

Demographic Summary Report

West Oaks

Radius	3 Mile	5 Mile	10 Mile
Population			
2016 Projection	49,646	150,108	508,688
2011 Estimate	48,852	147,719	507,441
2010 Census	48,768	146,984	505,568
Growth 2011 - 2016	1.60%	1.60%	0.20%
Growth 2010 - 2011	0.20%	0.50%	0.40%
2011 Population by Hispanic Origin	1,545	4,233	12,420
2011 Population By Race	48,852	147,719	507,441
White	35,217 72.09%	110,550 74.84%	411,828 81.16%
Black or African American	4,222 8.64%	14,801 10.02%	48,131 9.49%
American Indian and Alaska Native	105 0.21%	309 0.21%	1,134 0.22%
Asian	7,934 16.24%	17,913 12.13%	34,078 6.72%
Native Hawaiian and Pacific Islander	5 0.01%	15 0.01%	77 0.02%
Other Race	388 0.79%	1,128 0.76%	2,745 0.54%
Two or More Races	980 2.01%	3,004 2.03%	9,447 1.86%
Households			
2016 Projection	20,829	62,991	205,954
2011 Estimate	20,356	61,792	204,362
2010 Census	20,315	61,531	203,775
Growth 2011 - 2016	2.30%	1.90%	0.80%
Growth 2010 - 2011	0.20%	0.40%	0.30%
Owner Occupied	12,647 62.13%	39,651 64.17%	151,891 74.32%
Renter Occupied	7,708 37.87%	22,141 35.83%	52,471 25.68%
2011 Households by HH Income	20,356	61,794	204,364
Income Less Than \$15,000	1,210 5.94%	4,011 6.49%	16,316 7.98%
Income: \$15,000 - \$24,999	1,629 8.00%	5,475 8.86%	17,710 8.67%
Income: \$25,000 - \$34,999	1,948 9.57%	5,751 9.31%	17,405 8.52%
Income: \$35,000 - \$49,999	2,783 13.67%	8,068 13.06%	25,764 12.61%
Income: \$50,000 - \$74,999	3,573 17.55%	10,644 17.22%	34,706 16.98%
Income: \$75,000 - \$99,999	2,730 13.41%	8,043 13.02%	27,215 13.32%
Income: \$100,000 - \$149,999	3,290 16.16%	9,503 15.38%	33,747 16.51%
Income: \$150,000 - \$199,999	1,534 7.54%	4,825 7.81%	14,722 7.20%
Income: \$200,000+	1,659 8.15%	5,474 8.86%	16,779 8.21%
2011 Avg Household Income	\$88,652	\$89,366	\$87,749
2011 Med Household Income	\$66,304	\$65,839	\$66,045
2011 Per Capita Income	\$37,123	\$37,556	\$35,545

Demographic Detail Report

West Oaks

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	49,646		150,108		508,688	
2011 Estimate	48,852		147,719		507,441	
2010 Census	48,768		146,984		505,568	
Growth 2011 - 2016	1.60%		1.60%		0.20%	
Growth 2010 - 2011	0.20%		0.50%		0.40%	
2011 Population by Age						
	48,852		147,719		507,441	
Age 0 - 4	2,801	5.73%	8,191	5.54%	26,491	5.22%
Age 5 - 9	3,353	6.86%	9,389	6.36%	32,159	6.34%
Age 10 - 14	3,573	7.31%	10,086	6.83%	35,671	7.03%
Age 15 - 19	3,048	6.24%	9,247	6.26%	33,652	6.63%
Age 20 - 24	2,362	4.84%	7,727	5.23%	24,962	4.92%
Age 25 - 34	6,432	13.17%	19,496	13.20%	54,985	10.84%
Age 35 - 44	7,704	15.77%	21,202	14.35%	69,054	13.61%
Age 45 - 49	4,076	8.34%	11,856	8.03%	42,077	8.29%
Age 50 - 54	3,990	8.17%	12,272	8.31%	43,877	8.65%
Age 55 - 59	3,061	6.27%	10,195	6.90%	38,142	7.52%
Age 60 - 64	2,350	4.81%	8,403	5.69%	31,304	6.17%
Age 65 - 74	2,733	5.59%	9,902	6.70%	38,247	7.54%
Age 75 - 84	2,118	4.34%	6,591	4.46%	24,925	4.91%
Age 85 and over	1,249	2.56%	3,164	2.14%	11,893	2.34%
Age 65 and over	6,100	12.49%	19,657	13.31%	75,065	14.79%
Median Age	38.80		39.80		41.80	
Average Age	38.50		39.20		40.30	

