

Demographic Summary Report

Lake Orion Plaza

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	25,675		66,489		306,699	
2011 Estimate	25,338		65,890		305,856	
2010 Census	25,237		65,690		306,107	
Growth 2011 - 2016	1.30%		0.90%		0.30%	
Growth 2010 - 2011	0.40%		0.30%		-0.10%	
2011 Population by Hispanic Origin	819		2,255		19,884	
2011 Population By Race	25,338		65,890		305,856	
White	23,299	91.95%	60,484	91.80%	242,392	79.25%
Black or African American	655	2.59%	1,696	2.57%	36,044	11.78%
American Indian and Alaska Native	71	0.28%	186	0.28%	1,027	0.34%
Asian	736	2.90%	1,900	2.88%	12,780	4.18%
Native Hawaiian and Pacific Islander	5	0.02%	16	0.02%	66	0.02%
Other Race	178	0.70%	522	0.79%	6,272	2.05%
Two or More Races	395	1.56%	1,086	1.65%	7,276	2.38%
Households						
2016 Projection	9,422		24,148		116,751	
2011 Estimate	9,305		23,853		115,910	
2010 Census	9,273		23,801		116,027	
Growth 2011 - 2016	1.30%		1.20%		0.70%	
Growth 2010 - 2011	0.30%		0.20%		-0.10%	
Owner Occupied	7,408	79.61%	19,859	83.26%	83,708	72.22%
Renter Occupied	1,897	20.39%	3,994	16.74%	32,202	27.78%
2011 Households by HH Income	9,305		23,851		115,910	
Income Less Than \$15,000	671	7.21%	1,699	7.12%	12,158	10.49%
Income: \$15,000 - \$24,999	898	9.65%	2,249	9.43%	11,660	10.06%
Income: \$25,000 - \$34,999	728	7.82%	1,704	7.14%	10,520	9.08%
Income: \$35,000 - \$49,999	968	10.40%	2,328	9.76%	14,276	12.32%
Income: \$50,000 - \$74,999	1,547	16.63%	3,785	15.87%	19,450	16.78%
Income: \$75,000 - \$99,999	1,378	14.81%	3,461	14.51%	15,204	13.12%
Income: \$100,000 - \$149,999	1,748	18.79%	4,768	19.99%	18,463	15.93%
Income: \$150,000 - \$199,999	725	7.79%	1,952	8.18%	7,127	6.15%
Income: \$200,000+	642	6.90%	1,905	7.99%	7,052	6.08%
2011 Avg Household Income	\$88,187		\$92,040		\$79,687	
2011 Med Household Income	\$71,499		\$75,860		\$59,719	
2011 Per Capita Income	\$32,642		\$33,642		\$30,788	

Demographic Detail Report

Lake Orion Plaza

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	25,675		66,489		306,699	
2011 Estimate	25,338		65,890		305,856	
2010 Census	25,237		65,690		306,107	
Growth 2011 - 2016	1.30%		0.90%		0.30%	
Growth 2010 - 2011	0.40%		0.30%		-0.10%	
2011 Population by Age						
	25,338		65,890		305,856	
Age 0 - 4	1,482	5.85%	3,844	5.83%	18,592	6.08%
Age 5 - 9	1,930	7.62%	5,026	7.63%	21,342	6.98%
Age 10 - 14	2,158	8.52%	5,550	8.42%	22,820	7.46%
Age 15 - 19	1,875	7.40%	4,989	7.57%	22,832	7.46%
Age 20 - 24	1,342	5.30%	3,169	4.81%	18,468	6.04%
Age 25 - 34	2,531	9.99%	6,138	9.32%	34,271	11.20%
Age 35 - 44	3,895	15.37%	10,021	15.21%	43,467	14.21%
Age 45 - 49	2,463	9.72%	6,251	9.49%	25,214	8.24%
Age 50 - 54	2,127	8.39%	5,658	8.59%	24,532	8.02%
Age 55 - 59	1,734	6.84%	4,699	7.13%	20,925	6.84%
Age 60 - 64	1,302	5.14%	3,721	5.65%	17,694	5.79%
Age 65 - 74	1,501	5.92%	4,315	6.55%	20,845	6.82%
Age 75 - 84	661	2.61%	1,809	2.75%	10,414	3.40%
Age 85 and over	337	1.33%	700	1.06%	4,442	1.45%
Age 65 and over	2,499	9.86%	6,824	10.36%	35,701	11.67%
Median Age	39.00		39.80		38.60	
Average Age	37.00		37.40		37.70	

