

Demographic Summary Report

Lakeshore Marketplace

Radius	3 Mile	5 Mile	10 Mile
Population			
2016 Projection	20,625	79,658	173,307
2011 Estimate	20,568	78,902	171,760
2010 Census	20,509	78,754	171,749
Growth 2011 - 2016	0.30%	1.00%	0.90%
Growth 2010 - 2011	0.30%	0.20%	0.00%
2011 Population by Hispanic Origin	770	3,714	7,816
2011 Population By Race	20,568	78,902	171,760
White	17,914 87.10%	58,473 74.11%	137,607 80.12%
Black or African American	1,654 8.04%	16,057 20.35%	24,711 14.39%
American Indian and Alaska Native	164 0.80%	593 0.75%	1,304 0.76%
Asian	202 0.98%	621 0.79%	1,168 0.68%
Native Hawaiian and Pacific Islander	5 0.02%	10 0.01%	37 0.02%
Other Race	201 0.98%	1,080 1.37%	2,165 1.26%
Two or More Races	429 2.09%	2,068 2.62%	4,766 2.77%
Households			
2016 Projection	8,254	29,937	68,063
2011 Estimate	8,167	29,437	67,035
2010 Census	8,146	29,354	67,038
Growth 2011 - 2016	1.10%	1.70%	1.50%
Growth 2010 - 2011	0.30%	0.30%	0.00%
Owner Occupied	6,483 79.38%	21,294 72.34%	48,369 72.15%
Renter Occupied	1,684 20.62%	8,142 27.66%	18,666 27.85%
2011 Households by HH Income	8,166	29,437	67,035
Income Less Than \$15,000	1,014 12.42%	4,931 16.75%	11,170 16.66%
Income: \$15,000 - \$24,999	1,125 13.78%	4,299 14.60%	9,680 14.44%
Income: \$25,000 - \$34,999	1,177 14.41%	3,982 13.53%	9,276 13.84%
Income: \$35,000 - \$49,999	1,343 16.45%	4,847 16.47%	11,154 16.64%
Income: \$50,000 - \$74,999	1,803 22.08%	5,784 19.65%	12,900 19.24%
Income: \$75,000 - \$99,999	835 10.23%	2,683 9.11%	6,376 9.51%
Income: \$100,000 - \$149,999	585 7.16%	1,933 6.57%	4,557 6.80%
Income: \$150,000 - \$199,999	125 1.53%	460 1.56%	998 1.49%
Income: \$200,000+	159 1.95%	518 1.76%	924 1.38%
2011 Avg Household Income	\$54,595	\$51,140	\$50,506
2011 Med Household Income	\$42,298	\$38,602	\$38,509
2011 Per Capita Income	\$22,172	\$20,912	\$20,774

Demographic Detail Report

Lakeshore Marketplace

Radius	3 Mile	5 Mile	10 Mile
Population			
2016 Projection	20,625	79,658	173,307
2011 Estimate	20,568	78,902	171,760
2010 Census	20,509	78,754	171,749
Growth 2011 - 2016	0.30%	1.00%	0.90%
Growth 2010 - 2011	0.30%	0.20%	0.00%
2011 Population by Age	20,568	78,902	171,760
Age 0 - 4	1,258 6.12%	5,125 6.50%	10,978 6.39%
Age 5 - 9	1,285 6.25%	5,282 6.69%	11,512 6.70%
Age 10 - 14	1,335 6.49%	5,373 6.81%	11,791 6.86%
Age 15 - 19	1,390 6.76%	5,520 7.00%	12,200 7.10%
Age 20 - 24	1,232 5.99%	4,908 6.22%	10,690 6.22%
Age 25 - 34	2,494 12.13%	10,053 12.74%	21,087 12.28%
Age 35 - 44	2,471 12.01%	10,048 12.73%	21,328 12.42%
Age 45 - 49	1,518 7.38%	5,844 7.41%	12,592 7.33%
Age 50 - 54	1,605 7.80%	5,851 7.42%	12,870 7.49%
Age 55 - 59	1,530 7.44%	5,465 6.93%	12,063 7.02%
Age 60 - 64	1,241 6.03%	4,298 5.45%	9,841 5.73%
Age 65 - 74	1,772 8.62%	5,723 7.25%	12,752 7.42%
Age 75 - 84	1,061 5.16%	3,694 4.68%	8,205 4.78%
Age 85 and over	375 1.82%	1,718 2.18%	3,851 2.24%
Age 65 and over	3,208 15.60%	11,135 14.11%	24,808 14.44%
Median Age	40.40	38.30	38.70
Average Age	39.80	38.50	38.80

