

Demographic Summary Report

Southfield Plaza

| Radius | 3 Mile | | 5 Mile | | 10 Mile | |
|---|----------|--------|----------|--------|-----------|--------|
| Population | | | | | | |
| 2015 Projection | 109,588 | | 270,656 | | 1,096,387 | |
| 2010 Estimate | 111,153 | | 274,851 | | 1,123,633 | |
| 2000 Census | 112,020 | | 279,079 | | 1,169,657 | |
| Growth 2010 - 2015 | -1.40% | | -1.50% | | -2.40% | |
| Growth 2000 - 2010 | -0.80% | | -1.50% | | -3.90% | |
| 2010 Population by Hispanic Origin | 2,066 | | 4,844 | | 21,510 | |
| 2010 Population By Race | 111,153 | | 274,851 | | 1,123,633 | |
| White | 76,074 | 68.44% | 173,976 | 63.30% | 579,547 | 51.58% |
| Black or African American | 28,509 | 25.65% | 82,485 | 30.01% | 453,084 | 40.32% |
| American Indian and Alaska Native | 255 | 0.23% | 576 | 0.21% | 2,857 | 0.25% |
| Asian | 3,028 | 2.72% | 10,275 | 3.74% | 55,218 | 4.91% |
| Native Hawaiian and Pacific Islander | 96 | 0.09% | 133 | 0.05% | 419 | 0.04% |
| Other Race | 618 | 0.56% | 1,458 | 0.53% | 6,551 | 0.58% |
| Two or More Races | 2,573 | 2.31% | 5,948 | 2.16% | 25,958 | 2.31% |
| Households | | | | | | |
| 2015 Projection | 47,432 | | 118,980 | | 433,354 | |
| 2010 Estimate | 47,869 | | 120,262 | | 442,643 | |
| 2000 Census | 47,377 | | 120,165 | | 455,996 | |
| Growth 2010 - 2015 | -0.90% | | -1.10% | | -2.10% | |
| Growth 2000 - 2010 | 1.00% | | 0.10% | | -2.90% | |
| Owner Occupied | 35,691 | 74.56% | 81,413 | 67.70% | 308,260 | 69.64% |
| Renter Occupied | 12,178 | 25.44% | 38,849 | 32.30% | 134,384 | 30.36% |
| 2010 Households by HH Income | 47,870 | | 120,262 | | 442,636 | |
| Income Less Than \$15,000 | 3,589 | 7.50% | 9,031 | 7.51% | 48,296 | 10.91% |
| Income: \$15,000 - \$24,999 | 3,208 | 6.70% | 8,305 | 6.91% | 36,439 | 8.23% |
| Income: \$25,000 - \$34,999 | 3,019 | 6.31% | 8,176 | 6.80% | 36,989 | 8.36% |
| Income: \$35,000 - \$49,999 | 5,439 | 11.36% | 15,023 | 12.49% | 57,766 | 13.05% |
| Income: \$50,000 - \$74,999 | 8,823 | 18.43% | 22,840 | 18.99% | 89,295 | 20.17% |
| Income: \$75,000 - \$99,999 | 8,274 | 17.28% | 20,107 | 16.72% | 64,933 | 14.67% |
| Income: \$100,000 - \$149,999 | 9,789 | 20.45% | 22,194 | 18.45% | 65,906 | 14.89% |
| Income: \$150,000 - \$249,999 | 4,063 | 8.49% | 9,711 | 8.07% | 29,878 | 6.75% |
| Income: \$250,000 - \$499,999 | 1,283 | 2.68% | 3,637 | 3.02% | 9,884 | 2.23% |
| Income: \$500,000 or more | 383 | 0.80% | 1,238 | 1.03% | 3,250 | 0.73% |
| 2010 Avg Household Income | \$92,361 | | \$93,001 | | \$80,939 | |
| 2010 Med Household Income | \$74,441 | | \$70,249 | | \$60,151 | |
| 2010 Per Capita Income | \$40,036 | | \$40,823 | | \$32,043 | |

