

Demographic Summary Report

Roseville Towne Center

Radius	3 Mile	5 Mile	10 Mile
Population			
2016 Projection	127,748	300,364	891,861
2011 Estimate	126,676	299,751	911,022
2010 Census	127,122	301,786	922,599
Growth 2011 - 2016	0.80%	0.20%	-2.10%
Growth 2010 - 2011	-0.40%	-0.70%	-1.30%
2011 Population by Hispanic Origin	2,474	5,888	17,630
2011 Population By Race	126,676	299,751	911,022
White	109,509 86.45%	239,598 79.93%	607,464 66.68%
Black or African American	11,610 9.17%	45,768 15.27%	245,420 26.94%
American Indian and Alaska Native	466 0.37%	1,064 0.35%	2,885 0.32%
Asian	1,799 1.42%	5,681 1.90%	30,767 3.38%
Native Hawaiian and Pacific Islander	17 0.01%	41 0.01%	169 0.02%
Other Race	419 0.33%	1,093 0.36%	4,153 0.46%
Two or More Races	2,855 2.25%	6,505 2.17%	20,165 2.21%
Households			
2016 Projection	53,480	124,467	352,606
2011 Estimate	52,968	124,156	358,037
2010 Census	53,147	124,964	362,146
Growth 2011 - 2016	1.00%	0.30%	-1.50%
Growth 2010 - 2011	-0.30%	-0.60%	-1.10%
Owner Occupied	40,024 75.56%	92,443 74.46%	249,804 69.77%
Renter Occupied	12,944 24.44%	31,713 25.54%	108,232 30.23%
2011 Households by HH Income	52,970	124,156	358,030
Income Less Than \$15,000	7,237 13.66%	15,951 12.85%	56,142 15.68%
Income: \$15,000 - \$24,999	6,586 12.43%	15,039 12.11%	42,923 11.99%
Income: \$25,000 - \$34,999	6,310 11.91%	14,627 11.78%	41,807 11.68%
Income: \$35,000 - \$49,999	8,752 16.52%	19,638 15.82%	54,010 15.09%
Income: \$50,000 - \$74,999	10,819 20.42%	25,536 20.57%	65,732 18.36%
Income: \$75,000 - \$99,999	6,707 12.66%	16,161 13.02%	42,496 11.87%
Income: \$100,000 - \$149,999	5,010 9.46%	12,779 10.29%	37,978 10.61%
Income: \$150,000 - \$199,999	990 1.87%	2,761 2.22%	9,842 2.75%
Income: \$200,000+	559 1.06%	1,664 1.34%	7,100 1.98%
2011 Avg Household Income	\$55,869	\$58,235	\$58,730
2011 Med Household Income	\$44,823	\$46,848	\$44,534
2011 Per Capita Income	\$23,478	\$24,363	\$23,406

Demographic Detail Report

Roseville Towne Center

Radius	3 Mile	5 Mile	10 Mile
Population			
2016 Projection	127,748	300,364	891,861
2011 Estimate	126,676	299,751	911,022
2010 Census	127,122	301,786	922,599
Growth 2011 - 2016	0.80%	0.20%	-2.10%
Growth 2010 - 2011	-0.40%	-0.70%	-1.30%
2011 Population by Age	126,676	299,751	911,022
Age 0 - 4	7,055 5.57%	16,910 5.64%	54,599 5.99%
Age 5 - 9	7,192 5.68%	17,430 5.81%	57,177 6.28%
Age 10 - 14	8,024 6.33%	19,046 6.35%	61,786 6.78%
Age 15 - 19	8,352 6.59%	20,338 6.78%	67,317 7.39%
Age 20 - 24	7,251 5.72%	17,370 5.79%	58,060 6.37%
Age 25 - 34	16,317 12.88%	37,120 12.38%	113,164 12.42%
Age 35 - 44	17,241 13.61%	40,627 13.55%	122,537 13.45%
Age 45 - 49	9,667 7.63%	22,442 7.49%	67,007 7.36%
Age 50 - 54	10,125 7.99%	23,717 7.91%	70,529 7.74%
Age 55 - 59	8,710 6.88%	20,205 6.74%	61,413 6.74%
Age 60 - 64	6,771 5.35%	16,032 5.35%	49,520 5.44%
Age 65 - 74	9,299 7.34%	22,187 7.40%	63,432 6.96%
Age 75 - 84	7,452 5.88%	17,851 5.96%	44,128 4.84%
Age 85 and over	3,221 2.54%	8,477 2.83%	20,353 2.23%
Age 65 and over	19,972 15.77%	48,515 16.19%	127,913 14.04%
Median Age	40.40	40.40	38.60
Average Age	40.20	40.30	38.80

