

Demographic Summary Report

Roseville Towne Center

Radius	3 Mile		5 Mile		10 Mile	
Population						
2014 Projection	130,720		304,883		979,378	
2009 Estimate	131,672		307,005		989,167	
2000 Census	132,909		309,448		1,007,640	
Growth 2009 - 2014	-0.70%		-0.70%		-1.00%	
Growth 2000 - 2009	-0.90%		-0.80%		-1.80%	
2009 Population by Hispanic Origin	2,228		5,173		16,428	
2009 Population By Race	131,672		307,005		989,167	
White	123,275	93.62%	274,003	89.25%	675,813	68.32%
Black or African American	2,527	1.92%	17,660	5.75%	250,052	25.28%
American Indian and Alaska Native	467	0.35%	1,005	0.33%	2,811	0.28%
Asian	2,733	2.08%	7,777	2.53%	34,821	3.52%
Native Hawaiian and Pacific Islander	29	0.02%	81	0.03%	211	0.02%
Other Race	377	0.29%	999	0.33%	3,987	0.40%
Two or More Races	2,265	1.72%	5,479	1.78%	21,473	2.17%
Households						
2014 Projection	55,311		128,604		380,752	
2009 Estimate	55,221		128,461		381,836	
2000 Census	54,695		127,404		383,737	
Growth 2009 - 2014	0.20%		0.10%		-0.30%	
Growth 2000 - 2009	1.00%		0.80%		-0.50%	
Owner Occupied	44,224	80.09%	102,076	79.46%	280,526	73.47%
Renter Occupied	10,997	19.91%	26,385	20.54%	101,310	26.53%
2009 Households by HH Income	55,222		128,461		381,835	
Income Less Than \$15,000	4,802	8.70%	10,530	8.20%	41,931	10.98%
Income: \$15,000 - \$24,999	4,877	8.83%	10,949	8.52%	33,884	8.87%
Income: \$25,000 - \$34,999	5,549	10.05%	12,914	10.05%	38,995	10.21%
Income: \$35,000 - \$49,999	8,249	14.94%	18,653	14.52%	52,060	13.63%
Income: \$50,000 - \$74,999	14,202	25.72%	33,117	25.78%	89,481	23.43%
Income: \$75,000 - \$99,999	9,146	16.56%	21,686	16.88%	56,689	14.85%
Income: \$100,000 - \$149,999	6,504	11.78%	15,594	12.14%	48,652	12.74%
Income: \$150,000 - \$249,999	1,629	2.95%	4,228	3.29%	16,609	4.35%
Income: \$250,000 - \$499,999	239	0.43%	700	0.54%	3,054	0.80%
Income: \$500,000 or more	25	0.05%	90	0.07%	480	0.13%
2009 Avg Household Income	\$64,285		\$66,068		\$66,844	
2009 Med Household Income	\$58,576		\$59,610		\$56,948	
2009 Per Capita Income	\$27,092		\$27,815		\$25,992	

