

# Demographic Summary Report

## Fairlane Meadows

| Radius                                    | 3 Mile   |        | 5 Mile   |        | 10 Mile   |        |
|---|----------|--------|----------|--------|-----------|--------|
| <b>Population</b>                         |          |        |          |        |           |        |
| 2016 Projection                           | 112,489  |        | 334,601  |        | 1,101,182 |        |
| 2011 Estimate                             | 119,191  |        | 356,709  |        | 1,174,992 |        |
| 2010 Census                               | 121,402  |        | 363,476  |        | 1,196,260 |        |
| Growth 2011 - 2016                        | -5.60%   |        | -6.20%   |        | -6.30%    |        |
| Growth 2010 - 2011                        | -1.80%   |        | -1.90%   |        | -1.80%    |        |
| <b>2011 Population by Hispanic Origin</b> | 6,866    |        | 44,785   |        | 80,126    |        |
| <b>2011 Population By Race</b>            | 119,191  |        | 356,709  |        | 1,174,992 |        |
| White                                     | 69,207   | 58.06% | 180,126  | 50.50% | 554,344   | 47.18% |
| Black or African American                 | 40,729   | 34.17% | 140,952  | 39.51% | 533,854   | 45.43% |
| American Indian and Alaska Native         | 311      | 0.26%  | 1,633    | 0.46%  | 4,956     | 0.42%  |
| Asian                                     | 1,348    | 1.13%  | 3,193    | 0.90%  | 19,797    | 1.68%  |
| Native Hawaiian and Pacific Islander      | 39       | 0.03%  | 117      | 0.03%  | 293       | 0.02%  |
| Other Race                                | 2,583    | 2.17%  | 19,091   | 5.35%  | 30,277    | 2.58%  |
| Two or More Races                         | 4,974    | 4.17%  | 11,597   | 3.25%  | 31,470    | 2.68%  |
| <b>Households</b>                         |          |        |          |        |           |        |
| 2016 Projection                           | 37,534   |        | 120,146  |        | 431,089   |        |
| 2011 Estimate                             | 39,991   |        | 127,938  |        | 457,245   |        |
| 2010 Census                               | 40,760   |        | 130,418  |        | 465,592   |        |
| Growth 2011 - 2016                        | -6.10%   |        | -6.10%   |        | -5.70%    |        |
| Growth 2010 - 2011                        | -1.90%   |        | -1.90%   |        | -1.80%    |        |
| Owner Occupied                            | 22,851   | 57.14% | 79,629   | 62.24% | 278,253   | 60.85% |
| Renter Occupied                           | 17,140   | 42.86% | 48,309   | 37.76% | 178,993   | 39.15% |
| <b>2011 Households by HH Income</b>       | 39,989   |        | 127,937  |        | 457,241   |        |
| Income Less Than \$15,000                 | 10,016   | 25.05% | 29,582   | 23.12% | 101,023   | 22.09% |
| Income: \$15,000 - \$24,999               | 5,814    | 14.54% | 17,300   | 13.52% | 59,901    | 13.10% |
| Income: \$25,000 - \$34,999               | 5,419    | 13.55% | 16,873   | 13.19% | 57,594    | 12.60% |
| Income: \$35,000 - \$49,999               | 6,180    | 15.45% | 19,984   | 15.62% | 71,422    | 15.62% |
| Income: \$50,000 - \$74,999               | 6,443    | 16.11% | 21,580   | 16.87% | 79,378    | 17.36% |
| Income: \$75,000 - \$99,999               | 2,836    | 7.09%  | 10,578   | 8.27%  | 42,324    | 9.26%  |
| Income: \$100,000 - \$149,999             | 2,257    | 5.64%  | 8,393    | 6.56%  | 33,066    | 7.23%  |
| Income: \$150,000 - \$199,999             | 616      | 1.54%  | 2,250    | 1.76%  | 7,823     | 1.71%  |
| Income: \$200,000+                        | 408      | 1.02%  | 1,397    | 1.09%  | 4,710     | 1.03%  |
| <b>2011 Avg Household Income</b>          | \$44,181 |        | \$47,012 |        | \$48,436  |        |
| <b>2011 Med Household Income</b>          | \$32,121 |        | \$35,112 |        | \$36,552  |        |
| <b>2011 Per Capita Income</b>             | \$14,921 |        | \$16,989 |        | \$19,269  |        |

