

# KINGSWOOD SQUARE NWQ WOODWARD AVE. & SQUARE LAKE RD. BLOOMFIELD HILLS, MICHIGAN

## FOR LEASE

IN-LINE SPACE

AVAILABLE:

1,740 - 9,640 SQ. FT.

TRAFFIC COUNTS:

WOODWARD, NORTH  
OF SQUARE LAKE: 38,617

WOODWARD, SOUTH  
OF SQUARE LAKE: 40,287

SQUARE LAKE, WEST OF  
WOODWARD: 72,884

SQUARE LAKE, EAST OF  
WOODWARD: 60,065



## HIGH TRAFFIC COMMERCIAL CORRIDOR, JUST OFF I-75 & SQUARE LAKE ROAD EXIT

## STRONG POPULATION & INCOME

JOIN:



CONTACT:

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&

KENT BUTLER

KBUTLER@LUDWIGSEELEY.COM

DEMOGRAPHICS

| CATEGORY       | 1 MILE:   | 3 MILE:   | 5 MILE:   |
|----------------|-----------|-----------|-----------|
| POPULATION     | 4,177     | 44,173    | 161,921   |
| AVERAGE INCOME | \$217,293 | \$169,691 | \$134,265 |
| HOUSEHOLDS     | 1,637     | 17,245    | 63,046    |

## Ludwig & Seeley

REAL ESTATE

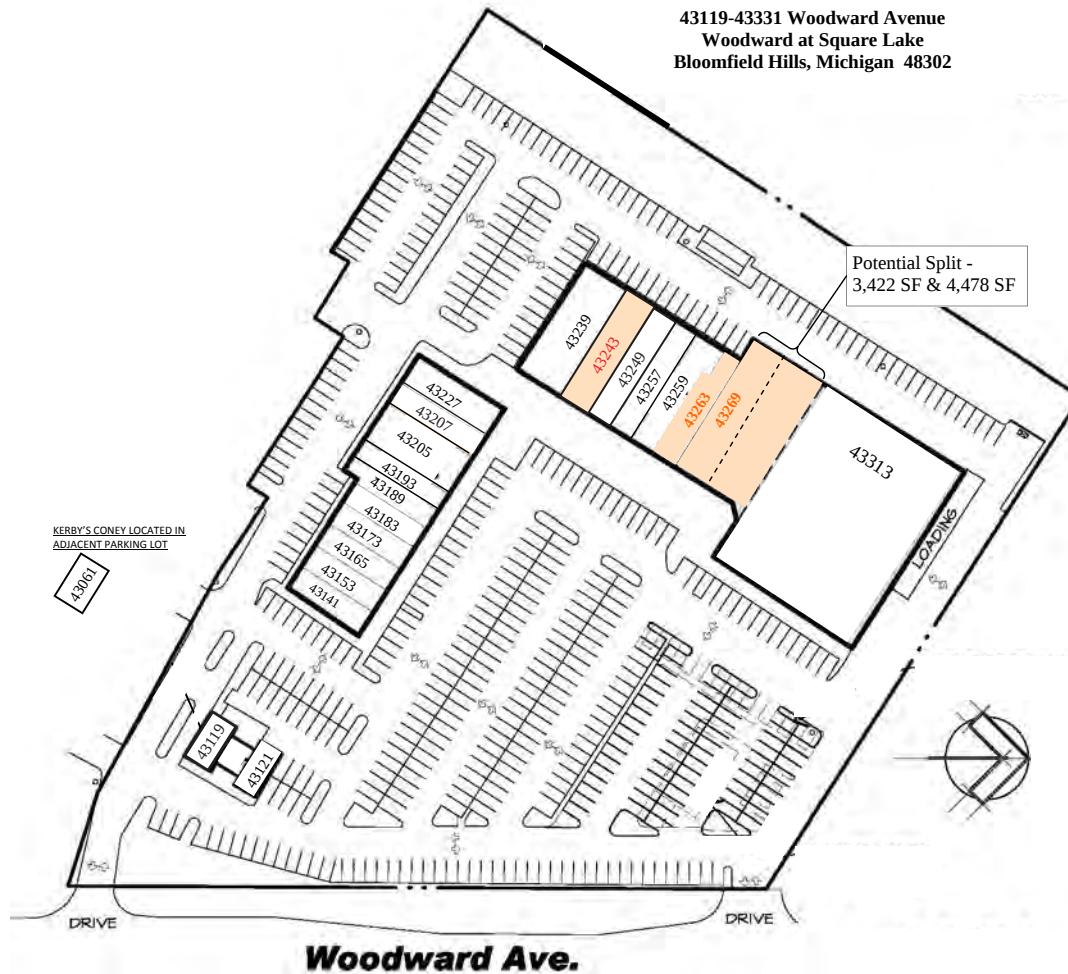
29580 NORTHWESTERN HWY. SUITE 110 SOUTHFIELD MI 48034

PHONE: 248.750.1700 FAX: 248.750.1771

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## KINGSWOOD SHOPPING CENTER

43119-43331 Woodward Avenue  
Woodward at Square Lake  
Bloomfield Hills, Michigan 48302