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2011 Population By Race	126,676	299,751	911,022
White	109,509 86.45%	239,598 79.93%	607,464 66.68%
Black or African American	11,610 9.17%	45,768 15.27%	245,420 26.94%
American Indian and Alaska Native	466 0.37%	1,064 0.35%	2,885 0.32%
Asian	1,799 1.42%	5,681 1.90%	30,767 3.38%
Native Hawaiian and Pacific Islander	17 0.01%	41 0.01%	169 0.02%
Other Race	419 0.33%	1,093 0.36%	4,153 0.46%
Two or More Races	2,855 2.25%	6,505 2.17%	20,165 2.21%
2011 Population by Hispanic Origin	126,675	299,750	911,023
Not Hispanic or Latino	124,201 98.05%	293,862 98.04%	893,393 98.06%
Hispanic or Latino	2,474 1.95%	5,888 1.96%	17,630 1.94%
2011 Age 5+ Language at Home	120,211	283,789	915,870
Speak Only English	112,189 93.33%	260,692 91.86%	806,614 88.07%
Speak Asian or Pacific Island	1,462 1.22%	4,052 1.43%	15,582 1.70%
Speak IndoEuropean	4,763 3.96%	13,834 4.87%	57,741 6.30%
Speak Spanish	1,298 1.08%	3,332 1.17%	11,587 1.27%
Speak Other Language	499 0.42%	1,879 0.66%	24,346 2.66%
2011 Median Age, Male	38.60	38.50	36.90
2011 Average Age, Male	38.60	38.50	37.30
Median Age, Female	42.10	42.20	40.20
Average Age, Female	41.80	41.90	40.20
2011 Population by Occupation Classification (Age 16+)	58,906	139,788	416,282
Blue Collar	15,359 26.07%	35,302 25.25%	98,640 23.70%
White Collar	32,580 55.31%	78,963 56.49%	236,051 56.70%
Service	10,967 18.62%	25,523 18.26%	81,591 19.60%
2011 Population by Marital Status (Age 15+)	104,298	245,987	780,924
Total, Never Married	29,773 28.55%	73,786 30.00%	276,912 35.46%
Married	52,703 50.53%	121,758 49.50%	357,673 45.80%
Widowed	9,136 8.76%	21,511 8.74%	59,794 7.66%
Divorced	12,686 12.16%	28,932 11.76%	86,545 11.08%