# Demographic Detail Report

## Fairlane Meadows

| Radius                        | 3 Mile         |        | 5 Mile         |        | 10 Mile          |        |
|-------------------------------|----------------|--------|----------------|--------|------------------|--------|
| <b>Population</b>             |                |        |                |        |                  |        |
| 2016 Projection               | 112,489        |        | 334,601        |        | 1,101,182        |        |
| 2011 Estimate                 | 119,191        |        | 356,709        |        | 1,174,992        |        |
| 2010 Census                   | 121,402        |        | 363,476        |        | 1,196,260        |        |
| Growth 2011 - 2016            | -5.60%         |        | -6.20%         |        | -6.30%           |        |
| Growth 2010 - 2011            | -1.80%         |        | -1.90%         |        | -1.80%           |        |
| <b>2011 Population by Age</b> |                |        |                |        |                  |        |
|                               | <b>119,191</b> |        | <b>356,709</b> |        | <b>1,174,992</b> |        |
| Age 0 - 4                     | 10,281         | 8.63%  | 27,659         | 7.75%  | 77,603           | 6.60%  |
| Age 5 - 9                     | 10,795         | 9.06%  | 28,174         | 7.90%  | 78,715           | 6.70%  |
| Age 10 - 14                   | 10,465         | 8.78%  | 28,115         | 7.88%  | 82,275           | 7.00%  |
| Age 15 - 19                   | 10,645         | 8.93%  | 29,979         | 8.40%  | 93,114           | 7.92%  |
| Age 20 - 24                   | 9,086          | 7.62%  | 25,316         | 7.10%  | 81,583           | 6.94%  |
| Age 25 - 34                   | 15,359         | 12.89% | 46,016         | 12.90% | 149,832          | 12.75% |
| Age 35 - 44                   | 15,307         | 12.84% | 47,113         | 13.21% | 155,435          | 13.23% |
| Age 45 - 49                   | 7,037          | 5.90%  | 23,021         | 6.45%  | 80,719           | 6.87%  |
| Age 50 - 54                   | 6,891          | 5.78%  | 23,671         | 6.64%  | 85,824           | 7.30%  |
| Age 55 - 59                   | 5,928          | 4.97%  | 20,406         | 5.72%  | 75,839           | 6.45%  |
| Age 60 - 64                   | 5,045          | 4.23%  | 16,493         | 4.62%  | 61,481           | 5.23%  |
| Age 65 - 74                   | 6,171          | 5.18%  | 20,452         | 5.73%  | 76,734           | 6.53%  |
| Age 75 - 84                   | 3,963          | 3.32%  | 13,725         | 3.85%  | 52,674           | 4.48%  |
| Age 85 and over               | 2,220          | 1.86%  | 6,571          | 1.84%  | 23,165           | 1.97%  |
| Age 65 and over               | 12,354         | 10.36% | 40,748         | 11.42% | 152,573          | 12.99% |
| <b>Median Age</b>             | <b>30.30</b>   |        | <b>33.50</b>   |        | <b>36.60</b>     |        |
| <b>Average Age</b>            | <b>33.50</b>   |        | <b>35.40</b>   |        | <b>37.50</b>     |        |

## Demographic Detail Report

### Fairlane Meadows

| Radius  | 3 Mile         | 5 Mile         | 10 Mile          |
|---|----------------|----------------|------------------|
| <b>2011 Population By Race</b>                                | <b>119,191</b> | <b>356,709</b> | <b>1,174,992</b> |
| White   | 69,207 58.06%  | 180,126 50.50% | 554,344 47.18%   |
| Black or African American                                     | 40,729 34.17%  | 140,952 39.51% | 533,854 45.43%   |
| American Indian and Alaska Native                             | 311 0.26%      | 1,633 0.46%    | 4,956 0.42%      |
| Asian   | 1,348 1.13%    | 3,193 0.90%    | 19,797 1.68%     |
| Native Hawaiian and Pacific Islander                          | 39 0.03%       | 117 0.03%      | 293 0.02%        |
| Other Race  | 2,583 2.17%    | 19,091 5.35%   | 30,277 2.58%     |
| Two or More Races   | 4,974 4.17%    | 11,597 3.25%   | 31,470 2.68%     |
| <b>2011 Population by Hispanic Origin</b>                     | <b>119,191</b> | <b>356,709</b> | <b>1,174,991</b> |
| Not Hispanic or Latino  | 112,325 94.24% | 311,924 87.44% | 1,094,865 93.18% |
| Hispanic or Latino  | 6,866 5.76%    | 44,785 12.56%  | 80,126 6.82%     |
| <b>2011 Age 5+ Language at Home</b>                           | <b>121,496</b> | <b>380,140</b> | <b>1,235,557</b> |
| Speak Only English  | 74,574 61.38%  | 281,121 73.95% | 1,054,665 85.36% |
| Speak Asian or Pacific Island                                 | 637 0.52%      | 2,090 0.55%    | 7,552 0.61%      |
| Speak IndoEuropean  | 4,821 3.97%    | 11,209 2.95%   | 43,258 3.50%     |
| Speak Spanish   | 5,317 4.38%    | 40,345 10.61%  | 66,413 5.38%     |
| Speak Other Language  | 36,147 29.75%  | 45,375 11.94%  | 63,669 5.15%     |
| <b>2011 Median Age, Male</b>                                  | <b>29.20</b>   | <b>32.10</b>   | <b>35.00</b>     |
| <b>2011 Average Age, Male</b>                                 | <b>32.40</b>   | <b>34.10</b>   | <b>36.10</b>     |
| <b>Median Age, Female</b>                                     | <b>31.30</b>   | <b>34.80</b>   | <b>38.00</b>     |
| <b>Average Age, Female</b>                                    | <b>34.50</b>   | <b>36.60</b>   | <b>38.80</b>     |
| <b>2011 Population by Occupation Classification (Age 16+)</b> | <b>43,201</b>  | <b>142,627</b> | <b>503,281</b>   |
| Blue Collar   | 12,083 27.97%  | 40,162 28.16%  | 129,497 25.73%   |
| White Collar  | 21,342 49.40%  | 70,008 49.08%  | 261,956 52.05%   |
| Service   | 9,776 22.63%   | 32,457 22.76%  | 111,828 22.22%   |
| <b>2011 Population by Marital Status (Age 15+)</b>            | <b>97,917</b>  | <b>312,351</b> | <b>1,045,500</b> |
| Total, Never Married  | 36,756 37.54%  | 123,837 39.65% | 422,598 40.42%   |
| Married   | 43,559 44.49%  | 130,143 41.67% | 411,155 39.33%   |
| Widowed   | 6,968 7.12%    | 21,900 7.01%   | 79,653 7.62%     |
| Divorced  | 10,634 10.86%  | 36,471 11.68%  | 132,094 12.63%   |