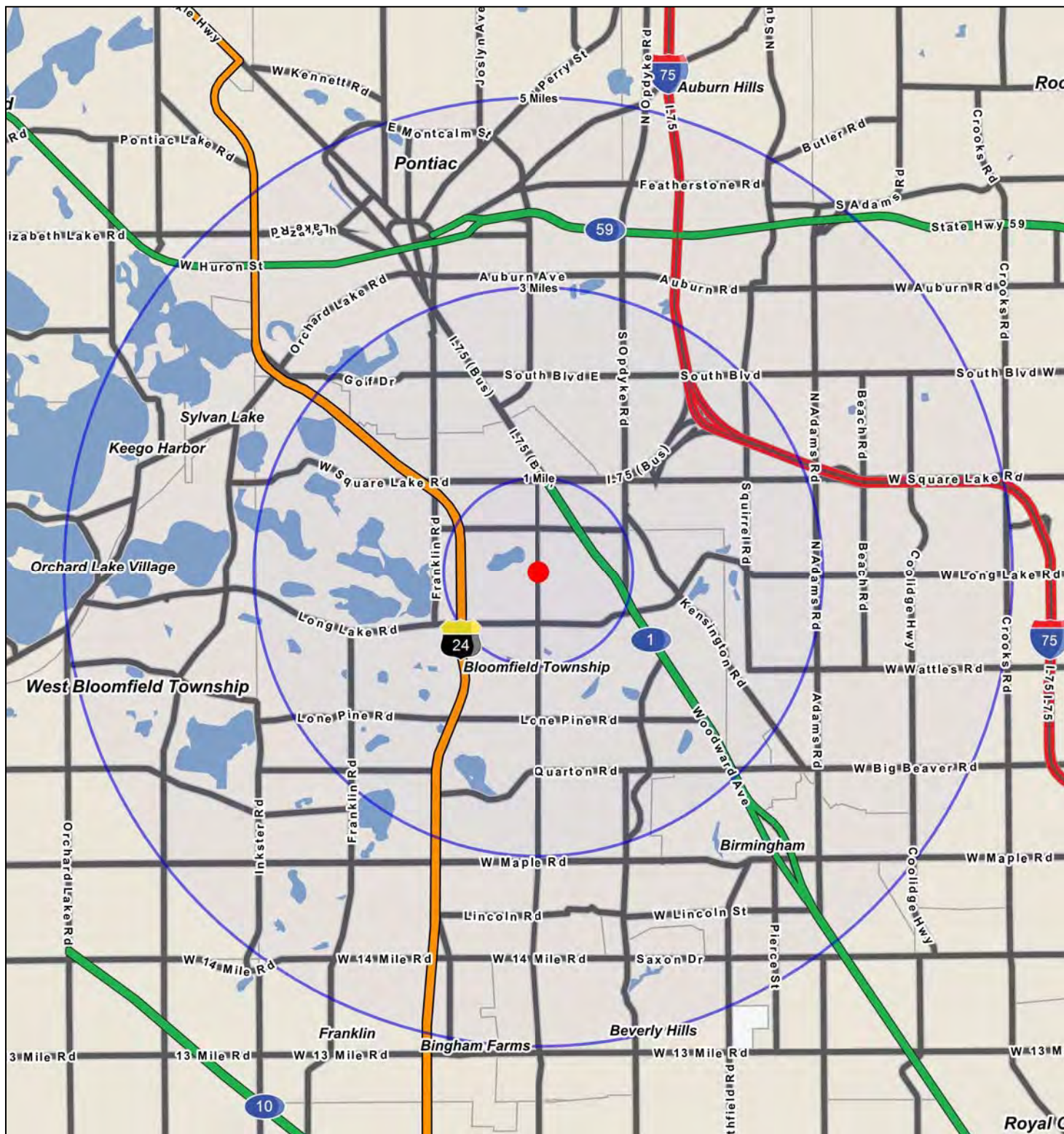


### TENANT LIST AS OF June 3, 2012

| UNIT  | TENANT                                                   | SF     |
|-------|----------------------------------------------------------|--------|
| 43183 | ACADEMIC INSPIRATION (KUMON)                             | 1,200  |
| 43189 | AT ALTERATIONS (was Tailor King)                         | 1,200  |
| 43227 | BLOOMFIELD HILLS MARTINI ZING                            | 1,600  |
| 43243 | AVAILABLE                                                | 2,000  |
| 43239 | GOLDEN CROWN RESTAURANT                                  | 4,000  |
| 43173 | JET'S PIZZA                                              | 1,200  |
| 43061 | KERBY'S CONEY ISLAND                                     | 5,000  |
| 43257 | McALEER, DANIEL J. d/b/ Kingswood Chiropractic, P.L.L.C. | 2,000  |
| 43259 | LA MARSA 2 RESTAURANT                                    | 2,460  |
| 43205 | MAUREEN A. KELLY, M.D., P.L.L.C.                         | 3,200  |
| 43165 | SALON MALLIA, LLC                                        | 1,000  |
| 43193 | SOMERSET DOG GROOMING                                    | 1,200  |
| 43313 | STAPLES THE SUPERSTORE                                   | 21,127 |
| 43153 | SUBWAY REAL ESTATE CORP.                                 | 1,300  |
| 43141 | URGENT CARE ASSOCIATES, P.C.                             | 2,400  |
| 43119 | Dunkin Donuts                                            | 1,013  |
| 43121 | Pharmacy                                                 | 800    |
| 43207 | MLJ INSURANCE                                            | 1,600  |
| 43263 | AVAILABLE                                                | 1,740  |
| 43249 | NEPTUNE SOCIETY                                          | 2,000  |
| 43269 | AVAILABLE                                                | 7,900  |

