

# Demographic Summary Report

## Kentwood Towne Centre

| Radius                                    | 3 Mile   |        | 5 Mile   |        | 10 Mile  |        |
|---|----------|--------|----------|--------|----------|--------|
| <b>Population</b>                         |          |        |          |        |          |        |
| 2016 Projection                           | 47,275   |        | 145,786  |        | 456,523  |        |
| 2011 Estimate                             | 46,289   |        | 141,368  |        | 443,335  |        |
| 2010 Census                               | 46,191   |        | 140,205  |        | 440,111  |        |
| Growth 2011 - 2016                        | 2.10%    |        | 3.10%    |        | 3.00%    |        |
| Growth 2010 - 2011                        | 0.20%    |        | 0.80%    |        | 0.70%    |        |
| <b>2011 Population by Hispanic Origin</b> | 2,489    |        | 8,229    |        | 53,293   |        |
| <b>2011 Population By Race</b>            | 46,289   |        | 141,368  |        | 443,335  |        |
| White                                     | 34,900   | 75.40% | 102,256  | 72.33% | 331,024  | 74.67% |
| Black or African American                 | 6,418    | 13.87% | 25,184   | 17.81% | 56,532   | 12.75% |
| American Indian and Alaska Native         | 121      | 0.26%  | 412      | 0.29%  | 2,487    | 0.56%  |
| Asian                                     | 2,543    | 5.49%  | 5,942    | 4.20%  | 12,542   | 2.83%  |
| Native Hawaiian and Pacific Islander      | 13       | 0.03%  | 44       | 0.03%  | 207      | 0.05%  |
| Other Race                                | 967      | 2.09%  | 3,134    | 2.22%  | 25,239   | 5.69%  |
| Two or More Races                         | 1,325    | 2.86%  | 4,397    | 3.11%  | 15,303   | 3.45%  |
| <b>Households</b>                         |          |        |          |        |          |        |
| 2016 Projection                           | 19,763   |        | 55,924   |        | 174,097  |        |
| 2011 Estimate                             | 19,255   |        | 54,082   |        | 168,525  |        |
| 2010 Census                               | 19,199   |        | 53,650   |        | 167,252  |        |
| Growth 2011 - 2016                        | 2.60%    |        | 3.40%    |        | 3.30%    |        |
| Growth 2010 - 2011                        | 0.30%    |        | 0.80%    |        | 0.80%    |        |
| Owner Occupied                            | 10,761   | 55.89% | 36,115   | 66.78% | 109,790  | 65.15% |
| Renter Occupied                           | 8,494    | 44.11% | 17,968   | 33.22% | 58,735   | 34.85% |
| <b>2011 Households by HH Income</b>       | 19,255   |        | 54,081   |        | 168,526  |        |
| Income Less Than \$15,000                 | 2,669    | 13.86% | 6,508    | 12.03% | 23,406   | 13.89% |
| Income: \$15,000 - \$24,999               | 2,503    | 13.00% | 6,224    | 11.51% | 21,149   | 12.55% |
| Income: \$25,000 - \$34,999               | 2,207    | 11.46% | 5,926    | 10.96% | 20,843   | 12.37% |
| Income: \$35,000 - \$49,999               | 3,089    | 16.04% | 8,133    | 15.04% | 28,036   | 16.64% |
| Income: \$50,000 - \$74,999               | 3,412    | 17.72% | 10,658   | 19.71% | 33,714   | 20.01% |
| Income: \$75,000 - \$99,999               | 1,812    | 9.41%  | 6,147    | 11.37% | 18,398   | 10.92% |
| Income: \$100,000 - \$149,999             | 2,093    | 10.87% | 6,170    | 11.41% | 14,871   | 8.82%  |
| Income: \$150,000 - \$199,999             | 688      | 3.57%  | 2,008    | 3.71%  | 4,062    | 2.41%  |
| Income: \$200,000+                        | 782      | 4.06%  | 2,307    | 4.27%  | 4,047    | 2.40%  |
| <b>2011 Avg Household Income</b>          | \$63,924 |        | \$67,334 |        | \$58,068 |        |
| <b>2011 Med Household Income</b>          | \$44,874 |        | \$50,377 |        | \$43,925 |        |
| <b>2011 Per Capita Income</b>             | \$27,727 |        | \$26,578 |        | \$22,729 |        |

