

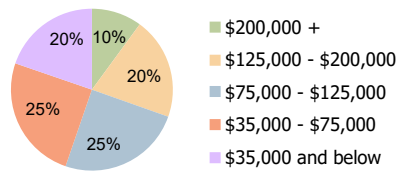
Southfield Plaza Southfield, MI	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
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Current Year Demographics

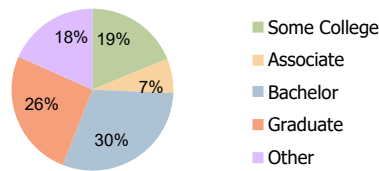
Current Population	13,069	109,798	276,527
Total Daytime Pop	14,882	145,076	362,211
Workplace Pop	7,512	72,823	185,186
Average Household Income	\$89,775	\$116,682	\$111,314
Average Disposable Income	\$72,280	\$84,805	\$80,311
Total Households	5,583	47,294	122,814
Median Home Value	\$264,113	\$339,832	\$321,748
College (4+)	47.9%	56.0%	53.0%
Total Consumer Spending/Capita (Weekly)	\$401	\$414	\$410
Population per Household	2.13	2.01	2.47
% of Households with Children	27.4%	23.1%	22.2%

2028 Demographic Projections

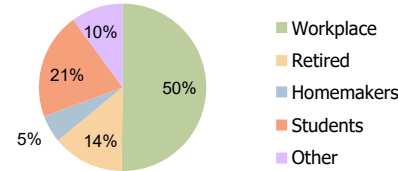
Projected Population	13,225	109,731	279,397
Projected 5 Year Annual Growth Rate (Pop)	0.2%	0.0%	0.2%



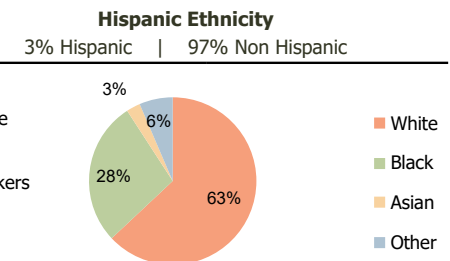
Household Income (3.00 Mile Radius)



Education (3.00 Mile Radius)



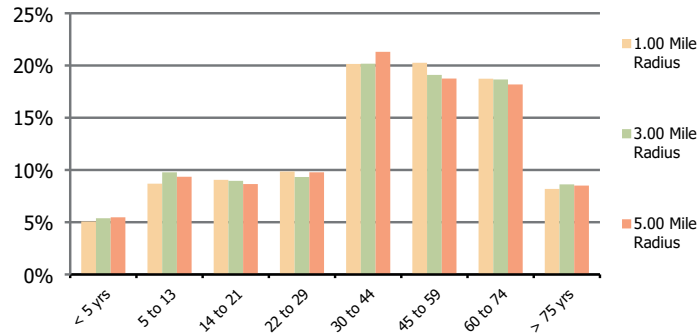
Daytime Population (3.00 Mile Radius)



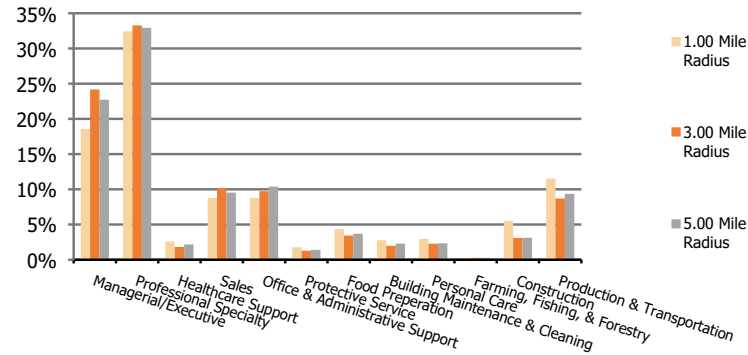
Race (3.00 Mile Radius)

Southfield Plaza Southfield, MI	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
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Population by Age Range



Occupation



Population	Current Estimated Population	13,069	109,798	276,527
	2010 Census Population	11,027	100,493	239,891
	2000 Census Population	12,691	105,679	254,831
	Historical Annual Growth 2000 to 2010	-1.4%	-0.5%	-0.6%
	Estimated Annual Growth 2010 to 2023	1.3%	0.7%	1.1%
	Projected Annual Growth 2023 to 2028	0.2%	0.0%	0.2%
Ethnic	Hispanic or Latino Population	3%	3%	3%
	Non Hispanic or Latino Population	97%	97%	97%
Race	White	42.6%	63.0%	57.6%
	Black or African American	46.3%	27.8%	31.4%
	Asian & Pacific Islander	3.3%	2.7%	4.7%
	Other Races	7.8%	6.5%	6.3%