SRK Realty Company Inc.
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FRANKLIN PLAZA
Northwestern Hwy/Franklin Rd/12 Mile Rd/Southfield, MI

	1 Mile		3 Miles		5 Miles	
Population (2010)						
Estimated Population	6,905		56,102		181,154	
Census Population (1990)	5,448		54,792		182,448	
Census Population (2000)	6,541		58,680		188,888	
Projected Population (2015)	7,416		56,610		180,134	
Forecasted Population (2020)	7,899		55,438		175,203	
Historical Annual Growth (1990 to 2000)	1,093	2.01%	3,888	0.71%	6,440	0.35%
Historical Annual Growth (2000 to 2010)	364	0.56%	-2,578	-0.44%	-7,734	-0.41%
Projected Annual Growth (2010 to 2015)	511	1.48%	509	0.18%	-1,020	-0.11%
Estimated Population Density	2,200 *psm*		1,985 *psm*		2,308 *psm*	
Trade Area Size	3.14 *sq mil*		28.26 *sq mil*		78.49 *sq mil*	
Households (2010)						
Estimated Households	3,046		24,274		73,385	
Census Households (1990)	2,615		23,091		71,171	
Census Households (2000)	2,870		25,315		76,155	
Projected Households (2015)	3,228		24,375		72,970	
Forecasted Households (2020)	3,425		23,836		71,137	
Households with Children	805	26.43%	6,287	25.90%	21,850	29.77%
Average Household Size	2.25		2.28		2.43	
Average Household Income (2010)						
Est. Average Household Income	$103,382		$105,563		$111,714	
Proj. Average Household Income (2015)	$109,539		$110,675		$116,780	
Average Family Income	$133,951		$136,273		$137,077	
Median Household Income (2010)						
Est. Median Household Income	$72,074		$78,748		$86,187	
Proj. Median Household Income (2015)	$77,389		$82,047		$89,384	
Median Family Income	$97,584		$104,954		$108,437	
Per Capita Income (2010)						
Est. Per Capita Income	$45,623		$46,195		$46,100	
Proj. Per Capita Income (2015)	$47,696		$48,191		$48,190	
Per Capita Income Est. 5 year change	$2,073	4.54%	$1,996	4.32%	$2,090	4.53%
Other Income (2010)						
Est. Median Disposable Income	$58,214		$62,944		$68,336	
Proj. Median Disposable Income (2015)	$62,196		$65,333		$70,699	
Disposable Income Est. 5 year change	$3,983	6.84%	$2,389	3.80%	$2,364	3.46%
Est. Average Household Net Worth	$309,024		$348,001		$371,382	
Daytime Demos (2010)						
Total Number of Businesses	900		5,544		12,610	
Total Number of Employees	10,189		65,243		149,522	
Company Headqtrs: Businesses	5	0.52%	18	0.33%	35	0.28%
Company Headqtrs: Employees	170	1.67%	1,950	2.99%	5,575	3.73%
Unemployment Rate	8.43%		8.46%		7.93%	
Employee Population per Business	11.3 to 1		11.8 to 1		11.9 to 1	
Residential Population per Business	7.7 to 1		10.1 to 1		14.4 to 1	

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FRANKLIN PLAZA
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	1 Mile		3 Miles		5 Miles	
Race & Ethnicity (2010)						
White	3,684	53.36%	36,499	65.06%	123,957	68.43%
Black or African American	2,437	35.28%	13,941	24.85%	39,775	21.96%
American Indian & Alaska Native	9	0.13%	92	0.16%	373	0.21%
Asian	470	6.80%	3,580	6.38%	11,542	6.37%
Hawaiian & Pacific Islander	1	0.01%	11	0.02%	58	0.03%
Other Race	51	0.73%	364	0.65%	939	0.52%
Two or More Races	254	3.68%	1,615	2.88%	4,511	2.49%
Not Hispanic or Latino Population	6,788	98.29%	55,024	98.08%	177,699	98.09%
Hispanic or Latino Population	118	1.71%	1,078	1.92%	3,455	1.91%
Not of Hispanic Origin Population (1990)	5,371	98.58%	54,141	98.81%	180,232	98.79%
