

Demographic Summary Report

West Oaks I

Radius	3 Mile		5 Mile		10 Mile	
Population						
2014 Projection	52,032		149,436		515,557	
2009 Estimate	49,579		146,295		511,825	
2000 Census	43,702		135,587		488,479	
Growth 2009 - 2014	4.90%		2.10%		0.70%	
Growth 2000 - 2009	13.40%		7.90%		4.80%	
2009 Population by Hispanic Origin	1,187		3,480		11,009	
2009 Population By Race	49,579		146,295		511,825	
White	40,199	81.08%	118,407	80.94%	429,934	84.00%
Black or African American	1,402	2.83%	5,957	4.07%	30,270	5.91%
American Indian and Alaska Native	104	0.21%	291	0.20%	1,205	0.24%
Asian	6,522	13.15%	17,677	12.08%	37,188	7.27%
Native Hawaiian and Pacific Islander	13	0.03%	45	0.03%	139	0.03%
Other Race	351	0.71%	1,087	0.74%	3,085	0.60%
Two or More Races	988	1.99%	2,831	1.94%	10,004	1.95%
Households						
2014 Projection	21,635		62,371		204,566	
2009 Estimate	20,508		60,849		202,362	
2000 Census	17,753		55,916		191,178	
Growth 2009 - 2014	5.50%		2.50%		1.10%	
Growth 2000 - 2009	15.50%		8.80%		5.80%	
Owner Occupied	13,783	67.21%	39,551	65.00%	153,832	76.02%
Renter Occupied	6,725	32.79%	21,299	35.00%	48,530	23.98%
2009 Households by HH Income	20,508		60,849		202,353	
Income Less Than \$15,000	811	3.95%	2,435	4.00%	9,375	4.63%
Income: \$15,000 - \$24,999	1,030	5.02%	3,384	5.56%	10,755	5.31%
Income: \$25,000 - \$34,999	1,395	6.80%	4,187	6.88%	13,518	6.68%
Income: \$35,000 - \$49,999	2,306	11.24%	6,499	10.68%	21,528	10.64%
Income: \$50,000 - \$74,999	3,369	16.43%	10,574	17.38%	36,588	18.08%
Income: \$75,000 - \$99,999	3,502	17.08%	10,070	16.55%	34,956	17.27%
Income: \$100,000 - \$149,999	4,224	20.60%	12,376	20.34%	41,748	20.63%
Income: \$150,000 - \$249,999	2,436	11.88%	7,527	12.37%	22,794	11.26%
Income: \$250,000 - \$499,999	1,065	5.19%	2,827	4.65%	8,094	4.00%
Income: \$500,000 or more	370	1.80%	970	1.59%	2,997	1.48%
2009 Avg Household Income	\$113,780		\$111,089		\$107,676	
2009 Med Household Income	\$82,756		\$81,634		\$80,226	
2009 Per Capita Income	\$47,751		\$46,487		\$42,780	

