

Southfield Plaza

Radius	3 Mile		5 Mile		10 Mile	
Population						
2018 Projection	113,914		280,423		1,059,999	
2013 Estimate	110,173		271,330		1,048,628	
2010 Census	107,744		264,547		1,044,918	
Growth 2013 - 2018	3.40%		3.35%		1.08%	
Growth 2010 - 2013	2.25%		2.56%		0.36%	
2013 Population by Hispanic Origin	1,922		4,830		20,765	
2013 Population By Race	110,173		271,330		1,048,628	
White	75,309	68.36%	171,688	63.28%	560,492	53.45%
Black	29,862	27.10%	83,871	30.91%	411,275	39.22%
Am. Indian & Alaskan	243	0.22%	597	0.22%	2,906	0.28%
Asian	2,593	2.35%	9,799	3.61%	51,773	4.94%
Hawaiian & Pacific Island	48	0.04%	89	0.03%	274	0.03%
Other	2,119	1.92%	5,286	1.95%	21,909	2.09%
Households						
2018 Projection	48,819		122,757		429,997	
2013 Estimate	47,211		118,768		424,847	
2010 Census	46,194		115,915		422,744	
Growth 2013 - 2018	3.41%		3.36%		1.21%	
Growth 2010 - 2013	0.88%		0.18%		-0.55%	
Owner Occupied	34,044	72.11%	78,566	66.15%	286,235	67.37%
Renter Occupied	13,167	27.89%	40,203	33.85%	138,612	32.63%
2013 Households by HH Income	47,213		118,768		424,845	
Income: <\$25,000	8,081	17.12%	21,958	18.49%	114,526	26.96%
Income: \$25,000 - \$50,000	9,434	19.98%	26,166	22.03%	99,058	23.32%
Income: \$50,000 - \$75,000	8,292	17.56%	20,804	17.52%	68,913	16.22%
Income: \$75,000 - \$100,000	7,014	14.86%	16,808	14.15%	50,738	11.94%
Income: \$100,000 - \$125,000	4,834	10.24%	11,187	9.42%	32,413	7.63%
Income: \$125,000 - \$150,000	2,663	5.64%	6,129	5.16%	17,895	4.21%
Income: \$150,000 - \$200,000	3,185	6.75%	6,802	5.73%	19,371	4.56%
Income: \$200,000+	3,710	7.86%	8,914	7.51%	21,931	5.16%
2013 Avg Household Income	\$89,267		\$85,091		\$71,085	
2013 Med Household Income	\$67,910		\$62,979		\$49,649	

Demographic Detail Report

Southfield Plaza

Radius	3 Mile	5 Mile	10 Mile
Population			
2018 Projection	113,914	280,423	1,059,999
2013 Estimate	110,173	271,330	1,048,628
2010 Census	107,744	264,547	1,044,918
Growth 2013 - 2018	3.40%	3.35%	1.08%
Growth 2010 - 2013	2.25%	2.56%	0.36%
2013 Population by Age	110,173	271,330	1,048,628
Age 0 - 4	6,256 5.68%	15,646 5.77%	61,798 5.89%
Age 5 - 9	6,351 5.76%	15,237 5.62%	61,319 5.85%
Age 10 - 14	6,812 6.18%	16,052 5.92%	65,613 6.26%
Age 15 - 19	6,815 6.19%	16,235 5.98%	69,948 6.67%
Age 20 - 24	5,809 5.27%	14,606 5.38%	65,689 6.26%
Age 25 - 29	6,167 5.60%	16,373 6.03%	63,333 6.04%
Age 30 - 34	6,805 6.18%	18,132 6.68%	64,006 6.10%
Age 35 - 39	7,007 6.36%	18,018 6.64%	64,701 6.17%
Age 40 - 44	7,609 6.91%	18,818 6.94%	69,485 6.63%
Age 45 - 49	7,998 7.26%	19,317 7.12%	73,386 7.00%
Age 50 - 54	8,372 7.60%	20,293 7.48%	78,126 7.45%
Age 55 - 59	8,320 7.55%	20,098 7.41%	76,430 7.29%
Age 60 - 64	7,654 6.95%	18,308 6.75%	68,597 6.54%
Age 65 - 69	5,754 5.22%	13,914 5.13%	52,454 5.00%
Age 70 - 74	3,807 3.46%	9,517 3.51%	37,138 3.54%
Age 75 - 79	2,807 2.55%	7,020 2.59%	27,779 2.65%
Age 80 - 84	2,476 2.25%	5,950 2.19%	22,345 2.13%
Age 85+	3,355 3.05%	7,796 2.87%	26,481 2.53%
Age 65+	18,199 16.52%	44,197 16.29%	166,197 15.85%
Median Age	42.00	41.40	40.60
Average Age	40.70	40.50	39.80

