

Demographic Summary Report

Hoover Eleven

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	111,698		345,202		1,171,013	
2011 Estimate	112,509		353,300		1,211,377	
2010 Census	113,879		359,159		1,229,620	
Growth 2011 - 2016	-0.70%		-2.30%		-3.30%	
Growth 2010 - 2011	-1.20%		-1.60%		-1.50%	
2011 Population by Hispanic Origin	2,369		6,480		21,728	
2011 Population By Race	112,509		353,300		1,211,377	
White	87,670	77.92%	225,452	63.81%	699,867	57.77%
Black or African American	17,298	15.37%	105,904	29.98%	431,084	35.59%
American Indian and Alaska Native	527	0.47%	1,335	0.38%	3,715	0.31%
Asian	3,582	3.18%	10,716	3.03%	44,283	3.66%
Native Hawaiian and Pacific Islander	19	0.02%	59	0.02%	221	0.02%
Other Race	431	0.38%	1,364	0.39%	5,098	0.42%
Two or More Races	2,982	2.65%	8,472	2.40%	27,108	2.24%
Households						
2016 Projection	44,773		135,460		475,208	
2011 Estimate	45,148		137,987		488,435	
2010 Census	45,663		140,026		495,325	
Growth 2011 - 2016	-0.80%		-1.80%		-2.70%	
Growth 2010 - 2011	-1.10%		-1.50%		-1.40%	
Owner Occupied	32,047	70.98%	96,267	69.77%	317,410	64.99%
Renter Occupied	13,102	29.02%	41,719	30.23%	171,025	35.01%
2011 Households by HH Income	45,144		137,980		488,427	
Income Less Than \$15,000	6,419	14.22%	21,987	15.93%	88,582	18.14%
Income: \$15,000 - \$24,999	5,834	12.92%	17,778	12.88%	59,666	12.22%
Income: \$25,000 - \$34,999	5,877	13.02%	17,332	12.56%	57,849	11.84%
Income: \$35,000 - \$49,999	7,346	16.27%	22,208	16.10%	72,881	14.92%
Income: \$50,000 - \$74,999	9,253	20.50%	27,342	19.82%	86,063	17.62%
Income: \$75,000 - \$99,999	5,321	11.79%	15,886	11.51%	53,622	10.98%
Income: \$100,000 - \$149,999	3,983	8.82%	11,818	8.57%	47,550	9.74%
Income: \$150,000 - \$199,999	733	1.62%	2,404	1.74%	12,888	2.64%
Income: \$200,000+	378	0.84%	1,225	0.89%	9,326	1.91%
2011 Avg Household Income	\$53,709		\$52,974		\$56,218	
2011 Med Household Income	\$42,830		\$41,766		\$41,620	
2011 Per Capita Income	\$21,852		\$20,903		\$23,036	

Demographic Detail Report

Hoover Eleven

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	111,698		345,202		1,171,013	
2011 Estimate	112,509		353,300		1,211,377	
2010 Census	113,879		359,159		1,229,620	
Growth 2011 - 2016	-0.70%		-2.30%		-3.30%	
Growth 2010 - 2011	-1.20%		-1.60%		-1.50%	
2011 Population by Age	112,509		353,300		1,211,377	
Age 0 - 4	6,895	6.13%	22,087	6.25%	72,668	6.00%
Age 5 - 9	6,916	6.15%	22,503	6.37%	73,851	6.10%
Age 10 - 14	7,296	6.48%	24,378	6.90%	78,950	6.52%
Age 15 - 19	7,927	7.05%	27,268	7.72%	89,520	7.39%
Age 20 - 24	7,203	6.40%	22,991	6.51%	78,478	6.48%
Age 25 - 34	14,436	12.83%	45,488	12.88%	157,120	12.97%
Age 35 - 44	15,377	13.67%	48,367	13.69%	161,723	13.35%
Age 45 - 49	8,595	7.64%	25,799	7.30%	86,621	7.15%
Age 50 - 54	8,376	7.44%	26,385	7.47%	92,771	7.66%
Age 55 - 59	6,851	6.09%	22,167	6.27%	82,226	6.79%
Age 60 - 64	5,390	4.79%	17,306	4.90%	66,372	5.48%
Age 65 - 74	7,789	6.92%	23,210	6.57%	84,461	6.97%
Age 75 - 84	6,437	5.72%	17,410	4.93%	59,134	4.88%
Age 85 and over	3,022	2.69%	7,940	2.25%	27,483	2.27%
Age 65 and over	17,248	15.33%	48,560	13.74%	171,078	14.12%
Median Age	38.70		37.50		38.40	
Average Age	39.20		38.20		38.90	