Demographic Detail Report

West Oaks

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2011 Population By Race	48,852	147,719	507,441
White	35,217 72.09%	110,550 74.84%	411,828 81.16%
Black or African American	4,222 8.64%	14,801 10.02%	48,131 9.49%
American Indian and Alaska Native	105 0.21%	309 0.21%	1,134 0.22%
Asian	7,934 16.24%	17,913 12.13%	34,078 6.72%
Native Hawaiian and Pacific Islander	5 0.01%	15 0.01%	77 0.02%
Other Race	388 0.79%	1,128 0.76%	2,745 0.54%
Two or More Races	980 2.01%	3,004 2.03%	9,447 1.86%
2011 Population by Hispanic Origin	48,851	147,720	507,440
Not Hispanic or Latino	47,306 96.84%	143,487 97.13%	495,020 97.55%
Hispanic or Latino	1,545 3.16%	4,233 2.87%	12,420 2.45%
2011 Age 5+ Language at Home	45,175	133,456	467,821
Speak Only English	34,951 77.37%	104,533 78.33%	393,154 84.04%
Speak Asian or Pacific Island	4,716 10.44%	9,998 7.49%	19,010 4.06%
Speak IndoEuropean	3,237 7.17%	10,965 8.22%	31,189 6.67%
Speak Spanish	915 2.03%	2,349 1.76%	7,485 1.60%
Speak Other Language	1,356 3.00%	5,611 4.20%	16,983 3.63%
2011 Median Age, Male	37.80	38.50	40.60
2011 Average Age, Male	37.10	38.00	39.10
Median Age, Female	39.80	40.90	43.00
Average Age, Female	39.70	40.30	41.40
2011 Population by Occupation Classification (Age 16+)	24,898	74,075	248,158
Blue Collar	2,518 10.11%	8,328 11.24%	33,173 13.37%
White Collar	19,689 79.08%	57,072 77.05%	183,951 74.13%
Service	2,691 10.81%	8,675 11.71%	31,034 12.51%
2011 Population by Marital Status (Age 15+)	38,401	114,832	400,013
Total, Never Married	9,913 25.81%	31,827 27.72%	106,464 26.62%
Married	22,384 58.29%	65,882 57.37%	233,412 58.35%
Widowed	2,318 6.04%	6,141 5.35%	23,522 5.88%
Divorced	3,786 9.86%	10,982 9.56%	36,615 9.15%

