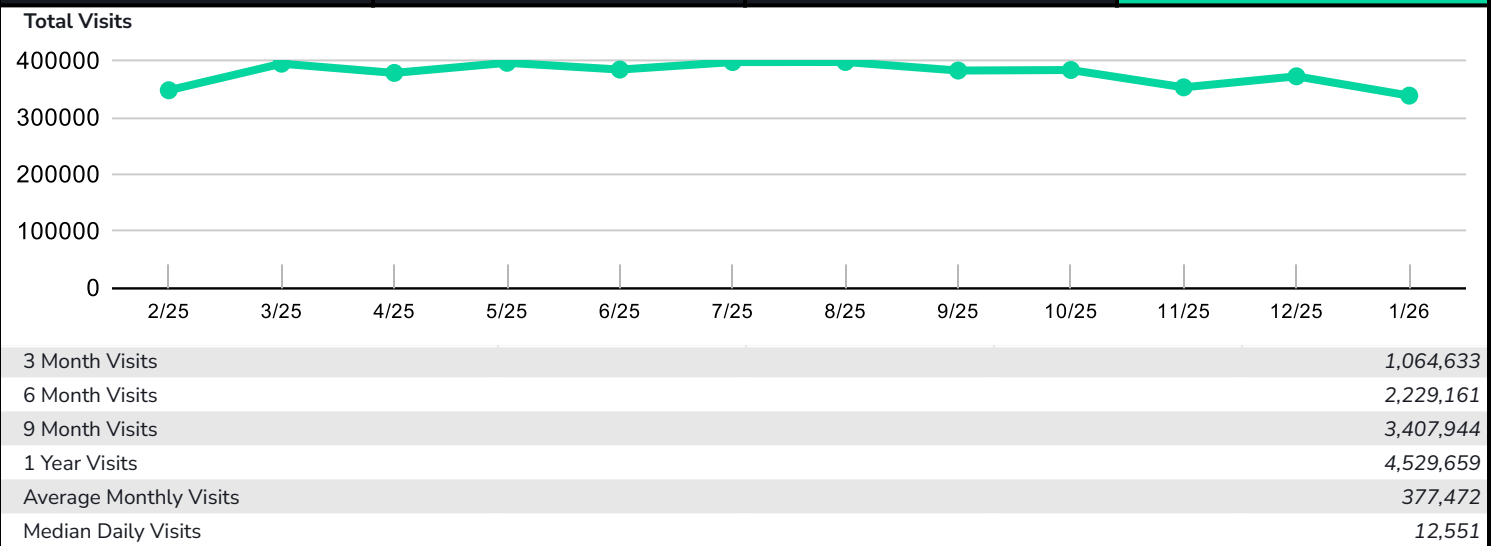


Mobile Data Report

2010 - 2020 Census, 2025 Estimates with 2030 Projections
 Calculated using Weighted Block Centroid from Block Groups
 Mobile Data as of 1-2026



Fashion Square Mall 4787 Fashion Square Mall



Same Month Retailers - Top retailers visited by each brand

1
2
3
4

Ranking - Store locations rank by geography

MSA	1 / 1
State	6 / 8
USA	171 / 280

Zip Codes - Top areas of visitor origin

Home	1	48602 - 25%
	2	48603 - 18%
	3	48601 - 15%
Work	1	48602 - 20%
	2	48603 - 18%
	3	48601 - 14%

Demographics - 5 mi radius

2025 Population	85,310
2030 Population	83,589
% Population Change 2025-2030	-2.0%
2025 Adult Population Age 18+	67,161
2025 Population Age 0-19	24.78%
2025 Population Age 20-35	21.60%
2025 Population Age 35-50	16.62%
2025 Population Age 50-65	17.50%
2025 Population Age 65+	19.50%
2025 Population Hispanic	9,511
2025 Population Male	42,904
2025 Population Female	42,406
2025 Households	36,482
2025 Median Household Income	\$63,061
2025 Average Household Income	\$86,622

Auburn

10

10

75

W Jenny St

Bay City

25

15

15

Fashion Square Mall - 4787 Fashion Square Mall

University Center

Saginaw River

Kochville

Crow Island State Game Area

LAWNDALE ESTATES
LAKEVIEW ESTATES

Zilwaukee

Rob
Glen-Ind

Imerman
Memorial Park

47

84

SAGINAW TOWNSHIP NORTH

675

75

47

58

58

675

75

Shields

SAGINAW TOWNSHIP SOUTH

Saginaw

46

Buena Vista

46

46

Shiawassee River

Shiawassee River

Bridgeport

Cass