Demographic Detail Report

Hoover Eleven

Radius	3 Mile	5 Mile	10 Mile
2011 Population By Race	112,509	353,300	1,211,377
White	87,670 77.92%	225,452 63.81%	699,867 57.77%
Black or African American	17,298 15.37%	105,904 29.98%	431,084 35.59%
American Indian and Alaska Native	527 0.47%	1,335 0.38%	3,715 0.31%
Asian	3,582 3.18%	10,716 3.03%	44,283 3.66%
Native Hawaiian and Pacific Islander	19 0.02%	59 0.02%	221 0.02%
Other Race	431 0.38%	1,364 0.39%	5,098 0.42%
Two or More Races	2,982 2.65%	8,472 2.40%	27,108 2.24%
2011 Population by Hispanic Origin	112,509	353,302	1,211,376
Not Hispanic or Latino	110,140 97.89%	346,822 98.17%	1,189,648 98.21%
Hispanic or Latino	2,369 2.11%	6,480 1.83%	21,728 1.79%
2011 Age 5+ Language at Home	106,832	355,791	1,247,478
Speak Only English	97,298 91.08%	320,885 90.19%	1,105,211 88.60%
Speak Asian or Pacific Island	1,915 1.79%	7,566 2.13%	21,996 1.76%
Speak IndoEuropean	5,123 4.80%	16,142 4.54%	69,787 5.59%
Speak Spanish	1,040 0.97%	3,929 1.10%	16,337 1.31%
Speak Other Language	1,456 1.36%	7,269 2.04%	34,147 2.74%
2011 Median Age, Male	37.10	35.80	36.70
2011 Average Age, Male	37.50	36.60	37.30
Median Age, Female	40.20	39.10	40.10
Average Age, Female	40.70	39.60	40.30
2011 Population by Occupation Classification (Age 16+)	51,659	159,423	555,599
Blue Collar	15,055 29.14%	42,914 26.92%	119,587 21.52%
White Collar	26,354 51.02%	82,901 52.00%	326,366 58.74%
Service	10,250 19.84%	33,608 21.08%	109,646 19.73%
2011 Population by Marital Status (Age 15+)	92,319	301,709	1,067,992
Total, Never Married	29,574 32.03%	109,109 36.16%	406,663 38.08%
Married	44,027 47.69%	133,172 44.14%	455,571 42.66%
Widowed	7,899 8.56%	24,271 8.04%	83,370 7.81%
Divorced	10,819 11.72%	35,157 11.65%	122,388 11.46%

