

Demographic Summary Report

The Shops at Old Orchard

Radius	3 Mile		5 Mile		10 Mile	
Population						
2015 Projection	60,946		148,490		742,768	
2010 Estimate	61,491		149,701		748,725	
2000 Census	61,480		148,361		743,544	
Growth 2010 - 2015	-0.90%		-0.80%		-0.80%	
Growth 2000 - 2010	0.00%		0.90%		0.70%	
2010 Population by Hispanic Origin	1,098		2,929		25,907	
2010 Population By Race	61,491		149,701		748,725	
White	47,887	77.88%	112,666	75.26%	526,742	70.35%
Black or African American	5,208	8.47%	17,308	11.56%	148,582	19.84%
American Indian and Alaska Native	46	0.07%	173	0.12%	1,891	0.25%
Asian	6,430	10.46%	15,099	10.09%	45,720	6.11%
Native Hawaiian and Pacific Islander	13	0.02%	25	0.02%	265	0.04%
Other Race	283	0.46%	826	0.55%	9,514	1.27%
Two or More Races	1,626	2.64%	3,603	2.41%	16,012	2.14%
Households						
2015 Projection	22,800		57,593		300,640	
2010 Estimate	22,934		57,879		302,193	
2000 Census	22,687		56,771		297,019	
Growth 2010 - 2015	-0.60%		-0.50%		-0.50%	
Growth 2000 - 2010	1.10%		2.00%		1.70%	
Owner Occupied	19,222	83.81%	45,214	78.12%	214,020	70.82%
Renter Occupied	3,712	16.19%	12,665	21.88%	88,173	29.18%
2010 Households by HH Income	22,935		57,878		302,194	
Income Less Than \$15,000	967	4.22%	2,270	3.92%	21,151	7.00%
Income: \$15,000 - \$24,999	866	3.78%	2,353	4.07%	19,889	6.58%
Income: \$25,000 - \$34,999	863	3.76%	2,455	4.24%	20,086	6.65%
Income: \$35,000 - \$49,999	1,703	7.43%	4,911	8.49%	35,848	11.86%
Income: \$50,000 - \$74,999	2,797	12.20%	8,212	14.19%	55,178	18.26%
Income: \$75,000 - \$99,999	3,542	15.44%	8,535	14.75%	47,320	15.66%
Income: \$100,000 - \$149,999	5,230	22.80%	12,861	22.22%	57,391	18.99%
Income: \$150,000 - \$249,999	4,265	18.60%	10,094	17.44%	30,294	10.02%
Income: \$250,000 - \$499,999	1,974	8.61%	4,551	7.86%	11,134	3.68%
Income: \$500,000 or more	728	3.17%	1,636	2.83%	3,903	1.29%
2010 Avg Household Income	\$147,753		\$140,128		\$100,072	
2010 Med Household Income	\$104,809		\$100,517		\$74,354	
2010 Per Capita Income	\$55,394		\$54,532		\$40,628	

