

Demographic Summary Report

Livonia Plaza

Radius	3 Mile		5 Mile		10 Mile	
Population						
2013 Projection	79,739		250,775		1,057,000	
2008 Estimate	83,182		261,477		1,092,842	
2000 Census	88,317		276,680		1,141,977	
Growth 2008 - 2013	-4.14%		-4.09%		-3.28%	
Growth 2000 - 2008	-5.81%		-5.49%		-4.30%	
2008 Population by Hispanic Origin	2,086		6,618		26,602	
2008 Population By Race	83,182		261,477		1,092,842	
White	78,133	93.93%	209,164	79.99%	636,871	58.28%
Black or African American	1,597	1.92%	37,066	14.18%	372,955	34.13%
American Indian and Alaska Native	221	0.27%	833	0.32%	2,913	0.27%
Asian	1,655	1.99%	7,830	2.99%	43,895	4.02%
Native Hawaiian and Pacific Islander	17	0.02%	79	0.03%	323	0.03%
Other Race	443	0.53%	1,771	0.68%	8,142	0.75%
Two or More Races	1,117	1.34%	4,734	1.81%	27,742	2.54%
Households						
2013 Projection	30,860		102,424		410,358	
2008 Estimate	32,056		106,278		422,728	
2000 Census	33,735		111,449		439,017	
Growth 2008 - 2013	-3.73%		-3.63%		-2.93%	
Growth 2000 - 2008	-4.98%		-4.64%		-3.71%	
Owner Occupied	28,599	89.22%	80,890	76.11%	304,798	72.10%
Renter Occupied	3,457	10.78%	25,388	23.89%	117,930	27.90%
2008 Households by HH Income	32,056		106,279		422,728	
Income Less Than \$15,000	1,997	6.23%	10,128	9.53%	48,979	11.59%
Income: \$15,000 - \$24,999	2,530	7.89%	10,462	9.84%	42,356	10.02%
Income: \$25,000 - \$34,999	2,733	8.53%	11,395	10.72%	44,032	10.42%
Income: \$35,000 - \$49,999	4,807	15.00%	16,915	15.92%	62,965	14.89%
Income: \$50,000 - \$74,999	7,398	23.08%	23,560	22.17%	84,066	19.89%
Income: \$75,000 - \$99,999	5,691	17.75%	15,409	14.50%	55,345	13.09%
Income: \$100,000 - \$149,999	5,182	16.17%	13,272	12.49%	54,209	12.82%
Income: \$150,000 - \$249,999	1,439	4.49%	4,163	3.92%	22,867	5.41%
Income: \$250,000 - \$499,999	216	0.67%	786	0.74%	5,711	1.35%
Income: \$500,000 or more	63	0.20%	189	0.18%	2,198	0.52%
2008 Avg Household Income	\$72,441		\$65,415		\$69,857	
2008 Med Household Income	\$63,128		\$54,499		\$53,876	
2008 Per Capita Income	\$28,177		\$26,817		\$27,222	

Demographic Detail Report

Livonia Plaza

Radius	3 Mile		5 Mile		10 Mile	
Population						
2013 Projection	79,739		250,775		1,057,000	
2008 Estimate	83,182		261,477		1,092,842	
2000 Census	88,317		276,680		1,141,977	
Growth 2008 - 2013	-4.14%		-4.09%		-3.28%	
Growth 2000 - 2008	-5.81%		-5.49%		-4.30%	
2008 Population by Age	83,182		261,477		1,092,842	
Age 0 - 4	4,570	5.49%	15,134	5.79%	71,380	6.53%
Age 5 - 9	4,780	5.75%	15,846	6.06%	73,374	6.71%
Age 10 - 14	5,461	6.57%	17,472	6.68%	80,021	7.32%
Age 15 - 17	3,899	4.69%	11,411	4.36%	50,784	4.65%
Age 18 - 20	3,076	3.70%	9,351	3.58%	41,541	3.80%
Age 21 - 24	4,012	4.82%	11,977	4.58%	52,021	4.76%
Age 25 - 34	8,104	9.74%	28,977	11.08%	124,864	11.43%
Age 35 - 44	11,620	13.97%	38,980	14.91%	159,256	14.57%
Age 45 - 49	7,577	9.11%	22,744	8.70%	86,982	7.96%
Age 50 - 54	6,901	8.30%	20,237	7.74%	82,138	7.52%
Age 55 - 59	5,783	6.95%	17,249	6.60%	74,032	6.77%
Age 60 - 64	4,213	5.06%	13,026	4.98%	55,853	5.11%
Age 65 - 74	6,186	7.44%	18,409	7.04%	69,876	6.39%
Age 75 - 84	4,823	5.80%	14,275	5.46%	49,378	4.52%
Age 85 and over	2,176	2.62%	6,388	2.44%	21,341	1.95%
Age 16 and over	67,006	80.55%	209,077	79.96%	850,782	77.85%
Age 18 and over	64,472	77.51%	201,614	77.11%	817,282	74.79%
Age 21 and over	61,396	73.81%	192,263	73.53%	775,741	70.98%
Age 65 and over	13,185	15.85%	39,072	14.94%	140,595	12.87%
Median Age	42.00		40.30		38.30	
Average Age	40.50		39.80		38.10	