Demographic Detail Report

West Oaks I

Radius	3 Mile		5 Mile		10 Mile	
Population						
2014 Projection	52,032		149,436		515,557	
2009 Estimate	49,579		146,295		511,825	
2000 Census	43,702		135,587		488,479	
Growth 2009 - 2014	4.90%		2.10%		0.70%	
Growth 2000 - 2009	13.40%		7.90%		4.80%	
2009 Population by Age	49,579		146,295		511,825	
Age 0 - 4	3,502	7.06%	9,551	6.53%	31,796	6.21%
Age 5 - 9	3,598	7.26%	9,689	6.62%	33,414	6.53%
Age 10 - 14	3,602	7.27%	9,813	6.71%	35,408	6.92%
Age 15 - 17	2,055	4.14%	5,779	3.95%	21,357	4.17%
Age 18 - 20	1,516	3.06%	4,581	3.13%	16,626	3.25%
Age 21 - 24	2,078	4.19%	6,794	4.64%	20,596	4.02%
Age 25 - 34	6,587	13.29%	20,154	13.78%	58,080	11.35%
Age 35 - 44	8,504	17.15%	22,748	15.55%	75,135	14.68%
Age 45 - 49	4,358	8.79%	12,314	8.42%	43,999	8.60%
Age 50 - 54	3,820	7.70%	11,346	7.76%	41,611	8.13%
Age 55 - 59	2,990	6.03%	9,544	6.52%	36,112	7.06%
Age 60 - 64	2,163	4.36%	7,265	4.97%	28,347	5.54%
Age 65 - 74	2,505	5.05%	8,467	5.79%	34,589	6.76%
Age 75 - 84	1,582	3.19%	5,744	3.93%	23,990	4.69%
Age 85 and over	719	1.45%	2,506	1.71%	10,765	2.10%
Age 16 and over	38,191	77.03%	115,295	78.81%	403,961	78.93%
Age 18 and over	36,821	74.27%	111,463	76.19%	389,850	76.17%
Age 21 and over	35,306	71.21%	106,882	73.06%	373,225	72.92%
Age 65 and over	4,806	9.69%	16,717	11.43%	69,345	13.55%
Median Age	37.30		38.10		40.40	
Average Age	36.50		37.70		39.20	

Demographic Detail Report

West Oaks I

Radius	3 Mile	5 Mile	10 Mile
2009 Population By Race	49,579	146,295	511,825
White	40,199 81.08%	118,407 80.94%	429,934 84.00%
Black or African American	1,402 2.83%	5,957 4.07%	30,270 5.91%
American Indian and Alaska Native	104 0.21%	291 0.20%	1,205 0.24%
Asian	6,522 13.15%	17,677 12.08%	37,188 7.27%
Native Hawaiian and Pacific Islander	13 0.03%	45 0.03%	139 0.03%
Other Race	351 0.71%	1,087 0.74%	3,085 0.60%
Two or More Races	988 1.99%	2,831 1.94%	10,004 1.95%
2009 Population by Hispanic Origin	49,579	146,294	511,825
Not Hispanic or Latino	48,392 97.61%	142,816 97.62%	500,815 97.85%
Hispanic or Latino:	1,187 2.39%	3,480 2.38%	11,009 2.15%
Mexican	626 1.26%	1,897 1.30%	6,296 1.23%
Puerto Rican	97 0.20%	284 0.19%	895 0.17%
Cuban	30 0.06%	88 0.06%	368 0.07%
Other Hispanic or Latino	434 0.88%	1,209 0.83%	3,451 0.67%
2009 Age 5+ Language at Home	46,077	136,744	480,028
Speak Only English	38,996 84.63%	115,095 84.17%	416,191 86.70%
Speak Asian or Pacific Island	2,589 5.62%	6,723 4.92%	13,369 2.79%
Speak IndoEuropean	2,999 6.51%	9,245 6.76%	29,104 6.06%
Speak Spanish	638 1.38%	1,962 1.43%	6,676 1.39%
Speak Other Language	855 1.86%	3,719 2.72%	14,688 3.06%
2009 Median Age, Male	36.40	37.00	39.20
2009 Average Age, Male	35.40	36.60	37.90
Median Age, Female	38.10	39.20	41.50
Average Age, Female	37.50	38.80	40.40
2009 Population by Employment Status (Age 16+)	38,190	115,295	403,961
In Armed Forces	9 0.02%	43 0.04%	131 0.03%
Civilian, Employed	22,822 59.76%	66,544 57.72%	223,458 55.32%
Civilian, Unemployed	2,398 6.28%	7,213 6.26%	27,046 6.70%
Not In Labor Force	12,961 33.94%	41,495 35.99%	153,326 37.96%
2009 Population by Occupation Classification (Age 16+)	22,822	66,544	223,458
Blue Collar	2,556 11.20%	6,918 10.40%	28,563 12.78%
White Collar	18,067 79.16%	53,103 79.80%	170,085 76.11%
Service	2,199 9.64%	6,523 9.80%	24,810 11.10%