Demographic Detail Report

The Shops at Old Orchard

Radius	3 Mile		5 Mile		10 Mile	
Population						
2015 Projection	60,946		148,490		742,768	
2010 Estimate	61,491		149,701		748,725	
2000 Census	61,480		148,361		743,544	
Growth 2010 - 2015	-0.90%		-0.80%		-0.80%	
Growth 2000 - 2010	0.00%		0.90%		0.70%	
2010 Population by Age	61,491		149,701		748,725	
Age 0 - 4	3,268	5.31%	8,504	5.68%	46,998	6.28%
Age 5 - 9	3,674	5.97%	9,279	6.20%	48,269	6.45%
Age 10 - 14	4,292	6.98%	10,489	7.01%	50,162	6.70%
Age 15 - 17	2,764	4.49%	6,465	4.32%	30,455	4.07%
Age 18 - 20	1,966	3.20%	4,642	3.10%	25,592	3.42%
Age 21 - 24	1,918	3.12%	5,192	3.47%	32,859	4.39%
Age 25 - 34	4,633	7.53%	13,596	9.08%	89,185	11.91%
Age 35 - 44	7,503	12.20%	19,605	13.10%	106,297	14.20%
Age 45 - 49	4,995	8.12%	12,382	8.27%	60,008	8.01%
Age 50 - 54	5,264	8.56%	12,482	8.34%	59,445	7.94%
Age 55 - 59	4,950	8.05%	11,551	7.72%	52,343	6.99%
Age 60 - 64	4,467	7.26%	10,004	6.68%	42,865	5.73%
Age 65 - 74	5,673	9.23%	12,572	8.40%	52,141	6.96%
Age 75 - 84	4,015	6.53%	8,697	5.81%	34,744	4.64%
Age 85 and over	2,108	3.43%	4,243	2.83%	17,363	2.32%
Age 16 and over	49,331	80.22%	119,245	79.66%	592,999	79.20%
Age 18 and over	47,492	77.23%	114,963	76.80%	572,842	76.51%
Age 21 and over	45,526	74.04%	110,322	73.69%	547,250	73.09%
Age 65 and over	11,795	19.18%	25,511	17.04%	104,247	13.92%
Median Age	45.70		43.60		40.00	
Average Age	42.80		41.40		39.20	

Demographic Detail Report

The Shops at Old Orchard

Radius	3 Mile	5 Mile	10 Mile
2010 Population By Race	61,491	149,701	748,725
White	47,887 77.88%	112,666 75.26%	526,742 70.35%
Black or African American	5,208 8.47%	17,308 11.56%	148,582 19.84%
American Indian and Alaska Native	46 0.07%	173 0.12%	1,891 0.25%
Asian	6,430 10.46%	15,099 10.09%	45,720 6.11%
Native Hawaiian and Pacific Islander	13 0.02%	25 0.02%	265 0.04%
Other Race	283 0.46%	826 0.55%	9,514 1.27%
Two or More Races	1,626 2.64%	3,603 2.41%	16,012 2.14%
2010 Population by Hispanic Origin	61,491	149,700	748,726
Not Hispanic or Latino	60,394 98.22%	146,771 98.04%	722,818 96.54%
Hispanic or Latino:	1,098 1.79%	2,929 1.96%	25,907 3.46%
Mexican	462 0.75%	1,353 0.90%	15,030 2.01%
Puerto Rican	68 0.11%	242 0.16%	3,991 0.53%
Cuban	48 0.08%	120 0.08%	592 0.08%
Other Hispanic or Latino	519 0.84%	1,214 0.81%	6,295 0.84%
2010 Age 5+ Language at Home	58,223	141,196	701,727
Speak Only English	43,776 75.19%	110,211 78.06%	604,467 86.14%
Speak Asian or Pacific Island	2,505 4.30%	5,831 4.13%	19,318 2.75%
Speak IndoEuropean	5,220 8.97%	12,043 8.53%	40,306 5.74%
Speak Spanish	993 1.71%	2,248 1.59%	15,446 2.20%
Speak Other Language	5,729 9.84%	10,863 7.69%	22,190 3.16%
2010 Median Age, Male	44.60	42.60	38.50
2010 Average Age, Male	41.40	40.30	37.90
Median Age, Female	46.70	44.60	41.30
Average Age, Female	44.10	42.50	40.50
2010 Population by Employment Status (Age 16+)	49,331	119,245	593,000
In Armed Forces	0 0.00%	29 0.02%	178 0.03%
Civilian, Employed	24,721 50.11%	60,604 50.82%	308,486 52.02%
Civilian, Unemployed	3,022 6.13%	7,957 6.67%	50,711 8.55%
Not In Labor Force	21,588 43.76%	50,655 42.48%	233,625 39.40%
2010 Population by Occupation Classification (Age 16+)	24,722	60,604	308,486
Blue Collar	1,138 4.60%	3,749 6.19%	40,977 13.28%
White Collar	21,765 88.04%	51,961 85.74%	229,334 74.34%
Service	1,819 7.36%	4,894 8.08%	38,175 12.37%