KINGSWOOD SQUARE  
43249 WOODWARD AVE.  
BLOOMFIELD, MICHIGAN





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## NWQ Woodward Ave. & Square Lake Rd Bloomfield Hills, MI

May 2012

**Ludwig & Seeley**  
REAL ESTATE



## EXPANDED PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections  
Calculated using Proportional Block Groups



Ludwig & Seeley  
Lat/Lon: 42.58956/-83.26536

| 43249 Woodward                          | 1 Mile             |        | 3 Miles             |        | 5 Miles             |        |
|-----------------------------------------|--------------------|--------|---------------------|--------|---------------------|--------|
| Bloomfield Hills, MI                    |                    |        |                     |        |                     |        |
| Population (2010)                       |                    |        |                     |        |                     |        |
| Estimated Population                    | 4,177              |        | 44,173              |        | 161,921             |        |
| Census Population (1990)                | 4,574              |        | 46,697              |        | 172,169             |        |
| Census Population (2000)                | 4,321              |        | 46,001              |        | 170,015             |        |
| Projected Population (2015)             | 4,137              |        | 43,871              |        | 161,174             |        |
| Forecasted Population (2020)            | 4,033              |        | 42,668              |        | 156,196             |        |
| Historical Annual Growth (1990 to 2000) | -253               | -0.55% | -696                | -0.15% | -2,153              | -0.13% |
| Historical Annual Growth (2000 to 2010) | -144               | -0.33% | -1,829              | -0.40% | -8,094              | -0.48% |
| Projected Annual Growth (2010 to 2015)  | -40                | -0.19% | -302                | -0.14% | -747                | -0.09% |
| Estimated Population Density            | 1,331 <i>psm</i>   |        | 1,563 <i>psm</i>    |        | 2,063 <i>psm</i>    |        |
| Trade Area Size                         | 3.14 <i>sq mil</i> |        | 28.26 <i>sq mil</i> |        | 78.49 <i>sq mil</i> |        |
| Households (2010)                       |                    |        |                     |        |                     |        |
| Estimated Households                    | 1,637              |        | 17,245              |        | 63,046              |        |
| Census Households (1990)                | 1,632              |        | 17,060              |        | 63,397              |        |
| Census Households (2000)                | 1,676              |        | 17,803              |        | 65,491              |        |
| Projected Households (2015)             | 1,613              |        | 17,046              |        | 62,517              |        |
| Forecasted Households (2020)            | 1,577              |        | 16,605              |        | 60,796              |        |
| Households with Children                | 495                | 30.26% | 5,437               | 31.53% | 20,625              | 32.71% |
| Average Household Size                  | 2.52               |        | 2.52                |        | 2.53                |        |
| Average Household Income (2010)         |                    |        |                     |        |                     |        |
| Est. Average Household Income           | \$217,293          |        | \$169,691           |        | \$134,265           |        |
| Proj. Average Household Income (2015)   | \$225,122          |        | \$175,282           |        | \$139,429           |        |
| Average Family Income                   | \$256,333          |        | \$203,179           |        | \$162,172           |        |
| Median Household Income (2010)          |                    |        |                     |        |                     |        |
| Est. Median Household Income            | \$133,802          |        | \$117,961           |        | \$97,179            |        |
| Proj. Median Household Income (2015)    | \$140,124          |        | \$121,162           |        | \$100,456           |        |
| Median Family Income                    | \$224,640          |        | \$155,471           |        | \$123,187           |        |
| Per Capita Income (2010)                |                    |        |                     |        |                     |        |
| Est. Per Capita Income                  | \$86,231           |        | \$67,129            |        | \$52,982            |        |
| Proj. Per Capita Income (2015)          | \$88,923           |        | \$69,023            |        | \$54,818            |        |
| Per Capita Income Est. 5 year change    | \$2,693            | 3.12%  | \$1,894             | 2.82%  | \$1,836             | 3.47%  |
| Other Income (2010)                     |                    |        |                     |        |                     |        |
| Est. Median Disposable Income           | \$104,634          |        | \$91,354            |        | \$76,271            |        |
| Proj. Median Disposable Income (2015)   | \$109,457          |        | \$93,852            |        | \$78,661            |        |
| Disposable Income Est. 5 year change    | \$4,823            | 4.61%  | \$2,498             | 2.73%  | \$2,390             | 3.13%  |
| Est. Average Household Net Worth        | \$573,226          |        | \$468,943           |        | \$405,806           |        |
| Daytime Demos (2010)                    |                    |        |                     |        |                     |        |
| Total Number of Businesses              | 354                |        | 2,562               |        | 9,490               |        |
| Total Number of Employees               | 4,128              |        | 34,128              |        | 127,904             |        |
| Company Headqtrs: Businesses            | 1                  | 0.29%  | 9                   | 0.34%  | 26                  | 0.28%  |
| Company Headqtrs: Employees             | 57                 | 1.38%  | 822                 | 2.41%  | 6,655               | 5.20%  |
| Unemployment Rate                       | 8.32%              |        | 9.29%               |        | 10.05%              |        |
| Employee Population per Business        | 11.6 to 1          |        | 13.3 to 1           |        | 13.5 to 1           |        |
| Residential Population per Business     | 11.8 to 1          |        | 17.2 to 1           |        | 17.1 to 1           |        |