Demographic Detail Report

Southfield Plaza

Radius	3 Mile		5 Mile		10 Mile	
2013 Population By Race	110,173		271,330		1,048,628	
White	75,309	68.36%	171,688	63.28%	560,492	53.45%
Black	29,862	27.10%	83,871	30.91%	411,275	39.22%
Am. Indian & Alaskan	243	0.22%	597	0.22%	2,906	0.28%
Asian	2,593	2.35%	9,799	3.61%	51,773	4.94%
Hawaiian & Pacific Island	48	0.04%	89	0.03%	274	0.03%
Other	2,119	1.92%	5,286	1.95%	21,909	2.09%
Population by Hispanic Origin	110,173		271,330		1,048,628	
Non-Hispanic Origin	108,251	98.26%	266,500	98.22%	1,027,864	98.02%
Hispanic Origin	1,922	1.74%	4,830	1.78%	20,764	1.98%
2013 Median Age, Male	40.00		39.30		38.60	
2013 Average Age, Male	39.10		38.80		38.20	
2013 Median Age, Female	43.80		43.30		42.30	
2013 Average Age, Female	42.10		42.00		41.20	
2013 Population by Occupation Classification	89,396		221,146		845,925	
Civilian Employed	54,740	61.23%	134,862	60.98%	471,307	55.71%
Civilian Unemployed	4,416	4.94%	12,158	5.50%	56,917	6.73%
Civilian Non-Labor Force	30,179	33.76%	73,979	33.45%	317,264	37.50%
Armed Forces	61	0.07%	147	0.07%	437	0.05%
Households by Marital Status						
Married	21,156		49,308		170,912	
Married No Children	12,358		29,231		102,625	
Married w/Children	8,798		20,078		68,287	
2013 Population by Education	82,029		203,263		765,416	
Some High School, No Diploma	3,941	4.80%	11,021	5.42%	83,475	10.91%
High School Grad (Incl Equivalency)	12,024	14.66%	34,232	16.84%	179,028	23.39%
Some College, No Degree	21,237	25.89%	54,619	26.87%	212,131	27.71%
Associate Degree	3,898	4.75%	9,710	4.78%	41,154	5.38%
Bachelor Degree	22,879	27.89%	52,191	25.68%	142,471	18.61%
Advanced Degree	18,050	22.00%	41,490	20.41%	107,157	14.00%

Demographic Detail Report

Southfield Plaza

Radius	3 Mile		5 Mile		10 Mile	
2013 Population by Occupation	215,063		529,737		1,844,075	
Real Estate & Finance	5,459	2.54%	12,795	2.42%	36,837	2.00%
Professional & Management	37,739	17.55%	88,986	16.80%	255,646	13.86%
Services	6,604	3.07%	17,771	3.35%	81,423	4.42%
Information	1,475	0.69%	4,105	0.77%	12,401	0.67%
Sales	13,418	6.24%	33,622	6.35%	120,587	6.54%
Transportation	444	0.21%	1,645	0.31%	11,967	0.65%
Education & Health	14,265	6.63%	35,541	6.71%	116,257	6.30%
Retail	4,742	2.20%	12,203	2.30%	48,404	2.62%
Wholesale	1,861	0.87%	4,003	0.76%	12,514	0.68%
Construction	3,057	1.42%	8,532	1.61%	40,832	2.21%
Agriculture & Mining	113	0.05%	150	0.03%	649	0.04%
Farming, Fishing, Forestry	3	0.00%	22	0.00%	259	0.01%
2013 Worker Travel Time to Job	52,557		129,826		455,417	
<30 Minutes	36,042	68.58%	88,410	68.10%	296,022	65.00%
30-60 Minutes	15,236	28.99%	37,447	28.84%	139,221	30.57%
60+ Minutes	1,279	2.43%	3,969	3.06%	20,174	4.43%
2010 Households by HH Size	46,194		115,916		422,744	
1-Person Households	15,637	33.85%	40,621	35.04%	132,966	31.45%
2-Person Households	14,945	32.35%	37,589	32.43%	130,279	30.82%
3-Person Households	6,839	14.80%	16,985	14.65%	67,082	15.87%
4-Person Households	5,317	11.51%	12,700	10.96%	51,750	12.24%
5-Person Households	2,230	4.83%	5,241	4.52%	24,346	5.76%
6-Person Households	748	1.62%	1,797	1.55%	9,807	2.32%
7 or more Person Households	478	1.03%	983	0.85%	6,514	1.54%
2013 Average Household Size	2.30		2.30		2.40	
Households						
2018 Projection	48,819		122,757		429,997	
2013 Estimate	47,211		118,768		424,847	
2010 Census	46,194		115,915		422,744	
Growth 2013 - 2018	3.41%		3.36%		1.21%	
Growth 2010 - 2013	0.88%		0.18%		-0.55%	