Demographic Detail Report

Lakeshore Marketplace

Radius	3 Mile	5 Mile	10 Mile
2011 Population By Race	20,568	78,902	171,760
White	17,914 87.10%	58,473 74.11%	137,607 80.12%
Black or African American	1,654 8.04%	16,057 20.35%	24,711 14.39%
American Indian and Alaska Native	164 0.80%	593 0.75%	1,304 0.76%
Asian	202 0.98%	621 0.79%	1,168 0.68%
Native Hawaiian and Pacific Islander	5 0.02%	10 0.01%	37 0.02%
Other Race	201 0.98%	1,080 1.37%	2,165 1.26%
Two or More Races	429 2.09%	2,068 2.62%	4,766 2.77%
2011 Population by Hispanic Origin	20,569	78,902	171,758
Not Hispanic or Latino	19,799 96.26%	75,188 95.29%	163,942 95.45%
Hispanic or Latino	770 3.74%	3,714 4.71%	7,816 4.55%
2011 Age 5+ Language at Home	18,811	74,196	162,367
Speak Only English	18,194 96.72%	70,550 95.09%	155,264 95.63%
Speak Asian or Pacific Island	79 0.42%	282 0.38%	590 0.36%
Speak IndoEuropean	196 1.04%	847 1.14%	1,732 1.07%
Speak Spanish	274 1.46%	2,231 3.01%	4,371 2.69%
Speak Other Language	68 0.36%	286 0.39%	410 0.25%
2011 Median Age, Male	39.10	37.10	37.30
2011 Average Age, Male	38.70	37.40	37.60
Median Age, Female	41.70	39.60	40.20
Average Age, Female	40.80	39.60	39.90
2011 Population by Occupation Classification (Age 16+)	9,041	31,277	72,841
Blue Collar	2,399 26.53%	8,704 27.83%	20,723 28.45%
White Collar	5,284 58.44%	17,098 54.67%	39,665 54.45%
Service	1,358 15.02%	5,475 17.50%	12,453 17.10%
2011 Population by Marital Status (Age 15+)	16,255	63,065	138,597
Total, Never Married	4,398 27.06%	19,951 31.64%	40,764 29.41%
Married	8,697 53.50%	30,601 48.52%	70,473 50.85%
Widowed	1,146 7.05%	3,782 6.00%	8,884 6.41%
Divorced	2,014 12.39%	8,731 13.84%	18,476 13.33%

Demographic Detail Report

Lakeshore Marketplace

Radius	3 Mile		5 Mile		10 Mile	
2011 Population by Education	13,669		52,177		114,576	
Less Than 9th Grade	468	3.42%	1,516	2.91%	3,189	2.78%
Some High School, No Diploma	984	7.20%	4,806	9.21%	10,001	8.73%
High School Grad (Incl Equivalency)	4,345	31.79%	18,507	35.47%	39,617	34.58%
Some College, No Degree	3,408	24.93%	12,503	23.96%	28,109	24.53%
Associate Degree	1,666	12.19%	5,092	9.76%	10,743	9.38%
Bachelor Degree	1,950	14.27%	6,695	12.83%	15,192	13.26%
Advanced Degrees	848	6.20%	3,058	5.86%	7,725	6.74%
2011 Population by Occupation (Age 16+)	10,397		36,753		85,293	
Management, Business, & Financial	2,483	23.88%	8,061	21.93%	18,557	21.76%
Professional & Related Occupations	491	4.72%	1,459	3.97%	3,815	4.47%
Services	4,137	39.79%	15,733	42.81%	35,917	42.11%
Sales & Office	1,189	11.44%	3,684	10.02%	8,392	9.84%
Farming, Fishing, and Forestry	4	0.04%	37	0.10%	161	0.19%
Construction and Extraction, Maint	400	3.85%	1,286	3.50%	3,202	3.75%
Production & Transportation	1,693	16.28%	6,493	17.67%	15,249	17.88%
2011 Workers by Travel Time to Work (Age 16+)	8,740		30,861		72,041	
Less Than 15 Minutes	4,015	45.94%	13,229	42.87%	28,130	39.05%
15 to 29 Minutes	3,129	35.80%	11,247	36.44%	26,828	37.24%
30 to 44 Minutes	787	9.00%	2,707	8.77%	8,149	11.31%
45 to 59 Minutes	284	3.25%	1,480	4.80%	3,454	4.79%
60+ Minutes	525	6.01%	2,198	7.12%	5,480	7.61%
2000 Households by HH Size	8,146		29,354		67,038	
1-Person Households	2,088	25.63%	7,954	27.10%	18,847	28.11%
2-Person Households	3,032	37.22%	10,054	34.25%	22,943	34.22%
3-Person Households	1,243	15.26%	4,593	15.65%	10,381	15.49%
4-Person Households	1,047	12.85%	3,784	12.89%	8,552	12.76%
5-Person Households	464	5.70%	1,831	6.24%	3,920	5.85%
6-Person Households	196	2.41%	737	2.51%	1,567	2.34%
7 or more Person Households	76	0.93%	401	1.37%	828	1.24%
2011 Average Household Size	2.49		2.52		2.47	

