	\$37,640	\$101,948	\$187,644	\$250,001	\$250,001	\$250,001
Average Net Worth	\$86,232	\$163,144	\$300,138	\$639,040	\$1,093,070	\$974,406	\$657,822

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



St. Louis Galleria
Clayton Rd AT S Brentwood Blvd
Saint Louis, MO 63101

Latitude: 38.6381
Longitude: -90.3456
Drive Time: 10 minutes

Site Type: Drive Time

	Census 2000	2004	2009	2004-2009 Change	2004-2009 Annual Rate
Population	403,800	394,133	386,473	-7,660	-0.39%
Median Age	36.6	37.4	38.6	1.2	0.63%
Households	175,311	172,129	169,584	-2,545	-0.3%
Average Household Size	2.22	2.21	2.20	-0.01	-0.09%

2004 Households by Net Worth

	Number	Percent
Total	172,130	100.0%
<\$15,000	40,515	23.5%
\$15,000 - \$34,999	15,020	8.7%
\$35,000 - \$49,999	7,494	4.4%
\$50,000 - \$74,999	11,222	6.5%
\$75,000 - \$99,999	10,368	6.0%
\$100,000 - \$149,999	15,026	8.7%
\$150,000 - \$249,999	16,782	9.7%
\$250,000 - \$499,999	24,555	14.3%
\$500,000+	31,148	18.1%
Median Net Worth	\$103,651	
Average Net Worth	\$509,458	

2004 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	11,003	29,779	32,889	34,123	23,460	17,574	23,297
<\$15,000	8,394	11,077	7,689	5,890	2,687	1,662	3,115
\$15,000 - \$34,999	926	4,701	3,975	2,809	1,101	718	790
\$35,000 - \$49,999	337	1,738	1,814	1,346	1,126	252	880
\$50,000 - \$99,999	540	4,731	4,344	3,925	2,375	2,240	3,433
\$100,000 - \$149,999	413	2,379	4,076	3,275	1,727	1,283	1,872
\$150,000 - \$249,999	104	2,220	3,812	4,063	2,673	1,678	2,232
\$250,000+	289	2,933	7,179	12,815	11,771	9,741	10,975
Median Net Worth	\$9,831	\$29,232	\$78,713	\$146,337	\$250,001	\$250,001	\$212,114
Average Net Worth	\$69,028	\$125,865	\$267,928	\$557,070	\$963,188	\$896,048	\$575,218

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



St. Louis Galleria
Clayton Rd AT S Brentwood Blvd
Saint Louis, MO 63101

Latitude: 38.6381
Longitude: -90.3456
Drive Time: 20 minutes

Site Type: Drive Time

	Census 2000	2004	2009	2004-2009 Change	2004-2009 Annual Rate
Population	1,370,273	1,350,158	1,336,238	-13,920	-0.21%
Median Age	36.3	37.1	38.3	1.2	0.64%
Households	557,404	552,233	549,521	-2,712	-0.1%
Average Household Size	2.40	2.39	2.38	-0.01	-0.08%

2004 Households by Net Worth

	Number	Percent
Total	552,227	100.0%
<\$15,000	129,403	23.4%
\$15,000 - \$34,999	47,236	8.6%
\$35,000 - \$49,999	24,250	4.4%
\$50,000 - \$74,999	36,417	6.6%
\$75,000 - \$99,999	33,079	6.0%
\$100,000 - \$149,999	48,598	8.8%
\$150,000 - \$249,999	57,104	10.3%
\$250,000 - \$499,999	82,840	15.0%
\$500,000+	93,300	16.9%
Median Net Worth	\$104,497	
Average Net Worth	\$486,246	

2004 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	28,539	90,125	110,453	114,216	81,075	60,800	67,018
<\$15,000	21,339	37,158	27,006	19,184	8,995	6,614	9,107
\$15,000 - \$34,999	2,096	13,689	12,586	9,570	4,195	2,750	2,350
\$35,000 - \$49,999	984	4,915	5,879	4,464	4,393	1,114	2,499
\$50,000 - \$99,999	1,589	13,260	13,822	12,754	9,218	9,569	9,286
\$100,000 - \$149,999	1,344	6,824	11,931	10,775	6,892	5,008	5,823
\$150,000 - \$249,999	317	6,485	12,282	14,296	10,805	5,852	7,067
\$250,000+	870	7,794	26,947	43,173	36,577	29,893	30,886
Median Net Worth	\$10,031	\$23,713	\$80,117	\$151,698	\$204,089	\$238,271	\$204,257
Average Net Worth	\$78,804	\$114,197	\$289,278	\$561,119	\$877,042	\$803,298	\$565,787

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



Census 2000 Summary Profile

Vandewalle & Associates

St. Louis Galleria
Clayton Rd AT S Brentwood Blvd
Saint Louis, MO 63101

Site Type: Drive Time

Latitude: 38.6381
 Longitude: -90.3456
 Drive Time: 20 minutes

Summary	1990	Census 2000	1990-2000 Annual Rate
Total Population	1,439,855	1,370,273	-0.49%
Total Households	564,783	557,404	-0.13%
Total Families	372,439	346,758	-0.71%
Total Housing Units	620,867	610,078	-0.18%
Average Household Size	2.50	2.40	-0.41%
Average Family Size	3.13	3.07	-0.19%
Median Household Income	\$30,652	\$40,761	2.89%
Average Household Income	\$39,730	\$56,729	3.63%
Per Capita Income	\$15,695	\$23,406	4.08%

	Number	Percent
Population by Race		
Total	1,370,275	100.0%
Population Reporting One Race	1,350,621	98.6%
White	900,833	65.7%
Black or African American	409,736	29.9%
American Indian or Alaska Native	2,849	0.2%
Asian	28,260	2.1%
Native Hawaiian or Other Pacific Islander	353	0.0%
Some Other Race	8,590	0.6%
Population Reporting Two or More Races	19,654	1.4%
Total Hispanic Population	23,720	1.7%
Population by Sex		
Male	645,724	47.1%
Female	724,549	52.9%
Population by Age		
Total	1,370,274	100.0%
Age 0 - 4	88,288	6.4%
Age 5 - 9	99,853	7.3%
Age 10 - 14	99,753	7.3%
Age 15 - 19	96,022	7.0%
Age 20 - 24	87,193	6.4%
Age 25 - 29	93,509	6.8%
Age 30 - 34	93,689	6.8%
Age 35 - 39	105,922	7.7%
Age 40 - 44	109,064	8.0%
Age 45 - 49	98,412	7.2%
Age 50 - 54	84,555	6.2%
Age 55 - 59	64,816	4.7%
Age 60 - 64	53,088	3.9%
Age 65 - 69	49,979	3.6%
Age 70 - 74	49,413	3.6%
Age 75 - 79	42,126	3.1%
Age 80 - 84	28,271	2.1%
Age 85+	26,321	1.9%
Median Age	36.3	
Age 18+	1,023,553	74.7%
Age 65+	196,110	14.3%

Data Note: Population Reporting Two of More Races includes unique counts of the population who reported at least two races. Hispanic population can be of any race. Detail may not sum to totals due to rounding. Census 2000 medians are computed from reported data distributions. The "1990-2000 Annual Rate" is an annual compound rate.

Source: U.S. Census Bureau, Census 2000 Summary File 1 and 3. ESRI BIS converted 1990 Census into 2000 geography.



St. Louis Galleria
 Clayton Rd AT S Brentwood Blvd
 Saint Louis, MO 63101

Site Type: Drive Time

Latitude: 38.6381
 Longitude: -90.3456
 Drive Time: 20 minutes

	Number	Percent
Population by Relationship and HH Type		
Total	1,370,273	100.0%
In Households	1,340,495	97.8%
In Family Households	1,090,262	79.6%
Householder	346,522	25.3%
Spouse	235,113	17.2%
Child	409,290	29.9%
Other Relatives	74,675	5.4%
Nonrelatives	24,662	1.8%
In Nonfamily Households	250,233	18.3%
In Group Quarters	29,778	2.2%
Institutionalized Population	16,491	1.2%
Noninstitutionalized Population	13,287	1.0%
Population by Place of Birth and Citizenship Status		
Total	1,370,143	100.0%
Native	1,308,593	95.5%
Born in United States	1,302,156	95.0%
Born outside United States	6,437	0.5%
Foreign Born	61,550	4.5%
Naturalized Citizen	25,257	1.8%
Not a Citizen	36,293	2.6%
Population 15+ by Sex and Marital Status		
Total	1,082,001	100.0%
Females	583,314	53.9%
Never Married	169,154	15.6%
Married, not Separated	255,559	23.6%
Married, Separated	16,190	1.5%
Widowed	71,982	6.7%
Divorced	70,429	6.5%
Males	498,687	46.1%
Never Married	169,923	15.7%
Married, not Separated	254,606	23.5%
Married, Separated	10,933	1.0%
Widowed	15,646	1.4%
Divorced	47,579	4.4%
Population 3+ by School Enrollment		
Total	1,318,198	100.0%
Enrolled in Nursery/Preschool: Public School	14,981	1.1%
Enrolled in Nursery/Preschool: Private School	14,615	1.1%
Enrolled in Kindergarten: Public School	14,035	1.1%
Enrolled in Kindergarten: Private School	4,917	0.4%
Enrolled in Grade 1-8: Public School	127,607	9.7%
Enrolled in Grade 1-8: Private School	36,254	2.8%
Enrolled in Grade 9-12: Public School	62,008	4.7%
Enrolled in Grade 9-12: Private School	16,415	1.2%
Enrolled in College: Public School	42,317	3.2%
Enrolled in College: Private School	23,460	1.8%
Enrolled in Grad/Professional School: Public	7,734	0.6%
Enrolled in Grad/Professional School: Private	14,186	1.1%
Not Enrolled in School	939,669	71.3%

Source: U.S. Census Bureau, Census 2000 Summary File 1 and 3.



St. Louis Galleria
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 Saint Louis, MO 63101

Site Type: Drive Time

Latitude: 38.6381
 Longitude: -90.3456
 Drive Time: 20 minutes

	Number	Percent
Population 25+ by Educational Attainment		
Total	899,820	100.0%
Less than 9th Grade	52,863	5.9%
9th - 12th Grade, No Diploma	105,956	11.8%
High School Graduate	231,742	25.8%
Some College, No Degree	198,837	22.1%
Associate Degree	47,888	5.3%
Bachelor's Degree	161,953	18.0%
Master's/Professional/Doctorate Degree	100,581	11.2%
Population 16+ by Sex and Employment Status		
Total	1,062,378	100.0%
Females in Labor Force	338,801	31.9%
Civilian Employed	316,032	29.7%
Civilian Unemployed	22,492	2.1%
In Armed Forces	277	0.0%
Females not in Labor Force	235,209	22.1%
Males in Labor Force	346,910	32.7%
Civilian Employed	322,622	30.4%
Civilian Unemployed	23,596	2.2%
In Armed Forces	692	0.1%
Males not in Labor Force	141,458	13.3%
Population 16+ by Sex and Work Status in 1999		
Total	1,062,378	100.0%
Females	574,010	54.0%
Worked Full-time	192,593	18.1%
Worked Part-time	177,583	16.7%
Did Not Work	203,834	19.2%
Males	488,368	46.0%
Worked Full-time	241,921	22.8%
Worked Part-time	127,052	12.0%
Did Not Work	119,395	11.2%
Females 16+ by Employment Status and Age of Children		
Total	574,009	100.0%
Own Children <6 Only	38,465	6.7%
Employed/in Armed Forces	24,644	4.3%
Unemployed	2,178	0.4%
Not in Labor Force	11,643	2.0%
Own Children 6-17 Only	95,271	16.6%
Employed/in Armed Forces	69,019	12.0%
Unemployed	3,947	0.7%
Not in Labor Force	22,305	3.9%
Own Children <6 and 6-17	33,013	5.8%
Employed/in Armed Forces	19,494	3.4%
Unemployed	2,237	0.4%
Not in Labor Force	11,282	2.0%
No Own Children <18	407,260	71.0%
Employed/in Armed Forces	203,153	35.4%
Unemployed	14,129	2.5%
Not in Labor Force	189,978	33.1%

Source: U.S. Census Bureau, Census 2000 Summary File 3.



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Site Type: Drive Time

Latitude: 38.6381
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	Number	Percent
Civilian Employed Population 16+ by Occupation		
Total	638,654	100.0%
Management/Professional	238,644	37.4%
Service	98,391	15.4%
Sales/Office and Admin Support	182,924	28.6%
Farming/Fishing/Forestry	744	0.1%
Construction/Extraction/Maintenance	41,497	6.5%
Production/Transportation/Material Moving	76,454	12.0%
Civilian Employed Population 16+ by Industry		
Total	638,654	100.0%
Agriculture/Forestry/Fishing/Hunting/Mining	1,674	0.3%
Construction	29,941	4.7%
Manufacturing	79,955	12.5%
Wholesale Trade	24,020	3.8%
Retail Trade	69,576	10.9%
Transportation/Warehousing/Utilities	35,833	5.6%
Information	22,623	3.5%
Finance/Insurance/Real Estate/Rental/Leasing	53,010	8.3%
Professional/Scientific/Mgmt/Admin/Waste Mgmt Services	68,310	10.7%
Educational/Health/Social Services	140,814	22.0%
Arts/Entertainment/Recreation/Accommodation/Food Services	54,847	8.6%
Other Services	32,768	5.1%
Public Administration	25,283	4.0%
Workers 16+ by Place of Work		
Total	628,448	100.0%
Worked in State of Residence	602,994	95.9%
Worked in County of Residence	423,280	67.4%
Worked outside County of Residence	179,714	28.6%
Worked outside State of Residence	25,454	4.1%
Workers 16+ by Means of Transportation to Work		
Total	628,448	100.0%
Drove Alone - Car, Truck, or Van	506,441	80.6%
Carpooled - Car, Truck, or Van	62,273	9.9%
Public Transportation	25,571	4.1%
Walked	12,537	2.0%
Other Means	4,267	0.7%
Worked at Home	17,359	2.8%
Workers 16+ by Travel Time to Work		
Total	628,447	100.0%
Did not Work at Home	611,088	97.2%
Less than 5 minutes	12,615	2.0%
5 to 9 minutes	52,011	8.3%
10 to 19 minutes	191,583	30.5%
20 to 24 minutes	113,312	18.0%
25 to 34 minutes	146,896	23.4%
35 to 44 minutes	36,560	5.8%
45 to 59 minutes	33,189	5.3%
60 to 89 minutes	14,036	2.2%
90 or more minutes	10,886	1.7%
Worked at Home	17,359	2.8%
Average Travel Time to Work (in minutes)	23.9	

Source: U.S. Census Bureau, Census 2000 Summary File 3.



St. Louis Galleria
Clayton Rd AT S Brentwood Blvd
Saint Louis, MO 63101

Site Type: Drive Time

Latitude: 38.6381
 Longitude: -90.3456
 Drive Time: 20 minutes

	Number	Percent
Households by Type		
Total	557,403	100.0%
Family Households	346,758	62.2%
Married-couple Families	235,270	42.2%
With Related Children	106,259	19.1%
Other Family (No Spouse Present)	111,488	20.0%
With Related Children	73,528	13.2%
Nonfamily Households	210,645	37.8%
Householder Living Alone	178,339	32.0%
Householder Not Living Alone	32,306	5.8%
Households with Related Children	179,787	32.3%
Households by Age of Householder		
Total	557,404	100.0%
Householder Age 15 - 24	28,616	5.1%
Householder Age 25 - 34	96,244	17.3%
Householder Age 35 - 44	121,181	21.7%
Householder Age 45 - 54	108,647	19.5%
Householder Age 55 - 64	73,131	13.1%
Householder Age 65 - 74	65,261	11.7%
Householder Age 75 - 84	48,556	8.7%
Householder Age 85+	15,768	2.8%
Households by Size		
Total	557,403	100.0%
1 Person Household	178,339	32.0%
2 Person Household	173,982	31.2%
3 Person Household	86,603	15.5%
4 Person Household	68,592	12.3%
5 Person Household	31,554	5.7%
6 Person Household	11,385	2.0%
7+ Person Household	6,948	1.2%
Households by Poverty Status in 1999 and HH Type		
Total	557,503	100.0%
Below Poverty Level	67,305	12.1%
Married-couple Family	8,144	1.5%
Other Family - Male Householder, No Wife Present	3,144	0.6%
Other Family - Female Householder, No Husband Present	23,538	4.2%
Nonfamily Households	32,479	5.8%
At or Above Poverty Level	490,198	87.9%
Married-couple Family	230,240	41.3%
Other Family - Male Householder, No Wife Present	18,400	3.3%
Other Family - Female Householder, No Husband Present	65,660	11.8%
Nonfamily Households	175,898	31.6%

Source: U.S. Census Bureau, Census 2000 Summary File 1 and 3.