Demographic Detail Report

West Oaks I

Radius	3 Mile	5 Mile	10 Mile
2000 Population by Marital Status (Age 15+)	38,877	117,242	411,207
Total, Never Married	10,749 27.65%	31,861 27.18%	105,331 25.62%
Married	22,411 57.65%	68,280 58.24%	243,572 59.23%
Widowed	1,801 4.63%	6,094 5.20%	23,679 5.76%
Divorced	3,916 10.07%	11,007 9.39%	38,625 9.39%
Males Divorced	1,339	3,887	13,782
Females Divorced	1,784	5,398	20,045
Males, Never Married	4,788	14,544	49,189
Females Never Married	4,065	12,757	42,619
2009 Population by Education	33,228	100,086	352,630
Less Than 9Th Grade	469 1.41%	1,347 1.35%	6,327 1.79%
Some High School, No Diploma	1,325 3.99%	3,585 3.58%	15,898 4.51%
High School Graduate (Includes Equivalency)	5,807 17.48%	17,157 17.14%	71,124 20.17%
Some College, No Degree	6,355 19.13%	18,845 18.83%	72,486 20.56%
Associate Degree	2,396 7.21%	7,100 7.09%	25,443 7.22%
Bachelor Degree	10,232 30.79%	30,365 30.34%	94,735 26.87%
Advanced Degrees	6,644 20.00%	21,687 21.67%	66,617 18.89%
2009 Population by Occupation (Age 16+)	25,019	73,067	248,268
Management, Business, & Financial	8,913 35.62%	25,492 34.89%	78,404 31.58%
Professional & Related Occupations	1,967 7.86%	5,710 7.81%	17,104 6.89%
Services	8,703 34.79%	26,463 36.22%	98,176 39.54%
Sales & Office	3,308 13.22%	9,828 13.45%	31,763 12.79%
Farming, Fishing, and Forestry	4 0.02%	9 0.01%	92 0.04%
Construction and Extraction, Maint	585 2.34%	1,545 2.11%	6,516 2.62%
Production & Transportation	1,539 6.15%	4,020 5.50%	16,213 6.53%
2009 Workers by Travel Time to Work (Age 16+)	22,832	66,587	223,589
Less Than 15 Minutes	4,930 21.59%	13,899 20.87%	45,267 20.25%
15 to 29 Minutes	7,813 34.22%	22,417 33.67%	79,575 35.59%
30 to 44 Minutes	6,048 26.49%	18,644 28.00%	62,081 27.77%
45 to 59 Minutes	2,842 12.45%	7,891 11.85%	23,347 10.44%
60+ Minutes	1,199 5.25%	3,736 5.61%	13,319 5.96%