Demographic Detail Report

West Oaks

Radius	3 Mile	5 Mile	10 Mile
2011 Population by Education	32,817	96,620	337,291
Less Than 9th Grade	245 0.75%	1,030 1.07%	4,549 1.35%
Some High School, No Diploma	1,201 3.66%	3,905 4.04%	15,142 4.49%
High School Grad (Incl Equivalency)	5,516 16.81%	16,571 17.15%	68,031 20.17%
Some College, No Degree	5,878 17.91%	18,360 19.00%	69,351 20.56%
Associate Degree	2,478 7.55%	6,910 7.15%	24,816 7.36%
Bachelor Degree	9,879 30.10%	28,058 29.04%	90,288 26.77%
Advanced Degrees	7,620 23.22%	21,786 22.55%	65,114 19.30%
2011 Population by Occupation (Age 16+)	27,590	82,751	279,191
Management, Business, & Financial	9,975 36.15%	27,902 33.72%	89,864 32.19%
Professional & Related Occupations	2,202 7.98%	6,508 7.86%	19,633 7.03%
Services	9,682 35.09%	30,334 36.66%	108,473 38.85%
Sales & Office	3,544 12.85%	10,911 13.19%	33,849 12.12%
Farming, Fishing, and Forestry	7 0.03%	62 0.07%	150 0.05%
Construction and Extraction, Maint	442 1.60%	1,431 1.73%	7,045 2.52%
Production & Transportation	1,738 6.30%	5,603 6.77%	20,177 7.23%
2011 Workers by Travel Time to Work (Age 16+)	25,716	76,936	254,950
Less Than 15 Minutes	4,977 19.35%	14,898 19.36%	50,851 19.95%
15 to 29 Minutes	8,763 34.08%	25,472 33.11%	84,814 33.27%
30 to 44 Minutes	6,182 24.04%	18,480 24.02%	62,964 24.70%
45 to 59 Minutes	2,398 9.32%	7,746 10.07%	22,818 8.95%
60+ Minutes	3,396 13.21%	10,340 13.44%	33,503 13.14%
2000 Households by HH Size	20,314	61,532	203,775
1-Person Households	6,474 31.87%	19,114 31.06%	56,824 27.89%
2-Person Households	6,152 30.28%	19,838 32.24%	67,616 33.18%
3-Person Households	3,119 15.35%	9,517 15.47%	32,298 15.85%
4-Person Households	3,054 15.03%	8,452 13.74%	29,816 14.63%
5-Person Households	1,110 5.46%	3,227 5.24%	11,910 5.84%
6-Person Households	287 1.41%	991 1.61%	3,756 1.84%
7 or more Person Households	118 0.58%	393 0.64%	1,555 0.76%
2011 Average Household Size	2.38	2.38	2.47

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Income: \$150,000 - \$199,999	1,534 7.54%	4,825 7.81%	14,722 7.20%
Income: \$200,000+	1,659 8.15%	5,474 8.86%	16,779 8.21%
2011 Avg Household Income	\$88,652	\$89,366	\$87,749
2011 Med Household Income	\$66,304	\$65,839	\$66,045
2011 Per Capita Income	\$37,123	\$37,556	\$35,545
2011 Occupied Housing	20,355	61,792	204,362
Owner Occupied	12,647 62.13%	39,651 64.17%	151,891 74.32%
Renter Occupied	7,708 37.87%	22,141 35.83%	52,471 25.68%
2000 Housing Units	22,332	64,308	208,214
1 Unit Attached	2,535 11.35%	8,088 12.58%	17,427 8.37%
1 Unit Detached	10,051 45.01%	30,504 47.43%	135,072 64.87%
2 Units	190 0.85%	520 0.81%	1,547 0.74%
3 - 19 Units	5,209 23.33%	16,925 26.32%	33,837 16.25%
20 - 49 Units	1,595 7.14%	3,759 5.85%	6,250 3.00%
50 or more Units	1,419 6.35%	2,787 4.33%	8,052 3.87%
Mobile Home or Trailer	1,333 5.97%	1,694 2.63%	5,998 2.88%
Boat, RV, Van, Etc.	0 0.00%	31 0.05%	31 0.01%