Demographic Detail Report

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Radius	3 Mile	5 Mile	10 Mile
2000 Population by Marital Status (Age 15+)	50,257	121,428	603,297
Total, Never Married	10,873 21.63%	28,650 23.59%	177,841 29.48%
Married	32,469 64.61%	75,583 62.25%	322,050 53.38%
Widowed	3,382 6.73%	7,399 6.09%	36,681 6.08%
Divorced	3,533 7.03%	9,796 8.07%	66,725 11.06%
Males Divorced	1,045	3,258	23,866
Females Divorced	2,037	5,263	35,739
Males, Never Married	4,946	13,116	82,856
Females Never Married	4,399	11,618	74,584
2010 Population by Education	43,607	105,130	514,391
Less Than 9Th Grade	918 2.11%	1,831 1.74%	11,406 2.22%
Some High School, No Diploma	1,313 3.01%	2,984 2.84%	28,375 5.52%
High School Graduate (Includes Equivalency)	5,423 12.44%	13,313 12.66%	106,635 20.73%
Some College, No Degree	6,832 15.67%	17,255 16.41%	105,350 20.48%
Associate Degree	2,057 4.72%	5,849 5.56%	35,095 6.82%
Bachelor Degree	12,561 28.81%	31,500 29.96%	128,768 25.03%
Advanced Degrees	14,503 33.26%	32,398 30.82%	98,762 19.20%
2010 Population by Occupation (Age 16+)	26,540	65,498	346,661
Management, Business, & Financial	7,992 30.11%	20,948 31.98%	104,024 30.01%
Professional & Related Occupations	1,806 6.80%	4,801 7.33%	22,270 6.42%
Services	11,485 43.27%	27,064 41.32%	143,864 41.50%
Sales & Office	4,347 16.38%	9,703 14.81%	43,124 12.44%
Farming, Fishing, and Forestry	0 0.00%	3 0.00%	173 0.05%
Construction and Extraction, Maint	343 1.29%	946 1.44%	8,428 2.43%
Production & Transportation	567 2.14%	2,033 3.10%	24,778 7.15%
2010 Workers by Travel Time to Work (Age 16+)	24,721	60,633	308,664
Less Than 15 Minutes	4,007 16.21%	9,901 16.33%	64,402 20.86%
15 to 29 Minutes	9,502 38.44%	23,249 38.34%	118,337 38.34%
30 to 44 Minutes	7,374 29.83%	17,901 29.52%	79,808 25.86%
45 to 59 Minutes	2,628 10.63%	6,441 10.62%	27,658 8.96%
60+ Minutes	1,210 4.89%	3,141 5.18%	18,459 5.98%