Demographic Detail Report

Southfield Plaza

| Radius | 3 Mile | | 5 Mile | | 10 Mile | |
|-------------------------------|----------------|--------|----------------|--------|------------------|--------|
| Population | | | | | | |
| 2015 Projection | 109,588 | | 270,656 | | 1,096,387 | |
| 2010 Estimate | 111,153 | | 274,851 | | 1,123,633 | |
| 2000 Census | 112,020 | | 279,079 | | 1,169,657 | |
| Growth 2010 - 2015 | -1.40% | | -1.50% | | -2.40% | |
| Growth 2000 - 2010 | -0.80% | | -1.50% | | -3.90% | |
| 2010 Population by Age | 111,153 | | 274,851 | | 1,123,633 | |
| Age 0 - 4 | 6,406 | 5.76% | 15,358 | 5.59% | 71,545 | 6.37% |
| Age 5 - 9 | 6,393 | 5.75% | 15,498 | 5.64% | 75,207 | 6.69% |
| Age 10 - 14 | 6,878 | 6.19% | 16,556 | 6.02% | 75,910 | 6.76% |
| Age 15 - 17 | 4,091 | 3.68% | 10,079 | 3.67% | 47,834 | 4.26% |
| Age 18 - 20 | 3,489 | 3.14% | 8,954 | 3.26% | 42,181 | 3.75% |
| Age 21 - 24 | 4,722 | 4.25% | 13,044 | 4.75% | 52,440 | 4.67% |
| Age 25 - 34 | 13,160 | 11.84% | 34,178 | 12.44% | 135,656 | 12.07% |
| Age 35 - 44 | 15,889 | 14.29% | 40,520 | 14.74% | 157,220 | 13.99% |
| Age 45 - 49 | 8,843 | 7.96% | 21,406 | 7.79% | 85,050 | 7.57% |
| Age 50 - 54 | 8,893 | 8.00% | 21,460 | 7.81% | 85,327 | 7.59% |
| Age 55 - 59 | 7,985 | 7.18% | 19,577 | 7.12% | 76,118 | 6.77% |
| Age 60 - 64 | 6,700 | 6.03% | 16,393 | 5.96% | 63,028 | 5.61% |
| Age 65 - 74 | 8,092 | 7.28% | 20,047 | 7.29% | 79,067 | 7.04% |
| Age 75 - 84 | 6,089 | 5.48% | 14,063 | 5.12% | 52,207 | 4.65% |
| Age 85 and over | 3,522 | 3.17% | 7,716 | 2.81% | 24,842 | 2.21% |
| Age 16 and over | 90,085 | 81.05% | 224,040 | 81.51% | 884,962 | 78.76% |
| Age 18 and over | 87,385 | 78.62% | 217,359 | 79.08% | 853,137 | 75.93% |
| Age 21 and over | 83,895 | 75.48% | 208,405 | 75.82% | 810,955 | 72.17% |
| Age 65 and over | 17,702 | 15.93% | 41,826 | 15.22% | 156,116 | 13.89% |
| Median Age | 41.80 | | 41.00 | | 39.00 | |
| Average Age | 40.90 | | 40.50 | | 38.70 | |

Demographic Detail Report

Southfield Plaza

| Radius | 3 Mile | 5 Mile | 10 Mile |
|---|----------------|----------------|------------------|
| 2010 Population By Race | 111,153 | 274,851 | 1,123,633 |
| White | 76,074 68.44% | 173,976 63.30% | 579,547 51.58% |
| Black or African American | 28,509 25.65% | 82,485 30.01% | 453,084 40.32% |
| American Indian and Alaska Native | 255 0.23% | 576 0.21% | 2,857 0.25% |
| Asian | 3,028 2.72% | 10,275 3.74% | 55,218 4.91% |
| Native Hawaiian and Pacific Islander | 96 0.09% | 133 0.05% | 419 0.04% |
| Other Race | 618 0.56% | 1,458 0.53% | 6,551 0.58% |
| Two or More Races | 2,573 2.31% | 5,948 2.16% | 25,958 2.31% |
| 2010 Population by Hispanic Origin | 111,154 | 274,851 | 1,123,634 |
| Not Hispanic or Latino | 109,088 98.14% | 270,007 98.24% | 1,102,124 98.09% |
| Hispanic or Latino: | 2,066 1.86% | 4,844 1.76% | 21,510 1.91% |
| Mexican | 978 0.88% | 2,284 0.83% | 11,138 0.99% |
| Puerto Rican | 230 0.21% | 571 0.21% | 2,727 0.24% |
| Cuban | 85 0.08% | 216 0.08% | 897 0.08% |
| Other Hispanic or Latino | 773 0.70% | 1,773 0.65% | 6,748 0.60% |
| 2010 Age 5+ Language at Home | 104,746 | 259,492 | 1,052,089 |
| Speak Only English | 90,320 86.23% | 226,780 87.39% | 918,857 87.34% |
| Speak Asian or Pacific Island | 1,081 1.03% | 4,540 1.75% | 23,314 2.22% |
| Speak IndoEuropean | 6,743 6.44% | 14,205 5.47% | 54,824 5.21% |
| Speak Spanish | 1,538 1.47% | 3,869 1.49% | 16,609 1.58% |
| Speak Other Language | 5,064 4.83% | 10,098 3.89% | 38,485 3.66% |
| 2010 Median Age, Male | 39.90 | 39.10 | 37.20 |
| 2010 Average Age, Male | 39.10 | 38.80 | 37.20 |
| Median Age, Female | 43.50 | 42.80 | 40.50 |
| Average Age, Female | 42.50 | 42.00 | 40.10 |
| 2010 Population by Employment Status (Age 16+) | 90,084 | 224,039 | 884,962 |
| In Armed Forces | 11 0.01% | 69 0.03% | 224 0.03% |
| Civilian, Employed | 46,511 51.63% | 116,130 51.83% | 431,264 48.73% |
| Civilian, Unemployed | 6,708 7.45% | 18,436 8.23% | 92,959 10.50% |
| Not In Labor Force | 36,854 40.91% | 89,404 39.91% | 360,515 40.74% |
| 2010 Population by Occupation Classification (Age 16+) | 46,511 | 116,130 | 431,263 |
| Blue Collar | 4,820 10.36% | 13,327 11.48% | 70,816 16.42% |
| White Collar | 36,919 79.38% | 89,678 77.22% | 292,538 67.83% |
| Service | 4,772 10.26% | 13,125 11.30% | 67,909 15.75% |