Demographic Detail Report

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Radius	3 Mile	5 Mile	10 Mile
2011 Population By Race	25,338	65,890	305,856
White	23,299 91.95%	60,484 91.80%	242,392 79.25%
Black or African American	655 2.59%	1,696 2.57%	36,044 11.78%
American Indian and Alaska Native	71 0.28%	186 0.28%	1,027 0.34%
Asian	736 2.90%	1,900 2.88%	12,780 4.18%
Native Hawaiian and Pacific Islander	5 0.02%	16 0.02%	66 0.02%
Other Race	178 0.70%	522 0.79%	6,272 2.05%
Two or More Races	395 1.56%	1,086 1.65%	7,276 2.38%
2011 Population by Hispanic Origin	25,339	65,890	305,857
Not Hispanic or Latino	24,520 96.77%	63,635 96.58%	285,973 93.50%
Hispanic or Latino	819 3.23%	2,255 3.42%	19,884 6.50%
2011 Age 5+ Language at Home	21,542	59,478	284,169
Speak Only English	19,734 91.61%	53,863 90.56%	246,975 86.91%
Speak Asian or Pacific Island	361 1.68%	960 1.61%	6,412 2.26%
Speak IndoEuropean	783 3.63%	2,610 4.39%	13,778 4.85%
Speak Spanish	616 2.86%	1,742 2.93%	15,109 5.32%
Speak Other Language	48 0.22%	303 0.51%	1,895 0.67%
2011 Median Age, Male	38.40	39.10	37.70
2011 Average Age, Male	36.30	36.70	36.80
Median Age, Female	39.50	40.40	39.50
Average Age, Female	37.60	38.00	38.60
2011 Population by Occupation Classification (Age 16+)	11,482	31,394	144,438
Blue Collar	1,806 15.73%	4,560 14.53%	25,095 17.37%
White Collar	8,085 70.41%	22,744 72.45%	95,617 66.20%
Service	1,591 13.86%	4,090 13.03%	23,726 16.43%
2011 Population by Marital Status (Age 15+)	17,743	49,102	240,241
Total, Never Married	4,043 22.79%	11,402 23.22%	69,752 29.03%
Married	11,190 63.07%	31,067 63.27%	133,688 55.65%
Widowed	860 4.85%	2,023 4.12%	12,444 5.18%
Divorced	1,650 9.30%	4,610 9.39%	24,357 10.14%