Demographic Detail Report

Roseville Towne Center

Radius	3 Mile		5 Mile		10 Mile	
Population						
2014 Projection	130,720		304,883		979,378	
2009 Estimate	131,672		307,005		989,167	
2000 Census	132,909		309,448		1,007,640	
Growth 2009 - 2014	-0.70%		-0.70%		-1.00%	
Growth 2000 - 2009	-0.90%		-0.80%		-1.80%	
2009 Population by Age	131,672		307,005		989,167	
Age 0 - 4	7,651	5.81%	17,922	5.84%	67,249	6.80%
Age 5 - 9	7,812	5.93%	18,207	5.93%	68,896	6.97%
Age 10 - 14	7,968	6.05%	18,658	6.08%	68,747	6.95%
Age 15 - 17	4,800	3.65%	11,380	3.71%	42,084	4.25%
Age 18 - 20	4,389	3.33%	10,350	3.37%	38,264	3.87%
Age 21 - 24	5,402	4.10%	12,755	4.15%	46,461	4.70%
Age 25 - 34	15,861	12.05%	35,917	11.70%	125,670	12.70%
Age 35 - 44	19,250	14.62%	44,876	14.62%	141,894	14.34%
Age 45 - 49	10,449	7.94%	24,152	7.87%	75,193	7.60%
Age 50 - 54	10,257	7.79%	23,488	7.65%	71,282	7.21%
Age 55 - 59	8,838	6.71%	20,145	6.56%	61,389	6.21%
Age 60 - 64	6,849	5.20%	15,948	5.19%	48,426	4.90%
Age 65 - 74	9,868	7.49%	23,398	7.62%	63,781	6.45%
Age 75 - 84	8,673	6.59%	20,439	6.66%	48,106	4.86%
Age 85 and over	3,605	2.74%	9,371	3.05%	21,726	2.20%
Age 16 and over	106,641	80.99%	248,418	80.92%	770,178	77.86%
Age 18 and over	103,441	78.56%	240,838	78.45%	742,191	75.03%
Age 21 and over	99,052	75.23%	230,488	75.08%	703,927	71.16%
Age 65 and over	22,146	16.82%	53,208	17.33%	133,613	13.51%
Median Age	41.30		41.40		37.70	
Average Age	40.80		41.00		37.90	

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Radius	3 Mile	5 Mile	10 Mile
2009 Population By Race	131,672	307,005	989,167
White	123,275 93.62%	274,003 89.25%	675,813 68.32%
Black or African American	2,527 1.92%	17,660 5.75%	250,052 25.28%
American Indian and Alaska Native	467 0.35%	1,005 0.33%	2,811 0.28%
Asian	2,733 2.08%	7,777 2.53%	34,821 3.52%
Native Hawaiian and Pacific Islander	29 0.02%	81 0.03%	211 0.02%
Other Race	377 0.29%	999 0.33%	3,987 0.40%
Two or More Races	2,265 1.72%	5,479 1.78%	21,473 2.17%
2009 Population by Hispanic Origin	131,672	307,006	989,167
Not Hispanic or Latino	129,444 98.31%	301,832 98.31%	972,739 98.34%
Hispanic or Latino:	2,228 1.69%	5,173 1.68%	16,428 1.66%
Mexican	1,373 1.04%	3,114 1.01%	9,592 0.97%
Puerto Rican	187 0.14%	464 0.15%	1,631 0.16%
Cuban	90 0.07%	200 0.07%	587 0.06%
Other Hispanic or Latino	578 0.44%	1,396 0.45%	4,618 0.47%
2009 Age 5+ Language at Home	124,021	289,084	921,918
Speak Only English	114,167 92.05%	261,429 90.43%	814,038 88.30%
Speak Asian or Pacific Island	1,151 0.93%	3,588 1.24%	14,036 1.52%
Speak IndoEuropean	6,681 5.39%	18,153 6.28%	61,053 6.62%
Speak Spanish	973 0.78%	3,053 1.06%	11,164 1.21%
Speak Other Language	1,049 0.85%	2,861 0.99%	21,627 2.35%
2009 Median Age, Male	39.50	39.60	36.10
2009 Average Age, Male	39.00	39.10	36.40
Median Age, Female	43.10	43.20	39.10
Average Age, Female	42.50	42.70	39.40
2009 Population by Employment Status (Age 16+)	106,642	248,419	770,178
In Armed Forces	60 0.06%	116 0.05%	641 0.08%
Civilian, Employed	50,923 47.75%	118,604 47.74%	366,969 47.65%
Civilian, Unemployed	10,906 10.23%	25,104 10.11%	89,296 11.59%
Not In Labor Force	44,753 41.97%	104,595 42.10%	313,272 40.68%
2009 Population by Occupation Classification (Age 16+)	50,922	118,604	366,969
Blue Collar	13,029 25.59%	28,525 24.05%	83,143 22.66%
White Collar	28,891 56.74%	69,897 58.93%	217,009 59.14%
Service	9,002 17.68%	20,182 17.02%	66,817 18.21%