Demographic Detail Report

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Radius	3 Mile	5 Mile	10 Mile
Households			
2014 Projection	21,635	62,371	204,566
2009 Estimate	20,508	60,849	202,362
2000 Census	17,753	55,916	191,178
Growth 2009 - 2014	5.50%	2.50%	1.10%
Growth 2000 - 2009	15.50%	8.80%	5.80%
2000 Households by HH Size	17,754	55,916	191,177
1-Person Households	5,395 30.39%	16,943 30.30%	49,961 26.13%
2-Person Households	5,562 31.33%	18,236 32.61%	64,008 33.48%
3-Person Households	2,590 14.59%	8,267 14.78%	30,158 15.77%
4-Person Households	2,740 15.43%	8,112 14.51%	29,889 15.63%
5-Person Households	1,106 6.23%	3,193 5.71%	12,194 6.38%
6-Person Households	289 1.63%	903 1.61%	3,647 1.91%
7 or more Person Households	72 0.41%	262 0.47%	1,320 0.69%
2009 Average Household Size	2.40	2.39	2.49
2009 Households by HH Income	20,508	60,849	202,353
Income Less than \$15,000	811 3.95%	2,435 4.00%	9,375 4.63%
Income: \$15,000 - \$24,999	1,030 5.02%	3,384 5.56%	10,755 5.31%
Income: \$25,000 - \$34,999	1,395 6.80%	4,187 6.88%	13,518 6.68%
Income: \$35,000 - \$49,999	2,306 11.24%	6,499 10.68%	21,528 10.64%
Income: \$50,000 - \$74,999	3,369 16.43%	10,574 17.38%	36,588 18.08%
Income: \$75,000 - \$99,999	3,502 17.08%	10,070 16.55%	34,956 17.27%
Income: \$100,000 - \$149,999	4,224 20.60%	12,376 20.34%	41,748 20.63%
Income: \$150,000 - \$249,999	2,436 11.88%	7,527 12.37%	22,794 11.26%
Income: \$250,000 - \$499,999	1,065 5.19%	2,827 4.65%	8,094 4.00%
Income: \$500,000 or more	370 1.80%	970 1.59%	2,997 1.48%
2009 Avg Household Income	\$113,780	\$111,089	\$107,676
2009 Med Household Income	\$82,756	\$81,634	\$80,226
2009 Per Capita Income	\$47,751	\$46,487	\$42,780
2009 Occupied Housing	20,508	60,850	202,362
Owner Occupied	13,783 67.21%	39,551 65.00%	153,832 76.02%
Renter Occupied	6,725 32.79%	21,299 35.00%	48,530 23.98%

Demographic Detail Report

West Oaks I

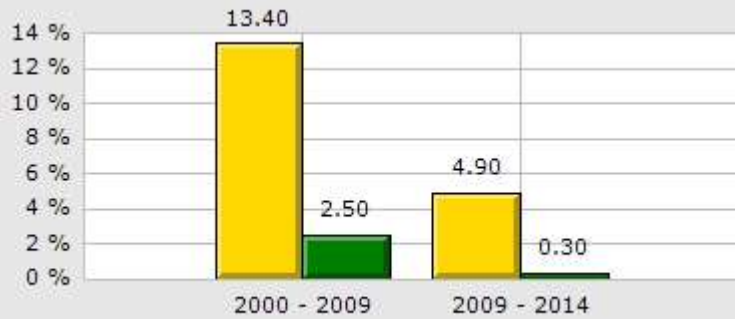
Radius	3 Mile		5 Mile		10 Mile	
2009 Housing Value - Owner Occupied	13,783		39,551		153,811	