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Site Type: Drive Time

Latitude: 38.6381
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Drive Time: 20 minutes

	Number	Percent
Households by Household Income in 1999		
Household Income Base	557,503	100.0%
< \$15,000	92,510	16.6%
\$15,000 - \$24,999	73,937	13.3%
\$25,000 - \$34,999	74,479	13.4%
\$35,000 - \$49,999	90,508	16.2%
\$50,000 - \$74,999	103,943	18.6%
\$75,000 - \$99,999	53,397	9.6%
\$100,000 - \$149,999	41,340	7.4%
\$150,000 - \$199,999	12,362	2.2%
\$200,000 +	15,027	2.7%
Median Household Income	\$40,761	-
Average Household Income	\$56,729	-
Families by Family Income in 1999		
Family Income Base	349,125	100.0%
< \$15,000	37,408	10.7%
\$15,000 - \$24,999	35,204	10.1%
\$25,000 - \$34,999	41,028	11.8%
\$35,000 - \$49,999	55,651	15.9%
\$50,000 - \$74,999	76,624	21.9%
\$75,000 - \$99,999	43,972	12.6%
\$100,000 - \$149,999	35,438	10.2%
\$150,000 - \$199,999	10,843	3.1%
\$200,000+	12,957	3.7%
Median Family Income	\$51,323	-
Average Family Income	\$68,292	-
Owner Occupied HUs by Value		
Total	362,747	100.0%
< \$50,000	57,797	15.9%
\$50,000 - \$99,999	141,834	39.1%
\$100,000 - \$149,999	70,455	19.4%
\$150,000 - \$199,999	38,441	10.6%
\$200,000 - \$299,999	29,681	8.2%
\$300,000 - \$499,999	15,898	4.4%
\$500,000 - \$999,999	7,190	2.0%
\$1,000,000+	1,451	0.4%
Median Home Value	\$92,491	-
Average Home Value	\$132,250	-
Specified Renter Occupied HUs by Contract Rent		
Total	194,263	100.0%
With Cash Rent	187,531	96.5%
< \$200	16,695	8.6%
\$200 - \$499	106,273	54.7%
\$500 - \$749	48,418	24.9%
\$750 - \$999	10,652	5.5%
\$1,000 - \$1,499	3,450	1.8%
\$1,500 - \$1,999	1,205	0.6%
\$2000+	838	0.4%
No Cash Rent	6,732	3.5%
Median Rent	\$424	-
Average Rent	\$456	-

Data Note: Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent. Census 2000 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2000 Summary File 3.



St. Louis Galleria
Clayton Rd AT S Brentwood Blvd
Saint Louis, MO 63101

Site Type: Drive Time

Latitude: 38.6381
Longitude: -90.3456
Drive Time: 20 minutes

	Number	Percent
Housing Units by Occupancy		
Total	609,919	100.0%
Occupied Housing Units	557,404	91.4%
Owner Occupied Housing Units	362,820	59.5%
Average Household Size	2.56	-
Renter Occupied Housing Units	194,584	31.9%
Average Household Size	2.11	-
Vacant Housing Units	52,515	8.6%
For Rent	19,216	3.2%
For Sale Only	6,774	1.1%
Rented or Sold, not Occupied	6,110	1.0%
For Seasonal/Recreational/Occasional Use	2,032	0.3%
For Migrant Workers	67	0.0%
Other Vacant	18,316	3.0%
Housing Units by Units in Structure		
Total	609,874	100.0%
1 Detached	378,934	62.1%
1 Attached	21,907	3.6%
2	41,498	6.8%
3 or 4	52,185	8.6%
5 to 9	36,438	6.0%
10 to 19	29,307	4.8%
20+	45,050	7.4%
Mobile Home	4,457	0.7%
Other	98	0.0%
Housing Units by Year Structure Built		
Total	610,031	100.0%
1999 to March 2000	3,595	0.6%
1995 to 1998	13,832	2.3%
1990 to 1994	19,448	3.2%
1980 to 1989	56,009	9.2%
1970 to 1979	84,990	13.9%
1969 or Earlier	432,157	70.8%
Median Year Structure Built	1959	-
Households by Year Householder Moved In		
Total	557,383	100.0%
Moved in 1999 to March 2000	102,523	18.4%
Moved in 1995 to 1998	153,552	27.5%
Moved in 1990 to 1994	82,379	14.8%
Moved in 1980 to 1989	86,403	15.5%
Moved in 1970 to 1979	60,955	10.9%
Moved in 1969 or Earlier	71,571	12.8%
Median Year Householder Moved In	1994	-
Households by Vehicles Available		
Total	557,383	100.0%
None	68,753	12.3%
1	219,700	39.4%
2	197,871	35.5%
3	53,879	9.7%
4	13,052	2.3%
5+	4,128	0.7%
Average Number of Vehicles Available	1.5	-

Source: U.S. Census Bureau, Census 2000 Summary File 1 and 3.

Appendix C

Troy, Michigan

The Somerset Collection

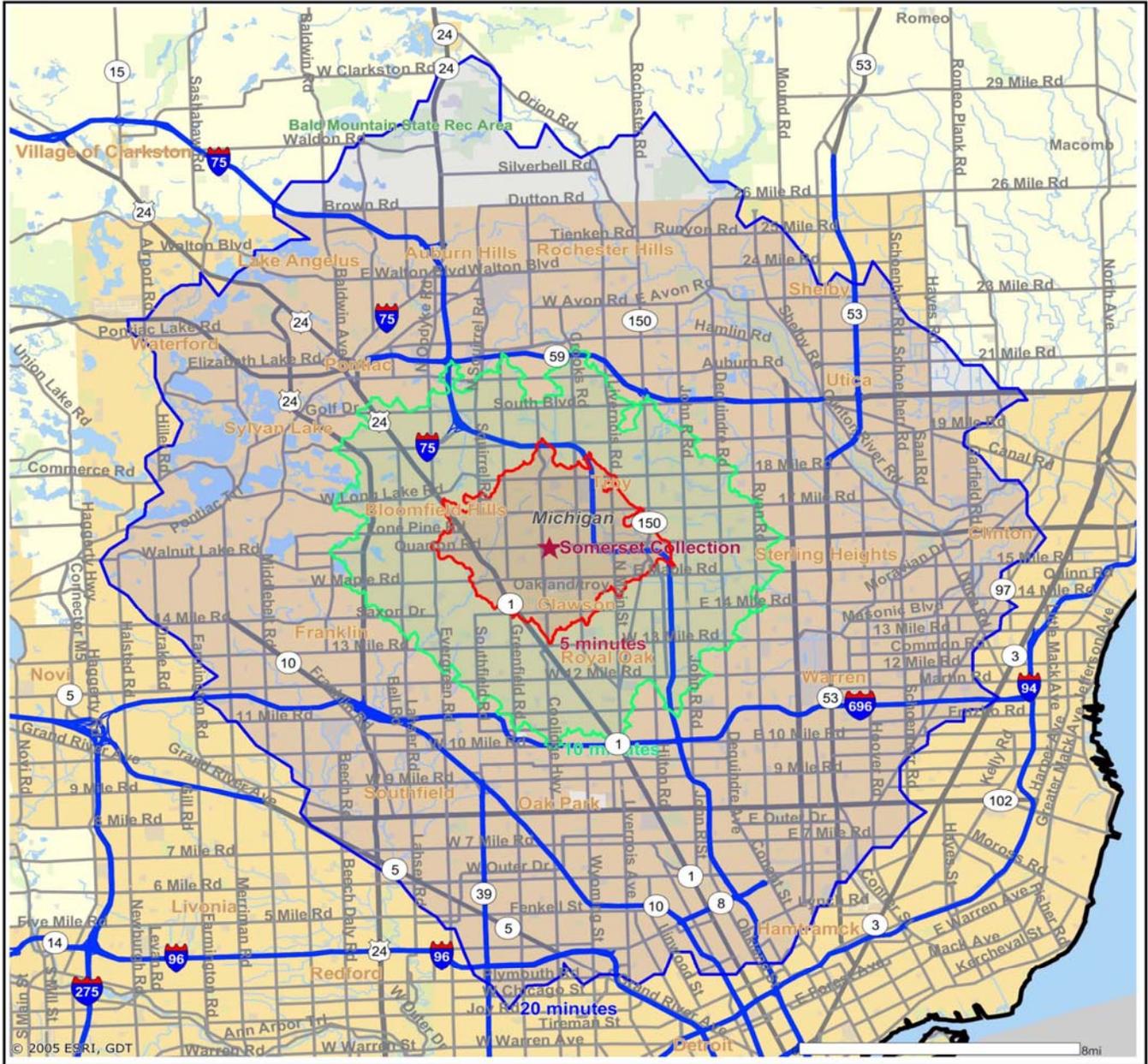
Demographic Information

- 1) Trade Area Map**
- 2) Retail Marketplace Profile**
- 3) Demographic and Income Profile**
- 4) Market Profile**
- 5) Net Worth Profile**
- 6) Census Summary Profile 2000 (20 Minutes Only)**

Somerset Collection
 2801 W Big Beaver Rd
 Troy, MI 48084

Site Map
Vandewalle & Associates
 April 14, 2005

Latitude: 42.561053
 Longitude: -83.183075





Somerset Collection
2801 W Big Beaver Rd
Troy, MI 48084

Site Type: Drive Time

Latitude: 42.561053
Longitude: -83.183075
Drive Time: 5 minutes

Summary Demographics

2004 Population	57,037
2004 Households	25,215
2004 Median Disposable Income	\$56,403
2004 Per Capita Income	\$51,415

Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$2,121,400,052	\$1,194,572,704	-28.0	966
Total Retail Trade (NAICS 44-45)	\$1,987,751,437	\$1,019,812,878	-32.2	752
Total Food & Drink (NAICS 722)	\$133,648,615	\$174,759,826	13.3	214

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	\$614,560,295	\$271,966,512	-38.6	55
NAICS 4411: Automobile Dealers	\$577,580,936	\$226,172,502	-43.7	30
NAICS 4412: Other Motor Vehicle Dealers	\$1,598,921	\$14,839,381	80.5	2
NAICS 4413: Auto Parts, Accessories, and Tire Stores	\$35,380,438	\$30,954,629	-6.7	23
NAICS 442: Furniture & Home Furnishings Stores	\$61,291,307	\$31,680,772	-31.8	56
NAICS 4421: Furniture Stores	\$27,641,485	\$20,450,253	-15.0	21
NAICS 4422: Home Furnishings Stores	\$33,649,822	\$11,230,519	-50.0	35
NAICS 443/NAICS 4431: Electronics & Appliance Stores	\$185,062,008	\$39,648,350	-64.7	107
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	\$38,024,578	\$57,551,810	20.4	41
NAICS 4441: Building Material and Supplies Dealers	\$35,839,201	\$47,291,269	13.8	33
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	\$2,185,377	\$10,260,541	64.9	8
NAICS 445: Food & Beverage Stores	\$148,835,281	\$126,367,934	-8.2	38
NAICS 4451: Grocery Stores	\$117,316,400	\$110,693,348	-2.9	17
NAICS 4452: Specialty Food Stores	\$2,431,409	\$4,515,443	30.0	14
NAICS 4453: Beer, Wine, and Liquor Stores	\$29,087,472	\$11,159,143	-44.5	7
NAICS 446/NAICS 4461: Health & Personal Care Stores	\$86,222,068	\$44,527,646	-31.9	43
NAICS 447/NAICS 4471: Gasoline Stations	\$60,240,231	\$96,009,625	22.9	14
NAICS 448: Clothing and Clothing Accessories Stores	\$254,391,325	\$62,170,781	-60.7	172
NAICS 4481: Clothing Stores	\$188,412,780	\$44,682,032	-61.7	104
NAICS 4482: Shoe Stores	\$21,506,077	\$9,920,058	-36.9	24
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	\$44,472,468	\$7,568,691	-70.9	44
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	\$35,145,806	\$22,615,823	-21.7	52
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	\$24,190,759	\$14,901,111	-23.8	33
NAICS 4512: Books, Periodical, and Music Stores	\$10,955,047	\$7,714,712	-17.4	19

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). ESRI BIS uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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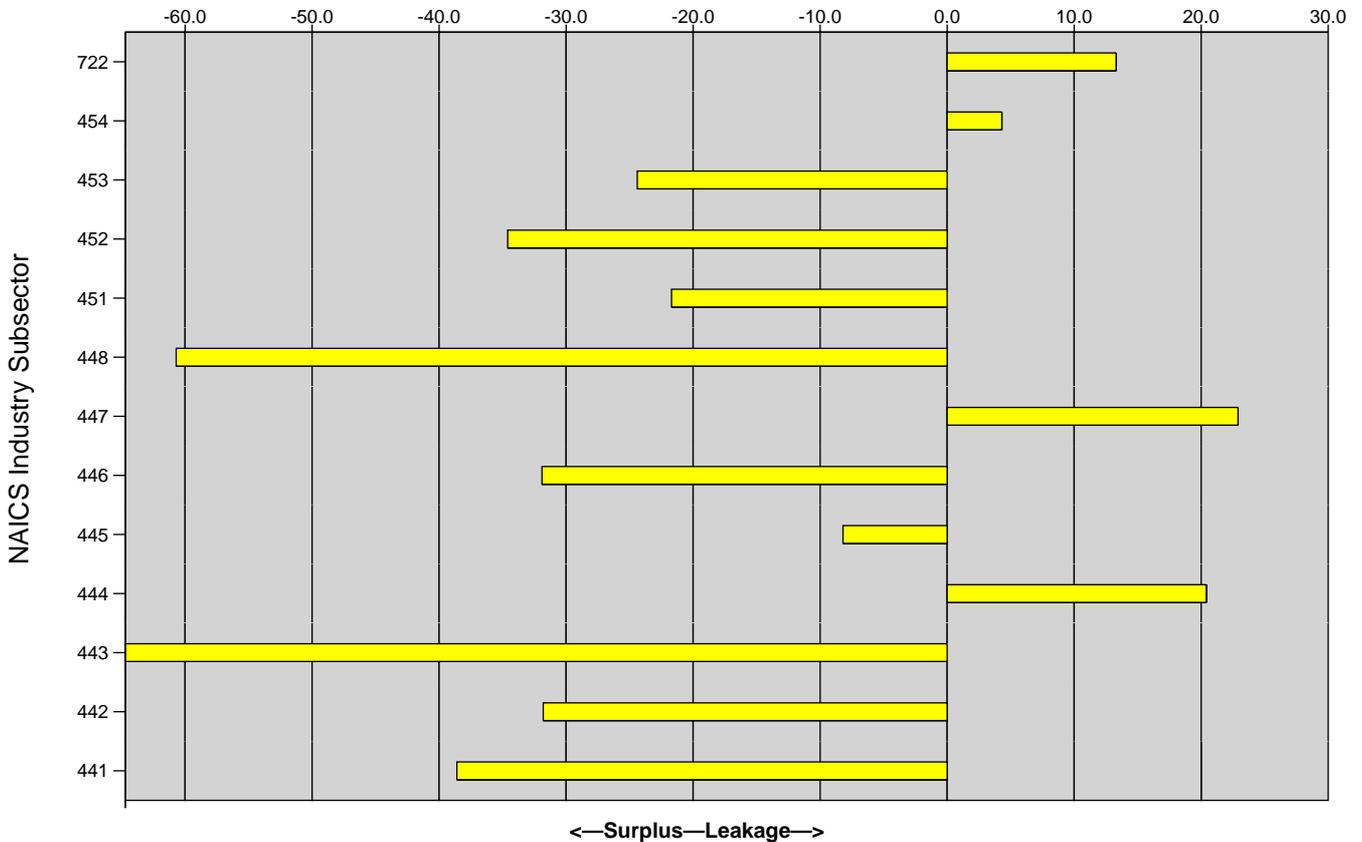
Somerset Collection
 2801 W Big Beaver Rd
 Troy, MI 48084

Site Type: Drive Time

Latitude: 42.561053
 Longitude: -83.183075
 Drive Time: 5 minutes

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	\$431,714,063	\$209,908,387	-34.6	24
NAICS 4521: Department Stores (Excluding Leased Depts.)	\$318,657,938	\$101,799,362	-51.6	21
NAICS 4529: Other General Merchandise Stores	\$113,056,125	\$108,109,025	-2.2	3
NAICS 453: Miscellaneous Store Retailers	\$44,369,048	\$26,952,826	-24.4	134
NAICS 4531: Florists	\$5,329,808	\$1,477,893	-56.6	16
NAICS 4532: Office Supplies, Stationery, and Gift Stores	\$18,705,548	\$11,584,382	-23.5	38
NAICS 4533: Used Merchandise Stores	\$2,118,012	\$2,525,959	8.8	20
NAICS 4539: Other Miscellaneous Store Retailers	\$18,215,680	\$11,364,592	-23.2	60
NAICS 454: Nonstore Retailers	\$27,895,427	\$30,412,412	4.3	16
NAICS 4541: Electronic Shopping and Mail-Order Houses	\$3,695,908	\$6,174,014	25.1	1
NAICS 4542: Vending Machine Operators	\$14,486,312	\$12,605,635	-6.9	8
NAICS 4543: Direct Selling Establishments	\$9,713,207	\$11,632,763	9.0	7
NAICS 722: Food Services & Drinking Places	\$133,648,615	\$174,759,826	13.3	214
NAICS 7221: Full-Service Restaurants	\$15,062,663	\$54,275,754	56.6	1
NAICS 7222: Limited-Service Eating Places	\$100,518,109	\$76,751,901	-13.4	193
NAICS 7223: Special Food Services	\$17,554,738	\$28,125,511	23.1	18
NAICS 7224: Drinking Places (Alcoholic Beverages)	\$513,105	\$15,606,660	93.6	2