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1990 - 2000 Census, 2010 Estimates with 2015 Projections  
Calculated using Proportional Block Groups



Ludwig & Seeley  
Lat/Lon: 42.58956/-83.26536

| 43249 Woodward                           |           |        | 1 Mile    |        | 3 Miles   |        | 5 Miles |  |
|------------------------------------------|-----------|--------|-----------|--------|-----------|--------|---------|--|
| Bloomfield Hills, MI                     |           |        |           |        |           |        |         |  |
| Race & Ethnicity (2010)                  |           |        |           |        |           |        |         |  |
| White                                    | 3,402     | 81.44% | 29,610    | 67.03% | 111,555   | 68.89% |         |  |
| Black or African American                | 278       | 6.66%  | 10,375    | 23.49% | 32,998    | 20.38% |         |  |
| American Indian & Alaska Native          | 5         | 0.12%  | 77        | 0.17%  | 427       | 0.26%  |         |  |
| Asian                                    | 395       | 9.46%  | 3,022     | 6.84%  | 10,824    | 6.68%  |         |  |
| Hawaiian & Pacific Islander              | -         | -      | 25        | 0.06%  | 68        | 0.04%  |         |  |
| Other Race                               | 15        | 0.37%  | 337       | 0.76%  | 2,619     | 1.62%  |         |  |
| Two or More Races                        | 81        | 1.94%  | 727       | 1.65%  | 3,430     | 2.12%  |         |  |
| Not Hispanic or Latino Population        | 4,110     | 98.40% | 42,915    | 97.15% | 153,163   | 94.59% |         |  |
| Hispanic or Latino Population            | 67        | 1.60%  | 1,258     | 2.85%  | 8,758     | 5.41%  |         |  |
| Not of Hispanic Origin Population (1990) | 4,506     | 98.50% | 45,956    | 98.41% | 166,745   | 96.85% |         |  |
| Hispanic Origin Population (1990)        | 69        | 1.50%  | 742       | 1.59%  | 5,423     | 3.15%  |         |  |
| Not Hispanic or Latino Population (2000) | 4,271     | 98.85% | 45,059    | 97.95% | 162,961   | 95.85% |         |  |
| Hispanic or Latino Population (2000)     | 50        | 1.15%  | 943       | 2.05%  | 7,054     | 4.15%  |         |  |
| Not Hispanic or Latino Population (2015) | 4,062     | 98.20% | 42,493    | 96.86% | 151,592   | 94.05% |         |  |
| Hispanic or Latino Population (2015)     | 74        | 1.80%  | 1,378     | 3.14%  | 9,582     | 5.95%  |         |  |
| Hist. Hispanic Ann Growth (1990 to 2010) | -2        | -0.13% | 516       | 3.48%  | 3,334     | 3.07%  |         |  |
| Proj. Hispanic Ann Growth (2015 to 2010) | 7         | 2.22%  | 120       | 1.91%  | 824       | 1.88%  |         |  |
| Age Distribution (2010)                  |           |        |           |        |           |        |         |  |
| 0 to 4 yrs                               | 148       | 3.53%  | 1,978     | 4.48%  | 8,648     | 5.34%  |         |  |
| 5 to 9 yrs                               | 208       | 4.99%  | 2,480     | 5.61%  | 9,898     | 6.11%  |         |  |
| 10 to 14 yrs                             | 275       | 6.59%  | 3,005     | 6.80%  | 11,124    | 6.87%  |         |  |
| 15 to 19 yrs                             | 287       | 6.88%  | 2,950     | 6.68%  | 10,937    | 6.75%  |         |  |
| 20 to 24 yrs                             | 114       | 2.74%  | 1,733     | 3.92%  | 8,047     | 4.97%  |         |  |
| 25 to 29 yrs                             | 83        | 1.99%  | 1,427     | 3.23%  | 7,390     | 4.56%  |         |  |
| 30 to 34 yrs                             | 109       | 2.61%  | 1,563     | 3.54%  | 7,577     | 4.68%  |         |  |
| 35 to 39 yrs                             | 171       | 4.10%  | 1,987     | 4.50%  | 8,909     | 5.50%  |         |  |
| 40 to 44 yrs                             | 255       | 6.11%  | 2,674     | 6.05%  | 10,726    | 6.62%  |         |  |
| 45 to 49 yrs                             | 342       | 8.18%  | 3,534     | 8.00%  | 13,149    | 8.12%  |         |  |
| 50 to 54 yrs                             | 417       | 9.98%  | 4,221     | 9.56%  | 14,530    | 8.97%  |         |  |
| 55 to 59 yrs                             | 491       | 11.75% | 4,301     | 9.74%  | 13,729    | 8.48%  |         |  |
| 60 to 64 yrs                             | 434       | 10.39% | 3,873     | 8.77%  | 11,568    | 7.14%  |         |  |
| 65 to 74 yrs                             | 517       | 12.38% | 4,987     | 11.29% | 14,810    | 9.15%  |         |  |
| 75 to 84 yrs                             | 233       | 5.58%  | 2,410     | 5.46%  | 7,554     | 4.67%  |         |  |
| 85 yrs plus                              | 92        | 2.20%  | 1,049     | 2.37%  | 3,327     | 2.05%  |         |  |
| Median Age                               | 49.96 yrs |        | 46.05 yrs |        | 42.10 yrs |        |         |  |
| Gender Age Distribution (2010)           |           |        |           |        |           |        |         |  |
| Female Population                        | 2,178     | 52.15% | 22,973    | 52.01% | 82,983    | 51.25% |         |  |
| 0 to 19 yrs                              | 456       | 20.91% | 5,132     | 22.34% | 19,870    | 23.94% |         |  |
| 20 to 64 yrs                             | 1,293     | 59.39% | 13,397    | 58.32% | 49,348    | 59.47% |         |  |
| 65 yrs plus                              | 429       | 19.70% | 4,443     | 19.34% | 13,766    | 16.59% |         |  |
| Female Median Age                        | 49 yrs    |        | 46 yrs    |        | 43 yrs    |        |         |  |
| Male Population                          | 1,999     | 47.85% | 21,200    | 47.99% | 78,938    | 48.75% |         |  |
| 0 to 19 yrs                              | 463       | 23.16% | 5,280     | 24.91% | 20,736    | 26.27% |         |  |
| 20 to 64 yrs                             | 1,122     | 56.16% | 11,917    | 56.21% | 46,276    | 58.62% |         |  |
| 65 yrs plus                              | 413       | 20.68% | 4,003     | 18.88% | 11,925    | 15.11% |         |  |
| Male Median Age                          | 50.59 yrs |        | 45.88 yrs |        | 41.50 yrs |        |         |  |