Demographic Detail Report

Lake Orion Plaza

Radius	3 Mile	5 Mile	10 Mile
2011 Population by Education	14,865	41,193	198,558
Less Than 9th Grade	118 0.79%	406 0.99%	4,705 2.37%
Some High School, No Diploma	640 4.31%	1,781 4.32%	14,768 7.44%
High School Grad (Incl Equivalency)	2,935 19.74%	8,681 21.07%	48,855 24.60%
Some College, No Degree	3,398 22.86%	8,943 21.71%	43,888 22.10%
Associate Degree	1,329 8.94%	3,536 8.58%	16,001 8.06%
Bachelor Degree	3,751 25.23%	10,243 24.87%	41,500 20.90%
Advanced Degrees	2,694 18.12%	7,603 18.46%	28,841 14.53%
2011 Population by Occupation (Age 16+)	13,074	35,485	168,166
Management, Business, & Financial	4,042 30.92%	11,401 32.13%	47,909 28.49%
Professional & Related Occupations	1,081 8.27%	2,911 8.20%	11,226 6.68%
Services	5,064 38.73%	13,336 37.58%	70,587 41.97%
Sales & Office	1,289 9.86%	3,874 10.92%	16,794 9.99%
Farming, Fishing, and Forestry	0 0.00%	41 0.12%	164 0.10%
Construction and Extraction, Maint	380 2.91%	1,037 2.92%	6,475 3.85%
Production & Transportation	1,218 9.32%	2,885 8.13%	15,011 8.93%
2011 Workers by Travel Time to Work (Age 16+)	12,532	33,951	150,248
Less Than 15 Minutes	2,101 16.77%	5,651 16.64%	30,798 20.50%
15 to 29 Minutes	3,594 28.68%	9,794 28.85%	47,413 31.56%
30 to 44 Minutes	2,736 21.83%	7,538 22.20%	30,996 20.63%
45 to 59 Minutes	1,646 13.13%	4,298 12.66%	15,014 9.99%
60+ Minutes	2,455 19.59%	6,670 19.65%	26,027 17.32%
2000 Households by HH Size	9,273	23,802	116,027
1-Person Households	1,943 20.95%	4,819 20.25%	29,464 25.39%
2-Person Households	2,990 32.24%	7,756 32.59%	37,880 32.65%
3-Person Households	1,645 17.74%	4,155 17.46%	19,052 16.42%
4-Person Households	1,669 18.00%	4,346 18.26%	17,540 15.12%
5-Person Households	740 7.98%	1,937 8.14%	7,916 6.82%
6-Person Households	203 2.19%	557 2.34%	2,713 2.34%
7 or more Person Households	83 0.90%	232 0.97%	1,462 1.26%
2011 Average Household Size	2.70	2.74	2.58

Demographic Detail Report

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Households					
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Growth 2011 - 2016	1.30%		1.20%		0.70%
Growth 2010 - 2011	0.30%		0.20%		-0.10%
2011 Households by HH Income					
	9,305		23,851		115,910
Income: Less than \$15,000	671	7.21%	1,699	7.12%	12,158 10.49%
Income: \$15,000 - \$24,999	898	9.65%	2,249	9.43%	11,660 10.06%
Income: \$25,000 - \$34,999	728	7.82%	1,704	7.14%	10,520 9.08%
Income: \$35,000 - \$49,999	968	10.40%	2,328	9.76%	14,276 12.32%
Income: \$50,000 - \$74,999	1,547	16.63%	3,785	15.87%	19,450 16.78%
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Income: \$100,000 - \$149,999	1,748	18.79%	4,768	19.99%	18,463 15.93%
Income: \$150,000 - \$199,999	725	7.79%	1,952	8.18%	7,127 6.15%
Income: \$200,000+	642	6.90%	1,905	7.99%	7,052 6.08%
2011 Avg Household Income					
	\$88,187		\$92,040		\$79,687
2011 Med Household Income					
	\$71,499		\$75,860		\$59,719
2011 Per Capita Income					
	\$32,642		\$33,642		\$30,788
2011 Occupied Housing					
	9,305		23,853		115,910
Owner Occupied	7,408	79.61%	19,859	83.26%	83,708 72.22%
Renter Occupied	1,897	20.39%	3,994	16.74%	32,202 27.78%
2000 Housing Units					
	8,972		24,402		126,440
1 Unit Attached	289	3.22%	1,099	4.50%	7,202 5.70%
1 Unit Detached	7,573	84.41%	18,930	77.58%	86,334 68.28%
2 Units	29	0.32%	131	0.54%	1,740 1.38%
3 - 19 Units	778	8.67%	2,180	8.93%	18,586 14.70%
20 - 49 Units	93	1.04%	484	1.98%	2,724 2.15%
50 or more Units	75	0.84%	128	0.52%	3,737 2.96%
Mobile Home or Trailer	135	1.50%	1,447	5.93%	6,053 4.79%
Boat, RV, Van, Etc.	0	0.00%	3	0.01%	64 0.05%