Leakage/Surplus Factor by Industry Subsector



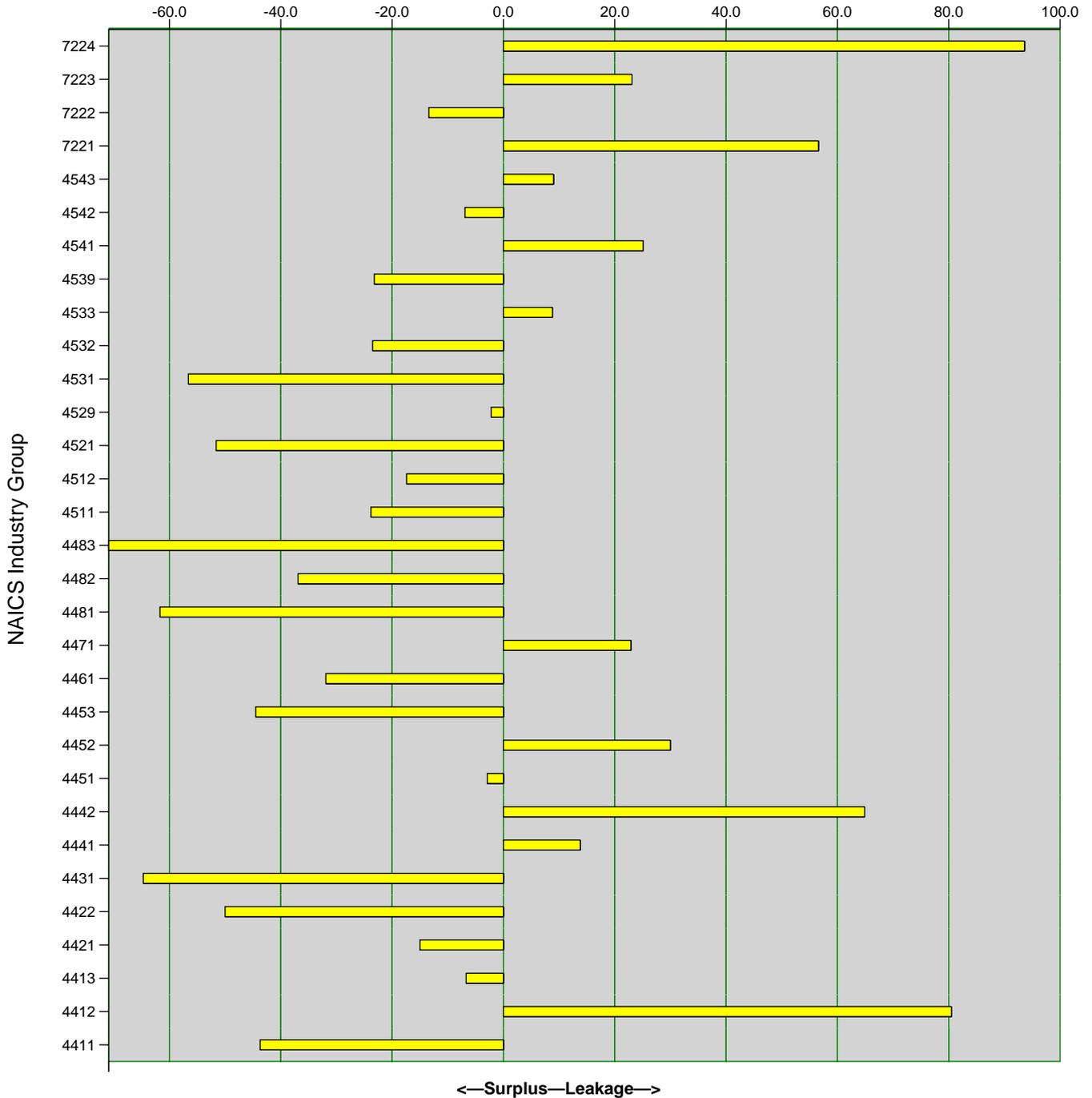
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Somerset Collection
2801 W Big Beaver Rd
Troy, MI 48084

Site Type: Drive Time

Latitude: 42.561053
Longitude: -83.183075
Drive Time: 5 minutes

Leakage/Surplus Factor by Industry Group



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Somerset Collection
2801 W Big Beaver Rd
Troy, MI 48084

Site Type: Drive Time

Latitude: 42.561053
Longitude: -83.183075
Drive Time: 10 minutes

Summary Demographics

2004 Population	287,090
2004 Households	120,355
2004 Median Disposable Income	\$52,621
2004 Per Capita Income	\$43,060

Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$5,752,491,008	\$5,007,477,492	-6.9	3,030
Total Retail Trade (NAICS 44-45)	\$5,184,693,254	\$4,277,437,772	-9.6	2,280
Total Food & Drink (NAICS 722)	\$567,797,754	\$730,039,720	12.5	750

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	\$1,287,996,236	\$1,131,279,582	-6.5	148
NAICS 4411: Automobile Dealers	\$1,068,187,975	\$939,148,781	-6.4	55
NAICS 4412: Other Motor Vehicle Dealers	\$17,383,683	\$63,771,932	57.2	12
NAICS 4413: Auto Parts, Accessories, and Tire Stores	\$202,424,578	\$128,358,869	-22.4	81
NAICS 442: Furniture & Home Furnishings Stores	\$149,123,062	\$133,223,036	-5.6	138
NAICS 4421: Furniture Stores	\$68,066,618	\$85,887,508	11.6	46
NAICS 4422: Home Furnishings Stores	\$81,056,444	\$47,335,528	-26.3	92
NAICS 443/NAICS 4431: Electronics & Appliance Stores	\$350,079,717	\$161,788,549	-36.8	290
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	\$224,837,078	\$248,217,204	4.9	154
NAICS 4441: Building Material and Supplies Dealers	\$210,033,553	\$203,915,284	-1.5	121
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	\$14,803,525	\$44,301,920	49.9	33
NAICS 445: Food & Beverage Stores	\$469,002,556	\$528,350,647	6.0	200
NAICS 4451: Grocery Stores	\$396,226,633	\$463,021,493	7.8	99
NAICS 4452: Specialty Food Stores	\$24,437,048	\$19,381,312	-11.5	59
NAICS 4453: Beer, Wine, and Liquor Stores	\$48,338,875	\$45,947,842	-2.5	42
NAICS 446/NAICS 4461: Health & Personal Care Stores	\$502,555,430	\$190,923,999	-44.9	182
NAICS 447/NAICS 4471: Gasoline Stations	\$308,514,942	\$400,710,768	13.0	72
NAICS 448: Clothing and Clothing Accessories Stores	\$483,609,060	\$253,984,701	-31.1	397
NAICS 4481: Clothing Stores	\$334,237,646	\$182,328,637	-29.4	244
NAICS 4482: Shoe Stores	\$49,984,763	\$40,744,423	-10.2	55
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	\$99,386,651	\$30,911,641	-52.6	98
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	\$161,849,411	\$93,963,199	-26.5	184
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	\$124,051,080	\$62,174,378	-33.2	129
NAICS 4512: Books, Periodical, and Music Stores	\$37,798,331	\$31,788,821	-8.6	55

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). ESRI BIS uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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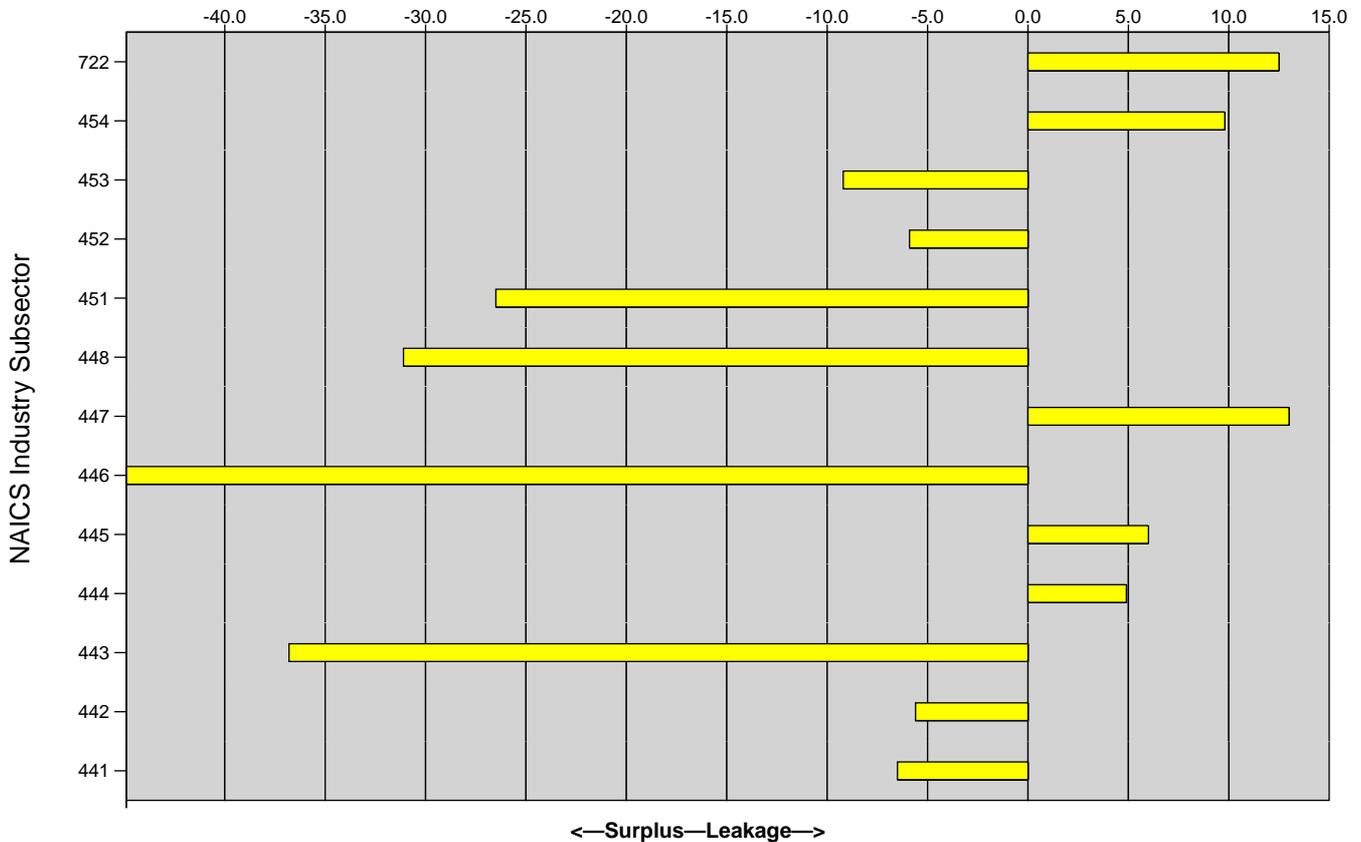
Somerset Collection
2801 W Big Beaver Rd
Troy, MI 48084

Site Type: Drive Time

Latitude: 42.561053
 Longitude: -83.183075
 Drive Time: 10 minutes

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	\$1,001,812,917	\$889,911,367	-5.9	56
NAICS 4521: Department Stores (Excluding Leased Depts.)	\$626,712,520	\$427,805,743	-18.9	45
NAICS 4529: Other General Merchandise Stores	\$375,100,397	\$462,105,624	10.4	11
NAICS 453: Miscellaneous Store Retailers	\$138,578,368	\$115,117,334	-9.2	412
NAICS 4531: Florists	\$12,544,874	\$6,538,408	-31.5	51
NAICS 4532: Office Supplies, Stationery, and Gift Stores	\$59,141,252	\$50,040,532	-8.3	130
NAICS 4533: Used Merchandise Stores	\$9,426,895	\$10,654,137	6.1	64
NAICS 4539: Other Miscellaneous Store Retailers	\$57,465,347	\$47,884,257	-9.1	167
NAICS 454: Nonstore Retailers	\$106,734,477	\$129,967,386	9.8	47
NAICS 4541: Electronic Shopping and Mail-Order Houses	\$26,102,878	\$27,630,122	2.8	5
NAICS 4542: Vending Machine Operators	\$40,014,546	\$51,864,404	12.9	25
NAICS 4543: Direct Selling Establishments	\$40,617,053	\$50,472,860	10.8	17
NAICS 722: Food Services & Drinking Places	\$567,797,754	\$730,039,720	12.5	750
NAICS 7221: Full-Service Restaurants	\$189,427,452	\$224,745,271	8.5	17
NAICS 7222: Limited-Service Eating Places	\$304,752,066	\$319,940,851	2.4	664
NAICS 7223: Special Food Services	\$49,500,757	\$118,265,275	41.0	44
NAICS 7224: Drinking Places (Alcoholic Beverages)	\$24,117,479	\$67,088,323	47.1	25

Leakage/Surplus Factor by Industry Subsector



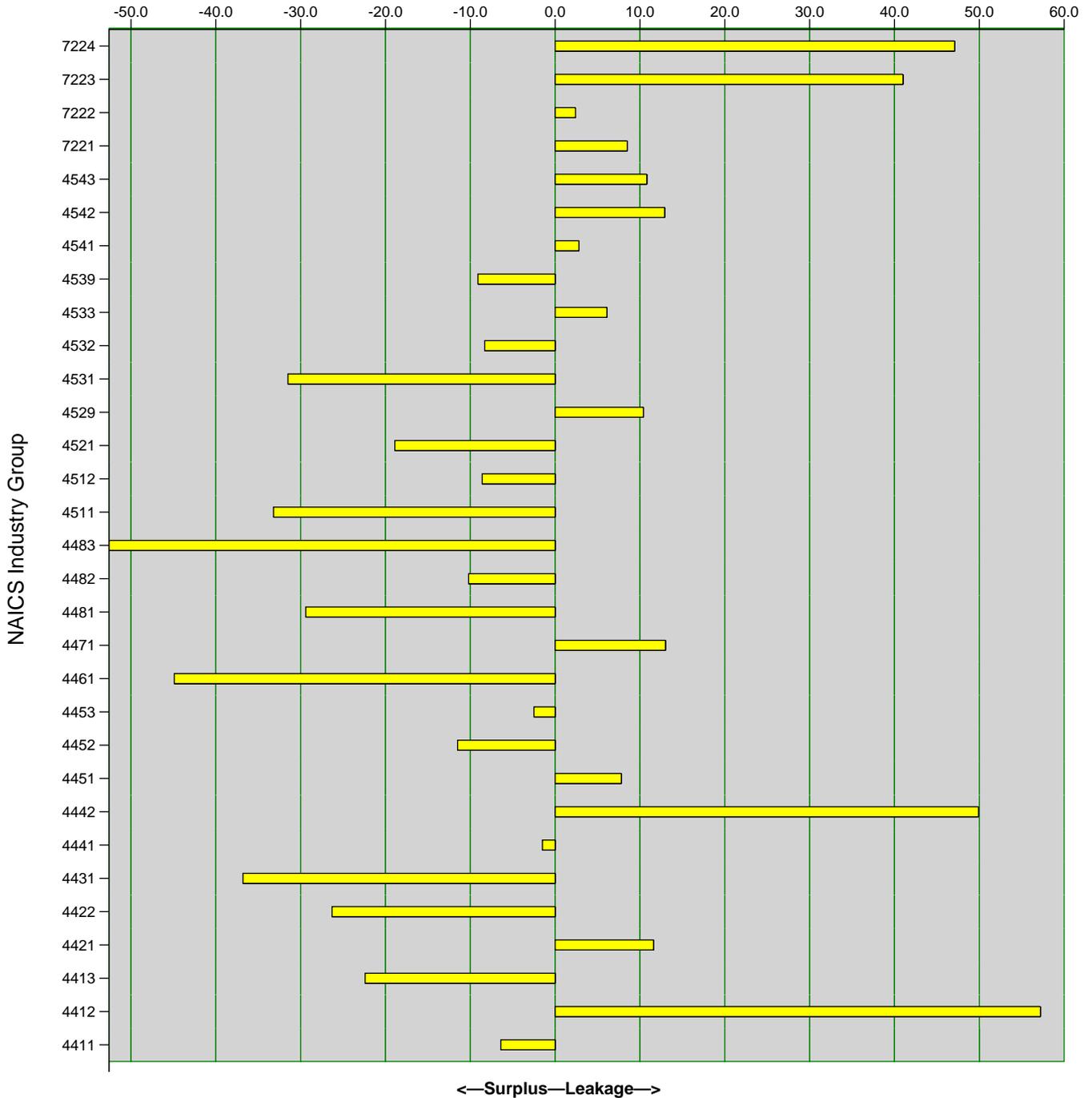
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Somerset Collection
2801 W Big Beaver Rd
Troy, MI 48084

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Leakage/Surplus Factor by Industry Group



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Somerset Collection
2801 W Big Beaver Rd
Troy, MI 48084

Site Type: Drive Time

Latitude: 42.561053
Longitude: -83.183075
Drive Time: 20 minutes

Summary Demographics

2004 Population	1,599,750
2004 Households	628,035
2004 Median Disposable Income	\$40,538
2004 Per Capita Income	\$29,805

Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$21,047,481,980	\$19,485,277,373	-3.9	12,300
Total Retail Trade (NAICS 44-45)	\$18,897,237,973	\$16,669,326,957	-6.3	9,053
Total Food & Drink (NAICS 722)	\$2,150,244,007	\$2,815,950,416	13.4	3,247
	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	\$5,097,827,440	\$4,441,152,482	-6.9	765
NAICS 4411: Automobile Dealers	\$4,388,307,425	\$3,710,570,488	-8.4	352
NAICS 4412: Other Motor Vehicle Dealers	\$115,413,746	\$248,646,343	36.6	73
NAICS 4413: Auto Parts, Accessories, and Tire Stores	\$594,106,269	\$481,935,651	-10.4	340
NAICS 442: Furniture & Home Furnishings Stores	\$594,805,939	\$500,947,891	-8.6	441
NAICS 4421: Furniture Stores	\$289,203,011	\$331,479,786	6.8	151
NAICS 4422: Home Furnishings Stores	\$305,602,928	\$169,468,105	-28.7	290
NAICS 443/NAICS 4431: Electronics & Appliance Stores	\$850,580,090	\$548,354,123	-21.6	901
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	\$803,756,207	\$933,222,203	7.5	698
NAICS 4441: Building Material and Supplies Dealers	\$724,288,482	\$768,632,345	3.0	544
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	\$79,467,725	\$164,589,858	34.9	154
NAICS 445: Food & Beverage Stores	\$1,735,218,096	\$2,046,915,463	8.2	1,090
NAICS 4451: Grocery Stores	\$1,480,387,439	\$1,780,979,252	9.2	587
NAICS 4452: Specialty Food Stores	\$75,565,507	\$82,541,207	4.4	194
NAICS 4453: Beer, Wine, and Liquor Stores	\$179,265,150	\$183,395,004	1.1	309
NAICS 446/NAICS 4461: Health & Personal Care Stores	\$1,880,372,760	\$795,441,050	-40.5	749
NAICS 447/NAICS 4471: Gasoline Stations	\$1,581,678,094	\$1,606,664,632	0.8	382
NAICS 448: Clothing and Clothing Accessories Stores	\$1,347,378,517	\$945,377,493	-17.5	1,485
NAICS 4481: Clothing Stores	\$900,178,533	\$665,020,092	-15.0	931
NAICS 4482: Shoe Stores	\$197,468,555	\$166,247,080	-8.6	206
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	\$249,731,429	\$114,110,321	-37.3	348
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	\$547,279,464	\$356,885,224	-21.1	595
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	\$416,326,802	\$229,034,772	-29.0	423
NAICS 4512: Books, Periodical, and Music Stores	\$130,952,662	\$127,850,452	-1.2	172