Demographic Detail Report

Southfield Plaza

| Radius | 3 Mile | | 5 Mile | | 10 Mile | |
|--|---------------|--------|----------------|--------|----------------|--------|
| 2000 Population by Marital Status (Age 15+) | 91,476 | | 227,437 | | 900,971 | |
| Total, Never Married | 27,278 | 29.82% | 73,696 | 32.40% | 314,112 | 34.86% |
| Married | 46,816 | 51.18% | 111,130 | 48.86% | 417,083 | 46.29% |
| Widowed | 6,674 | 7.30% | 15,271 | 6.71% | 62,073 | 6.89% |
| Divorced | 10,708 | 11.71% | 27,340 | 12.02% | 107,703 | 11.95% |
| Males Divorced | 3,476 | | 9,108 | | 39,568 | |
| Females Divorced | 5,923 | | 15,652 | | 61,677 | |
| Males, Never Married | 12,721 | | 34,872 | | 148,907 | |
| Females Never Married | 11,763 | | 31,916 | | 144,414 | |
| 2010 Population by Education | 79,173 | | 195,359 | | 758,516 | |
| Less Than 9Th Grade | 1,614 | 2.04% | 4,005 | 2.05% | 25,075 | 3.31% |
| Some High School, No Diploma | 3,395 | 4.29% | 9,277 | 4.75% | 63,702 | 8.40% |
| High School Graduate (Includes Equivalency) | 13,955 | 17.63% | 35,689 | 18.27% | 191,822 | 25.29% |
| Some College, No Degree | 15,428 | 19.49% | 40,093 | 20.52% | 167,791 | 22.12% |
| Associate Degree | 5,078 | 6.41% | 13,062 | 6.69% | 52,680 | 6.95% |
| Bachelor Degree | 22,179 | 28.01% | 52,554 | 26.90% | 147,865 | 19.49% |
| Advanced Degrees | 17,524 | 22.13% | 40,679 | 20.82% | 109,581 | 14.45% |
| 2010 Population by Occupation (Age 16+) | 51,283 | | 129,256 | | 499,173 | |
| Management, Business, & Financial | 15,913 | 31.03% | 39,762 | 30.76% | 135,917 | 27.23% |
| Professional & Related Occupations | 3,700 | 7.21% | 8,871 | 6.86% | 28,214 | 5.65% |
| Services | 21,283 | 41.50% | 54,285 | 42.00% | 224,304 | 44.94% |
| Sales & Office | 6,525 | 12.72% | 15,426 | 11.93% | 52,341 | 10.49% |
| Farming, Fishing, and Forestry | 15 | 0.03% | 63 | 0.05% | 205 | 0.04% |
| Construction and Extraction, Maint | 1,064 | 2.07% | 2,516 | 1.95% | 11,385 | 2.28% |
| Production & Transportation | 2,783 | 5.43% | 8,333 | 6.45% | 46,807 | 9.38% |
| 2010 Workers by Travel Time to Work (Age 16+) | 46,523 | | 116,199 | | 431,486 | |
| Less Than 15 Minutes | 10,745 | 23.10% | 26,264 | 22.60% | 84,624 | 19.61% |
| 15 to 29 Minutes | 20,165 | 43.34% | 50,949 | 43.85% | 189,222 | 43.85% |
| 30 to 44 Minutes | 11,515 | 24.75% | 28,059 | 24.15% | 104,089 | 24.12% |
| 45 to 59 Minutes | 2,335 | 5.02% | 6,126 | 5.27% | 28,220 | 6.54% |
| 60+ Minutes | 1,763 | 3.79% | 4,801 | 4.13% | 25,331 | 5.87% |

