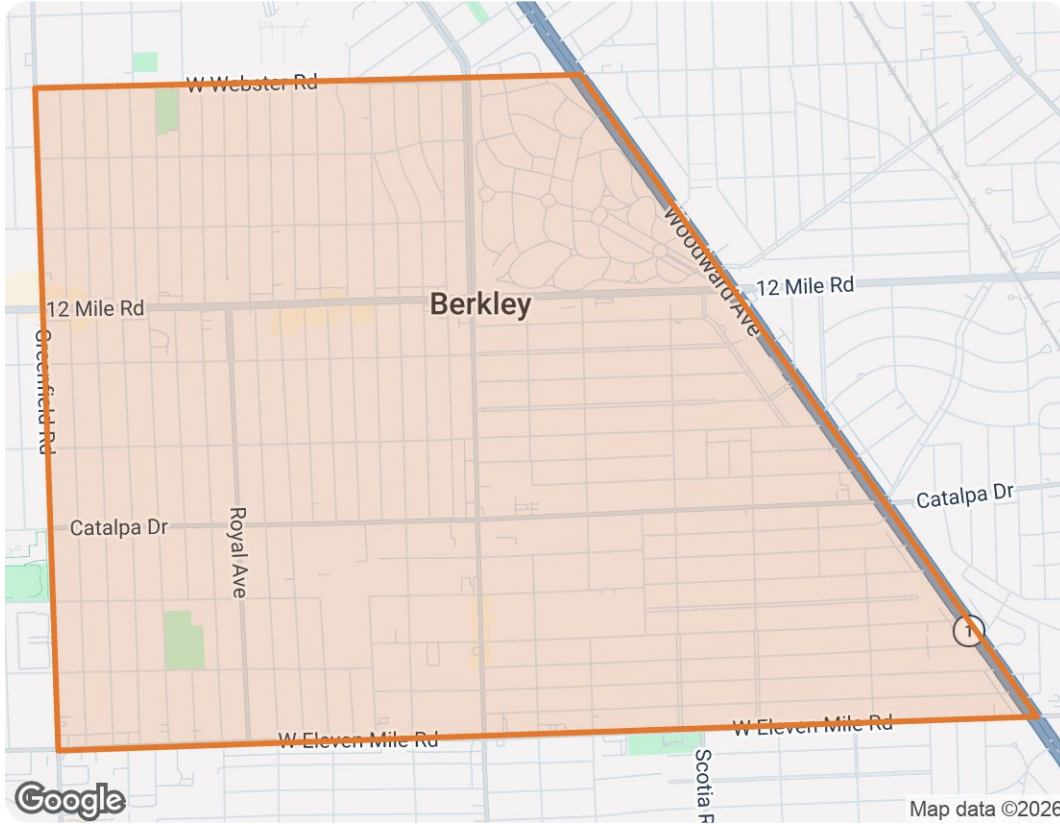


Berkley, MI 48072



Robert Rappold

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KW METRO

423 S Washington Ave
Royal Oak, MI 48067

Trade Area Summary

Attribute Summary for Berkley, MI 48072

Median Household Income	Median Age	Total Population	1st Dominant Segment
\$111,301	39.2	14,960	City Greens
Source: 2025/2029 Income (Esri)	Source: 2025/2029 Age: 5 Year Increments (Esri)	Source: 2025 Age: 1 Year Increments (Esri)	Source: 2025 Tapestry Market Segmentation (Households)

Consumer Segmentation

Top Tapestry Segments	City Greens	Savvy Suburbanites	Flourishing Families
% of Households	5,184 (75.5%)	1,046 (15.2%)	640 (9.3%)
Life Stage Group	Mature and Retired Living	Mature and Retired Living	Family Portraits
Life Mode Group	Suburban Shine	Premier Estates	Family Prosperity
Urbanicity Group(s)	Urban Vicinity Suburb	Suburb	Suburb
Residence Type	Single Family	Single Family	Single Family
Household Type	Married Couples, Singles Living Alone	Married Couples	Married Couples
Average Household Size	2.2	2.72	2.8
Median Age	41.4	44	39
Diversity Index	54.4	46.9	58.6
Median Household Income	\$97,516	\$139,696	\$111,751
Median Net Worth	\$301,867	\$915,346	\$499,190
Homeownership	66%	91%	85%
Rent Burdened Households	33%	28%	31%
Labor Force Participation Rate	71%	68%	69%
Unemployment Rate	3%	3%	3%
% with Bachelor's Degree or Higher	54%	53%	40%
Lifestyle Patterns	Residents tend to bank and shop online, and they typically buy groceries in person. Residents buy both e-books and hard copies. They regularly contribute to an IRA to build their retirement savings.	Residents frequently use credit cards, and they seldom have outstanding monthly balances. They tend to invest a significant amount of resources on home improvement and landscaping. Residents have a variety of investment and retirement accounts.	For in-store shopping, they frequent large retail hardware and hobby stores, while online shopping caters to a variety of household, children, pet, and personal items. Residents prioritize spending on medical, auto, and life insurance, as well as retirement planning. Pickup trucks and SUVs are common vehicle choices.

Consumer Segment Details

About this segment

City Greens

Ranked
1st
dominant segment
for this area

In this area
75.5%
of households fall
into this segment

In the United States
2.6%
of households fall
into this segment

Who Are They?

Most residents in this segment live in metropolitan areas with populations exceeding 500,000. More than half of residents aged 25 and older hold a bachelor's or graduate degree. Married couples are predominant, though a significant proportion of households are nonfamily, including singles, households with no relatives, and cohabiting couples without children. More than half of households have dual incomes, with health care, education, and retail trade being key sectors. Homeownership rates are slightly above the national average, and most homes are valued between \$200,000 and \$500,000. Even with rents slightly higher than the national average, vacancy rates are relatively low. The housing stock is older, with many homes constructed before 1970. While single-family detached homes are common, there is also a higher-than-average presence of single-family attached units such as row houses, duplexes, and townhomes.

Housing and Employment

- **Predominant Urbanicity Type:** Suburb; Urban Vicinity
- **Median home value:** \$395,657
- **Homeownership rate:** 65.9%
- **Rent burdened households (American Community Survey 2019-2023):** 33.1%
- **Labor force participation rate:** 71.4%
- **Unemployment rate:** 3.0%

Lifestyle Patterns

- Residents tend to bank and shop online, and they typically buy groceries in person.
- Residents buy both e-books and hard copies. They regularly contribute to an IRA to build their retirement savings.
- They often pay for high-speed internet for streaming. Alongside online news consumption, public radio and television are popular.
- Residents tend to engage with a variety of causes. They vote regularly, participate in environmental groups, and recycle, and they often spend time outdoors.