Demographic Detail Report

Lake Orion Plaza

Radius	3 Mile		5 Mile		10 Mile	
2011 Housing Value - Owner Occupied	7,214		19,695		86,162	
Value Less than \$20,000	87	1.21%	602	3.06%	2,881	3.34%
Value \$20,000 - \$39,999	26	0.36%	409	2.08%	2,228	2.59%
Value \$40,000 - \$59,999	21	0.29%	309	1.57%	2,099	2.44%
Value \$60,000 - \$79,999	134	1.86%	264	1.34%	2,853	3.31%
Value \$80,000 - \$99,999	102	1.41%	270	1.37%	3,853	4.47%
Value \$100,000 - \$149,999	746	10.34%	1,851	9.40%	10,299	11.95%
Value \$150,000 - \$199,999	1,353	18.76%	3,126	15.87%	14,462	16.78%
Value \$200,000 - \$299,999	2,178	30.19%	5,711	29.00%	22,280	25.86%
Value \$300,000 - \$399,999	1,257	17.42%	3,324	16.88%	12,716	14.76%
Value \$400,000 - \$499,999	618	8.57%	1,773	9.00%	5,861	6.80%
Value \$500,000 - \$749,999	555	7.69%	1,478	7.50%	4,922	5.71%
Value \$750,000 - \$999,999	97	1.34%	398	2.02%	1,055	1.22%
Value \$1,000,000 or more	40	0.55%	180	0.91%	653	0.76%
2011 Med Housing Val-Owner Occupied	\$243,092		\$243,636		\$216,914	
2011 Housing Units by Yr Built	8,973		24,400		126,438	
Built 2005 to Present	129	1.44%	571	2.34%	2,729	2.16%
Built 2000 to 2004	1,344	14.98%	3,441	14.10%	12,914	10.21%
Built 1990 to 1999	2,379	26.51%	6,471	26.52%	23,593	18.66%
Built 1980 to 1989	741	8.26%	3,041	12.46%	17,887	14.15%
Built 1970 to 1979	1,319	14.70%	4,288	17.57%	22,135	17.51%
Built 1960 to 1969	782	8.72%	1,945	7.97%	13,748	10.87%
Built 1950 to 1959	937	10.44%	1,945	7.97%	16,304	12.89%
Built 1940 to 1949	485	5.41%	900	3.69%	5,461	4.32%
Built 1939 or Earlier	857	9.55%	1,798	7.37%	11,667	9.23%
2011 Median Year Built	1981		1984		1977	

Demographic Market Comparison Report

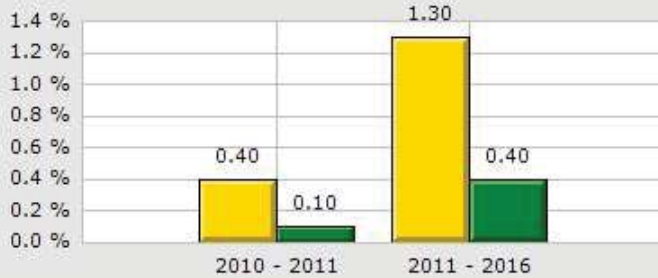
3 mile radius

Lake Orion Plaza

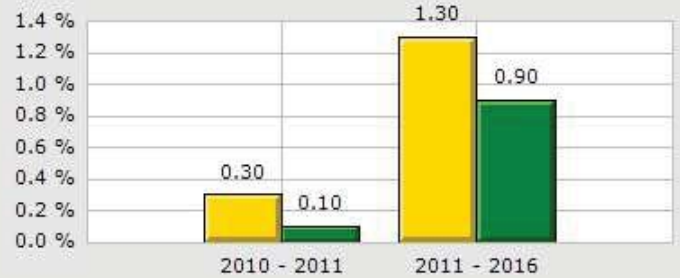
Type: **Shopping Center/Community Center**
 County: **Oakland**