## Demographic Detail Report

### Kentwood Towne Centre

| Radius                        | 3 Mile        |        | 5 Mile         |        | 10 Mile        |        |
|-------------------------------|---------------|--------|----------------|--------|----------------|--------|
| <b>Population</b>             |               |        |                |        |                |        |
| 2016 Projection               | 47,275        |        | 145,786        |        | 456,523        |        |
| 2011 Estimate                 | 46,289        |        | 141,368        |        | 443,335        |        |
| 2010 Census                   | 46,191        |        | 140,205        |        | 440,111        |        |
| Growth 2011 - 2016            | 2.10%         |        | 3.10%          |        | 3.00%          |        |
| Growth 2010 - 2011            | 0.20%         |        | 0.80%          |        | 0.70%          |        |
| <b>2011 Population by Age</b> |               |        |                |        |                |        |
|                               | <b>46,289</b> |        | <b>141,368</b> |        | <b>443,335</b> |        |
| Age 0 - 4                     | 2,852         | 6.16%  | 9,785          | 6.92%  | 32,827         | 7.40%  |
| Age 5 - 9                     | 2,863         | 6.19%  | 10,203         | 7.22%  | 31,728         | 7.16%  |
| Age 10 - 14                   | 2,890         | 6.24%  | 10,366         | 7.33%  | 31,202         | 7.04%  |
| Age 15 - 19                   | 3,760         | 8.12%  | 10,907         | 7.72%  | 32,413         | 7.31%  |
| Age 20 - 24                   | 4,573         | 9.88%  | 10,767         | 7.62%  | 36,453         | 8.22%  |
| Age 25 - 34                   | 5,750         | 12.42% | 18,171         | 12.85% | 65,750         | 14.83% |
| Age 35 - 44                   | 5,095         | 11.01% | 17,738         | 12.55% | 55,576         | 12.54% |
| Age 45 - 49                   | 2,975         | 6.43%  | 9,588          | 6.78%  | 30,098         | 6.79%  |
| Age 50 - 54                   | 3,010         | 6.50%  | 9,735          | 6.89%  | 30,313         | 6.84%  |
| Age 55 - 59                   | 2,790         | 6.03%  | 8,964          | 6.34%  | 26,839         | 6.05%  |
| Age 60 - 64                   | 2,234         | 4.83%  | 6,980          | 4.94%  | 20,551         | 4.64%  |
| Age 65 - 74                   | 3,030         | 6.55%  | 8,363          | 5.92%  | 24,612         | 5.55%  |
| Age 75 - 84                   | 2,697         | 5.83%  | 6,088          | 4.31%  | 16,583         | 3.74%  |
| Age 85 and over               | 1,771         | 3.83%  | 3,712          | 2.63%  | 8,393          | 1.89%  |
| Age 65 and over               | 7,498         | 16.20% | 18,163         | 12.85% | 49,588         | 11.19% |
| <b>Median Age</b>             | <b>35.90</b>  |        | <b>35.30</b>   |        | <b>33.60</b>   |        |
| <b>Average Age</b>            | <b>38.60</b>  |        | <b>37.00</b>   |        | <b>35.80</b>   |        |

## Demographic Detail Report

### Kentwood Towne Centre

| Radius  | 3 Mile        | 5 Mile         | 10 Mile        |
|---|---------------|----------------|----------------|
| <b>2011 Population By Race</b>                                | <b>46,289</b> | <b>141,368</b> | <b>443,335</b> |
| White   | 34,900 75.40% | 102,256 72.33% | 331,024 74.67% |
| Black or African American                                     | 6,418 13.87%  | 25,184 17.81%  | 56,532 12.75%  |
| American Indian and Alaska Native                             | 121 0.26%     | 412 0.29%      | 2,487 0.56%    |
| Asian   | 2,543 5.49%   | 5,942 4.20%    | 12,542 2.83%   |
| Native Hawaiian and Pacific Islander                          | 13 0.03%      | 44 0.03%       | 207 0.05%      |
| Other Race  | 967 2.09%     | 3,134 2.22%    | 25,239 5.69%   |
| Two or More Races   | 1,325 2.86%   | 4,397 3.11%    | 15,303 3.45%   |
| <b>2011 Population by Hispanic Origin</b>                     | <b>46,287</b> | <b>141,369</b> | <b>443,334</b> |
| Not Hispanic or Latino  | 43,798 94.62% | 133,140 94.18% | 390,041 87.98% |
| Hispanic or Latino  | 2,489 5.38%   | 8,229 5.82%    | 53,293 12.02%  |
| <b>2011 Age 5+ Language at Home</b>                           | <b>43,885</b> | <b>130,214</b> | <b>405,859</b> |
| Speak Only English  | 37,865 86.28% | 114,515 87.94% | 348,921 85.97% |
| Speak Asian or Pacific Island                                 | 1,370 3.12%   | 3,201 2.46%    | 7,452 1.84%    |
| Speak IndoEuropean  | 2,330 5.31%   | 4,697 3.61%    | 9,265 2.28%    |
| Speak Spanish   | 1,615 3.68%   | 6,515 5.00%    | 37,761 9.30%   |
| Speak Other Language  | 705 1.61%     | 1,286 0.99%    | 2,460 0.61%    |
| <b>2011 Median Age, Male</b>                                  | <b>33.40</b>  | <b>33.50</b>   | <b>32.50</b>   |
| <b>2011 Average Age, Male</b>                                 | <b>36.70</b>  | <b>35.40</b>   | <b>34.70</b>   |
| <b>Median Age, Female</b>                                     | <b>38.40</b>  | <b>36.90</b>   | <b>34.60</b>   |
| <b>Average Age, Female</b>                                    | <b>40.30</b>  | <b>38.30</b>   | <b>36.90</b>   |
| <b>2011 Population by Occupation Classification (Age 16+)</b> | <b>22,957</b> | <b>68,081</b>  | <b>214,847</b> |
| Blue Collar   | 3,328 14.50%  | 11,584 17.02%  | 52,910 24.63%  |
| White Collar  | 15,661 68.22% | 46,217 67.89%  | 126,192 58.74% |
| Service   | 3,968 17.28%  | 10,280 15.10%  | 35,745 16.64%  |
| <b>2011 Population by Marital Status (Age 15+)</b>            | <b>38,372</b> | <b>110,085</b> | <b>344,208</b> |
| Total, Never Married  | 13,538 35.28% | 36,324 33.00%  | 117,674 34.19% |
| Married   | 19,051 49.65% | 57,139 51.90%  | 171,940 49.95% |
| Widowed   | 2,712 7.07%   | 6,605 6.00%    | 18,535 5.38%   |
| Divorced  | 3,071 8.00%   | 10,017 9.10%   | 36,059 10.48%  |