Demographic Detail Report

Roseville Towne Center

Radius	3 Mile	5 Mile	10 Mile
2011 Population by Education	89,573	209,694	645,596
Less Than 9th Grade	1,956 2.18%	5,005 2.39%	20,488 3.17%
Some High School, No Diploma	9,939 11.10%	21,571 10.29%	76,298 11.82%
High School Grad (Incl Equivalency)	33,666 37.58%	74,312 35.44%	218,187 33.80%
Some College, No Degree	23,738 26.50%	54,231 25.86%	154,149 23.88%
Associate Degree	7,203 8.04%	16,812 8.02%	50,749 7.86%
Bachelor Degree	8,964 10.01%	25,315 12.07%	80,845 12.52%
Advanced Degrees	4,107 4.59%	12,448 5.94%	44,880 6.95%
2011 Population by Occupation (Age 16+)	69,872	165,309	497,872
Management, Business, & Financial	17,605 25.20%	42,183 25.52%	122,368 24.58%
Professional & Related Occupations	2,385 3.41%	6,225 3.77%	19,323 3.88%
Services	30,698 43.93%	72,417 43.81%	226,087 45.41%
Sales & Office	6,272 8.98%	14,692 8.89%	45,990 9.24%
Farming, Fishing, and Forestry	65 0.09%	180 0.11%	362 0.07%
Construction and Extraction, Maint	2,996 4.29%	6,688 4.05%	16,835 3.38%
Production & Transportation	9,851 14.10%	22,924 13.87%	66,907 13.44%
2011 Workers by Travel Time to Work (Age 16+)	60,377	143,878	425,355
Less Than 15 Minutes	15,245 25.25%	33,561 23.33%	89,627 21.07%
15 to 29 Minutes	21,503 35.61%	50,848 35.34%	153,050 35.98%
30 to 44 Minutes	12,166 20.15%	30,697 21.34%	96,470 22.68%
45 to 59 Minutes	4,373 7.24%	11,032 7.67%	32,194 7.57%
60+ Minutes	7,090 11.74%	17,740 12.33%	54,014 12.70%
2000 Households by HH Size	53,147	124,962	362,146
1-Person Households	16,601 31.24%	39,467 31.58%	108,910 30.07%
2-Person Households	16,998 31.98%	39,341 31.48%	109,159 30.14%
3-Person Households	8,668 16.31%	20,106 16.09%	58,548 16.17%
4-Person Households	6,621 12.46%	15,485 12.39%	46,631 12.88%
5-Person Households	2,839 5.34%	6,826 5.46%	23,019 6.36%
6-Person Households	948 1.78%	2,440 1.95%	9,220 2.55%
7 or more Person Households	472 0.89%	1,297 1.04%	6,659 1.84%
2011 Average Household Size	2.38	2.40	2.52

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2011 Med Household Income	\$44,823	\$46,848	\$44,534
2011 Per Capita Income	\$23,478	\$24,363	\$23,406
2011 Occupied Housing	52,968	124,156	358,036
Owner Occupied	40,024 75.56%	92,443 74.46%	249,804 69.77%
Renter Occupied	12,944 24.44%	31,713 25.54%	108,232 30.23%
2000 Housing Units	57,288	133,989	419,076
1 Unit Attached	3,449 6.02%	9,577 7.15%	34,504 8.23%
1 Unit Detached	44,732 78.08%	101,554 75.79%	302,494 72.18%
2 Units	457 0.80%	825 0.62%	9,785 2.33%
3 - 19 Units	6,267 10.94%	15,735 11.74%	44,072 10.52%
20 - 49 Units	762 1.33%	1,754 1.31%	6,758 1.61%
50 or more Units	1,144 2.00%	3,090 2.31%	12,633 3.01%
Mobile Home or Trailer	477 0.83%	1,454 1.09%	8,827 2.11%
Boat, RV, Van, Etc.	0 0.00%	0 0.00%	3 0.00%