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Radius	3 Mile	5 Mile	10 Mile
2000 Population by Marital Status (Age 15+)	108,240	252,219	784,274
Total, Never Married	29,973 27.69%	70,764 28.06%	257,907 32.88%
Married	55,256 51.05%	128,611 50.99%	376,441 48.00%
Widowed	9,926 9.17%	23,077 9.15%	59,822 7.63%
Divorced	13,085 12.09%	29,767 11.80%	90,104 11.49%
Males Divorced	4,938	11,042	34,512
Females Divorced	6,832	15,898	48,655
Males, Never Married	15,325	35,415	125,987
Females Never Married	12,242	29,690	116,248
2009 Population by Education	93,650	217,733	657,465
Less Than 9Th Grade	3,366 3.59%	7,856 3.61%	28,211 4.29%
Some High School, No Diploma	11,581 12.37%	24,795 11.39%	81,105 12.34%
High School Graduate (Includes Equivalency)	36,279 38.74%	80,071 36.77%	220,383 33.52%
Some College, No Degree	22,879 24.43%	51,713 23.75%	153,920 23.41%
Associate Degree	7,068 7.55%	16,719 7.68%	49,363 7.51%
Bachelor Degree	8,607 9.19%	24,463 11.24%	80,940 12.31%
Advanced Degrees	3,870 4.13%	12,116 5.56%	43,543 6.62%
2009 Population by Occupation (Age 16+)	59,924	138,787	433,787
Management, Business, & Financial	14,489 24.18%	34,914 25.16%	107,698 24.83%
Professional & Related Occupations	2,263 3.78%	5,430 3.91%	18,234 4.20%
Services	26,258 43.82%	60,918 43.89%	196,052 45.20%
Sales & Office	6,258 10.44%	14,069 10.14%	42,992 9.91%
Farming, Fishing, and Forestry	28 0.05%	62 0.04%	204 0.05%
Construction and Extraction, Maint	2,945 4.91%	5,929 4.27%	14,936 3.44%
Production & Transportation	7,683 12.82%	17,465 12.58%	53,671 12.37%
2009 Workers by Travel Time to Work (Age 16+)	50,982	118,720	367,609
Less Than 15 Minutes	12,135 23.80%	27,205 22.92%	75,947 20.66%
15 to 29 Minutes	20,622 40.45%	47,771 40.24%	148,498 40.40%
30 to 44 Minutes	11,087 21.75%	26,541 22.36%	85,643 23.30%
45 to 59 Minutes	4,177 8.19%	10,457 8.81%	31,058 8.45%
60+ Minutes	2,961 5.81%	6,746 5.68%	26,463 7.20%