Demographic Detail Report

West Oaks

Radius	3 Mile		5 Mile		10 Mile	
2011 Housing Value - Owner Occupied	13,449		39,047		149,494	
Value Less than \$20,000	820	6.10%	1,129	2.89%	2,919	1.95%
Value \$20,000 - \$39,999	230	1.71%	373	0.96%	1,727	1.16%
Value \$40,000 - \$59,999	116	0.86%	313	0.80%	1,829	1.22%
Value \$60,000 - \$79,999	171	1.27%	373	0.96%	2,235	1.50%
Value \$80,000 - \$99,999	204	1.52%	747	1.91%	3,130	2.09%
Value \$100,000 - \$149,999	1,370	10.19%	3,592	9.20%	14,902	9.97%
Value \$150,000 - \$199,999	1,647	12.25%	5,979	15.31%	26,754	17.90%
Value \$200,000 - \$299,999	3,554	26.43%	10,884	27.87%	44,462	29.74%
Value \$300,000 - \$399,999	2,697	20.05%	8,621	22.08%	26,365	17.64%
Value \$400,000 - \$499,999	1,401	10.42%	3,601	9.22%	11,660	7.80%
Value \$500,000 - \$749,999	988	7.35%	2,611	6.69%	9,535	6.38%
Value \$750,000 - \$999,999	135	1.00%	474	1.21%	2,067	1.38%
Value \$1,000,000 or more	116	0.86%	350	0.90%	1,909	1.28%
2011 Med Housing Val-Owner Occupied	\$248,284		\$259,038		\$239,571	
2011 Housing Units by Yr Built	22,332		64,307		208,214	
Built 2005 to Present	1,011	4.53%	1,956	3.04%	4,600	2.21%
Built 2000 to 2004	3,112	13.94%	6,048	9.40%	16,185	7.77%
Built 1990 to 1999	6,744	30.20%	14,671	22.81%	35,188	16.90%
Built 1980 to 1989	4,560	20.42%	17,220	26.78%	37,547	18.03%
Built 1970 to 1979	4,967	22.24%	15,329	23.84%	44,939	21.58%
Built 1960 to 1969	796	3.56%	4,051	6.30%	29,167	14.01%
Built 1950 to 1959	753	3.37%	3,097	4.82%	25,253	12.13%
Built 1940 to 1949	126	0.56%	771	1.20%	7,062	3.39%
Built 1939 or Earlier	263	1.18%	1,164	1.81%	8,273	3.97%
2011 Median Year Built	1989		1984		1978	

Demographic Market Comparison Report

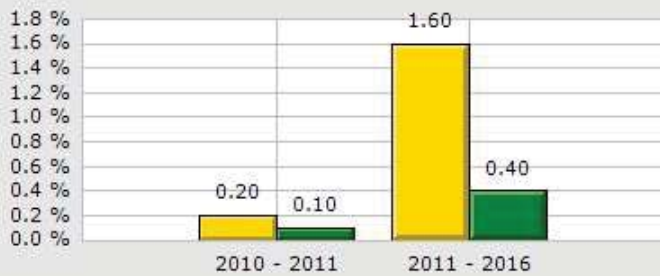
3 mile radius

West Oaks

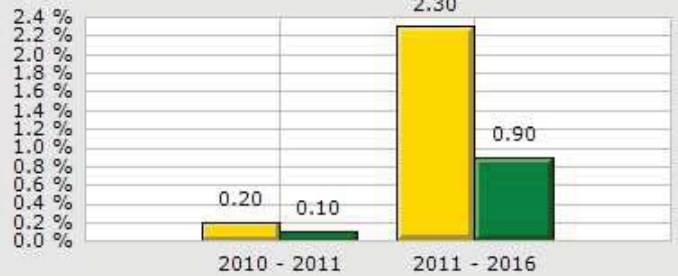
Type: **Shopping Center/Power Center**
 County: **Oakland**