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2011 Med Household Income	\$42,298	\$38,602	\$38,509
2011 Per Capita Income	\$22,172	\$20,912	\$20,774
2011 Occupied Housing	8,167	29,436	67,035
Owner Occupied	6,483 79.38%	21,294 72.34%	48,369 72.15%
Renter Occupied	1,684 20.62%	8,142 27.66%	18,666 27.85%
2000 Housing Units	8,741	32,470	74,797
1 Unit Attached	399 4.56%	1,290 3.97%	2,556 3.42%
1 Unit Detached	6,370 72.87%	23,940 73.73%	53,889 72.05%
2 Units	173 1.98%	1,312 4.04%	3,071 4.11%
3 - 19 Units	823 9.42%	3,128 9.63%	6,991 9.35%
20 - 49 Units	16 0.18%	499 1.54%	1,249 1.67%
50 or more Units	88 1.01%	393 1.21%	2,030 2.71%
Mobile Home or Trailer	872 9.98%	1,908 5.88%	5,011 6.70%
Boat, RV, Van, Etc.	0 0.00%	0 0.00%	0 0.00%

Demographic Detail Report

Lakeshore Marketplace

Radius	3 Mile		5 Mile		10 Mile	
2011 Housing Value - Owner Occupied	6,618		21,956		50,862	
Value Less than \$20,000	619	9.35%	1,369	6.24%	2,765	5.44%
Value \$20,000 - \$39,999	213	3.22%	1,270	5.78%	2,475	4.87%
Value \$40,000 - \$59,999	280	4.23%	1,657	7.55%	3,189	6.27%
Value \$60,000 - \$79,999	261	3.94%	2,050	9.34%	4,299	8.45%
Value \$80,000 - \$99,999	696	10.52%	2,852	12.99%	6,839	13.45%
Value \$100,000 - \$149,999	2,203	33.29%	5,992	27.29%	14,536	28.58%
Value \$150,000 - \$199,999	1,298	19.61%	3,148	14.34%	8,056	15.84%
Value \$200,000 - \$299,999	653	9.87%	1,897	8.64%	4,741	9.32%
Value \$300,000 - \$399,999	213	3.22%	857	3.90%	1,974	3.88%
Value \$400,000 - \$499,999	121	1.83%	369	1.68%	810	1.59%
Value \$500,000 - \$749,999	22	0.33%	286	1.30%	716	1.41%
Value \$750,000 - \$999,999	6	0.09%	67	0.31%	204	0.40%
Value \$1,000,000 or more	33	0.50%	142	0.65%	258	0.51%
2011 Med Housing Val-Owner Occupied	\$129,292		\$113,435		\$118,551	
2011 Housing Units by Yr Built	8,740		32,470		74,797	
Built 2005 to Present	369	4.22%	622	1.92%	1,368	1.83%
Built 2000 to 2004	1,013	11.59%	2,539	7.82%	6,045	8.08%
Built 1990 to 1999	1,101	12.60%	3,613	11.13%	9,112	12.18%
Built 1980 to 1989	803	9.19%	2,620	8.07%	6,990	9.35%
Built 1970 to 1979	1,170	13.39%	3,771	11.61%	9,358	12.51%
Built 1960 to 1969	1,204	13.78%	4,479	13.79%	9,480	12.67%
Built 1950 to 1959	1,816	20.78%	6,067	18.68%	12,284	16.42%
Built 1940 to 1949	590	6.75%	3,614	11.13%	7,120	9.52%
Built 1939 or Earlier	674	7.71%	5,145	15.85%	13,040	17.43%
2011 Median Year Built	1971		1963		1965	

