

Demographic Summary Report

Southfield Plaza

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	108,982		265,165		1,003,416	
2011 Estimate	108,152		265,207		1,034,363	
2010 Census	107,822		265,072		1,045,129	
Growth 2011 - 2016	0.80%		0.00%		-3.00%	
Growth 2010 - 2011	0.30%		0.10%		-1.00%	
2011 Population by Hispanic Origin	1,863		4,674		19,901	
2011 Population By Race	108,152		265,207		1,034,363	
White	73,548	68.00%	167,081	63.00%	543,909	52.58%
Black or African American	29,314	27.10%	82,255	31.02%	411,130	39.75%
American Indian and Alaska Native	228	0.21%	557	0.21%	2,658	0.26%
Asian	2,378	2.20%	8,572	3.23%	48,810	4.72%
Native Hawaiian and Pacific Islander	31	0.03%	66	0.02%	197	0.02%
Other Race	408	0.38%	1,131	0.43%	5,098	0.49%
Two or More Races	2,246	2.08%	5,545	2.09%	22,561	2.18%
Households						
2016 Projection	46,912		116,582		408,857	
2011 Estimate	46,370		116,060		418,606	
2010 Census	46,193		115,927		422,894	
Growth 2011 - 2016	1.20%		0.40%		-2.30%	
Growth 2010 - 2011	0.40%		0.10%		-1.00%	
Owner Occupied	33,426	72.09%	76,991	66.34%	281,925	67.35%
Renter Occupied	12,944	27.91%	39,069	33.66%	136,681	32.65%
2011 Households by HH Income	46,370		116,060		418,600	
Income Less Than \$15,000	4,768	10.28%	12,792	11.02%	64,565	15.42%
Income: \$15,000 - \$24,999	4,812	10.38%	11,415	9.84%	45,462	10.86%
Income: \$25,000 - \$34,999	4,149	8.95%	11,080	9.55%	43,928	10.49%
Income: \$35,000 - \$49,999	5,893	12.71%	15,733	13.56%	59,314	14.17%
Income: \$50,000 - \$74,999	8,066	17.39%	21,516	18.54%	72,751	17.38%
Income: \$75,000 - \$99,999	6,307	13.60%	15,175	13.08%	47,188	11.27%
Income: \$100,000 - \$149,999	7,069	15.24%	15,482	13.34%	48,068	11.48%
Income: \$150,000 - \$199,999	2,504	5.40%	5,662	4.88%	17,381	4.15%
Income: \$200,000+	2,802	6.04%	7,205	6.21%	19,943	4.76%
2011 Avg Household Income	\$78,394		\$76,285		\$67,605	
2011 Med Household Income	\$58,764		\$56,100		\$48,672	
2011 Per Capita Income	\$33,925		\$33,690		\$27,677	

Demographic Detail Report

Southfield Plaza

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	108,982		265,165		1,003,416	
2011 Estimate	108,152		265,207		1,034,363	
2010 Census	107,822		265,072		1,045,129	
Growth 2011 - 2016	0.80%		0.00%		-3.00%	
Growth 2010 - 2011	0.30%		0.10%		-1.00%	
2011 Population by Age	108,152		265,207		1,034,363	
Age 0 - 4	5,988	5.54%	14,392	5.43%	58,408	5.65%
Age 5 - 9	6,423	5.94%	15,091	5.69%	62,005	5.99%
Age 10 - 14	6,946	6.42%	16,215	6.11%	67,951	6.57%
Age 15 - 19	6,608	6.11%	16,004	6.03%	73,859	7.14%
Age 20 - 24	5,049	4.67%	13,525	5.10%	60,254	5.83%
Age 25 - 34	13,488	12.47%	36,205	13.65%	126,631	12.24%
Age 35 - 44	14,879	13.76%	36,576	13.79%	138,265	13.37%
Age 45 - 49	8,063	7.46%	19,249	7.26%	75,107	7.26%
Age 50 - 54	8,524	7.88%	20,808	7.85%	81,039	7.83%
Age 55 - 59	8,282	7.66%	19,801	7.47%	74,615	7.21%
Age 60 - 64	7,143	6.60%	16,913	6.38%	63,222	6.11%
Age 65 - 74	7,888	7.29%	19,771	7.45%	78,656	7.60%
Age 75 - 84	5,714	5.28%	13,531	5.10%	50,968	4.93%
Age 85 and over	3,159	2.92%	7,126	2.69%	23,385	2.26%
Age 65 and over	16,761	15.50%	40,428	15.24%	153,009	14.79%
Median Age	41.50		40.80		40.00	
Average Age	40.80		40.60		39.70	