## Demographic Detail Report

### Fairlane Meadows

| Radius   | 3 Mile        | 5 Mile         | 10 Mile        |
|--|---------------|----------------|----------------|
| <b>2011 Population by Education</b>                  | <b>76,661</b> | <b>249,866</b> | <b>851,480</b> |
| Less Than 9th Grade                                  | 6,287 8.20%   | 19,804 7.93%   | 44,003 5.17%   |
| Some High School, No Diploma                         | 10,661 13.91% | 37,888 15.16%  | 118,463 13.91% |
| High School Grad (Incl Equivalency)                  | 25,070 32.70% | 84,968 34.01%  | 294,411 34.58% |
| Some College, No Degree                              | 16,131 21.04% | 54,292 21.73%  | 202,828 23.82% |
| Associate Degree                                     | 5,187 6.77%   | 15,480 6.20%   | 56,299 6.61%   |
| Bachelor Degree                                      | 8,360 10.91%  | 23,831 9.54%   | 87,410 10.27%  |
| Advanced Degrees                                     | 4,965 6.48%   | 13,603 5.44%   | 48,066 5.64%   |
| <b>2011 Population by Occupation (Age 16+)</b>       | <b>52,975</b> | <b>175,084</b> | <b>615,110</b> |
| Management, Business, & Financial                    | 9,818 18.53%  | 34,997 19.99%  | 134,532 21.87% |
| Professional & Related Occupations                   | 1,759 3.32%   | 5,423 3.10%    | 19,726 3.21%   |
| Services   | 26,043 49.16% | 85,266 48.70%  | 297,315 48.34% |
| Sales & Office                                       | 4,756 8.98%   | 14,379 8.21%   | 52,801 8.58%   |
| Farming, Fishing, and Forestry                       | 124 0.23%     | 431 0.25%      | 1,296 0.21%    |
| Construction and Extraction, Maint                   | 1,790 3.38%   | 7,157 4.09%    | 20,950 3.41%   |
| Production & Transportation                          | 8,685 16.39%  | 27,431 15.67%  | 88,490 14.39%  |
| <b>2011 Workers by Travel Time to Work (Age 16+)</b> | <b>43,526</b> | <b>143,990</b> | <b>506,673</b> |
| Less Than 15 Minutes                                 | 11,727 26.94% | 33,533 23.29%  | 116,442 22.98% |
| 15 to 29 Minutes                                     | 15,893 36.51% | 55,972 38.87%  | 203,934 40.25% |
| 30 to 44 Minutes                                     | 8,850 20.33%  | 29,506 20.49%  | 102,238 20.18% |
| 45 to 59 Minutes                                     | 2,519 5.79%   | 9,049 6.28%    | 30,610 6.04%   |
| 60+ Minutes  | 4,537 10.42%  | 15,930 11.06%  | 53,449 10.55%  |
| <b>2000 Households by HH Size</b>                    | <b>40,759</b> | <b>130,419</b> | <b>465,592</b> |
| 1-Person Households                                  | 11,650 28.58% | 38,085 29.20%  | 151,881 32.62% |
| 2-Person Households                                  | 9,486 23.27%  | 33,633 25.79%  | 129,596 27.83% |
| 3-Person Households                                  | 5,929 14.55%  | 20,769 15.92%  | 73,636 15.82%  |
| 4-Person Households                                  | 5,064 12.42%  | 16,484 12.64%  | 54,578 11.72%  |
| 5-Person Households                                  | 3,938 9.66%   | 10,715 8.22%   | 30,016 6.45%   |
| 6-Person Households                                  | 2,390 5.86%   | 5,529 4.24%    | 13,982 3.00%   |
| 7 or more Person Households                          | 2,302 5.65%   | 5,204 3.99%    | 11,903 2.56%   |
| <b>2011 Average Household Size</b>                   | <b>2.96</b>   | <b>2.78</b>    | <b>2.53</b>    |