Demographic Detail Report

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Radius	3 Mile	5 Mile	10 Mile
Households			
2015 Projection	22,800	57,593	300,640
2010 Estimate	22,934	57,879	302,193
2000 Census	22,687	56,771	297,019
Growth 2010 - 2015	-0.60%	-0.50%	-0.50%
Growth 2000 - 2010	1.10%	2.00%	1.70%
2000 Households by HH Size	22,688	56,771	297,019
1-Person Households	4,796 21.14%	13,295 23.42%	85,801 28.89%
2-Person Households	8,064 35.54%	20,269 35.70%	96,663 32.54%
3-Person Households	3,569 15.73%	8,835 15.56%	46,453 15.64%
4-Person Households	3,704 16.33%	8,667 15.27%	41,283 13.90%
5-Person Households	1,699 7.49%	3,876 6.83%	17,766 5.98%
6-Person Households	573 2.53%	1,256 2.21%	5,897 1.99%
7 or more Person Households	283 1.25%	573 1.01%	3,156 1.06%
2010 Average Household Size	2.64	2.56	2.44
2010 Households by HH Income	22,935	57,878	302,194
Income Less than \$15,000	967 4.22%	2,270 3.92%	21,151 7.00%
Income: \$15,000 - \$24,999	866 3.78%	2,353 4.07%	19,889 6.58%
Income: \$25,000 - \$34,999	863 3.76%	2,455 4.24%	20,086 6.65%
Income: \$35,000 - \$49,999	1,703 7.43%	4,911 8.49%	35,848 11.86%
Income: \$50,000 - \$74,999	2,797 12.20%	8,212 14.19%	55,178 18.26%
Income: \$75,000 - \$99,999	3,542 15.44%	8,535 14.75%	47,320 15.66%
Income: \$100,000 - \$149,999	5,230 22.80%	12,861 22.22%	57,391 18.99%
Income: \$150,000 - \$249,999	4,265 18.60%	10,094 17.44%	30,294 10.02%
Income: \$250,000 - \$499,999	1,974 8.61%	4,551 7.86%	11,134 3.68%
Income: \$500,000 or more	728 3.17%	1,636 2.83%	3,903 1.29%
2010 Avg Household Income	\$147,753	\$140,128	\$100,072
2010 Med Household Income	\$104,809	\$100,517	\$74,354
2010 Per Capita Income	\$55,394	\$54,532	\$40,628
2010 Occupied Housing	22,934	57,879	302,193
Owner Occupied	19,222 83.81%	45,214 78.12%	214,020 70.82%
Renter Occupied	3,712 16.19%	12,665 21.88%	88,173 29.18%

Demographic Detail Report

The Shops at Old Orchard

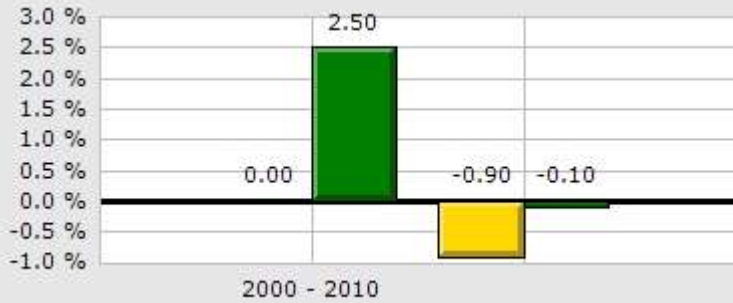
Radius	3 Mile		5 Mile		10 Mile	
2010 Housing Value - Owner Occupied	19,223		45,213		214,019	
Value Less than \$20,000	78	0.41%	480	1.06%	4,111	1.92%
Value \$20,000 - \$39,999	158	0.82%	537	1.19%	6,234	2.91%
Value \$40,000 - \$59,999	99	0.52%	452	1.00%	10,763	5.03%
Value \$60,000 - \$79,999	809	4.21%	1,597	3.53%	18,947	8.85%
Value \$80,000 - \$99,999	632	3.29%	1,851	4.09%	25,846	12.08%
Value \$100,000 - \$149,999	2,216	11.53%	6,438	14.24%	47,643	22.26%
Value \$150,000 - \$199,999	3,756	19.54%	7,935	17.55%	34,430	16.09%
Value \$200,000 - \$299,999	6,516	33.90%	12,867	28.46%	35,779	16.72%
Value \$300,000 - \$399,999	2,557	13.30%	5,971	13.21%	14,504	6.78%
Value \$400,000 - \$499,999	1,167	6.07%	3,072	6.79%	6,460	3.02%
Value \$500,000 - \$749,999	737	3.83%	2,042	4.52%	4,716	2.20%
Value \$750,000 - \$999,999	268	1.39%	1,001	2.21%	2,547	1.19%
Value \$1,000,000 or more	230	1.20%	970	2.15%	2,039	0.95%
2010 Med Housing Val-Owner Occupied	\$225,292		\$222,336		\$143,416	
2000 Housing Units by Units in Structure	23,525		59,254		310,315	
1 Unit Attached	2,373	10.09%	5,930	10.01%	19,394	6.25%
1 Unit Detached	17,044	72.45%	39,912	67.36%	204,887	66.03%
2 Units	192	0.82%	314	0.53%	2,971	0.96%
3 - 19 Units	2,852	12.12%	8,784	14.82%	49,311	15.89%
20 - 49 Units	274	1.16%	1,263	2.13%	10,834	3.49%
50 or more Units	783	3.33%	2,665	4.50%	17,200	5.54%
Mobile Home or Trailer	7	0.03%	386	0.65%	5,673	1.83%
Boat, RV, Van, Etc.	0	0.00%	0	0.00%	45	0.01%
2010 Housing Units by Yr Built	24,440		62,653		329,004	
Built 1999 to Present	1,317	5.39%	4,329	6.91%	23,583	7.17%
Built 1995 to 1998	1,024	4.19%	3,687	5.88%	15,798	4.80%
Built 1990 to 1994	1,107	4.53%	4,693	7.49%	18,172	5.52%
Built 1980 to 1989	5,238	21.43%	13,801	22.03%	44,618	13.56%
Built 1970 to 1979	6,856	28.05%	14,545	23.22%	60,892	18.51%
Built 1960 to 1969	5,208	21.31%	10,658	17.01%	57,522	17.48%
Built 1950 to 1959	2,983	12.21%	7,960	12.70%	62,980	19.14%
Built 1940 to 1949	344	1.41%	1,299	2.07%	24,790	7.53%
Built 1939 or Earlier	363	1.49%	1,681	2.68%	20,649	6.28%
2010 Median Year Built	1975		1977		1970	

