

Subject Shopping Center

Nichols Hills Crossing

DEMOGRAPHICS



Population	1 Mile	3 Miles	5 Miles	10 Miles	10 Min. Drive
Population	5,334	65,643	177,800	647,962	
5 Yr Growth	2.4%	2.5%	2.8%	2.8%	
Median Age	39	38	37	36	
5 Yr Forecast	40	40	39	37	
White / Black / Hispanic	59% / 22% / 10%	56% / 20% / 13%	52% / 21% / 16%	54% / 15% / 22%	
5 Yr Forecast	59% / 21% / 10%	56% / 20% / 13%	52% / 21% / 16%	54% / 15% / 22%	
Employment	12,285	76,923	202,346	437,237	
Buying Power	\$205.2M	\$2.1B	\$5B	\$17.1B	
5 Yr Growth	4.8%	3.5%	4.3%	3.8%	
College Graduates	50.4%	39.3%	35.2%	30.9%	
Household					
Households	2,215	30,181	81,771	263,765	
5 Yr Growth	2.6%	2.5%	2.9%	2.9%	
Median Household Income	\$92,626	\$68,344	\$60,742	\$64,981	
5 Yr Forecast	\$94,671	\$69,006	\$61,550	\$65,602	
Average Household Income	\$138,868	\$93,168	\$84,172	\$88,301	
5 Yr Forecast	\$140,044	\$93,976	\$85,113	\$89,294	
% High Income (>\$75K)	58%	45%	40%	43%	
Housing					
Median Home Value	\$694,581	\$267,020	\$248,844	\$242,777	
Median Year Built	1963	1963	1965	1975	
Owner / Renter Occupied	62% / 38%	55% / 45%	47% / 53%	53% / 47%	

Nichols Hills Crossing

This map shows the area around NW Grand Blvd in Detroit, Michigan. Numbered locations are marked as follows:

- 1:** A blue diamond marker located at the intersection of NW Grand Blvd and N Western Ave.
- 2:** A black circle marker located on N Western Ave, just south of location 1.
- 3:** A black circle marker located on N Classen Blvd, east of location 2.
- 4:** A black circle marker located on W Wilshire Blvd, east of location 5.
- 5:** A black circle marker located on W Wilshire Blvd, west of location 4.
- 6:** A black circle marker located on N Western Ave, south of location 2.
- 7:** A black circle marker located on N Classen Blvd, east of location 6.
- 8:** A black circle marker located on NW Grand Blvd, near Wood Park.
- 9:** A black circle marker located on W Wilshire Blvd, near Nichols Hills Elementary School.
- 10:** A black circle marker located on NW Grand Blvd, near Margaret Haskell Davis Park.

Other landmarks and streets visible on the map include:

- Streets:** NW Grand Blvd, W Wilshire Blvd, N Western Ave, N Classen Blvd, N Western Ave, N Olie Ave, N Hillcrest Ave, N Pennsylvania Ave, N Robinson Ave, N Walker Ave, N Hudson Ave, N 81st St, N Harvey Pl, N Harvey Ave, N Lenox Ave, N Shartel Ave, Avondale Dr, Waverly Ave, Nichols Rd, Kingsbury Ln, Queenstown Rd, Brentwood Ave, Huntingdon Ave, Larchmont Ln, Hemstead Pl, Glenwood Ave, Belford Ave, Marlboro Ln, Tedford Way, Bedford Dr, Fenwick Pl, Avondale Dr, and W Wilshire Blvd.
- Landmarks:** Nichols Hills Elementary School, Margaret Haskell Davis Park, Wood Park, Kite Park, and Wilshire Gun.

Collection Street	Cross Street - Direction	Traffic Volume	Count Year	Dist from Subject
1 N Western Ave	NW 73rd St - N	16,008	2026	0.03 mi
2 North Western Avenue	Marlboro Ln - S	14,363	2026	0.08 mi
3 North Classen Boulevard	NW 71st St - NW	3,125	2026	0.20 mi
4 W Wilshire Blvd	N Classen Blvd - E	12,079	2026	0.35 mi
5 W Wilshire Blvd	N Olie Ave - E	7,618	2026	0.35 mi
6 N Western Ave	Fenwick Pl - N	14,887	2026	0.38 mi
7 N Classen Blvd	NW 67th St - S	4,418	2026	0.38 mi
8 NW Grand Blvd	Huntington Ave - NW	6,157	2026	0.49 mi
9 W Wilshire Blvd	N McKinley Ave - W	6,718	2026	0.49 mi
10 Northwest Grand Boulevard	Waverly Ave - NW	4,019	2026	0.52 mi

