

Demographic Detail Report

West Oaks

43455-43825 W Oaks Dr, Novi, MI 48377

Building Type: **Shopping Center**
 Center Type: **Power Center**
 Center GLA: **304,779 SF**
 Year Built: **1979**

Total Available: **29,081 SF**
 % Leased: **100%**
 Rent/SF/Yr: **-**



Radius	3 Mile		5 Mile		10 Mile	
Population						
2021 Projection	55,131		157,102		533,431	
2016 Estimate	53,062		152,201		522,208	
2010 Census	49,377		144,830		505,377	
Growth 2016 - 2021	3.90%		3.22%		2.15%	
Growth 2010 - 2016	7.46%		5.09%		3.33%	
2016 Population by Age						
	53,062		152,201		522,208	
Age 0 - 4	3,118	5.88%	8,959	5.89%	28,528	5.46%
Age 5 - 9	3,176	5.99%	8,873	5.83%	29,068	5.57%
Age 10 - 14	3,469	6.54%	9,447	6.21%	32,292	6.18%
Age 15 - 19	3,433	6.47%	9,422	6.19%	33,329	6.38%
Age 20 - 24	3,081	5.81%	8,884	5.84%	31,797	6.09%
Age 25 - 29	3,077	5.80%	9,195	6.04%	30,050	5.75%
Age 30 - 34	3,370	6.35%	9,871	6.49%	29,346	5.62%
Age 35 - 39	3,539	6.67%	9,835	6.46%	29,131	5.58%
Age 40 - 44	3,889	7.33%	10,417	6.84%	32,660	6.25%
Age 45 - 49	4,057	7.65%	10,870	7.14%	36,487	6.99%
Age 50 - 54	4,149	7.82%	11,490	7.55%	40,450	7.75%
Age 55 - 59	3,906	7.36%	11,354	7.46%	41,482	7.94%
Age 60 - 64	3,185	6.00%	9,824	6.45%	36,858	7.06%
Age 65 - 69	2,404	4.53%	7,803	5.13%	29,592	5.67%
Age 70 - 74	1,691	3.19%	5,647	3.71%	21,605	4.14%
Age 75 - 79	1,138	2.14%	3,783	2.49%	14,778	2.83%
Age 80 - 84	903	1.70%	2,774	1.82%	10,703	2.05%
Age 85+	1,475	2.78%	3,753	2.47%	14,051	2.69%
Age 65+	7,611	14.34%	23,760	15.61%	90,729	17.37%
Median Age	40.30		40.80		42.70	
Average Age	39.30		39.80		41.00	

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Radius	3 Mile		5 Mile		10 Mile	
2016 Population By Race	53,062		152,201		522,208	
White	37,157	70.03%	110,897	72.86%	417,365	79.92%
Black	5,096	9.60%	17,021	11.18%	53,552	10.25%
Am. Indian & Alaskan	124	0.23%	351	0.23%	1,284	0.25%
Asian	9,660	18.21%	20,884	13.72%	40,349	7.73%
Hawaiian & Pacific Island	8	0.02%	24	0.02%	103	0.02%
Other	1,018	1.92%	3,025	1.99%	9,556	1.83%
Population by Hispanic Origin	53,062		152,201		522,208	
Non-Hispanic Origin	51,327	96.73%	147,486	96.90%	508,258	97.33%
Hispanic Origin	1,736	3.27%	4,715	3.10%	13,949	2.67%
2016 Median Age, Male	39.10		39.30		41.00	
2016 Average Age, Male	38.00		38.60		39.70	
2016 Median Age, Female	41.50		42.10		44.20	
2016 Average Age, Female	40.50		41.00		42.10	
2016 Population by Occupation Classification	42,615		123,043		425,652	
Civilian Employed	28,308	66.43%	81,134	65.94%	270,962	63.66%
Civilian Unemployed	989	2.32%	2,946	2.39%	10,689	2.51%
Civilian Non-Labor Force	13,316	31.25%	38,957	31.66%	143,891	33.80%
Armed Forces	2	0.00%	6	0.00%	110	0.03%
Households by Marital Status						
Married	11,074		32,174		113,778	
Married No Children	5,536		17,505		64,704	
Married w/Children	5,538		14,669		49,074	
2016 Population by Education	39,167		113,425		389,167	
Some High School, No Diploma	2,209	5.64%	5,832	5.14%	20,901	5.37%
High School Grad (Incl Equivalency)	5,979	15.27%	17,066	15.05%	70,104	18.01%
Some College, No Degree	8,708	22.23%	27,524	24.27%	102,737	26.40%
Associate Degree	2,382	6.08%	6,810	6.00%	21,973	5.65%
Bachelor Degree	11,418	29.15%	31,971	28.19%	100,042	25.71%
Advanced Degree	8,471	21.63%	24,222	21.36%	73,410	18.86%