Demographic Detail Report

Southfield Plaza

Radius	3 Mile	5 Mile	10 Mile
2011 Population By Race	108,152	265,207	1,034,363
White	73,548 68.00%	167,081 63.00%	543,909 52.58%
Black or African American	29,314 27.10%	82,255 31.02%	411,130 39.75%
American Indian and Alaska Native	228 0.21%	557 0.21%	2,658 0.26%
Asian	2,378 2.20%	8,572 3.23%	48,810 4.72%
Native Hawaiian and Pacific Islander	31 0.03%	66 0.02%	197 0.02%
Other Race	408 0.38%	1,131 0.43%	5,098 0.49%
Two or More Races	2,246 2.08%	5,545 2.09%	22,561 2.18%
2011 Population by Hispanic Origin	108,153	265,207	1,034,363
Not Hispanic or Latino	106,290 98.28%	260,533 98.24%	1,014,462 98.08%
Hispanic or Latino	1,863 1.72%	4,674 1.76%	19,901 1.92%
2011 Age 5+ Language at Home	103,399	254,462	1,052,703
Speak Only English	91,089 88.09%	226,967 89.19%	918,157 87.22%
Speak Asian or Pacific Island	1,220 1.18%	4,039 1.59%	25,809 2.45%
Speak IndoEuropean	5,688 5.50%	11,737 4.61%	54,051 5.13%
Speak Spanish	1,849 1.79%	4,221 1.66%	18,006 1.71%
Speak Other Language	3,553 3.44%	7,498 2.95%	36,680 3.48%
2011 Median Age, Male	39.60	38.80	38.10
2011 Average Age, Male	39.10	38.90	38.20
Median Age, Female	43.20	42.70	41.70
Average Age, Female	42.20	42.00	41.10
2011 Population by Occupation Classification (Age 16+)	54,813	135,059	491,972
Blue Collar	6,363 11.61%	17,001 12.59%	85,213 17.32%
White Collar	42,168 76.93%	100,774 74.61%	324,220 65.90%
Service	6,282 11.46%	17,284 12.80%	82,539 16.78%
2011 Population by Marital Status (Age 15+)	89,923	221,803	906,269
Total, Never Married	26,261 29.20%	71,567 32.27%	325,854 35.96%
Married	46,750 51.99%	108,953 49.12%	411,328 45.39%
Widowed	6,739 7.49%	15,420 6.95%	64,519 7.12%
Divorced	10,173 11.31%	25,863 11.66%	104,568 11.54%

