

Demographic Summary Report

Livonia Plaza

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	80,623		245,504		1,006,149	
2011 Estimate	84,245		256,885		1,046,267	
2010 Census	84,766		259,440		1,055,537	
Growth 2011 - 2016	-4.30%		-4.40%		-3.80%	
Growth 2010 - 2011	-0.60%		-1.00%		-0.90%	
2011 Population by Hispanic Origin	2,292		7,067		26,597	
2011 Population By Race	84,245		256,885		1,046,267	
White	75,011	89.04%	191,732	74.64%	597,498	57.11%
Black or African American	5,364	6.37%	51,284	19.96%	373,541	35.70%
American Indian and Alaska Native	228	0.27%	836	0.33%	3,013	0.29%
Asian	1,910	2.27%	6,393	2.49%	41,630	3.98%
Native Hawaiian and Pacific Islander	14	0.02%	47	0.02%	192	0.02%
Other Race	398	0.47%	1,566	0.61%	6,727	0.64%
Two or More Races	1,321	1.57%	5,026	1.96%	23,666	2.26%
Households						
2016 Projection	32,136		103,018		401,230	
2011 Estimate	33,324		107,164		414,067	
2010 Census	33,562		108,356		417,807	
Growth 2011 - 2016	-3.60%		-3.90%		-3.10%	
Growth 2010 - 2011	-0.70%		-1.10%		-0.90%	
Owner Occupied	28,516	85.57%	77,802	72.60%	281,349	67.95%
Renter Occupied	4,807	14.43%	29,362	27.40%	132,718	32.05%
2011 Households by HH Income	33,324		107,163		414,065	
Income Less Than \$15,000	2,845	8.54%	13,045	12.17%	58,839	14.21%
Income: \$15,000 - \$24,999	3,389	10.17%	12,120	11.31%	45,540	11.00%
Income: \$25,000 - \$34,999	3,146	9.44%	11,201	10.45%	43,503	10.51%
Income: \$35,000 - \$49,999	4,650	13.95%	16,139	15.06%	59,106	14.27%
Income: \$50,000 - \$74,999	6,889	20.67%	21,425	19.99%	75,570	18.25%
Income: \$75,000 - \$99,999	4,923	14.77%	13,992	13.06%	48,819	11.79%
Income: \$100,000 - \$149,999	5,229	15.69%	13,180	12.30%	49,672	12.00%
Income: \$150,000 - \$199,999	1,395	4.19%	3,651	3.41%	17,270	4.17%
Income: \$200,000+	858	2.57%	2,410	2.25%	15,746	3.80%
2011 Avg Household Income	\$71,119		\$63,992		\$66,687	
2011 Med Household Income	\$57,206		\$50,817		\$50,010	
2011 Per Capita Income	\$28,523		\$26,904		\$26,640	

Demographic Detail Report

Livonia Plaza

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	80,623		245,504		1,006,149	
2011 Estimate	84,245		256,885		1,046,267	
2010 Census	84,766		259,440		1,055,537	
Growth 2011 - 2016	-4.30%		-4.40%		-3.80%	
Growth 2010 - 2011	-0.60%		-1.00%		-0.90%	
2011 Population by Age						
	84,245		256,885		1,046,267	
Age 0 - 4	4,168	4.95%	13,952	5.43%	61,739	5.90%
Age 5 - 9	4,822	5.72%	14,651	5.70%	67,874	6.49%
Age 10 - 14	5,420	6.43%	16,158	6.29%	74,143	7.09%
Age 15 - 19	5,722	6.79%	17,580	6.84%	77,952	7.45%
Age 20 - 24	4,638	5.51%	15,339	5.97%	62,953	6.02%
Age 25 - 34	9,410	11.17%	30,875	12.02%	122,902	11.75%
Age 35 - 44	10,794	12.81%	34,091	13.27%	140,724	13.45%
Age 45 - 49	6,813	8.09%	20,289	7.90%	76,891	7.35%
Age 50 - 54	7,496	8.90%	21,669	8.44%	80,994	7.74%
Age 55 - 59	6,466	7.68%	18,563	7.23%	72,219	6.90%
Age 60 - 64	4,687	5.56%	14,080	5.48%	60,842	5.82%
Age 65 - 74	6,056	7.19%	18,207	7.09%	74,383	7.11%
Age 75 - 84	5,237	6.22%	14,589	5.68%	49,406	4.72%
Age 85 and over	2,515	2.99%	6,842	2.66%	23,247	2.22%
Age 65 and over	13,808	16.39%	39,638	15.43%	147,036	14.05%
Median Age	42.50		41.00		39.00	
Average Age	41.20		40.30		38.90	