3 Mile
County

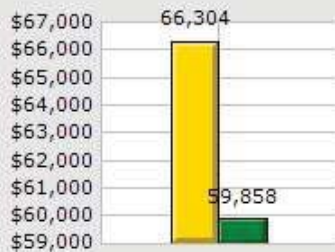
Population Growth



Household Growth



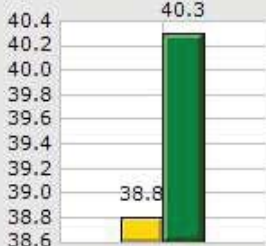
2011 Med Household Inc



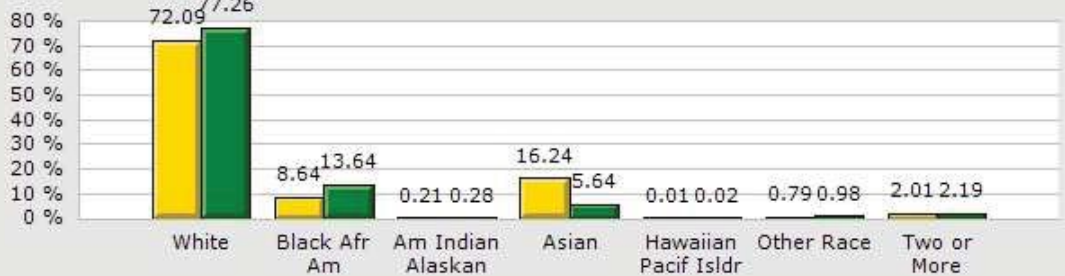
2011 Households by Household Income



2011 Median Age



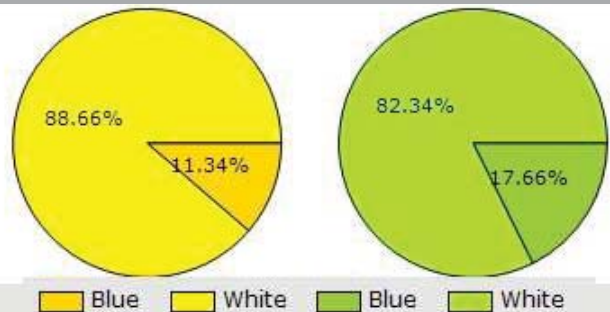
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

West Oaks

Type: **Shopping Center/Power Center**
 County: **Oakland**

	3 Mile		County	
Population				
Growth 2010 - 2011	0.20%		0.10%	
Growth 2011 - 2016	1.60%		0.40%	
2011 Blue Collar	2,518	11.34%	90,222	17.66%
2011 White Collar	19,689	88.66%	420,688	82.34%
2011 Population By Race				
	48,851		1,203,532	
White	35,217	72.09%	929,792	77.26%
Black Afr Am	4,222	8.64%	164,126	13.64%
Am Indian Alaskan	105	0.21%	3,371	0.28%
Asian	7,934	16.24%	67,831	5.64%
Hawaiian Pacif Islr	5	0.01%	253	0.02%
Other Race	388	0.79%	11,779	0.98%
Two or More	980	2.01%	26,380	2.19%
Households				
Growth 2010 - 2011	0.20%		0.10%	
Growth 2011 - 2016	2.30%		0.90%	
Renter Occupied	7,708	37.87%	134,356	27.75%
Owner Occupied	12,647	62.13%	349,818	72.25%
2011 Households by HH Income				
	20,356		484,174	
Income < \$35,000	4,787	23.52%	136,382	28.17%
Income \$35,000 - \$74,999	6,356	31.22%	149,650	30.91%
Income \$75,000 - \$149,999	6,020	29.57%	136,861	28.27%
Income \$150,000 - \$199,999	1,534	7.54%	29,089	6.01%
Income \$200,000+	1,659	8.15%	32,192	6.65%
2011 Median Household Income	\$66,304		\$59,858	
2011 Median Age	38.80		40.30	