Demographic Detail Report

Roseville Towne Center

Radius	3 Mile		5 Mile		10 Mile	
2011 Housing Value - Owner Occupied	43,154		99,821		275,791	
Value Less than \$20,000	557	1.29%	1,533	1.54%	8,369	3.03%
Value \$20,000 - \$39,999	476	1.10%	1,402	1.40%	8,998	3.26%
Value \$40,000 - \$59,999	1,564	3.62%	3,339	3.34%	12,712	4.61%
Value \$60,000 - \$79,999	2,207	5.11%	4,991	5.00%	19,746	7.16%
Value \$80,000 - \$99,999	4,445	10.30%	9,904	9.92%	29,254	10.61%
Value \$100,000 - \$149,999	18,987	44.00%	37,733	37.80%	75,561	27.40%
Value \$150,000 - \$199,999	11,436	26.50%	28,705	28.76%	65,911	23.90%
Value \$200,000 - \$299,999	2,484	5.76%	8,833	8.85%	36,805	13.35%
Value \$300,000 - \$399,999	367	0.85%	1,814	1.82%	10,237	3.71%
Value \$400,000 - \$499,999	276	0.64%	723	0.72%	3,368	1.22%
Value \$500,000 - \$749,999	181	0.42%	498	0.50%	2,889	1.05%
Value \$750,000 - \$999,999	115	0.27%	198	0.20%	930	0.34%
Value \$1,000,000 or more	59	0.14%	148	0.15%	1,011	0.37%
2011 Med Housing Val-Owner Occupied	\$134,070		\$138,997		\$139,035	
2011 Housing Units by Yr Built	57,289		133,989		419,076	
Built 2005 to Present	169	0.29%	654	0.49%	4,172	1.00%
Built 2000 to 2004	1,170	2.04%	2,853	2.13%	14,809	3.53%
Built 1990 to 1999	2,404	4.20%	7,016	5.24%	28,464	6.79%
Built 1980 to 1989	3,424	5.98%	8,102	6.05%	32,761	7.82%
Built 1970 to 1979	8,242	14.39%	19,354	14.44%	59,779	14.26%
Built 1960 to 1969	12,220	21.33%	32,192	24.03%	69,200	16.51%
Built 1950 to 1959	22,143	38.65%	45,250	33.77%	99,884	23.83%
Built 1940 to 1949	3,802	6.64%	10,884	8.12%	52,223	12.46%
Built 1939 or Earlier	3,715	6.48%	7,684	5.73%	57,784	13.79%
2011 Median Year Built	1960		1961		1960	

Demographic Market Comparison Report

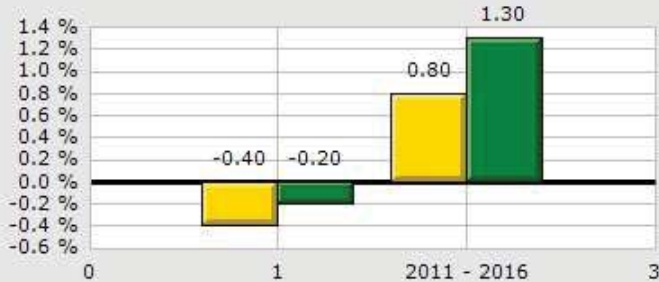
3 mile radius

Roseville Towne Center

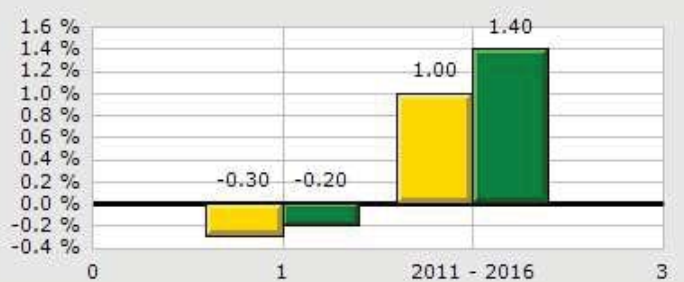
Type: **Shopping Center/Community Center**
 County: **Macomb**