Hispanic Origin Population (1990)	77	1.42%	651	1.19%	2,216	1.21%
Not Hispanic or Latino Population (2000)	6,461	98.78%	57,883	98.64%	186,365	98.66%
Hispanic or Latino Population (2000)	80	1.22%	797	1.36%	2,523	1.34%
Not Hispanic or Latino Population (2015)	7,279	98.15%	55,408	97.88%	176,297	97.87%
Hispanic or Latino Population (2015)	137	1.85%	1,202	2.12%	3,837	2.13%
Hist. Hispanic Ann Growth (1990 to 2010)	40	2.62%	427	3.28%	1,240	2.80%
Proj. Hispanic Ann Growth (2015 to 2010)	19	3.23%	125	2.32%	381	2.21%
Age Distribution (2010)						
0 to 4 yrs	386	5.60%	2,699	4.81%	8,934	4.93%
5 to 9 yrs	375	5.43%	2,877	5.13%	9,972	5.50%
10 to 14 yrs	388	5.62%	3,148	5.61%	11,392	6.29%
15 to 19 yrs	400	5.80%	3,196	5.70%	11,747	6.48%
20 to 24 yrs	404	5.85%	2,839	5.06%	9,128	5.04%
25 to 29 yrs	463	6.70%	2,977	5.31%	8,762	4.84%
30 to 34 yrs	434	6.29%	2,871	5.12%	9,001	4.97%
35 to 39 yrs	371	5.37%	3,003	5.35%	10,069	5.56%
40 to 44 yrs	444	6.43%	3,507	6.25%	12,177	6.72%
45 to 49 yrs	503	7.29%	4,203	7.49%	14,428	7.96%
50 to 54 yrs	529	7.66%	4,656	8.30%	15,824	8.74%
55 to 59 yrs	545	7.89%	4,342	7.74%	14,233	7.86%
60 to 64 yrs	451	6.54%	3,977	7.09%	12,383	6.84%
65 to 74 yrs	565	8.19%	5,703	10.16%	17,048	9.41%
75 to 84 yrs	401	5.81%	3,880	6.92%	10,387	5.73%
85 yrs plus	244	3.53%	2,223	3.96%	5,671	3.13%
Median Age	40.94 *yrs*		44.84 *yrs*		43.51 *yrs*	
Gender Age Distribution (2010)						
Female Population	3,681	53.31%	29,681	52.91%	94,294	52.05%
0 to 19 yrs	771	20.95%	5,926	19.97%	20,745	22.00%
20 to 64 yrs	2,229	60.54%	17,082	57.55%	55,131	58.47%
65 yrs plus	682	18.51%	6,673	22.48%	18,417	19.53%
Female Median Age	42 *yrs*		46 *yrs*		44 *yrs*	
Male Population	3,224	46.69%	26,420	47.09%	86,861	47.95%
0 to 19 yrs	779	24.16%	5,994	22.69%	21,299	24.52%
20 to 64 yrs	1,916	59.43%	15,294	57.89%	50,873	58.57%
65 yrs plus	529	16.41%	5,133	19.43%	14,688	16.91%
Male Median Age	39.94 *yrs*		43.68 *yrs*		42.53 *yrs*	

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FRANKLIN PLAZA Northwestern Hwy/Franklin Rd/12 Mile Rd/Southfield, MI	1 Mile		3 Miles		5 Miles	
Household Income Distribution (2010)						
$200,000 or More	267	8.75%	2,248	9.26%	7,732	10.54%
$150,000 to $199,999	247	8.11%	2,302	9.48%	7,576	10.32%
$100,000 to $149,999	389	12.78%	4,205	17.32%	13,120	17.88%
$75,000 to $99,999	390	12.80%	2,950	12.15%	9,527	12.98%
$50,000 to $74,999	567	18.62%	4,033	16.61%	11,735	15.99%
$35,000 to $49,999	411	13.49%	2,662	10.97%	8,120	11.07%
$25,000 to $34,999	294	9.64%	2,007	8.27%	5,535	7.54%
$15,000 to $24,999	262	8.59%	1,667	6.87%	4,761	6.49%
$0 to $14,999	220	7.22%	2,199	9.06%	5,280	7.19%
$35,000+	2,271	74.55%	18,400	75.80%	57,809	78.78%
$75,000+	1,293	42.44%	11,705	48.22%	37,954	51.72%
Housing (2010)						
Total Housing Units	3,433		26,858		80,539	
Housing Units, Occupied	3,046	88.75%	24,274	90.38%	73,385	91.12%
Housing Units, Owner-Occupied	1,504	49.38%	15,185	62.56%	54,056	73.66%
Housing Units, Renter-Occupied	1,542	50.62%	9,089	37.44%	19,329	26.34%
Housing Units, Vacant	386	11.25%	2,585	9.62%	7,154	8.88%
Median Years in Residence	3 *yrs*		5 *yrs*		5 *yrs*	
Marital Status (2010)						
Never Married	1,641	28.50%	11,918	25.17%	37,128	24.64%
Now Married	2,810	48.82%	25,484	53.81%	85,088	56.47%