The Shops at Old Orchard

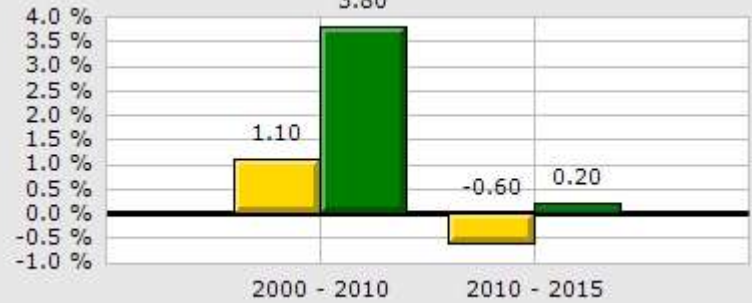
Type: Shopping Center/Neighborhood Center
 County: Oakland

3 Mile
 County

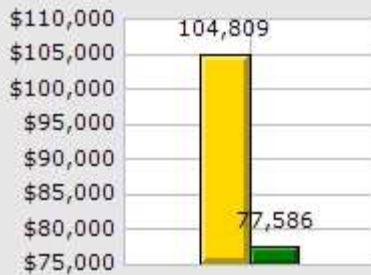
Population Growth



Household Growth



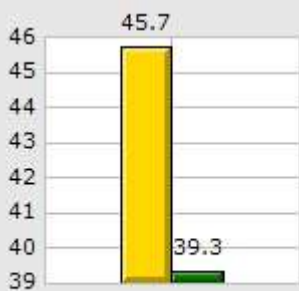
2010 Med Household Inc



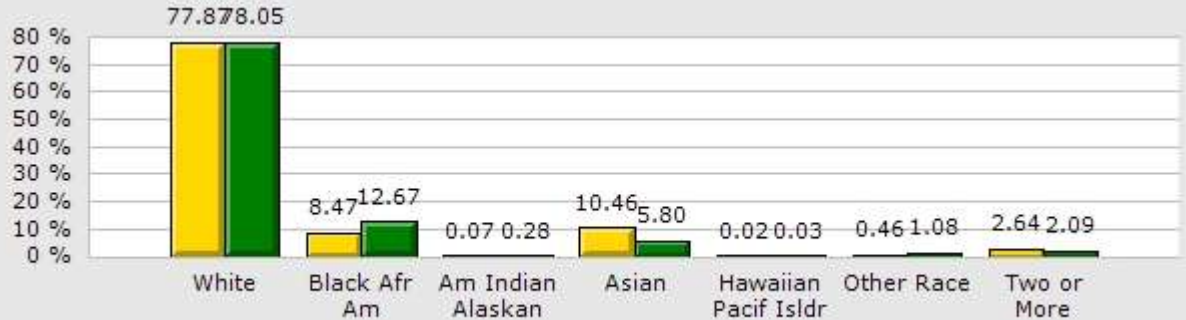
2010 Households by Household Income



2010 Median Age



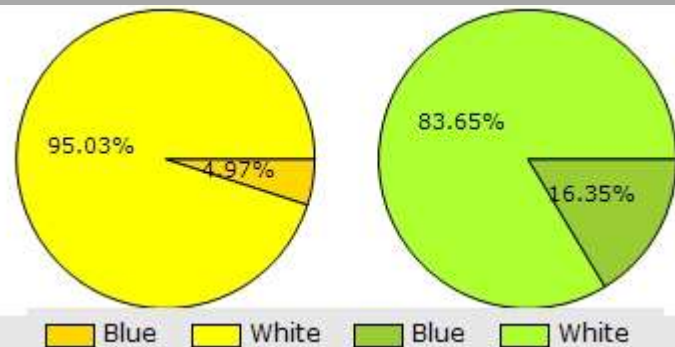
2010 Population by Race



2010 Renter vs. Owner



2010 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

The Shops at Old Orchard

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

	3 Mile		County	
Population				
Growth 2000 - 2010	0.00%		2.50%	
Growth 2010 - 2015	-0.90%		-0.10%	
2010 Blue Collar	1,138	4.97%	73,565	16.35%
2010 White Collar	21,765	95.03%	376,316	83.65%
2010 Population By Race	61,493		1,223,804	
White	47,887	77.87%	955,205	78.05%
Black Afr Am	5,208	8.47%	155,099	12.67%
Am Indian Alaskan	46	0.07%	3,377	0.28%
Asian	6,430	10.46%	70,931	5.80%
Hawaiian Pacif Islldr	13	0.02%	358	0.03%
Other Race	283	0.46%	13,251	1.08%
Two or More	1,626	2.64%	25,583	2.09%
Households				
Growth 2000 - 2010	1.10%		3.80%	
Growth 2010 - 2015	-0.60%		0.20%	
Renter Occupied	3,712	16.19%	127,614	26.10%
Owner Occupied	19,222	83.81%	361,409	73.90%
2010 Households by HH Income	22,935		489,022	
Income < \$35,000	2,696	11.75%	91,572	18.73%
Income \$35,000 - \$74,999	4,500	19.62%	141,664	28.97%