Key Statistics

- **Median age:** 41.4
- **Median household size:** 2.20
- **Predominant household structure (Census 2020):** Married couples; singles living alone
- **Median household income:** \$97,516
- **Median net worth:** \$301,867
- **Percentage of individuals with completion of a bachelor's degree or higher:** 54.1%

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 60 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

Consumer Segment Details

About this segment

Savvy Suburbanites

Ranked
2nd
dominant segment
for this area

In this area
15.2%
of households fall
into this segment

In the United States
4.5%
of households fall
into this segment

Who Are They?

These neighborhoods tend to be concentrated in New England and the Mid-Atlantic. Some couples have children who have grown up and left the house, and around a quarter still have kids at home. Residents work in professional fields such as management and finance. The combined wages of both spouses position these families solidly in the middle to upper income tiers. Investments, retirement income, and valuable properties also contribute to the high net worth of households commonly found in these neighborhoods. Residents in this segment gravitate toward suburban communities, which include both newly developed and well-established areas, within major metropolitan areas. Nearly all homes are single-family and owner-occupied, with very few rental properties available, and most homes were built between 1970 and 2000.

Key Statistics

- **Median age:** 44.0
- **Median household size:** 2.72
- **Predominant household structure (Census 2020):** Married couples
- **Median household income:** \$139,696
- **Median net worth:** \$915,346
- **Percentage of individuals with completion of a bachelor's degree or higher:** 53.3%

Housing and Employment

- **Predominant Urbanicity Type:** Suburb
- **Median home value:** \$471,521
- **Homeownership rate:** 90.9%
- **Rent burdened households (American Community Survey 2019-2023):** 27.6%
- **Labor force participation rate:** 68.0%
- **Unemployment rate:** 2.9%

Lifestyle Patterns

- Residents frequently use credit cards, and they seldom have outstanding monthly balances.
- They tend to invest a significant amount of resources on home improvement and landscaping. Residents have a variety of investment and retirement accounts.
- Households tend to have access to cell phones and the internet to stay connected.
- Residents tend to engage with their communities through fundraising and local politics. Vacation destinations often include beaches and national parks.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 60 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

Consumer Segment Details

About this segment

Flourishing Families

Ranked
3rd
dominant segment
for this area

In this area
9.3%
of households fall
into this segment

In the United States
3.6%
of households fall
into this segment

Who Are They?

Members of these communities reside mostly in lower-density, rapidly growing suburbs in the South and Midwest. Most householders are between the ages of 35 and 64, and households are mainly comprised of large families with children. Marriage rates are high. Members of this segment are often employed in professional roles and earn middle-tier incomes. Many are self-employed, and some households support their earnings with interest, dividends, or rental properties. Available housing is predominantly composed of single-family units built in the 1990s and 2000s, with home values and rents that mirror national averages. The rate of new development is notably higher here than in most other regions. Many households have multiple vehicles, and long commutes are common.

Housing and Employment

- **Predominant Urbanicity Type:** Suburb
- **Median home value:** \$379,560
- **Homeownership rate:** 85.2%
- **Rent burdened households (American Community Survey 2019-2023):** 31.1%
- **Labor force participation rate:** 69.4%
- **Unemployment rate:** 3.1%

Key Statistics

- **Median age:** 39.0
- **Median household size:** 2.80
- **Predominant household structure (Census 2020):** Married couples
- **Median household income:** \$111,751
- **Median net worth:** \$499,190
- **Percentage of individuals with completion of a bachelor's degree or higher:** 40.2%

Lifestyle Patterns

- For in-store shopping, they frequent large retail hardware and hobby stores, while online shopping caters to a variety of household, children, pet, and personal items.
- Residents prioritize spending on medical, auto, and life insurance, as well as retirement planning. Pickup trucks and SUVs are common vehicle choices.
- They often play board games and read books.
- Residents tend to travel domestically.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 60 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

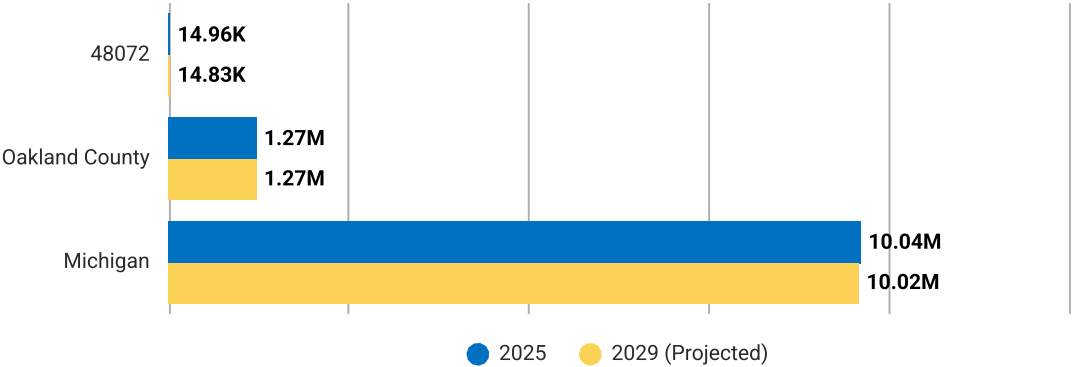
Population

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

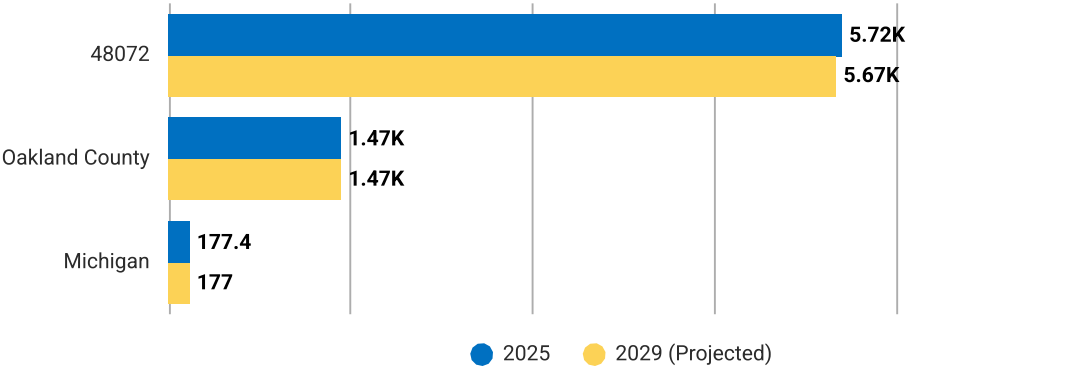
Total Population

This chart shows the total population in an area, compared with other geographies.