Demographic Detail Report

Southfield Plaza

Radius	3 Mile		5 Mile		10 Mile	
2011 Population by Education	78,051		191,123		754,680	
Less Than 9th Grade	1,029	1.32%	2,494	1.30%	19,249	2.55%
Some High School, No Diploma	3,528	4.52%	9,267	4.85%	68,909	9.13%
High School Grad (Incl Equivalency)	13,864	17.76%	36,427	19.06%	200,312	26.54%
Some College, No Degree	15,018	19.24%	39,914	20.88%	167,680	22.22%
Associate Degree	5,184	6.64%	13,261	6.94%	52,161	6.91%
Bachelor Degree	22,628	28.99%	51,054	26.71%	143,123	18.96%
Advanced Degrees	16,800	21.52%	38,706	20.25%	103,246	13.68%
2011 Population by Occupation (Age 16+)	61,096		152,343		574,511	
Management, Business, & Financial	18,985	31.07%	47,012	30.86%	159,670	27.79%
Professional & Related Occupations	4,127	6.75%	9,111	5.98%	29,685	5.17%
Services	24,993	40.91%	64,080	42.06%	254,562	44.31%
Sales & Office	7,829	12.81%	17,991	11.81%	58,696	10.22%
Farming, Fishing, and Forestry	0	0.00%	39	0.03%	229	0.04%
Construction and Extraction, Maint	1,365	2.23%	2,944	1.93%	14,279	2.49%
Production & Transportation	3,797	6.21%	11,166	7.33%	57,390	9.99%
2011 Workers by Travel Time to Work (Age 16+)	53,904		133,548		489,657	
Less Than 15 Minutes	13,150	24.40%	32,358	24.23%	103,336	21.10%
15 to 29 Minutes	22,169	41.13%	54,284	40.65%	200,336	40.91%
30 to 44 Minutes	11,970	22.21%	28,973	21.69%	109,021	22.26%
45 to 59 Minutes	2,712	5.03%	7,266	5.44%	29,057	5.93%
60+ Minutes	3,903	7.24%	10,667	7.99%	47,907	9.78%
2000 Households by HH Size	46,193		115,927		422,893	
1-Person Households	15,644	33.87%	40,607	35.03%	133,072	31.47%
2-Person Households	14,940	32.34%	37,583	32.42%	130,270	30.80%
3-Person Households	6,839	14.81%	16,990	14.66%	67,109	15.87%
4-Person Households	5,317	11.51%	12,707	10.96%	51,759	12.24%
5-Person Households	2,230	4.83%	5,251	4.53%	24,357	5.76%
6-Person Households	747	1.62%	1,802	1.55%	9,810	2.32%
7 or more Person Households	476	1.03%	987	0.85%	6,516	1.54%
2011 Average Household Size	2.31		2.26		2.44	

Demographic Detail Report

Southfield Plaza

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Households			
2016 Projection	46,912	116,582	408,857
2011 Estimate	46,370	116,060	418,606
2010 Census	46,193	115,927	422,894
Growth 2011 - 2016	1.20%	0.40%	-2.30%
Growth 2010 - 2011	0.40%	0.10%	-1.00%
2011 Households by HH Income	46,370	116,060	418,600
Income: Less than \$15,000	4,768 10.28%	12,792 11.02%	64,565 15.42%
Income: \$15,000 - \$24,999	4,812 10.38%	11,415 9.84%	45,462 10.86%
Income: \$25,000 - \$34,999	4,149 8.95%	11,080 9.55%	43,928 10.49%
Income: \$35,000 - \$49,999	5,893 12.71%	15,733 13.56%	59,314 14.17%
Income: \$50,000 - \$74,999	8,066 17.39%	21,516 18.54%	72,751 17.38%
Income: \$75,000 - \$99,999	6,307 13.60%	15,175 13.08%	47,188 11.27%
Income: \$100,000 - \$149,999	7,069 15.24%	15,482 13.34%	48,068 11.48%
Income: \$150,000 - \$199,999	2,504 5.40%	5,662 4.88%	17,381 4.15%
Income: \$200,000+	2,802 6.04%	7,205 6.21%	19,943 4.76%
2011 Avg Household Income	\$78,394	\$76,285	\$67,605
2011 Med Household Income	\$58,764	\$56,100	\$48,672
2011 Per Capita Income	\$33,925	\$33,690	\$27,677
2011 Occupied Housing	46,370	116,060	418,606
Owner Occupied	33,426 72.09%	76,991 66.34%	281,925 67.35%
Renter Occupied	12,944 27.91%	39,069 33.66%	136,681 32.65%
2000 Housing Units	50,806	128,631	496,768
1 Unit Attached	2,301 4.53%	6,854 5.33%	27,170 5.47%
1 Unit Detached	37,074 72.97%	86,189 67.00%	358,206 72.11%
2 Units	512 1.01%	1,500 1.17%	15,565 3.13%
3 - 19 Units	6,887 13.56%	20,597 16.01%	57,250 11.52%
20 - 49 Units	1,251 2.46%	3,833 2.98%	11,784 2.37%
50 or more Units	2,507 4.93%	9,209 7.16%	21,246 4.28%
Mobile Home or Trailer	238 0.47%	413 0.32%	5,477 1.10%
Boat, RV, Van, Etc.	36 0.07%	36 0.03%	70 0.01%