## Demographic Detail Report

### Kentwood Towne Centre

| Radius   | 3 Mile        |        | 5 Mile        |        | 10 Mile        |        |
|--|---------------|--------|---------------|--------|----------------|--------|
| <b>2011 Population by Education</b>                  | <b>29,382</b> |        | <b>88,189</b> |        | <b>275,983</b> |        |
| Less Than 9th Grade                                  | 716           | 2.44%  | 2,306         | 2.61%  | 11,813         | 4.28%  |
| Some High School, No Diploma                         | 1,647         | 5.61%  | 4,655         | 5.28%  | 23,314         | 8.45%  |
| High School Grad (Incl Equivalency)                  | 5,658         | 19.26% | 17,663        | 20.03% | 72,029         | 26.10% |
| Some College, No Degree                              | 6,085         | 20.71% | 18,540        | 21.02% | 62,450         | 22.63% |
| Associate Degree                                     | 1,906         | 6.49%  | 6,522         | 7.40%  | 21,447         | 7.77%  |
| Bachelor Degree                                      | 8,120         | 27.64% | 23,812        | 27.00% | 55,283         | 20.03% |
| Advanced Degrees                                     | 5,250         | 17.87% | 14,691        | 16.66% | 29,647         | 10.74% |
| <b>2011 Population by Occupation (Age 16+)</b>       | <b>26,926</b> |        | <b>78,360</b> |        | <b>250,594</b> |        |
| Management, Business, & Financial                    | 7,544         | 28.02% | 21,501        | 27.44% | 62,713         | 25.03% |
| Professional & Related Occupations                   | 1,272         | 4.72%  | 4,562         | 5.82%  | 10,319         | 4.12%  |
| Services   | 12,161        | 45.16% | 33,687        | 42.99% | 107,153        | 42.76% |
| Sales & Office                                       | 2,957         | 10.98% | 8,281         | 10.57% | 23,883         | 9.53%  |
| Farming, Fishing, and Forestry                       | 60            | 0.22%  | 285           | 0.36%  | 1,622          | 0.65%  |
| Construction and Extraction, Maint                   | 325           | 1.21%  | 1,494         | 1.91%  | 8,126          | 3.24%  |
| Production & Transportation                          | 2,607         | 9.68%  | 8,550         | 10.91% | 36,778         | 14.68% |
| <b>2011 Workers by Travel Time to Work (Age 16+)</b> | <b>21,632</b> |        | <b>64,797</b> |        | <b>206,568</b> |        |
| Less Than 15 Minutes                                 | 9,378         | 43.35% | 23,573        | 36.38% | 68,232         | 33.03% |
| 15 to 29 Minutes                                     | 9,233         | 42.68% | 30,828        | 47.58% | 99,383         | 48.11% |
| 30 to 44 Minutes                                     | 1,459         | 6.74%  | 5,152         | 7.95%  | 21,643         | 10.48% |
| 45 to 59 Minutes                                     | 522           | 2.41%  | 1,806         | 2.79%  | 5,598          | 2.71%  |
| 60+ Minutes  | 1,040         | 4.81%  | 3,438         | 5.31%  | 11,712         | 5.67%  |
| <b>2000 Households by HH Size</b>                    | <b>19,199</b> |        | <b>53,650</b> |        | <b>167,252</b> |        |
| 1-Person Households                                  | 6,494         | 33.82% | 14,797        | 27.58% | 46,422         | 27.76% |
| 2-Person Households                                  | 6,293         | 32.78% | 17,272        | 32.19% | 52,951         | 31.66% |
| 3-Person Households                                  | 2,646         | 13.78% | 8,262         | 15.40% | 26,035         | 15.57% |
| 4-Person Households                                  | 2,308         | 12.02% | 7,652         | 14.26% | 22,593         | 13.51% |
| 5-Person Households                                  | 995           | 5.18%  | 3,692         | 6.88%  | 11,655         | 6.97%  |
| 6-Person Households                                  | 325           | 1.69%  | 1,292         | 2.41%  | 4,629          | 2.77%  |
| 7 or more Person Households                          | 138           | 0.72%  | 683           | 1.27%  | 2,967          | 1.77%  |
| <b>2011 Average Household Size</b>                   | <b>2.28</b>   |        | <b>2.54</b>   |        | <b>2.57</b>    |        |