## Demographic Detail Report

### Fairlane Meadows

| Radius                              | 3 Mile        | 5 Mile         | 10 Mile        |
|-------------------------------------|---------------|----------------|----------------|
| <b>Households</b>                   |               |                |                |
| 2016 Projection                     | 37,534        | 120,146        | 431,089        |
| 2011 Estimate                       | 39,991        | 127,938        | 457,245        |
| 2010 Census                         | 40,760        | 130,418        | 465,592        |
| Growth 2011 - 2016                  | -6.10%        | -6.10%         | -5.70%         |
| Growth 2010 - 2011                  | -1.90%        | -1.90%         | -1.80%         |
| <b>2011 Households by HH Income</b> | <b>39,989</b> | <b>127,937</b> | <b>457,241</b> |
| Income: Less than \$15,000          | 10,016 25.05% | 29,582 23.12%  | 101,023 22.09% |
| Income: \$15,000 - \$24,999         | 5,814 14.54%  | 17,300 13.52%  | 59,901 13.10%  |
| Income: \$25,000 - \$34,999         | 5,419 13.55%  | 16,873 13.19%  | 57,594 12.60%  |
| Income: \$35,000 - \$49,999         | 6,180 15.45%  | 19,984 15.62%  | 71,422 15.62%  |
| Income: \$50,000 - \$74,999         | 6,443 16.11%  | 21,580 16.87%  | 79,378 17.36%  |
| Income: \$75,000 - \$99,999         | 2,836 7.09%   | 10,578 8.27%   | 42,324 9.26%   |
| Income: \$100,000 - \$149,999       | 2,257 5.64%   | 8,393 6.56%    | 33,066 7.23%   |
| Income: \$150,000 - \$199,999       | 616 1.54%     | 2,250 1.76%    | 7,823 1.71%    |
| Income: \$200,000+                  | 408 1.02%     | 1,397 1.09%    | 4,710 1.03%    |
| 2011 Avg Household Income           | \$44,181      | \$47,012       | \$48,436       |
| 2011 Med Household Income           | \$32,121      | \$35,112       | \$36,552       |
| 2011 Per Capita Income              | \$14,921      | \$16,989       | \$19,269       |
| <b>2011 Occupied Housing</b>        | <b>39,991</b> | <b>127,938</b> | <b>457,246</b> |
| Owner Occupied                      | 22,851 57.14% | 79,629 62.24%  | 278,253 60.85% |
| Renter Occupied                     | 17,140 42.86% | 48,309 37.76%  | 178,993 39.15% |
| <b>2000 Housing Units</b>           | <b>52,834</b> | <b>169,768</b> | <b>577,340</b> |
| 1 Unit Attached                     | 2,376 4.50%   | 7,183 4.23%    | 31,351 5.43%   |
| 1 Unit Detached                     | 39,214 74.22% | 126,882 74.74% | 397,166 68.79% |
| 2 Units                             | 3,515 6.65%   | 15,041 8.86%   | 38,791 6.72%   |
| 3 - 19 Units                        | 3,246 6.14%   | 11,690 6.89%   | 53,751 9.31%   |
| 20 - 49 Units                       | 1,808 3.42%   | 3,561 2.10%    | 18,027 3.12%   |
| 50 or more Units                    | 2,315 4.38%   | 4,252 2.50%    | 33,777 5.85%   |
| Mobile Home or Trailer              | 360 0.68%     | 1,135 0.67%    | 4,352 0.75%    |
| Boat, RV, Van, Etc.                 | 0 0.00%       | 24 0.01%       | 125 0.02%      |

## Demographic Detail Report

### Fairlane Meadows

| Radius                                     | 3 Mile           |        | 5 Mile           |        | 10 Mile          |        |
|--|------------------|--------|------------------|--------|------------------|--------|
| <b>2011 Housing Value - Owner Occupied</b> | <b>27,215</b>    |        | <b>92,181</b>    |        | <b>311,726</b>   |        |
| Value Less than \$20,000                   | 558              | 2.05%  | 2,901            | 3.15%  | 9,186            | 2.95%  |
| Value \$20,000 - \$39,999                  | 1,117            | 4.10%  | 5,147            | 5.58%  | 14,140           | 4.54%  |
| Value \$40,000 - \$59,999                  | 1,705            | 6.26%  | 7,584            | 8.23%  | 21,606           | 6.93%  |
| Value \$60,000 - \$79,999                  | 4,223            | 15.52% | 13,387           | 14.52% | 35,269           | 11.31% |
| Value \$80,000 - \$99,999                  | 5,687            | 20.90% | 16,504           | 17.90% | 47,634           | 15.28% |
| Value \$100,000 - \$149,999                | 7,052            | 25.91% | 25,513           | 27.68% | 99,710           | 31.99% |
| Value \$150,000 - \$199,999                | 4,043            | 14.86% | 12,865           | 13.96% | 54,968           | 17.63% |
| Value \$200,000 - \$299,999                | 1,839            | 6.76%  | 5,652            | 6.13%  | 21,755           | 6.98%  |
| Value \$300,000 - \$399,999                | 433              | 1.59%  | 1,391            | 1.51%  | 4,376            | 1.40%  |
| Value \$400,000 - \$499,999                | 231              | 0.85%  | 538              | 0.58%  | 1,480            | 0.47%  |
| Value \$500,000 - \$749,999                | 212              | 0.78%  | 465              | 0.50%  | 883              | 0.28%  |
| Value \$750,000 - \$999,999                | 45               | 0.17%  | 99               | 0.11%  | 282              | 0.09%  |
| Value \$1,000,000 or more                  | 70               | 0.26%  | 135              | 0.15%  | 437              | 0.14%  |
| <b>2011 Med Housing Val-Owner Occupied</b> | <b>\$101,914</b> |        | <b>\$101,031</b> |        | <b>\$113,480</b> |        |
| <b>2011 Housing Units by Yr Built</b>      | <b>52,834</b>    |        | <b>169,768</b>   |        | <b>577,337</b>   |        |
| Built 2005 to Present                      | 205              | 0.39%  | 473              | 0.28%  | 2,685            | 0.47%  |
| Built 2000 to 2004                         | 761              | 1.44%  | 1,932            | 1.14%  | 9,680            | 1.68%  |
| Built 1990 to 1999                         | 2,209            | 4.18%  | 4,411            | 2.60%  | 16,686           | 2.89%  |
| Built 1980 to 1989                         | 1,350            | 2.56%  | 3,514            | 2.07%  | 16,765           | 2.90%  |
| Built 1970 to 1979                         | 2,799            | 5.30%  | 7,299            | 4.30%  | 37,937           | 6.57%  |
| Built 1960 to 1969                         | 3,907            | 7.39%  | 13,378           | 7.88%  | 60,674           | 10.51% |
| Built 1950 to 1959                         | 14,442           | 27.33% | 45,541           | 26.83% | 165,072          | 28.59% |
| Built 1940 to 1949                         | 15,625           | 29.57% | 44,745           | 26.36% | 120,555          | 20.88% |
| Built 1939 or Earlier                      | 11,536           | 21.83% | 48,475           | 28.55% | 147,283          | 25.51% |
| <b>2011 Median Year Built</b>              | <b>1950</b>      |        | <b>1948</b>      |        | <b>1951</b>      |        |