Demographic Market Comparison Report

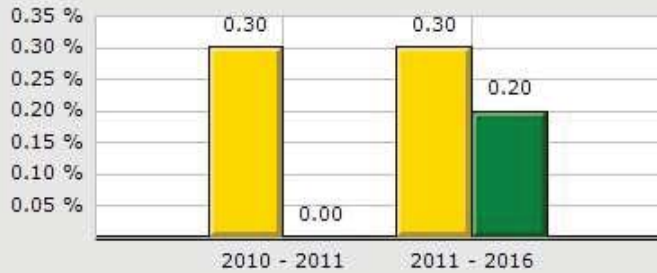
3 mile radius

Lakeshore Marketplace

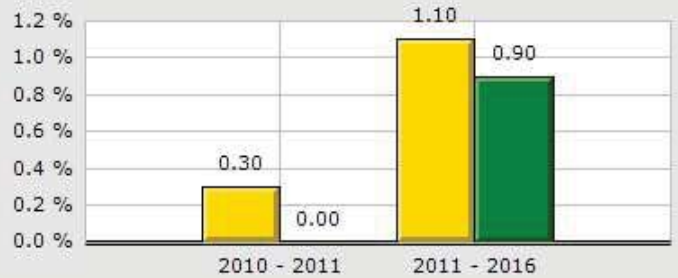
Type: Shopping Center/Power Center
 County: Muskegon

3 Mile
 County

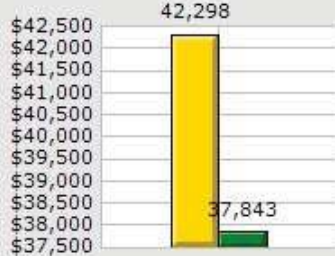
Population Growth



Household Growth



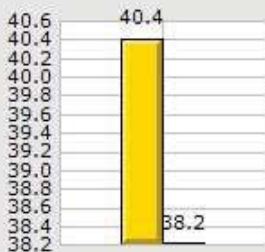
2011 Med Household Inc



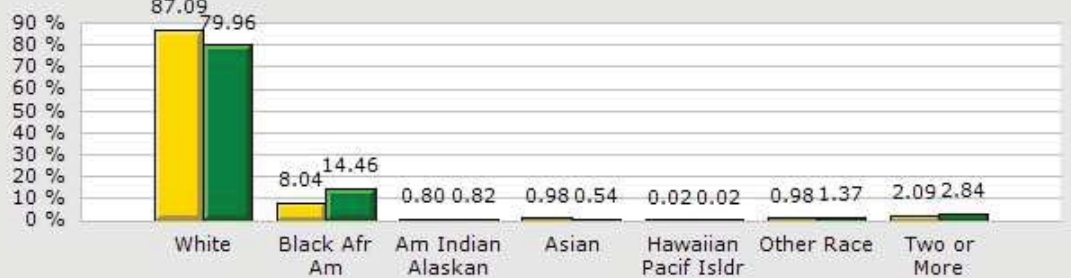
2011 Households by Household Income



2011 Median Age



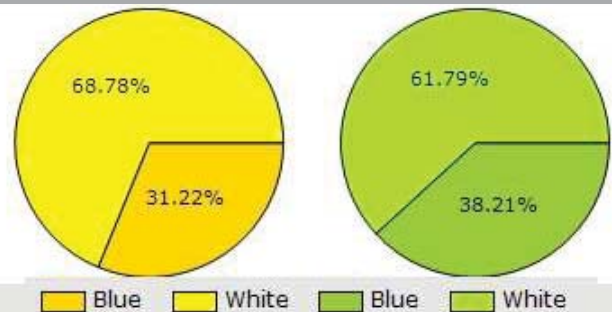
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Lakeshore Marketplace

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

	3 Mile		County	
Population				
Growth 2010 - 2011	0.30%		0.00%	
Growth 2011 - 2016	0.30%		0.20%	
2011 Blue Collar	2,399	31.22%	22,821	38.21%
2011 White Collar	5,284	68.78%	36,903	61.79%
2011 Population By Race				
	20,569		172,162	
White	17,914	87.09%	137,656	79.96%
Black Afr Am	1,654	8.04%	24,890	14.46%
Am Indian Alaskan	164	0.80%	1,407	0.82%
Asian	202	0.98%	937	0.54%
Hawaiian Pacif Islr	5	0.02%	28	0.02%
Other Race	201	0.98%	2,361	1.37%
Two or More	429	2.09%	4,883	2.84%
Households				
Growth 2010 - 2011	0.30%		0.00%	
Growth 2011 - 2016	1.10%		0.90%	
Renter Occupied	1,684	20.62%	16,817	25.63%
Owner Occupied	6,483	79.38%	48,789	74.37%
2011 Households by HH Income				
	8,166		65,606	
Income < \$35,000	3,316	40.61%	30,004	45.73%
Income \$35,000 - \$74,999	3,146	38.53%	24,064	36.68%
Income \$75,000 - \$149,999	1,420	17.39%	10,124	15.43%
Income \$150,000 - \$199,999	125	1.53%	755	1.15%
Income \$200,000+	159	1.95%	659	1.00%
2011 Median Household Income	\$42,298		\$37,843	
2011 Median Age	40.40		38.20	