## Demographic Detail Report

### Kentwood Towne Centre

| Radius                              | 3 Mile        | 5 Mile        | 10 Mile        |
|-------------------------------------|---------------|---------------|----------------|
| <b>Households</b>                   |               |               |                |
| 2016 Projection                     | 19,763        | 55,924        | 174,097        |
| 2011 Estimate                       | 19,255        | 54,082        | 168,525        |
| 2010 Census                         | 19,199        | 53,650        | 167,252        |
| Growth 2011 - 2016                  | 2.60%         | 3.40%         | 3.30%          |
| Growth 2010 - 2011                  | 0.30%         | 0.80%         | 0.80%          |
| <b>2011 Households by HH Income</b> | <b>19,255</b> | <b>54,081</b> | <b>168,526</b> |
| Income: Less than \$15,000          | 2,669 13.86%  | 6,508 12.03%  | 23,406 13.89%  |
| Income: \$15,000 - \$24,999         | 2,503 13.00%  | 6,224 11.51%  | 21,149 12.55%  |
| Income: \$25,000 - \$34,999         | 2,207 11.46%  | 5,926 10.96%  | 20,843 12.37%  |
| Income: \$35,000 - \$49,999         | 3,089 16.04%  | 8,133 15.04%  | 28,036 16.64%  |
| Income: \$50,000 - \$74,999         | 3,412 17.72%  | 10,658 19.71% | 33,714 20.01%  |
| Income: \$75,000 - \$99,999         | 1,812 9.41%   | 6,147 11.37%  | 18,398 10.92%  |
| Income: \$100,000 - \$149,999       | 2,093 10.87%  | 6,170 11.41%  | 14,871 8.82%   |
| Income: \$150,000 - \$199,999       | 688 3.57%     | 2,008 3.71%   | 4,062 2.41%    |
| Income: \$200,000+                  | 782 4.06%     | 2,307 4.27%   | 4,047 2.40%    |
| 2011 Avg Household Income           | \$63,924      | \$67,334      | \$58,068       |
| 2011 Med Household Income           | \$44,874      | \$50,377      | \$43,925       |
| 2011 Per Capita Income              | \$27,727      | \$26,578      | \$22,729       |
| <b>2011 Occupied Housing</b>        | <b>19,255</b> | <b>54,083</b> | <b>168,525</b> |
| Owner Occupied                      | 10,761 55.89% | 36,115 66.78% | 109,790 65.15% |
| Renter Occupied                     | 8,494 44.11%  | 17,968 33.22% | 58,735 34.85%  |
| <b>2000 Housing Units</b>           | <b>20,534</b> | <b>56,789</b> | <b>179,639</b> |
| 1 Unit Attached                     | 2,629 12.80%  | 5,469 9.63%   | 12,971 7.22%   |
| 1 Unit Detached                     | 9,075 44.19%  | 35,220 62.02% | 112,676 62.72% |
| 2 Units                             | 225 1.10%     | 1,545 2.72%   | 10,730 5.97%   |
| 3 - 19 Units                        | 5,847 28.47%  | 9,161 16.13%  | 25,879 14.41%  |
| 20 - 49 Units                       | 816 3.97%     | 1,589 2.80%   | 5,331 2.97%    |
| 50 or more Units                    | 1,703 8.29%   | 3,231 5.69%   | 7,047 3.92%    |
| Mobile Home or Trailer              | 239 1.16%     | 574 1.01%     | 5,005 2.79%    |
| Boat, RV, Van, Etc.                 | 0 0.00%       | 0 0.00%       | 0 0.00%        |

## Demographic Detail Report

### Kentwood Towne Centre

| Radius                                     | 3 Mile           |        | 5 Mile           |        | 10 Mile          |        |
|--|------------------|--------|------------------|--------|------------------|--------|
| <b>2011 Housing Value - Owner Occupied</b> | <b>11,405</b>    |        | <b>37,034</b>    |        | <b>114,325</b>   |        |
| Value Less than \$20,000                   | 129              | 1.13%  | 408              | 1.10%  | 3,489            | 3.05%  |
| Value \$20,000 - \$39,999                  | 167              | 1.46%  | 309              | 0.83%  | 1,756            | 1.54%  |
| Value \$40,000 - \$59,999                  | 82               | 0.72%  | 424              | 1.14%  | 2,285            | 2.00%  |
| Value \$60,000 - \$79,999                  | 175              | 1.53%  | 1,249            | 3.37%  | 5,123            | 4.48%  |
| Value \$80,000 - \$99,999                  | 536              | 4.70%  | 2,378            | 6.42%  | 11,893           | 10.40% |
| Value \$100,000 - \$149,999                | 2,469            | 21.65% | 10,595           | 28.61% | 39,677           | 34.71% |
| Value \$150,000 - \$199,999                | 3,009            | 26.38% | 9,300            | 25.11% | 22,749           | 19.90% |
| Value \$200,000 - \$299,999                | 3,114            | 27.30% | 7,251            | 19.58% | 16,328           | 14.28% |
| Value \$300,000 - \$399,999                | 983              | 8.62%  | 2,676            | 7.23%  | 5,757            | 5.04%  |
| Value \$400,000 - \$499,999                | 370              | 3.24%  | 1,026            | 2.77%  | 2,111            | 1.85%  |
| Value \$500,000 - \$749,999                | 253              | 2.22%  | 909              | 2.45%  | 1,993            | 1.74%  |
| Value \$750,000 - \$999,999                | 70               | 0.61%  | 324              | 0.87%  | 616              | 0.54%  |
| Value \$1,000,000 or more                  | 48               | 0.42%  | 185              | 0.50%  | 548              | 0.48%  |
| <b>2011 Med Housing Val-Owner Occupied</b> | <b>\$183,165</b> |        | <b>\$164,108</b> |        | <b>\$140,731</b> |        |
| <b>2011 Housing Units by Yr Built</b>      | <b>20,534</b>    |        | <b>56,790</b>    |        | <b>179,640</b>   |        |
| Built 2005 to Present                      | 314              | 1.53%  | 637              | 1.12%  | 2,706            | 1.51%  |
| Built 2000 to 2004                         | 2,050            | 9.98%  | 4,683            | 8.25%  | 12,358           | 6.88%  |
| Built 1990 to 1999                         | 3,652            | 17.79% | 8,014            | 14.11% | 22,108           | 12.31% |
| Built 1980 to 1989                         | 4,110            | 20.02% | 7,775            | 13.69% | 21,360           | 11.89% |
| Built 1970 to 1979                         | 4,041            | 19.68% | 9,041            | 15.92% | 23,252           | 12.94% |
| Built 1960 to 1969                         | 2,911            | 14.18% | 7,179            | 12.64% | 20,050           | 11.16% |
| Built 1950 to 1959                         | 2,220            | 10.81% | 8,261            | 14.55% | 25,620           | 14.26% |
| Built 1940 to 1949                         | 580              | 2.82%  | 3,836            | 6.75%  | 13,268           | 7.39%  |
| Built 1939 or Earlier                      | 656              | 3.19%  | 7,364            | 12.97% | 38,918           | 21.66% |
| <b>2011 Median Year Built</b>              | <b>1980</b>      |        | <b>1972</b>      |        | <b>1966</b>      |        |