Separated	216	3.74%	1,238	2.61%	3,924	2.60%
Widowed	456	7.92%	4,011	8.47%	10,951	7.27%
Divorced	634	11.02%	4,706	9.94%	13,596	9.02%
Household Type (2010)						
Population Family	5,386	78.00%	44,962	80.14%	150,474	83.06%
Population Non-Family	1,464	21.20%	10,462	18.65%	27,835	15.37%
Population Group Qtrs	55	0.80%	678	1.21%	2,845	1.57%
Family Households	1,767	57.99%	14,725	60.66%	47,974	65.37%
Married Couple With Children	504	17.94%	4,502	17.67%	15,954	18.75%
Average Family Household Size	3.0		3.1		3.1	
Non-Family Households	1,280	42.01%	9,548	39.34%	25,411	34.63%
Household Size (2010)						
1 Person Household	1,112	36.51%	8,561	35.27%	22,750	31.00%
2 Person Households	969	31.81%	7,748	31.92%	23,079	31.45%
3 Person Households	406	13.32%	3,187	13.13%	10,612	14.46%
4 Person Households	322	10.56%	2,849	11.74%	10,236	13.95%
5 Person Households	154	5.05%	1,289	5.31%	4,460	6.08%
6+ Person Households	83	2.74%	639	2.63%	2,248	3.06%
Household Vehicles (2010)						
Total Vehicles Available	5,206		43,889		137,602	
Household: 0 Vehicles Available	251	8.24%	1,626	6.70%	3,633	4.95%
Household: 1 Vehicles Available	1,200	39.38%	8,836	36.40%	24,460	33.33%
Household: 2+ Vehicles Available	1,596	52.37%	13,812	56.90%	45,292	61.72%
Average Vehicles Per Household	1.7		1.8		1.9	

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FRANKLIN PLAZA Northwestern Hwy/Franklin Rd/12 Mile Rd/Southfield, MI	1 Mile		3 Miles		5 Miles	
Labor Force (2010)						
Est. Labor: Population Age 16+	5,673		46,719		148,299	
Est. Civilian Employed	3,236	57.03%	26,469	56.65%	85,048	57.35%
Est. Civilian Unemployed	478	8.43%	3,951	8.46%	11,760	7.93%
Est. in Armed Forces	6	0.10%	13	0.03%	36	0.02%
Est. not in Labor Force	1,954	34.44%	16,286	34.86%	51,456	34.70%
Occupation (2000)						
Occupation: Population Age 16+	3,274		29,358		94,044	
Mgmt, Business, & Financial Operations	686	20.95%	5,904	20.11%	18,772	19.96%
Professional and Related	1,102	33.65%	10,047	34.22%	30,410	32.34%
Service	243	7.44%	2,472	8.42%	7,990	8.50%
Sales and Office	860	26.26%	7,710	26.26%	25,269	26.87%
Farming, Fishing, and Forestry	-	-	8	0.03%	34	0.04%
Construct, Extraction, & Maintenance	145	4.42%	1,062	3.62%	4,117	4.38%
Production, Transp. & Material Moving	239	7.29%	2,157	7.35%	7,453	7.93%
Percent White Collar Workers		80.86%		80.59%		79.17%
Percent Blue Collar Workers		19.14%		19.41%		20.83%
Consumer Expenditure (2010)						
Total Household Expenditure	$218 M		$1.77 B		$5.56 B	
Total Non-Retail Expenditures	$126 M	57.72%	$1.02 B	57.74%	$3.22 B	57.82%
Total Retail Expenditures	$92.2 M	42.28%	$748 M	42.26%	$2.35 B	42.18%
Apparel	$10.5 M	4.83%	$85.4 M	4.83%	$269 M	4.84%
Contributions	$9.38 M	4.30%	$76.6 M	4.33%	$246 M	4.42%
Education	$5.94 M	2.72%	$49.2 M	2.78%	$157 M	2.81%
Entertainment	$12.3 M	5.64%	$99.9 M	5.64%	$315 M	5.67%
Food And Beverages	$32.3 M	14.82%	$261 M	14.75%	$816 M	14.66%
Furnishings And Equipment	$9.90 M	4.54%	$80.8 M	4.57%	$256 M	4.60%
Gifts	$6.36 M	2.92%	$52.3 M	2.95%	$166 M	2.99%
Health Care	$12.7 M	5.83%	$102 M	5.77%	$317 M	5.70%
Household Operations	$8.42 M	3.86%	$69.1 M	3.90%	$221 M	3.97%
Miscellaneous Expenses	$3.54 M	1.62%	$28.6 M	1.62%	$88.9 M	1.60%
Personal Care	$3.13 M	1.43%	$25.3 M	1.43%	$79.4 M	1.43%
Personal Insurance	$2.45 M	1.13%	$20.1 M	1.13%	$64.1 M	1.15%