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). ESRI BIS uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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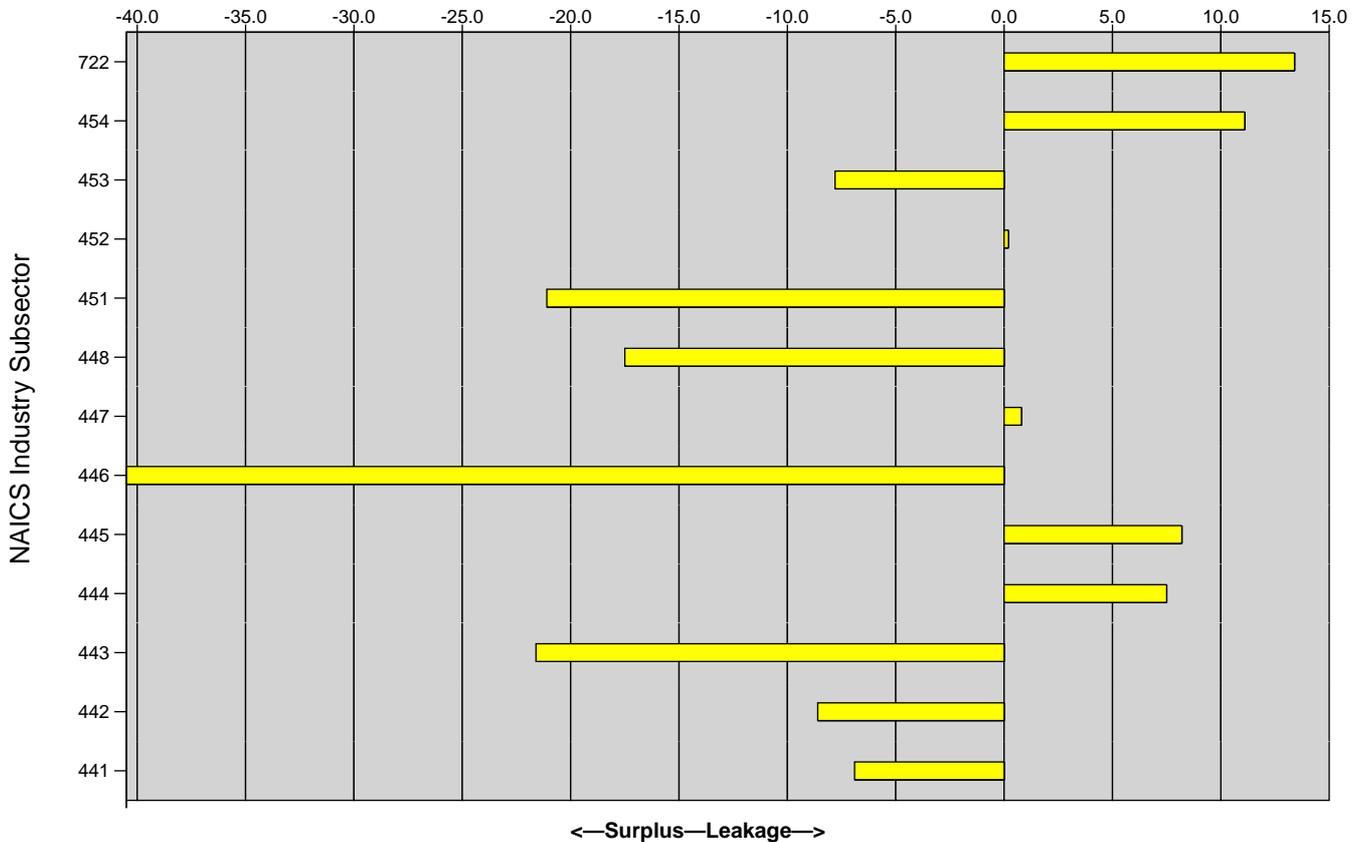
Somerset Collection
2801 W Big Beaver Rd
Troy, MI 48084

Site Type: Drive Time

Latitude: 42.561053
 Longitude: -83.183075
 Drive Time: 20 minutes

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	\$3,533,877,948	\$3,549,624,348	0.2	287
NAICS 4521: Department Stores (Excluding Leased Depts.)	\$2,062,625,758	\$1,508,014,557	-15.5	195
NAICS 4529: Other General Merchandise Stores	\$1,471,252,190	\$2,041,609,791	16.2	92
NAICS 453: Miscellaneous Store Retailers	\$534,099,181	\$456,715,704	-7.8	1,515
NAICS 4531: Florists	\$43,058,074	\$29,395,046	-18.9	204
NAICS 4532: Office Supplies, Stationery, and Gift Stores	\$219,798,838	\$198,259,293	-5.2	523
NAICS 4533: Used Merchandise Stores	\$34,645,359	\$46,035,290	14.1	212
NAICS 4539: Other Miscellaneous Store Retailers	\$236,596,910	\$183,026,075	-12.8	576
NAICS 454: Nonstore Retailers	\$390,364,237	\$488,026,344	11.1	145
NAICS 4541: Electronic Shopping and Mail-Order Houses	\$127,174,316	\$139,846,357	4.7	15
NAICS 4542: Vending Machine Operators	\$132,957,282	\$182,054,113	15.6	70
NAICS 4543: Direct Selling Establishments	\$130,232,639	\$166,125,874	12.1	60
NAICS 722: Food Services & Drinking Places	\$2,150,244,007	\$2,815,950,416	13.4	3,247
NAICS 7221: Full-Service Restaurants	\$734,308,011	\$874,342,743	8.7	68
NAICS 7222: Limited-Service Eating Places	\$1,082,202,552	\$1,216,539,560	5.8	2,740
NAICS 7223: Special Food Services	\$197,581,684	\$445,849,111	38.6	180
NAICS 7224: Drinking Places (Alcoholic Beverages)	\$136,151,760	\$279,219,002	34.4	259

Leakage/Surplus Factor by Industry Subsector



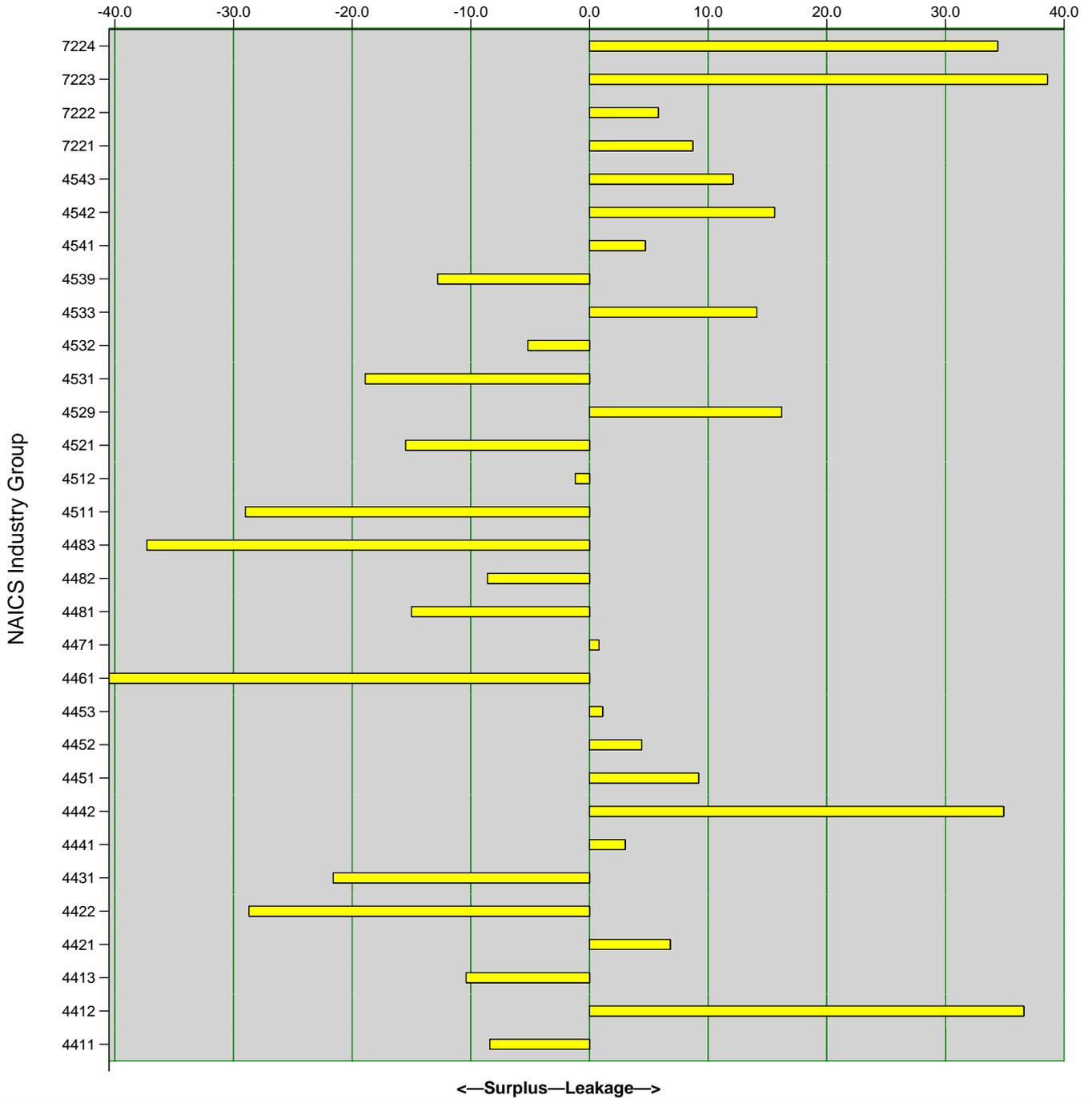
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Somerset Collection
2801 W Big Beaver Rd
Troy, MI 48084

Site Type: Drive Time

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Drive Time: 20 minutes

Leakage/Surplus Factor by Industry Group



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Demographic and Income Profile

Vandewalle & Associates

Somerset Collection
2801 W Big Beaver Rd
Troy, MI 48084

Site Type: Drive Time

Latitude: 42.561053
 Longitude: -83.183075
 Drive Time: 5 minutes

Summary	2000	2004	2009
Population	57,897	57,037	57,596
Households	25,276	25,215	25,838
Families	15,102	14,882	15,101
Average Household Size	2.28	2.25	2.22
Owner Occupied HUs	17,292	17,548	18,200
Renter Occupied HUs	7,984	7,667	7,638
Median Age	38.2	39.6	41.2

Trends: 2004-2009 Annual Rate	Area	State	National
Population	0.2%	0.66%	1.23%
Households	0.49%	0.94%	1.35%
Families	0.29%	0.76%	1.25%
Owner HHs	0.73%	1.07%	1.66%
Median Household Income	3.61%	2.27%	3.34%

Households by Income	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	1,318	5.2%	1,227	4.9%	1,012	3.9%
\$15,000 - \$24,999	1,612	6.4%	1,341	5.3%	1,101	4.3%
\$25,000 - \$34,999	1,884	7.4%	1,616	6.4%	1,352	5.2%
\$35,000 - \$49,999	3,235	12.7%	2,911	11.5%	2,240	8.7%
\$50,000 - \$74,999	5,508	21.7%	4,767	18.9%	4,125	16.0%
\$75,000 - \$99,999	3,655	14.4%	3,801	15.1%	3,813	14.8%
\$100,000 - \$149,999	4,081	16.1%	4,412	17.5%	5,343	20.7%
\$150,000 - \$199,000	1,648	6.5%	2,110	8.4%	2,550	9.9%
\$200,000+	2,438	9.6%	3,030	12.0%	4,300	16.6%
Median Household Income	\$70,147		\$78,793		\$94,076	
Average Household Income	\$100,631		\$116,699		\$145,366	
Per Capita Income	\$43,882		\$51,415		\$64,979	

Population by Age	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,329	5.7%	3,156	5.5%	3,110	5.4%
5 - 14	7,241	12.5%	7,090	12.4%	6,850	11.9%
15 - 19	3,210	5.5%	3,440	6.0%	3,643	6.3%
20 - 24	2,728	4.7%	2,866	5.0%	3,498	6.1%
25 - 34	9,319	16.1%	7,829	13.7%	6,327	11.0%
35 - 44	9,962	17.2%	9,362	16.4%	9,061	15.7%
45 - 54	9,192	15.9%	9,458	16.6%	9,954	17.3%
55 - 64	5,579	9.6%	6,381	11.2%	7,275	12.6%
65 - 74	3,848	6.6%	3,671	6.4%	3,923	6.8%
75 - 84	2,727	4.7%	2,846	5.0%	2,751	4.8%
85+	761	1.3%	938	1.6%	1,205	2.1%

Race and Ethnicity	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
White Alone	50,006	86.4%	47,723	83.7%	46,133	80.1%
Black Alone	1,049	1.8%	1,142	2.0%	1,248	2.2%
American Indian Alone	87	0.2%	84	0.1%	83	0.1%
Asian Alone	5,678	9.8%	6,944	12.2%	8,889	15.4%
Pacific Islander Alone	21	0.0%	27	0.0%	33	0.1%
Some Other Race Alone	184	0.3%	201	0.4%	220	0.4%
Two or More Races	871	1.5%	917	1.6%	990	1.7%
Hispanic Origin (Any Race)	859	1.5%	948	1.7%	1,078	1.9%

Data Note: Income is expressed in current dollars.

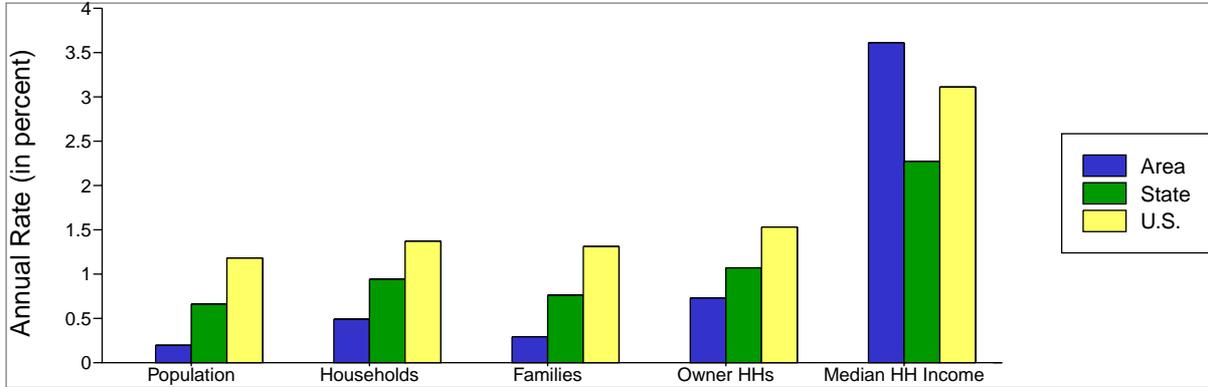
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

Somerset Collection
2801 W Big Beaver Rd
Troy, MI 48084

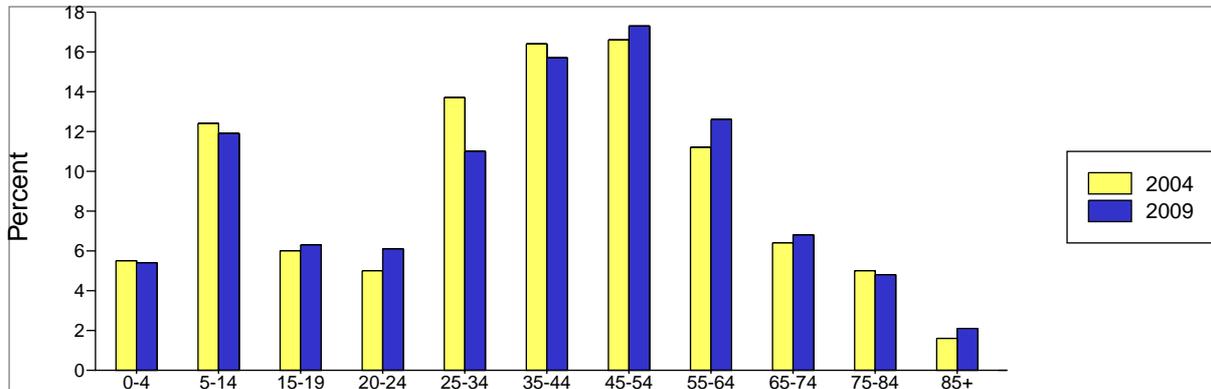
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Longitude: -83.183075
Drive Time: 5 minutes