3 Mile
County

Population Growth



Household Growth



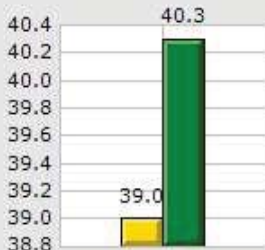
2011 Med Household Inc



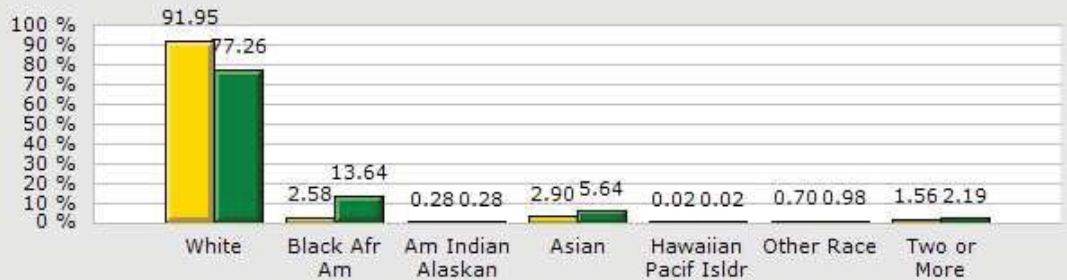
2011 Households by Household Income



2011 Median Age



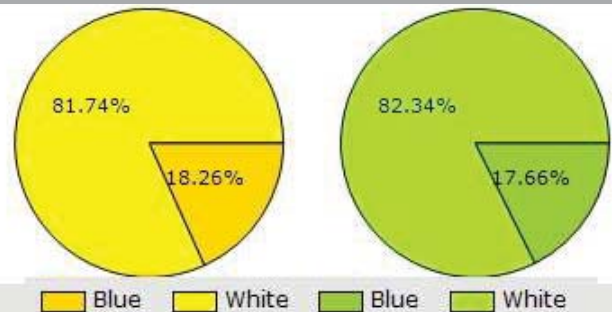
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Lake Orion Plaza

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

	3 Mile		County	
Population				
Growth 2010 - 2011	0.40%		0.10%	
Growth 2011 - 2016	1.30%		0.40%	
2011 Blue Collar	1,806	18.26%	90,222	17.66%
2011 White Collar	8,085	81.74%	420,688	82.34%
2011 Population By Race				
	25,339		1,203,532	
White	23,299	91.95%	929,792	77.26%
Black Afr Am	655	2.58%	164,126	13.64%
Am Indian Alaskan	71	0.28%	3,371	0.28%
Asian	736	2.90%	67,831	5.64%
Hawaiian Pacif Islldr	5	0.02%	253	0.02%
Other Race	178	0.70%	11,779	0.98%
Two or More	395	1.56%	26,380	2.19%
Households				
Growth 2010 - 2011	0.30%		0.10%	
Growth 2011 - 2016	1.30%		0.90%	
Renter Occupied	1,897	20.39%	134,356	27.75%
Owner Occupied	7,408	79.61%	349,818	72.25%
2011 Households by HH Income				
	9,305		484,174	
Income < \$35,000	2,297	24.69%	136,382	28.17%
Income \$35,000 - \$74,999	2,515	27.03%	149,650	30.91%
Income \$75,000 - \$149,999	3,126	33.59%	136,861	28.27%
Income \$150,000 - \$199,999	725	7.79%	29,089	6.01%
Income \$200,000+	642	6.90%	32,192	6.65%
2011 Median Household Income	\$71,499		\$59,858	
2011 Median Age	39.00		40.30	