Demographic Market Comparison Report

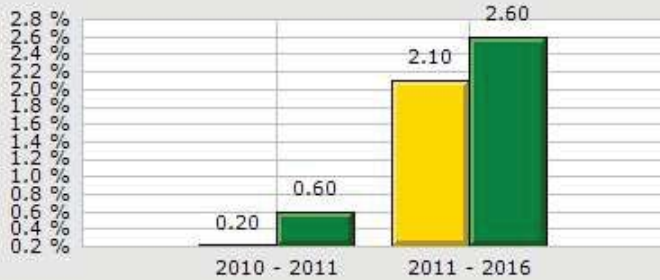
3 mile radius

Kentwood Towne Centre

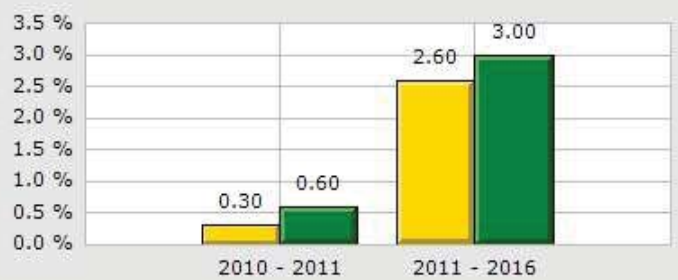
Type: Shopping Center/Power Center  
 County: Kent

3 Mile  
 County

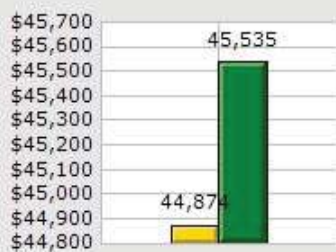
Population Growth



Household Growth



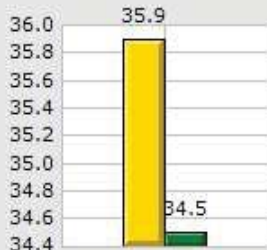
2011 Med Household Inc



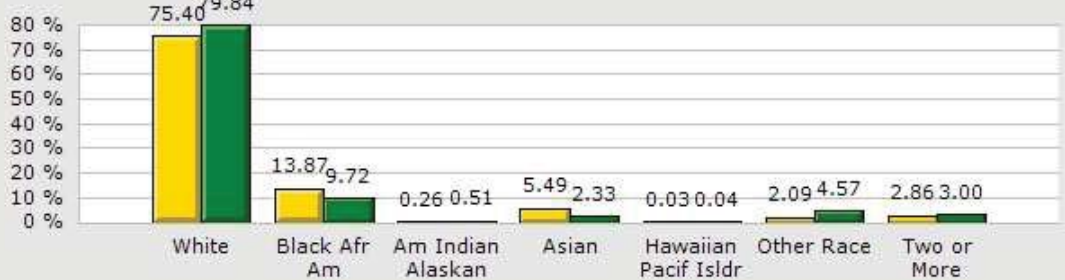
2011 Households by Household Income



2011 Median Age



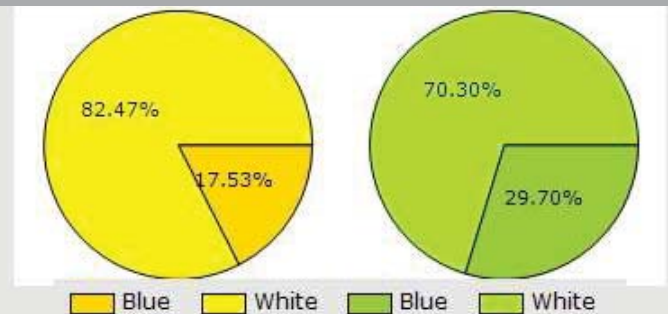
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

