

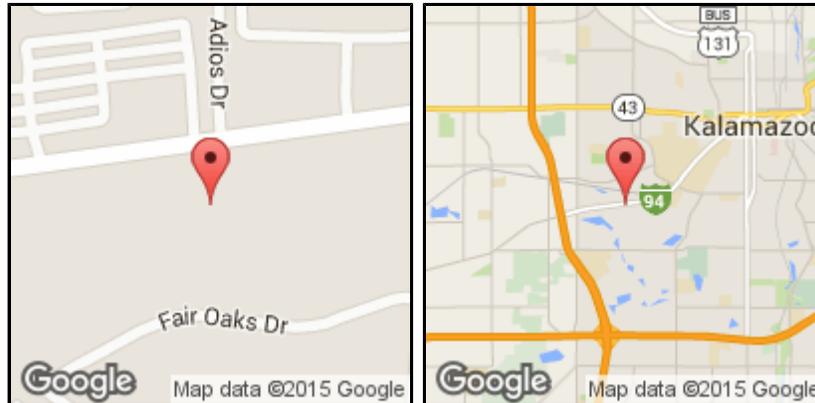


## EASI Demographics on Demand Updated Site Selection Reports & Analysis Executive Summary

Address: 3321 Stadium Drive, Kalamazoo, MI 49008

Latitude: 42° : 16' : 16"

Longitude: -85° : 37' : 53"



Description	1 Miles	3 Miles	5 Miles
<b>POPULATION BY YEAR</b>			
Population (4/1/1990)	10,516	72,212	137,663
Population (4/1/2000)	11,046	72,503	140,624
Population (4/1/2010)	12,725	74,243	144,307
Population (1/1/2015)	13,165	76,735	149,544
Population (1/1/2020)	13,628	79,259	154,674
Percent Growth (2015/2010)	3.46	3.36	3.63
Percent Forecast (2020/2015)	3.52	3.29	3.43
<b>HOUSEHOLDS BY YEAR</b>			
Households (4/1/1990)	4,243	27,875	52,563
Households (4/1/2000)	4,609	29,445	56,164
Households (4/1/2010)	5,416	31,179	58,987
Households (1/1/2015)	5,605	32,271	61,153
Households (1/1/2020)	5,828	33,550	63,575
Percent Growth (2015/2010)	3.49	3.50	3.67
Percent Forecast (2020/2015)	3.98	3.96	3.96
<b>GENERAL POPULATION CHARACTERISTICS</b>			
Median Age	23.0	26.5	30.6
Male	6,771	37,917	73,137
Female	6,394	38,818	76,407
Density	4,543.3	2,973.2	2,045.6
Urban	13,165	76,578	148,153
Rural	0	157	1,391
<b>GENERAL HOUSEHOLD CHARACTERISTICS</b>			
Households (1/1/2015)	5,605	32,271	61,153

<b>Families</b>	1,661	12,931	30,995
<b>Non-Family Households</b>	3,944	19,340	30,158
<b>Average Size of Household</b>	2.26	2.16	2.32
<b>Median Age of Householder</b>	25.2	41.7	46.4
<b>Median Value Owner Occupied (\$)</b>	139,176	123,482	121,321
<b>Median Rent (\$)</b>	667	635	625
<b>Median Vehicles Per Household</b>	2.0	1.9	1.9
<b>GENERAL HOUSING CHARACTERISTICS</b>			
<b>Housing, Units</b>	5,974	35,318	66,698
<b>Housing, Owner Occupied</b>	1,418	13,057	31,681
<b>Housing, Renter Occupied</b>	4,187	19,214	29,472
<b>Housing, Vacant</b>	369	3,047	5,545
<b>POPULATION BY RACE</b>			
<b>White Alone</b>	10,155	56,798	107,871
<b>Black Alone</b>	1,685	12,256	25,665
<b>Asian Alone</b>	572	2,333	4,782
<b>American Indian and Alaska Native Alone</b>	46	411	815
<b>Other Race Alone</b>	172	1,225	2,844
<b>Two or More Races</b>	535	3,712	7,567
<b>POPULATION BY ETHNICITY</b>			
<b>Hispanic</b>	549	3,822	8,285
<b>White Non-Hispanic</b>	9,882	54,996	103,937
<b>GENERAL INCOME CHARACTERISTICS</b>			
<b>Total Household Income (\$)</b>	285,165,019	1,901,027,701	4,004,997,542
<b>Median Household Income (\$)</b>	32,063	38,993	45,932
<b>Average Household Income (\$)</b>	50,877	58,908	65,491
<b>Per Capita Income (\$)</b>	22,097	25,744	27,453
<b>RETAIL SALES</b>			
<b>Total Retail Sales (including Food Services) (\$)</b>	126,005	1,232,460	2,080,309
<b>CONSUMER EXPENDITURES</b>			
<b>Total Annual Expenditures (\$000)</b>	240,556.5	1,522,781.8	3,074,079.4
<b>EMPLOYMENT BY PLACE OF BUSINESS</b>			
<b>Employees, Total (by Place of Work)</b>	3,364	32,729	62,023
<b>Establishments, Total (by Place of Work)</b>	241	1,866	3,356
<b>EASI QUALITY OF LIFE</b>			
<b>EASI Quality of Life Index (US Avg=100)</b>	49	51	52
<b>EASI Total Crime Index (US Avg=100; A=High)</b>	164	137	117
<b>EASI Weather Index (US Avg=100)</b>	10	10	10
<b>BLOCK GROUP COUNT</b>	8	60	114

**Footnotes:**

Easy Analytic Software, Inc. (EASI) is the source of all updated estimates. All other data are derived from the US Census and other official government sources. Consumer Expenditure data are derived from the Bureau of Labor Statistics.

All estimates are as of 1/1/2015 unless otherwise stated.

Easy Analytic Software, Inc.  
101 Haag Avenue, Bellmawr, NJ 08031  
phone: 856.931.5780  
fax: 856.931.4115