Demographic Detail Report

Southfield Plaza

Radius	3 Mile		5 Mile		10 Mile	
2011 Housing Value - Owner Occupied	35,752		82,251		311,337	
Value Less than \$20,000	289	0.81%	644	0.78%	6,434	2.07%
Value \$20,000 - \$39,999	149	0.42%	497	0.60%	7,705	2.47%
Value \$40,000 - \$59,999	355	0.99%	1,051	1.28%	12,175	3.91%
Value \$60,000 - \$79,999	601	1.68%	1,915	2.33%	19,658	6.31%
Value \$80,000 - \$99,999	949	2.65%	3,085	3.75%	29,204	9.38%
Value \$100,000 - \$149,999	5,580	15.61%	14,077	17.11%	65,702	21.10%
Value \$150,000 - \$199,999	9,091	25.43%	22,008	26.76%	62,911	20.21%
Value \$200,000 - \$299,999	10,147	28.38%	19,276	23.44%	56,051	18.00%
Value \$300,000 - \$399,999	3,975	11.12%	7,979	9.70%	23,663	7.60%
Value \$400,000 - \$499,999	1,796	5.02%	3,751	4.56%	10,235	3.29%
Value \$500,000 - \$749,999	1,703	4.76%	4,487	5.46%	9,864	3.17%
Value \$750,000 - \$999,999	599	1.68%	1,672	2.03%	3,819	1.23%
Value \$1,000,000 or more	518	1.45%	1,809	2.20%	3,916	1.26%
2011 Med Housing Val-Owner Occupied	\$206,128		\$194,410		\$160,055	
2011 Housing Units by Yr Built	50,807		128,630		496,768	
Built 2005 to Present	472	0.93%	1,000	0.78%	3,752	0.76%
Built 2000 to 2004	1,609	3.17%	3,598	2.80%	12,087	2.43%
Built 1990 to 1999	1,375	2.71%	5,002	3.89%	26,022	5.24%
Built 1980 to 1989	2,847	5.60%	7,869	6.12%	35,070	7.06%
Built 1970 to 1979	6,221	12.24%	17,995	13.99%	66,349	13.36%
Built 1960 to 1969	12,328	24.26%	25,880	20.12%	73,641	14.82%
Built 1950 to 1959	15,433	30.38%	38,532	29.96%	125,300	25.22%
Built 1940 to 1949	6,417	12.63%	15,855	12.33%	80,519	16.21%
Built 1939 or Earlier	4,105	8.08%	12,899	10.03%	74,028	14.90%
2011 Median Year Built	1960		1959		1957	

Demographic Market Comparison Report

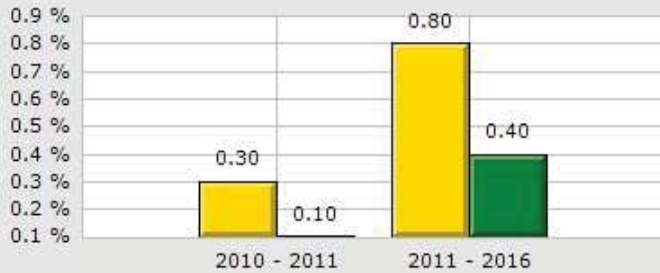
3 mile radius

Southfield Plaza

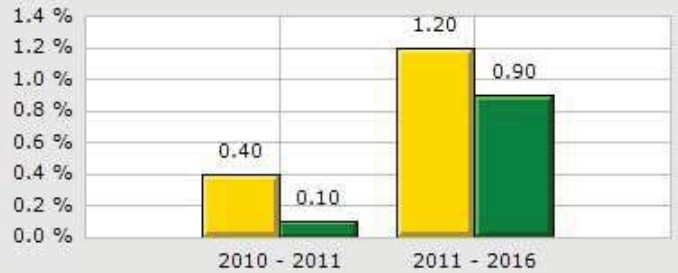
Type: Shopping Center/Power Center
 County: Oakland