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Lat/Lon: 42.58956/-83.26536

| 43249 Woodward                        |       | 1 Mile |        | 3 Miles |         | 5 Miles |  |
|---------------------------------------|-------|--------|--------|---------|---------|---------|--|
| Bloomfield Hills, MI                  |       |        |        |         |         |         |  |
| Household Income Distribution (2010)  |       |        |        |         |         |         |  |
| \$200,000 or More                     | 492   | 30.09% | 4,050  | 23.48%  | 10,317  | 16.36%  |  |
| \$150,000 to \$199,999                | 219   | 13.40% | 2,010  | 11.65%  | 6,754   | 10.71%  |  |
| \$100,000 to \$149,999                | 294   | 17.95% | 2,629  | 15.24%  | 9,946   | 15.78%  |  |
| \$75,000 to \$99,999                  | 135   | 8.23%  | 1,654  | 9.59%   | 6,881   | 10.91%  |  |
| \$50,000 to \$74,999                  | 186   | 11.36% | 1,949  | 11.30%  | 8,715   | 13.82%  |  |
| \$35,000 to \$49,999                  | 109   | 6.66%  | 1,331  | 7.72%   | 6,035   | 9.57%   |  |
| \$25,000 to \$34,999                  | 81    | 4.92%  | 1,051  | 6.09%   | 4,204   | 6.67%   |  |
| \$15,000 to \$24,999                  | 68    | 4.13%  | 1,027  | 5.95%   | 4,284   | 6.79%   |  |
| \$0 to \$14,999                       | 53    | 3.24%  | 1,545  | 8.96%   | 5,910   | 9.37%   |  |
| \$35,000+                             | 1,435 | 87.70% | 13,622 | 78.99%  | 48,648  | 77.16%  |  |
| \$75,000+                             | 1,141 | 69.68% | 10,342 | 59.97%  | 33,898  | 53.77%  |  |
| Housing (2010)                        |       |        |        |         |         |         |  |
| Total Housing Units                   | 1,800 |        | 19,168 |         | 69,957  |         |  |
| Housing Units, Occupied               | 1,637 | 90.92% | 17,245 | 89.97%  | 63,046  | 90.12%  |  |
| <i>Housing Units, Owner-Occupied</i>  | 1,531 | 93.55% | 14,230 | 82.52%  | 49,421  | 78.39%  |  |
| <i>Housing Units, Renter-Occupied</i> | 106   | 6.45%  | 3,015  | 17.48%  | 13,625  | 21.61%  |  |
| Housing Units, Vacant                 | 163   | 9.08%  | 1,923  | 10.03%  | 6,911   | 9.88%   |  |
| Median Years in Residence             | 5 yrs |        | 5 yrs  |         | 5 yrs   |         |  |
| Marital Status (2010)                 |       |        |        |         |         |         |  |
| Never Married                         | 724   | 20.52% | 8,413  | 22.96%  | 33,751  | 25.56%  |  |
| Now Married                           | 2,273 | 64.38% | 21,561 | 58.85%  | 73,583  | 55.74%  |  |
| Separated                             | 79    | 2.23%  | 1,260  | 3.44%   | 4,564   | 3.46%   |  |
| Widowed                               | 235   | 6.67%  | 2,544  | 6.95%   | 7,705   | 5.84%   |  |
| Divorced                              | 219   | 6.20%  | 2,858  | 7.80%   | 12,420  | 9.41%   |  |
| Household Type (2010)                 |       |        |        |         |         |         |  |
| Population Family                     | 3,721 | 89.09% | 37,895 | 85.79%  | 135,672 | 83.79%  |  |
| Population Non-Family                 | 410   | 9.82%  | 5,488  | 12.42%  | 23,823  | 14.71%  |  |
| Population Group Qtrs                 | 45    | 1.09%  | 789    | 1.79%   | 2,426   | 1.50%   |  |
| Family Households                     | 1,227 | 74.99% | 12,282 | 71.22%  | 42,854  | 67.97%  |  |
| <i>Married Couple With Children</i>   | 410   | 18.06% | 3,724  | 17.27%  | 13,761  | 18.70%  |  |