Demographic Detail Report

Southfield Plaza

| Radius | 3 Mile | 5 Mile | 10 Mile |
|-------------------------------------|---------------|----------------|----------------|
| Households | | | |
| 2015 Projection | 47,432 | 118,980 | 433,354 |
| 2010 Estimate | 47,869 | 120,262 | 442,643 |
| 2000 Census | 47,377 | 120,165 | 455,996 |
| Growth 2010 - 2015 | -0.90% | -1.10% | -2.10% |
| Growth 2000 - 2010 | 1.00% | 0.10% | -2.90% |
| 2000 Households by HH Size | 47,376 | 120,166 | 455,996 |
| 1-Person Households | 15,687 33.11% | 40,785 33.94% | 132,761 29.11% |
| 2-Person Households | 15,357 32.42% | 39,141 32.57% | 139,047 30.49% |
| 3-Person Households | 7,074 14.93% | 17,694 14.72% | 74,753 16.39% |
| 4-Person Households | 5,521 11.65% | 13,574 11.30% | 60,658 13.30% |
| 5-Person Households | 2,409 5.08% | 5,866 4.88% | 28,877 6.33% |
| 6-Person Households | 812 1.71% | 1,983 1.65% | 11,710 2.57% |
| 7 or more Person Households | 516 1.09% | 1,123 0.93% | 8,190 1.80% |
| 2010 Average Household Size | 2.30 | 2.26 | 2.51 |
| 2010 Households by HH Income | 47,870 | 120,262 | 442,636 |
| Income Less than \$15,000 | 3,589 7.50% | 9,031 7.51% | 48,296 10.91% |
| Income: \$15,000 - \$24,999 | 3,208 6.70% | 8,305 6.91% | 36,439 8.23% |
| Income: \$25,000 - \$34,999 | 3,019 6.31% | 8,176 6.80% | 36,989 8.36% |
| Income: \$35,000 - \$49,999 | 5,439 11.36% | 15,023 12.49% | 57,766 13.05% |
| Income: \$50,000 - \$74,999 | 8,823 18.43% | 22,840 18.99% | 89,295 20.17% |
| Income: \$75,000 - \$99,999 | 8,274 17.28% | 20,107 16.72% | 64,933 14.67% |
| Income: \$100,000 - \$149,999 | 9,789 20.45% | 22,194 18.45% | 65,906 14.89% |
| Income: \$150,000 - \$249,999 | 4,063 8.49% | 9,711 8.07% | 29,878 6.75% |
| Income: \$250,000 - \$499,999 | 1,283 2.68% | 3,637 3.02% | 9,884 2.23% |
| Income: \$500,000 or more | 383 0.80% | 1,238 1.03% | 3,250 0.73% |
| 2010 Avg Household Income | \$92,361 | \$93,001 | \$80,939 |
| 2010 Med Household Income | \$74,441 | \$70,249 | \$60,151 |
| 2010 Per Capita Income | \$40,036 | \$40,823 | \$32,043 |
| 2010 Occupied Housing | 47,869 | 120,262 | 442,644 |
| Owner Occupied | 35,691 74.56% | 81,413 67.70% | 308,260 69.64% |
| Renter Occupied | 12,178 25.44% | 38,849 32.30% | 134,384 30.36% |

