

Property Profile
T.A. - WESTLAND SHOPPING CENTER, Westland, MI 48185
 10 Mile Radius (Block Group)



	5 Mile T.A.	10 Mile T.A.	State	US
Predominant Consumer Lifestyles	11.6 % Second City Elite	6.8 % Second City Elite	2.8 % Multi-Culti Mosaic	1.2 % Second City Elite
	11.0 % Brite Lites, Li'l City	6.2 % Brite Lites, Li'l City	3.6 % Mayberry-ville	1.5 % Brite Lites, Li'l City
	9.9 % Upward Bound	6.4 % Middleburg Managers	2.7 % Big Sky Families	1.9 % Middleburg Managers
	10.0 % Middleburg Managers	5.7 % Upward Bound	3.8 % Traditional Times	1.6 % Upward Bound
	5.7 % Home Sweet Home	5.1 % Multi-Culti Mosaic	2.3 % Country Casuals	1.7 % Multi-Culti Mosaic
	4.3 % White Picket Fences	4.2 % Home Sweet Home	2.4 % Fast-Track Families	1.8 % Home Sweet Home
Current Year Population	286,800	882,935	10,167,507	298,021,266
Current Year Households	115,810	346,063	3,933,380	112,267,302
Business Population	158,631	479,430	5,589,940	163,413,176
Average HH size	2.48	2.55	2.58	2.65
Homeowners	70.44%	70.33%	65.76%	60.56%
POPULATION				
Median Age	38.84	37.83	37.40	36.90
Age: < 5 Years	6.48%	6.73%	6.37%	6.73%
Age: 5 to 14 Years	13.48%	14.30%	13.82%	13.66%
Age: 15 to 17 Years	4.07%	4.39%	4.50%	4.33%
Age: 18 to 24 Years	8.40%	8.47%	10.11%	10.01%
Age: 25 to 34 Years	12.39%	12.41%	12.51%	13.31%
Age: 35 to 44 Years	15.67%	15.51%	14.51%	14.60%
Age: 45 to 54 Years	15.07%	15.33%	14.92%	14.35%
Age: 55 to 64 Years	10.57%	10.57%	10.69%	10.41%
Age: 65+ Years	13.86%	12.29%	12.57%	12.60%
EMPLOYMENT & EDUCATION				
Blue Collar	26.55%	24.86%	27.62%	23.94%
White Collar	59.90%	61.56%	56.88%	60.03%
Service & Farm	13.55%	13.58%	15.50%	16.03%
4+ years college	20.35%	23.02%	20.38%	22.59%
<4 years college	79.65%	76.98%	79.62%	77.41%
INCOME				
Average HH income	70,203.78	73,958.48	66,779.51	66,706.04
Median HH Income	61,061	62,314.02	54,164	52,838
Per capita income	28,348.33	28,987.74	25,834.18	25,128.77
HH Income < \$35,000	26.40%	28.20%	33.73%	35.57%
HH Income < \$50,000	41.11%	42.84%	49.34%	51.28%
HH Income > \$50,000	58.89%	57.16%	50.66%	48.72%
HH Income > \$75,000	36.95%	36.94%	30.54%	29.23%
HH Income > \$100,000	20.98%	22.69%	17.86%	17.47%
HH Income > \$150,000	4.99%	7.61%	5.92%	6.44%
RACE & ETHNICITY				
White	84.78%	70.32%	79.25%	73.33%
Black or African American	8.50%	22.40%	14.19%	12.40%
Asians and Native Hawaiian and Other Pac. Isl.	3.54%	3.73%	2.26%	4.35%
Hispanic or Latino	2.65%	2.72%	3.83%	14.51%

First row shows predominant lifestyles using percent, other rows show raw data values on the trade area and index values for state and US



Consumer Lifestyle Profile (5 Mile T.A.)