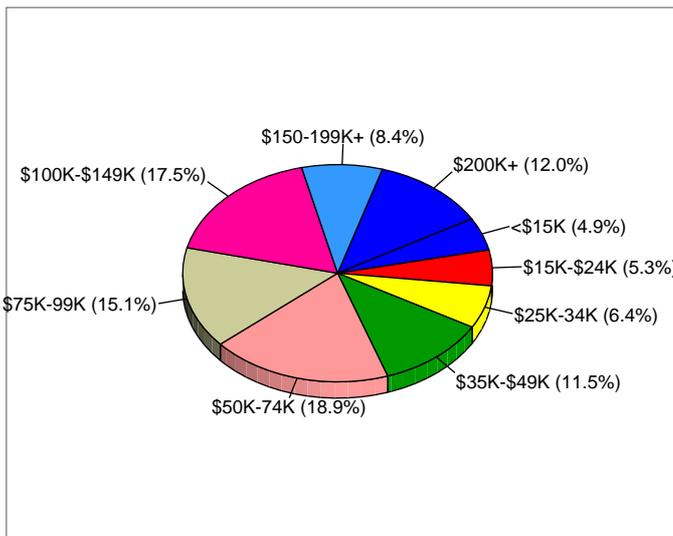
Trends 2004-2009



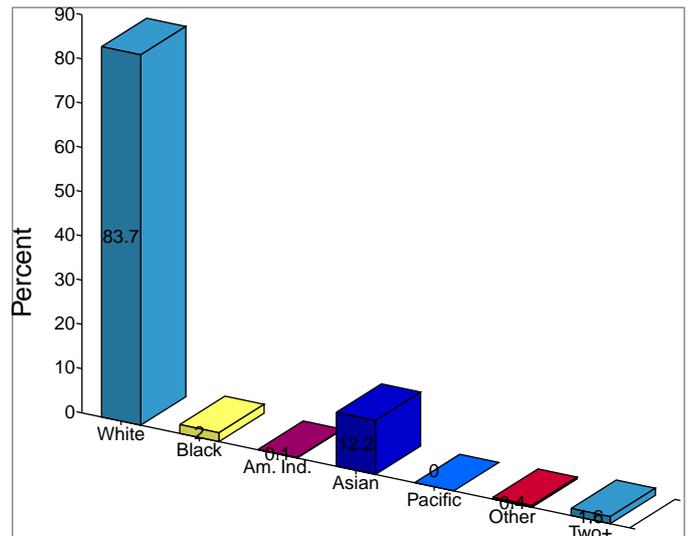
Population by Age



2004 Household Income



2004 Population by Race



2004 Percent Hispanic Origin: 1.7%



Demographic and Income Profile

Vandewalle & Associates

Somerset Collection
2801 W Big Beaver Rd
Troy, MI 48084

Site Type: Drive Time

Latitude: 42.561053
 Longitude: -83.183075
 Drive Time: 10 minutes

Summary	2000	2004	2009
Population	289,128	287,090	291,039
Households	118,952	120,355	124,072
Families	76,616	76,275	77,765
Average Household Size	2.41	2.36	2.32
Owner Occupied HUs	91,017	92,383	95,811
Renter Occupied HUs	27,935	27,972	28,261
Median Age	38.5	39.8	41.4

Trends: 2004-2009 Annual Rate	Area	State	National
Population	0.27%	0.66%	1.23%
Households	0.61%	0.94%	1.35%
Families	0.39%	0.76%	1.25%
Owner HHs	0.73%	1.07%	1.66%
Median Household Income	3.1%	2.27 %	3.34%

Households by Income	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	8,856	7.4%	8,264	6.9%	6,831	5.5%
\$15,000 - \$24,999	8,828	7.4%	7,795	6.5%	6,794	5.5%
\$25,000 - \$34,999	10,261	8.6%	9,397	7.8%	8,007	6.5%
\$35,000 - \$49,999	15,674	13.2%	14,405	12.0%	12,526	10.1%
\$50,000 - \$74,999	24,331	20.4%	22,443	18.6%	20,310	16.4%
\$75,000 - \$99,999	18,173	15.3%	18,268	15.2%	17,515	14.1%
\$100,000 - \$149,999	18,205	15.3%	21,103	17.5%	26,016	21.0%
\$150,000 - \$199,000	6,461	5.4%	8,206	6.8%	10,907	8.8%
\$200,000+	8,242	6.9%	10,473	8.7%	15,164	12.2%
Median Household Income	\$65,350		\$72,161		\$84,075	
Average Household Income	\$89,725		\$102,635		\$125,232	
Per Capita Income	\$37,123		\$43,060		\$53,411	

Population by Age	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	17,234	6.0%	16,704	5.8%	16,609	5.7%
5 - 14	37,600	13.0%	36,358	12.7%	35,162	12.1%
15 - 19	17,142	5.9%	17,405	6.1%	18,563	6.4%
20 - 24	13,277	4.6%	15,307	5.3%	17,035	5.9%
25 - 34	42,482	14.7%	36,396	12.7%	31,137	10.7%
35 - 44	49,027	17.0%	46,394	16.2%	44,673	15.3%
45 - 54	44,943	15.5%	45,939	16.0%	48,217	16.6%
55 - 64	27,730	9.6%	32,160	11.2%	36,889	12.7%
65 - 74	20,046	6.9%	19,391	6.8%	20,986	7.2%
75 - 84	14,889	5.1%	15,374	5.4%	14,799	5.1%
85+	4,758	1.6%	5,662	2.0%	6,969	2.4%

Race and Ethnicity	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
White Alone	250,635	86.7%	242,393	84.4%	237,204	81.5%
Black Alone	12,936	4.5%	13,965	4.9%	15,212	5.2%
American Indian Alone	578	0.2%	579	0.2%	580	0.2%
Asian Alone	18,365	6.4%	23,034	8.0%	30,191	10.4%
Pacific Islander Alone	90	0.0%	108	0.0%	129	0.0%
Some Other Race Alone	1,115	0.4%	1,219	0.4%	1,358	0.5%
Two or More Races	5,409	1.9%	5,792	2.0%	6,365	2.2%
Hispanic Origin (Any Race)	4,142	1.4%	4,629	1.6%	5,342	1.8%

Data Note: Income is expressed in current dollars.

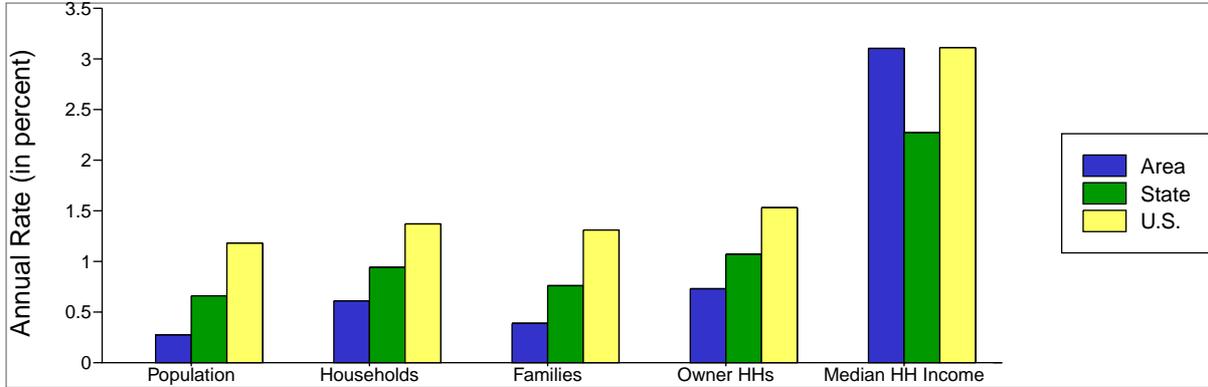
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

Somerset Collection
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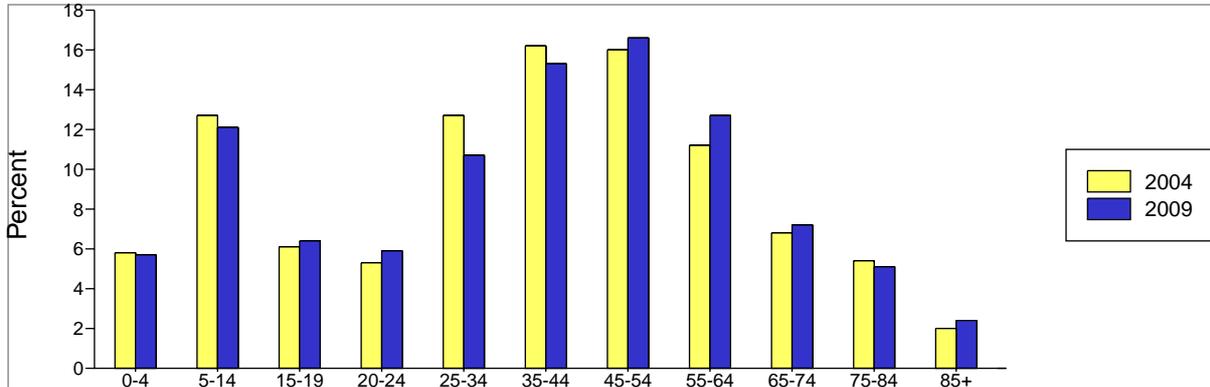
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Longitude: -83.183075
Drive Time: 10 minutes

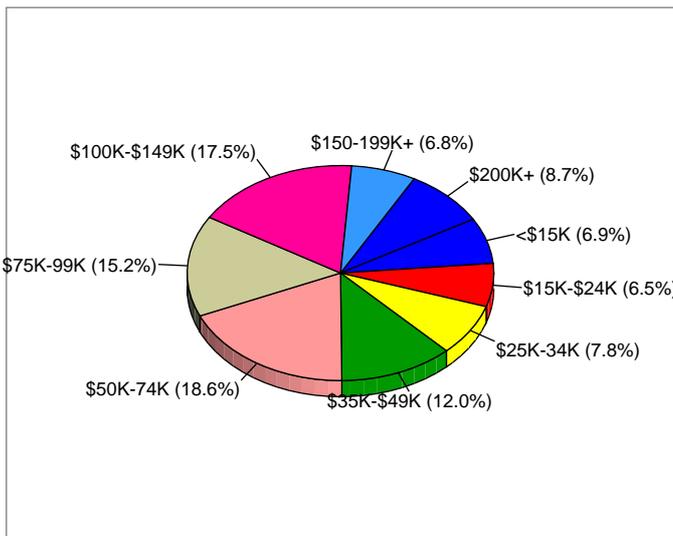
Trends 2004-2009



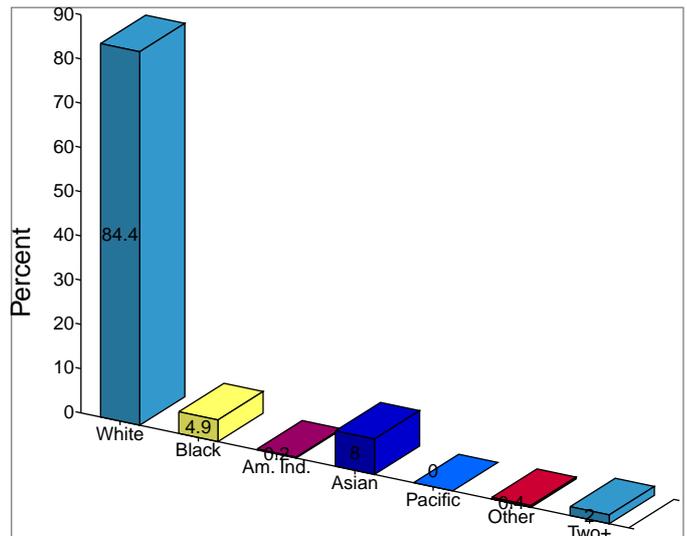
Population by Age



2004 Household Income



2004 Population by Race



2004 Percent Hispanic Origin: 1.6%



Demographic and Income Profile

Vandewalle & Associates

Somerset Collection
2801 W Big Beaver Rd
Troy, MI 48084

Site Type: Drive Time

Latitude: 42.561053
Longitude: -83.183075
Drive Time: 20 minutes

Summary	2000	2004	2009
Population	1,594,752	1,599,750	1,626,597
Households	617,466	628,035	647,176
Families	407,968	407,909	415,462
Average Household Size	2.55	2.51	2.48
Owner Occupied HUs	434,642	443,320	459,836
Renter Occupied HUs	182,824	184,715	187,340
Median Age	35.9	37.0	38.6

Trends: 2004-2009 Annual Rate	Area	State	National
Population	0.33%	0.66%	1.23%
Households	0.6%	0.94%	1.35%
Families	0.37%	0.76%	1.25%
Owner HHs	0.73%	1.07%	1.66%
Median Household Income	2.83%	2.27%	3.34%

Households by Income	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	84,193	13.6%	77,468	12.3%	66,603	10.3%
\$15,000 - \$24,999	68,084	11.0%	61,118	9.7%	53,941	8.3%
\$25,000 - \$34,999	68,241	11.0%	63,690	10.1%	58,484	9.0%
\$35,000 - \$49,999	90,581	14.7%	89,021	14.2%	82,442	12.7%
\$50,000 - \$74,999	122,106	19.8%	117,985	18.8%	116,088	17.9%
\$75,000 - \$99,999	75,805	12.3%	81,463	13.0%	81,340	12.6%
\$100,000 - \$149,999	67,624	10.9%	82,428	13.1%	108,751	16.8%
\$150,000 - \$199,000	20,004	3.2%	26,594	4.2%	36,949	5.7%
\$200,000+	21,417	3.5%	28,261	4.5%	42,570	6.6%
Median Household Income	\$49,590		\$54,208		\$62,340	
Average Household Income	\$66,492		\$75,485		\$90,252	
Per Capita Income	\$25,965		\$29,805		\$36,095	

Population by Age	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	106,199	6.7%	105,149	6.6%	105,685	6.5%
5 - 14	237,914	14.9%	229,079	14.3%	216,496	13.3%
15 - 19	103,009	6.5%	106,049	6.6%	116,705	7.2%
20 - 24	92,282	5.8%	97,028	6.1%	106,173	6.5%
25 - 34	234,793	14.7%	214,463	13.4%	188,435	11.6%
35 - 44	252,242	15.8%	243,739	15.2%	238,965	14.7%
45 - 54	223,695	14.0%	233,382	14.6%	246,040	15.1%
55 - 64	142,145	8.9%	163,971	10.2%	189,360	11.6%
65 - 74	105,087	6.6%	102,351	6.4%	108,217	6.7%
75 - 84	73,484	4.6%	76,036	4.8%	75,375	4.6%
85+	23,903	1.5%	28,505	1.8%	35,144	2.2%

Race and Ethnicity	2000		2004		2009	
	Number	Percent	Number	Percent	Number	Percent
White Alone	974,187	61.1%	960,049	60.0%	955,123	58.7%
Black Alone	516,849	32.4%	519,318	32.5%	525,412	32.3%
American Indian Alone	4,228	0.3%	4,120	0.3%	4,101	0.3%
Asian Alone	53,535	3.4%	68,024	4.3%	89,944	5.5%
Pacific Islander Alone	419	0.0%	493	0.0%	599	0.0%
Some Other Race Alone	10,819	0.7%	11,749	0.7%	13,047	0.8%
Two or More Races	34,716	2.2%	35,997	2.3%	38,371	2.4%
Hispanic Origin (Any Race)	29,804	1.9%	33,051	2.1%	37,658	2.3%

Data Note: Income is expressed in current dollars.

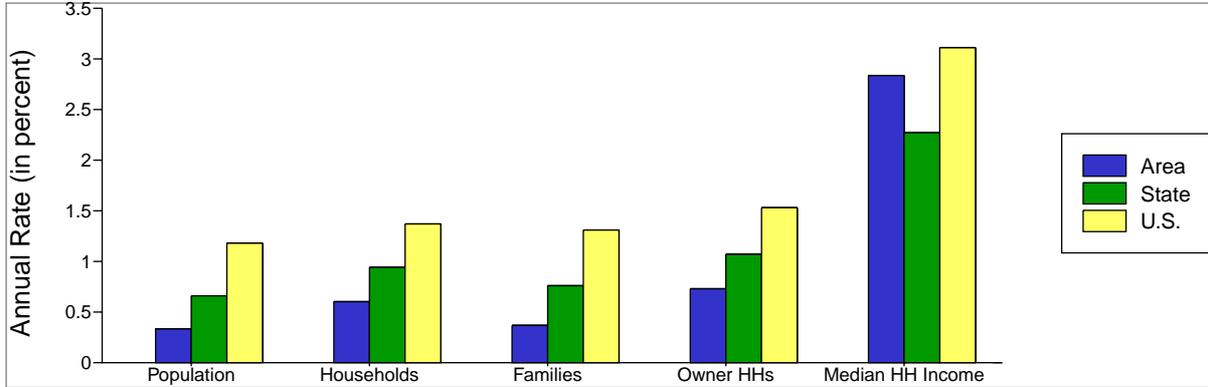
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.