Consumer Spending Report

Lake Orion Plaza

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$436,784	\$1,164,139	\$4,918,139
Total Apparel	\$17,381	\$46,309	\$198,206
Women's Apparel	6,071	16,245	69,311
Men's Apparel	3,558	9,525	40,475
Girl's Apparel	1,394	3,734	15,468
Boy's Apparel	1,086	2,877	12,152
Infant Apparel	1,105	2,879	12,417
Footwear (excl. Infants)	2,378	6,311	27,155
Other Apparel Prod/Services	1,788	4,739	21,228
Total Entertainment	\$41,434	\$111,404	\$464,788
Sports and Recreation	1,754	4,727	19,184
TV, Radio and Sound Equipment	14,258	37,778	162,903
Reading Materials	1,775	4,777	20,426
Travel	23,116	62,710	256,404
Photographic Equipment	531	1,413	5,870
Total Food At Home	\$34,510	\$91,640	\$398,717
Cereal Products	2,098	5,557	24,265
Bread & Bakery Products	4,587	12,202	52,913
Seafood	1,836	4,892	21,215
Meat/Poultry/Fish/Eggs	11,608	30,782	134,593
Dairy Products	5,557	14,750	63,983
Fruits and Vegetables	8,824	23,458	101,749
Total Food Away From Home	\$35,747	\$94,779	\$405,538
Breakfast and Brunch	3,274	8,667	38,142
Dinner	16,827	44,649	190,362
Lunch	11,769	31,094	132,993
Snacks and Non Alcoholic Bev	2,614	6,902	29,794
Catered Affairs	1,263	3,467	14,247

Consumer Spending Report

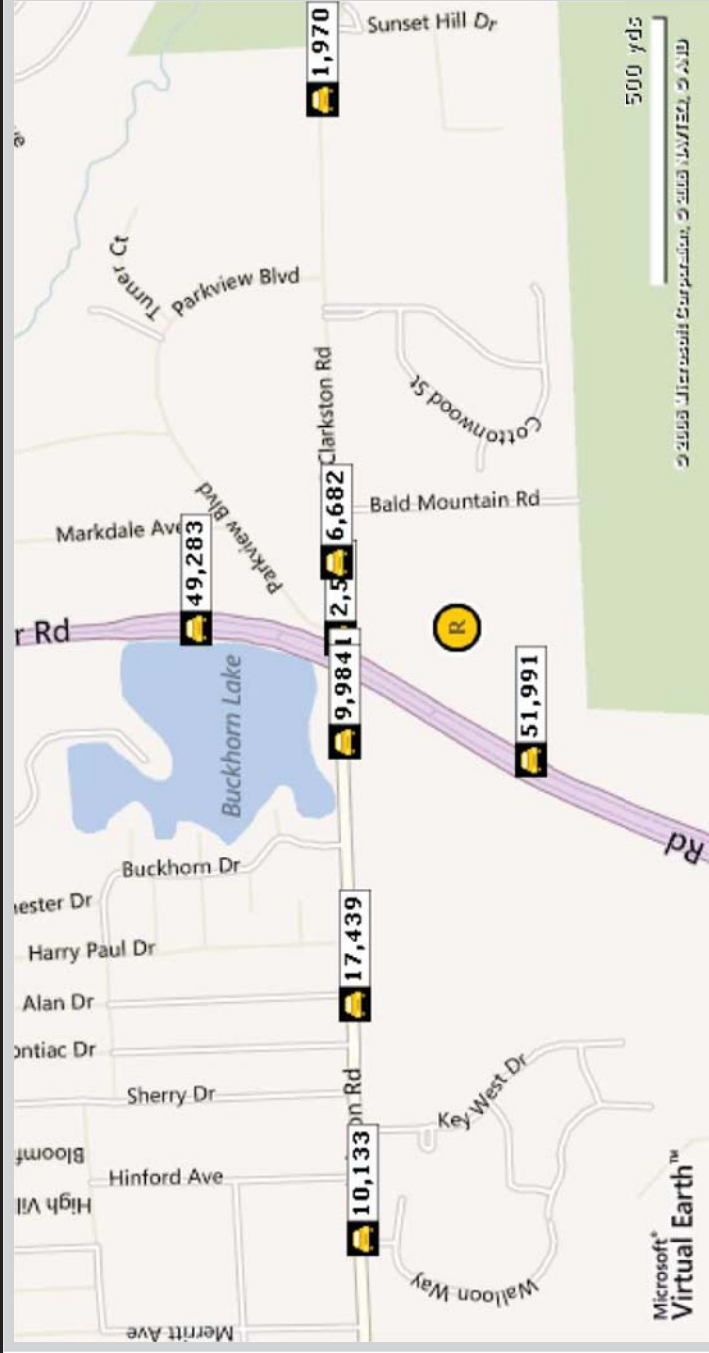
Lake Orion Plaza			
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$6,695	\$17,747	\$77,459
Alcoholic Bev. at Home	3,908	10,387	44,613
Alcoholic Bev. away from Home	2,787	7,360	32,846
Total Furniture/Appliances	\$41,091	\$110,380	\$456,248
Bedroom Furniture	2,283	6,096	25,129
Living Room Furniture	3,570	9,641	40,030
Other Living & Family Room Furniture	1,027	2,776	11,042
Other Furniture	483	1,321	5,310
Major Appliances	3,566	9,600	39,416
Small Appliances & Housewares	8,374	22,398	93,210
Misc Household Equipment	21,788	58,549	242,111
Total Transportation/Maint.	\$97,888	\$259,909	\$1,093,717
New Autos/Trucks/Vans	27,483	73,561	298,785
Used Vehicles	23,614	62,028	265,945
Purchase of RVs or Boats	3,153	8,634	33,548
Gasoline	32,092	84,897	365,178
Diesel Fuel	579	1,557	6,070
Automotive Maintenance/Repair	10,967	29,232	124,191
Total Health Care	\$17,791	\$47,517	\$203,628
Medical Services	10,742	28,706	120,954
Prescription Drugs	5,297	14,109	62,448
Medical Supplies	1,752	4,702	20,226
Total Education/Day Care	\$34,305	\$93,183	\$389,989
Education	14,863	40,494	171,261
Room and Board	1,636	4,519	17,924
Tuition/School Supplies	12,997	35,496	150,417
Day Care, Nursery & Preschool	4,809	12,674	50,386