Demographic Market Comparison Report

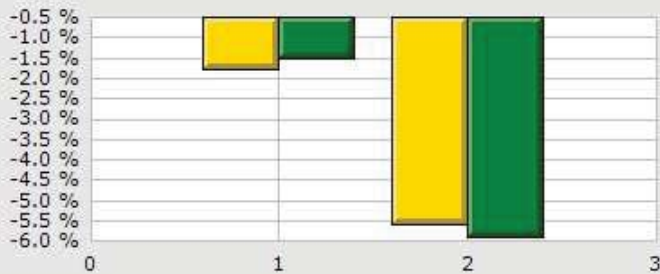
3 mile radius

Fairlane Meadows

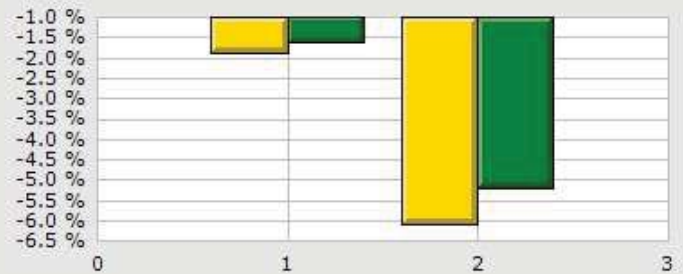
Type: Retail/(Community Ctr)  
 County: Wayne

3 Mile  
 County

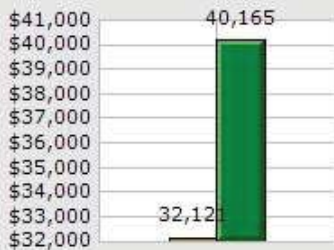
Population Growth



Household Growth



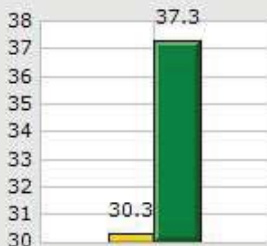
2011 Med Household Inc



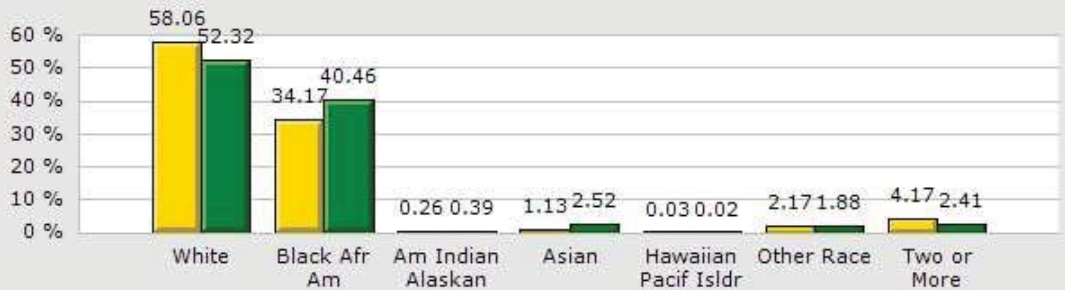
2011 Households by Household Income



2011 Median Age



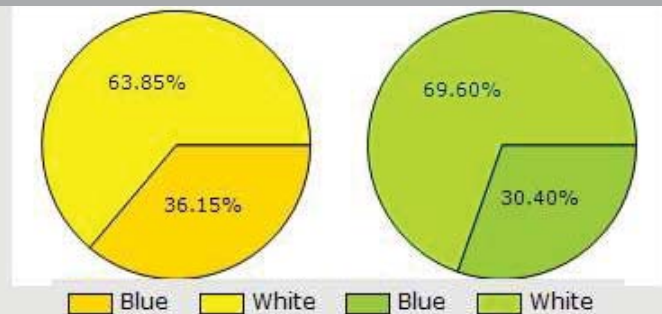
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