Demographic Detail Report

Southfield Plaza

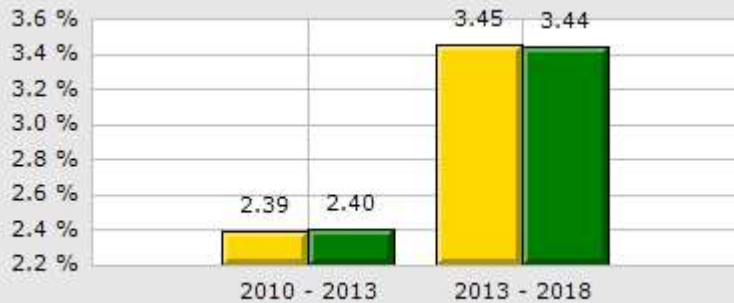
Radius	3 Mile	5 Mile	10 Mile
2013 Households by HH Income	47,213	118,768	424,845
<\$25,000	8,081 17.12%	21,958 18.49%	114,526 26.96%
\$25,000 - \$50,000	9,434 19.98%	26,166 22.03%	99,058 23.32%
\$50,000 - \$75,000	8,292 17.56%	20,804 17.52%	68,913 16.22%
\$75,000 - \$100,000	7,014 14.86%	16,808 14.15%	50,738 11.94%
\$100,000 - \$125,000	4,834 10.24%	11,187 9.42%	32,413 7.63%
\$125,000 - \$150,000	2,663 5.64%	6,129 5.16%	17,895 4.21%
\$150,000 - \$200,000	3,185 6.75%	6,802 5.73%	19,371 4.56%
\$200,000+	3,710 7.86%	8,914 7.51%	21,931 5.16%
2013 Avg Household Income	\$89,267	\$85,091	\$71,085
2013 Med Household Income	\$67,910	\$62,979	\$49,649
2013 Occupied Housing	47,211	118,769	424,847
Owner Occupied	34,044 72.11%	78,566 66.15%	286,235 67.37%
Renter Occupied	13,167 27.89%	40,203 33.85%	138,612 32.63%
2010 Housing Units	49,962	126,795	470,735
1 Unit	38,678 77.41%	91,519 72.18%	367,949 78.16%
2 - 4 Units	1,955 3.91%	6,705 5.29%	27,089 5.75%
5 - 19 Units	5,773 11.55%	15,247 12.02%	43,234 9.18%
20+ Units	3,556 7.12%	13,324 10.51%	32,463 6.90%
2013 Housing Value	34,045	78,566	286,235
<\$100,000	6,963 20.45%	19,352 24.63%	119,315 41.68%
\$100,000 - \$200,000	14,888 43.73%	32,313 41.13%	94,168 32.90%
\$200,000 - \$300,000	6,537 19.20%	13,057 16.62%	37,927 13.25%
\$300,000 - \$400,000	2,424 7.12%	4,952 6.30%	14,839 5.18%
\$400,000 - \$500,000	999 2.93%	2,502 3.18%	6,467 2.26%
\$500,000 - \$1,000,000	1,800 5.29%	4,676 5.95%	9,770 3.41%
\$1,000,000+	434 1.27%	1,714 2.18%	3,749 1.31%
2013 Median Home Value	\$167,567	\$161,680	\$125,276
2013 Housing Units by Yr Built	50,187	127,227	476,605
Built 2010+	1,043 2.08%	2,759 2.17%	10,700 2.25%
Built 2000 - 2010	1,300 2.59%	4,714 3.71%	15,546 3.26%
Built 1990 - 1999	1,351 2.69%	4,462 3.51%	24,433 5.13%
Built 1980 - 1989	2,394 4.77%	7,220 5.67%	34,009 7.14%
Built 1970 - 1979	5,654 11.27%	16,538 13.00%	65,165 13.67%
Built 1960 - 1969	11,972 23.85%	25,148 19.77%	77,649 16.29%
Built 1950 - 1959	15,063 30.01%	37,516 29.49%	120,942 25.38%
Built <1949	11,410 22.73%	28,870 22.69%	128,161 26.89%
2013 Median Year Built	1958	1958	1958