Lake Orion Plaza

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	740	5,730	8
Total Retail	172	1,851	11
Home Improvement Stores	16	265	17
General Merchandise Stores	4	2	1
Food Stores	11	97	9
Auto Dealers and Gas Stations	24	353	15
Apparel and Accessory Stores	7	23	3
Furniture and Home Furnishings	18	77	4
Eating and Drinking Places	45	804	18
Miscellaneous Retail Stores	47	230	5
Finance-Insurance-Real Estate	59	204	3
Banks, Saving and Lending Inst.	17	104	6
Security Brokers and Investments	8	10	1
Insurance Carriers and Agencies	16	33	2
Real Estate-Trust-Holding Co.	18	57	3
Services	342	2,472	7
Hotels and Lodging	4	5	1
Motion Picture and Amusement	22	234	11
Health Services	52	354	7
Legal Services	9	16	2
Educational Services	24	810	34
Auto Services	20	90	5
Other Services	211	963	5
Agriculture/Mining	24	101	4
Construction	73	216	3
Manufacturing	17	354	21
Transportation, Comm./Pub Util.	15	43	3
Wholesale Trade	27	278	10
Government	11	211	19
Daytime Population	5,730		
Daytime Population/Business	8		

Traffic Count Report

Lake Orion Plaza



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 E Clarkston Rd	Parkview Blvd	0.01 E	2010	2,618	MPSI	.13
2 E Clarkston Rd	Parkview Blvd	0.01 E	2008	2,517	ADT	.13
3 E Clarkston Rd	Parkview Blvd	0.07 W	2010	6,682	MPSI	.15
4 S Lapeer Rd	W Clarkston Rd	0.24 NE	2010	51,991	MPSI	.17
5 W Clarkston Rd	S Lapeer Rd	0.10 E	2010	11,131	MPSI	.17
6 W Clarkston Rd	S Lapeer Rd	0.10 E	2008	9,984	ADT	.17
7 S Lapeer Rd	W Clarkston Rd	0.16 S	2010	49,283	MPSI	.28
8 W Clarkston Rd	Pontiac Dr	0.04 W	2010	17,439	MPSI	.42
9 E Clarkston Rd	Parkview Blvd	0.57 W	2010	1,970	MPSI	.59
10 W Clarkston Rd	Walloon Way	0.00 E	2010	10,133	MPSI	.67