Demographic Detail Report

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Radius	3 Mile	5 Mile	10 Mile
2008 Population By Race	83,182	261,477	1,092,842
White	78,133 93.93%	209,164 79.99%	636,871 58.28%
Black or African American	1,597 1.92%	37,066 14.18%	372,955 34.13%
American Indian and Alaska Native	221 0.27%	833 0.32%	2,913 0.27%
Asian	1,655 1.99%	7,830 2.99%	43,895 4.02%
Native Hawaiian and Pacific Islander	17 0.02%	79 0.03%	323 0.03%
Other Race	443 0.53%	1,771 0.68%	8,142 0.75%
Two or More Races	1,117 1.34%	4,734 1.81%	27,742 2.54%
2008 Population by Hispanic Origin	83,183	261,477	1,092,842
Not Hispanic or Latino	81,096 97.49%	254,859 97.47%	1,066,240 97.57%
Hispanic or Latino:	2,086 2.51%	6,618 2.53%	26,602 2.43%
Mexican	1,350 1.62%	4,171 1.60%	15,825 1.45%
Puerto Rican	142 0.17%	517 0.20%	2,781 0.25%
Cuban	78 0.09%	217 0.08%	892 0.08%
Other Hispanic or Latino	517 0.62%	1,713 0.66%	7,104 0.65%
2008 Age 5+ Language at Home	78,612	246,343	1,021,462
Speak Only English	72,553 92.29%	224,036 90.94%	899,851 88.09%
Speak Asian or Pacific Island	688 0.88%	3,209 1.30%	17,412 1.70%
Speak IndoEuropean	3,688 4.69%	12,108 4.92%	48,896 4.79%
Speak Spanish	763 0.97%	3,578 1.45%	17,917 1.75%
Speak Other Language	920 1.17%	3,412 1.39%	37,386 3.66%
2008 Median Age, Male	40.50	38.80	36.60
2008 Average Age, Male	38.90	38.10	36.50
Median Age, Female	43.50	41.80	39.90
Average Age, Female	42.10	41.30	39.50
2008 Population by Employment Status (Age 16+)	67,006	209,077	850,783
In Armed Forces	51 0.08%	110 0.05%	280 0.03%
Civilian, Employed	42,300 63.13%	130,323 62.33%	514,301 60.45%
Civilian, Unemployed	1,464 2.18%	5,728 2.74%	29,782 3.50%
Not In Labor Force	23,191 34.61%	72,916 34.88%	306,420 36.02%
2008 Population by Occupation Classification (Age 16+)	42,301	130,322	514,301
Blue Collar	9,158 21.65%	31,392 24.09%	115,098 22.38%
White Collar	28,084 66.39%	82,258 63.12%	329,984 64.16%
Service and Farm	5,059 11.96%	16,672 12.79%	69,219 13.46%