Value Less than \$20,000	926	6.72%	1,372	3.47%	3,700	2.41%
Value \$20,000 - \$39,999	582	4.22%	1,061	2.68%	3,112	2.02%
Value \$40,000 - \$59,999	308	2.23%	813	2.06%	4,105	2.67%
Value \$60,000 - \$79,999	368	2.67%	861	2.18%	6,799	4.42%
Value \$80,000 - \$99,999	916	6.65%	2,532	6.40%	12,082	7.86%
Value \$100,000 - \$149,999	1,889	13.71%	6,948	17.57%	30,716	19.97%
Value \$150,000 - \$199,999	2,283	16.56%	7,191	18.18%	31,469	20.46%
Value \$200,000 - \$299,999	3,665	26.59%	10,974	27.75%	36,721	23.87%
Value \$300,000 - \$399,999	1,615	11.72%	4,486	11.34%	12,715	8.27%
Value \$400,000 - \$499,999	723	5.25%	1,985	5.02%	6,639	4.32%
Value \$500,000 - \$749,999	410	2.97%	1,054	2.66%	3,817	2.48%
Value \$750,000 - \$999,999	66	0.48%	170	0.43%	868	0.56%
Value \$1,000,000 or more	32	0.23%	104	0.26%	1,068	0.69%
2009 Med Housing Val-Owner Occupied	\$192,029		\$193,299		\$175,184	
2000 Housing Units by Units in Structure	18,651		58,486		198,546	
1 Unit Attached	1,913	10.26%	7,052	12.06%	15,376	7.74%
1 Unit Detached	8,806	47.21%	28,185	48.19%	129,487	65.22%
2 Units	140	0.75%	440	0.75%	1,493	0.75%
3 - 19 Units	3,963	21.25%	14,458	24.72%	30,918	15.57%
20 - 49 Units	1,541	8.26%	4,069	6.96%	6,678	3.36%
50 or more Units	723	3.88%	2,319	3.97%	7,788	3.92%
Mobile Home or Trailer	1,565	8.39%	1,963	3.36%	6,794	3.42%
Boat, RV, Van, Etc.	0	0.00%	0	0.00%	12	0.01%
2009 Housing Units by Yr Built	22,270		65,596		216,447	
Built 1999 to Present	4,420	19.85%	8,619	13.14%	22,433	10.36%
Built 1995 to 1998	2,799	12.57%	6,243	9.52%	16,558	7.65%
Built 1990 to 1994	3,656	16.42%	7,820	11.92%	17,906	8.27%
Built 1980 to 1989	4,406	19.78%	16,874	25.72%	38,385	17.73%
Built 1970 to 1979	4,556	20.46%	15,243	23.24%	46,413	21.44%
Built 1960 to 1969	969	4.35%	5,016	7.65%	32,881	15.19%
Built 1950 to 1959	837	3.76%	3,348	5.10%	25,680	11.86%
Built 1940 to 1949	216	0.97%	905	1.38%	7,479	3.46%
Built 1939 or Earlier	411	1.85%	1,528	2.33%	8,712	4.03%
2009 Median Year Built	1989		1984		1977	