Demographic Detail Report

Hoover Eleven

Radius	3 Mile		5 Mile		10 Mile	
2011 Population by Education	78,292		249,772		882,037	
Less Than 9th Grade	2,430	3.10%	7,993	3.20%	28,475	3.23%
Some High School, No Diploma	10,027	12.81%	33,327	13.34%	105,434	11.95%
High School Grad (Incl Equivalency)	30,645	39.14%	93,724	37.52%	281,830	31.95%
Some College, No Degree	18,554	23.70%	61,582	24.66%	207,509	23.53%
Associate Degree	5,521	7.05%	18,034	7.22%	64,367	7.30%
Bachelor Degree	7,453	9.52%	24,332	9.74%	120,418	13.65%
Advanced Degrees	3,662	4.68%	10,780	4.32%	74,004	8.39%
2011 Population by Occupation (Age 16+)	61,909		193,032		665,247	
Management, Business, & Financial	14,498	23.42%	45,982	23.82%	165,131	24.82%
Professional & Related Occupations	2,265	3.66%	6,377	3.30%	27,889	4.19%
Services	27,331	44.15%	88,245	45.72%	308,210	46.33%
Sales & Office	5,158	8.33%	16,188	8.39%	62,021	9.32%
Farming, Fishing, and Forestry	103	0.17%	143	0.07%	488	0.07%
Construction and Extraction, Maint	2,576	4.16%	7,162	3.71%	19,742	2.97%
Production & Transportation	9,978	16.12%	28,935	14.99%	81,766	12.29%
2011 Workers by Travel Time to Work (Age 16+)	52,273		161,891		561,903	
Less Than 15 Minutes	12,688	24.27%	35,230	21.76%	122,051	21.72%
15 to 29 Minutes	19,317	36.95%	61,404	37.93%	212,430	37.81%
30 to 44 Minutes	11,908	22.78%	36,335	22.44%	123,059	21.90%
45 to 59 Minutes	3,227	6.17%	10,869	6.71%	38,766	6.90%
60+ Minutes	5,133	9.82%	18,053	11.15%	65,597	11.67%
2000 Households by HH Size	45,663		140,026		495,325	
1-Person Households	14,331	31.38%	41,885	29.91%	162,209	32.75%
2-Person Households	13,681	29.96%	41,032	29.30%	146,439	29.56%
3-Person Households	7,360	16.12%	23,289	16.63%	77,361	15.62%
4-Person Households	5,714	12.51%	18,061	12.90%	59,057	11.92%
5-Person Households	2,705	5.92%	9,078	6.48%	28,902	5.83%
6-Person Households	1,144	2.51%	3,888	2.78%	12,043	2.43%
7 or more Person Households	728	1.59%	2,793	1.99%	9,314	1.88%
2011 Average Household Size	2.46		2.54		2.45	

Demographic Detail Report

Hoover Eleven

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Households			
2016 Projection	44,773	135,460	475,208
2011 Estimate	45,148	137,987	488,435
2010 Census	45,663	140,026	495,325
Growth 2011 - 2016	-0.80%	-1.80%	-2.70%
Growth 2010 - 2011	-1.10%	-1.50%	-1.40%
2011 Households by HH Income	45,144	137,980	488,427
Income: Less than \$15,000	6,419 14.22%	21,987 15.93%	88,582 18.14%
Income: \$15,000 - \$24,999	5,834 12.92%	17,778 12.88%	59,666 12.22%
Income: \$25,000 - \$34,999	5,877 13.02%	17,332 12.56%	57,849 11.84%
Income: \$35,000 - \$49,999	7,346 16.27%	22,208 16.10%	72,881 14.92%
Income: \$50,000 - \$74,999	9,253 20.50%	27,342 19.82%	86,063 17.62%
Income: \$75,000 - \$99,999	5,321 11.79%	15,886 11.51%	53,622 10.98%
Income: \$100,000 - \$149,999	3,983 8.82%	11,818 8.57%	47,550 9.74%
Income: \$150,000 - \$199,999	733 1.62%	2,404 1.74%	12,888 2.64%
Income: \$200,000+	378 0.84%	1,225 0.89%	9,326 1.91%
2011 Avg Household Income	\$53,709	\$52,974	\$56,218
2011 Med Household Income	\$42,830	\$41,766	\$41,620
2011 Per Capita Income	\$21,852	\$20,903	\$23,036
2011 Occupied Housing	45,149	137,986	488,435
Owner Occupied	32,047 70.98%	96,267 69.77%	317,410 64.99%
Renter Occupied	13,102 29.02%	41,719 30.23%	171,025 35.01%
2000 Housing Units	51,350	163,873	595,712
1 Unit Attached	2,814 5.48%	8,999 5.49%	48,349 8.12%
1 Unit Detached	40,170 78.23%	129,719 79.16%	405,201 68.02%
2 Units	473 0.92%	2,159 1.32%	27,027 4.54%
3 - 19 Units	5,253 10.23%	14,391 8.78%	65,722 11.03%
20 - 49 Units	705 1.37%	1,838 1.12%	14,669 2.46%
50 or more Units	1,628 3.17%	4,509 2.75%	28,441 4.77%
Mobile Home or Trailer	307 0.60%	2,258 1.38%	6,200 1.04%
Boat, RV, Van, Etc.	0 0.00%	0 0.00%	103 0.02%