**Kentwood Towne Centre**

Type: **Shopping Center/Power Center**  
 County: **Kent**

|                                     | 3 Mile        |        | County         |        |
|-------------------------------------|---------------|--------|----------------|--------|
| <b>Population</b>                   |               |        |                |        |
| Growth 2010 - 2011                  | 0.20%         |        | 0.60%          |        |
| Growth 2011 - 2016                  | 2.10%         |        | 2.60%          |        |
| 2011 Blue Collar                    | 3,328         | 17.53% | 73,616         | 29.70% |
| 2011 White Collar                   | 15,661        | 82.47% | 174,250        | 70.30% |
| <b>2011 Population By Race</b>      |               |        |                |        |
|                                     | <b>46,287</b> |        | <b>606,464</b> |        |
| White                               | 34,900        | 75.40% | 484,191        | 79.84% |
| Black Afr Am                        | 6,418         | 13.87% | 58,927         | 9.72%  |
| Am Indian Alaskan                   | 121           | 0.26%  | 3,065          | 0.51%  |
| Asian                               | 2,543         | 5.49%  | 14,112         | 2.33%  |
| Hawaiian Pacif Islldr               | 13            | 0.03%  | 249            | 0.04%  |
| Other Race                          | 967           | 2.09%  | 27,707         | 4.57%  |
| Two or More                         | 1,325         | 2.86%  | 18,213         | 3.00%  |
| <b>Households</b>                   |               |        |                |        |
| Growth 2010 - 2011                  | 0.30%         |        | 0.60%          |        |
| Growth 2011 - 2016                  | 2.60%         |        | 3.00%          |        |
| Renter Occupied                     | 8,494         | 44.11% | 70,872         | 30.99% |
| Owner Occupied                      | 10,761        | 55.89% | 157,844        | 69.01% |
| <b>2011 Households by HH Income</b> |               |        |                |        |
|                                     | <b>19,255</b> |        | <b>228,716</b> |        |
| Income < \$35,000                   | 7,379         | 38.32% | 86,090         | 37.64% |
| Income \$35,000 - \$74,999          | 6,501         | 33.76% | 83,039         | 36.31% |
| Income \$75,000 - \$149,999         | 3,905         | 20.28% | 48,734         | 21.31% |
| Income \$150,000 - \$199,999        | 688           | 3.57%  | 5,644          | 2.47%  |
| Income \$200,000+                   | 782           | 4.06%  | 5,209          | 2.28%  |
| 2011 Median Household Income        | \$44,874      |        | \$45,535       |        |
| 2011 Median Age                     | 35.90         |        | 34.50          |        |

## Consumer Spending Report

### Kentwood Towne Centre

| 2011 Annual Spending<br>(in Thousands)   | 3 Mile           | 5 Mile             | 10 Mile            |
|--|------------------|--------------------|--------------------|
| <b>Total Specified Consumer Spending</b> | <b>\$661,983</b> | <b>\$1,952,456</b> | <b>\$5,272,505</b> |
| <b>Total Apparel</b>                     | <b>\$27,104</b>  | <b>\$78,706</b>    | <b>\$213,399</b>   |
| Women's Apparel                          | 9,326            | 27,365             | 73,825             |
| Men's Apparel                            | 5,511            | 16,042             | 43,275             |
| Girl's Apparel                           | 2,025            | 6,059              | 16,360             |
| Boy's Apparel                            | 1,621            | 4,807              | 13,154             |
| Infant Apparel                           | 1,788            | 5,060              | 13,946             |
| Footwear (excl. Infants)                 | 3,765            | 10,864             | 29,590             |
| Other Apparel Prod/Services              | 3,067            | 8,508              | 23,250             |
| <b>Total Entertainment</b>               | <b>\$61,076</b>  | <b>\$181,822</b>   | <b>\$485,360</b>   |
| Sports and Recreation                    | 2,496            | 7,509              | 19,999             |
| TV, Radio and Sound Equipment            | 22,260           | 65,000             | 176,988            |
| Reading Materials                        | 2,682            | 7,974              | 21,526             |
| Travel                                   | 32,849           | 99,019             | 260,629            |
| Photographic Equipment                   | 790              | 2,320              | 6,218              |
| <b>Total Food At Home</b>                | <b>\$54,698</b>  | <b>\$158,870</b>   | <b>\$434,481</b>   |
| Cereal Products                          | 3,343            | 9,684              | 26,598             |
| Bread & Bakery Products                  | 7,154            | 21,019             | 57,548             |
| Seafood                                  | 2,915            | 8,398              | 22,691             |
| Meat/Poultry/Fish/Eggs                   | 18,547           | 53,751             | 147,293            |
| Dairy Products                           | 8,756            | 25,530             | 69,982             |
| Fruits and Vegetables                    | 13,984           | 40,490             | 110,369            |
| <b>Total Food Away From Home</b>         | <b>\$55,474</b>  | <b>\$161,712</b>   | <b>\$438,038</b>   |
| Breakfast and Brunch                     | 5,319            | 15,246             | 41,828             |
| Dinner                                   | 25,880           | 75,741             | 204,394            |
| Lunch                                    | 18,325           | 53,326             | 144,802            |
| Snacks and Non Alcoholic Bev             | 4,173            | 11,964             | 32,732             |
| Catered Affairs                          | 1,777            | 5,435              | 14,282             |