Southfield Plaza

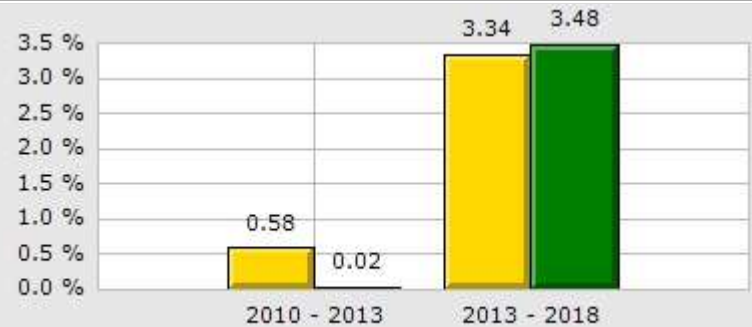
Type: **Shopping Center/Power Center**
 County: **Oakland**

1 Mile (Yellow)
County (Green)

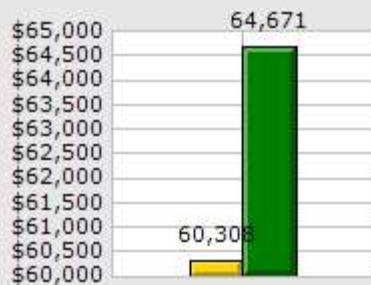
Population Growth



Household Growth



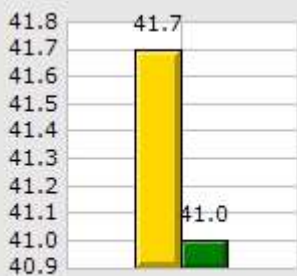
2013 Med Household Inc



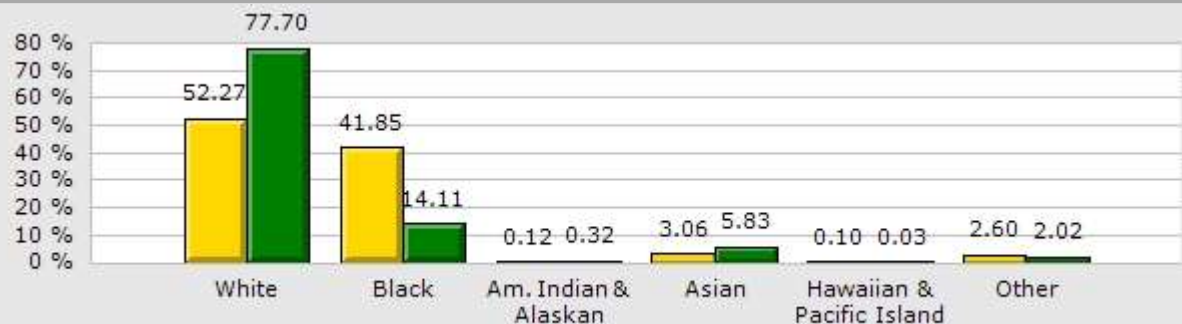
2013 Households by Household Income



2013 Median Age



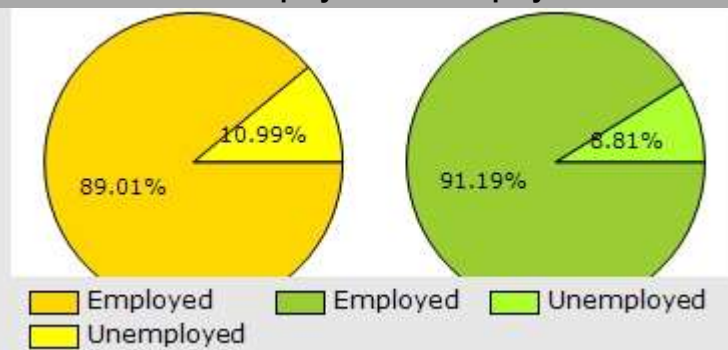
2013 Population by Race



2013 Renter vs. Owner



2013 Employed vs. Unemployed



Demographic Market Comparison Report

1 mile radius

Southfield Plaza

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

	1 Mile		County	
Population Growth				
Growth 2010 - 2013	2.39%		2.40%	
Growth 2013 - 2018	3.45%		3.44%	
Employed	6,423	89.01%	607,475	91.19%
Unemployed	793	10.99%	58,687	8.81%
2013 Population by Race				
	13,177		1,231,245	
White	6,888	52.27%	956,643	77.70%
Black	5,514	41.85%	173,720	14.11%
Am. Indian & Alaskan	16	0.12%	3,925	0.32%
Asian	403	3.06%	71,770	5.83%
Hawaiian & Pacific Island	13	0.10%	347	0.03%
Other	343	2.60%	24,840	2.02%
Household Growth				
Growth 2010 - 2013	0.58%		0.02%	
Growth 2013 - 2018	3.34%		3.48%	
Renter Occupied	1,348	25.30%	139,456	28.15%
Owner Occupied	3,981	74.70%	355,974	71.85%
2013 Households by Household Income				
	5,330		495,430	
Income <\$25K	791	14.84%	93,051	18.78%
Income \$25K - \$50K	1,388	26.04%	102,766	20.74%