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Radius	3 Mile		5 Mile		10 Mile	
2016 Population by Occupation	53,461		153,254		510,693	
Real Estate & Finance	2,270	4.25%	6,510	4.25%	22,210	4.35%
Professional & Management	18,997	35.53%	53,837	35.13%	171,394	33.56%
Public Administration	824	1.54%	2,190	1.43%	7,612	1.49%
Education & Health	5,917	11.07%	17,351	11.32%	62,819	12.30%
Services	3,210	6.00%	9,995	6.52%	35,889	7.03%
Information	543	1.02%	1,589	1.04%	5,373	1.05%
Sales	7,357	13.76%	20,290	13.24%	67,531	13.22%
Transportation	80	0.15%	310	0.20%	886	0.17%
Retail	2,965	5.55%	8,691	5.67%	28,290	5.54%
Wholesale	847	1.58%	2,497	1.63%	8,222	1.61%
Manufacturing	6,026	11.27%	15,847	10.34%	47,164	9.24%
Production	1,902	3.56%	6,077	3.97%	21,849	4.28%
Construction	722	1.35%	2,607	1.70%	11,914	2.33%
Utilities	930	1.74%	2,300	1.50%	7,878	1.54%
Agriculture & Mining	14	0.03%	89	0.06%	357	0.07%
Farming, Fishing, Forestry	27	0.05%	41	0.03%	138	0.03%
Other Services	830	1.55%	3,033	1.98%	11,167	2.19%
2016 Worker Travel Time to Job	27,321		77,731		258,808	
<30 Minutes	15,094	55.25%	43,915	56.50%	147,391	56.95%
30-60 Minutes	10,736	39.30%	30,270	38.94%	99,407	38.41%
60+ Minutes	1,491	5.46%	3,546	4.56%	12,010	4.64%
2010 Households by HH Size	20,480		60,843		203,708	
1-Person Households	6,466	31.57%	18,934	31.12%	56,850	27.91%
2-Person Households	6,229	30.42%	19,628	32.26%	67,573	33.17%
3-Person Households	3,156	15.41%	9,423	15.49%	32,281	15.85%
4-Person Households	3,091	15.09%	8,342	13.71%	29,787	14.62%
5-Person Households	1,125	5.49%	3,175	5.22%	11,902	5.84%
6-Person Households	295	1.44%	961	1.58%	3,758	1.84%
7 or more Person Households	118	0.58%	380	0.62%	1,557	0.76%
2016 Average Household Size	2.40		2.40		2.50	
Households						
2021 Projection	22,830		65,772		215,012	
2016 Estimate	21,973		63,760		210,470	
2010 Census	20,478		60,843		203,709	
Growth 2016 - 2021	3.90%		3.16%		2.16%	
Growth 2010 - 2016	7.30%		4.79%		3.32%	

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Radius	3 Mile	5 Mile	10 Mile
2016 Households by HH Income	21,972	63,759	210,470
<\$25,000	2,769 12.60%	8,366 13.12%	28,430 13.51%
\$25,000 - \$50,000	3,884 17.68%	11,833 18.56%	40,012 19.01%
\$50,000 - \$75,000	3,888 17.70%	11,434 17.93%	35,869 17.04%
\$75,000 - \$100,000	2,922 13.30%	8,201 12.86%	28,124 13.36%
\$100,000 - \$125,000	2,649 12.06%	6,957 10.91%	22,609 10.74%
\$125,000 - \$150,000	1,401 6.38%	4,341 6.81%	15,477 7.35%
\$150,000 - \$200,000	2,178 9.91%	5,851 9.18%	17,945 8.53%
\$200,000+	2,281 10.38%	6,776 10.63%	22,004 10.45%
2016 Avg Household Income	\$102,707	\$101,835	\$100,881
2016 Med Household Income	\$78,807	\$75,751	\$75,821
2016 Occupied Housing	21,973	63,760	210,470
Owner Occupied	13,544 61.64%	40,173 63.01%	155,460 73.86%
Renter Occupied	8,429 38.36%	23,587 36.99%	55,010 26.14%
2010 Housing Units	22,494	66,322	218,574
1 Unit	13,614 60.52%	41,106 61.98%	162,942 74.55%
2 - 4 Units	1,370 6.09%	4,603 6.94%	10,252 4.69%
5 - 19 Units	3,838 17.06%	13,059 19.69%	28,643 13.10%
20+ Units	3,672 16.32%	7,554 11.39%	16,737 7.66%
2016 Housing Value	13,544	40,173	155,460
<\$100,000	1,926 14.22%	5,600 13.94%	23,705 15.25%
\$100,000 - \$200,000	3,358 24.79%	9,897 24.64%	47,200 30.36%
\$200,000 - \$300,000	3,476 25.66%	11,501 28.63%	40,773 26.23%
\$300,000 - \$400,000	2,670 19.71%	6,715 16.72%	21,318 13.71%
\$400,000 - \$500,000	1,369 10.11%	3,524 8.77%	11,320 7.28%
\$500,000 - \$1,000,000	603 4.45%	2,539 6.32%	9,109 5.86%
\$1,000,000+	142 1.05%	397 0.99%	2,035 1.31%
2016 Median Home Value	\$242,807	\$239,905	\$216,739
2016 Housing Units by Yr Built	23,368	67,811	224,518
Built 2010+	1,110 4.75%	2,477 3.65%	7,500 3.34%
Built 2000 - 2010	4,833 20.68%	9,131 13.47%	23,817 10.61%
Built 1990 - 1999	6,583 28.17%	14,999 22.12%	38,129 16.98%
Built 1980 - 1989	4,255 18.21%	16,090 23.73%	37,310 16.62%
Built 1970 - 1979	4,220 18.06%	14,644 21.60%	44,902 20.00%
Built 1960 - 1969	909 3.89%	4,929 7.27%	32,078 14.29%
Built 1950 - 1959	827 3.54%	3,258 4.80%	24,978 11.13%
Built <1949	631 2.70%	2,283 3.37%	15,804 7.04%
2016 Median Year Built	1990	1984	1978