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Households			
2014 Projection	55,311	128,604	380,752
2009 Estimate	55,221	128,461	381,836
2000 Census	54,695	127,404	383,737
Growth 2009 - 2014	0.20%	0.10%	-0.30%
Growth 2000 - 2009	1.00%	0.80%	-0.50%
2000 Households by HH Size	54,695	127,405	383,737
1-Person Households	15,996 29.25%	38,142 29.94%	107,380 27.98%
2-Person Households	18,077 33.05%	41,855 32.85%	115,856 30.19%
3-Person Households	8,865 16.21%	20,358 15.98%	63,154 16.46%
4-Person Households	7,392 13.51%	16,821 13.20%	53,380 13.91%
5-Person Households	3,072 5.62%	7,023 5.51%	26,200 6.83%
6-Person Households	937 1.71%	2,255 1.77%	10,253 2.67%
7 or more Person Households	356 0.65%	951 0.75%	7,514 1.96%
2009 Average Household Size	2.37	2.37	2.56
2009 Households by HH Income	55,222	128,461	381,835
Income Less than \$15,000	4,802 8.70%	10,530 8.20%	41,931 10.98%
Income: \$15,000 - \$24,999	4,877 8.83%	10,949 8.52%	33,884 8.87%
Income: \$25,000 - \$34,999	5,549 10.05%	12,914 10.05%	38,995 10.21%
Income: \$35,000 - \$49,999	8,249 14.94%	18,653 14.52%	52,060 13.63%
Income: \$50,000 - \$74,999	14,202 25.72%	33,117 25.78%	89,481 23.43%
Income: \$75,000 - \$99,999	9,146 16.56%	21,686 16.88%	56,689 14.85%
Income: \$100,000 - \$149,999	6,504 11.78%	15,594 12.14%	48,652 12.74%
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Income: \$250,000 - \$499,999	239 0.43%	700 0.54%	3,054 0.80%
Income: \$500,000 or more	25 0.05%	90 0.07%	480 0.13%
2009 Avg Household Income	\$64,285	\$66,068	\$66,844
2009 Med Household Income	\$58,576	\$59,610	\$56,948
2009 Per Capita Income	\$27,092	\$27,815	\$25,992
2009 Occupied Housing	55,221	128,461	381,836
Owner Occupied	44,224 80.09%	102,076 79.46%	280,526 73.47%
Renter Occupied	10,997 19.91%	26,385 20.54%	101,310 26.53%

Demographic Detail Report

Roseville Towne Center

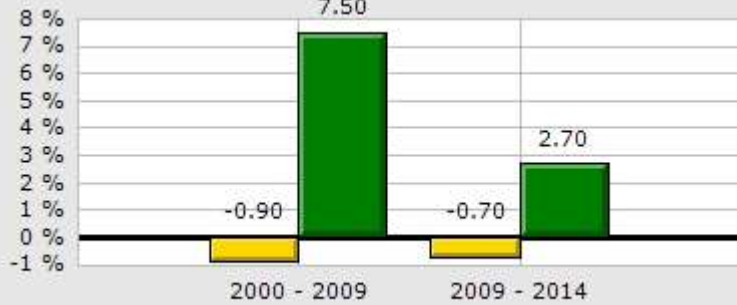
Radius	3 Mile		5 Mile		10 Mile	
2009 Housing Value - Owner Occupied	44,225		102,077		280,519	
Value Less than \$20,000	288	0.65%	1,038	1.02%	10,378	3.70%
Value \$20,000 - \$39,999	900	2.04%	2,624	2.57%	16,474	5.87%
Value \$40,000 - \$59,999	2,340	5.29%	5,565	5.45%	23,612	8.42%
Value \$60,000 - \$79,999	5,121	11.58%	11,553	11.32%	33,763	12.04%
Value \$80,000 - \$99,999	10,287	23.26%	21,523	21.09%	43,924	15.66%
Value \$100,000 - \$149,999	20,003	45.23%	41,982	41.13%	80,415	28.67%
Value \$150,000 - \$199,999	3,881	8.78%	12,696	12.44%	44,465	15.85%
Value \$200,000 - \$299,999	987	2.23%	3,740	3.66%	19,143	6.82%
Value \$300,000 - \$399,999	169	0.38%	611	0.60%	3,786	1.35%
Value \$400,000 - \$499,999	161	0.36%	410	0.40%	1,852	0.66%
Value \$500,000 - \$749,999	41	0.09%	154	0.15%	1,411	0.50%
Value \$750,000 - \$999,999	17	0.04%	67	0.07%	654	0.23%
Value \$1,000,000 or more	30	0.07%	114	0.11%	642	0.23%
2009 Med Housing Val-Owner Occupied	\$106,879		\$109,610		\$107,595	
2000 Housing Units by Units in Structure	56,145		131,031		402,922	
1 Unit Attached	2,691	4.79%	7,840	5.98%	25,286	6.28%
1 Unit Detached	44,061	78.48%	98,646	75.28%	287,711	71.41%
2 Units	527	0.94%	1,009	0.77%	14,548	3.61%
3 - 19 Units	6,421	11.44%	16,393	12.51%	44,928	11.15%
20 - 49 Units	889	1.58%	2,169	1.66%	7,022	1.74%
50 or more Units	1,289	2.30%	3,470	2.65%	12,601	3.13%
Mobile Home or Trailer	262	0.47%	1,493	1.14%	10,710	2.66%
Boat, RV, Van, Etc.	5	0.01%	11	0.01%	116	0.03%
2009 Housing Units by Yr Built	57,799		135,396		419,745	
Built 1999 to Present	1,920	3.32%	5,113	3.78%	20,986	5.00%
Built 1995 to 1998	874	1.51%	2,810	2.08%	12,984	3.09%
Built 1990 to 1994	1,323	2.29%	3,810	2.81%	14,852	3.54%
Built 1980 to 1989	3,724	6.44%	8,220	6.07%	32,571	7.76%
Built 1970 to 1979	7,039	12.18%	18,416	13.60%	59,331	14.14%
Built 1960 to 1969	12,788	22.12%	33,578	24.80%	75,278	17.93%
Built 1950 to 1959	22,320	38.62%	44,025	32.52%	101,631	24.21%
Built 1940 to 1949	4,603	7.96%	12,908	9.53%	55,565	13.24%
Built 1939 or Earlier	3,208	5.55%	6,516	4.81%	46,547	11.09%
2009 Median Year Built	1959		1961		1961	