3 Mile
County

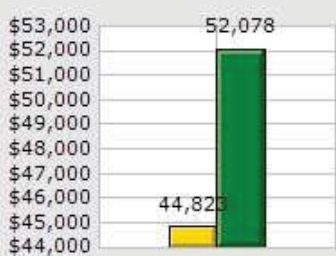
Population Growth



Household Growth



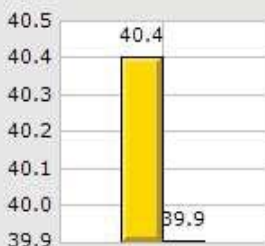
2011 Med Household Inc



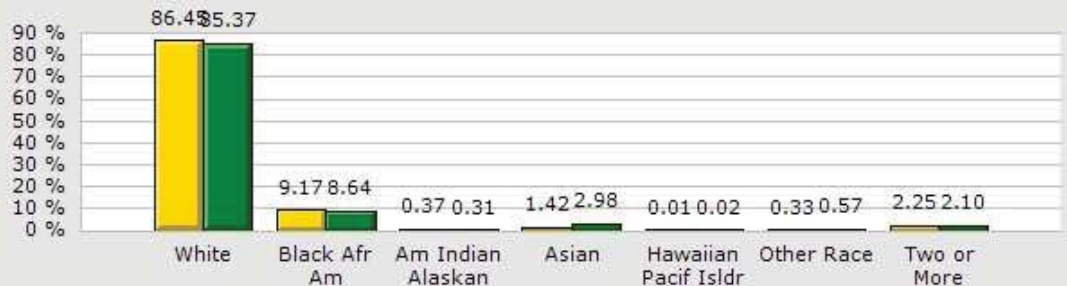
2011 Households by Household Income



2011 Median Age



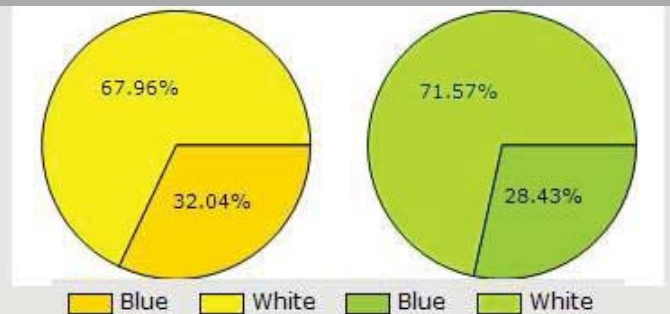
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Roseville Towne Center

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

	3 Mile		County	
Population				
Growth 2010 - 2011	-0.40%		-0.20%	
Growth 2011 - 2016	0.80%		1.30%	
2011 Blue Collar	15,359	32.04%	92,170	28.43%
2011 White Collar	32,580	67.96%	232,055	71.57%
2011 Population By Race				
	126,675		839,425	
White	109,509	86.45%	716,651	85.37%
Black Afr Am	11,610	9.17%	72,526	8.64%
Am Indian Alaskan	466	0.37%	2,639	0.31%
Asian	1,799	1.42%	25,022	2.98%
Hawaiian Pacif Islldr	17	0.01%	178	0.02%
Other Race	419	0.33%	4,809	0.57%
Two or More	2,855	2.25%	17,600	2.10%
Households				
Growth 2010 - 2011	-0.30%		-0.20%	
Growth 2011 - 2016	1.00%		1.40%	
Renter Occupied	12,944	24.44%	80,475	24.31%
Owner Occupied	40,024	75.56%	250,574	75.69%
2011 Households by HH Income				
	52,970		331,043	
Income < \$35,000	20,133	38.01%	110,226	33.30%
Income \$35,000 - \$74,999	19,571	36.95%	109,783	33.16%
Income \$75,000 - \$149,999	11,717	22.12%	91,053	27.50%
Income \$150,000 - \$199,999	990	1.87%	12,602	3.81%
Income \$200,000+	559	1.06%	7,379	2.23%
2011 Median Household Income	\$44,823		\$52,078	
2011 Median Age	40.40		39.90	