Consumer Spending Report

West Oaks

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$961,082	\$2,931,379	\$9,458,756
Total Apparel	\$39,246	\$119,185	\$379,419
Women's Apparel	13,557	41,538	134,560
Men's Apparel	8,022	24,465	78,169
Girl's Apparel	3,032	9,178	29,207
Boy's Apparel	2,385	7,168	22,597
Infant Apparel	2,541	7,544	23,007
Footwear (excl. Infants)	5,387	16,300	51,498
Other Apparel Prod/Services	4,322	12,992	40,381
Total Entertainment	\$90,547	\$279,250	\$914,415
Sports and Recreation	3,766	11,556	37,276
TV, Radio and Sound Equipment	31,890	96,728	310,398
Reading Materials	3,879	12,060	40,552
Travel	49,835	155,322	514,803
Photographic Equipment	1,177	3,585	11,386
Total Food At Home	\$77,286	\$235,488	\$762,105
Cereal Products	4,722	14,341	46,112
Bread & Bakery Products	10,135	30,977	101,338
Seafood	4,164	12,741	41,188
Meat/Poultry/Fish/Eggs	26,082	79,282	255,384
Dairy Products	12,362	37,670	122,158
Fruits and Vegetables	19,821	60,477	195,925
Total Food Away From Home	\$80,005	\$242,938	\$776,663
Breakfast and Brunch	7,478	22,773	73,207
Dinner	37,529	114,086	365,686
Lunch	26,321	79,533	252,645
Snacks and Non Alcoholic Bev	5,938	18,016	56,828
Catered Affairs	2,740	8,530	28,298