Income \$50K - \$75K	1,059	19.87%	84,590	17.07%
Income \$75K - \$100K	709	13.30%	68,601	13.85%
Income \$100K - \$125K	729	13.68%	48,312	9.75%
Income \$125K - \$150K	287	5.38%	29,277	5.91%
Income \$150K - \$200K	225	4.22%	33,023	6.67%
Income \$200K+	142	2.66%	35,810	7.23%
2013 Med Household Inc	\$60,308		\$64,671	
2013 Median Age	41.70		41.00	

Consumer Spending Report

Southfield Plaza

2013 Annual Spending (\$000s)			
	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$1,382,591	\$3,327,990	\$10,911,617
Total Apparel	\$74,569	\$180,823	\$635,286
Women's Apparel	31,347	75,820	259,598
Men's Apparel	16,292	39,520	135,689
Girl's Apparel	5,282	12,623	46,518
Boy's Apparel	3,572	8,598	31,859
Infant Apparel	2,970	7,344	26,737
Footwear	15,106	36,918	134,885
Total Entertainment & Hobbies	\$102,966	\$247,401	\$812,596
Entertainment	15,769	38,434	129,229
Audio & Visual Equipment/Service	48,325	117,843	393,609
Reading Materials	6,259	14,686	43,691
Pets, Toys, & Hobbies	32,614	76,438	246,067
Total Food and Alcohol	\$347,112	\$837,895	\$2,798,867
Food At Home	184,765	448,819	1,583,904
Food Away From Home	136,893	328,393	1,030,353
Alcoholic Beverages	25,454	60,683	184,610
Total Household	\$205,988	\$490,603	\$1,549,626
House Maintenance & Repair	38,138	88,386	306,544
Household Equip & Furnishings	79,410	190,498	611,981
Household Operations	63,275	151,978	465,225
Housing Costs	25,165	59,742	165,876