Consumer Spending Report

Roseville Towne Center

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$1,581,345	\$3,863,016	\$11,257,796
Total Apparel	\$62,558	\$152,904	\$449,323
Women's Apparel	22,336	54,516	158,608
Men's Apparel	12,758	31,156	91,037
Girl's Apparel	4,759	11,627	34,417
Boy's Apparel	3,844	9,355	27,655
Infant Apparel	3,843	9,397	27,958
Footwear (excl. Infants)	8,531	20,876	61,687
Other Apparel Prod/Services	6,487	15,977	47,961
Total Entertainment	\$147,673	\$360,885	\$1,045,503
Sports and Recreation	5,871	14,363	41,798
TV, Radio and Sound Equipment	53,357	130,271	380,587
Reading Materials	7,080	17,181	48,552
Travel	79,548	194,644	561,677
Photographic Equipment	1,817	4,426	12,888
Total Food At Home	\$131,557	\$321,399	\$937,382
Cereal Products	7,993	19,523	57,034
Bread & Bakery Products	18,005	43,828	126,403
Seafood	6,708	16,466	48,499
Meat/Poultry/Fish/Eggs	44,192	108,065	317,192
Dairy Products	21,471	52,324	151,438
Fruits and Vegetables	33,188	81,193	236,815
Total Food Away From Home	\$129,965	\$317,604	\$930,447
Breakfast and Brunch	12,661	30,888	89,718
Dinner	60,890	148,826	436,018
Lunch	42,376	103,683	305,140
Snacks and Non Alcoholic Bev	9,489	23,150	67,661
Catered Affairs	4,549	11,057	31,909