Demographic Detail Report

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Radius	3 Mile	5 Mile	10 Mile
2008 Population by Marital Status (Age 15+)	68,371	213,025	868,066
Total, Never Married	15,983 23.38%	56,574 26.56%	256,207 29.51%
Married, Spouse Present	39,802 58.21%	111,844 52.50%	424,358 48.89%
Married, Spouse Absent	1,263 1.85%	5,512 2.59%	31,870 3.67%
Widowed	5,508 8.06%	17,324 8.13%	63,431 7.31%
Divorced	5,815 8.51%	21,771 10.22%	92,200 10.62%
Males Divorced	2,376	9,053	36,442
Females Divorced	3,439	12,719	55,758
Males, Never Married	8,858	30,336	132,078
Females Never Married	7,126	26,238	124,128
2008 Population by Education	57,384	180,287	723,720
Less Than 9Th Grade	1,777 3.10%	6,369 3.53%	29,035 4.01%
Some High School, No Diploma	4,632 8.07%	18,646 10.34%	85,778 11.85%
High School Graduate (Includes Equivalency)	16,865 29.39%	54,295 30.12%	193,278 26.71%
Some College, No Degree	14,410 25.11%	45,485 25.23%	172,817 23.88%
Associate Degree	4,090 7.13%	12,308 6.83%	47,027 6.50%
Bachelor's Degree	10,421 18.16%	29,056 16.12%	120,983 16.72%
Master's Degree	4,032 7.03%	10,863 6.03%	55,418 7.66%
Professional School Degree	813 1.42%	2,434 1.35%	14,214 1.96%
Doctorate Degree	344 0.60%	831 0.46%	5,170 0.71%
2008 Population by Occupation (Age 16+)	15,632	47,085	186,684
Management, Business, & Financial	1,131 7.24%	3,269 6.94%	12,903 6.91%
Professional & Related Occupations	3,836 24.54%	10,687 22.70%	45,854 24.56%
Services	982 6.28%	3,271 6.95%	14,419 7.72%
Sales & Office	4,651 29.75%	14,187 30.13%	57,853 30.99%
Farming, Fishing, and Forestry	17 0.11%	52 0.11%	292 0.16%
Construction and Extraction, Maint	1,930 12.35%	5,788 12.29%	17,107 9.16%
Production & Transportation	2,040 13.05%	7,256 15.41%	28,188 15.10%
2008 Workers by Travel Time to Work (Age 16+)	40,664	125,572	492,099
Less Than 15 Minutes	10,824 26.62%	30,725 24.47%	110,253 22.40%
15 to 29 Minutes	17,243 42.40%	52,806 42.05%	202,557 41.16%
30 to 44 Minutes	9,086 22.34%	30,053 23.93%	123,032 25.00%
45 to 59 Minutes	2,161 5.31%	7,400 5.89%	34,050 6.92%
60+ Minutes	1,350 3.32%	4,588 3.65%	22,207 4.51%

Demographic Detail Report

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Radius	3 Mile	5 Mile	10 Mile
Households			
2013 Projection	30,860	102,424	410,358
2008 Estimate	32,056	106,278	422,728
2000 Census	33,735	111,449	439,017
Growth 2008 - 2013	-3.73%	-3.63%	-2.93%
Growth 2000 - 2008	-4.98%	-4.64%	-3.71%
2008 Households by HH Size	32,056	106,277	422,728
1-Person Households	7,776 24.26%	31,641 29.77%	119,199 28.20%
2-Person Households	10,773 33.61%	34,216 32.20%	129,049 30.53%
3-Person Households	5,486 17.11%	17,108 16.10%	70,794 16.75%
4-Person Households	5,117 15.96%	14,564 13.70%	58,868 13.93%
5-Person Households	2,096 6.54%	5,916 5.57%	27,394 6.48%
6-Person Households	616 1.92%	1,987 1.87%	10,845 2.57%
7 or more Person Households	192 0.60%	845 0.80%	6,579 1.56%
2008 Average Household Size	2.56	2.43	2.55
2008 Households by HH Income	32,056	106,279	422,728
Income Less than \$15,000	1,997 6.23%	10,128 9.53%	48,979 11.59%
Income: \$15,000 - \$24,999	2,530 7.89%	10,462 9.84%	42,356 10.02%
Income: \$25,000 - \$34,999	2,733 8.53%	11,395 10.72%	44,032 10.42%
Income: \$35,000 - \$49,999	4,807 15.00%	16,915 15.92%	62,965 14.89%
Income: \$50,000 - \$74,999	7,398 23.08%	23,560 22.17%	84,066 19.89%
Income: \$75,000 - \$99,999	5,691 17.75%	15,409 14.50%	55,345 13.09%
Income: \$100,000 - \$149,999	5,182 16.17%	13,272 12.49%	54,209 12.82%
Income: \$150,000 - \$249,999	1,439 4.49%	4,163 3.92%	22,867 5.41%
Income: \$250,000 - \$499,999	216 0.67%	786 0.74%	5,711 1.35%
Income: \$500,000 or more	63 0.20%	189 0.18%	2,198 0.52%
2008 Avg Household Income	\$72,441	\$65,415	\$69,857
2008 Med Household Income	\$63,128	\$54,499	\$53,876
2008 Per Capita Income	\$28,177	\$26,817	\$27,222
2008 Occupied Housing	32,056	106,278	422,728
Owner Occupied	28,599 89.22%	80,890 76.11%	304,798 72.10%
Renter Occupied	3,457 10.78%	25,388 23.89%	117,930 27.90%