Demographic Detail Report

Hoover Eleven

Radius	3 Mile		5 Mile		10 Mile	
2011 Housing Value - Owner Occupied	36,598		110,450		355,816	
Value Less than \$20,000	495	1.35%	2,366	2.14%	9,846	2.77%
Value \$20,000 - \$39,999	561	1.53%	3,057	2.77%	12,492	3.51%
Value \$40,000 - \$59,999	1,671	4.57%	6,139	5.56%	17,763	4.99%
Value \$60,000 - \$79,999	2,957	8.08%	10,464	9.47%	27,502	7.73%
Value \$80,000 - \$99,999	4,952	13.53%	16,774	15.19%	37,815	10.63%
Value \$100,000 - \$149,999	13,594	37.14%	38,446	34.81%	93,550	26.29%
Value \$150,000 - \$199,999	10,351	28.28%	25,635	23.21%	84,824	23.84%
Value \$200,000 - \$299,999	1,656	4.52%	6,107	5.53%	48,321	13.58%
Value \$300,000 - \$399,999	148	0.40%	750	0.68%	12,880	3.62%
Value \$400,000 - \$499,999	88	0.24%	250	0.23%	4,854	1.36%
Value \$500,000 - \$749,999	39	0.11%	127	0.11%	3,781	1.06%
Value \$750,000 - \$999,999	8	0.02%	123	0.11%	1,053	0.30%
Value \$1,000,000 or more	78	0.21%	212	0.19%	1,135	0.32%
2011 Med Housing Val-Owner Occupied	\$129,349		\$120,983		\$138,995	
2011 Housing Units by Yr Built	51,348		163,874		595,711	
Built 2005 to Present	210	0.41%	909	0.55%	4,846	0.81%
Built 2000 to 2004	760	1.48%	2,700	1.65%	14,352	2.41%
Built 1990 to 1999	1,847	3.60%	5,784	3.53%	29,487	4.95%
Built 1980 to 1989	2,258	4.40%	7,313	4.46%	33,458	5.62%
Built 1970 to 1979	6,046	11.77%	18,941	11.56%	71,864	12.06%
Built 1960 to 1969	16,932	32.97%	37,809	23.07%	84,855	14.24%
Built 1950 to 1959	15,392	29.98%	52,408	31.98%	139,929	23.49%
Built 1940 to 1949	4,956	9.65%	23,308	14.22%	91,964	15.44%
Built 1939 or Earlier	2,947	5.74%	14,702	8.97%	124,956	20.98%
2011 Median Year Built	1961		1958		1956	

Demographic Market Comparison Report

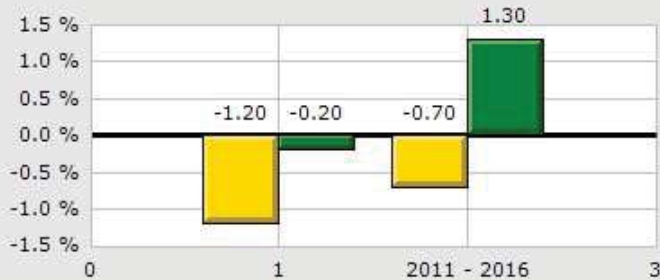
3 mile radius

Hoover Eleven

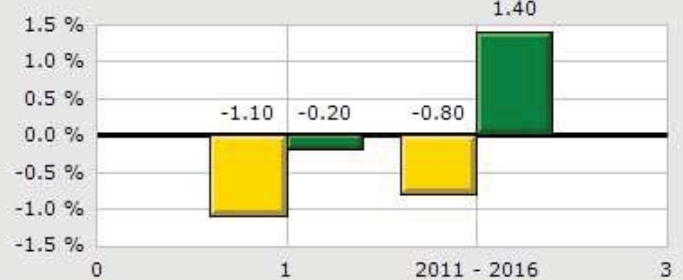
Type: **Shopping Center/Community Center**
 County: **Macomb**