Demographic Detail Report

Livonia Plaza

Radius	3 Mile	5 Mile	10 Mile
2011 Population By Race	84,245	256,885	1,046,267
White	75,011 89.04%	191,732 74.64%	597,498 57.11%
Black or African American	5,364 6.37%	51,284 19.96%	373,541 35.70%
American Indian and Alaska Native	228 0.27%	836 0.33%	3,013 0.29%
Asian	1,910 2.27%	6,393 2.49%	41,630 3.98%
Native Hawaiian and Pacific Islander	14 0.02%	47 0.02%	192 0.02%
Other Race	398 0.47%	1,566 0.61%	6,727 0.64%
Two or More Races	1,321 1.57%	5,026 1.96%	23,666 2.26%
2011 Population by Hispanic Origin	84,246	256,884	1,046,267
Not Hispanic or Latino	81,954 97.28%	249,817 97.25%	1,019,670 97.46%
Hispanic or Latino	2,292 2.72%	7,067 2.75%	26,597 2.54%
2011 Age 5+ Language at Home	76,749	244,347	1,022,036
Speak Only English	69,948 91.14%	220,519 90.25%	887,595 86.85%
Speak Asian or Pacific Island	1,166 1.52%	3,999 1.64%	21,470 2.10%
Speak IndoEuropean	3,113 4.06%	10,337 4.23%	45,881 4.49%
Speak Spanish	1,064 1.39%	4,213 1.72%	18,977 1.86%
Speak Other Language	1,458 1.90%	5,279 2.16%	48,113 4.71%
2011 Median Age, Male	40.80	39.20	37.20
2011 Average Age, Male	39.70	38.80	37.30
Median Age, Female	44.20	42.60	40.60
Average Age, Female	42.70	41.80	40.30
2011 Population by Occupation Classification (Age 16+)	40,385	123,967	476,836
Blue Collar	8,004 19.82%	27,014 21.79%	94,001 19.71%
White Collar	26,389 65.34%	75,488 60.89%	300,700 63.06%
Service	5,992 14.84%	21,465 17.32%	82,135 17.22%
2011 Population by Marital Status (Age 15+)	66,825	212,249	870,520
Total, Never Married	18,558 27.77%	66,740 31.44%	299,498 34.40%
Married	36,486 54.60%	104,337 49.16%	408,685 46.95%
Widowed	5,125 7.67%	16,458 7.75%	61,135 7.02%
Divorced	6,656 9.96%	24,714 11.64%	101,202 11.63%