Demographic Detail Report

Livonia Plaza

Radius	3 Mile		5 Mile		10 Mile	
2008 Housing Value - Owner Occupied	28,598		80,891		304,798	
Value Less than \$20,000	49	0.17%	1,035	1.28%	4,302	1.41%
Value \$20,000 - \$39,999	104	0.36%	878	1.09%	6,605	2.17%
Value \$40,000 - \$59,999	211	0.74%	1,422	1.76%	10,557	3.46%
Value \$60,000 - \$79,999	417	1.46%	2,364	2.92%	15,029	4.93%
Value \$80,000 - \$99,999	970	3.39%	4,480	5.54%	23,161	7.60%
Value \$100,000 - \$149,999	5,865	20.51%	20,705	25.60%	73,436	24.09%
Value \$150,000 - \$199,999	8,528	29.82%	22,840	28.24%	60,396	19.82%
Value \$200,000 - \$299,999	8,978	31.39%	18,502	22.87%	63,397	20.80%
Value \$300,000 - \$399,999	2,979	10.42%	6,328	7.82%	26,680	8.75%
Value \$400,000 - \$499,999	319	1.12%	1,464	1.81%	10,053	3.30%
Value \$500,000 - \$749,999	153	0.54%	746	0.92%	8,161	2.68%
Value \$500,000 - \$749,999	153	0.54%	746	0.92%	8,161	2.68%
Value \$750,000 - \$999,999	5	0.02%	52	0.06%	2,024	0.66%
Value \$1,000,000 or more	20	0.07%	75	0.09%	997	0.33%
2008 Med Housing Val-Owner Occ'd	\$189,994		\$170,931		\$165,985	
2008 Housing Units by Units in Structure	32,957		112,250		454,980	
1 Unit Attached	493	1.50%	3,941	3.51%	25,022	5.50%
1 Unit Detached	29,555	89.68%	83,796	74.65%	322,663	70.92%
2 Units	70	0.21%	501	0.45%	10,260	2.26%
3 - 19 Units	1,683	5.11%	14,189	12.64%	55,049	12.10%
20 - 49 Units	273	0.83%	3,307	2.95%	11,280	2.48%
50 or more Units	820	2.49%	5,148	4.59%	23,542	5.17%
Mobile Home or Trailer	63	0.19%	1,345	1.20%	7,100	1.56%
Boat, RV, Van, Etc.	0	0.00%	23	0.02%	64	0.01%
2008 Housing Units by Yr Built	32,958		112,250		454,979	
Built 1999 to Present	953	2.89%	4,710	4.20%	27,871	6.13%
Built 1995 to 1998	555	1.68%	2,591	2.31%	14,130	3.11%
Built 1990 to 1994	960	2.91%	4,248	3.78%	17,603	3.87%
Built 1980 to 1989	1,666	5.05%	9,546	8.50%	39,826	8.75%
Built 1970 to 1979	3,715	11.27%	13,783	12.28%	65,949	14.49%
Built 1960 to 1969	7,439	22.57%	22,449	20.00%	74,109	16.29%
Built 1950 to 1959	13,191	40.02%	39,238	34.96%	120,729	26.54%
Built 1940 to 1949	2,912	8.84%	10,208	9.09%	59,565	13.09%
Built 1939 or Earlier	1,567	4.75%	5,477	4.88%	35,197	7.74%
2008 Median Year Built	1959		1961		1962	

Livonia Plaza

Description	2000 Census		2008 Estimate		2013 Projection	
Population	10,193		9,698		9,307	
Age 0 - 4	525	5.15%	458	4.72%	451	4.85%
Age 5 - 9	661	6.48%	491	5.06%	444	4.77%
Age 10 - 14	685	6.72%	586	6.04%	469	5.04%
Age 15 - 17	473	4.64%	452	4.66%	380	4.08%
Age 18 - 20	297	2.91%	329	3.39%	317	3.41%
Age 21 - 24	290	2.85%	477	4.92%	523	5.62%
Age 25 - 34	992	9.73%	844	8.70%	1,042	11.20%
Age 35 - 44	1,715	16.83%	1,156	11.92%	812	8.72%
Age 45 - 49	824	8.08%	871	8.98%	665	7.15%
Age 50 - 54	612	6.00%	810	8.35%	803	8.63%
Age 55 - 59	452	4.43%	672	6.93%	731	7.85%
Age 60 - 64	472	4.63%	497	5.12%	624	6.70%
Age 65 - 74	1,005	9.86%	876	9.03%	906	9.73%
Age 75 - 84	810	7.95%	735	7.58%	678	7.28%
Age 85 and over	381	3.74%	444	4.58%	463	4.97%
Age 16 and over	8,161	80.06%	8,009	82.58%	7,813	83.95%
Age 18 and over	7,850	77.01%	7,711	79.51%	7,563	81.26%
Age 21 and over	7,553	74.10%	7,382	76.12%	7,245	77.84%
Age 65 and over	2,196	21.54%	2,055	21.19%	2,046	21.98%
Median Age	42		45		47	
Average Age	42		44		44	
Population By Race	10,193		9,698		9,307	
White	9,844	96.58%	9,291	95.80%	8,876	95.37%
Black or African American	61	0.60%	85	0.88%	98	1.05%
American Indian and Alaska Native	25	0.25%	24	0.25%	24	0.26%
Asian	140	1.37%	154	1.59%	156	1.68%
Native Hawaiian and Pacific Islander	2	0.02%	4	0.04%	3	0.03%
Other Race	31	0.30%	44	0.45%	51	0.55%
Two or More Races	90	0.88%	95	0.98%	99	1.06%