| <i>Average Family Household Size</i>  | 3.0   |        | 3.1    |         | 3.2     |         |  |
| Non-Family Households                 | 409   | 25.01% | 4,963  | 28.78%  | 20,192  | 32.03%  |  |
| Household Size (2010)                 |       |        |        |         |         |         |  |
| 1 Person Household                    | 379   | 23.14% | 4,485  | 26.01%  | 17,719  | 28.11%  |  |
| 2 Person Households                   | 603   | 36.86% | 5,986  | 34.71%  | 20,145  | 31.95%  |  |
| 3 Person Households                   | 243   | 14.87% | 2,512  | 14.57%  | 9,400   | 14.91%  |  |
| 4 Person Households                   | 265   | 16.19% | 2,589  | 15.01%  | 9,343   | 14.82%  |  |
| 5 Person Households                   | 104   | 6.37%  | 1,129  | 6.54%   | 4,230   | 6.71%   |  |
| 6+ Person Households                  | 42    | 2.57%  | 545    | 3.16%   | 2,210   | 3.51%   |  |
| Household Vehicles (2010)             |       |        |        |         |         |         |  |
| Total Vehicles Available              | 3,474 |        | 34,037 |         | 118,879 |         |  |
| Household: 0 Vehicles Available       | 36    | 2.21%  | 776    | 4.50%   | 3,228   | 5.12%   |  |
| Household: 1 Vehicles Available       | 382   | 23.34% | 4,925  | 28.56%  | 19,996  | 31.72%  |  |
| Household: 2+ Vehicles Available      | 1,219 | 74.46% | 11,544 | 66.94%  | 39,822  | 63.16%  |  |
| Average Vehicles Per Household        | 2.1   |        | 2.0    |         | 1.9     |         |  |

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Lat/Lon: 42.58956/-83.26536

### 43249 Woodward

#### Bloomfield Hills, MI

##### Labor Force (2010)

|                                | 1 Mile |        | 3 Miles |        | 5 Miles |        |
|--------------------------------|--------|--------|---------|--------|---------|--------|
| Est. Labor: Population Age 16+ | 3,469  |        | 36,019  |        | 129,893 |        |
| Est. Civilian Employed         | 1,901  | 54.80% | 19,189  | 53.27% | 72,179  | 55.57% |
| Est. Civilian Unemployed       | 288    | 8.32%  | 3,347   | 9.29%  | 13,051  | 10.05% |
| Est. in Armed Forces           | -      | 0.01%  | 10      | 0.03%  | 56      | 0.04%  |
| Est. not in Labor Force        | 1,279  | 36.88% | 13,473  | 37.41% | 44,607  | 34.34% |

##### Occupation (2000)

|                                        |       |        |        |        |        |        |
|----------------------------------------|-------|--------|--------|--------|--------|--------|
| Occupation: Population Age 16+         | 2,021 |        | 20,315 |        | 79,882 |        |
| Mgmt, Business, & Financial Operations | 579   | 28.67% | 5,121  | 25.21% | 17,321 | 21.68% |
| Professional and Related               | 681   | 33.71% | 6,387  | 31.44% | 23,300 | 29.17% |
| Service                                | 120   | 5.91%  | 1,516  | 7.46%  | 7,699  | 9.64%  |
| Sales and Office                       | 554   | 27.41% | 5,269  | 25.94% | 20,744 | 25.97% |
| Farming, Fishing, and Forestry         | -     | -      | 22     | 0.11%  | 78     | 0.10%  |
| Construct, Extraction, & Maintenance   | 19    | 0.94%  | 521    | 2.56%  | 3,527  | 4.42%  |
| Production, Transp. & Material Moving  | 68    | 3.35%  | 1,478  | 7.28%  | 7,213  | 9.03%  |
| Percent White Collar Workers           |       | 89.79% |        | 82.59% |        | 76.82% |
| Percent Blue Collar Workers            |       | 10.21% |        | 17.41% |        | 23.18% |