## Consumer Spending Report

### Kentwood Towne Centre

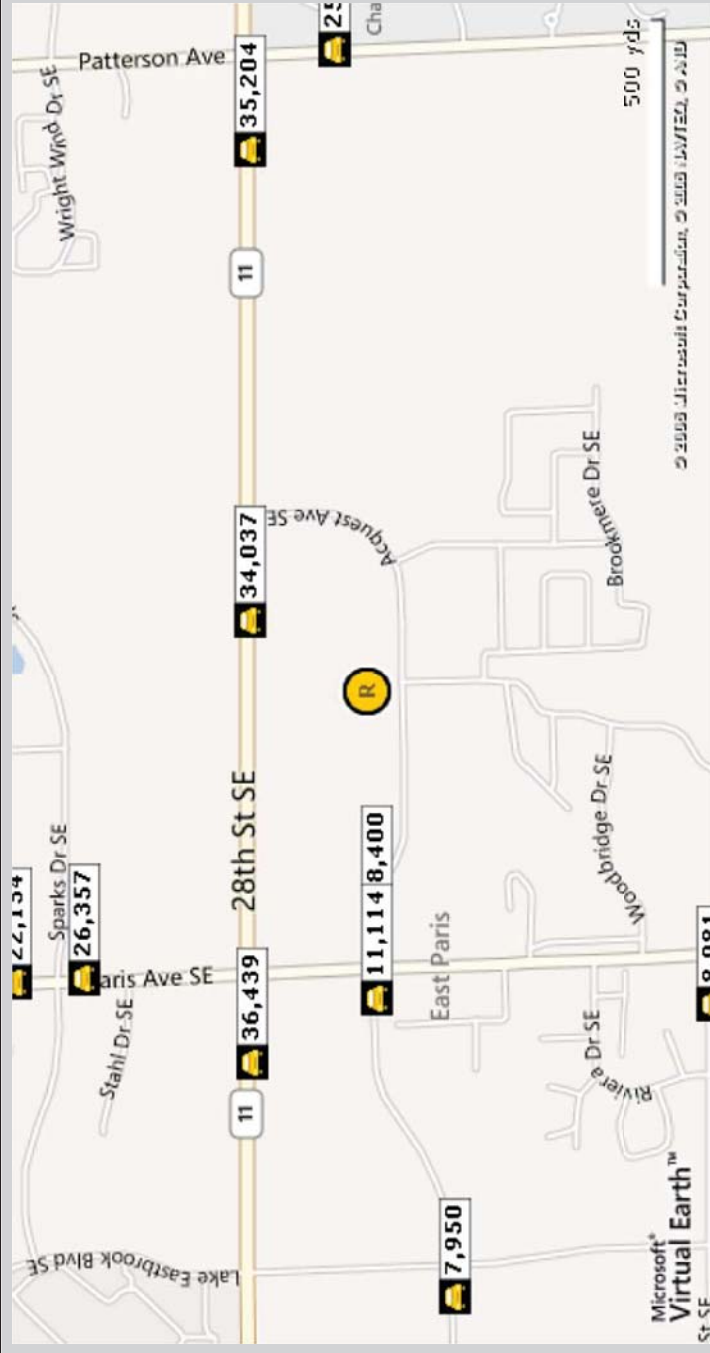
| Annual Spending (in Thousands)       | 3 Mile           | 5 Mile           | 10 Mile            |
|--------------------------------------|------------------|------------------|--------------------|
| <b>Total Alcoholic Beverages</b>     | <b>\$10,801</b>  | <b>\$31,030</b>  | <b>\$84,369</b>    |
| Alcoholic Bev. at Home               | 6,157            | 17,828           | 48,037             |
| Alcoholic Bev. away from Home        | 4,643            | 13,202           | 36,331             |
| <b>Total Furniture/Appliances</b>    | <b>\$59,920</b>  | <b>\$178,846</b> | <b>\$477,639</b>   |
| Bedroom Furniture                    | 3,398            | 9,972            | 26,533             |
| Living Room Furniture                | 5,238            | 15,580           | 41,579             |
| Other Living & Family Room Furniture | 1,401            | 4,278            | 11,145             |
| Other Furniture                      | 650              | 2,019            | 5,313              |
| Major Appliances                     | 5,045            | 15,390           | 41,216             |
| Small Appliances & Housewares        | 12,427           | 36,758           | 98,537             |
| Misc Household Equipment             | 31,761           | 94,849           | 253,316            |
| <b>Total Transportation/Maint.</b>   | <b>\$148,167</b> | <b>\$437,180</b> | <b>\$1,180,791</b> |
| New Autos/Trucks/Vans                | 39,047           | 117,523          | 310,623            |
| Used Vehicles                        | 37,407           | 108,133          | 295,786            |
| Purchase of RVs or Boats             | 4,195            | 12,951           | 33,293             |
| Gasoline                             | 49,979           | 146,798          | 401,627            |
| Diesel Fuel                          | 771              | 2,397            | 6,390              |
| Automotive Maintenance/Repair        | 16,768           | 49,379           | 133,072            |
| <b>Total Health Care</b>             | <b>\$26,853</b>  | <b>\$80,494</b>  | <b>\$218,286</b>   |
| Medical Services                     | 15,912           | 47,713           | 128,679            |
| Prescription Drugs                   | 8,283            | 24,831           | 68,078             |
| Medical Supplies                     | 2,658            | 7,951            | 21,530             |
| <b>Total Education/Day Care</b>      | <b>\$50,858</b>  | <b>\$152,323</b> | <b>\$412,355</b>   |
| Education                            | 22,367           | 66,895           | 182,156            |
| Room and Board                       | 2,149            | 6,818            | 17,502             |
| Tuition/School Supplies              | 19,611           | 58,684           | 160,195            |
| Day Care, Nursery & Preschool        | 6,731            | 19,926           | 52,502             |