Somerset Collection
2801 W Big Beaver Rd
Troy, MI 48084

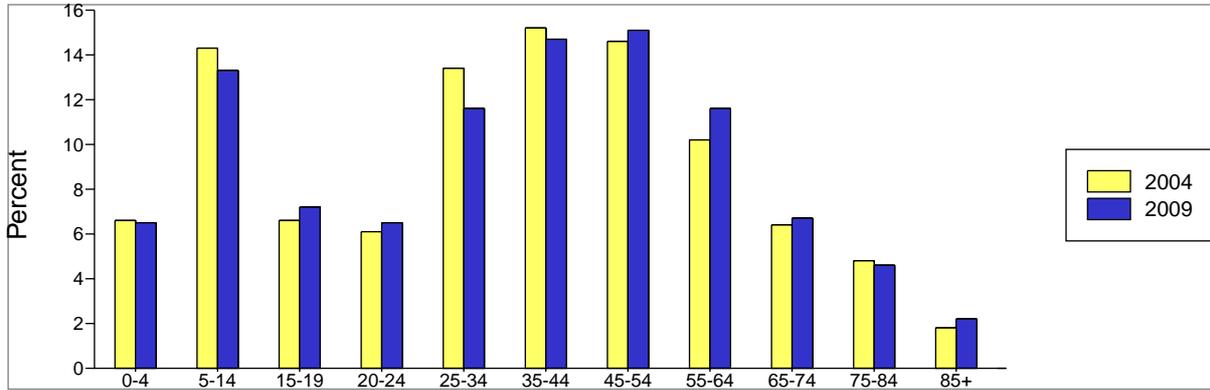
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Longitude: -83.183075
Drive Time: 20 minutes

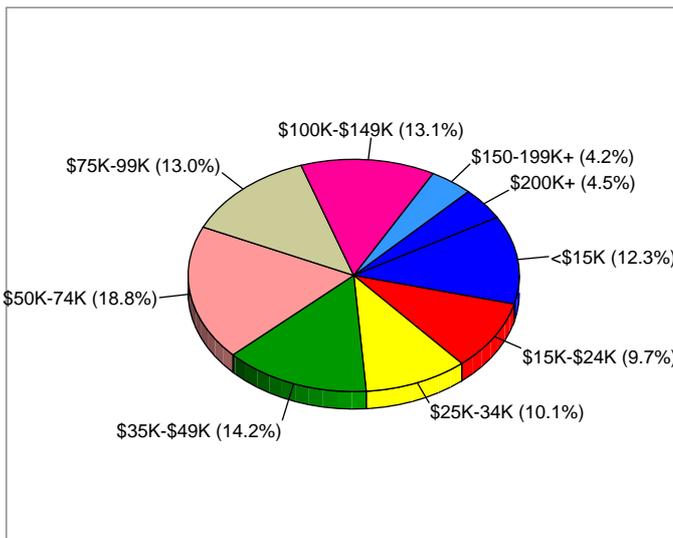
Trends 2004-2009



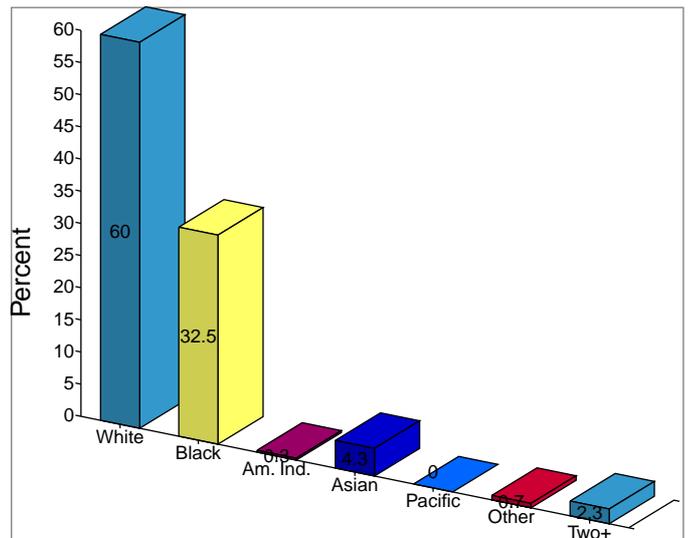
Population by Age



2004 Household Income



2004 Population by Race



2004 Percent Hispanic Origin: 2.1%



Somerset Collection

Latitude: 42.561053

Longitude: -83.183075

2801 W Big Beaver Rd

Troy, MI 48084

Drive Time: 5 minutes

2801 W Big Beaver Rd

Troy, MI 48084

Drive Time: 10 minutes

2801 W Big Beaver Rd

Troy, MI 48084

Drive Time: 20 minutes



2000 Total Population	57,897	289,128	1,594,752
2000 Group Quarters	345	2,835	21,312
2004 Total Population	57,037	287,090	1,599,750
2009 Total Population	57,596	291,039	1,626,597
2004 - 2009 Annual Rate	0.2%	0.27%	0.33%



2000 Households	25,276	118,952	617,466
2000 Average Household Size	2.28	2.41	2.55
2004 Households	25,215	120,355	628,035
2004 Average Household Size	2.25	2.36	2.51
2009 Households	25,838	124,072	647,176
2009 Average Household Size	2.22	2.32	2.48
2004 - 2009 Annual Rate	0.49%	0.61%	0.6%
2000 Families	15,102	76,616	407,968
2000 Average Family Size	2.99	3.05	3.17
2004 Families	14,882	76,275	407,909
2004 Average Family Size	2.98	3.03	3.16
2009 Families	15,101	77,765	415,462
2009 Average Family Size	2.95	2.99	3.13
2004 - 2009 Annual Rate	0.29%	0.39%	0.37%



2000 Housing Units	26,440	123,180	650,233
Owner Occupied Housing Units	65.5%	73.9%	66.8%
Renter Occupied Housing Units	30.2%	22.7%	28.1%
Vacant Housing Units	4.3%	3.4%	5.0%
2004 Housing Units	26,877	125,568	664,555
Owner Occupied Housing Units	65.3%	73.6%	66.7%
Renter Occupied Housing Units	28.5%	22.3%	27.8%
Vacant Housing Units	6.2%	4.2%	5.5%
2009 Housing Units	27,698	129,891	686,872
Owner Occupied Housing Units	65.7%	73.8%	66.9%
Renter Occupied Housing Units	27.6%	21.8%	27.3%
Vacant Housing Units	6.7%	4.5%	5.8%

Median Household Income

2000	\$70,147	\$65,350	\$49,590
2004	\$78,793	\$72,161	\$54,208
2009	\$94,076	\$84,075	\$62,340

Median Home Value

2000	\$222,624	\$178,654	\$133,517
2004	\$270,665	\$219,793	\$161,474
2009	\$343,976	\$273,233	\$199,961

Per Capita Income

2000	\$43,882	\$37,123	\$25,965
2004	\$51,415	\$43,060	\$29,805
2009	\$64,979	\$53,411	\$36,095

Median Age

2000	38.2	38.5	35.9
2004	39.6	39.8	37.0
2009	41.2	41.4	38.6

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



Somerset Collection
Latitude: 42.561053
Longitude: -83.183075

2801 W Big Beaver Rd
Troy, MI 48084
Drive Time: 5 minutes

2801 W Big Beaver Rd
Troy, MI 48084
Drive Time: 10 minutes

2801 W Big Beaver Rd
Troy, MI 48084
Drive Time: 20 minutes



2000 Households by Income

Household Income Base	2801 W Big Beaver Rd	2801 W Big Beaver Rd	2801 W Big Beaver Rd
Household Income Base	25,379	119,031	618,055
< \$15,000	5.2%	7.4%	13.6%
\$15,000 - \$24,999	6.4%	7.4%	11.0%
\$25,000 - \$34,999	7.4%	8.6%	11.0%
\$35,000 - \$49,999	12.7%	13.2%	14.7%
\$50,000 - \$74,999	21.7%	20.4%	19.8%
\$75,000 - \$99,999	14.4%	15.3%	12.3%
\$100,000 - \$149,999	16.1%	15.3%	10.9%
\$150,000 - \$199,999	6.5%	5.4%	3.2%
\$200,000+	9.6%	6.9%	3.5%
Average Household Income	\$100,631	\$89,725	\$66,492

2004 Households by Income

Household Income Base	2801 W Big Beaver Rd	2801 W Big Beaver Rd	2801 W Big Beaver Rd
Household Income Base	25,215	120,354	628,028
< \$15,000	4.9%	6.9%	12.3%
\$15,000 - \$24,999	5.3%	6.5%	9.7%
\$25,000 - \$34,999	6.4%	7.8%	10.1%
\$35,000 - \$49,999	11.5%	12.0%	14.2%
\$50,000 - \$74,999	18.9%	18.6%	18.8%
\$75,000 - \$99,999	15.1%	15.2%	13.0%
\$100,000 - \$149,999	17.5%	17.5%	13.1%
\$150,000 - \$199,999	8.4%	6.8%	4.2%
\$200,000+	12.0%	8.7%	4.5%
Average Household Income	\$116,699	\$102,635	\$75,485

2009 Households by Income

Household Income Base	2801 W Big Beaver Rd	2801 W Big Beaver Rd	2801 W Big Beaver Rd
Household Income Base	25,836	124,070	647,168
< \$15,000	3.9%	5.5%	10.3%
\$15,000 - \$24,999	4.3%	5.5%	8.3%
\$25,000 - \$34,999	5.2%	6.5%	9.0%
\$35,000 - \$49,999	8.7%	10.1%	12.7%
\$50,000 - \$74,999	16.0%	16.4%	17.9%
\$75,000 - \$99,999	14.8%	14.1%	12.6%
\$100,000 - \$149,999	20.7%	21.0%	16.8%
\$150,000 - \$199,999	9.9%	8.8%	5.7%
\$200,000+	16.6%	12.2%	6.6%
Average Household Income	\$145,366	\$125,232	\$90,252

2000 Owner Occupied HUs by Value

Total	2801 W Big Beaver Rd	2801 W Big Beaver Rd	2801 W Big Beaver Rd
Total	17,370	91,003	434,544
<\$50,000	1.1%	1.7%	10.5%
\$50,000 - 99,999	4.8%	7.6%	23.9%
\$100,000 - 149,999	20.0%	24.2%	24.3%
\$150,000 - 199,999	18.3%	25.6%	18.0%
\$200,000 - \$299,999	22.5%	21.4%	13.4%
\$300,000 - 499,999	21.4%	12.2%	6.7%
\$500,000 - 999,999	9.8%	5.8%	2.4%
\$1,000,000+	2.1%	1.6%	0.7%
Average Home Value	\$296,388	\$242,150	\$166,807

2000 Specified Renter Occupied HUs by Contract Rent

Total	2801 W Big Beaver Rd	2801 W Big Beaver Rd	2801 W Big Beaver Rd
Total	7,976	27,824	182,335
With Cash Rent	97.9%	96.8%	96.6%
No Cash Rent	2.1%	3.2%	3.4%
Median Rent	\$773	\$663	\$527
Average Rent	\$819	\$696	\$559

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



Somerset Collection
 Latitude: 42.561053
 Longitude: -83.183075

2801 W Big Beaver Rd
 Troy, MI 48084
 Drive Time: 5 minutes

2801 W Big Beaver Rd
 Troy, MI 48084
 Drive Time: 10 minutes

2801 W Big Beaver Rd
 Troy, MI 48084
 Drive Time: 20 minutes



2000 Population by Age

	2801 W Big Beaver Rd Troy, MI 48084	2801 W Big Beaver Rd Troy, MI 48084	2801 W Big Beaver Rd Troy, MI 48084
Total	57,896	289,128	1,594,753
0 - 4	5.7%	6.0%	6.7%
5 - 9	6.0%	6.3%	7.6%
10 - 14	6.5%	6.7%	7.4%
15 - 24	10.3%	10.5%	12.2%
25 - 34	16.1%	14.7%	14.7%
35 - 44	17.2%	17.0%	15.8%
45 - 54	15.9%	15.5%	14.0%
55 - 64	9.6%	9.6%	8.9%
65 - 74	6.6%	6.9%	6.6%
75 - 84	4.7%	5.1%	4.6%
85+	1.3%	1.6%	1.5%
18+	77.9%	77.0%	74.3%

2004 Population by Age

	2801 W Big Beaver Rd Troy, MI 48084	2801 W Big Beaver Rd Troy, MI 48084	2801 W Big Beaver Rd Troy, MI 48084
Total	57,037	287,090	1,599,752
0 - 4	5.5%	5.8%	6.6%
5 - 9	6.0%	6.1%	6.9%
10 - 14	6.5%	6.5%	7.5%
15 - 24	11.1%	11.4%	12.7%
25 - 34	13.7%	12.7%	13.4%
35 - 44	16.4%	16.2%	15.2%
45 - 54	16.6%	16.0%	14.6%
55 - 64	11.2%	11.2%	10.2%
65 - 74	6.4%	6.8%	6.4%
75 - 84	5.0%	5.4%	4.8%
85+	1.6%	2.0%	1.8%
18+	78.0%	77.6%	75.0%

2009 Population by Age

	2801 W Big Beaver Rd Troy, MI 48084	2801 W Big Beaver Rd Troy, MI 48084	2801 W Big Beaver Rd Troy, MI 48084
Total	57,597	291,039	1,626,595
0 - 4	5.4%	5.7%	6.5%
5 - 9	5.3%	5.5%	6.2%
10 - 14	6.6%	6.6%	7.1%
15 - 24	12.4%	12.2%	13.7%
25 - 34	11.0%	10.7%	11.6%
35 - 44	15.7%	15.3%	14.7%
45 - 54	17.3%	16.6%	15.1%
55 - 64	12.6%	12.7%	11.6%
65 - 74	6.8%	7.2%	6.7%
75 - 84	4.8%	5.1%	4.6%
85+	2.1%	2.4%	2.2%
18+	78.6%	78.2%	75.8%

2000 Population by Sex

	2801 W Big Beaver Rd Troy, MI 48084	2801 W Big Beaver Rd Troy, MI 48084	2801 W Big Beaver Rd Troy, MI 48084
Males	48.8%	48.6%	48.0%
Females	51.2%	51.4%	52.0%

2004 Population by Sex

	2801 W Big Beaver Rd Troy, MI 48084	2801 W Big Beaver Rd Troy, MI 48084	2801 W Big Beaver Rd Troy, MI 48084
Males	48.8%	48.6%	48.0%
Females	51.2%	51.4%	52.0%

2009 Population by Sex

	2801 W Big Beaver Rd Troy, MI 48084	2801 W Big Beaver Rd Troy, MI 48084	2801 W Big Beaver Rd Troy, MI 48084
Males	48.8%	48.7%	48.0%
Females	51.2%	51.3%	52.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



Somerset Collection
Latitude: 42.561053
Longitude: -83.183075

2801 W Big Beaver Rd
Troy, MI 48084
Drive Time: 5 minutes

2801 W Big Beaver Rd
Troy, MI 48084
Drive Time: 10 minutes

2801 W Big Beaver Rd
Troy, MI 48084
Drive Time: 20 minutes



2000 Population by Race/Ethnicity

Total	57,896	289,128	1,594,753
White Alone	86.4%	86.7%	61.1%
Black Alone	1.8%	4.5%	32.4%
American Indian Alone	0.2%	0.2%	0.3%
Asian or Pacific Islander Alone	9.8%	6.4%	3.4%
Some Other Race Alone	0.3%	0.4%	0.7%
Two or More Races	1.5%	1.9%	2.2%
Hispanic Origin	1.5%	1.4%	1.9%
Diversity Index	26.6	26.4	53.8

2004 Population by Race/Ethnicity

Total	57,038	287,090	1,599,750
White Alone	83.7%	84.4%	60.0%
Black Alone	2.0%	4.9%	32.5%
American Indian Alone	0.1%	0.2%	0.3%
Asian or Pacific Islander Alone	12.2%	8.1%	4.3%
Some Other Race Alone	0.4%	0.4%	0.7%
Two or More Races	1.6%	2.0%	2.3%
Hispanic Origin	1.7%	1.6%	2.1%
Diversity Index	30.8	30.1	55.2

2009 Population by Race/Ethnicity

Total	57,596	291,039	1,626,597
White Alone	80.1%	81.5%	58.7%
Black Alone	2.2%	5.2%	32.3%
American Indian Alone	0.1%	0.2%	0.3%
Asian or Pacific Islander Alone	15.5%	10.4%	5.6%
Some Other Race Alone	0.4%	0.5%	0.8%
Two or More Races	1.7%	2.2%	2.4%
Hispanic Origin	1.9%	1.8%	2.3%
Diversity Index	35.9	34.7	56.8



2000 Population 3+ by School Enrollment

Total	56,143	278,620	1,532,672
Enrolled in Nursery/Preschool	2.2%	2.1%	2.0%
Enrolled in Kindergarten	1.4%	1.2%	1.5%
Enrolled in Grade 1-8	10.9%	11.0%	12.8%
Enrolled in Grade 9-12	5.5%	5.7%	6.2%
Enrolled in College	4.3%	4.8%	5.1%
Enrolled in Grad/Prof School	2.6%	2.2%	1.4%
Not Enrolled in School	73.2%	73.1%	71.1%

2000 Population 25+ by Educational Attainment

Total	41,428	204,001	1,056,149
Less than 9th Grade	1.3%	3.0%	4.8%
9th - 12th Grade, No Diploma	3.8%	6.3%	12.5%
High School Graduate	14.4%	19.5%	26.3%
Some College, No Degree	18.1%	19.7%	22.8%
Associate Degree	5.8%	6.2%	6.4%
Bachelor's Degree	32.1%	26.8%	16.5%
Master's/Prof/Doctorate Degree	24.6%	18.5%	10.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



Somerset Collection
Latitude: 42.561053
Longitude: -83.183075

2801 W Big Beaver Rd
Troy, MI 48084
Drive Time: 5 minutes

2801 W Big Beaver Rd
Troy, MI 48084
Drive Time: 10 minutes

2801 W Big Beaver Rd
Troy, MI 48084
Drive Time: 20 minutes



2000 Population 15+ by Sex and Marital Status

	2801 W Big Beaver Rd Troy, MI 48084	2801 W Big Beaver Rd Troy, MI 48084	2801 W Big Beaver Rd Troy, MI 48084
Total	47,278	233,893	1,250,585
Females	52.0%	51.9%	53.0%
Never Married	12.6%	11.9%	15.0%
Married, not Separated	28.6%	29.1%	24.4%
Married, Separated	0.4%	0.4%	1.1%
Widowed	4.2%	5.1%	6.0%
Divorced	6.2%	5.4%	6.5%
Males	48.0%	48.1%	47.0%
Never Married	14.1%	14.0%	16.1%
Married, not Separated	28.7%	29.1%	24.7%
Married, Separated	0.3%	0.3%	0.7%
Widowed	1.0%	1.2%	1.3%
Divorced	3.9%	3.5%	4.3%



2000 Population 16+ by Employment Status

	2801 W Big Beaver Rd Troy, MI 48084	2801 W Big Beaver Rd Troy, MI 48084	2801 W Big Beaver Rd Troy, MI 48084
Total	46,575	230,153	1,228,579
In Labor Force	70.5%	67.9%	63.9%
Civilian Employed	67.8%	65.9%	60.0%
Civilian Unemployed	2.6%	2.0%	3.8%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	29.5%	32.1%	36.1%

2004 Civilian Population 16+ in Labor Force

	2801 W Big Beaver Rd Troy, MI 48084	2801 W Big Beaver Rd Troy, MI 48084	2801 W Big Beaver Rd Troy, MI 48084
Civilian Employed	93.1%	94.1%	89.2%
Civilian Unemployed	6.9%	5.9%	10.8%

2009 Civilian Population 16+ in Labor Force

	2801 W Big Beaver Rd Troy, MI 48084	2801 W Big Beaver Rd Troy, MI 48084	2801 W Big Beaver Rd Troy, MI 48084
Civilian Employed	93.6%	94.8%	90.9%
Civilian Unemployed	6.4%	5.2%	9.1%

2000 Females 16+ by Employment Status and Age of Children

	2801 W Big Beaver Rd Troy, MI 48084	2801 W Big Beaver Rd Troy, MI 48084	2801 W Big Beaver Rd Troy, MI 48084
Total	24,178	119,612	651,343
Own Children < 6 Only	7.3%	7.2%	7.1%
Employed/in Armed Forces	4.0%	4.0%	4.1%
Unemployed	0.1%	0.1%	0.3%
Not in Labor Force	3.2%	3.0%	2.7%
Own Children < 6 and 6-17 Only	5.0%	5.1%	6.0%
Employed/in Armed Forces	2.2%	2.7%	3.3%
Unemployed	0.0%	0.1%	0.3%
Not in Labor Force	2.8%	2.4%	2.5%
Own Children 6-17 Only	17.0%	16.8%	16.9%
Employed/in Armed Forces	11.6%	11.8%	11.8%
Unemployed	0.4%	0.3%	0.5%
Not in Labor Force	5.1%	4.7%	4.6%
No Own Children < 18	70.6%	70.9%	70.0%
Employed/in Armed Forces	41.0%	38.8%	34.9%
Unemployed	2.0%	1.3%	2.2%
Not in Labor Force	27.5%	30.8%	33.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004.