##### Consumer Expenditure (2010)

|                               |          |        |          |        |          |        |
|-------------------------------|----------|--------|----------|--------|----------|--------|
| Total Household Expenditure   | \$212 M  |        | \$1.80 B |        | \$5.45 B |        |
| Total Non-Retail Expenditures | \$123 M  | 58.03% | \$1.04 B | 57.99% | \$3.15 B | 57.90% |
| Total Retail Expenditures     | \$89.0 M | 41.97% | \$756 M  | 42.01% | \$2.29 B | 42.10% |
| Apparel                       | \$10.4 M | 4.90%  | \$88.2 M | 4.90%  | \$265 M  | 4.87%  |
| Contributions                 | \$10.9 M | 5.14%  | \$91.3 M | 5.07%  | \$258 M  | 4.74%  |
| Education                     | \$6.72 M | 3.17%  | \$56.4 M | 3.13%  | \$162 M  | 2.98%  |
| Entertainment                 | \$12.2 M | 5.74%  | \$103 M  | 5.73%  | \$310 M  | 5.69%  |
| Food And Beverages            | \$29.9 M | 14.11% | \$256 M  | 14.20% | \$787 M  | 14.45% |
| Furnishings And Equipment     | \$10.0 M | 4.73%  | \$84.6 M | 4.70%  | \$253 M  | 4.64%  |
| Gifts                         | \$7.01 M | 3.30%  | \$58.7 M | 3.26%  | \$170 M  | 3.12%  |
| Health Care                   | \$11.4 M | 5.35%  | \$97.4 M | 5.41%  | \$303 M  | 5.56%  |
| Household Operations          | \$9.15 M | 4.31%  | \$76.8 M | 4.27%  | \$224 M  | 4.12%  |
| Miscellaneous Expenses        | \$3.24 M | 1.53%  | \$27.6 M | 1.53%  | \$85.3 M | 1.57%  |
| Personal Care                 | \$2.98 M | 1.40%  | \$25.3 M | 1.41%  | \$77.3 M | 1.42%  |
| Personal Insurance            | \$2.71 M | 1.28%  | \$22.8 M | 1.26%  | \$65.8 M | 1.21%  |
| Reading                       | \$702 K  | 0.33%  | \$5.95 M | 0.33%  | \$18.0 M | 0.33%  |
| Shelter                       | \$42.1 M | 19.86% | \$357 M  | 19.81% | \$1.07 B | 19.70% |
| Tobacco                       | \$962 K  | 0.45%  | \$8.45 M | 0.47%  | \$27.6 M | 0.51%  |
| Transportation                | \$39.0 M | 18.38% | \$332 M  | 18.42% | \$1.02 B | 18.81% |
| Utilities                     | \$12.8 M | 6.01%  | \$110 M  | 6.09%  | \$342 M  | 6.29%  |

##### Educational Attainment (2010)

|                                      |       |        |        |        |         |        |
|--------------------------------------|-------|--------|--------|--------|---------|--------|
| Adult Population (25 Years or Older) | 3,144 |        | 32,028 |        | 113,269 |        |
| Elementary (0 to 8)                  | 36    | 1.15%  | 609    | 1.90%  | 2,531   | 2.23%  |
| Some High School (9 to 11)           | 39    | 1.25%  | 1,341  | 4.19%  | 5,908   | 5.22%  |
| High School Graduate (12)            | 301   | 9.58%  | 4,574  | 14.28% | 18,869  | 16.66% |
| Some College (13 to 16)              | 445   | 14.14% | 4,984  | 15.56% | 18,841  | 16.63% |
| Associate Degree Only                | 117   | 3.71%  | 1,512  | 4.72%  | 6,164   | 5.44%  |
| Bachelor Degree Only                 | 1,042 | 33.14% | 9,189  | 28.69% | 30,583  | 27.00% |
| Graduate Degree                      | 1,164 | 37.02% | 9,818  | 30.66% | 30,372  | 26.81% |