West Oaks I

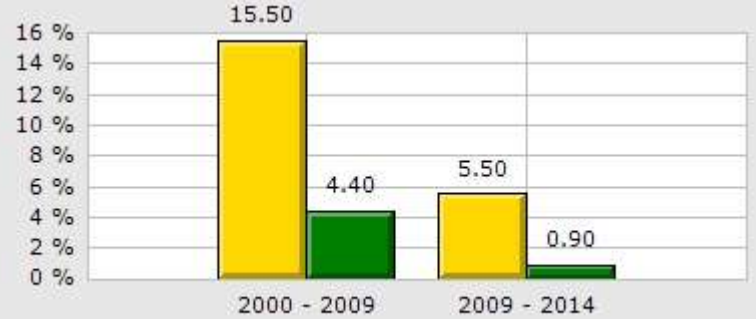
Type: Retail/(Power Ctr)
County: Oakland

3 Mile
County

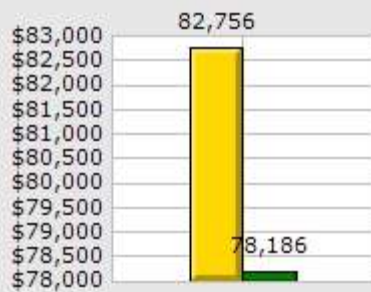
Population Growth



Household Growth



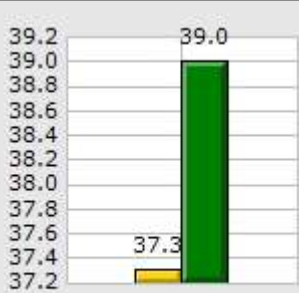
2009 Med Household Inc



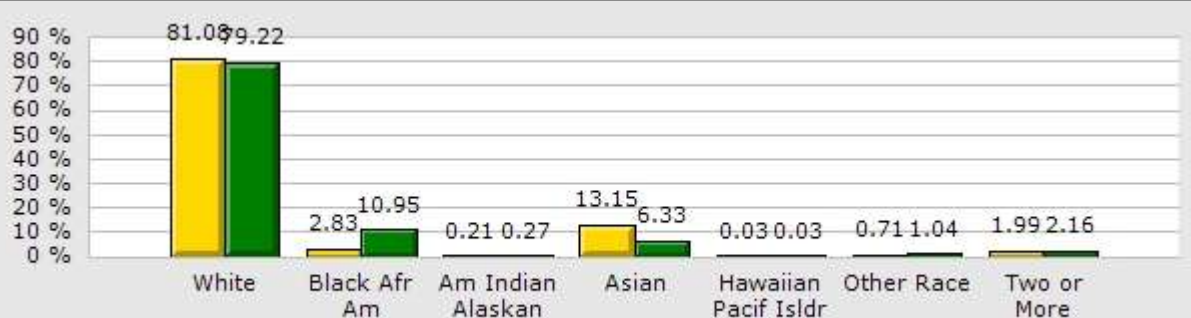
2009 Households by Household Income



2009 Median Age



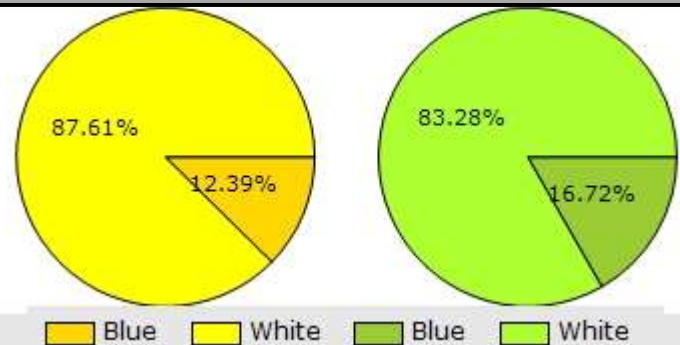
2009 Population by Race



2009 Renter vs. Owner



2009 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

West Oaks I

Type: **Retail/(Power Ctr)**
 County: **Oakland**

	3 Mile		County	
Population				
Growth 2000 - 2009	13.40%		2.50%	
Growth 2009 - 2014	4.90%		0.30%	
2009 Blue Collar	2,556	12.39%	77,557	16.72%
2009 White Collar	18,067	87.61%	386,432	83.28%
2009 Population By Race	49,579		1,224,076	
White	40,199	81.08%	969,677	79.22%
Black Afr Am	1,402	2.83%	134,038	10.95%
Am Indian Alaskan	104	0.21%	3,319	0.27%
Asian	6,522	13.15%	77,430	6.33%
Hawaiian Pacif Islldr	13	0.03%	414	0.03%
Other Race	351	0.71%	12,708	1.04%
Two or More	988	1.99%	26,490	2.16%
Households				
Growth 2000 - 2009	15.50%		4.40%	
Growth 2009 - 2014	5.50%		0.90%	
Renter Occupied	6,725	32.79%	125,438	25.51%
Owner Occupied	13,783	67.21%	366,254	74.49%
2009 Households by HH Income	20,508		491,691	
Income < \$35,000	3,236	15.78%	94,998	19.32%
Income \$35,000 - \$74,999	5,675	27.67%	136,294	27.72%
Income \$75,000 - \$149,999	7,726	37.67%	187,866	38.21%
Income \$150,000 - \$249,999	2,436	11.88%	48,006	9.76%
Income \$250,000+	1,435	7.00%	24,527	4.99%
2009 Median Household Income	\$82,756		\$78,186	
2009 Median Age	37.30		39.00	