Consumer Spending Report

Lakeshore Marketplace

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$241,500	\$815,015	\$1,830,820
Total Apparel	\$9,306	\$31,939	\$71,647
Women's Apparel	3,287	11,218	25,193
Men's Apparel	1,897	6,477	14,540
Girl's Apparel	732	2,498	5,583
Boy's Apparel	579	2,003	4,466
Infant Apparel	592	2,034	4,545
Footwear (excl. Infants)	1,291	4,430	9,932
Other Apparel Prod/Services	928	3,280	7,387
Total Entertainment	\$22,184	\$74,549	\$167,769
Sports and Recreation	935	3,101	6,965
TV, Radio and Sound Equipment	8,009	27,368	61,452
Reading Materials	1,028	3,450	7,777
Travel	11,941	39,710	89,517
Photographic Equipment	271	920	2,059
Total Food At Home	\$19,740	\$67,188	\$151,141
Cereal Products	1,199	4,094	9,206
Bread & Bakery Products	2,699	9,144	20,567
Seafood	986	3,373	7,602
Meat/Poultry/Fish/Eggs	6,652	22,748	51,098
Dairy Products	3,242	10,978	24,691
Fruits and Vegetables	4,962	16,850	37,976
Total Food Away From Home	\$19,480	\$66,467	\$149,244
Breakfast and Brunch	1,860	6,359	14,303
Dinner	9,095	31,039	69,679
Lunch	6,449	21,985	49,395
Snacks and Non Alcoholic Bev	1,426	4,872	10,936
Catered Affairs	650	2,212	4,931