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2801 W Big Beaver Rd
 Troy, MI 48084
 Drive Time: 5 minutes

2801 W Big Beaver Rd
 Troy, MI 48084
 Drive Time: 10 minutes

2801 W Big Beaver Rd
 Troy, MI 48084
 Drive Time: 20 minutes



2004 Employed Population 16+ by Industry

	2801 W Big Beaver Rd	2801 W Big Beaver Rd	2801 W Big Beaver Rd
Total	28,764	140,523	693,930
Agriculture/Mining	0.0%	0.0%	0.1%
Construction	3.0%	3.9%	4.4%
Manufacturing	17.3%	17.7%	19.0%
Wholesale Trade	4.0%	3.9%	3.2%
Retail Trade	11.4%	12.2%	12.3%
Transportation/Utilities	2.1%	2.6%	4.1%
Information	3.0%	2.8%	2.5%
Finance/Insurance/Real Estate	8.6%	8.1%	7.0%
Services	48.5%	46.3%	43.7%
Public Administration	2.0%	2.5%	3.7%

2004 Employed Population 16+ by Occupation

	2801 W Big Beaver Rd	2801 W Big Beaver Rd	2801 W Big Beaver Rd
Total	28,763	140,523	693,933
White Collar	84.0%	77.8%	65.0%
Management/Business/Financial	23.8%	19.9%	14.2%
Professional	33.9%	30.8%	23.4%
Sales	15.4%	14.6%	12.3%
Administrative Support	10.8%	12.5%	15.2%
Services	7.7%	9.2%	13.8%
Blue Collar	8.4%	13.0%	21.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.8%	2.7%	3.5%
Installation/Maintenance/Repair	1.7%	2.4%	3.1%
Production	3.1%	5.1%	9.2%
Transportation/Material Moving	1.7%	2.8%	5.3%



2000 Workers 16+ by Means of Transportation to Work

	2801 W Big Beaver Rd	2801 W Big Beaver Rd	2801 W Big Beaver Rd
Total	31,129	149,252	720,895
Drove Alone - Car, Truck, or Van	89.3%	89.1%	84.5%
Carpooled - Car, Truck, or Van	5.1%	5.7%	9.1%
Public Transportation	0.5%	0.5%	2.2%
Walked	1.0%	1.1%	1.4%
Other Means	0.5%	0.5%	0.6%
Worked at Home	3.6%	3.2%	2.3%

2000 Workers 16+ by Travel Time to Work

	2801 W Big Beaver Rd	2801 W Big Beaver Rd	2801 W Big Beaver Rd
Total	31,132	149,254	720,894
Did Not Work at Home	96.4%	96.8%	97.7%
Less than 5 minutes	2.1%	1.9%	1.7%
5 to 9 minutes	11.4%	9.2%	7.5%
10 to 19 minutes	29.9%	30.5%	28.0%
20 to 24 minutes	14.7%	16.3%	17.4%
25 to 34 minutes	20.7%	22.4%	23.8%
35 to 44 minutes	8.0%	7.2%	7.1%
45 to 59 minutes	6.4%	6.1%	7.2%
60 to 89 minutes	2.5%	2.3%	3.4%
90 or more minutes	0.8%	0.9%	1.7%
Worked at Home	3.6%	3.2%	2.3%
Average Travel Time to Work (in min)	22.9	23.1	25.5

2000 Households by Vehicles Available

	2801 W Big Beaver Rd	2801 W Big Beaver Rd	2801 W Big Beaver Rd
Total	25,348	118,866	617,518
None	3.7%	5.0%	9.7%
1	38.0%	33.7%	37.0%
2	43.3%	44.5%	38.0%
3	11.4%	12.4%	11.3%
4	2.8%	3.5%	3.0%
5+	0.8%	1.0%	1.1%
Average Number of Vehicles Available	1.7	1.8	1.6

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



Somerset Collection
Latitude: 42.561053
Longitude: -83.183075

2801 W Big Beaver Rd
Troy, MI 48084
Drive Time: 5 minutes

2801 W Big Beaver Rd
Troy, MI 48084
Drive Time: 10 minutes

2801 W Big Beaver Rd
Troy, MI 48084
Drive Time: 20 minutes



2000 Households by Type

	2801 W Big Beaver Rd Troy, MI 48084 Drive Time: 5 minutes	2801 W Big Beaver Rd Troy, MI 48084 Drive Time: 10 minutes	2801 W Big Beaver Rd Troy, MI 48084 Drive Time: 20 minutes
Total	25,276	118,952	617,466
Family Households	59.7%	64.4%	66.1%
Married-couple Family	51.2%	54.2%	45.8%
With Related Children	24.2%	25.3%	21.6%
Other Family (No Spouse)	8.5%	10.2%	20.3%
With Related Children	4.3%	5.2%	12.6%
Nonfamily Households	40.3%	35.6%	33.9%
Householder Living Alone	33.7%	30.0%	28.6%
Householder Not Living Alone	6.6%	5.6%	5.3%
Households with Related Children	28.5%	30.5%	34.2%
Households with Persons 65+	20.8%	23.6%	23.9%

2000 Households by Size

	2801 W Big Beaver Rd Troy, MI 48084 Drive Time: 5 minutes	2801 W Big Beaver Rd Troy, MI 48084 Drive Time: 10 minutes	2801 W Big Beaver Rd Troy, MI 48084 Drive Time: 20 minutes
Total	25,276	118,952	617,466
1 Person Household	33.7%	30.0%	28.6%
2 Person Household	32.8%	32.8%	30.7%
3 Person Household	13.9%	15.3%	16.4%
4 Person Household	12.8%	13.7%	13.6%
5 Person Household	4.9%	5.7%	6.4%
6 Person Household	1.4%	1.8%	2.5%
7+ Person Household	0.5%	0.8%	1.8%

2000 Households by Year Householder Moved In

	2801 W Big Beaver Rd Troy, MI 48084 Drive Time: 5 minutes	2801 W Big Beaver Rd Troy, MI 48084 Drive Time: 10 minutes	2801 W Big Beaver Rd Troy, MI 48084 Drive Time: 20 minutes
Total	25,348	118,864	617,517
Moved in 1999 to March 2000	21.1%	16.4%	16.7%
Moved in 1995 to 1998	29.3%	26.9%	27.1%
Moved in 1990 to 1994	15.7%	16.8%	16.0%
Moved in 1980 to 1989	16.1%	17.2%	16.6%
Moved in 1970 to 1979	9.8%	12.1%	12.2%
Moved in 1969 or Earlier	8.0%	10.5%	11.4%
Median Year Householder Moved In	1995	1993	1993



2000 Housing Units by Units in Structure

	2801 W Big Beaver Rd Troy, MI 48084 Drive Time: 5 minutes	2801 W Big Beaver Rd Troy, MI 48084 Drive Time: 10 minutes	2801 W Big Beaver Rd Troy, MI 48084 Drive Time: 20 minutes
Total	26,495	123,058	650,363
1, Detached	61.6%	72.4%	68.4%
1, Attached	6.8%	4.7%	6.1%
2	0.8%	1.1%	3.7%
3 or 4	5.7%	3.5%	3.2%
5 to 9	13.4%	7.7%	5.8%
10 to 19	4.8%	3.6%	3.8%
20+	6.3%	5.9%	7.0%
Mobile Home	0.6%	1.1%	1.9%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	2801 W Big Beaver Rd Troy, MI 48084 Drive Time: 5 minutes	2801 W Big Beaver Rd Troy, MI 48084 Drive Time: 10 minutes	2801 W Big Beaver Rd Troy, MI 48084 Drive Time: 20 minutes
Total	26,518	123,112	650,306
1999 to March 2000	1.1%	0.9%	1.2%
1995 to 1998	3.6%	2.7%	3.4%
1990 to 1994	4.3%	4.1%	3.8%
1980 to 1989	9.9%	9.0%	9.3%
1970 to 1979	24.2%	20.4%	16.0%
1969 or Earlier	56.8%	62.9%	66.3%
Median Year Structure Built	1967	1963	1961

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Somerset Collection
Latitude: 42.561053
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Troy, MI 48084
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Drive Time: 20 minutes

Top 3 Tapestry Segments

1.	Metropolitans	Metropolitans	Family Foundations
2.	Suburban Splendor	Suburban Splendor	Cozy and Comfortable
3.	Enterprising Professio	Cozy and Comfortable	Metro City Edge



2004 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$118,609,341	\$493,991,801	\$1,924,846,921
Average Spent	\$4,703.92	\$4,104.46	\$3,064.87
Spending Potential Index	173	151	113
Computers & Accessories: Total \$	\$12,324,939	\$50,943,178	\$192,181,405
Average Spent	\$488.79	\$423.27	\$306.00
Spending Potential Index	180	156	113
Education: Total \$	\$48,138,993	\$199,769,547	\$752,880,566
Average Spent	\$1,909.14	\$1,659.84	\$1,198.79
Spending Potential Index	183	159	115
Entertainment/Recreation: Total \$	\$133,459,350	\$561,470,901	\$2,130,574,381
Average Spent	\$5,292.86	\$4,665.12	\$3,392.45
Spending Potential Index	173	152	111
Food at Home: Total \$	\$193,438,102	\$812,423,510	\$3,215,782,342
Average Spent	\$7,671.55	\$6,750.23	\$5,120.39
Spending Potential Index	164	145	110
Food Away from Home: Total \$	\$134,097,343	\$556,629,354	\$2,181,980,532
Average Spent	\$5,318.16	\$4,624.90	\$3,474.30
Spending Potential Index	171	149	112
Health Care: Total \$	\$134,698,475	\$582,578,728	\$2,331,717,216
Average Spent	\$5,342.00	\$4,840.50	\$3,712.72
Spending Potential Index	156	142	109
HH Furnishings & Equipment: Total \$	\$93,194,253	\$390,874,241	\$1,467,619,914
Average Spent	\$3,695.98	\$3,247.68	\$2,336.84
Spending Potential Index	177	156	112
Investments: Total \$	\$451,475,790	\$1,905,119,461	\$6,496,965,273
Average Spent	\$17,905.05	\$15,829.17	\$10,344.91
Spending Potential Index	218	193	126
Retail Goods: Total \$	\$1,028,867,981	\$4,319,261,675	\$16,868,643,645
Average Spent	\$40,803.81	\$35,887.68	\$26,859.40
Spending Potential Index	166	146	109
Shelter: Total \$	\$617,352,641	\$2,571,672,717	\$9,644,227,972
Average Spent	\$24,483.55	\$21,367.39	\$15,356.20
Spending Potential Index	181	158	114
TV/Video/Sound Equipment: Total \$	\$42,920,166	\$178,877,093	\$42,920,166
Average Spent	\$1,702.17	\$1,486.25	\$1,125.22
Spending Potential Index	168	147	111
Travel: Total \$	\$80,609,263	\$342,639,099	\$1,271,159,823
Average Spent	\$3,196.88	\$2,846.90	\$2,024.03
Spending Potential Index	180	160	114
Vehicle Maintenance & Repairs: Total \$	\$43,731,417	\$181,981,644	\$701,283,082
Average Spent	\$1,734.34	\$1,512.04	\$1,116.63
Spending Potential Index	170	148	110

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2000, 2001 and 2002 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI BIS forecasts for 2004 and 2009.



Somerset Collection
2801 W Big Beaver Rd
Troy, MI 48084

Site Type: Drive Time

Latitude: 42.561053
Longitude: -83.183075
Drive Time: 5 minutes

	Census 2000	2004	2009	2004-2009 Change	2004-2009 Annual Rate
Population	57,897	57,037	57,596	559	0.2%
Median Age	38.2	39.6	41.2	1.6	0.8%
Households	25,276	25,215	25,838	623	0.49%
Average Household Size	2.28	2.25	2.22	-0.03	-0.27%

2004 Households by Net Worth

	Number	Percent
Total	25,215	100.0%
<\$15,000	4,487	17.8%
\$15,000 - \$34,999	1,611	6.4%
\$35,000 - \$49,999	571	2.3%
\$50,000 - \$74,999	1,386	5.5%
\$75,000 - \$99,999	1,052	4.2%
\$100,000 - \$149,999	1,904	7.6%
\$150,000 - \$249,999	3,328	13.2%
\$250,000 - \$499,999	3,939	15.6%
\$500,000+	6,937	27.5%
Median Net Worth	\$188,440	
Average Net Worth	\$729,358	

2004 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	768	4,194	5,515	5,700	4,037	2,405	2,596
<\$15,000	447	1,666	1,504	401	165	141	164
\$15,000 - \$34,999	47	461	755	170	64	70	44
\$35,000 - \$49,999	14	54	164	121	97	31	90
\$50,000 - \$99,999	39	343	502	459	281	363	451
\$100,000 - \$149,999	51	302	545	346	248	163	249
\$150,000 - \$249,999	18	485	726	602	931	288	277
\$250,000+	152	883	1,319	3,601	2,251	1,349	1,321
Median Net Worth	\$12,886	\$32,941	\$78,256	\$250,001	\$250,001	\$250,001	\$250,001
Average Net Worth	\$397,496	\$215,198	\$284,777	\$890,814	\$1,082,625	\$911,622	\$622,848

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



Somerset Collection
2801 W Big Beaver Rd
Troy, MI 48084

Site Type: Drive Time

Latitude: 42.561053
Longitude: -83.183075
Drive Time: 10 minutes

	Census 2000	2004	2009	2004-2009 Change	2004-2009 Annual Rate
Population	289,128	287,090	291,039	3,949	0.27%
Median Age	38.5	39.8	41.4	1.6	0.79%
Households	118,952	120,355	124,072	3,717	0.61%
Average Household Size	2.41	2.36	2.32	-0.04	-0.34%

2004 Households by Net Worth

	Number	Percent
Total	120,354	100.0%
<\$15,000	24,371	20.2%
\$15,000 - \$34,999	8,737	7.3%
\$35,000 - \$49,999	3,450	2.9%
\$50,000 - \$74,999	6,409	5.3%
\$75,000 - \$99,999	5,858	4.9%
\$100,000 - \$149,999	8,837	7.3%
\$150,000 - \$249,999	14,742	12.2%
\$250,000 - \$499,999	19,692	16.4%
\$500,000+	28,258	23.5%
Median Net Worth	\$162,172	
Average Net Worth	\$639,678	

2004 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	3,012	17,887	26,271	26,943	19,613	12,425	14,202
<\$15,000	1,878	8,793	7,745	2,110	1,136	1,033	1,676
\$15,000 - \$34,999	203	2,558	3,183	1,190	663	512	429
\$35,000 - \$49,999	128	351	697	633	847	225	569
\$50,000 - \$99,999	185	1,503	2,115	2,068	2,205	2,064	2,127
\$100,000 - \$149,999	237	921	2,103	1,661	1,620	1,053	1,242
\$150,000 - \$249,999	45	1,309	2,825	3,333	4,350	1,401	1,478
\$250,000+	336	2,452	7,603	15,948	8,792	6,137	6,681
Median Net Worth	\$12,029	\$15,656	\$81,108	\$250,001	\$217,606	\$242,520	\$213,925
Average Net Worth	\$236,415	\$146,589	\$325,304	\$840,937	\$887,765	\$810,743	\$577,077

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



Somerset Collection
2801 W Big Beaver Rd
Troy, MI 48084

Site Type: Drive Time

Latitude: 42.561053
Longitude: -83.183075
Drive Time: 20 minutes

	Census 2000	2004	2009	2004-2009 Change	2004-2009 Annual Rate
Population	1,594,752	1,599,750	1,626,597	26,847	0.33%
Median Age	35.9	37.0	38.6	1.6	0.85%
Households	617,466	628,035	647,176	19,141	0.6%
Average Household Size	2.55	2.51	2.48	-0.03	-0.24%

2004 Households by Net Worth

	Number	Percent
Total	628,026	100.0%
<\$15,000	151,180	24.1%
\$15,000 - \$34,999	52,397	8.3%
\$35,000 - \$49,999	24,463	3.9%
\$50,000 - \$74,999	37,565	6.0%
\$75,000 - \$99,999	34,881	5.6%
\$100,000 - \$149,999	51,940	8.3%
\$150,000 - \$249,999	69,754	11.1%
\$250,000 - \$499,999	94,258	15.0%
\$500,000+	111,588	17.8%
Median Net Worth	\$110,411	
Average Net Worth	\$505,959	