**Fairlane Meadows**

Type: **Retail/(Community Ctr)**  
 County: **Wayne**

|                                     | 3 Mile         |        | County           |        |
|-------------------------------------|----------------|--------|------------------|--------|
| <b>Population</b>                   |                |        |                  |        |
| Growth 2010 - 2011                  | -1.80%         |        | -1.50%           |        |
| Growth 2011 - 2016                  | -5.60%         |        | -5.90%           |        |
| 2011 Blue Collar                    | 12,083         | 36.15% | 186,357          | 30.40% |
| 2011 White Collar                   | 21,342         | 63.85% | 426,560          | 69.60% |
| <b>2011 Population By Race</b>      |                |        |                  |        |
|                                     | <b>119,191</b> |        | <b>1,792,617</b> |        |
| White                               | 69,207         | 58.06% | 937,823          | 52.32% |
| Black Afr Am                        | 40,729         | 34.17% | 725,329          | 40.46% |
| Am Indian Alaskan                   | 311            | 0.26%  | 6,923            | 0.39%  |
| Asian                               | 1,348          | 1.13%  | 45,214           | 2.52%  |
| Hawaiian Pacif Islldr               | 39             | 0.03%  | 393              | 0.02%  |
| Other Race                          | 2,583          | 2.17%  | 33,710           | 1.88%  |
| Two or More                         | 4,974          | 4.17%  | 43,225           | 2.41%  |
| <b>Households</b>                   |                |        |                  |        |
| Growth 2010 - 2011                  | -1.90%         |        | -1.60%           |        |
| Growth 2011 - 2016                  | -6.10%         |        | -5.20%           |        |
| Renter Occupied                     | 17,140         | 42.86% | 247,480          | 35.77% |
| Owner Occupied                      | 22,851         | 57.14% | 444,330          | 64.23% |
| <b>2011 Households by HH Income</b> |                |        |                  |        |
|                                     | <b>39,989</b>  |        | <b>691,797</b>   |        |
| Income < \$35,000                   | 21,249         | 53.14% | 302,777          | 43.77% |
| Income \$35,000 - \$74,999          | 12,623         | 31.57% | 220,330          | 31.85% |
| Income \$75,000 - \$149,999         | 5,093          | 12.74% | 134,483          | 19.44% |
| Income \$150,000 - \$199,999        | 616            | 1.54%  | 19,131           | 2.77%  |
| Income \$200,000+                   | 408            | 1.02%  | 15,076           | 2.18%  |
| 2011 Median Household Income        | \$32,121       |        | \$40,165         |        |
| 2011 Median Age                     | 30.30          |        | 37.30            |        |

## Consumer Spending Report

### Fairlane Meadows

| 2011 Annual Spending<br>(in Thousands)   | 3 Mile           | 5 Mile             | 10 Mile             |
|--|------------------|--------------------|---------------------|
| <b>Total Specified Consumer Spending</b> | <b>\$956,830</b> | <b>\$3,258,890</b> | <b>\$11,933,719</b> |
| <b>Total Apparel</b>                     | <b>\$38,489</b>  | <b>\$130,637</b>   | <b>\$480,035</b>    |
| Women's Apparel                          | 13,219           | 45,144             | 167,727             |
| Men's Apparel                            | 7,681            | 26,080             | 96,248              |
| Girl's Apparel                           | 2,982            | 10,169             | 36,628              |
| Boy's Apparel                            | 2,427            | 8,276              | 29,894              |
| Infant Apparel                           | 2,527            | 8,466              | 30,375              |
| Footwear (excl. Infants)                 | 5,398            | 18,252             | 66,440              |
| Other Apparel Prod/Services              | 4,255            | 14,250             | 52,722              |
| <b>Total Entertainment</b>               | <b>\$86,294</b>  | <b>\$293,003</b>   | <b>\$1,085,281</b>  |
| Sports and Recreation                    | 3,470            | 11,666             | 42,836              |
| TV, Radio and Sound Equipment            | 32,420           | 110,930            | 408,921             |
| Reading Materials                        | 3,845            | 13,294             | 50,312              |
| Travel                                   | 45,478           | 153,489            | 569,806             |
| Photographic Equipment                   | 1,081            | 3,624              | 13,406              |
| <b>Total Food At Home</b>                | <b>\$81,023</b>  | <b>\$276,138</b>   | <b>\$1,011,028</b>  |
| Cereal Products                          | 4,945            | 16,828             | 61,689              |
| Bread & Bakery Products                  | 10,652           | 36,662             | 135,383             |
| Seafood                                  | 4,203            | 14,170             | 51,974              |
| Meat/Poultry/Fish/Eggs                   | 27,724           | 94,625             | 344,872             |
| Dairy Products                           | 12,958           | 44,277             | 162,625             |
| Fruits and Vegetables                    | 20,541           | 69,574             | 254,485             |
| <b>Total Food Away From Home</b>         | <b>\$79,664</b>  | <b>\$270,919</b>   | <b>\$995,281</b>    |
| Breakfast and Brunch                     | 7,709            | 26,200             | 96,543              |
| Dinner                                   | 37,058           | 126,249            | 465,100             |
| Lunch                                    | 26,570           | 90,141             | 328,808             |
| Snacks and Non Alcoholic Bev             | 5,835            | 19,585             | 72,062              |
| Catered Affairs                          | 2,492            | 8,744              | 32,768              |