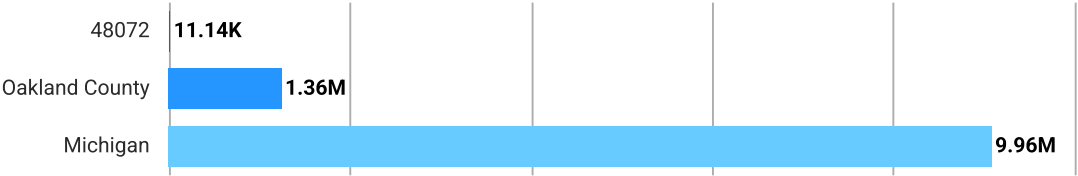
Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.



Total Daytime Population

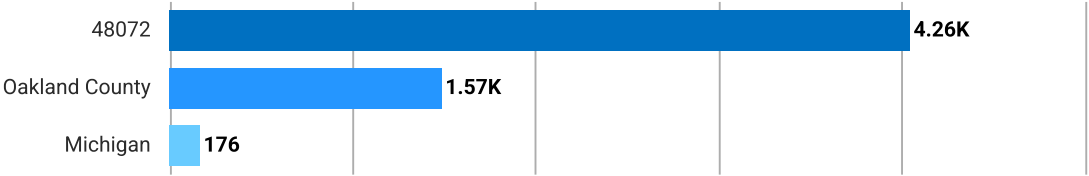
This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



Berkley, MI 48072

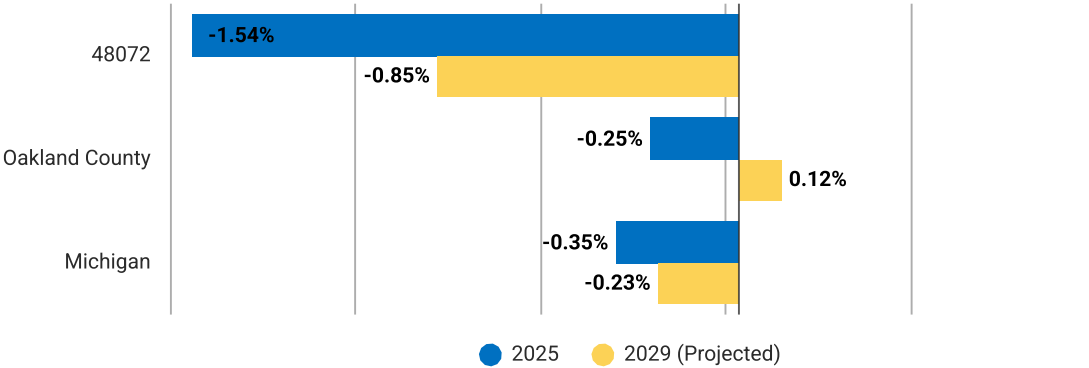
Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



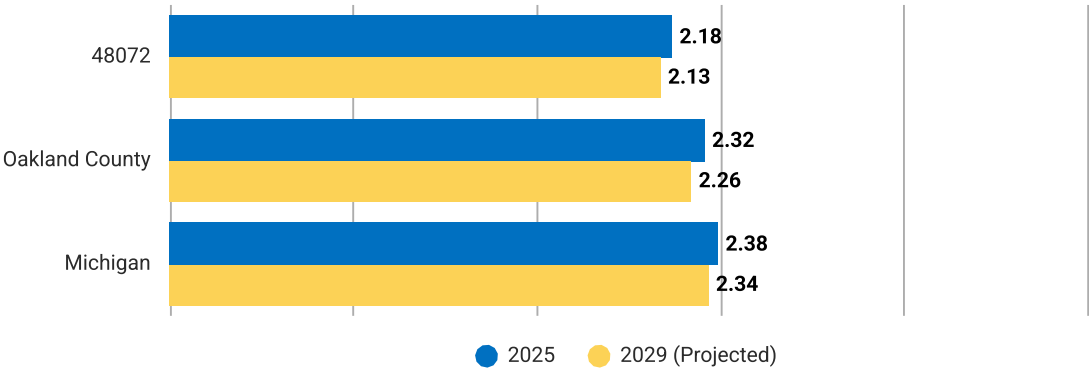
Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2025, compared with other geographies.



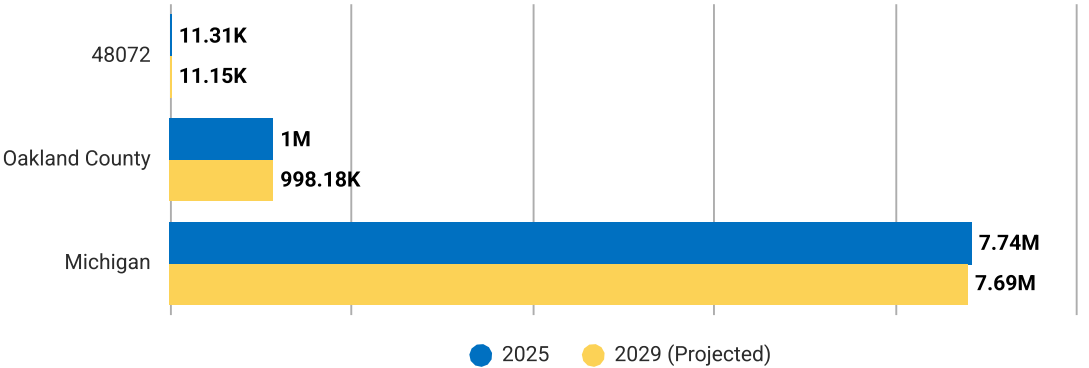
Average Household Size

This chart shows the average household size in an area, compared with other geographies.



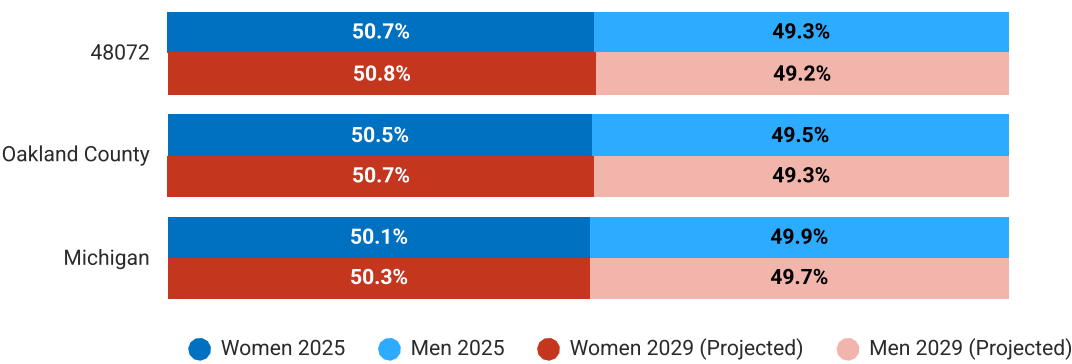
Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.



Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

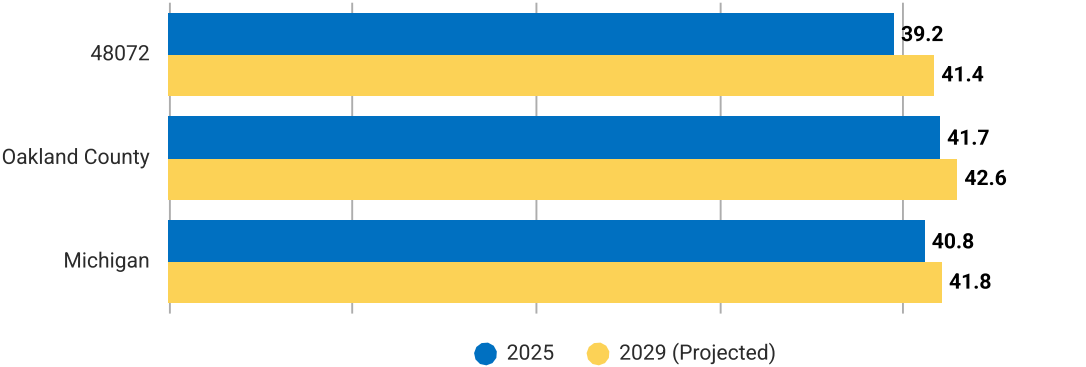


Age

Source: U.S. Census American Community Survey via Esri, 2025
Update Frequency: Annually

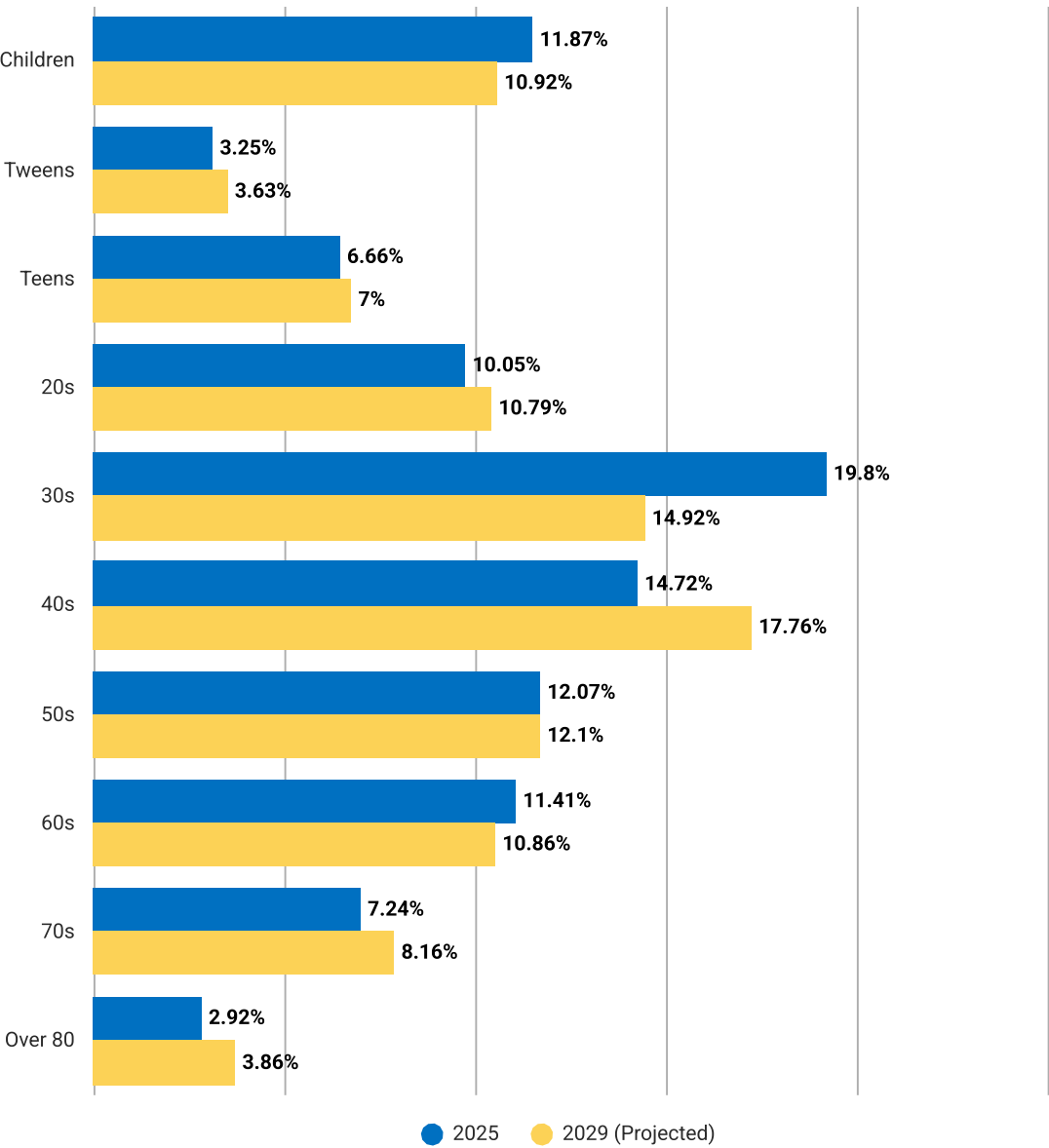
Median Age

This chart shows the median age in an area, compared with other geographies.



Population by Age

This chart breaks down the population of an area by age group.



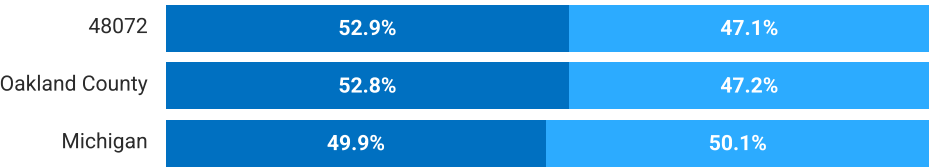
Married

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

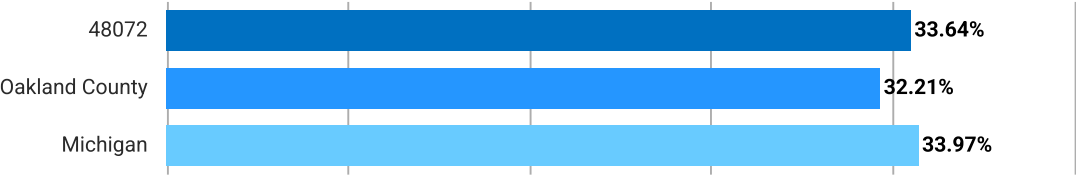
Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.



