

NORTHLAND CENTER

DEMOGRAPHICS

	5 MILE	10 MILE
Population	452,910	1,436,990
Households	171,767	565,881
Average Household Income	\$57,159	\$58,618

Northland Center draws shoppers from the City of Detroit as well as from the Detroit suburbs. Its Effective Trade Area has a population in excess of 1.6 million people. The average household income of the Detroit MSA is \$58,618 or 15.4 percent higher than the national average household income. Oakland County is even more affluent with an average household income of \$75,291 in 1998, 35.3 percent higher than the MSA.

The regional economy is expected to continue its strong growth, especially within the service industries. Included in this growth are business and health services, as well as automotive related businesses

in technical services and high-technology. Known as the "Automotive Capital of the World," greater Detroit is headquarters to General Motors Corporation, Ford Motor Company and the regional headquarters of Daimler Chrysler Corporation.



For further leasing information, please contact:

JMI 2000 Maplewood Drive • Maple Shade, NJ 08052

Tel: (856) 667-6810 • Fax: (856) 667-4223 • www.jmileasing.com

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