Roseville Towne Center

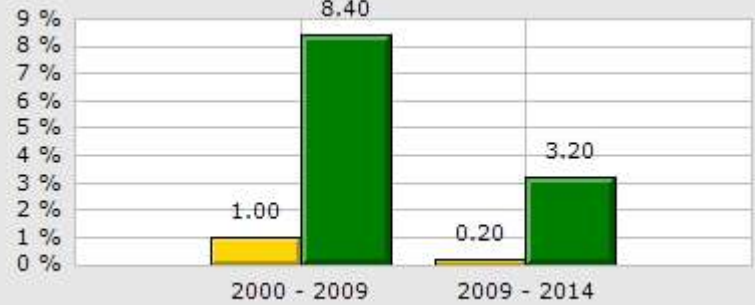
Type: **Shopping Center/Community Center**
 County: **Macomb**

3 Mile
 County

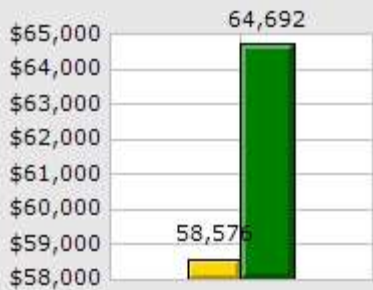
Population Growth



Household Growth



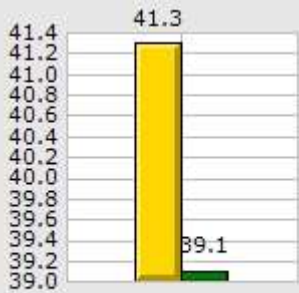
2009 Med Household Inc



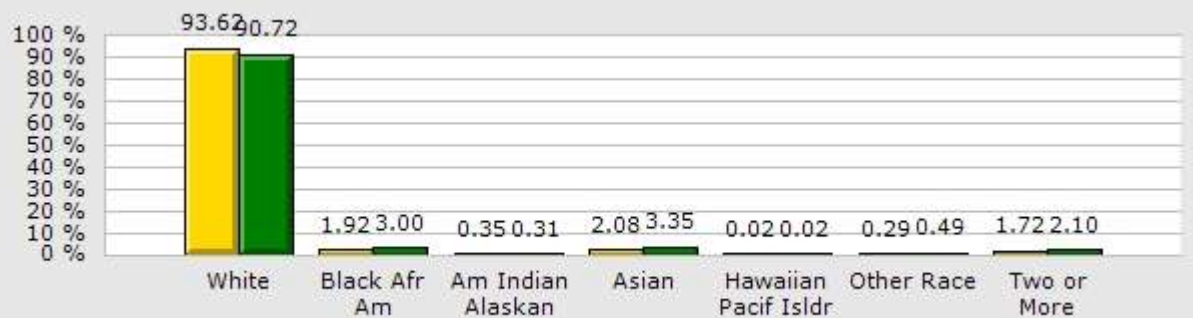
2009 Households by Household Income



2009 Median Age



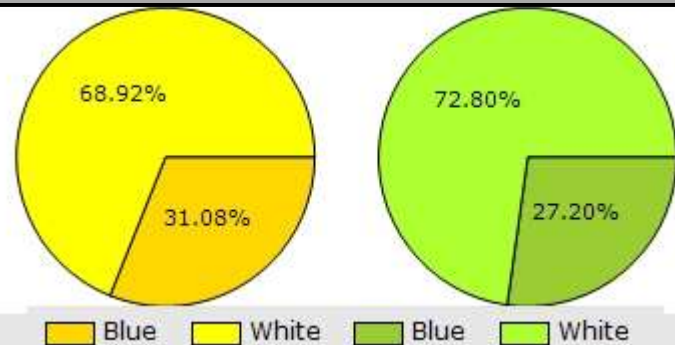
2009 Population by Race



2009 Renter vs. Owner



2009 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Roseville Towne Center

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

	3 Mile		County	
Population				
Growth 2000 - 2009	-0.90%		7.50%	
Growth 2009 - 2014	-0.70%		2.70%	
2009 Blue Collar	13,029	31.08%	78,467	27.20%
2009 White Collar	28,891	68.92%	209,967	72.80%
2009 Population By Race	131,673		847,378	
White	123,275	93.62%	768,725	90.72%
Black Afr Am	2,527	1.92%	25,447	3.00%
Am Indian Alaskan	467	0.35%	2,666	0.31%
Asian	2,733	2.08%	28,369	3.35%
Hawaiian Pacif Islldr	29	0.02%	185	0.02%
Other Race	377	0.29%	4,165	0.49%
Two or More	2,265	1.72%	17,821	2.10%
Households				
Growth 2000 - 2009	1.00%		8.40%	
Growth 2009 - 2014	0.20%		3.20%	
Renter Occupied	10,997	19.91%	72,716	21.70%
Owner Occupied	44,224	80.09%	262,406	78.30%
2009 Households by HH Income	55,222		335,122	
Income < \$35,000	15,228	27.58%	78,014	23.28%
Income \$35,000 - \$74,999	22,451	40.66%	122,460	36.54%