3 Mile
County

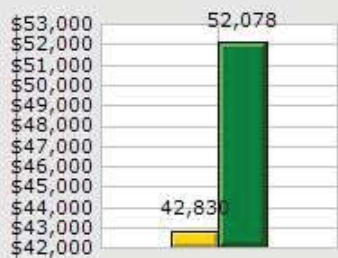
Population Growth



Household Growth



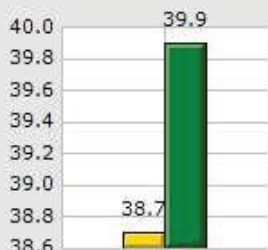
2011 Med Household Inc



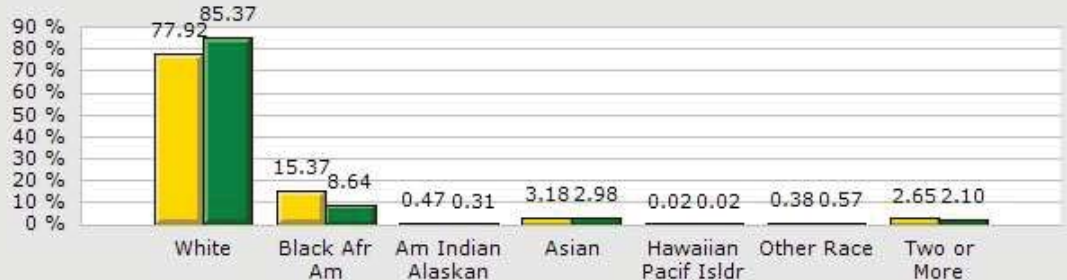
2011 Households by Household Income



2011 Median Age



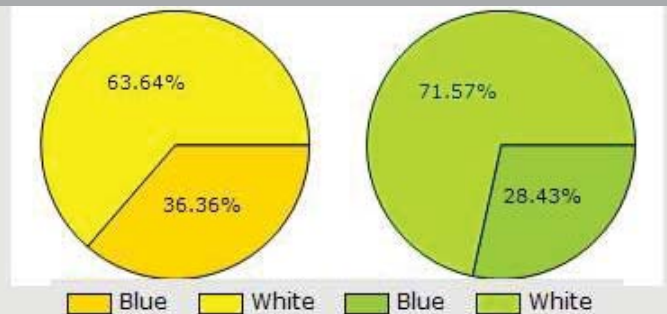
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Hoover Eleven

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

	3 Mile		County	
Population				
Growth 2010 - 2011	-1.20%		-0.20%	
Growth 2011 - 2016	-0.70%		1.30%	
2011 Blue Collar	15,055	36.36%	92,170	28.43%
2011 White Collar	26,354	63.64%	232,055	71.57%
2011 Population By Race				
	112,509		839,425	
White	87,670	77.92%	716,651	85.37%
Black Afr Am	17,298	15.37%	72,526	8.64%
Am Indian Alaskan	527	0.47%	2,639	0.31%
Asian	3,582	3.18%	25,022	2.98%
Hawaiian Pacif Islldr	19	0.02%	178	0.02%
Other Race	431	0.38%	4,809	0.57%
Two or More	2,982	2.65%	17,600	2.10%
Households				
Growth 2010 - 2011	-1.10%		-0.20%	
Growth 2011 - 2016	-0.80%		1.40%	
Renter Occupied	13,102	29.02%	80,475	24.31%
Owner Occupied	32,047	70.98%	250,574	75.69%
2011 Households by HH Income				
	45,144		331,043	
Income < \$35,000	18,130	40.16%	110,226	33.30%
Income \$35,000 - \$74,999	16,599	36.77%	109,783	33.16%
Income \$75,000 - \$149,999	9,304	20.61%	91,053	27.50%
Income \$150,000 - \$199,999	733	1.62%	12,602	3.81%
Income \$200,000+	378	0.84%	7,379	2.23%
2011 Median Household Income	\$42,830		\$52,078	
2011 Median Age	38.70		39.90	