Consumer Spending Report

West Oaks I

2009 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$1,257,743	\$3,635,686	\$11,634,987
Total Apparel	\$44,682	\$129,708	\$411,406
Women's Apparel	18,009	52,532	169,690
Men's Apparel	10,797	31,353	99,625
Girl's Apparel	4,080	11,691	37,219
Boy's Apparel	3,184	9,063	28,249
Infant Apparel	3,129	8,972	27,136
Footwear (excl. Infants)	6,856	19,833	62,299
Other Apparel Prod/Services	5,481	16,096	49,488
Total Entertainment	\$113,753	\$330,508	\$1,075,232
Sports and Recreation	5,153	14,783	47,199
TV, Radio and Sound Equipment	39,366	114,043	362,838
Reading Materials	5,217	15,319	50,895
Travel	62,419	181,758	599,688
Photographic Equipment	1,597	4,605	14,611
Total Food At Home	\$98,897	\$288,062	\$928,668
Cereal Products	6,160	17,924	57,218
Bread & Bakery Products	13,023	37,939	123,362
Seafood	5,212	15,261	49,522
Meat/Poultry/Fish/Eggs	33,606	97,750	313,986
Dairy Products	16,031	46,622	150,282
Fruits and Vegetables	24,867	72,566	234,297
Total Food Away From Home	\$103,331	\$299,848	\$952,588
Breakfast and Brunch	9,638	28,260	89,950
Dinner	48,121	139,618	444,670
Lunch	34,318	99,086	312,196
Snacks and Non Alcoholic Bev	7,834	22,704	70,613
Catered Affairs	3,421	10,180	35,159

Consumer Spending Report

West Oaks I

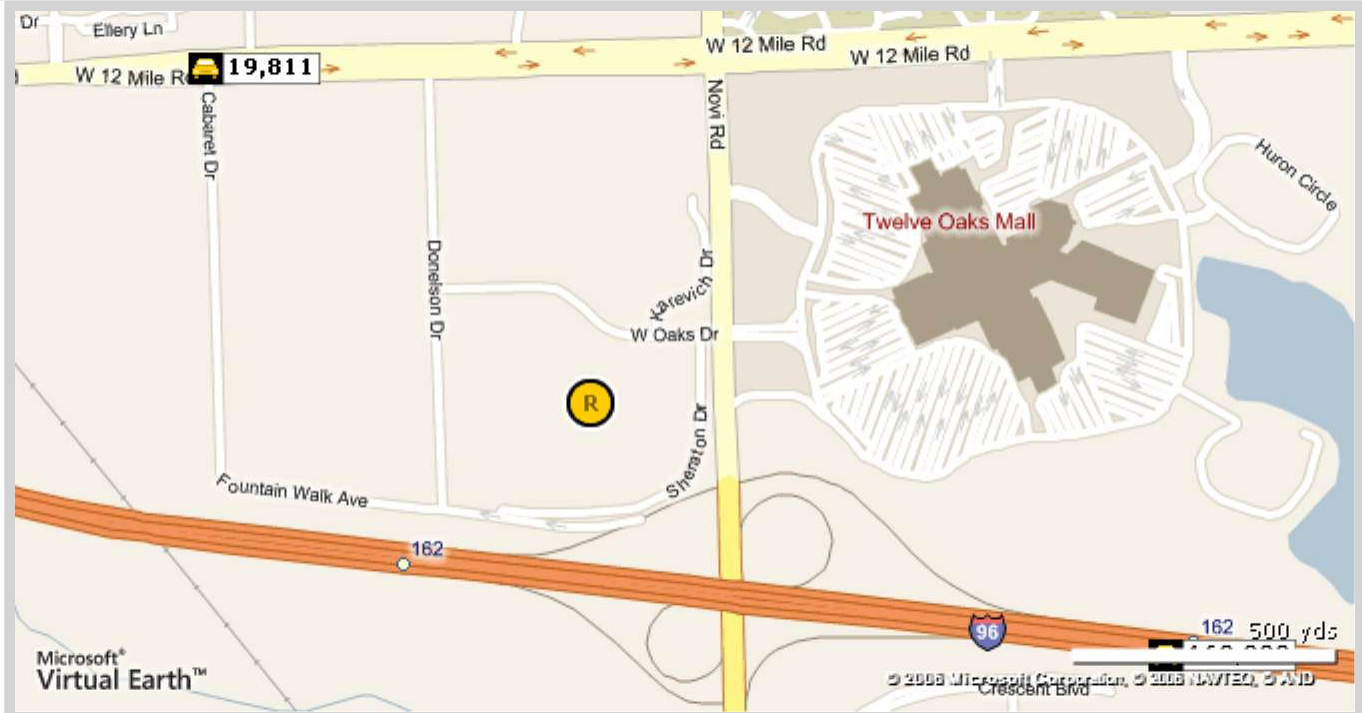
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$19,637	\$57,181	\$179,176
Alcoholic Bev. at Home	11,155	32,388	102,635
Alcoholic Bev. away from Home	8,482	24,793	76,540
Total Furniture/Appliances	\$123,287	\$355,020	\$1,141,509
Bedroom Furniture	7,332	20,979	65,399
Living Room Furniture	10,895	31,324	99,964
Other Living & Family Room Furniture	3,024	8,657	27,830
Other Furniture	1,187	3,408	11,166
Major Appliances	9,717	28,018	92,574
Small Appliances	25,699	74,143	237,679
Misc Household Equipment	65,433	188,490	606,897
Total Transportation/Maint.	\$618,406	\$1,781,720	\$5,665,134
New Autos/Trucks/Vans	87,223	251,002	810,532
Used Vehicles	68,227	195,257	598,918
Purchase of RVs or Boats	8,587	24,664	82,521
Gasoline	84,756	244,193	774,809
Diesel Fuel	1,423	4,059	13,062
Automotive Maintenance/Repair	30,181	87,585	282,488
Transportation	338,009	974,960	3,102,805
Total Health Care	\$50,102	\$146,247	\$489,575
Medical Services	29,560	85,981	285,425
Prescription Drugs	15,806	46,406	157,774
Medical Supplies	4,736	13,860	46,376
Total Education/Day Care	\$100,027	\$290,728	\$939,047
Education	43,676	127,536	414,005
Room and Board	4,301	12,404	41,666
Tuition/School Supplies	39,279	114,931	373,930
Day Care, Nursery & Preschool	12,771	35,857	109,445