Livonia Plaza

Description	2000 Census	2008 Estimate	2013 Projection
Population by Race (Hispanic or Latino)	191	241	273
White	154 80.63%	194 80.50%	213 78.02%
Black or African American	0 0.00%	0 0.00%	0 0.00%
American Indian & Alaska Native	3 1.57%	3 1.24%	4 1.47%
Asian	0 0.00%	0 0.00%	0 0.00%
Native Hawaiian & Pacific Islander	0 0.00%	0 0.00%	0 0.00%
Other Race	26 13.61%	36 14.94%	46 16.85%
Two or More Races	8 4.19%	8 3.32%	10 3.66%
Household by Household Income	3,769	3,668	3,537
Income Less than \$15,000	240 6.37%	217 5.92%	201 5.68%
Income \$15,000 - \$24,999	411 10.90%	363 9.90%	333 9.41%
Income \$25,000 - \$34,999	316 8.38%	297 8.10%	279 7.89%
Income \$35,000 - \$49,999	528 14.01%	496 13.52%	455 12.86%
Income \$50,000 - \$74,999	817 21.68%	775 21.13%	733 20.72%
Income \$75,000 - \$99,999	743 19.71%	697 19.00%	652 18.43%
Income \$100,000 - \$149,999	565 14.99%	655 17.86%	686 19.39%
Income \$150,000 - \$249,999	114 3.02%	133 3.63%	162 4.58%
Income \$250,000 - \$499,999	23 0.61%	24 0.65%	23 0.65%
Income \$500,000 or more	12 0.32%	11 0.30%	13 0.37%
Average Household Income	\$67,901	\$72,676	\$75,510
Median Household Income	\$60,418	\$64,265	\$66,618
Per Capita Income	\$25,337	\$27,816	\$29,029
Households by Age of Householder	3,816	3,668	3,536
Householder Under 25 Years	36 0.94%	68 1.85%	63 1.78%
Householder 25 - 34 Years	407 10.67%	348 9.49%	429 12.13%
Householder 35 - 44 Years	827 21.67%	556 15.16%	385 10.89%
Householder 45 - 54 Years	767 20.10%	891 24.29%	770 21.78%
Householder 55 - 59 Years	253 6.63%	372 10.14%	402 11.37%
Householder 60 - 64 Years	272 7.13%	283 7.72%	352 9.95%
Householder 65 - 69 Years	278 7.29%	258 7.03%	277 7.83%
Householder 70 - 74 Years	343 8.99%	275 7.50%	270 7.64%
Householder 75 - 79 Years	288 7.55%	239 6.52%	221 6.25%
Householder 80 - 84 Years	193 5.06%	196 5.34%	178 5.03%
Householder 85 Years and over	152 3.98%	182 4.96%	189 5.35%
Median Age of Householder	53.30	54.70	56.50

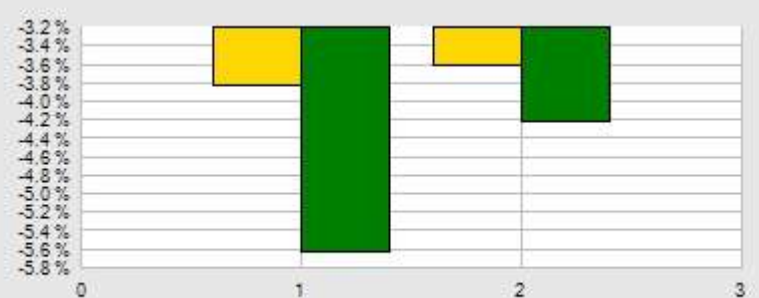
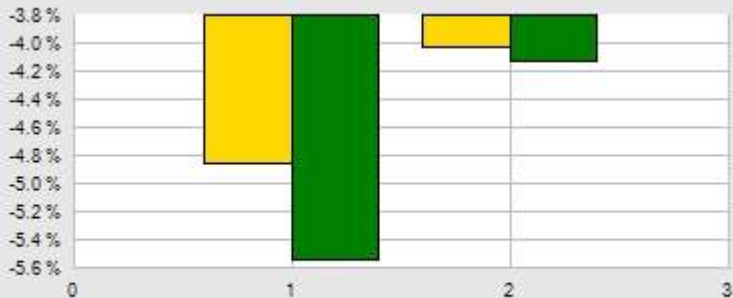
Livonia Plaza