Income \$75,000 - \$149,999	15,650	28.34%	109,509	32.68%
Income \$150,000 - \$249,999	1,629	2.95%	21,337	6.37%
Income \$250,000+	264	0.48%	3,802	1.13%
2009 Median Household Income	\$58,576		\$64,692	
2009 Median Age	41.30		39.10	

Consumer Spending Report

Roseville Towne Center

2009 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$1,897,456	\$4,538,339	\$13,735,310
Total Apparel	\$66,929	\$160,201	\$486,502
Women's Apparel	27,990	66,918	200,537
Men's Apparel	16,046	38,400	116,093
Girl's Apparel	6,027	14,365	44,220
Boy's Apparel	4,640	11,046	34,474
Infant Apparel	4,386	10,508	32,671
Footwear (excl. Infants)	10,173	24,376	74,930
Other Apparel Prod/Services	7,839	18,964	58,507
Total Entertainment	\$173,666	\$415,304	\$1,235,364
Sports and Recreation	7,432	17,717	53,284
TV, Radio and Sound Equipment	61,019	145,730	442,508
Reading Materials	8,715	20,763	60,367
Travel	94,241	225,692	662,866
Photographic Equipment	2,260	5,403	16,339
Total Food At Home	\$159,109	\$379,810	\$1,141,999
Cereal Products	9,837	23,474	70,981
Bread & Bakery Products	21,499	51,186	152,807
Seafood	8,181	19,628	58,778
Meat/Poultry/Fish/Eggs	54,104	129,095	390,671
Dairy Products	25,966	61,867	185,506
Fruits and Vegetables	39,523	94,560	283,257
Total Food Away From Home	\$158,271	\$378,188	\$1,145,019
Breakfast and Brunch	15,313	36,636	110,112
Dinner	73,958	176,573	533,343
Lunch	51,842	123,886	378,641
Snacks and Non Alcoholic Bev	11,704	27,967	85,674
Catered Affairs	5,454	13,126	37,250