## Consumer Spending Report

### Fairlane Meadows

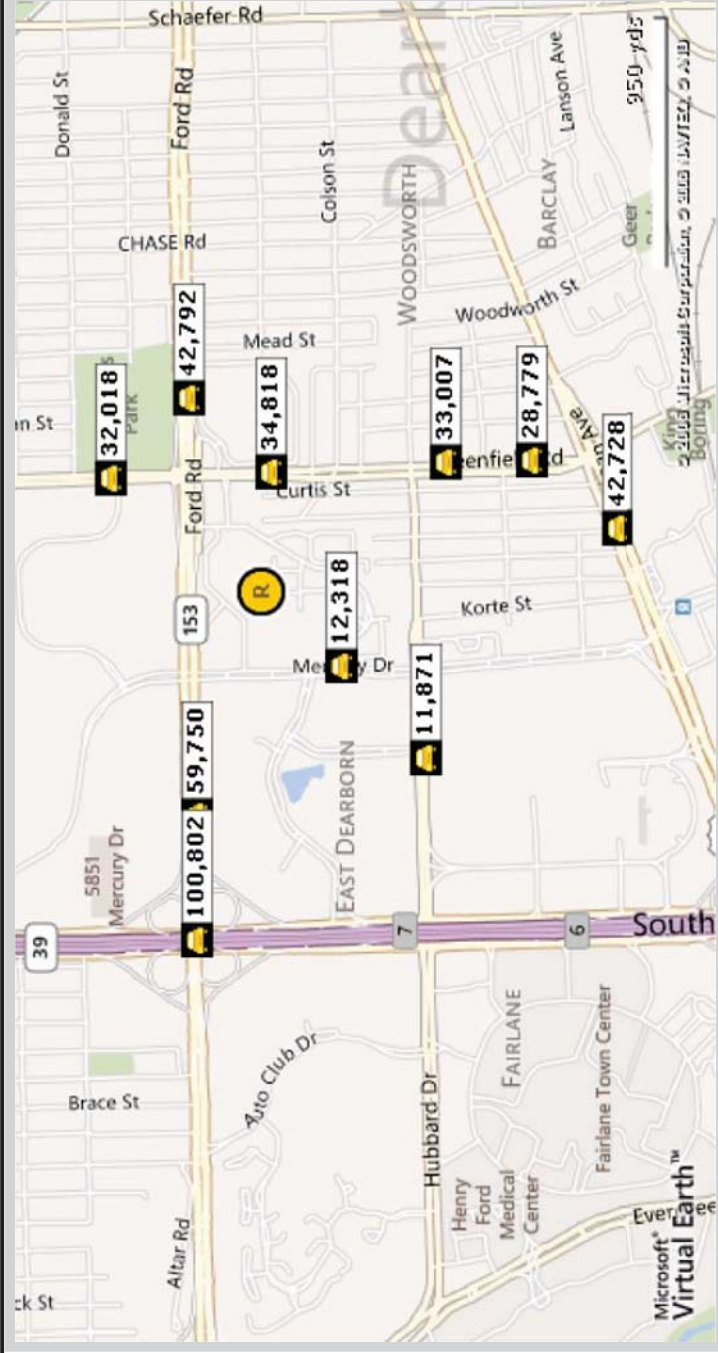
| Annual Spending (in Thousands)       | 3 Mile           | 5 Mile           | 10 Mile            |
|--------------------------------------|------------------|------------------|--------------------|
| <b>Total Alcoholic Beverages</b>     | <b>\$14,931</b>  | <b>\$50,747</b>  | <b>\$190,455</b>   |
| Alcoholic Bev. at Home               | 8,621            | 29,132           | 107,827            |
| Alcoholic Bev. away from Home        | 6,310            | 21,615           | 82,628             |
| <b>Total Furniture/Appliances</b>    | <b>\$85,046</b>  | <b>\$288,020</b> | <b>\$1,055,907</b> |
| Bedroom Furniture                    | 4,805            | 15,926           | 57,009             |
| Living Room Furniture                | 7,362            | 25,054           | 92,265             |
| Other Living & Family Room Furniture | 1,947            | 6,577            | 24,089             |
| Other Furniture                      | 922              | 3,209            | 11,981             |
| Major Appliances                     | 7,472            | 25,639           | 93,740             |
| Small Appliances & Housewares        | 17,431           | 58,715           | 215,823            |
| Misc Household Equipment             | 45,107           | 152,899          | 561,000            |
| <b>Total Transportation/Maint.</b>   | <b>\$216,011</b> | <b>\$735,054</b> | <b>\$2,667,703</b> |
| New Autos/Trucks/Vans                | 55,642           | 189,154          | 685,739            |
| Used Vehicles                        | 54,421           | 183,689          | 663,594            |
| Purchase of RVs or Boats             | 5,809            | 18,949           | 68,139             |
| Gasoline                             | 74,698           | 256,766          | 933,453            |
| Diesel Fuel                          | 1,136            | 3,843            | 13,639             |
| Automotive Maintenance/Repair        | 24,305           | 82,651           | 303,138            |
| <b>Total Health Care</b>             | <b>\$41,011</b>  | <b>\$142,378</b> | <b>\$527,236</b>   |
| Medical Services                     | 23,693           | 81,131           | 299,140            |
| Prescription Drugs                   | 13,319           | 47,406           | 176,424            |
| Medical Supplies                     | 3,998            | 13,842           | 51,672             |
| <b>Total Education/Day Care</b>      | <b>\$69,650</b>  | <b>\$239,560</b> | <b>\$901,501</b>   |
| Education                            | 30,686           | 105,909          | 400,806            |
| Room and Board                       | 3,197            | 11,044           | 40,264             |
| Tuition/School Supplies              | 26,800           | 92,707           | 352,086            |
| Day Care, Nursery & Preschool        | 8,968            | 29,901           | 108,345            |