3 Mile
 County

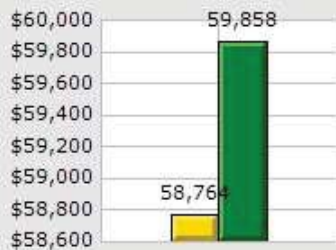
Population Growth



Household Growth



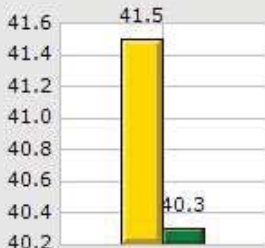
2011 Med Household Inc



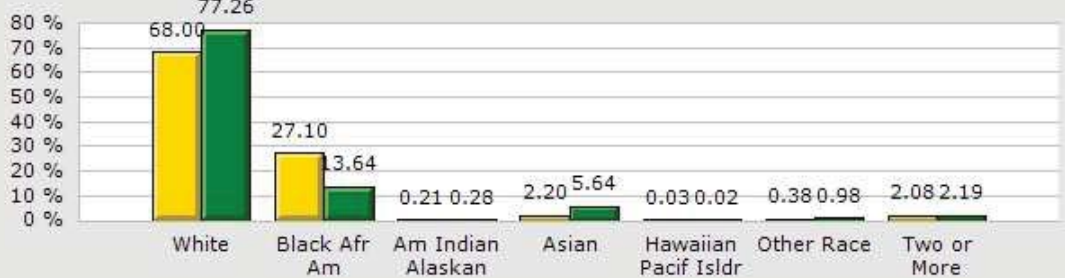
2011 Households by Household Income



2011 Median Age



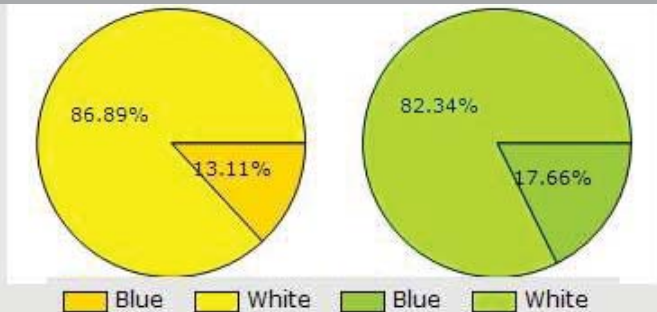
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Southfield Plaza

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

	3 Mile		County	
Population				
Growth 2010 - 2011	0.30%		0.10%	
Growth 2011 - 2016	0.80%		0.40%	
2011 Blue Collar	6,363	13.11%	90,222	17.66%
2011 White Collar	42,168	86.89%	420,688	82.34%
2011 Population By Race				
	108,153		1,203,532	
White	73,548	68.00%	929,792	77.26%
Black Afr Am	29,314	27.10%	164,126	13.64%
Am Indian Alaskan	228	0.21%	3,371	0.28%
Asian	2,378	2.20%	67,831	5.64%
Hawaiian Pacif Islldr	31	0.03%	253	0.02%
Other Race	408	0.38%	11,779	0.98%
Two or More	2,246	2.08%	26,380	2.19%
Households				
Growth 2010 - 2011	0.40%		0.10%	
Growth 2011 - 2016	1.20%		0.90%	
Renter Occupied	12,944	27.91%	134,356	27.75%
Owner Occupied	33,426	72.09%	349,818	72.25%
2011 Households by HH Income				
	46,370		484,174	
Income < \$35,000	13,729	29.61%	136,382	28.17%
Income \$35,000 - \$74,999	13,959	30.10%	149,650	30.91%
Income \$75,000 - \$149,999	13,376	28.85%	136,861	28.27%
Income \$150,000 - \$199,999	2,504	5.40%	29,089	6.01%
Income \$200,000+	2,802	6.04%	32,192	6.65%
2011 Median Household Income	\$58,764		\$59,858	
2011 Median Age	41.50		40.30	