Income & Spending Demographics

Nichols Hills Crossing

	1 Mile		3 Miles		5 Miles		10 Min. Drive	
2025 Households by HH Income	2,215		30,180		81,769			
<\$25,000	290	13.09%	4,975	16.48%	16,090	19.68%	-	-
\$25,000 - \$50,000	301	13.59%	5,996	19.87%	18,049	22.07%	-	-
\$50,000 - \$75,000	336	15.17%	5,691	18.86%	14,869	18.18%	-	-
\$75,000 - \$100,000	256	11.56%	4,116	13.64%	10,213	12.49%	-	-
\$100,000 - \$125,000	184	8.31%	3,020	10.01%	7,527	9.21%	-	-
\$125,000 - \$150,000	95	4.29%	1,715	5.68%	4,114	5.03%	-	-
\$150,000 - \$200,000	146	6.59%	1,593	5.28%	4,619	5.65%	-	-
\$200,000+	607	27.40%	3,074	10.19%	6,288	7.69%	-	-
2025 Avg Household Income	\$138,868		\$93,168		\$84,172		-	-
2025 Med Household Income	\$92,626		\$68,344		\$60,742		-	-

	1 Mile		3 Miles		5 Miles		10 Min. Drive	
Total Specified Consumer Spending	\$78M		\$845.9M		\$2.1B			
Total Apparel	\$3.9M	4.97%	\$43.2M	5.11%	\$113.2M	5.28%		
Women's Apparel	\$1.5M	1.94%	\$16.6M	1.97%	\$43M	2.01%	-	-
Men's Apparel	\$788.9K	1.01%	\$8.7M	1.03%	\$22.7M	1.06%	-	-
Girl's Apparel	\$277.6K	0.36%	\$3M	0.36%	\$8.1M	0.38%	-	-
Boy's Apparel	\$215.8K	0.28%	\$2.3M	0.27%	\$6.2M	0.29%	-	-
Infant Apparel	\$179.9K	0.23%	\$2.3M	0.28%	\$6.3M	0.29%	-	-
Footwear	\$901.5K	1.16%	\$10.1M	1.20%	\$26.9M	1.26%	-	-

Total Entertainment & Hobbies	\$11.8M	15.13%	\$129.8M	15.34%	\$327.7M	15.30%		
Entertainment	\$990K	1.27%	\$12.1M	1.43%	\$31.8M	1.48%	-	-
Audio & Visual Equipment/Service	\$2.6M	3.31%	\$31.3M	3.70%	\$81.2M	3.79%	-	-
Reading Materials	\$164.8K	0.21%	\$1.7M	0.20%	\$4M	0.19%	-	-
Pets, Toys, & Hobbies	\$2M	2.55%	\$22M	2.61%	\$54.8M	2.56%	-	-
Personal Items	\$6.1M	7.80%	\$62.6M	7.40%	\$155.9M	7.28%	-	-

Total Food and Alcohol	\$20.1M	25.77%	\$230.1M	27.20%	\$593.4M	27.70%		
Food At Home	\$9.9M	12.64%	\$115.9M	13.70%	\$303.2M	14.16%	-	-
Food Away From Home	\$8.8M	11.24%	\$98.4M	11.64%	\$250.7M	11.70%	-	-
Alcoholic Beverages	\$1.5M	1.89%	\$15.7M	1.86%	\$39.5M	1.84%	-	-

Total Household	\$13.8M	17.73%	\$140.7M	16.63%	\$342.8M	16.00%		
House Maintenance & Repair	\$2.8M	3.57%	\$30.6M	3.62%	\$71M	3.31%	-	-
Household Equip & Furnishings	\$4.9M	6.32%	\$52.6M	6.22%	\$131.8M	6.15%	-	-
Household Operations	\$4.2M	5.41%	\$41.7M	4.93%	\$102.6M	4.79%	-	-
Housing Costs	\$1.9M	2.42%	\$15.8M	1.86%	\$37.4M	1.74%	-	-



Income & Spending Demographics

Nichols Hills Crossing

	1 Mile		3 Miles		5 Miles		10 Min. Drive	
Total Transportation/Maint.	\$18.8M	24.05%	\$211.9M	25.05%	\$545.3M	25.46%		
Vehicle Purchases	\$8.9M	11.41%	\$102.1M	12.08%	\$264.3M	12.34%	-	-
Gasoline	\$4.7M	6.08%	\$59M	6.97%	\$154.3M	7.20%	-	-
Vehicle Expenses	\$571.1K	0.73%	\$4.5M	0.53%	\$10.9M	0.51%	-	-
Transportation	\$2.3M	2.91%	\$19.7M	2.33%	\$48M	2.24%	-	-
Automotive Repair & Maintenance	\$2.3M	2.93%	\$26.5M	3.14%	\$67.9M	3.17%	-	-
Total Health Care	\$3.8M	4.82%	\$40.6M	4.80%	\$100.7M	4.70%		
Medical Services	\$2.2M	2.79%	\$22.6M	2.67%	\$55.7M	2.60%	-	-
Prescription Drugs	\$1.2M	1.51%	\$13.4M	1.58%	\$33.4M	1.56%	-	-
Medical Supplies	\$407.9K	0.52%	\$4.6M	0.54%	\$11.5M	0.54%	-	-
Total Education/Day Care	\$5.9M	7.53%	\$49.7M	5.88%	\$118.9M	5.55%		
Education	\$3.7M	4.71%	\$30.8M	3.65%	\$74.1M	3.46%	-	-
Fees & Admissions	\$2.2M	2.82%	\$18.9M	2.23%	\$44.8M	2.09%	-	-