## Fairlane Meadows

| Business Employment by Type            | # of Businesses | # Employees   | #Emp/Bus  |
|--|-----------------|---------------|-----------|
| <b>Total Businesses</b>                | <b>3,551</b>    | <b>53,795</b> | <b>15</b> |
| <b>Total Retail</b>                    | <b>1,047</b>    | <b>8,991</b>  | <b>9</b>  |
| Home Improvement Stores                | 34              | 164           | 5         |
| General Merchandise Stores             | 34              | 450           | 13        |
| Food Stores                            | 160             | 971           | 6         |
| Auto Dealers and Gas Stations          | 127             | 1,770         | 14        |
| Apparel and Accessory Stores           | 119             | 822           | 7         |
| Furniture and Home Furnishings         | 68              | 416           | 6         |
| Eating and Drinking Places             | 264             | 3,137         | 12        |
| Miscellaneous Retail Stores            | 241             | 1,261         | 5         |
| <b>Finance-Insurance-Real Estate</b>   | <b>253</b>      | <b>3,467</b>  | <b>14</b> |
| Banks, Saving and Lending Inst.        | 80              | 2,291         | 29        |
| Security Brokers and Investments       | 42              | 120           | 3         |
| Insurance Carriers and Agencies        | 42              | 392           | 9         |
| Real Estate-Trust-Holding Co.          | 89              | 664           | 7         |
| <b>Services</b>                        | <b>1,554</b>    | <b>23,624</b> | <b>15</b> |
| Hotels and Lodging                     | 28              | 833           | 30        |
| Motion Picture and Amusement           | 59              | 1,824         | 31        |
| Health Services                        | 245             | 3,475         | 14        |
| Legal Services                         | 57              | 176           | 3         |
| Educational Services                   | 99              | 4,243         | 43        |
| Auto Services                          | 174             | 885           | 5         |
| Other Services                         | 892             | 12,188        | 14        |
| <b>Agriculture/Mining</b>              | <b>26</b>       | <b>134</b>    | <b>5</b>  |
| <b>Construction</b>                    | <b>148</b>      | <b>751</b>    | <b>5</b>  |
| <b>Manufacturing</b>                   | <b>113</b>      | <b>11,048</b> | <b>98</b> |
| <b>Transportation, Comm./Pub Util.</b> | <b>176</b>      | <b>2,593</b>  | <b>15</b> |
| <b>Wholesale Trade</b>                 | <b>170</b>      | <b>2,083</b>  | <b>12</b> |
| <b>Government</b>                      | <b>64</b>       | <b>1,104</b>  | <b>17</b> |
| <b>Daytime Population</b>              | <b>53,795</b>   |               |           |
| <b>Daytime Population/Business</b>     | <b>15</b>       |               |           |

Traffic Count Report

Fairlane Meadows



| Street           | Cross Street    | Cross Str Dist | Count Year | Avg Daily Volume | Volume Type | Miles from Subject Prop |
|------------------|-----------------|----------------|------------|------------------|-------------|-------------------------|
| 1 Mercury Dr     | Heather Dr      | 0.05 S         | 2010       | 12,318           | MPSI        | .24                     |
| 2 Greenfield Rd  | Market Dr       | 0.09 N         | 2010       | 34,818           | MPSI        | .26                     |
| 3 Greenfield Rd  | Donald Ave      | 0.08 N         | 2010       | 32,018           | MPSI        | .41                     |
| 4 Ford Rd        | Mead St         | 0.11 E         | 2010       | 42,792           | MPSI        | .45                     |
| 5 Greenfield     | Hubbard Dr      | 0.07 N         | 2010       | 33,007           | MPSI        | .49                     |
| 6 Hubbard Dr     | S Parklane Blvd | 0.01 E         | 2010       | 11,871           | MPSI        | .51                     |
| 7 Ford Rd        | Southfield Fwy  | 0.25 W         | 2010       | 59,750           | MPSI        | .51                     |
| 8 Greenfield     | Jerome Ave      | 0.06 N         | 2010       | 28,779           | MPSI        | .66                     |
| 9 Southfield Fwy | Ford Rd         | 0.00 S         | 2010       | 100,802          | MPSI        | .78                     |
| 10 Michigan Ave  | Helen St        | 0.01 N         | 2010       | 42,728           | MPSI        | .79                     |

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