Demographic Detail Report

Livonia Plaza

Radius	3 Mile		5 Mile		10 Mile	
2011 Population by Education	56,352		177,972		723,306	
Less Than 9th Grade	1,028	1.82%	4,045	2.27%	19,332	2.67%
Some High School, No Diploma	3,452	6.13%	14,606	8.21%	64,267	8.89%
High School Grad (Incl Equivalency)	16,669	29.58%	55,969	31.45%	207,567	28.70%
Some College, No Degree	13,349	23.69%	43,155	24.25%	168,545	23.30%
Associate Degree	4,542	8.06%	13,648	7.67%	53,652	7.42%
Bachelor Degree	11,790	20.92%	31,127	17.49%	127,243	17.59%
Advanced Degrees	5,522	9.80%	15,422	8.67%	82,700	11.43%
2011 Population by Occupation (Age 16+)	46,376		145,436		558,971	
Management, Business, & Financial	13,602	29.33%	39,789	27.36%	153,107	27.39%
Professional & Related Occupations	2,484	5.36%	6,903	4.75%	28,574	5.11%
Services	19,190	41.38%	63,123	43.40%	243,525	43.57%
Sales & Office	4,831	10.42%	13,665	9.40%	54,426	9.74%
Farming, Fishing, and Forestry	36	0.08%	158	0.11%	554	0.10%
Construction and Extraction, Maint	1,768	3.81%	5,398	3.71%	15,001	2.68%
Production & Transportation	4,465	9.63%	16,400	11.28%	63,784	11.41%
2011 Workers by Travel Time to Work (Age 16+)	40,733		124,684		480,346	
Less Than 15 Minutes	10,307	25.30%	29,423	23.60%	103,898	21.63%
15 to 29 Minutes	16,094	39.51%	49,966	40.07%	186,735	38.88%
30 to 44 Minutes	8,981	22.05%	27,194	21.81%	109,650	22.83%
45 to 59 Minutes	2,114	5.19%	6,954	5.58%	30,749	6.40%
60+ Minutes	3,237	7.95%	11,147	8.94%	49,314	10.27%
2000 Households by HH Size	33,562		108,355		417,808	
1-Person Households	9,035	26.92%	34,460	31.80%	125,632	30.07%
2-Person Households	11,144	33.20%	34,339	31.69%	126,703	30.33%
3-Person Households	5,570	16.60%	17,237	15.91%	68,025	16.28%
4-Person Households	4,904	14.61%	13,573	12.53%	54,200	12.97%
5-Person Households	2,015	6.00%	5,777	5.33%	25,867	6.19%
6-Person Households	607	1.81%	1,936	1.79%	10,436	2.50%
7 or more Person Households	287	0.86%	1,033	0.95%	6,945	1.66%
2011 Average Household Size	2.49		2.37		2.50	

Demographic Detail Report

Livonia Plaza

Radius	3 Mile		5 Mile		10 Mile	
Households						
2016 Projection	32,136		103,018		401,230	
2011 Estimate	33,324		107,164		414,067	
2010 Census	33,562		108,356		417,807	
Growth 2011 - 2016	-3.60%		-3.90%		-3.10%	
Growth 2010 - 2011	-0.70%		-1.10%		-0.90%	
2011 Households by HH Income						
	33,324		107,163		414,065	
Income: Less than \$15,000	2,845	8.54%	13,045	12.17%	58,839	14.21%
Income: \$15,000 - \$24,999	3,389	10.17%	12,120	11.31%	45,540	11.00%
Income: \$25,000 - \$34,999	3,146	9.44%	11,201	10.45%	43,503	10.51%
Income: \$35,000 - \$49,999	4,650	13.95%	16,139	15.06%	59,106	14.27%
Income: \$50,000 - \$74,999	6,889	20.67%	21,425	19.99%	75,570	18.25%
Income: \$75,000 - \$99,999	4,923	14.77%	13,992	13.06%	48,819	11.79%
Income: \$100,000 - \$149,999	5,229	15.69%	13,180	12.30%	49,672	12.00%
Income: \$150,000 - \$199,999	1,395	4.19%	3,651	3.41%	17,270	4.17%
Income: \$200,000+	858	2.57%	2,410	2.25%	15,746	3.80%
2011 Avg Household Income	\$71,119		\$63,992		\$66,687	
2011 Med Household Income	\$57,206		\$50,817		\$50,010	
2011 Per Capita Income	\$28,523		\$26,904		\$26,640	
2011 Occupied Housing						
	33,323		107,164		414,067	
Owner Occupied	28,516	85.57%	77,802	72.60%	281,349	67.95%
Renter Occupied	4,807	14.43%	29,362	27.40%	132,718	32.05%
2000 Housing Units						
	31,920		111,493		459,679	
1 Unit Attached	643	2.01%	4,218	3.78%	26,524	5.77%
1 Unit Detached	28,632	89.70%	84,492	75.78%	330,555	71.91%
2 Units	48	0.15%	444	0.40%	8,891	1.93%
3 - 19 Units	1,570	4.92%	14,623	13.12%	58,053	12.63%
20 - 49 Units	304	0.95%	2,752	2.47%	10,198	2.22%
50 or more Units	570	1.79%	3,421	3.07%	19,102	4.16%
Mobile Home or Trailer	153	0.48%	1,543	1.38%	6,246	1.36%
Boat, RV, Van, Etc.	0	0.00%	0	0.00%	110	0.02%