Consumer Spending Report

Hoover Eleven

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$1,301,718	\$3,927,487	\$14,702,817
Total Apparel	\$51,678	\$156,472	\$590,499
Women's Apparel	18,309	55,242	208,008
Men's Apparel	10,481	31,643	119,225
Girl's Apparel	3,946	12,012	44,826
Boy's Apparel	3,206	9,766	36,145
Infant Apparel	3,221	9,785	36,711
Footwear (excl. Infants)	7,087	21,491	81,167
Other Apparel Prod/Services	5,428	16,535	64,417
Total Entertainment	\$120,114	\$361,480	\$1,360,497
Sports and Recreation	4,803	14,452	53,868
TV, Radio and Sound Equipment	44,272	133,578	500,568
Reading Materials	5,752	17,057	63,201
Travel	63,807	191,920	726,135
Photographic Equipment	1,480	4,473	16,725
Total Food At Home	\$109,006	\$328,318	\$1,234,486
Cereal Products	6,646	20,019	75,193
Bread & Bakery Products	14,899	44,624	165,793
Seafood	5,511	16,713	64,110
Meat/Poultry/Fish/Eggs	36,780	111,159	418,849
Dairy Products	17,784	53,334	198,715
Fruits and Vegetables	27,385	82,469	311,826
Total Food Away From Home	\$107,163	\$324,644	\$1,221,888
Breakfast and Brunch	10,459	31,441	118,289
Dinner	50,103	151,983	572,372
Lunch	35,094	106,482	401,164
Snacks and Non Alcoholic Bev	7,846	23,635	88,701
Catered Affairs	3,662	11,103	41,362

Consumer Spending Report

Hoover Eleven

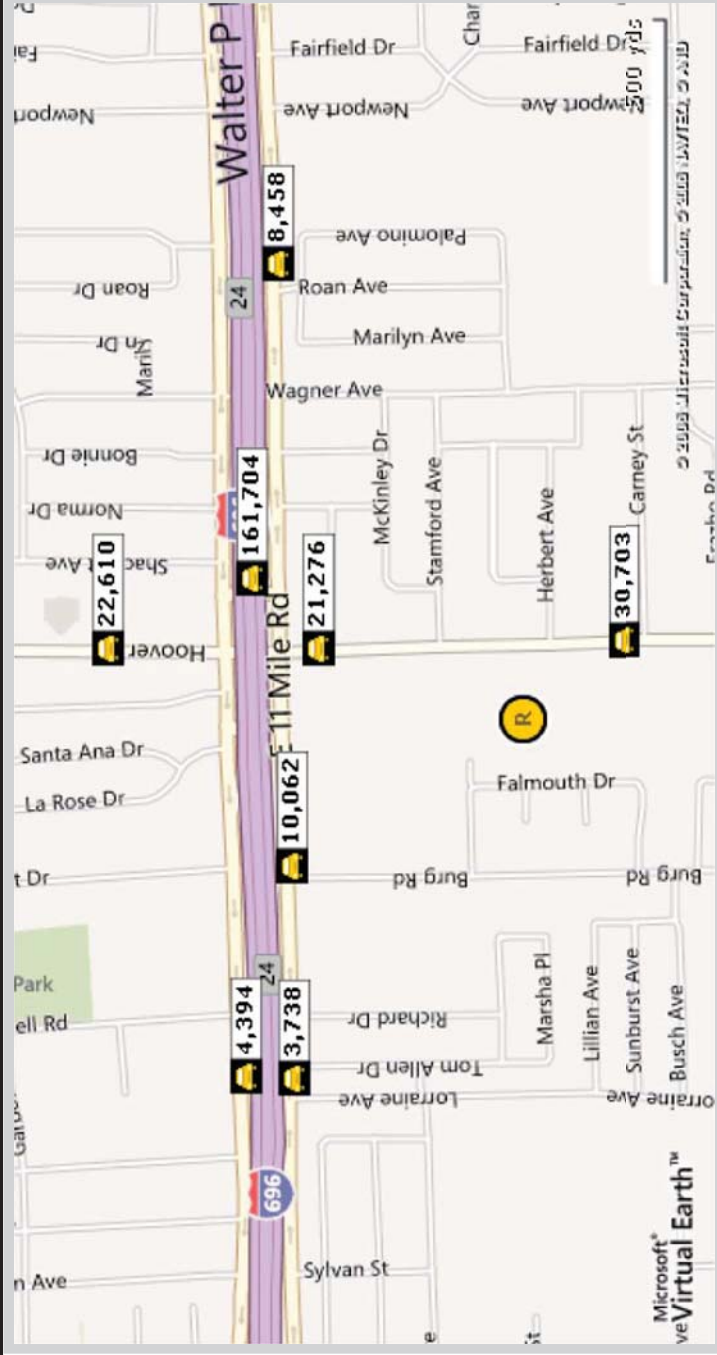
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$20,850	\$62,910	\$235,364
Alcoholic Bev. at Home	11,602	35,186	133,273
Alcoholic Bev. away from Home	9,248	27,724	102,092
Total Furniture/Appliances	\$116,314	\$350,528	\$1,319,134
Bedroom Furniture	5,970	18,256	70,487
Living Room Furniture	10,188	30,695	115,802
Other Living & Family Room Furniture	2,619	7,978	30,387
Other Furniture	1,384	4,144	15,221
Major Appliances	10,560	31,557	116,894
Small Appliances & Housewares	23,721	71,516	269,284
Misc Household Equipment	61,872	186,382	701,059
Total Transportation/Maint.	\$289,381	\$874,862	\$3,267,840
New Autos/Trucks/Vans	74,737	226,697	853,688
Used Vehicles	71,561	216,220	804,304
Purchase of RVs or Boats	7,795	23,313	88,806
Gasoline	100,858	304,691	1,130,333
Diesel Fuel	1,559	4,626	17,047
Automotive Maintenance/Repair	32,871	99,314	373,663
Total Health Care	\$58,712	\$175,350	\$647,794
Medical Services	33,303	99,769	369,763
Prescription Drugs	19,599	58,279	214,027
Medical Supplies	5,810	17,302	64,004
Total Education/Day Care	\$102,194	\$305,690	\$1,130,249
Education	45,758	136,357	502,483
Room and Board	4,262	13,126	50,484
Tuition/School Supplies	40,498	120,289	442,264
Day Care, Nursery & Preschool	11,677	35,917	135,018