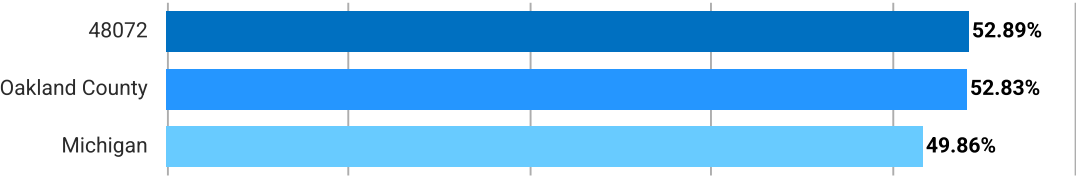
Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.



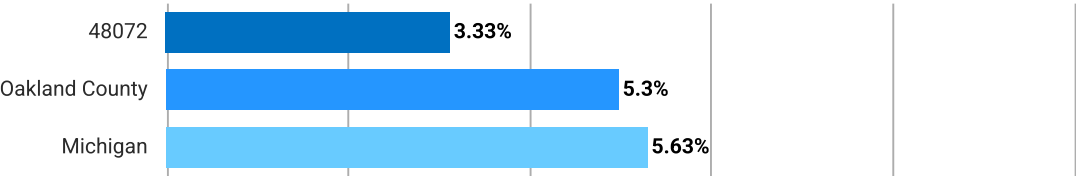
Married

This chart shows the number of people in an area who are married, compared with other geographies.



Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.



Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.



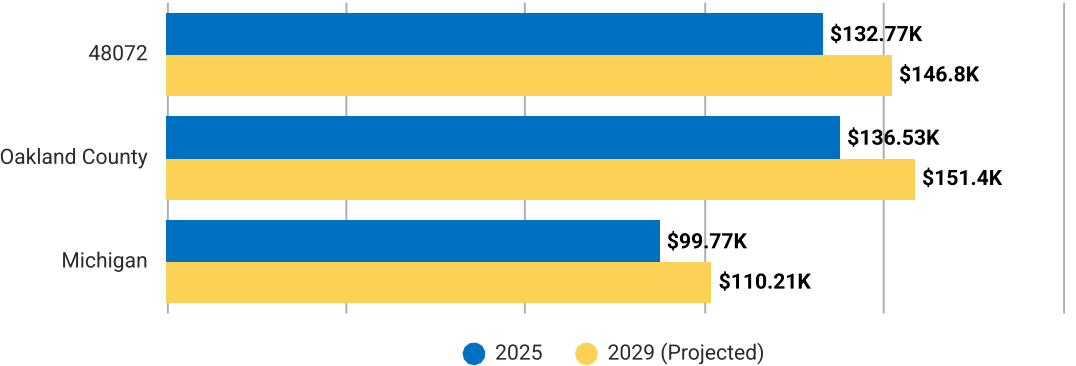
Income

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

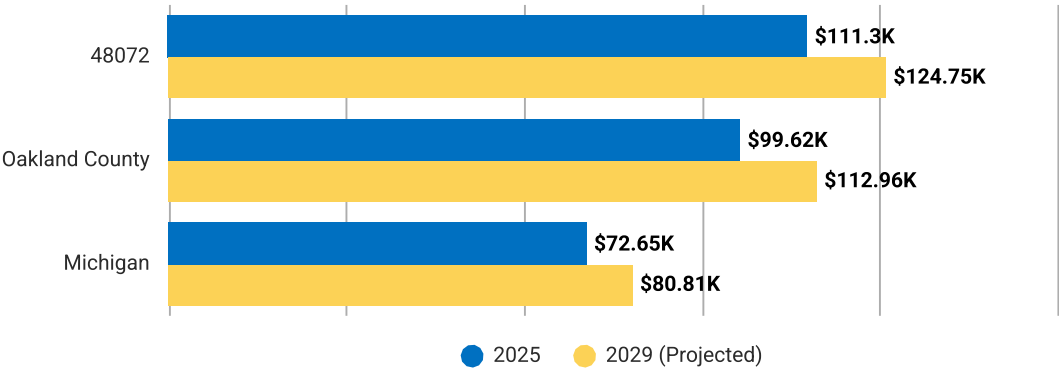
Average Household Income

This chart shows the average household income in an area, compared with other geographies.



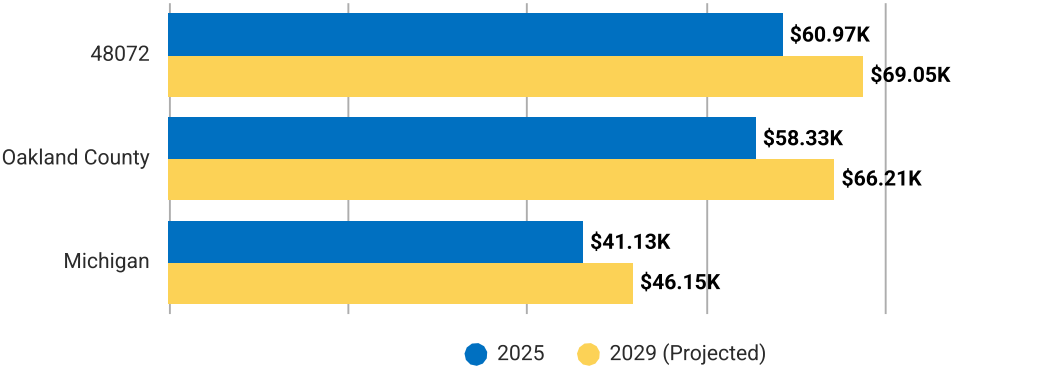
Median Household Income

This chart shows the median household income in an area, compared with other geographies.



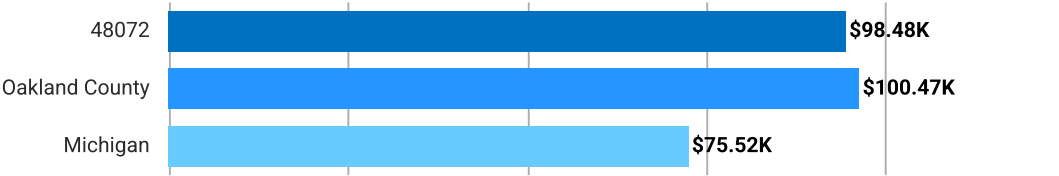
Per Capita Income

This chart shows per capita income in an area, compared with other geographies.



Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.