Consumer Spending Report

Southfield Plaza

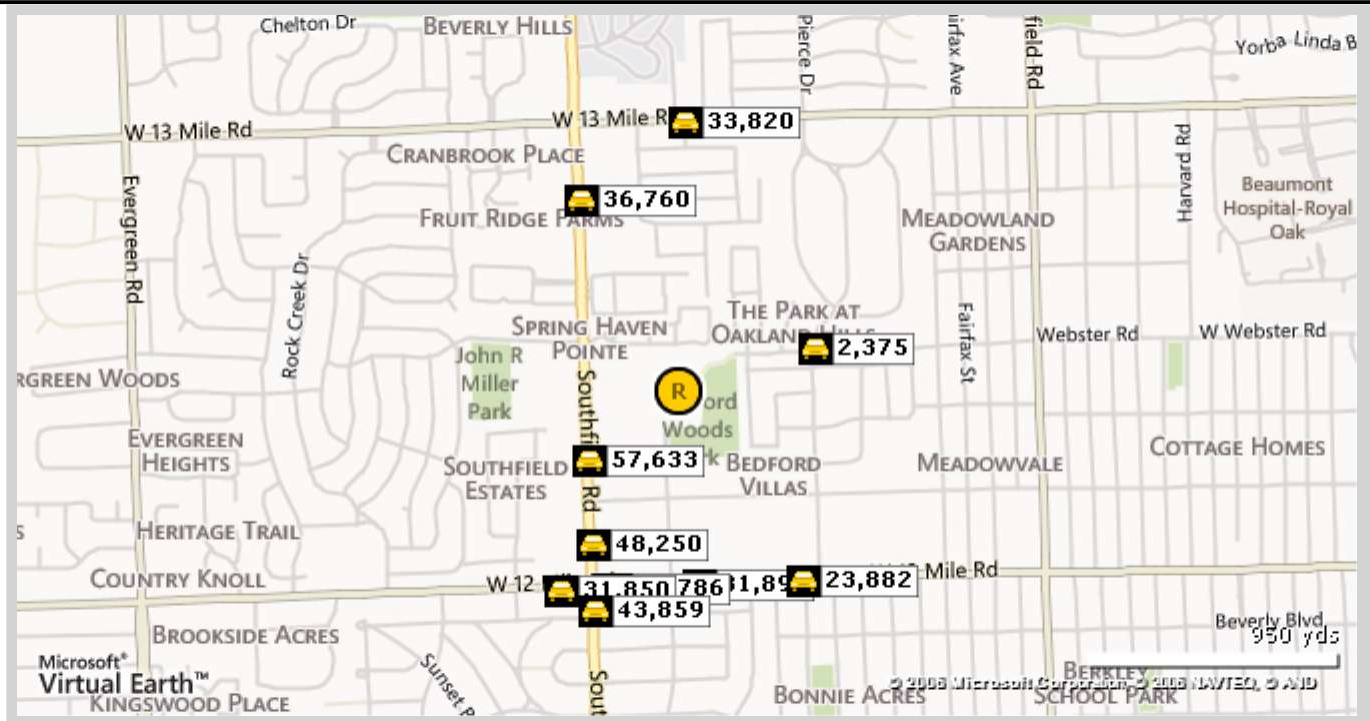
2013 Annual Spending (000s)	3 Mile	5 Mile	10 Mile
Total Transportation/Maint.	\$374,956	\$911,525	\$3,023,026
Vehicle Purchases	122,856	297,808	1,007,592
Gasoline	171,042	417,483	1,406,422
Vehicle Expenses	12,056	28,558	88,244
Transportation	28,396	68,968	200,583
Automotive Repair & Maintenance	40,607	98,708	320,185
Total Health Care	\$72,868	\$172,155	\$568,018
Medical Services	42,173	99,201	319,105
Prescription Drugs	23,446	55,605	191,811
Medical Supplies	7,249	17,350	57,102
Total Education/Day Care	\$96,954	\$229,926	\$685,419
Education	62,844	149,779	457,175
Fees & Admissions	34,110	80,146	228,243

Southfield Plaza

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	976	8,036	8
Retail & Wholesale Trade	141	1,543	11
Hospitality & Food Service	46	816	18
Real Estate, Renting, Leasing	46	524	11
Finance & Insurance	68	311	5
Information	20	155	8
Scientific & Technology Services	165	723	4
Management of Companies	1	3	3
Health Care & Social Assistance	255	2,127	8
Educational Services	18	373	21
Public Administration & Sales	6	50	8
Arts, Entertainment, Recreation	10	176	18
Utilities & Waste Management	45	261	6
Construction	44	245	6
Manufacturing	15	106	7
Agriculture, Mining, Fishing	0	0	0
Other Services	96	623	6

Traffic Count Report

Southfield Plaza



	Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1	Southfield Rd	Webster Ave	0.25 N	2012	57,633	MPSI	.25
2	Pierce St	Webster Ave	0.01 S	2012	2,375	MPSI	.31
3	Southfield Rd	W 12 Mile Rd	0.10 S	2012	48,250	MPSI	.39
4	W 12 Mile Rd	Lathrup Blvd	0.06 W	2012	31,894	MPSI	.43
5	W 12 Mile Rd	Southfield Rd	0.04 W	2012	38,786	MPSI	.45
6	Southfield Rd	W 13 Mile Rd	0.16 N	2012	36,760	MPSI	.47
7	W 12 Mile Rd	Glasgow St	0.01 E	2012	23,882	MPSI	.50
8	W 12 Mile Rd	Southfield Rd	0.07 E	2012	31,850	MPSI	.51
9	Southfield Rd	Roseland Blvd	0.02 S	2012	43,859	MPSI	.51
10	W 13 Mile Rd	Canterbury Dr	0.02 E	2012	33,820	MPSI	.59