Consumer Spending Report

Southfield Plaza

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$1,916,027	\$4,678,995	\$15,048,530
Total Apparel	\$76,771	\$188,671	\$603,481
Women's Apparel	27,490	67,178	214,145
Men's Apparel	15,777	38,655	122,788
Girl's Apparel	5,744	14,012	45,819
Boy's Apparel	4,491	11,028	36,389
Infant Apparel	4,577	11,386	36,623
Footwear (excl. Infants)	10,400	25,653	82,387
Other Apparel Prod/Services	8,292	20,759	65,331
Total Entertainment	\$185,074	\$448,290	\$1,418,398
Sports and Recreation	7,333	17,740	56,276
TV, Radio and Sound Equipment	63,643	156,400	505,986
Reading Materials	8,508	20,492	64,889
Travel	103,326	248,140	773,858
Photographic Equipment	2,263	5,518	17,388
Total Food At Home	\$157,547	\$386,478	\$1,245,521
Cereal Products	9,524	23,418	75,519
Bread & Bakery Products	21,077	51,458	166,728
Seafood	8,466	20,757	65,799
Meat/Poultry/Fish/Eggs	52,760	129,817	421,100
Dairy Products	25,283	61,908	199,794
Fruits and Vegetables	40,437	99,119	316,582
Total Food Away From Home	\$157,923	\$387,891	\$1,246,179
Breakfast and Brunch	15,220	37,400	119,201
Dinner	74,296	182,285	585,894
Lunch	51,182	126,137	407,253
Snacks and Non Alcoholic Bev	11,532	28,394	89,888
Catered Affairs	5,693	13,675	43,943