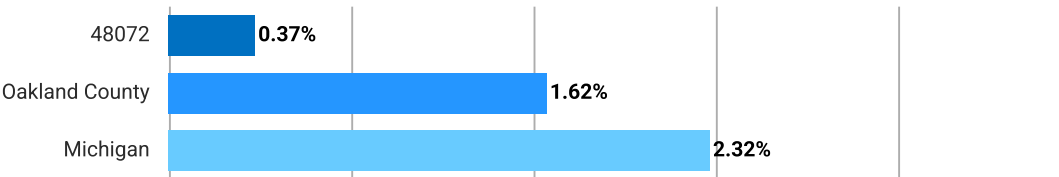
Education

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

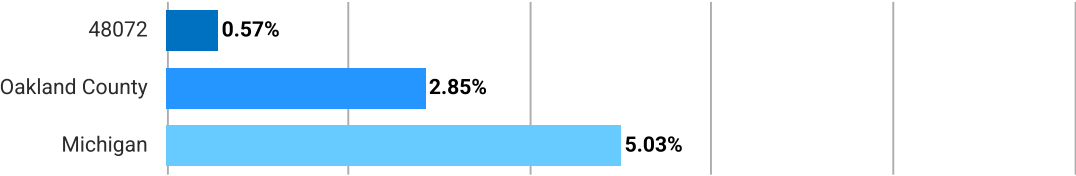
Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.



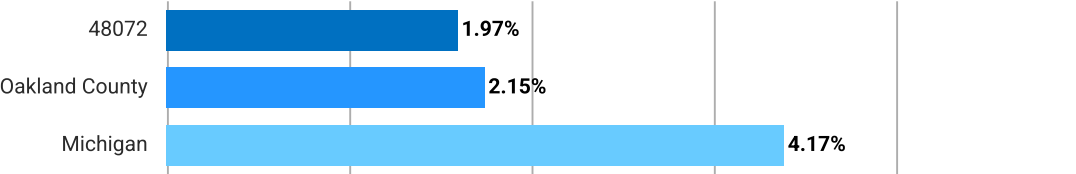
Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.



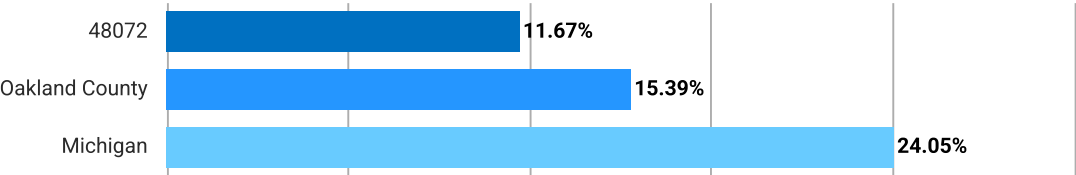
High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.



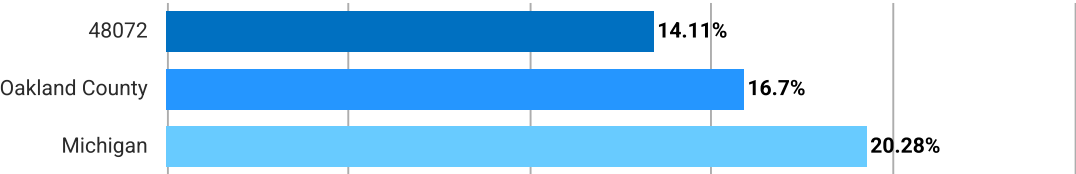
High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.



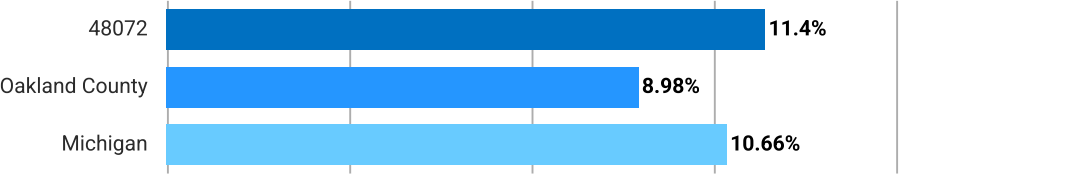
Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.



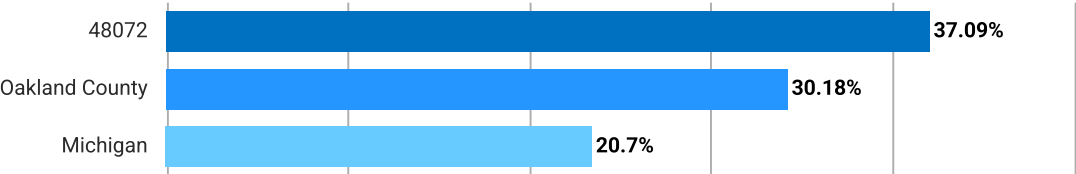
Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.



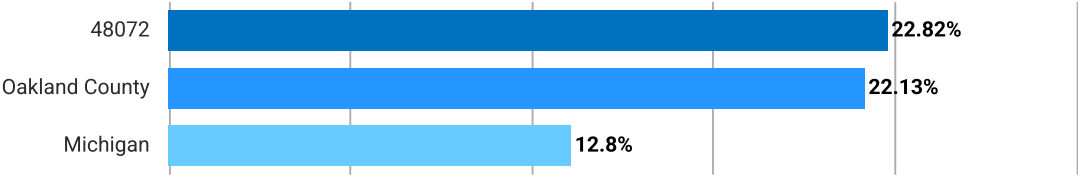
Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.



Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.



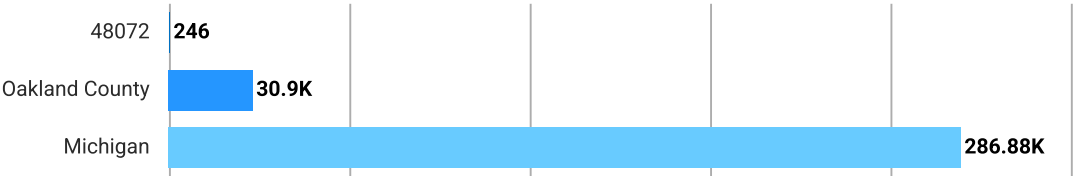
Economy

Unemployment Number

This chart shows the number of civilian unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually



Employment Number

This chart shows the number of civilian employed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually

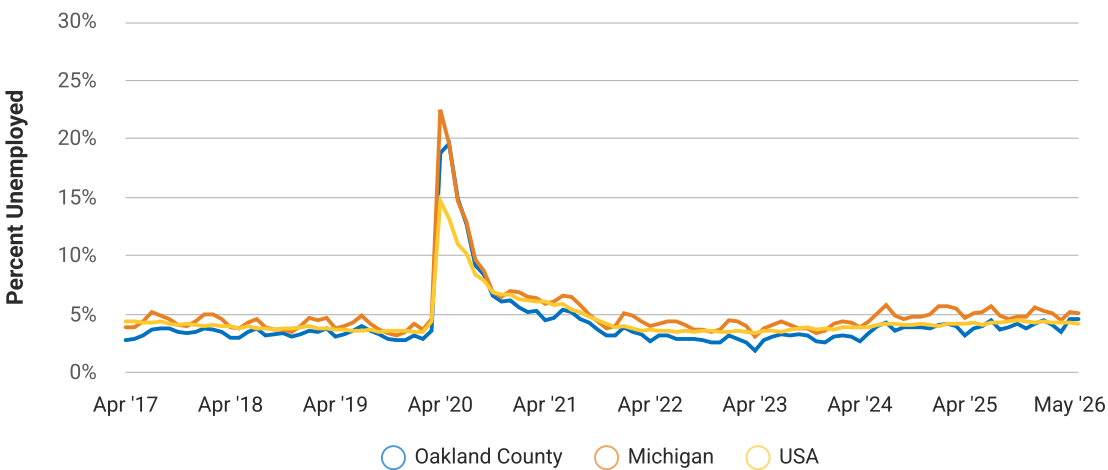


Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly

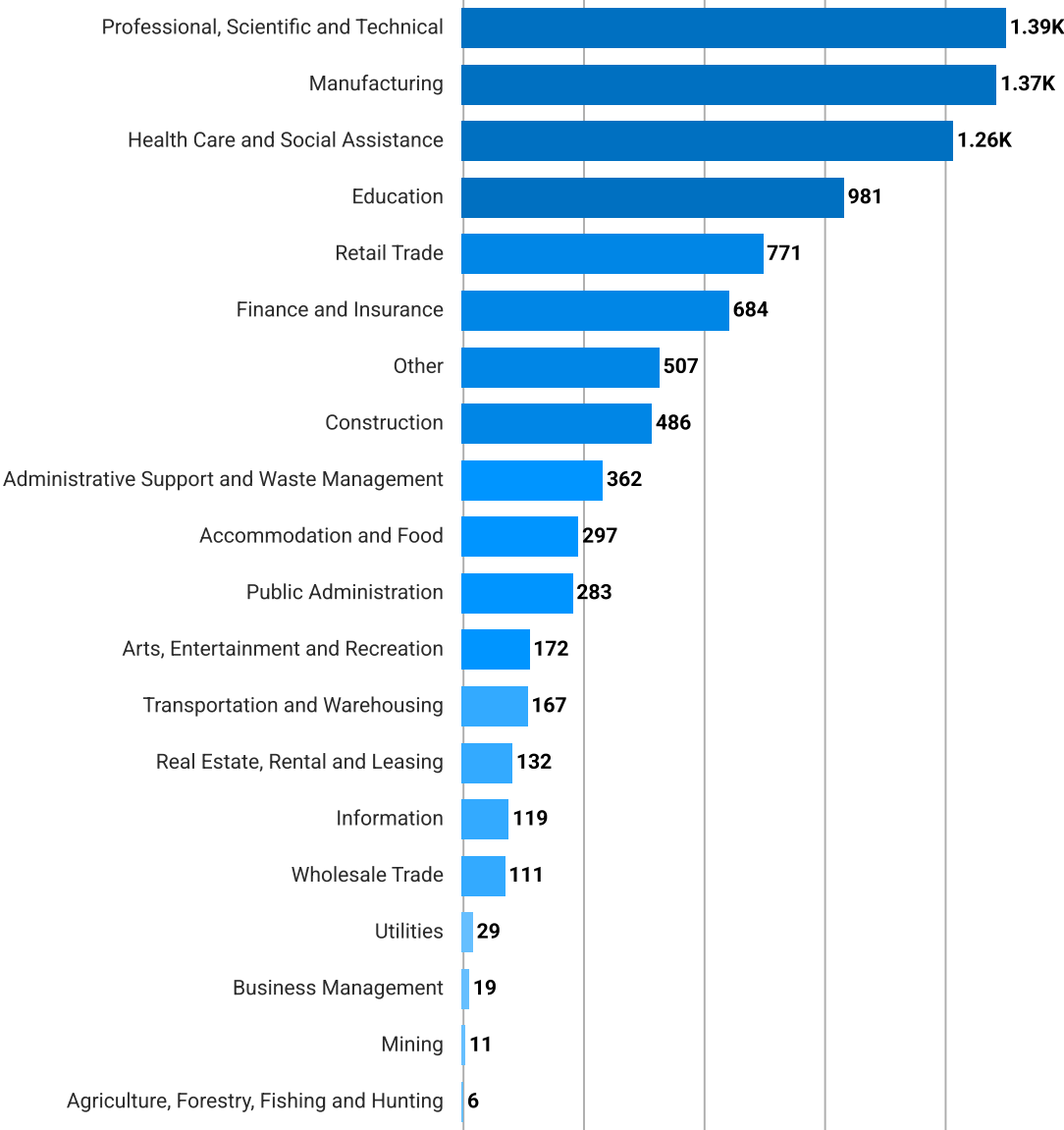


Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually



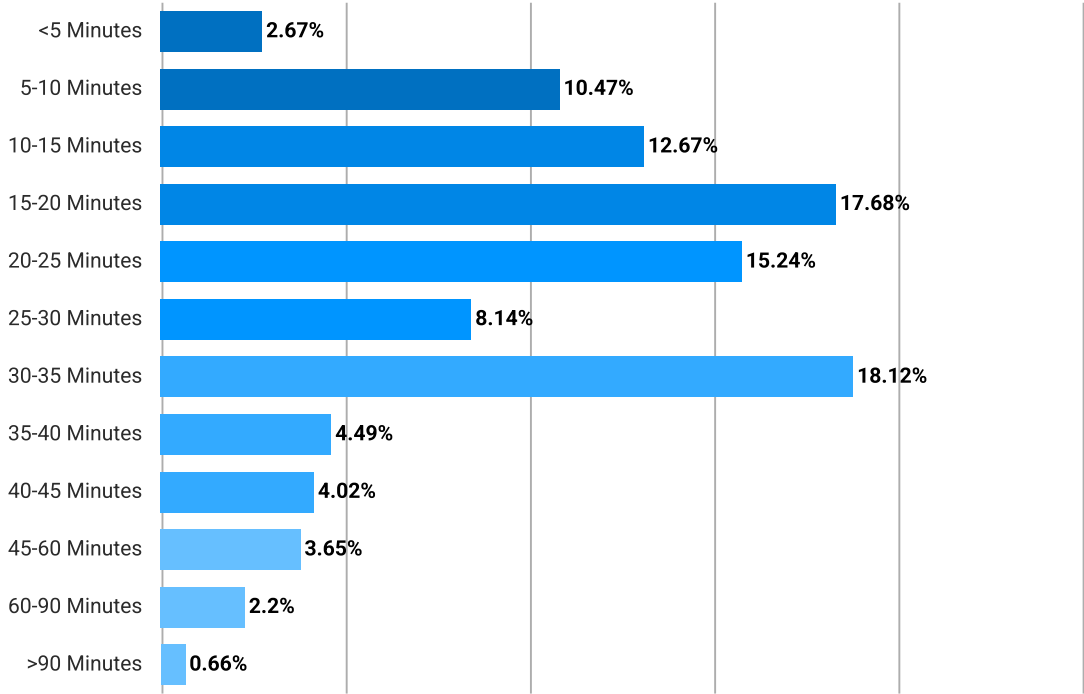
Commute to Work

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

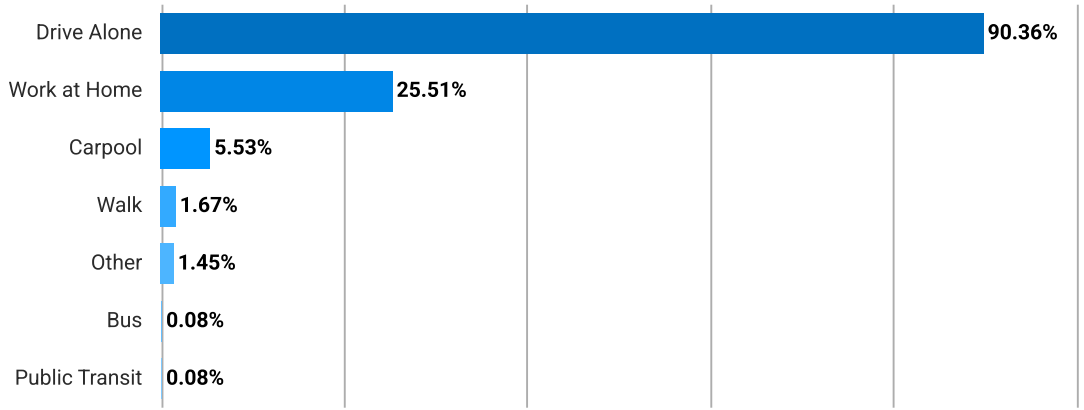


How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually



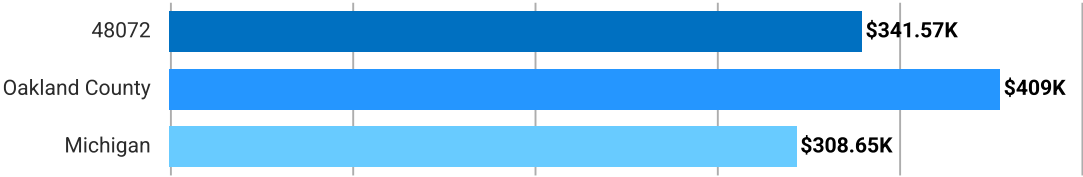
Home Values

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

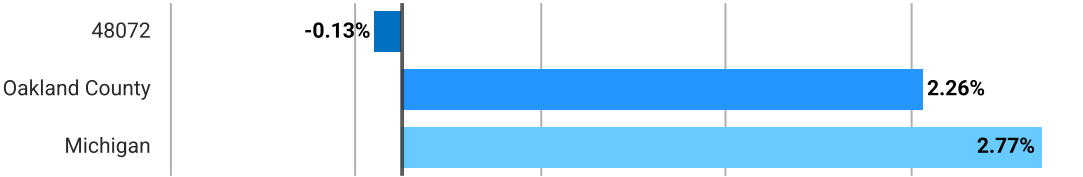


12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

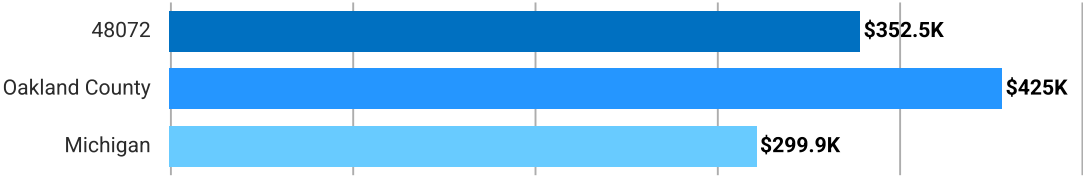


Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

Source: Listing data

Update Frequency: Monthly



12 mo. Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Source: Listing data

Update Frequency: Monthly



Traffic Counts



Daily Traffic Counts

- ▲ Up to 6,000 / day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ Over 100,000 / day

Traffic Counts by Highest Traffic Count

1 67,752

Woodward Ave

2025 Est. daily traffic counts

Cross: Sunset Blvd
Cross Dir: SE
Distance: 0.04 miles

Historical counts

Year	▲	Count	Type
2017	▲	72,425	AADT
2013	▲	60,700	AADT
2003	▲	74,700	AADT
2002	▲	69,500	ADT
1995	▲	64,741	AADT

2 64,902

Woodward Ave

2025 Est. daily traffic counts

Cross: Catalpa Dr
Cross Dir: SE
Distance: 0.03 miles

Historical counts

Year	▲	Count	Type
2015	▲	69,400	AADT
2014	▲	62,100	AADT
1995	▲	72,100	AADT
1992	▲	69,000	AADT

3 64,181