Consumer Spending Report

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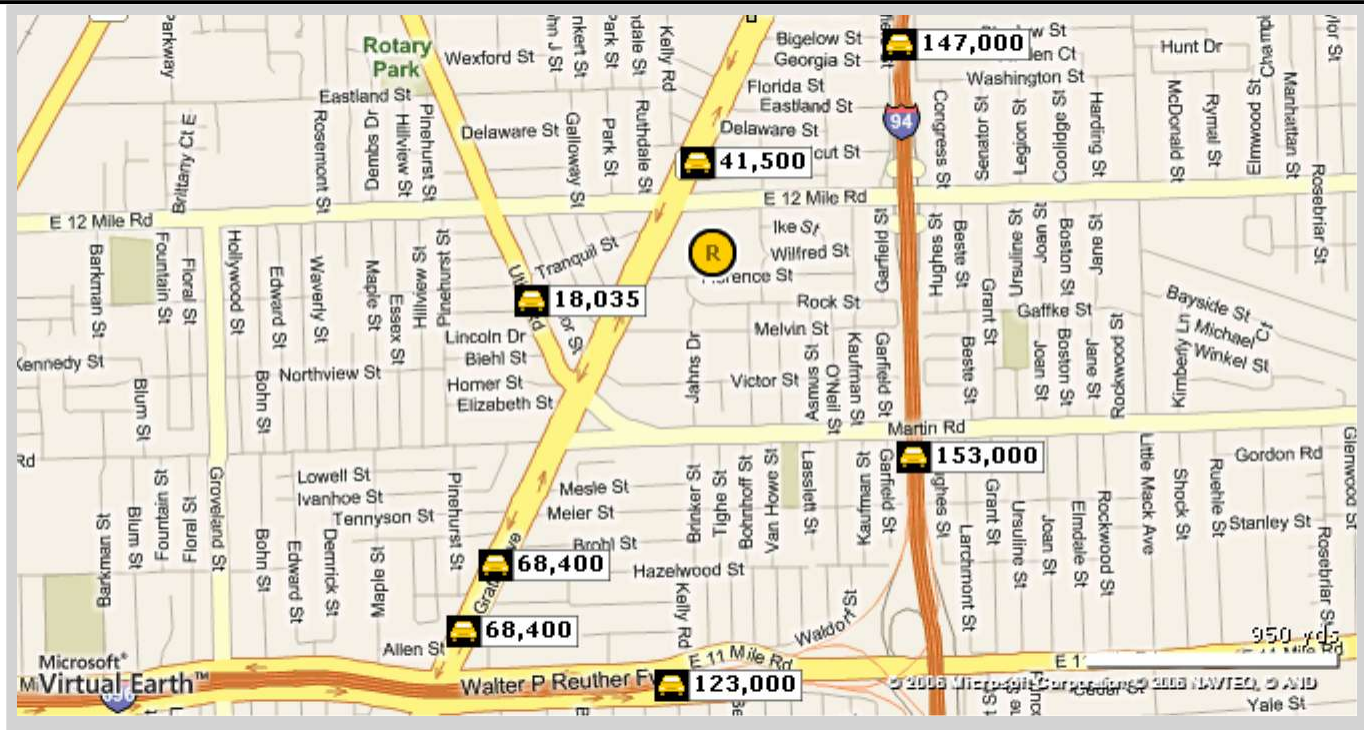
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$29,600	\$70,700	\$214,243
Alcoholic Bev. at Home	16,679	39,947	120,830
Alcoholic Bev. away from Home	12,921	30,752	93,413
Total Furniture/Appliances	\$177,585	\$425,847	\$1,287,380
Bedroom Furniture	9,777	23,573	73,712
Living Room Furniture	15,251	36,634	111,783
Other Living & Family Room Furniture	4,143	9,955	30,189
Other Furniture	1,702	4,071	12,003
Major Appliances	15,063	35,986	106,417
Small Appliances	36,979	88,685	267,975
Misc Household Equipment	94,669	226,944	685,301
Total Transportation/Maint.	\$920,273	\$2,202,704	\$6,714,650
New Autos/Trucks/Vans	123,927	297,763	898,442
Used Vehicles	97,517	233,911	732,373
Purchase of RVs or Boats	13,160	31,244	91,210
Gasoline	131,557	313,628	959,945
Diesel Fuel	1,994	4,810	14,698
Automotive Maintenance/Repair	46,601	111,527	335,322
Transportation	505,517	1,209,823	3,682,661
Total Health Care	\$87,547	\$207,977	\$610,951
Medical Services	48,958	116,508	343,475
Prescription Drugs	30,340	71,859	210,146
Medical Supplies	8,249	19,610	57,331
Total Education/Day Care	\$149,864	\$357,612	\$1,068,423
Education	66,436	158,612	471,840
Room and Board	6,378	15,264	46,138
Tuition/School Supplies	60,173	143,622	425,813
Day Care, Nursery & Preschool	16,878	40,115	124,631