Cluster Name	Second City Elite	Brite Lites, Li'l City	Upward Bound
Income Class	Upscale	Upper Middle	Upscale
% of Total Households	11.6 %	11.0 %	9.9 %
Predominant Characteristics	Upscale executive families Movers & Shakers Married with teenagers Attention to family and home	Well-off, middle-aged couples Chic sophisticates DINK (double income, no kids) households Swank homes filled with the latest technology	Young upscale white-collar families Soccer Moms and Dads Dual-income, frequent flying executives and professionals Married with pre-school and school-aged children
Ethnic Diversity	White, Asian	White, High Asian	High Asian
Family Type	Singles / Couples / Families	Singles / Couples / Families	Singles / Couples / Families
Key Housing Type	Owners Single Unit	Owners Single Unit	Owners Single Unit
Predominant Ages	45+	25-54	25-54
Education	College+	College+	High School / College
Employment	Professional	Professional, White-Collar	Professional, White-Collar
Median Income	Upscale / \$70,773	Upper Middle / \$67,799	Upscale / \$77,423
Lifestyle Traits	Own home exercise equipment Travel domestically by plane Read Travel & Leisure Watch Wall Street Week Drive a Ford Thunderbird	Own networking software Eat at Bennigan's Read Boating magazines Watch Pay-per-view sports Drive a BMW 5 Series	Go to the beach Own a Game Boy Read Forbes Watch Nickelodeon Drive a Chevy Suburban

Cluster Name	Middleburg Managers	Home Sweet Home	White Picket Fences
Income Class	Midscale	Upper Middle	Midscale
% of Total Households	10.0 %	5.7 %	4.3 %
Predominant Characteristics	Mid-level white-collar couples Above average incomes Half post-child, half pre-child Comfortable retirements and older homes	Married couples living in mid-sized homes with few children Scattered across the nation's suburbs Upscale incomes and small families Toys, TV sets and pets	Midscale families in midsize towns Just at the U.S. median house hold income Enjoy fast food, sports, outdoors and watching TV Live in family neighborhoods with many married couples
Ethnic Diversity	Mostly White	White, Asian	Black, Asian, High Hisp.
Family Type	Singles / Couples / Families	Singles / Couples / Families	Singles / Couples / Families
Key Housing Type	Owners Single Unit	Owners Single Family	Owners Single Unit
Predominant Ages	55+	25 to 44	45 & Under
Education	High School / College	High School / College	High School
Employment	Professional / White-Collar	Professional, White-Collar	Blue-Collar, White-Collar, Service
Median Income	Midscale / \$47,331	Upper Middle / \$63,337	Midscale / \$47,675
Lifestyle Traits	Play musical instruments Go bird watching Read Mature market mags Watch U.S. Senior Open (golf) Drive a Toyota Camry Solara	Go to movies 4+ times/mo Eat at fast food burger Read Entertainment Weekly Watch ESPN Classic Drive a Chevy Blazer	Eat at fast food picked by kids Do home remodeling projects Read Baby magazines Watch ESPN Classic Drive a Ford Excursion



Consumer Lifestyle Profile (10 Mile T.A.)

Cluster Name	Second City Elite	Brite Lites, Li'l City	Middleburg Managers
Income Class	Upscale	Upper Middle	Midscale
% of Total Households	6.8 %	6.2 %	6.4 %
Predominant Characteristics	Upscale executive families Movers & Shakers Married with teenagers Attention to family and home	Well-off, middle-aged couples Chic sophisticates DINK (double income, no kids) households Swank homes filled with the latest technology	Mid-level white-collar couples Above average incomes Half post-child, half pre-child Comfortable retirements and older homes
Ethnic Diversity	White, Asian	White, High Asian	Mostly White
Family Type	Singles / Couples / Families	Singles / Couples / Families	Singles / Couples / Families
Key Housing Type	Owners Single Unit	Owners Single Unit	Owners Single Unit
Predominant Ages	45+	25-54	55+
Education	College+	College+	High School / College
Employment	Professional	Professional, White-Collar	Professional / White-Collar
Median Income	Upscale / \$70,773	Upper Middle / \$67,799	Midscale / \$47,331
Lifestyle Traits	Own home exercise equipment Travel domestically by plane Read Travel & Leisure Watch Wall Street Week Drive a Ford Thunderbird	Own networking software Eat at Bennigan's Read Boating magazines Watch Pay-per-view sports Drive a BMW 5 Series	Play musical instruments Go bird watching Read Mature market mags Watch U.S. Senior Open (golf) Drive a Toyota Camry Solara