2004 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	22,360	99,833	132,872	135,333	100,690	66,499	70,443
<\$15,000	16,358	46,992	37,026	21,697	11,334	7,357	10,417
\$15,000 - \$34,999	1,443	15,119	15,206	9,675	4,823	3,426	2,706
\$35,000 - \$49,999	735	4,222	5,771	4,309	5,327	1,364	2,736
\$50,000 - \$99,999	1,123	11,340	14,365	12,763	11,614	11,141	10,100
\$100,000 - \$149,999	1,275	6,083	12,290	11,067	8,182	6,304	6,741
\$150,000 - \$249,999	321	6,954	14,117	16,113	17,690	6,964	7,595
\$250,000+	1,105	9,123	34,097	59,709	41,720	29,943	30,148
Median Net Worth	\$10,252	\$17,308	\$73,762	\$191,322	\$190,546	\$193,559	\$175,535
Average Net Worth	\$115,656	\$113,255	\$297,219	\$641,784	\$817,583	\$743,667	\$530,861

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



Census 2000 Summary Profile

Vandewalle & Associates

Somerset Collection
2801 W Big Beaver Rd
Troy, MI 48084

Site Type: Drive Time

Latitude: 42.561053
 Longitude: -83.183075
 Drive Time: 20 minutes

Summary	1990	Census 2000	1990-2000 Annual Rate
Total Population	1,592,081	1,594,752	0.02%
Total Households	591,198	617,466	0.44%
Total Families	416,609	407,968	-0.21%
Total Housing Units	623,066	650,233	0.43%
Average Household Size	2.66	2.55	-0.42%
Average Family Size	3.21	3.17	-0.13%
Median Household Income	\$35,964	\$49,590	3.26%
Average Household Income	\$45,647	\$66,492	3.83%
Per Capita Income	\$17,051	\$25,965	4.29%

	Number	Percent
Population by Race		
Total	1,594,753	100.0%
Population Reporting One Race	1,560,037	97.8%
White	974,187	61.1%
Black or African American	516,849	32.4%
American Indian or Alaska Native	4,228	0.3%
Asian	53,535	3.4%
Native Hawaiian or Other Pacific Islander	419	0.0%
Some Other Race	10,819	0.7%
Population Reporting Two or More Races	34,716	2.2%
Total Hispanic Population	29,804	1.9%
Population by Sex		
Male	765,424	48%
Female	829,328	52%
Population by Age		
Total	1,594,753	100.0%
Age 0 - 4	106,199	6.7%
Age 5 - 9	120,533	7.6%
Age 10 - 14	117,381	7.4%
Age 15 - 19	103,009	6.5%
Age 20 - 24	92,282	5.8%
Age 25 - 29	115,098	7.2%
Age 30 - 34	119,695	7.5%
Age 35 - 39	124,108	7.8%
Age 40 - 44	128,134	8.0%
Age 45 - 49	117,697	7.4%
Age 50 - 54	105,998	6.6%
Age 55 - 59	81,148	5.1%
Age 60 - 64	60,997	3.8%
Age 65 - 69	53,331	3.3%
Age 70 - 74	51,756	3.2%
Age 75 - 79	44,208	2.8%
Age 80 - 84	29,276	1.8%
Age 85+	23,903	1.5%
Median Age	35.9	
Age 18+	1,185,185	74.3%
Age 65+	202,474	12.7%

Data Note: Population Reporting Two of More Races includes unique counts of the population who reported at least two races. Hispanic population can be of any race. Detail may not sum to totals due to rounding. Census 2000 medians are computed from reported data distributions. The "1990-2000 Annual Rate" is an annual compound rate.

Source: U.S. Census Bureau, Census 2000 Summary File 1 and 3. ESRI BIS converted 1990 Census into 2000 geography.



Somerset Collection
2801 W Big Beaver Rd
Troy, MI 48084

Site Type: Drive Time

Latitude: 42.561053
Longitude: -83.183075
Drive Time: 20 minutes

	Number	Percent
Population by Relationship and HH Type		
Total	1,594,751	100.0%
In Households	1,573,439	98.7%
In Family Households	1,322,810	82.9%
Householder	407,975	25.6%
Spouse	282,738	17.7%
Child	497,591	31.2%
Other Relatives	103,351	6.5%
Nonrelatives	31,155	2.0%
In Nonfamily Households	250,629	15.7%
In Group Quarters	21,312	1.3%
Institutionalized Population	12,842	0.8%
Noninstitutionalized Population	8,470	0.5%
Population by Place of Birth and Citizenship Status		
Total	1,594,952	100.0%
Native	1,439,322	90.2%
Born in United States	1,429,736	89.6%
Born outside United States	9,586	0.6%
Foreign Born	155,630	9.8%
Naturalized Citizen	76,346	4.8%
Not a Citizen	79,284	5.0%
Population 15+ by Sex and Marital Status		
Total	1,250,585	100.0%
Females	662,265	53.0%
Never Married	188,025	15.0%
Married, not Separated	304,538	24.4%
Married, Separated	13,356	1.1%
Widowed	75,183	6.0%
Divorced	81,163	6.5%
Males	588,320	47.0%
Never Married	200,732	16.1%
Married, not Separated	308,280	24.7%
Married, Separated	9,224	0.7%
Widowed	16,099	1.3%
Divorced	53,985	4.3%
Population 3+ by School Enrollment		
Total	1,532,672	100.0%
Enrolled in Nursery/Preschool: Public School	18,611	1.2%
Enrolled in Nursery/Preschool: Private School	11,513	0.8%
Enrolled in Kindergarten: Public School	19,602	1.3%
Enrolled in Kindergarten: Private School	3,791	0.2%
Enrolled in Grade 1-8: Public School	172,822	11.3%
Enrolled in Grade 1-8: Private School	23,446	1.5%
Enrolled in Grade 9-12: Public School	84,578	5.5%
Enrolled in Grade 9-12: Private School	10,074	0.7%
Enrolled in College: Public School	61,680	4.0%
Enrolled in College: Private School	15,922	1.0%
Enrolled in Grad/Professional School: Public	14,864	1.0%
Enrolled in Grad/Professional School: Private	6,378	0.4%
Not Enrolled in School	1,089,391	71.1%

Source: U.S. Census Bureau, Census 2000 Summary File 1 and 3.



Somerset Collection
2801 W Big Beaver Rd
Troy, MI 48084

Site Type: Drive Time

Latitude: 42.561053
Longitude: -83.183075
Drive Time: 20 minutes

	Number	Percent
Population 25+ by Educational Attainment		
Total	1,056,149	100.0%
Less than 9th Grade	51,218	4.8%
9th - 12th Grade, No Diploma	131,884	12.5%
High School Graduate	278,013	26.3%
Some College, No Degree	240,366	22.8%
Associate Degree	67,314	6.4%
Bachelor's Degree	174,500	16.5%
Master's/Professional/Doctorate Degree	112,854	10.7%
Population 16+ by Sex and Employment Status		
Total	1,228,579	100.0%
Females in Labor Force	373,485	30.4%
Civilian Employed	351,919	28.6%
Civilian Unemployed	21,453	1.7%
In Armed Forces	113	0.0%
Females not in Labor Force	277,861	22.6%
Males in Labor Force	411,204	33.5%
Civilian Employed	385,706	31.4%
Civilian Unemployed	25,287	2.1%
In Armed Forces	211	0.0%
Males not in Labor Force	166,029	13.5%
Population 16+ by Sex and Work Status in 1999		
Total	1,228,576	100.0%
Females	651,345	53.0%
Worked Full-time	205,618	16.7%
Worked Part-time	205,146	16.7%
Did Not Work	240,581	19.6%
Males	577,231	47.0%
Worked Full-time	294,128	23.9%
Worked Part-time	144,368	11.8%
Did Not Work	138,735	11.3%
Females 16+ by Employment Status and Age of Children		
Total	651,343	100.0%
Own Children <6 Only	46,189	7.1%
Employed/in Armed Forces	26,736	4.1%
Unemployed	1,944	0.3%
Not in Labor Force	17,509	2.7%
Own Children 6-17 Only	109,964	16.9%
Employed/in Armed Forces	76,702	11.8%
Unemployed	3,538	0.5%
Not in Labor Force	29,724	4.6%
Own Children <6 and 6-17	39,243	6.0%
Employed/in Armed Forces	21,418	3.3%
Unemployed	1,860	0.3%
Not in Labor Force	15,965	2.5%
No Own Children <18	455,947	70.0%
Employed/in Armed Forces	227,175	34.9%
Unemployed	14,111	2.2%
Not in Labor Force	214,661	33.0%

Source: U.S. Census Bureau, Census 2000 Summary File 3.



Somerset Collection
2801 W Big Beaver Rd
Troy, MI 48084

Site Type: Drive Time

Latitude: 42.561053
 Longitude: -83.183075
 Drive Time: 20 minutes

	Number	Percent
Civilian Employed Population 16+ by Occupation		
Total	737,626	100.0%
Management/Professional	272,592	37.0%
Service	100,200	13.6%
Sales/Office and Admin Support	202,972	27.5%
Farming/Fishing/Forestry	669	0.1%
Construction/Extraction/Maintenance	51,016	6.9%
Production/Transportation/Material Moving	110,177	14.9%
Civilian Employed Population 16+ by Industry		
Total	737,622	100.0%
Agriculture/Forestry/Fishing/Hunting/Mining	637	0.1%
Construction	33,201	4.5%
Manufacturing	161,450	21.9%
Wholesale Trade	25,372	3.4%
Retail Trade	84,908	11.5%
Transportation/Warehousing/Utilities	27,091	3.7%
Information	20,043	2.7%
Finance/Insurance/Real Estate/Rental/Leasing	49,438	6.7%
Professional/Scientific/Mgmt/Admin/Waste Mgmt Services	86,866	11.8%
Educational/Health/Social Services	138,713	18.8%
Arts/Entertainment/Recreation/Accommodation/Food Services	51,740	7.0%
Other Services	33,277	4.5%
Public Administration	24,886	3.4%
Workers 16+ by Place of Work		
Total	720,894	100.0%
Worked in State of Residence	717,333	99.5%
Worked in County of Residence	473,321	65.7%
Worked outside County of Residence	244,012	33.8%
Worked outside State of Residence	3,561	0.5%
Workers 16+ by Means of Transportation to Work		
Total	720,895	100.0%
Drove Alone - Car, Truck, or Van	608,847	84.5%
Carpooled - Car, Truck, or Van	65,733	9.1%
Public Transportation	15,792	2.2%
Walked	10,046	1.4%
Other Means	4,180	0.6%
Worked at Home	16,297	2.3%
Workers 16+ by Travel Time to Work		
Total	720,894	100.0%
Did not Work at Home	704,597	97.7%
Less than 5 minutes	12,527	1.7%
5 to 9 minutes	53,823	7.5%
10 to 19 minutes	201,915	28.0%
20 to 24 minutes	125,536	17.4%
25 to 34 minutes	171,262	23.8%
35 to 44 minutes	50,963	7.1%
45 to 59 minutes	51,576	7.2%
60 to 89 minutes	24,687	3.4%
90 or more minutes	12,308	1.7%
Worked at Home	16,297	2.3%
Average Travel Time to Work (in minutes)	25.5	

Source: U.S. Census Bureau, Census 2000 Summary File 3.



Somerset Collection
2801 W Big Beaver Rd
Troy, MI 48084

Site Type: Drive Time

Latitude: 42.561053
Longitude: -83.183075
Drive Time: 20 minutes

	Number	Percent
Households by Type		
Total	617,467	100.0%
Family Households	407,968	66.1%
Married-couple Families	282,719	45.8%
With Related Children	133,103	21.6%
Other Family (No Spouse Present)	125,249	20.3%
With Related Children	78,046	12.6%
Nonfamily Households	209,499	33.9%
Householder Living Alone	176,664	28.6%
Householder Not Living Alone	32,835	5.3%
Households with Related Children	211,149	34.2%
Households by Age of Householder		
Total	617,465	100.0%
Householder Age 15 - 24	21,830	3.5%
Householder Age 25 - 34	109,410	17.7%
Householder Age 35 - 44	136,253	22.1%
Householder Age 45 - 54	129,394	21.0%
Householder Age 55 - 64	87,010	14.1%
Householder Age 65 - 74	68,394	11.1%
Householder Age 75 - 84	50,552	8.2%
Householder Age 85+	14,622	2.4%
Households by Size		
Total	617,467	100.0%
1 Person Household	176,664	28.6%
2 Person Household	189,839	30.7%
3 Person Household	100,968	16.4%
4 Person Household	84,045	13.6%
5 Person Household	39,579	6.4%
6 Person Household	15,541	2.5%
7+ Person Household	10,831	1.8%
Households by Poverty Status in 1999 and HH Type		
Total	618,056	100.0%
Below Poverty Level	63,686	10.3%
Married-couple Family	9,842	1.6%
Other Family - Male Householder, No Wife Present	3,030	0.5%
Other Family - Female Householder, No Husband Present	21,289	3.4%
Nonfamily Households	29,525	4.8%
At or Above Poverty Level	554,370	89.7%
Married-couple Family	277,513	44.9%
Other Family - Male Householder, No Wife Present	23,398	3.8%
Other Family - Female Householder, No Husband Present	75,492	12.2%
Nonfamily Households	177,967	28.8%

Source: U.S. Census Bureau, Census 2000 Summary File 1 and 3.



Somerset Collection
2801 W Big Beaver Rd
Troy, MI 48084

Site Type: Drive Time

Latitude: 42.561053
Longitude: -83.183075
Drive Time: 20 minutes

	Number	Percent
Households by Household Income in 1999		
Household Income Base	618,055	100.0%
< \$15,000	84,193	13.6%
\$15,000 - \$24,999	68,084	11.0%
\$25,000 - \$34,999	68,241	11.0%
\$35,000 - \$49,999	90,581	14.7%
\$50,000 - \$74,999	122,106	19.8%
\$75,000 - \$99,999	75,805	12.3%
\$100,000 - \$149,999	67,624	10.9%
\$150,000 - \$199,999	20,004	3.2%
\$200,000 +	21,417	3.5%
Median Household Income	\$49,590	-
Average Household Income	\$66,492	-
Families by Family Income in 1999		
Family Income Base	410,566	100.0%
< \$15,000	36,458	8.9%
\$15,000 - \$24,999	35,681	8.7%
\$25,000 - \$34,999	39,140	9.5%
\$35,000 - \$49,999	56,749	13.8%
\$50,000 - \$74,999	87,035	21.2%
\$75,000 - \$99,999	60,506	14.7%
\$100,000 - \$149,999	58,496	14.2%
\$150,000 - \$199,999	17,665	4.3%
\$200,000+	18,836	4.6%
Median Family Income	\$60,301	-
Average Family Income	\$77,959	-
Owner Occupied HUs by Value		
Total	434,544	100.0%
< \$50,000	45,788	10.5%
\$50,000 - \$99,999	103,745	23.9%
\$100,000 - \$149,999	105,798	24.3%
\$150,000 - \$199,999	78,298	18.0%
\$200,000 - \$299,999	58,327	13.4%
\$300,000 - \$499,999	29,318	6.7%
\$500,000 - \$999,999	10,396	2.4%
\$1,000,000+	2,874	0.7%
Median Home Value	\$133,517	-
Average Home Value	\$166,807	-
Specified Renter Occupied HUs by Contract Rent		
Total	182,335	100.0%
With Cash Rent	176,179	96.6%
< \$200	10,508	5.8%
\$200 - \$499	67,988	37.3%
\$500 - \$749	65,431	35.9%
\$750 - \$999	21,743	11.9%
\$1,000 - \$1,499	7,367	4.0%
\$1,500 - \$1,999	1,962	1.1%
\$2000+	1,180	0.6%
No Cash Rent	6,156	3.4%
Median Rent	\$527	-
Average Rent	\$559	-

Data Note: Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent. Census 2000 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2000 Summary File 3.



Somerset Collection
2801 W Big Beaver Rd
Troy, MI 48084

Site Type: Drive Time

Latitude: 42.561053
Longitude: -83.183075
Drive Time: 20 minutes

	Number	Percent
Housing Units by Occupancy		
Total	650,291	100.0%
Occupied Housing Units	617,466	95.0%
Owner Occupied Housing Units	434,642	66.8%
Average Household Size	2.68	-
Renter Occupied Housing Units	182,824	28.1%
Average Household Size	2.24	-
Vacant Housing Units	32,825	5.0%
For Rent	11,728	1.8%
For Sale Only	4,711	0.7%
Rented or Sold, not Occupied	3,904	0.6%
For Seasonal/Recreational/Occasional Use	2,610	0.4%
For Migrant Workers	32	0.0%
Other Vacant	9,840	1.5%
Housing Units by Units in Structure		
Total	650,363	100.0%
1 Detached	445,139	68.4%
1 Attached	39,558	6.1%
2	24,386	3.7%
3 or 4	20,818	3.2%
5 to 9	37,454	5.8%
10 to 19	25,030	3.8%
20+	45,547	7.0%
Mobile Home	12,294	1.9%
Other	137	0.0%
Housing Units by Year Structure Built		
Total	650,306	100.0%
1999 to March 2000	7,666	1.2%
1995 to 1998	22,216	3.4%
1990 to 1994	25,003	3.8%
1980 to 1989	60,262	9.3%
1970 to 1979	103,859	16.0%
1969 or Earlier	431,300	66.3%
Median Year Structure Built	1961	-
Households by Year Householder Moved In		
Total	617,517	100.0%
Moved in 1999 to March 2000	102,960	16.7%
Moved in 1995 to 1998	167,449	27.1%
Moved in 1990 to 1994	98,518	16.0%
Moved in 1980 to 1989	102,605	16.6%
Moved in 1970 to 1979	75,375	12.2%
Moved in 1969 or Earlier	70,610	11.4%
Median Year Householder Moved In	1993	-
Households by Vehicles Available		
Total	617,518	100.0%
None	59,768	9.7%
1	228,175	37.0%
2	234,596	38.0%
3	69,728	11.3%
4	18,701	3.0%
5+	6,550	1.1%
Average Number of Vehicles Available	1.6	-

Source: U.S. Census Bureau, Census 2000 Summary File 1 and 3.

Appendix D

Sourcing Information

Sourcing Information

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