Demographic Detail Report

Southfield Plaza

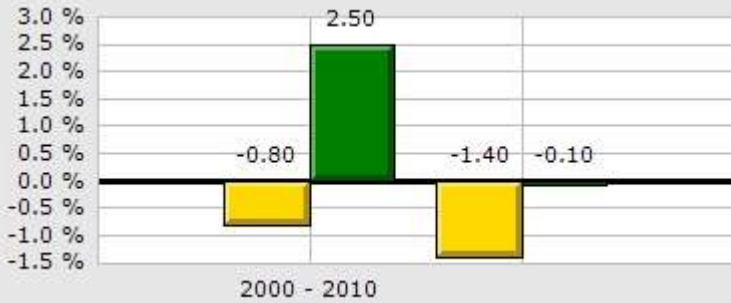
| Radius | 3 Mile | | 5 Mile | | 10 Mile | |
|---|------------------|--------|------------------|--------|------------------|--------|
| 2010 Housing Value - Owner Occupied | 35,691 | | 81,413 | | 308,260 | |
| Value Less than \$20,000 | 320 | 0.90% | 550 | 0.68% | 8,308 | 2.70% |
| Value \$20,000 - \$39,999 | 506 | 1.42% | 1,433 | 1.76% | 17,508 | 5.68% |
| Value \$40,000 - \$59,999 | 1,616 | 4.53% | 3,890 | 4.78% | 27,539 | 8.93% |
| Value \$60,000 - \$79,999 | 2,592 | 7.26% | 6,490 | 7.97% | 41,684 | 13.52% |
| Value \$80,000 - \$99,999 | 3,955 | 11.08% | 10,898 | 13.39% | 47,159 | 15.30% |
| Value \$100,000 - \$149,999 | 10,167 | 28.49% | 24,453 | 30.04% | 68,294 | 22.15% |
| Value \$150,000 - \$199,999 | 7,823 | 21.92% | 14,145 | 17.37% | 41,971 | 13.62% |
| Value \$200,000 - \$299,999 | 4,960 | 13.90% | 9,288 | 11.41% | 31,268 | 10.14% |
| Value \$300,000 - \$399,999 | 1,764 | 4.94% | 4,002 | 4.92% | 11,140 | 3.61% |
| Value \$400,000 - \$499,999 | 815 | 2.28% | 2,112 | 2.59% | 5,178 | 1.68% |
| Value \$500,000 - \$749,999 | 576 | 1.61% | 1,857 | 2.28% | 3,988 | 1.29% |
| Value \$750,000 - \$999,999 | 368 | 1.03% | 1,339 | 1.64% | 2,366 | 0.77% |
| Value \$1,000,000 or more | 229 | 0.64% | 956 | 1.17% | 1,857 | 0.60% |
| 2010 Med Housing Val-Owner Occupied | \$144,171 | | \$136,311 | | \$108,686 | |
| 2000 Housing Units by Units in Structure | 49,060 | | 124,946 | | 479,571 | |
| 1 Unit Attached | 1,618 | 3.30% | 5,539 | 4.43% | 23,842 | 4.97% |
| 1 Unit Detached | 35,830 | 73.03% | 83,524 | 66.85% | 342,931 | 71.51% |
| 2 Units | 410 | 0.84% | 1,624 | 1.30% | 16,570 | 3.46% |
| 3 - 19 Units | 6,066 | 12.36% | 19,187 | 15.36% | 53,500 | 11.16% |
| 20 - 49 Units | 1,351 | 2.75% | 4,098 | 3.28% | 12,462 | 2.60% |
| 50 or more Units | 3,238 | 6.60% | 10,227 | 8.19% | 23,400 | 4.88% |
| Mobile Home or Trailer | 532 | 1.08% | 732 | 0.59% | 6,787 | 1.42% |
| Boat, RV, Van, Etc. | 15 | 0.03% | 15 | 0.01% | 79 | 0.02% |
| 2010 Housing Units by Yr Built | 51,276 | | 129,760 | | 494,610 | |
| Built 1999 to Present | 2,473 | 4.82% | 5,798 | 4.47% | 18,501 | 3.74% |
| Built 1995 to 1998 | 440 | 0.86% | 1,668 | 1.29% | 10,166 | 2.06% |
| Built 1990 to 1994 | 633 | 1.23% | 2,035 | 1.57% | 12,228 | 2.47% |
| Built 1980 to 1989 | 2,427 | 4.73% | 7,710 | 5.94% | 35,808 | 7.24% |
| Built 1970 to 1979 | 5,751 | 11.22% | 17,728 | 13.66% | 68,952 | 13.94% |
| Built 1960 to 1969 | 12,421 | 24.22% | 26,454 | 20.39% | 81,870 | 16.55% |
| Built 1950 to 1959 | 15,508 | 30.24% | 38,642 | 29.78% | 127,987 | 25.88% |
| Built 1940 to 1949 | 7,256 | 14.15% | 16,677 | 12.85% | 76,752 | 15.52% |
| Built 1939 or Earlier | 4,367 | 8.52% | 13,048 | 10.06% | 62,346 | 12.61% |
| 2010 Median Year Built | 1959 | | 1959 | | 1958 | |

Southfield Plaza

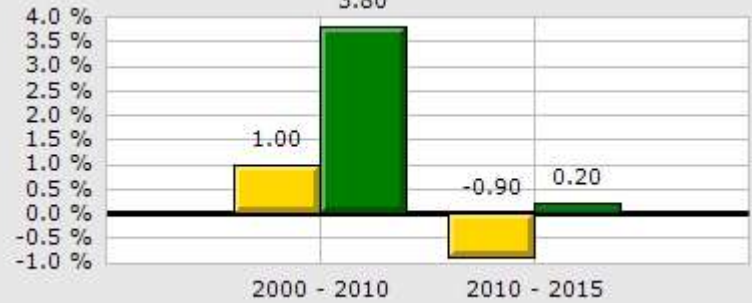
Type: **Shopping Center/Power Center**
 County: **Oakland**