Demographic Detail Report

Livonia Plaza

Radius	3 Mile		5 Mile		10 Mile	
2011 Housing Value - Owner Occupied	27,421		78,572		295,220	
Value Less than \$20,000	220	0.80%	1,324	1.69%	5,739	1.94%
Value \$20,000 - \$39,999	106	0.39%	1,118	1.42%	6,114	2.07%
Value \$40,000 - \$59,999	290	1.06%	1,937	2.47%	10,142	3.44%
Value \$60,000 - \$79,999	628	2.29%	3,268	4.16%	19,174	6.49%
Value \$80,000 - \$99,999	1,197	4.37%	5,872	7.47%	29,196	9.89%
Value \$100,000 - \$149,999	6,038	22.02%	22,322	28.41%	74,460	25.22%
Value \$150,000 - \$199,999	9,743	35.53%	22,487	28.62%	59,220	20.06%
Value \$200,000 - \$299,999	7,383	26.92%	14,875	18.93%	53,723	18.20%
Value \$300,000 - \$399,999	1,398	5.10%	3,832	4.88%	20,817	7.05%
Value \$400,000 - \$499,999	271	0.99%	917	1.17%	8,159	2.76%
Value \$500,000 - \$749,999	81	0.30%	359	0.46%	5,957	2.02%
Value \$750,000 - \$999,999	20	0.07%	104	0.13%	1,310	0.44%
Value \$1,000,000 or more	46	0.17%	157	0.20%	1,209	0.41%
2011 Med Housing Val-Owner Occupied	\$173,816		\$156,329		\$151,946	
2011 Housing Units by Yr Built	31,920		111,492		459,677	
Built 2005 to Present	144	0.45%	720	0.65%	3,901	0.85%
Built 2000 to 2004	600	1.88%	2,128	1.91%	15,252	3.32%
Built 1990 to 1999	1,461	4.58%	7,303	6.55%	33,538	7.30%
Built 1980 to 1989	1,322	4.14%	8,804	7.90%	39,086	8.50%
Built 1970 to 1979	3,787	11.86%	13,437	12.05%	64,457	14.02%
Built 1960 to 1969	7,041	22.06%	20,503	18.39%	65,879	14.33%
Built 1950 to 1959	13,187	41.31%	40,612	36.43%	124,405	27.06%
Built 1940 to 1949	2,780	8.71%	11,045	9.91%	69,628	15.15%
Built 1939 or Earlier	1,598	5.01%	6,940	6.22%	43,531	9.47%
2011 Median Year Built	1959		1959		1959	