Consumer Spending Report

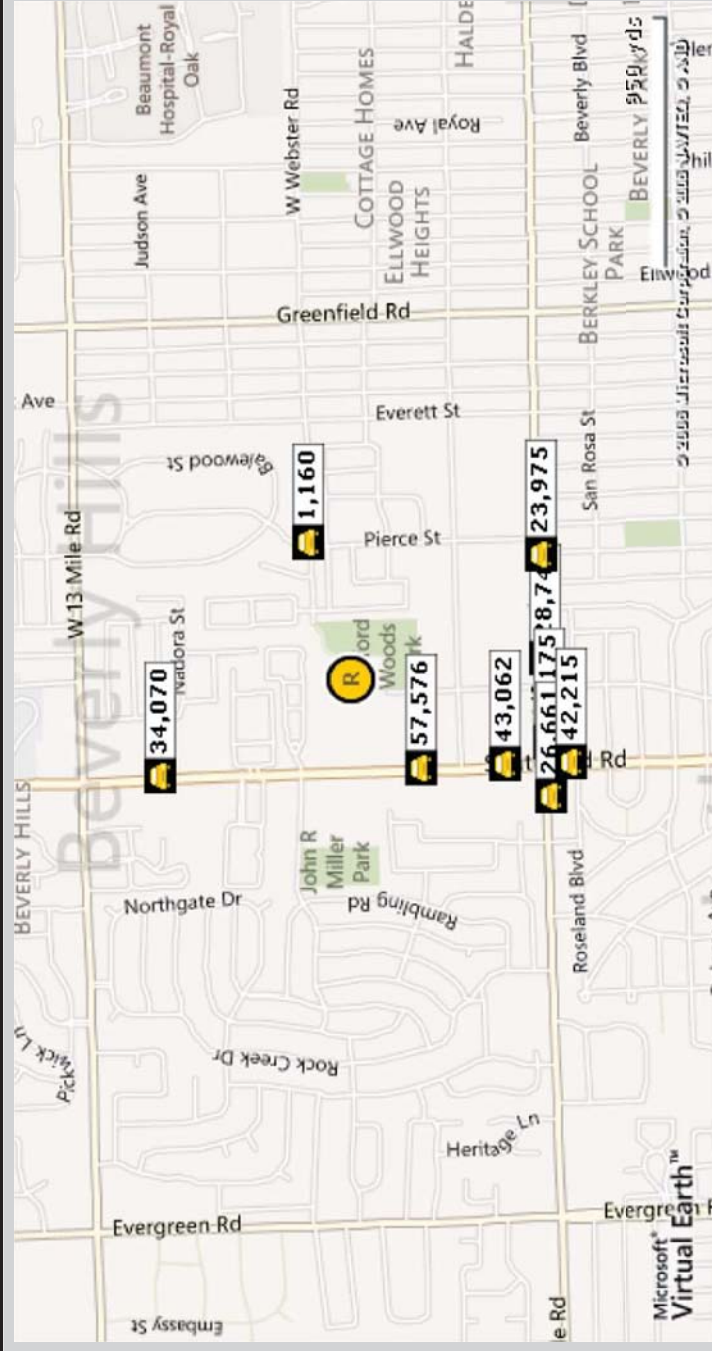
Southfield Plaza

Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$30,628	\$75,564	\$239,792
Alcoholic Bev. at Home	17,524	43,156	137,151
Alcoholic Bev. away from Home	13,104	32,407	102,640
Total Furniture/Appliances	\$178,547	\$432,862	\$1,374,315
Bedroom Furniture	9,438	23,211	73,627
Living Room Furniture	15,838	38,357	121,098
Other Living & Family Room Furniture	4,219	10,211	32,487
Other Furniture	2,127	5,058	16,146
Major Appliances	15,649	37,568	120,814
Small Appliances & Housewares	36,352	88,426	279,769
Misc Household Equipment	94,925	230,031	730,374
Total Transportation/Maint.	\$420,050	\$1,027,890	\$3,331,223
New Autos/Trucks/Vans	115,513	279,564	895,362
Used Vehicles	99,987	247,300	804,555
Purchase of RVs or Boats	13,280	31,572	96,975
Gasoline	140,171	344,697	1,133,437
Diesel Fuel	2,275	5,430	17,571
Automotive Maintenance/Repair	48,825	119,328	383,322
Total Health Care	\$83,277	\$201,768	\$656,633
Medical Services	48,736	117,983	379,382
Prescription Drugs	26,161	63,548	212,046
Medical Supplies	8,380	20,237	65,205
Total Education/Day Care	\$151,626	\$367,710	\$1,170,284
Education	67,239	162,978	518,361
Room and Board	6,942	16,704	54,650
Tuition/School Supplies	59,363	143,737	456,075
Day Care, Nursery & Preschool	18,082	44,291	141,198

Southfield Plaza

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	6,812	73,398	11
Total Retail	1,197	10,994	9
Home Improvement Stores	43	579	13
General Merchandise Stores	30	604	20
Food Stores	91	1,423	16
Auto Dealers and Gas Stations	68	563	8
Apparel and Accessory Stores	159	646	4
Furniture and Home Furnishings	149	1,153	8
Eating and Drinking Places	304	4,447	15
Miscellaneous Retail Stores	353	1,579	4
Finance-Insurance-Real Estate	1,028	8,507	8
Banks, Saving and Lending Inst.	227	1,534	7
Security Brokers and Investments	161	919	6
Insurance Carriers and Agencies	205	3,064	15
Real Estate-Trust-Holding Co.	435	2,990	7
Services	3,374	43,708	13
Hotels and Lodging	22	379	17
Motion Picture and Amusement	172	1,646	10
Health Services	486	20,295	42
Legal Services	330	2,341	7
Educational Services	136	3,959	29
Auto Services	99	375	4
Other Services	2,129	14,713	7
Agriculture/Mining	75	687	9
Construction	347	1,482	4
Manufacturing	202	2,490	12
Transportation, Comm./Pub Util.	199	1,363	7
Wholesale Trade	295	1,916	6
Government	95	2,251	24
Daytime Population	73,398		
Daytime Population/Business	11		

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	2010	57,576	MPSI	.25
2 Pierce St	Webster Ave	0.01 S	2010	1,160	MPSI	.31
3 Southfield Rd	W 12 Mile Rd	0.10 S	2010	43,062	MPSI	.39
4 W 12 Mile Rd	Lathrup Blvd	0.06 W	2010	28,740	MPSI	.43
5 W 12 Mile Rd	Southfield Rd	0.04 W	2010	28,175	MPSI	.45
6 Southfield Rd	W 13 Mile Rd	0.16 N	2010	34,070	MPSI	.47
7 W 12 Mile Rd	Glasgow St	0.01 E	2010	23,975	MPSI	.50
8 W 12 Mile Rd	Southfield Rd	0.07 E	2010	26,661	MPSI	.51
9 Southfield Rd	Roseland Blvd	0.02 S	2008	43,316	ADT	.51
10 Southfield Rd	Roseland Blvd	0.02 S	2010	42,215	MPSI	.51