3 Mile
County

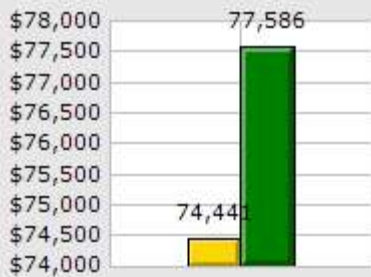
Population Growth



Household Growth



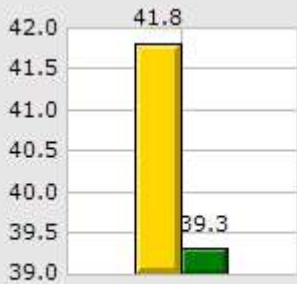
2010 Med Household Inc



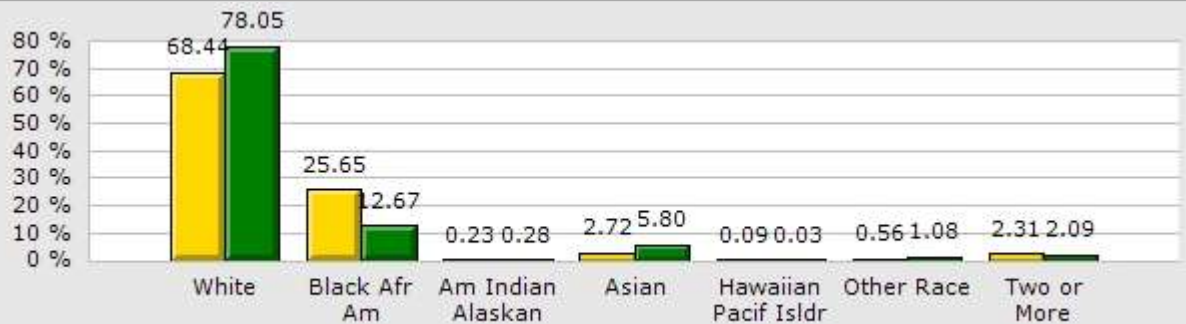
2010 Households by Household Income



2010 Median Age



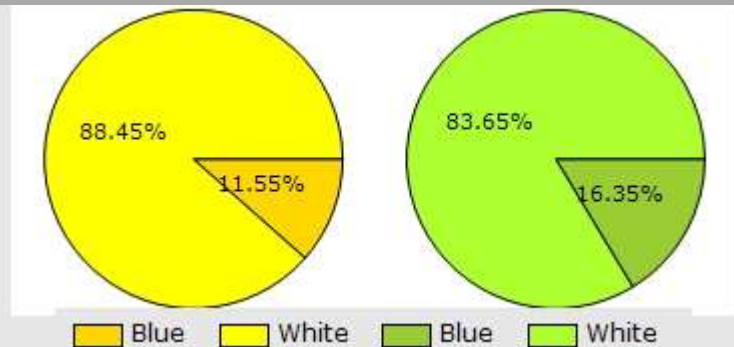
2010 Population by Race



2010 Renter vs. Owner



2010 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 2000 - 2010 | -0.80% | | 2.50% | |
| Growth 2010 - 2015 | -1.40% | | -0.10% | |
| 2010 Blue Collar | 4,820 | 11.55% | 73,565 | 16.35% |
| 2010 White Collar | 36,919 | 88.45% | 376,316 | 83.65% |
| 2010 Population By Race | 111,153 | | 1,223,804 | |
| White | 76,074 | 68.44% | 955,205 | 78.05% |
| Black Afr Am | 28,509 | 25.65% | 155,099 | 12.67% |
| Am Indian Alaskan | 255 | 0.23% | 3,377 | 0.28% |
| Asian | 3,028 | 2.72% | 70,931 | 5.80% |
| Hawaiian Pacif Islldr | 96 | 0.09% | 358 | 0.03% |
| Other Race | 618 | 0.56% | 13,251 | 1.08% |
| Two or More | 2,573 | 2.31% | 25,583 | 2.09% |
| Households | | | | |
| Growth 2000 - 2010 | 1.00% | | 3.80% | |
| Growth 2010 - 2015 | -0.90% | | 0.20% | |
| Renter Occupied | 12,178 | 25.44% | 127,614 | 26.10% |
| Owner Occupied | 35,691 | 74.56% | 361,409 | 73.90% |
| 2010 Households by HH Income | 47,870 | | 489,022 | |
| Income < \$35,000 | 9,816 | 20.51% | 91,572 | 18.73% |
| Income \$35,000 - \$74,999 | 14,262 | 29.79% | 141,664 | 28.97% |
| Income \$75,000 - \$149,999 | 18,063 | 37.73% | 183,954 | 37.62% |
| Income \$150,000 - \$249,999 | 4,063 | 8.49% | 49,287 | 10.08% |
| Income \$250,000+ | 1,666 | 3.48% | 22,545 | 4.61% |
| 2010 Median Household Income | \$74,441 | | \$77,586 | |
| 2010 Median Age | 41.80 | | 39.30 | |

Consumer Spending Report

Southfield Plaza

| 2010 Annual Spending (in Thousands) | 3 Mile | 5 Mile | 10 Mile |
|--|--------------------|--------------------|---------------------|
| Total Specified Consumer Spending | \$2,314,374 | \$5,883,905 | \$19,000,650 |
| Total Apparel | \$81,136 | \$206,891 | \$663,202 |
| Women's Apparel | 33,493 | 85,054 | 271,640 |
| Men's Apparel | 19,296 | 49,089 | 156,225 |
| Girl's Apparel | 7,039 | 17,818 | 58,415 |
| Boy's Apparel | 5,424 | 13,908 | 46,230 |
| Infant Apparel | 5,579 | 14,446 | 46,747 |
| Footwear (excl. Infants) | 12,667 | 32,444 | 104,694 |
| Other Apparel Prod/Services | 10,306 | 26,576 | 83,946 |
| Total Entertainment | \$226,792 | \$569,883 | \$1,801,462 |
| Sports and Recreation | 8,941 | 22,511 | 71,410 |
| TV, Radio and Sound Equipment | 76,547 | 195,936 | 638,256 |
| Reading Materials | 10,292 | 25,810 | 81,883 |
| Travel | 128,250 | 318,600 | 987,749 |
| Photographic Equipment | 2,762 | 7,026 | 22,166 |
| Total Food At Home | \$190,578 | \$485,671 | \$1,574,516 |
| Cereal Products | 11,535 | 29,468 | 95,628 |
| Bread & Bakery Products | 25,276 | 64,308 | 209,864 |
| Seafood | 10,474 | 26,502 | 84,045 |
| Meat/Poultry/Fish/Eggs | 63,675 | 162,837 | 531,979 |
| Dairy Products | 30,402 | 77,514 | 251,909 |
| Fruits and Vegetables | 49,216 | 125,042 | 401,092 |
| Total Food Away From Home | \$191,497 | \$489,316 | \$1,578,369 |
| Breakfast and Brunch | 18,620 | 47,467 | 151,729 |
| Dinner | 90,068 | 229,944 | 741,823 |
| Lunch | 61,716 | 158,320 | 514,212 |
| Snacks and Non Alcoholic Bev | 14,153 | 36,180 | 114,795 |
| Catered Affairs | 6,940 | 17,406 | 55,810 |