Income \$75,000 - \$149,999	8,772	38.25%	183,954	37.62%
Income \$150,000 - \$249,999	4,265	18.60%	49,287	10.08%
Income \$250,000+	2,702	11.78%	22,545	4.61%
2010 Median Household Income	\$104,809		\$77,586	
2010 Median Age	45.70		39.30	

Consumer Spending Report

The Shops at Old Orchard

2010 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$1,740,769	\$4,206,661	\$15,947,273
Total Apparel	\$60,501	\$147,073	\$558,878
Women's Apparel	25,433	61,023	228,512
Men's Apparel	14,657	35,462	132,714
Girl's Apparel	5,256	12,875	49,219
Boy's Apparel	3,852	9,611	38,320
Infant Apparel	3,802	9,708	39,407
Footwear (excl. Infants)	9,275	22,769	87,899
Other Apparel Prod/Services	7,502	18,395	70,706
Total Entertainment	\$178,938	\$423,412	\$1,539,093
Sports and Recreation	7,118	17,049	61,969
TV, Radio and Sound Equipment	55,883	136,042	528,005
Reading Materials	8,014	18,715	68,663
Travel	105,813	246,487	861,314
Photographic Equipment	2,109	5,119	19,142
Total Food At Home	\$139,376	\$337,001	\$1,303,214
Cereal Products	8,328	20,260	79,116
Bread & Bakery Products	18,517	44,579	172,604
Seafood	7,869	18,837	70,754
Meat/Poultry/Fish/Eggs	46,006	111,937	437,498
Dairy Products	22,141	53,612	208,313
Fruits and Vegetables	36,515	87,777	334,929
Total Food Away From Home	\$140,397	\$342,274	\$1,319,181
Breakfast and Brunch	13,397	32,531	126,387
Dinner	66,429	161,546	619,830
Lunch	44,749	109,847	428,331
Snacks and Non Alcoholic Bev	10,235	25,180	97,490
Catered Affairs	5,588	13,170	47,143