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

## EXPANDED PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections  
Calculated using Proportional Block Groups



Ludwig & Seeley  
Lat/Lon: 42.58956/-83.26536

| 43249 Woodward                         |           |        |           |        |           |        |
|----------------------------------------|-----------|--------|-----------|--------|-----------|--------|
|                                        |           |        | 1 Mile    |        | 3 Miles   |        |
|                                        |           |        |           |        | 5 Miles   |        |
| Bloomfield Hills, MI                   |           |        |           |        |           |        |
| Units In Structure (2000)              |           |        |           |        |           |        |
| 1 Detached Unit                        | 1,363     | 77.75% | 13,908    | 73.85% | 50,772    | 73.34% |
| 1 Attached Unit                        | 93        | 5.33%  | 1,757     | 9.33%  | 4,535     | 6.55%  |
| 2 to 4 Units                           | 160       | 9.11%  | 1,138     | 6.04%  | 4,290     | 6.20%  |
| 5 to 9 Units                           | 99        | 5.63%  | 884       | 4.69%  | 3,612     | 5.22%  |
| 10 to 19 Units                         | 6         | 0.33%  | 352       | 1.87%  | 1,794     | 2.59%  |
| 20 to 49 Units                         | 17        | 0.97%  | 228       | 1.21%  | 1,050     | 1.52%  |
| 50 or more Units                       | 14        | 0.82%  | 399       | 2.12%  | 1,947     | 2.81%  |
| Mobile Home or Trailer                 | 1         | 0.06%  | 167       | 0.89%  | 1,214     | 1.75%  |
| Other Structure                        | -         | -      | -         | -      | 10        | 0.02%  |
| Homes Built By Year                    |           |        |           |        |           |        |
| 1999 to 2000                           | 6         | 0.36%  | 163       | 0.86%  | 573       | 0.83%  |
| 1995 to 1998                           | 32        | 1.84%  | 562       | 2.98%  | 2,273     | 3.28%  |
| 1990 to 1994                           | 78        | 4.43%  | 952       | 5.06%  | 3,228     | 4.66%  |
| 1980 to 1989                           | 271       | 15.43% | 2,426     | 12.88% | 7,743     | 11.18% |
| 1970 to 1979                           | 235       | 13.41% | 3,150     | 16.73% | 11,380    | 16.44% |
| 1960 to 1969                           | 688       | 39.22% | 5,198     | 27.60% | 13,488    | 19.48% |
| 1950 to 1959                           | 324       | 18.46% | 4,046     | 21.49% | 15,356    | 22.18% |
| Built Before 1949                      | 120       | 6.87%  | 2,337     | 12.41% | 15,183    | 21.93% |
| Home Values (2000)                     |           |        |           |        |           |        |
| \$1,000,000 or More                    | 160       | 12.02% | 1,267     | 9.64%  | 2,030     | 4.38%  |
| \$500,000 to \$999,999                 | 367       | 27.59% | 3,138     | 23.89% | 6,470     | 13.96% |
| \$400,000 to \$499,999                 | 98        | 7.34%  | 1,301     | 9.90%  | 4,510     | 9.73%  |
| \$300,000 to \$399,999                 | 228       | 17.10% | 1,798     | 13.69% | 7,019     | 15.14% |
| \$200,000 to \$299,999                 | 345       | 25.90% | 2,525     | 19.23% | 9,980     | 21.53% |
| \$150,000 to \$199,999                 | 95        | 7.16%  | 953       | 7.26%  | 4,638     | 10.01% |
| \$100,000 to \$149,999                 | 28        | 2.08%  | 547       | 4.17%  | 4,353     | 9.39%  |
| \$70,000 to \$99,999                   | 11        | 0.80%  | 573       | 4.37%  | 3,235     | 6.98%  |
| \$50,000 to \$69,999                   | -         | -      | 456       | 3.47%  | 2,180     | 4.70%  |
| \$25,000 to \$49,999                   | -         | -      | 447       | 3.40%  | 1,547     | 3.34%  |
| \$0 to \$24,999                        | -         | -      | 129       | 0.98%  | 391       | 0.84%  |
| Owner Occupied Median Home Value       | \$468,969 |        | \$423,419 |        | \$308,949 |        |
| Renter Occupied Median Rent            | \$1,269   |        | \$639     |        | \$654     |        |
| Transportation To Work (2000)          |           |        |           |        |           |        |
| Drive to Work Alone                    | 1,786     | 88.37% | 17,614    | 86.71% | 69,127    | 86.53% |
| Drive to Work in Carpool               | 77        | 3.79%  | 1,345     | 6.62%  | 5,927     | 7.42%  |
| Travel to Work - Public Transportation | 7         | 0.34%  | 73        | 0.36%  | 404       | 0.51%  |
| Drive to Work on Motorcycle            | -         | -      | 6         | 0.03%  | 16        | 0.02%  |
| Walk or Bicycle to Work                | 27        | 1.35%  | 174       | 0.86%  | 1,073     | 1.34%  |
| Other Means                            | 1         | 0.06%  | 95        | 0.47%  | 331       | 0.41%  |
| Work at Home                           | 123       | 6.08%  | 1,007     | 4.96%  | 3,012     | 3.77%  |
| Travel Time (2000)                     |           |        |           |        |           |        |
| Travel to Work in 14 Minutes or Less   | 453       | 23.85% | 4,986     | 25.82% | 21,046    | 27.38% |
| Travel to Work in 14 to 29 Minutes     | 858       | 45.22% | 7,725     | 40.01% | 30,195    | 39.28% |
| Travel to Work in 30 to 59 Minutes     | 553       | 29.15% | 5,828     | 30.18% | 22,619    | 29.42% |
| Travel to Work in 60 Minutes or More   | 34        | 1.78%  | 770       | 3.99%  | 3,018     | 3.93%  |
| Average Travel Time to Work            | 20.1 mins |        | 22.3 mins |        | 22.2 mins |        |

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