Consumer Spending Report

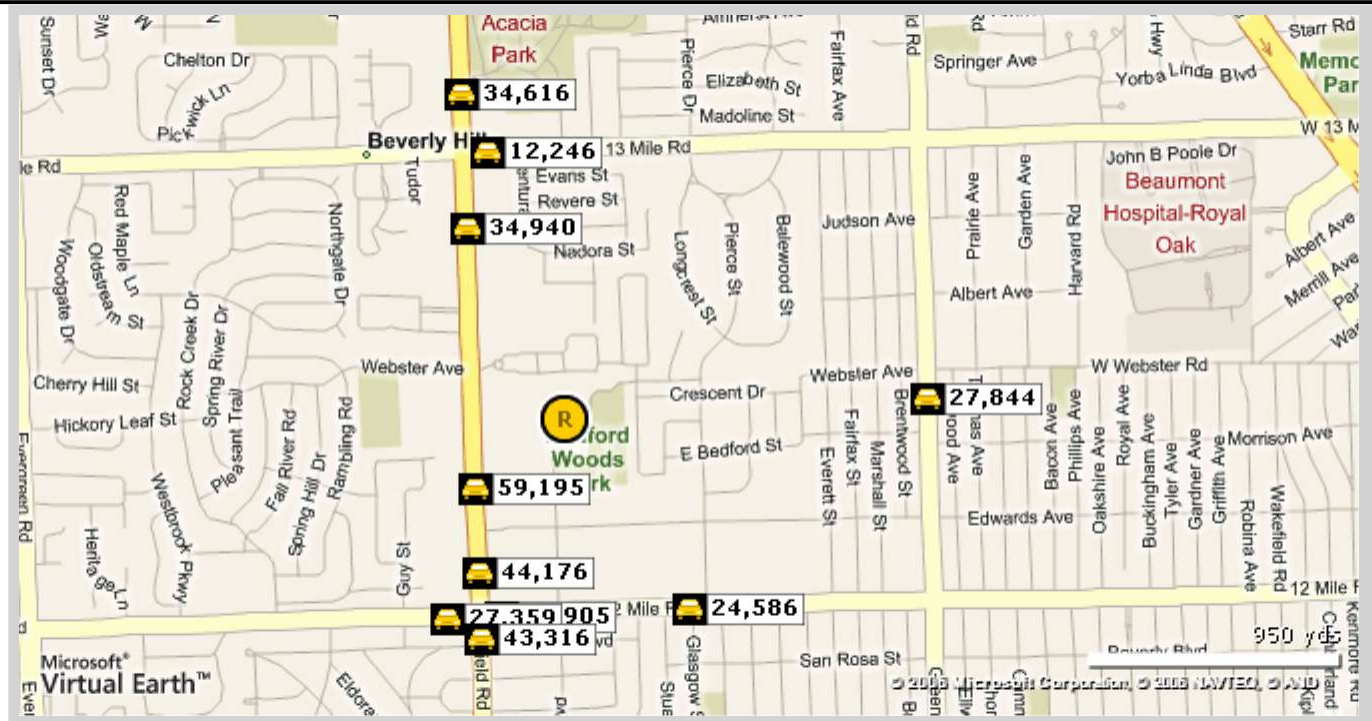
| Southfield Plaza | | | |
|---------------------------------------|------------------|--------------------|--------------------|
| Annual Spending (in Thousands) | 3 Mile | 5 Mile | 10 Mile |
| Total Alcoholic Beverages | \$37,301 | \$95,862 | \$305,414 |
| Alcoholic Bev. at Home | 21,366 | 54,617 | 174,177 |
| Alcoholic Bev. away from Home | 15,935 | 41,245 | 131,237 |
| Total Furniture/Appliances | \$218,658 | \$549,944 | \$1,744,345 |
| Bedroom Furniture | 11,606 | 29,493 | 93,626 |
| Living Room Furniture | 19,715 | 49,363 | 154,997 |
| Other Living & Family Room Furniture | 5,153 | 12,938 | 41,087 |
| Other Furniture | 2,588 | 6,430 | 20,454 |
| Major Appliances | 18,867 | 47,130 | 151,767 |
| Small Appliances | 44,496 | 112,363 | 355,486 |
| Misc Household Equipment | 116,233 | 292,227 | 926,929 |
| Total Transportation/Maint. | \$502,824 | \$1,283,909 | \$4,186,769 |
| New Autos/Trucks/Vans | 140,115 | 352,699 | 1,128,702 |
| Used Vehicles | 118,687 | 307,367 | 1,011,025 |
| Purchase of RVs or Boats | 16,354 | 40,236 | 122,546 |
| Gasoline | 165,946 | 427,012 | 1,419,238 |
| Diesel Fuel | 2,669 | 6,658 | 21,634 |
| Automotive Maintenance/Repair | 59,053 | 149,937 | 483,623 |
| Total Health Care | \$98,035 | \$248,375 | \$816,018 |
| Medical Services | 58,234 | 146,975 | 475,124 |
| Prescription Drugs | 29,836 | 76,294 | 259,417 |
| Medical Supplies | 9,965 | 25,106 | 81,478 |
| Total Education/Day Care | \$184,529 | \$466,664 | \$1,489,468 |
| Education | 81,605 | 206,446 | 659,203 |
| Room and Board | 8,209 | 20,640 | 67,840 |
| Tuition/School Supplies | 72,170 | 182,296 | 580,374 |
| Day Care, Nursery & Preschool | 22,545 | 57,282 | 182,051 |