Demographic Market Comparison Report

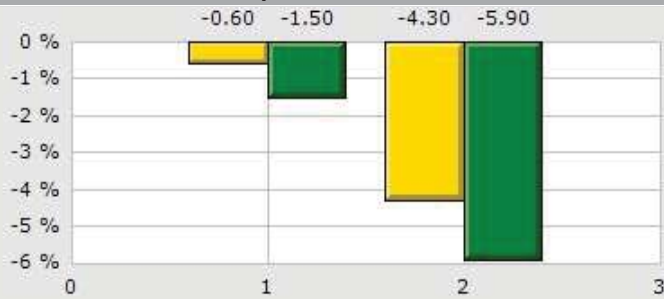
3 mile radius

Livonia Plaza

Type: **Shopping Center/Neighborhood Center**
 County: **Wayne**

3 Mile
County

Population Growth



Household Growth



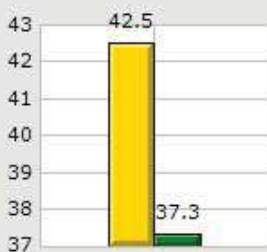
2011 Med Household Inc



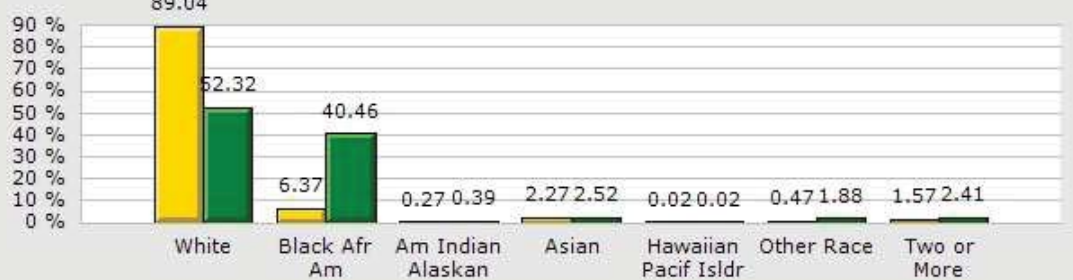
2011 Households by Household Income



2011 Median Age



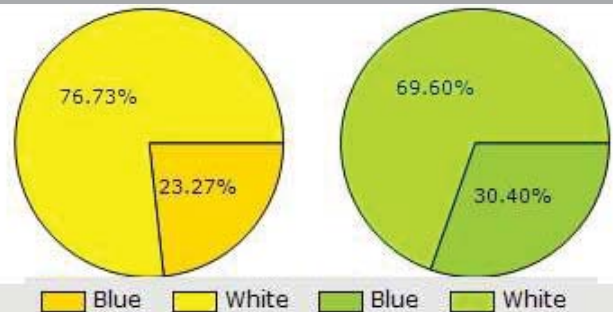
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Livonia Plaza

Type: **Shopping Center/Neighborhood Center**
 County: **Wayne**

	3 Mile		County	
Population				
Growth 2010 - 2011	-0.60%		-1.50%	
Growth 2011 - 2016	-4.30%		-5.90%	
2011 Blue Collar	8,004	23.27%	186,357	30.40%
2011 White Collar	26,389	76.73%	426,560	69.60%
2011 Population By Race				
	84,246		1,792,617	
White	75,011	89.04%	937,823	52.32%
Black Afr Am	5,364	6.37%	725,329	40.46%
Am Indian Alaskan	228	0.27%	6,923	0.39%
Asian	1,910	2.27%	45,214	2.52%
Hawaiian Pacif Islldr	14	0.02%	393	0.02%
Other Race	398	0.47%	33,710	1.88%
Two or More	1,321	1.57%	43,225	2.41%
Households				
Growth 2010 - 2011	-0.70%		-1.60%	
Growth 2011 - 2016	-3.60%		-5.20%	
Renter Occupied	4,807	14.43%	247,480	35.77%
Owner Occupied	28,516	85.57%	444,330	64.23%
2011 Households by HH Income				
	33,324		691,797	
Income < \$35,000	9,380	28.15%	302,777	43.77%
Income \$35,000 - \$74,999	11,539	34.63%	220,330	31.85%
Income \$75,000 - \$149,999	10,152	30.46%	134,483	19.44%
Income \$150,000 - \$199,999	1,395	4.19%	19,131	2.77%
Income \$200,000+	858	2.57%	15,076	2.18%
2011 Median Household Income	\$57,206		\$40,165	
2011 Median Age	42.50		37.30	