Type: **Retail/(Neighborhood Ctr)**
 County: **Wayne**

1 Mile
 County

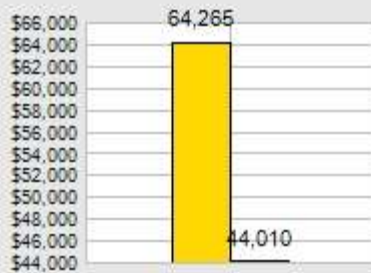
Population Growth

Household Growth



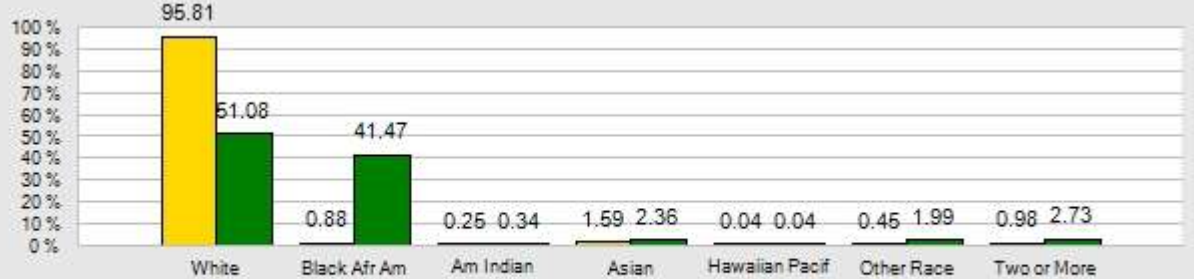
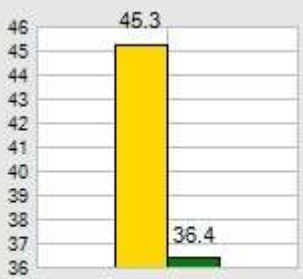
2008 Med Household Inc

2008 Households by Household Income



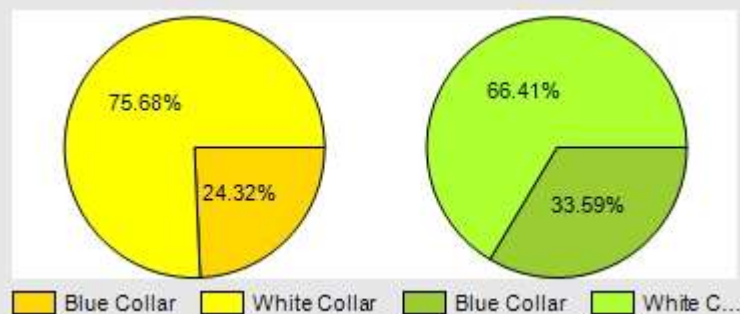
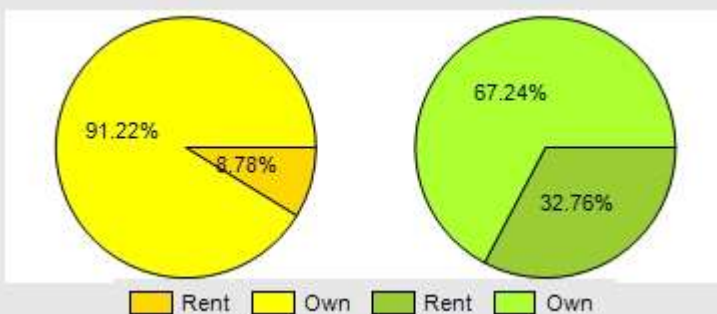
2008 Median Age

2008 Population by Race



2008 Renter vs. Owner

2008 Blue vs. White Collar



Demographic Market Comparison Report

1 mile radius

Livonia Plaza

Type: **Retail/(Neighborhood Ctr)**
 County: **Wayne**

	1 Mile		County	
Population				
Growth 2000 - 2008	-4.86%		-5.55%	
Growth 2008 - 2013	-4.03%		-4.14%	
2008 Blue Collar	1,022	24.32%	233,011	33.59%
2008 White Collar	3,181	75.68%	460,581	66.41%
2008 Population By Race	9,697		1,946,692	
White	9,291	95.81%	994,357	51.08%
Black Afr Am	85	0.88%	807,213	41.47%
Am Indian Alaskan	24	0.25%	6,703	0.34%
Asian	154	1.59%	45,875	2.36%
Hawaiian Pacif Islldr	4	0.04%	704	0.04%
Other Race	44	0.45%	38,669	1.99%
Two or More	95	0.98%	53,171	2.73%
Households				
Growth 2000 - 2008	-3.82%		-5.64%	
Growth 2008 - 2013	-3.60%		-4.21%	
Renter Occupied	322	8.78%	237,580	32.76%
Owner Occupied	3,346	91.22%	487,535	67.24%
2008 Households by HH Income	3,668		725,115	
Income < \$35,000	877	23.91%	294,403	40.60%
Income \$35,000 - \$74,999	1,271	34.65%	243,881	33.63%
Income \$75,000 - \$149,999	1,352	36.86%	154,439	21.30%
Income \$150,000 - \$249,999	133	3.63%	24,689	3.40%
Income \$250,000+	35	0.95%	7,703	1.06%
2008 Median Household Income	\$64,265		\$44,010	
2008 Median Age	45.30		36.40	