Cluster Name	Upward Bound	Multi-Culti Mosaic	Home Sweet Home
Income Class	Upscale	Lower Middle	Upper Middle
% of Total Households	5.7 %	5.1 %	4.2 %
Predominant Characteristics	Young upscale white-collar families Soccer Moms and Dads Dual-income, frequent flying executives and professionals Married with pre-school and school-aged children	Urban singles and families Rank second in the percentage of foreign-born Large families with lots of small children Live in bilingual barrios concentrated in major cities	Married couples living in mid-sized homes with few children Scattered across the nation's suburbs Upscale incomes and small families Toys, TV sets and pets
Ethnic Diversity	High Asian	High Black & Hisp. Asian	White, Asian
Family Type	Singles / Couples / Families	Singles / Couples / Families	Singles / Couples / Families
Key Housing Type	Owners Single Unit	Renters Multi-Unit 2-9 and 10+	Owners Single Family
Predominant Ages	25-54	25-44	25 to 44
Education	High School / College	High School	High School / College
Employment	Professional, White-Collar	Blue-Collar, White-Collar, Service	Professional, White-Collar
Median Income	Upscale / \$77,423	Lower Middle / \$32,748	Upper Middle / \$63,337
Lifestyle Traits	Go to the beach Own a Game Boy Read Forbes Watch Nickelodeon Drive a Chevy Suburban	Eat at family restaurants Shop at Footlocker Read Car & Driver Watch BET Drive a Toyota Echo	Go to movies 4+ times/mo Eat at fast food burger Read Entertainment Weekly Watch ESPN Classic Drive a Chevy Blazer



Consumer Lifestyle Profile (State)

Cluster Name	Multi-Culti Mosaic	Mayberry-ville	Big Sky Families
Income Class	Lower Middle	Midscale	Midscale
% of Total Households	2.8 %	3.6 %	2.7 %
Predominant Characteristics	Urban singles and families Rank second in the percentage of foreign-born Large families with lots of small children Live in bilingual barrios concentrated in major cities	Middle-class couples and families An old-fashioned way of life Lucrative blue-collar jobs and moderately priced housing Likely to purchase boats, campers, motorcycles or pickup trucks.	Young rural families Scattered in placid towns across the heartland Blue-Collar jobs and busy middle-class lifestyles They buy heavily into sporting equipment
Ethnic Diversity	High Black & Hisp. Asian	Mostly White	White, Am Indian
Family Type	Singles / Couples / Families	Singles / Couples / Families	Singles / Couples / Families
Key Housing Type	Renters Multi-Unit 2-9 and 10+	Owners Single Unit	Owners Single Unit
Predominant Ages	25-44	35 to 64	25-54
Education	High School	High School	High School
Employment	Blue-Collar, White-Collar, Service	Blue-Collar, Farming	Blue-Collar, Farming
Median Income	Lower Middle / \$32,748	Midscale / \$50,350	Midscale / \$53,303
Lifestyle Traits	Eat at family restaurants Shop at Footlocker Read Car & Driver Watch BET Drive a Toyota Echo	Eat at Cracker Barrel Own a satellite dish Read Field & Stream Watch NASCAR Winston Cup Drive a full-size Ford pickup	Own a camper Attend auto races Read Hot Rod Listen to classic rock radio Drive a Chevy Silverado 2500

Cluster Name	Traditional Times	Country Casuals	Fast-Track Families
Income Class	Midscale	Upper Middle	Upper Middle
% of Total Households	3.8 %	2.3 %	2.4 %
Predominant Characteristics	Older small-town couples nearing retirement Enjoying their first empty-nest years Middle-class Big travelers, mostly in recreational vehicles and campers	A collection of middle-aged, upper-middle-class households Have started to empty-nest Most households boast two earners Have well-paying blue- or white collar jobs, or own small businesses	Middle-aged parents Disposable income and educated sensibility They buy the latest technology with impunity Numerous children and spacious homes
Ethnic Diversity	Mostly White	Mostly White	White
Family Type	Singles / Couples / Families	Couples	Singles / Couples / Families
Key Housing Type	Owners Single Unit	Owners Single Unit	Renters Multi-Unit 2-9 and 10+
Predominant Ages	55+	35-64	25 to 54
Education	High School / College	High School / College	High School / College
Employment	Blue-Collar, White-Collar, Farming	Blue-Collar, White-Collar, Farming	Professional, White-Collar
Median Income	Midscale / \$51,578	Upper Middle / \$66,892	Upper Middle / \$70,910
Lifestyle Traits	Own a stationary bike Eat at Bob Evans Read Country Home Watch Hallmark Hall of Fame Drive a Buick Park Avenue	Buy collectibles by mail/phone Belong to a civic club Read Hunting/fishing mags Watch Country Music TV Drive a Dodge Ram pickup	Own a power boat Belong to book clubs Read Country Living Watch New Yankee Workshop Drive a GMC Yukon