West Oaks I

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	3,122	50,794	16
Total Retail	752	13,825	18
Home Improvement Stores	40	422	11
General Merchandise Stores	24	2,746	114
Food Stores	37	548	15
Auto Dealers and Gas Stations	58	950	16
Apparel and Accessory Stores	118	1,381	12
Furniture and Home Furnishings	102	1,682	16
Eating and Drinking Places	178	3,719	21
Miscellaneous Retail Stores	195	2,377	12
Finance-Insurance-Real Estate	310	2,428	8
Banks, Saving and Lending Inst.	63	312	5
Security Brokers and Investments	60	180	3
Insurance Carriers and Agencies	51	1,049	21
Real Estate-Trust-Holding Co.	136	887	7
Services	1,204	15,985	13
Hotels and Lodging	23	407	18
Motion Picture and Amusement	55	715	13
Health Services	186	3,187	17
Legal Services	25	141	6
Educational Services	44	1,937	44
Auto Services	68	927	14
Other Services	803	8,671	11
Agriculture/Mining	43	623	14
Construction	188	2,430	13
Manufacturing	220	7,631	35
Transportation, Comm./Pub Util.	76	1,009	13
Wholesale Trade	278	6,047	22
Government	51	816	16
Daytime Population	50,794		
Daytime Population/Business	16		
Residential Population	49,579		
Residential Population/Business	16		

Traffic Count Report

West Oaks I



	Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1	W 12 Mile Rd	Novi Rd	0.56 E	2003	19,811	ADT	.56
2	I-96	Novi Rd	0.48 W	2003	160,000	AADT	.69