Consumer Spending Report

Livonia Plaza

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$1,252,812	\$3,651,695	\$14,716,524
Total Apparel	\$49,456	\$145,418	\$589,629
Women's Apparel	17,888	51,826	208,579
Men's Apparel	10,156	29,669	119,807
Girl's Apparel	3,776	11,037	45,001
Boy's Apparel	2,989	8,832	35,935
Infant Apparel	2,922	8,899	36,257
Footwear (excl. Infants)	6,668	19,818	80,634
Other Apparel Prod/Services	5,057	15,337	63,416
Total Entertainment	\$120,199	\$344,125	\$1,380,090
Sports and Recreation	4,731	13,660	54,987
TV, Radio and Sound Equipment	41,644	122,531	494,645
Reading Materials	5,683	16,062	63,116
Travel	66,678	187,620	750,260
Photographic Equipment	1,463	4,253	17,083
Total Food At Home	\$102,882	\$301,961	\$1,217,518
Cereal Products	6,205	18,312	73,904
Bread & Bakery Products	14,025	40,812	163,075
Seafood	5,402	15,771	64,022
Meat/Poultry/Fish/Eggs	34,441	101,622	411,631
Dairy Products	16,662	48,827	195,699
Fruits and Vegetables	26,148	76,617	309,188
Total Food Away From Home	\$102,792	\$301,632	\$1,219,688
Breakfast and Brunch	9,902	29,069	116,641
Dinner	48,471	141,699	572,975
Lunch	33,185	98,262	399,174
Snacks and Non Alcoholic Bev	7,391	21,930	88,247
Catered Affairs	3,843	10,672	42,651

Consumer Spending Report

Livonia Plaza

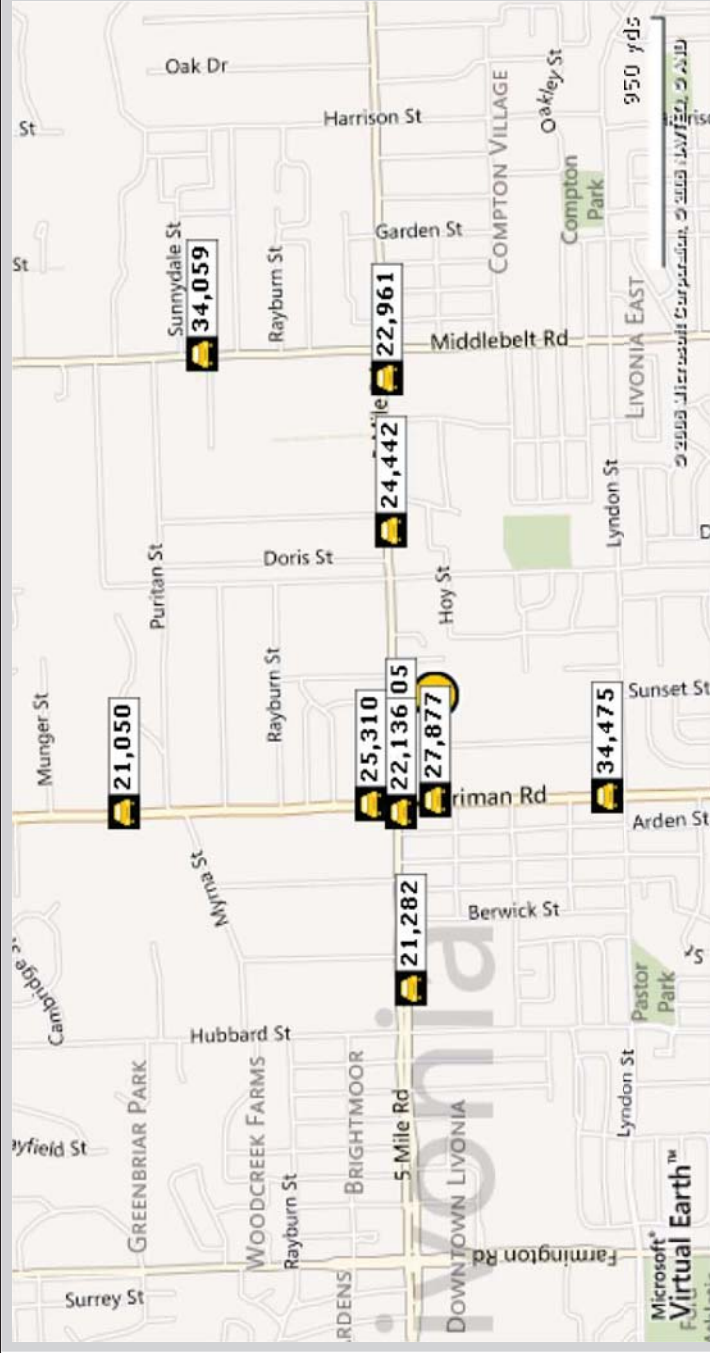
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$19,904	\$58,559	\$234,579
Alcoholic Bev. at Home	11,240	33,045	133,736
Alcoholic Bev. away from Home	8,664	25,515	100,843
Total Furniture/Appliances	\$115,458	\$332,354	\$1,339,175
Bedroom Furniture	5,805	17,289	71,640
Living Room Furniture	10,236	29,270	117,669
Other Living & Family Room Furniture	2,691	7,703	31,531
Other Furniture	1,449	3,986	15,738
Major Appliances	10,435	29,616	117,927
Small Appliances & Housewares	23,376	67,752	273,086
Misc Household Equipment	61,467	176,738	711,584
Total Transportation/Maint.	\$275,017	\$807,617	\$3,264,705
New Autos/Trucks/Vans	75,456	216,421	874,778
Used Vehicles	64,857	195,475	792,977
Purchase of RVs or Boats	8,166	23,117	93,084
Gasoline	93,270	275,657	1,112,706
Diesel Fuel	1,471	4,268	17,164
Automotive Maintenance/Repair	31,798	92,679	373,996
Total Health Care	\$56,462	\$161,643	\$640,958
Medical Services	32,585	93,290	370,936
Prescription Drugs	18,219	52,258	206,488
Medical Supplies	5,657	16,095	63,533
Total Education/Day Care	\$99,865	\$285,939	\$1,142,132
Education	44,470	127,065	505,310
Room and Board	4,494	12,633	52,425
Tuition/School Supplies	39,307	112,032	444,271
Day Care, Nursery & Preschool	11,594	34,209	140,126