Consumer Spending Report

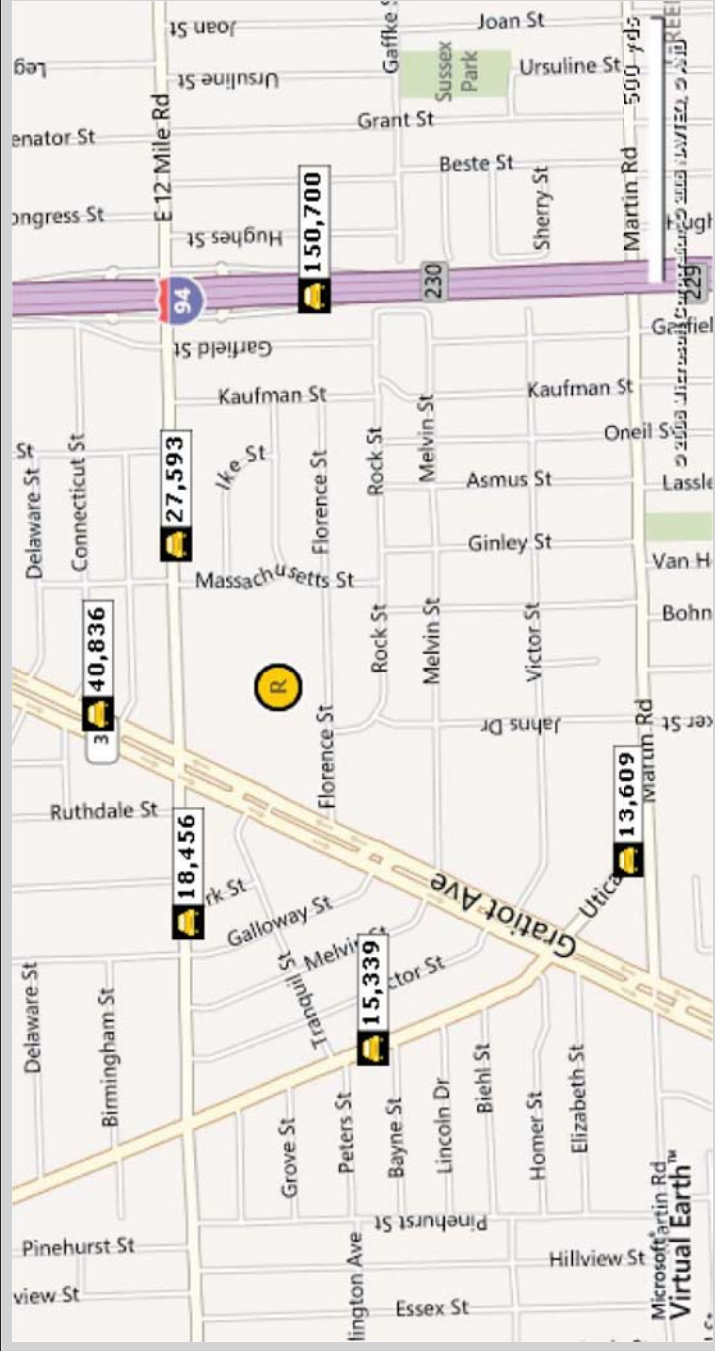
Roseville Towne Center

Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$25,294	\$61,520	\$179,003
Alcoholic Bev. at Home	14,095	34,485	101,353
Alcoholic Bev. away from Home	11,199	27,035	77,649
Total Furniture/Appliances	\$142,582	\$348,849	\$1,015,402
Bedroom Furniture	7,219	17,860	53,808
Living Room Furniture	12,529	30,612	89,015
Other Living & Family Room Furniture	3,232	7,956	23,464
Other Furniture	1,731	4,195	11,880
Major Appliances	12,972	31,652	90,564
Small Appliances & Housewares	29,024	70,994	206,991
Misc Household Equipment	75,875	185,581	539,679
Total Transportation/Maint.	\$350,176	\$856,476	\$2,505,273
New Autos/Trucks/Vans	92,217	225,857	659,366
Used Vehicles	85,384	208,912	614,568
Purchase of RVs or Boats	9,691	24,122	70,086
Gasoline	121,014	295,107	862,375
Diesel Fuel	1,892	4,666	13,418
Automotive Maintenance/Repair	39,977	97,812	285,460
Total Health Care	\$71,625	\$174,214	\$496,278
Medical Services	40,861	99,450	284,547
Prescription Drugs	23,654	57,479	162,650
Medical Supplies	7,110	17,285	49,081
Total Education/Day Care	\$124,717	\$302,425	\$870,186
Education	55,772	134,996	386,499
Room and Board	5,247	12,999	38,732
Tuition/School Supplies	49,379	119,392	340,354
Day Care, Nursery & Preschool	14,319	35,037	104,600

Roseville Towne Center

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	4,148	43,740	11
Total Retail	995	12,321	12
Home Improvement Stores	74	719	10
General Merchandise Stores	39	1,596	41
Food Stores	83	1,248	15
Auto Dealers and Gas Stations	126	1,101	9
Apparel and Accessory Stores	59	359	6
Furniture and Home Furnishings	75	633	8
Eating and Drinking Places	265	4,885	18
Miscellaneous Retail Stores	274	1,780	6
Finance-Insurance-Real Estate	304	1,488	5
Banks, Saving and Lending Inst.	71	432	6
Security Brokers and Investments	27	63	2
Insurance Carriers and Agencies	77	249	3
Real Estate-Trust-Holding Co.	129	744	6
Services	1,594	14,660	9
Hotels and Lodging	16	241	15
Motion Picture and Amusement	113	881	8
Health Services	236	2,663	11
Legal Services	43	150	3
Educational Services	97	3,790	39
Auto Services	182	741	4
Other Services	907	6,194	7
Agriculture/Mining	83	531	6
Construction	352	1,502	4
Manufacturing	361	8,850	25
Transportation, Comm./Pub Util.	132	709	5
Wholesale Trade	250	2,403	10
Government	77	1,276	17
Daytime Population	43,740		
Daytime Population/Business	11		

Roseville Towne Center



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 E 12 Mile Rd	Massachusetts St	0.04 W	2010	26,539	MPSI	.19
2 E 12 Mile Rd	Massachusetts	0.04 W	2008	27,593	ADT	.19
3 S Gratiot Ave	Connecticut St	0.03 NE	2010	40,836	MPSI	.20
4 E 12 Mile Rd	Galloway St	0.04 W	2010	17,486	MPSI	.27
5 E 12 Mile Rd	Park St	0.02 E	2007	18,456	ADT	.27
6 Utica Rd	Bayne St	0.03 SE	2010	14,528	MPSI	.41
7 Utica Rd	Peters St	0.03 NW	2007	15,339	ADT	.41
8 Utica Rd	S Gratiot Ave	0.11 NW	2010	13,609	MPSI	.43
9 I-94	I-94 Ovps	0.09 N	2010	150,097	MPSI	.43
10 I-94	I-94 Ovp	0.09 N	2008	150,700	ADT	.43