## Kentwood Towne Centre

| Business Employment by Type            | # of Businesses | # Employees   | #Emp/Bus  |
|--|-----------------|---------------|-----------|
| <b>Total Businesses</b>                | <b>3,635</b>    | <b>63,637</b> | <b>18</b> |
| <b>Total Retail</b>                    | <b>780</b>      | <b>15,564</b> | <b>20</b> |
| Home Improvement Stores                | 35              | 656           | 19        |
| General Merchandise Stores             | 22              | 1,937         | 88        |
| Food Stores                            | 46              | 1,148         | 25        |
| Auto Dealers and Gas Stations          | 66              | 2,023         | 31        |
| Apparel and Accessory Stores           | 95              | 1,054         | 11        |
| Furniture and Home Furnishings         | 110             | 1,339         | 12        |
| Eating and Drinking Places             | 178             | 3,923         | 22        |
| Miscellaneous Retail Stores            | 228             | 3,484         | 15        |
| <b>Finance-Insurance-Real Estate</b>   | <b>520</b>      | <b>4,913</b>  | <b>9</b>  |
| Banks, Saving and Lending Inst.        | 109             | 1,017         | 9         |
| Security Brokers and Investments       | 88              | 596           | 7         |
| Insurance Carriers and Agencies        | 126             | 1,664         | 13        |
| Real Estate-Trust-Holding Co.          | 197             | 1,636         | 8         |
| <b>Services</b>                        | <b>1,527</b>    | <b>22,422</b> | <b>15</b> |
| Hotels and Lodging                     | 31              | 798           | 26        |
| Motion Picture and Amusement           | 81              | 1,000         | 12        |
| Health Services                        | 246             | 4,775         | 19        |
| Legal Services                         | 61              | 508           | 8         |
| Educational Services                   | 62              | 2,364         | 38        |
| Auto Services                          | 55              | 3,194         | 58        |
| Other Services                         | 991             | 9,783         | 10        |
| <b>Agriculture/Mining</b>              | <b>43</b>       | <b>230</b>    | <b>5</b>  |
| <b>Construction</b>                    | <b>155</b>      | <b>2,293</b>  | <b>15</b> |
| <b>Manufacturing</b>                   | <b>190</b>      | <b>11,652</b> | <b>61</b> |
| <b>Transportation, Comm./Pub Util.</b> | <b>143</b>      | <b>1,411</b>  | <b>10</b> |
| <b>Wholesale Trade</b>                 | <b>236</b>      | <b>4,779</b>  | <b>20</b> |
| <b>Government</b>                      | <b>41</b>       | <b>373</b>    | <b>9</b>  |
| <b>Daytime Population</b>              | <b>63,637</b>   |               |           |
| <b>Daytime Population/Business</b>     | <b>18</b>       |               |           |

Traffic Count Report

Kentwood Towne Centre



| Street              | Cross Street     | Cross Str Dist | Count Year | Avg Daily Volume | Volume Type | Miles from Subject Prop |
|---------------------|------------------|----------------|------------|------------------|-------------|-------------------------|
| 1 28th St SE        | E Paris Ave SE   | 0.38 W         | 2010       | 34,037           | MPSI        | .15                     |
| 2 29th St SE        | E Paris Ave SE   | 0.07 W         | 2005       | 8,400            | ADT         | .23                     |
| 3 29th St SE        | E Paris Ave SE   | 0.04 E         | 2010       | 11,114           | MPSI        | .33                     |
| 4 28th St SE        | E Paris Ave SE   | 0.10 E         | 2010       | 36,439           | MPSI        | .42                     |
| 5 E Paris Ave SE    | Embassy Dr SE    | 0.13 N         | 2010       | 26,357           | MPSI        | .44                     |
| 6 E Paris Ave SE    | Embassy Dr SE    | 0.05 N         | 2010       | 22,154           | MPSI        | .49                     |
| 7 32nd St SE        | Woodberry Dr SE  | 0.02 W         | 2010       | 8,981            | MPSI        | .51                     |
| 8 28th St SE        | Patterson Ave SE | 0.10 E         | 2010       | 35,204           | MPSI        | .60                     |
| 9 29th St SE        | E Paris Ave SE   | 0.37 E         | 2010       | 7,950            | MPSI        | .66                     |
| 10 Patterson Ave SE | 28th St SE       | 0.09 N         | 2010       | 25,802           | MPSI        | .70                     |