Livonia Plaza

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	3,560	44,181	12
Total Retail	715	8,742	12
Home Improvement Stores	61	685	11
General Merchandise Stores	23	827	36
Food Stores	64	836	13
Auto Dealers and Gas Stations	77	890	12
Apparel and Accessory Stores	31	122	4
Furniture and Home Furnishings	85	667	8
Eating and Drinking Places	170	2,483	15
Miscellaneous Retail Stores	204	2,232	11
Finance-Insurance-Real Estate	285	1,560	5
Banks, Saving and Lending Inst.	76	366	5
Security Brokers and Investments	32	65	2
Insurance Carriers and Agencies	90	671	7
Real Estate-Trust-Holding Co.	87	458	5
Services	1,455	16,172	11
Hotels and Lodging	6	56	9
Motion Picture and Amusement	82	1,142	14
Health Services	258	2,180	8
Legal Services	64	250	4
Educational Services	70	2,116	30
Auto Services	102	1,566	15
Other Services	873	8,862	10
Agriculture/Mining	78	552	7
Construction	351	2,118	6
Manufacturing	247	9,243	37
Transportation, Comm./Pub Util.	108	1,082	10
Wholesale Trade	248	3,330	13
Government	73	1,382	19
Daytime Population	44,181		
Daytime Population/Business	12		

Traffic Count Report

Livonia Plaza



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 5 Mile Rd	Merriman Rd	0.06 W	2010	23,805	MPSI	.19
2 Merriman Rd	Elsie St	0.05 S	2010	27,877	MPSI	.23
3 5 Mile Rd	Merriman Rd	0.02 E	2010	22,136	MPSI	.27
4 Merriman Rd	5 Mile Rd	0.07 S	2010	25,310	MPSI	.28
5 5 Mile Rd	Oporto St	0.04 E	2010	24,442	MPSI	.38
6 Merriman Rd	Lyndon St	0.05 S	2010	34,475	MPSI	.44
7 5 Mile Rd	Ingram	0.08 E	2010	21,282	MPSI	.64
8 5 Mile Rd	Middlebelt Rd	0.07 E	2010	22,961	MPSI	.70
9 Merriman Rd	Myrna	0.14 S	2010	21,050	MPSI	.73
10 Middlebelt Rd	Wentworth	0.02 S	2010	34,059	MPSI	.91