Roseville Towne Center

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	4,441	49,837	11
Total Retail	1,058	14,101	13
Home Improvement Stores	79	808	10
General Merchandise Stores	39	1,678	43
Food Stores	81	1,145	14
Auto Dealers and Gas Stations	142	1,639	12
Apparel and Accessory Stores	62	431	7
Furniture and Home Furnishings	85	777	9
Eating and Drinking Places	276	5,336	19
Miscellaneous Retail Stores	294	2,287	8
Finance-Insurance-Real Estate	337	2,143	6
Banks, Saving and Lending Inst.	85	927	11
Security Brokers and Investments	29	48	2
Insurance Carriers and Agencies	84	257	3
Real Estate-Trust-Holding Co.	139	911	7
Services	1,675	16,846	10
Hotels and Lodging	18	255	14
Motion Picture and Amusement	109	913	8
Health Services	256	2,786	11
Legal Services	40	121	3
Educational Services	97	4,966	51
Auto Services	198	928	5
Other Services	957	6,877	7
Agriculture/Mining	86	647	8
Construction	393	1,675	4
Manufacturing	394	9,930	25
Transportation, Comm./Pub Util.	147	738	5
Wholesale Trade	276	2,417	9
Government	75	1,340	18
Daytime Population	49,837		
Daytime Population/Business	11		
Residential Population	131,672		
Residential Population/Business	30		

Traffic Count Report

Roseville Towne Center



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 S Gratiot Ave	Connecticut St	0.03 NE	2002	41,500	ADT	.20
2 Utica Rd	Bayne St	0.03 SE	2002	18,035	AWDT	.41
3 I-94	I- 94 Ovps	0.28 S	2003	147,000	AADT	.61
4 I-94	Martin Rd	0.05 N	2003	153,000	AADT	.63
5 Gratiot Ave	Brohl St	0.03 NE	2002	68,400	ADT	.83
6 I-696	Nieman St	0.13 W	2003	123,000	AADT	.95
7 Gratiot Ave	Allen St	0.05 SW	2003	68,400	AADT	.99