Hoover Eleven

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	3,887	63,886	16
Total Retail	829	8,897	11
Home Improvement Stores	60	658	11
General Merchandise Stores	26	303	12
Food Stores	81	959	12
Auto Dealers and Gas Stations	138	1,226	9
Apparel and Accessory Stores	30	127	4
Furniture and Home Furnishings	52	609	12
Eating and Drinking Places	230	3,694	16
Miscellaneous Retail Stores	212	1,321	6
Finance-Insurance-Real Estate	254	1,490	6
Banks, Saving and Lending Inst.	76	683	9
Security Brokers and Investments	21	122	6
Insurance Carriers and Agencies	57	331	6
Real Estate-Trust-Holding Co.	100	354	4
Services	1,539	19,072	12
Hotels and Lodging	16	324	20
Motion Picture and Amusement	69	578	8
Health Services	248	4,569	18
Legal Services	41	93	2
Educational Services	103	3,355	33
Auto Services	217	1,618	7
Other Services	845	8,535	10
Agriculture/Mining	72	471	7
Construction	313	2,001	6
Manufacturing	391	18,508	47
Transportation, Comm./Pub Util.	146	3,606	25
Wholesale Trade	253	3,721	15
Government	90	6,120	68
Daytime Population	63,886		
Daytime Population/Business	16		

Traffic Count Report

Hoover Eleven



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 Hoover Rd	Carney St	0.03 S	2010	30,703	MPSI	.14
2 Hoover Rd	Bloomfield Ave	0.02 S	2010	21,276	MPSI	.24
3 E 11 Mile Rd	Burg Rd	0.01 W	2010	10,062	MPSI	.30
4 I-696	Hoover Rd	0.08 W	2010	161,704	MPSI	.33
5 Hoover Rd	Garbor Ave	0.12 N	2010	22,610	MPSI	.46
6 E 11 Mile Rd	Tom Allen Dr	0.02 E	2010	3,738	MPSI	.47
7 11 Mile E I-696	Campbell Rd	0.07 E	2010	4,068	MPSI	.49
8 E 11 Mile Rd	Tom Allen Dr	0.06 S	2007	4,394	ADT	.49
9 E 11 Mile Rd	Wagner Ave	0.14 W	2010	8,849	MPSI	.57
10 E 11 Mile Rd	Roan Ave	0.03 W	2007	8,458	ADT	.57