Consumer Spending Report

Livonia Plaza

2008 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$1,592,570	\$4,822,351	\$19,399,930
Total Apparel	\$158,729	\$479,224	\$2,053,230
Women's Apparel	43,476	128,285	559,847
Men's Apparel	31,339	94,354	391,738
Girl's Apparel	9,676	30,210	133,423
Boy's Apparel	7,559	23,410	103,619
Infant Apparel	3,448	10,905	46,969
Footwear (excl. Infants)	16,178	48,925	209,927
Other Apparel Prod/Services	47,053	143,135	607,706
Total Entertainment	\$202,586	\$605,310	\$2,492,954
Sports and Recreation	50,516	147,310	626,838
TV, Radio and Sound Equipment	69,024	212,751	866,525
Reading Materials	21,240	62,958	245,506
Travel	60,279	177,783	735,663
Photographic Equipment	1,527	4,509	18,422
Total Food At Home	\$115,531	\$356,214	\$1,440,917
Cereal Products	9,538	30,069	124,939
Bread & Bakery Products	17,877	54,048	212,674
Fish and Seafood	5,254	16,431	67,159
Meats (All)	35,510	111,807	469,754
Dairy Products	22,963	69,127	268,367
Fruits and Vegetables	24,390	74,734	298,023
Total Food Away From Home	\$146,905	\$449,191	\$1,752,445
Breakfast and Brunch	15,181	46,814	180,946
Dinner	54,727	165,643	640,196
Lunch	50,332	154,918	611,999
Snacks and Non Alcoholic Bev	23,824	73,389	283,574
Catered Affairs	2,841	8,428	35,730