Southfield Plaza

| Business Employment by Type | # of Businesses | # Employees | #Emp/Bus |
|--|-----------------|---------------|-----------|
| Total Businesses | 7,021 | 78,698 | 11 |
| Total Retail | 1,213 | 11,760 | 10 |
| Home Improvement Stores | 42 | 584 | 14 |
| General Merchandise Stores | 31 | 614 | 20 |
| Food Stores | 87 | 1,463 | 17 |
| Auto Dealers and Gas Stations | 66 | 551 | 8 |
| Apparel and Accessory Stores | 157 | 688 | 4 |
| Furniture and Home Furnishings | 162 | 1,279 | 8 |
| Eating and Drinking Places | 305 | 4,825 | 16 |
| Miscellaneous Retail Stores | 363 | 1,756 | 5 |
| Finance-Insurance-Real Estate | 1,086 | 9,675 | 9 |
| Banks, Saving and Lending Inst. | 252 | 1,702 | 7 |
| Security Brokers and Investments | 176 | 1,190 | 7 |
| Insurance Carriers and Agencies | 206 | 3,178 | 15 |
| Real Estate-Trust-Holding Co. | 452 | 3,605 | 8 |
| Services | 3,441 | 45,425 | 13 |
| Hotels and Lodging | 24 | 408 | 17 |
| Motion Picture and Amusement | 167 | 1,723 | 10 |
| Health Services | 495 | 20,547 | 42 |
| Legal Services | 337 | 2,568 | 8 |
| Educational Services | 142 | 4,157 | 29 |
| Auto Services | 98 | 434 | 4 |
| Other Services | 2,178 | 15,588 | 7 |
| Agriculture/Mining | 82 | 702 | 9 |
| Construction | 362 | 1,549 | 4 |
| Manufacturing | 214 | 3,311 | 15 |
| Transportation, Comm./Pub Util. | 203 | 1,783 | 9 |
| Wholesale Trade | 324 | 2,210 | 7 |
| Government | 96 | 2,283 | 24 |
| Daytime Population | 78,698 | | |
| Daytime Population/Business | 11 | | |
| Residential Population | 111,153 | | |
| Residential Population/Business | 16 | | |

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 | 2008 | 59,195 | ADT | .25 |
| 2 | Southfield Rd | W 12 Mile Rd | 0.10 S | 2008 | 44,176 | ADT | .39 |
| 3 | W 12 Mile Rd | Southfield Rd | 0.04 W | 2008 | 28,905 | ADT | .45 |
| 4 | Southfield Rd | W 13 Mile Rd | 0.16 N | 2008 | 34,940 | ADT | .47 |
| 5 | W 12 Mile Rd | Glasgow St | 0.01 E | 2008 | 24,586 | ADT | .50 |
| 6 | W 12 Mile Rd | Southfield Rd | 0.07 E | 2008 | 27,359 | ADT | .51 |
| 7 | Southfield Rd | Roseland Blvd | 0.02 S | 2008 | 43,316 | ADT | .51 |
| 8 | W 13 Mile Rd | Southfield Rd | 0.05 W | 2005 | 12,246 | ADT | .60 |
| 9 | Southfield Rd | W 13 Mile Rd | 0.13 S | 2004 | 34,616 | ADT | .74 |
| 10 | Greenfield Rd | W Webster Rd | 0.06 N | 2008 | 27,844 | ADT | .80 |