Consumer Spending Report

The Shops at Old Orchard

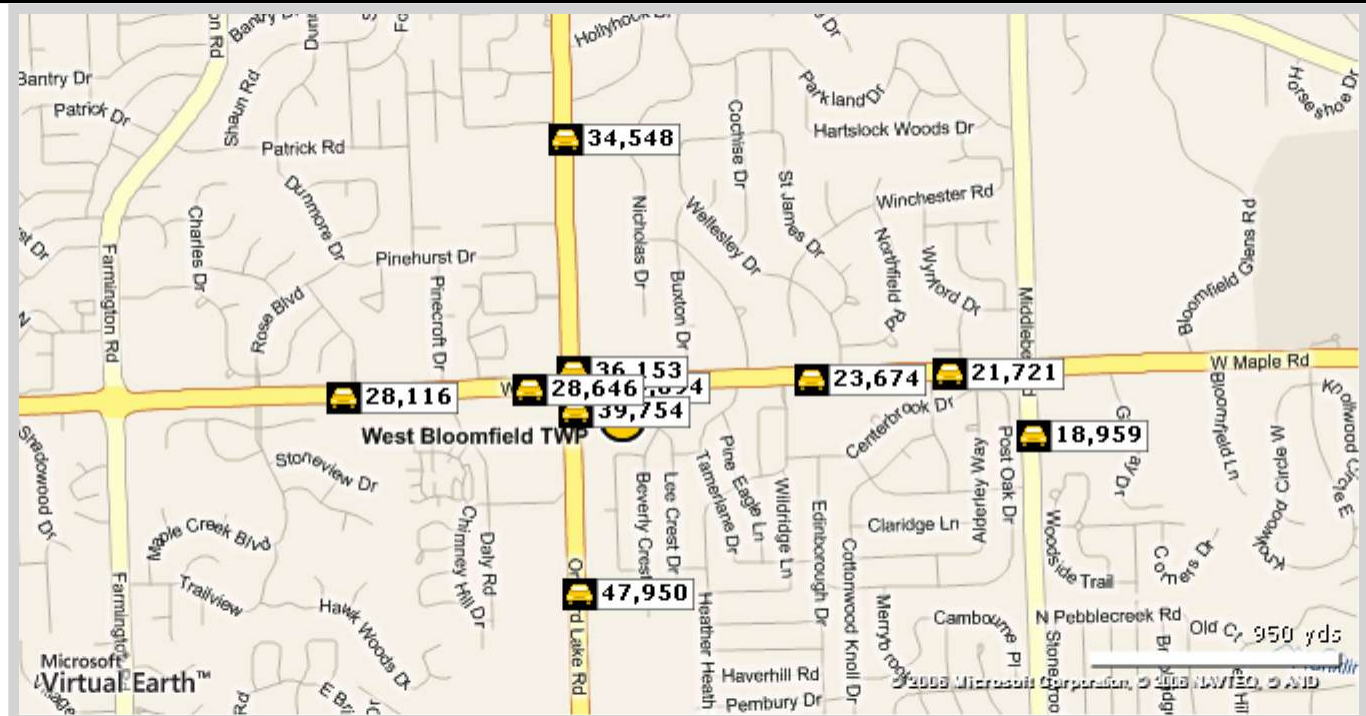
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$27,178	\$66,524	\$256,164
Alcoholic Bev. at Home	16,031	38,873	146,743
Alcoholic Bev. away from Home	11,147	27,651	109,421
Total Furniture/Appliances	\$172,150	\$409,849	\$1,495,058
Bedroom Furniture	9,187	22,176	81,035
Living Room Furniture	15,618	37,014	133,405
Other Living & Family Room Furniture	4,253	10,077	35,679
Other Furniture	2,108	4,937	17,518
Major Appliances	14,869	35,019	128,198
Small Appliances	34,539	82,802	305,172
Misc Household Equipment	91,576	217,823	794,050
Total Transportation/Maint.	\$373,966	\$911,558	\$3,499,234
New Autos/Trucks/Vans	109,808	262,825	964,938
Used Vehicles	83,737	209,711	839,215
Purchase of RVs or Boats	15,025	34,293	111,368
Gasoline	118,468	292,049	1,159,915
Diesel Fuel	2,189	5,182	18,757
Automotive Maintenance/Repair	44,740	107,498	405,041
Total Health Care	\$74,212	\$174,913	\$664,863
Medical Services	44,769	105,842	395,829
Prescription Drugs	21,757	51,119	202,044
Medical Supplies	7,686	17,953	66,989
Total Education/Day Care	\$142,934	\$343,971	\$1,270,499
Education	63,147	151,582	560,092
Room and Board	7,139	16,532	57,192
Tuition/School Supplies	56,009	134,142	493,646
Day Care, Nursery & Preschool	16,638	41,715	159,570