Consumer Spending Report

Livonia Plaza

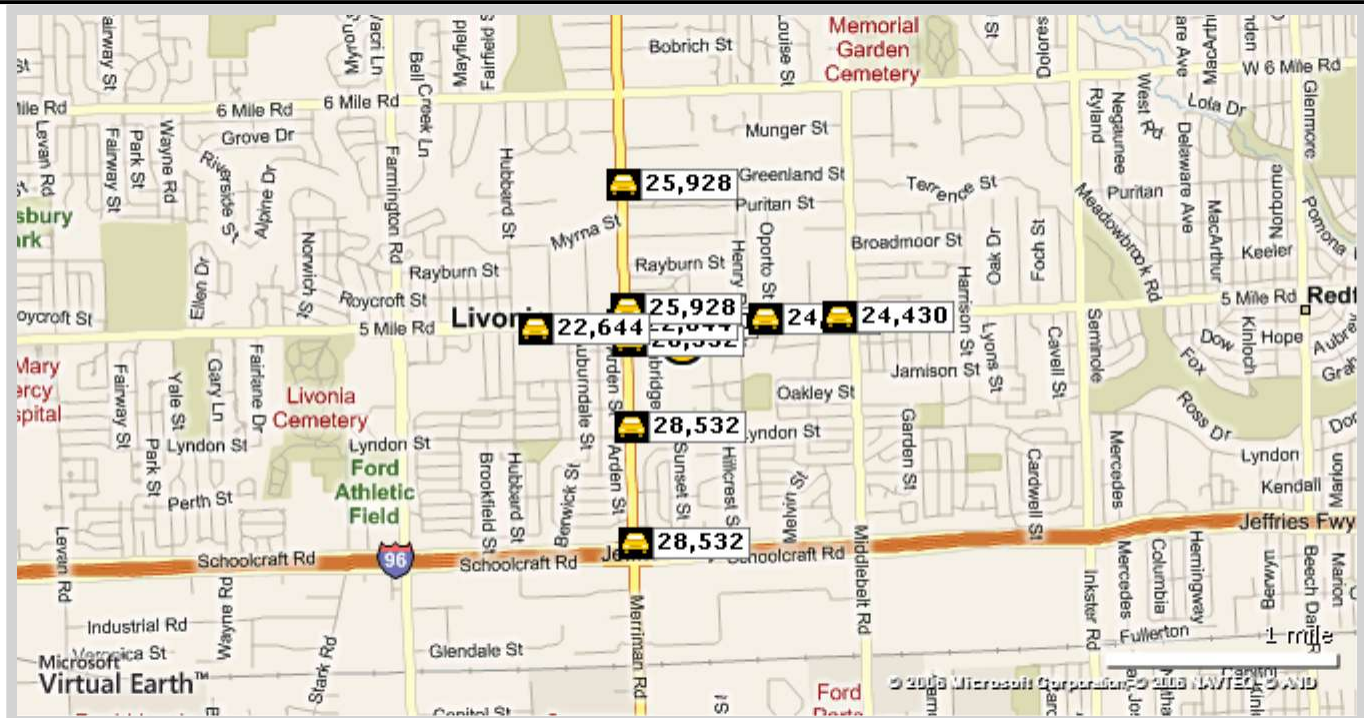
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$49,911	\$151,776	\$590,061
Alcoholic Bev. at Home	32,170	98,243	386,451
Alcoholic Bev. away from Home	17,741	53,532	203,609
Total Furniture/Appliances	\$92,732	\$271,672	\$1,096,393
Bedroom Furniture	7,825	23,520	96,048
Living Room Furniture	12,730	37,412	154,116
Other Living & Family Room Furniture	3,299	9,623	39,724
Other Furniture	8,038	23,810	99,174
Major Appliances	12,876	37,193	145,638
Small Appliances	26,746	78,263	316,841
Misc Household Equipment	21,218	61,850	244,851
Total Transportation/Maint.	\$582,541	\$1,772,003	\$6,993,806
New Autos/Trucks/Vans	111,321	337,570	1,357,444
Used Vehicles	57,539	175,474	668,393
Boats and Outboard Motor, Etc.	7,023	18,808	80,694
Gasoline	76,058	236,285	923,075
Diesel Fuel	577	1,615	6,148
Automotive Maintenance/Repair	68,975	208,677	816,893
Transportation	261,048	793,573	3,141,159
Total Health Care	\$149,559	\$459,877	\$1,815,088
Medical Services	67,956	208,502	831,945
Prescription Drugs	75,155	231,771	904,447
Medical Supplies	6,448	19,604	78,696
Total Education/Day Care	\$123,276	\$362,844	\$1,533,550
Education	57,792	170,502	717,852
Room and Board	3,572	9,396	38,327
Tuition/School Supplies	54,221	161,107	679,525
Day Care, Nursery & Preschool	7,691	21,839	97,846

Livonia Plaza

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	481	6,682	14
Total Retail	107	2,095	20
Home Improvement Stores	6	126	21
General Merchandise Stores	4	71	18
Food Stores	11	504	46
Auto Dealers and Gas Stations	6	27	5
Apparel and Accessory Stores	3	9	3
Furniture and Home Furnishings	12	576	48
Eating and Drinking Places	29	470	16
Miscellaneous Retail Stores	36	312	9
Finance-Insurance-Real Estate	37	421	11
Banks, Saving and Lending Inst.	16	170	11
Security Brokers and Investments	4	10	3
Insurance Carriers and Agencies	10	151	15
Real Estate-Trust-Holding Co.	7	90	13
Services	209	2,594	12
Hotels and Lodging	0	0	0
Personal Services	27	194	7
Business Services	27	312	12
Motion Picture and Amusement	7	454	65
Health Services	56	598	11
Legal Services	16	36	2
Educational Services	8	270	34
Social Services	29	510	18
Other Services	39	220	6
Agriculture/Mining	10	72	7
Construction	34	198	6
Manufacturing	19	219	12
Transportation, Comm./Pub Util.	10	171	17
Wholesale Trade	17	131	8
Government	38	781	21
Daytime Population	6,682		
Daytime Population/Business	13		
Residential Population	9,698		
Residential Population/Business	20		

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	2002	24,430	ADT	.19
2	Merriman Rd	Elsie St	0.05 S	2002	28,532	ADT	.23
3	5 Mile Rd	Merriman Rd	0.02 E	2002	22,644	ADT	.27
4	Merriman Rd	5 Mile Rd	0.07 S	2002	25,928	ADT	.28
5	5 Mile Rd	Oporto St	0.04 E	2002	24,430	ADT	.38
6	Merriman Rd	Lyndon St	0.05 S	2002	28,532	ADT	.44
7	5 Mile Rd	Ingram	0.08 E	2002	22,644	ADT	.64
8	5 Mile Rd	Middlebelt Rd	0.07 E	2002	24,430	ADT	.70
9	Merriman Rd	Myrna	0.14 S	2002	25,928	ADT	.73
10	Merriman Rd	Schoolcraft	0.03 S	2002	28,532	ADT	.91