Consumer Spending Report

Lakeshore Marketplace

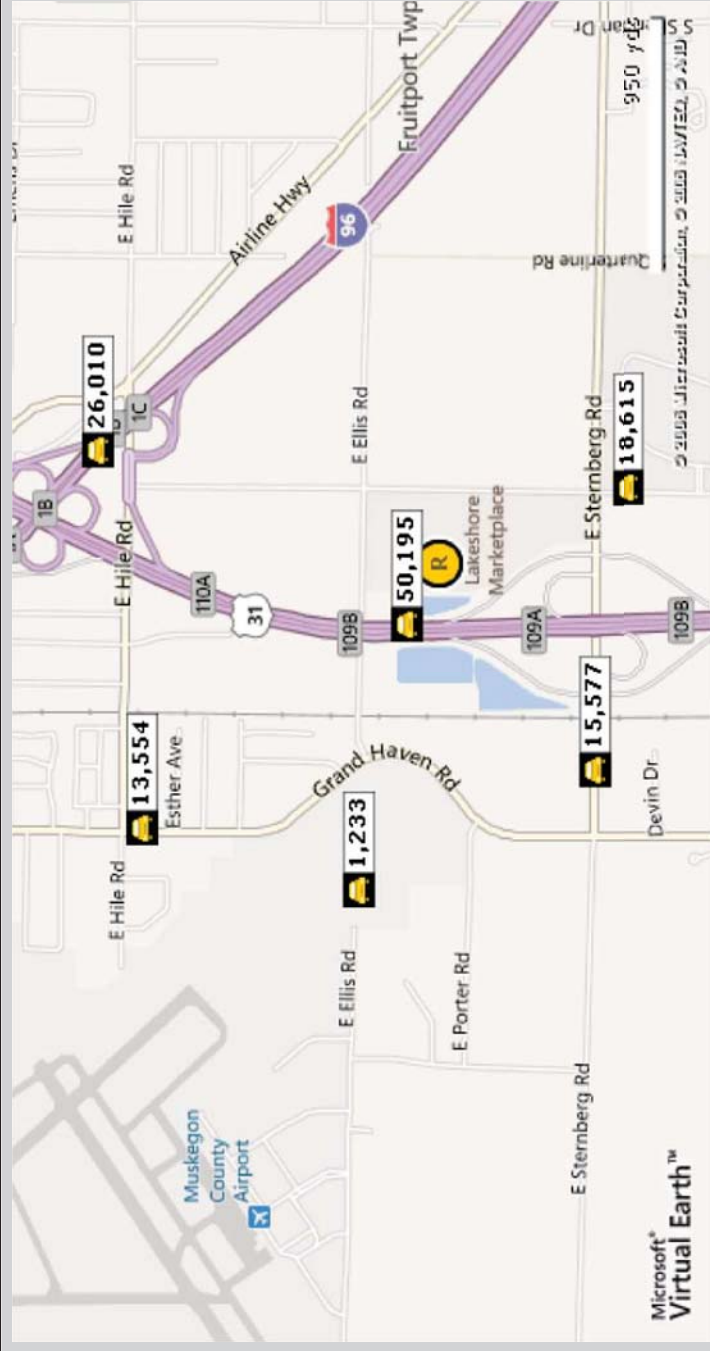
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$3,631	\$12,601	\$28,157
Alcoholic Bev. at Home	2,087	7,164	16,064
Alcoholic Bev. away from Home	1,544	5,437	12,092
Total Furniture/Appliances	\$21,801	\$73,043	\$164,273
Bedroom Furniture	1,144	3,870	8,690
Living Room Furniture	1,857	6,274	14,099
Other Living & Family Room Furniture	509	1,690	3,803
Other Furniture	255	847	1,900
Major Appliances	2,033	6,677	15,058
Small Appliances & Housewares	4,424	14,885	33,459
Misc Household Equipment	11,580	38,800	87,264
Total Transportation/Maint.	\$54,959	\$184,381	\$414,079
New Autos/Trucks/Vans	14,398	47,771	107,699
Used Vehicles	13,556	45,751	102,331
Purchase of RVs or Boats	1,794	5,541	12,614
Gasoline	18,742	63,584	142,517
Diesel Fuel	358	1,111	2,534
Automotive Maintenance/Repair	6,112	20,622	46,384
Total Health Care	\$10,883	\$36,246	\$81,716
Medical Services	6,223	20,722	46,706
Prescription Drugs	3,597	11,973	27,007
Medical Supplies	1,063	3,551	8,003
Total Education/Day Care	\$17,878	\$61,538	\$137,522
Education	7,910	27,319	61,023
Room and Board	848	2,812	6,341
Tuition/School Supplies	6,947	24,003	53,639
Day Care, Nursery & Preschool	2,173	7,404	16,519

Lakeshore Marketplace

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	947	10,152	11
Total Retail	264	3,847	15
Home Improvement Stores	11	205	19
General Merchandise Stores	11	565	51
Food Stores	13	201	15
Auto Dealers and Gas Stations	29	328	11
Apparel and Accessory Stores	43	458	11
Furniture and Home Furnishings	24	242	10
Eating and Drinking Places	58	1,266	22
Miscellaneous Retail Stores	75	582	8
Finance-Insurance-Real Estate	77	360	5
Banks, Saving and Lending Inst.	16	123	8
Security Brokers and Investments	9	46	5
Insurance Carriers and Agencies	16	69	4
Real Estate-Trust-Holding Co.	36	122	3
Services	345	2,799	8
Hotels and Lodging	11	104	9
Motion Picture and Amusement	34	261	8
Health Services	47	610	13
Legal Services	2	5	3
Educational Services	12	294	25
Auto Services	30	452	15
Other Services	209	1,073	5
Agriculture/Mining	20	50	3
Construction	71	359	5
Manufacturing	55	1,153	21
Transportation, Comm./Pub Util.	52	399	8
Wholesale Trade	45	801	18
Government	18	384	21
Daytime Population	10,152		
Daytime Population/Business	11		

Traffic Count Report

Lakeshore Marketplace



Street	Cross Str	Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 United States Highway 31	E Sternberg Rd	0.42 S	2010	50,195	MPSI	.15
2 S Harvey St	E Sternberg Rd	0.06 N	2010	18,615	MPSI	.44
3 E Sternberg Rd	Grand Haven Rd	0.13 W	2010	15,577	MPSI	.56
4 E Ellis Rd	Grand Haven Rd	0.13 E	2010	1,233	MPSI	.73
5 I-96	S Harvey St	0.09 NW	2010	26,010	MPSI	.78
6 Grand Haven Rd	E Hile Rd	0.04 N	2010	13,554	MPSI	.86