Reading	$722 K	0.33%	$5.87 M	0.33%	$18.4 M	0.33%
Shelter	$42.5 M	19.48%	$346 M	19.57%	$1.09 B	19.60%
Tobacco	$1.25 M	0.57%	$9.85 M	0.56%	$30.2 M	0.54%
Transportation	$42.2 M	19.34%	$342 M	19.30%	$1.07 B	19.23%
Utilities	$14.5 M	6.63%	$116 M	6.54%	$359 M	6.46%
Educational Attainment (2010)						
Adult Population (25 Years or Older)	4,951		41,343		129,982	
Elementary (0 to 8)	127	2.56%	919	2.22%	2,616	2.01%
Some High School (9 to 11)	210	4.24%	1,681	4.07%	5,320	4.09%
High School Graduate (12)	691	13.95%	6,445	15.59%	21,877	16.83%
Some College (13 to 16)	923	18.65%	7,716	18.66%	24,279	18.68%
Associate Degree Only	325	6.57%	2,395	5.79%	7,735	5.95%
Bachelor Degree Only	1,393	28.14%	11,474	27.75%	35,047	26.96%
Graduate Degree	1,282	25.88%	10,713	25.91%	33,107	25.47%

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	1 Mile		3 Miles		5 Miles	
Units In Structure (2000)						
1 Detached Unit	1,113	36.18%	13,393	50.22%	50,739	63.99%
1 Attached Unit	347	11.29%	1,983	7.44%	5,311	6.70%
2 to 4 Units	130	4.23%	1,036	3.89%	2,822	3.56%
5 to 9 Units	291	9.46%	1,903	7.14%	6,427	8.11%
10 to 19 Units	284	9.23%	2,329	8.73%	4,038	5.09%
20 to 49 Units	225	7.30%	1,689	6.33%	2,826	3.56%
50 or more Units	675	21.94%	4,167	15.63%	6,102	7.69%
Mobile Home or Trailer	12	0.38%	168	0.63%	1,031	1.30%
Other Structure	-	-	-	-	-	-
Homes Built By Year						
1999 to 2000	69	2.26%	464	1.74%	874	1.10%
1995 to 1998	278	9.05%	866	3.25%	2,456	3.10%
1990 to 1994	65	2.10%	998	3.74%	2,588	3.26%
1980 to 1989	472	15.35%	4,527	16.98%	11,756	14.83%
1970 to 1979	1,140	37.05%	7,604	28.51%	19,008	23.97%
1960 to 1969	472	15.32%	6,617	24.81%	19,932	25.14%
1950 to 1959	394	12.81%	4,329	16.23%	15,789	19.91%
Built Before 1949	186	6.06%	1,263	4.74%	6,894	8.69%
Home Values (2000)						
$1,000,000 or More	32	2.66%	156	1.15%	786	1.57%
$500,000 to $999,999	107	8.85%	751	5.53%	3,154	6.31%
$400,000 to $499,999	108	8.87%	776	5.72%	2,905	5.81%
$300,000 to $399,999	217	17.86%	1,656	12.20%	5,844	11.69%
$200,000 to $299,999	383	31.58%	5,494	40.48%	15,172	30.35%
$150,000 to $199,999	130	10.73%	2,944	21.69%	10,774	21.55%
$100,000 to $149,999	195	16.10%	1,483	10.92%	7,350	14.70%
$70,000 to $99,999	31	2.59%	247	1.82%	3,102	6.20%
$50,000 to $69,999	1	0.09%	45	0.33%	614	1.23%
$25,000 to $49,999	8	0.67%	15	0.11%	201	0.40%
$0 to $24,999	-	-	6	0.05%	93	0.19%
Owner Occupied Median Home Value	$286,916		$251,840		$247,439	
Renter Occupied Median Rent	$806		$802		$778	
Transportation To Work (2000)						
Drive to Work Alone	2,920	88.81%	25,934	88.28%	82,633	87.84%
Drive to Work in Carpool	119	3.63%	1,865	6.35%	6,333	6.73%
Travel to Work - Public Transportation	29	0.89%	154	0.52%	483	0.51%
Drive to Work on Motorcycle	4	0.11%	17	0.06%	42	0.04%
Walk or Bicycle to Work	56	1.70%	316	1.07%	1,111	1.18%
Other Means	23	0.70%	117	0.40%	347	0.37%
Work at Home	137	4.16%	975	3.32%	3,124	3.32%
Travel Time (2000)						
Travel to Work in 14 Minutes or Less	691	21.93%	6,187	21.78%	19,459	21.40%
Travel to Work in 14 to 29 Minutes	1,285	40.76%	11,320	39.86%	36,428	40.05%
Travel to Work in 30 to 59 Minutes	1,079	34.22%	10,006	35.23%	31,990	35.17%
Travel to Work in 60 Minutes or More	97	3.08%	890	3.13%	3,072	3.38%
Average Travel Time to Work	24.0 *mins*		23.5 *mins*		23.8 *mins*	