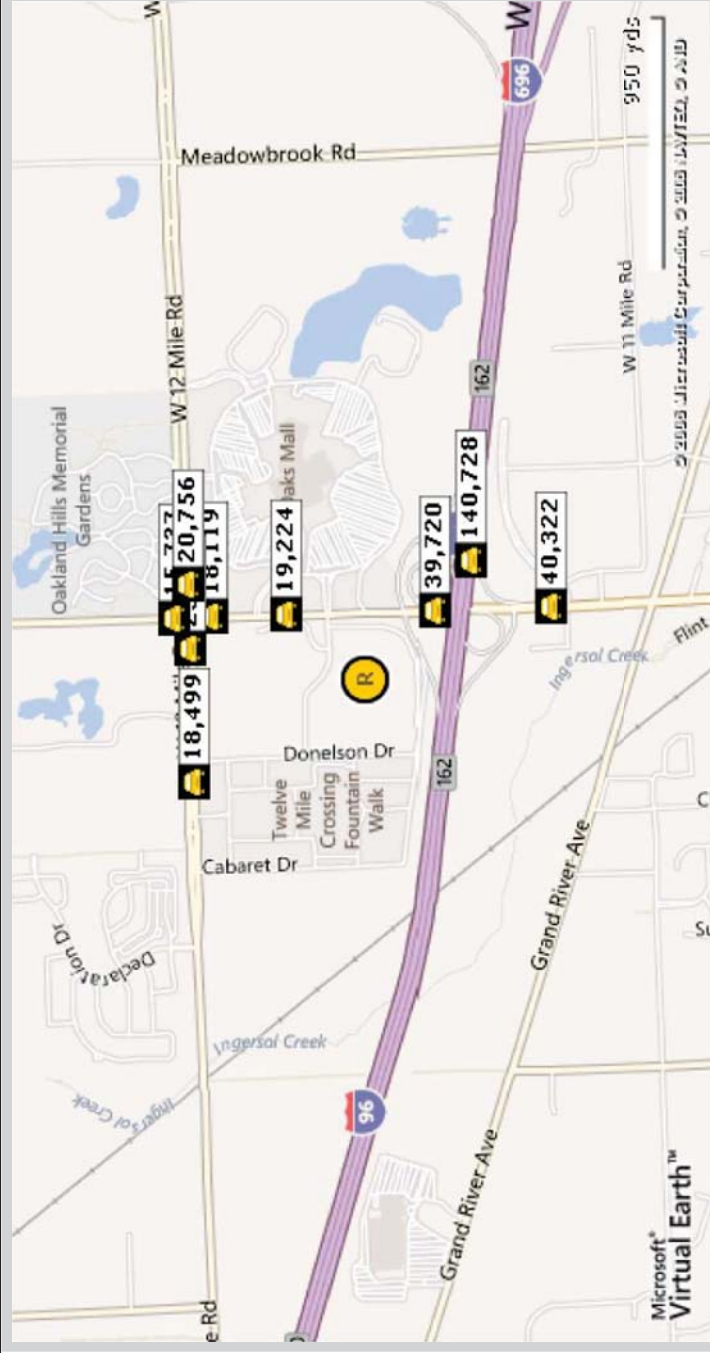
Consumer Spending Report

West Oaks			
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$15,449	\$47,037	\$149,184
Alcoholic Bev. at Home	8,856	27,016	86,212
Alcoholic Bev. away from Home	6,594	20,021	62,972
Total Furniture/Appliances	\$89,339	\$274,324	\$891,508
Bedroom Furniture	5,074	15,358	48,349
Living Room Furniture	7,865	24,220	78,839
Other Living & Family Room Furniture	2,186	6,696	21,697
Other Furniture	1,012	3,156	10,602
Major Appliances	7,497	23,148	77,146
Small Appliances & Housewares	18,357	56,266	181,440
Misc Household Equipment	47,350	145,480	473,434
Total Transportation/Maint.	\$214,053	\$650,187	\$2,085,698
New Autos/Trucks/Vans	58,806	179,876	583,410
Used Vehicles	52,785	158,410	496,307
Purchase of RVs or Boats	6,426	20,310	68,247
Gasoline	70,728	214,123	686,218
Diesel Fuel	1,149	3,528	11,659
Automotive Maintenance/Repair	24,159	73,940	239,857
Total Health Care	\$38,180	\$117,746	\$396,323
Medical Services	23,025	71,018	236,353
Prescription Drugs	11,370	34,977	120,193
Medical Supplies	3,786	11,750	39,777
Total Education/Day Care	\$75,901	\$233,462	\$754,549
Education	33,013	101,994	331,467
Room and Board	3,370	10,522	35,366
Tuition/School Supplies	28,921	89,508	291,671
Day Care, Nursery & Preschool	10,598	31,438	96,045

West Oaks

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	2,903	41,891	14
Total Retail	705	9,707	14
Home Improvement Stores	39	303	8
General Merchandise Stores	20	970	49
Food Stores	40	421	11
Auto Dealers and Gas Stations	48	1,051	22
Apparel and Accessory Stores	118	1,361	12
Furniture and Home Furnishings	94	1,666	18
Eating and Drinking Places	173	2,480	14
Miscellaneous Retail Stores	173	1,455	8
Finance-Insurance-Real Estate	286	2,121	7
Banks, Saving and Lending Inst.	53	247	5
Security Brokers and Investments	60	258	4
Insurance Carriers and Agencies	55	863	16
Real Estate-Trust-Holding Co.	118	753	6
Services	1,122	13,630	12
Hotels and Lodging	15	222	15
Motion Picture and Amusement	66	479	7
Health Services	186	1,768	10
Legal Services	27	182	7
Educational Services	43	1,144	27
Auto Services	66	891	14
Other Services	719	8,944	12
Agriculture/Mining	45	335	7
Construction	173	1,642	9
Manufacturing	199	7,376	37
Transportation, Comm./Pub Util.	85	1,540	18
Wholesale Trade	242	5,063	21
Government	46	477	10
Daytime Population	41,891		
Daytime Population/Business	14		

West Oaks



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 Novi Rd	I-96	0.05 S	2010	39,720	MPSI	.22
2 Novi Rd	Westoaks Dr	0.10 S	2010	19,224	MPSI	.22
3 I-96	Novi Rd	0.11 W	2010	140,728	MPSI	.35
4 Novi Rd	W 12 Mile Rd	0.05 N	2010	18,119	MPSI	.36
5 W 12 Mile Rd	Novi Rd	0.07 E	2010	23,445	MPSI	.38
6 W 12 Mile Rd	Novi Rd	0.36 E	2010	18,499	MPSI	.43
7 Novi Rd	W 12 Mile Rd	0.03 S	2010	15,737	MPSI	.44
8 W 12 Mile Rd	Novi Rd	0.07 W	2008	19,548	ADT	.44
9 W 12 Mile Rd	Novi Rd	0.07 W	2010	20,756	MPSI	.44
10 Novi Rd	Fonda St	0.04 S	2010	40,322	MPSI	.44