South Woodward Avenue

2025 Est. daily traffic counts

Cross: Beverly Blvd
Cross Dir: –
Distance: –

Historical counts

Year	▲	Count	Type
2022	▲	58,900	AADT
2021	▲	58,030	AADT
2020	▲	72,921	AADT
2019	▲	69,598	AADT
2018	▲	69,948	AADT

4 58,036

Larkmoor Blvd

2025 Est. daily traffic counts

Cross: Woodward Ave
Cross Dir: E
Distance: –

Historical counts

Year	▲	Count	Type
2008	▲	59,500	ADT
1995	▲	64,741	AADT

5 57,701

Woodward Ave

2025 Est. daily traffic counts

Cross: Alfred Ave
Cross Dir: E
Distance: 0.02 miles

Historical counts

Year	▲	Count	Type
2004	▲	65,095	ADT

AADT - Annual Average Daily Traffic

ADT - Average Daily Traffic

AWDT - Average Weekly Daily Traffic

NOTE: Daily Traffic Counts are a mixture of actual and estimates

About RPR

- RPR® is the nation's largest property database, exclusively for REALTORS®. It empowers REALTORS® to help buyers and sellers make informed decisions, backed by a real estate database covering more than 160 million residential and commercial properties in the United States.
- RPR is a wholly owned subsidiary of the National Association of REALTORS® and a member benefit to REALTORS®.
- RPR's data sources range from MLSs and county-level tax and assessment offices, to the U.S. Census and FEMA, to specialty data set providers such as Esri (consumer data), Niche (school information) and Precisely (geographic boundaries).

Learn More

For more information about RPR, please visit RPR's public website: <https://blog.narrpr.com>



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