The Shops at Old Orchard

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	3,429	28,687	8
Total Retail	535	5,482	10
Home Improvement Stores	24	255	11
General Merchandise Stores	12	371	31
Food Stores	50	697	14
Auto Dealers and Gas Stations	33	294	9
Apparel and Accessory Stores	68	342	5
Furniture and Home Furnishings	69	445	6
Eating and Drinking Places	129	2,093	16
Miscellaneous Retail Stores	150	985	7
Finance-Insurance-Real Estate	592	4,154	7
Banks, Saving and Lending Inst.	120	643	5
Security Brokers and Investments	101	610	6
Insurance Carriers and Agencies	124	770	6
Real Estate-Trust-Holding Co.	247	2,131	9
Services	1,787	16,785	9
Hotels and Lodging	3	380	127
Motion Picture and Amusement	70	1,221	17
Health Services	273	3,710	14
Legal Services	228	2,320	10
Educational Services	81	2,130	26
Auto Services	30	170	6
Other Services	1,102	6,854	6
Agriculture/Mining	39	100	3
Construction	175	449	3
Manufacturing	66	784	12
Transportation, Comm./Pub Util.	76	201	3
Wholesale Trade	141	371	3
Government	18	361	20
Daytime Population	28,687		
Daytime Population/Business	8		
Residential Population	61,491		
Residential Population/Business	18		

Traffic Count Report

The Shops at Old Orchard



	Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1	W Maple Rd	Beverly Crest Dr	0.16 E	2008	24,894	ADT	.09
2	Orchard Lake Rd	Pinehurst Dr	0.41 N	2008	39,754	ADT	.10
3	Orchard Lake Rd	Pinehurst Dr	0.32 N	2008	36,153	ADT	.15
4	W Maple Rd	Aspen Ridge Blvd	0.11 W	2008	28,646	ADT	.21
5	Orchard Lake Rd	Northwestern Hwy	0.48 S	2008	47,950	ADT	.40
6	W Maple Rd	Heather Heath Ln	0.05 W	2008	23,674	ADT	.42
7	W Maple Rd	Rose Blvd	0.18 W	2008	28,116	ADT	.61
8	Orchard Lake Rd	Nicholas Dr	0.02 S	2008	34,548	ADT	.62
9	W Maple Rd	Perham Dr	0.03 W	2008	21,721	ADT	.72
10	Middlebelt Rd	Wynford Dr	0.27 N	2008	18,959	ADT	.90