



## Community Profile

Rings: 1, 3, 5 mile radii

31011 Orchard Lake Rd, Farmington Hills,

Latitude: 42.52

Longitude: -83.36

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	8,034	62,229	161,225
2010 Total Population	8,598	61,778	159,577
2018 Total Population	8,558	62,792	164,457
2018 Group Quarters	148	704	1,425
2023 Total Population	8,602	63,644	167,582
2018-2023 Annual Rate	0.10%	0.27%	0.38%
2018 Total Daytime Population	12,047	69,863	190,291
Workers	7,808	39,932	111,163
Residents	4,239	29,931	79,128
<b>Household Summary</b>			
2000 Households	3,459	23,362	64,758
2000 Average Household Size	2.29	2.62	2.46
2010 Households	3,859	24,165	65,769
2010 Average Household Size	2.19	2.53	2.41
2018 Households	3,861	24,673	68,098
2018 Average Household Size	2.18	2.52	2.39
2023 Households	3,885	25,047	69,543
2023 Average Household Size	2.18	2.51	2.39
2018-2023 Annual Rate	0.12%	0.30%	0.42%
2010 Families	2,409	17,160	43,603
2010 Average Family Size	2.83	3.08	3.02
2018 Families	2,355	17,223	44,179
2018 Average Family Size	2.81	3.07	3.01
2023 Families	2,347	17,369	44,731
2023 Average Family Size	2.81	3.07	3.01
2018-2023 Annual Rate	-0.07%	0.17%	0.25%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,630	24,151	67,645
Owner Occupied Housing Units	68.0%	79.8%	68.7%
Renter Occupied Housing Units	27.3%	16.9%	27.1%
Vacant Housing Units	4.7%	3.3%	4.3%
2010 Housing Units	4,160	25,659	71,952
Owner Occupied Housing Units	59.3%	72.5%	63.0%
Renter Occupied Housing Units	33.5%	21.6%	28.4%
Vacant Housing Units	7.2%	5.8%	8.6%
2018 Housing Units	4,232	26,303	74,046
Owner Occupied Housing Units	57.9%	71.5%	62.1%
Renter Occupied Housing Units	33.3%	22.3%	29.9%
Vacant Housing Units	8.8%	6.2%	8.0%
2023 Housing Units	4,279	26,767	75,505
Owner Occupied Housing Units	58.2%	71.6%	62.4%
Renter Occupied Housing Units	32.6%	22.0%	29.7%
Vacant Housing Units	9.2%	6.4%	7.9%
<b>Median Household Income</b>			
2018	\$82,957	\$100,230	\$88,227
2023	\$96,327	\$110,549	\$101,293
<b>Median Home Value</b>			
2018	\$235,345	\$283,736	\$288,594
2023	\$255,562	\$311,323	\$318,016
<b>Per Capita Income</b>			
2018	\$50,681	\$54,076	\$52,815
2023	\$59,856	\$62,681	\$61,322
<b>Median Age</b>			
2010	49.3	45.6	44.3
2018	51.9	47.5	46.2
2023	53.4	48.2	46.8

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households.

Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2018 Households by Income</b>			
Household Income Base	3,861	24,673	68,098
<\$15,000	5.7%	4.5%	5.6%
\$15,000 - \$24,999	5.8%	5.7%	6.2%
\$25,000 - \$34,999	6.7%	5.8%	6.7%
\$35,000 - \$49,999	10.0%	8.3%	9.8%
\$50,000 - \$74,999	16.8%	13.0%	14.3%
\$75,000 - \$99,999	12.9%	12.5%	12.4%
\$100,000 - \$149,999	18.8%	19.3%	17.9%
\$150,000 - \$199,999	9.9%	11.7%	9.9%
\$200,000+	13.2%	19.2%	17.2%
Average Household Income	\$115,213	\$137,067	\$127,066
<b>2023 Households by Income</b>			
Household Income Base	3,885	25,047	69,543
<\$15,000	4.1%	3.2%	4.2%
\$15,000 - \$24,999	4.5%	4.5%	5.0%
\$25,000 - \$34,999	5.5%	4.9%	5.7%
\$35,000 - \$49,999	8.6%	7.2%	8.7%
\$50,000 - \$74,999	15.9%	12.0%	13.5%
\$75,000 - \$99,999	13.0%	12.1%	12.2%
\$100,000 - \$149,999	21.0%	20.8%	19.6%
\$150,000 - \$199,999	10.8%	12.3%	10.5%
\$200,000+	16.7%	23.0%	20.6%
Average Household Income	\$136,093	\$158,779	\$147,321
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	2,451	18,798	45,962
<\$50,000	4.0%	1.6%	2.3%
\$50,000 - \$99,999	4.0%	2.4%	3.1%
\$100,000 - \$149,999	6.4%	4.2%	6.1%
\$150,000 - \$199,999	20.6%	13.3%	13.1%
\$200,000 - \$249,999	21.3%	17.4%	14.2%
\$250,000 - \$299,999	17.2%	16.4%	14.4%
\$300,000 - \$399,999	16.7%	21.2%	20.7%
\$400,000 - \$499,999	3.1%	9.6%	10.7%
\$500,000 - \$749,999	5.6%	9.1%	9.6%
\$750,000 - \$999,999	0.7%	3.0%	3.2%
\$1,000,000 - \$1,499,999	0.5%	1.2%	1.6%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.4%
\$2,000,000 +	0.0%	0.4%	0.6%
Average Home Value	\$263,377	\$341,875	\$353,390
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	2,492	19,166	47,120
<\$50,000	2.1%	0.8%	1.3%
\$50,000 - \$99,999	2.4%	1.3%	1.9%
\$100,000 - \$149,999	4.3%	2.6%	4.3%
\$150,000 - \$199,999	17.7%	10.4%	11.0%
\$200,000 - \$249,999	21.4%	15.9%	13.0%
\$250,000 - \$299,999	18.6%	16.4%	14.5%
\$300,000 - \$399,999	19.8%	22.3%	21.7%
\$400,000 - \$499,999	5.0%	13.2%	14.3%
\$500,000 - \$749,999	7.3%	11.5%	11.5%
\$750,000 - \$999,999	0.8%	3.7%	3.5%
\$1,000,000 - \$1,499,999	0.6%	1.3%	1.6%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.5%
\$2,000,000 +	0.0%	0.4%	0.6%
Average Home Value	\$290,112	\$372,575	\$382,690

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

December 20, 2018



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<b>2010 Population by Age</b>			
Total	8,601	61,775	159,579
0 - 4	4.0%	4.4%	4.8%
5 - 9	5.0%	6.1%	5.9%
10 - 14	6.0%	7.0%	6.7%
15 - 24	10.2%	11.3%	11.2%
25 - 34	7.5%	8.2%	10.0%
35 - 44	11.1%	12.0%	12.3%
45 - 54	15.4%	16.5%	16.0%
55 - 64	14.3%	15.3%	14.5%
65 - 74	10.9%	9.1%	8.6%
75 - 84	9.8%	6.4%	6.4%
85 +	5.8%	3.6%	3.5%
18 +	80.8%	77.6%	78.0%
<b>2018 Population by Age</b>			
Total	8,559	62,792	164,457
0 - 4	3.8%	4.1%	4.4%
5 - 9	4.3%	5.1%	5.2%
10 - 14	4.9%	6.3%	6.1%
15 - 24	10.1%	11.0%	11.1%
25 - 34	9.1%	9.5%	10.6%
35 - 44	9.5%	10.7%	11.2%
45 - 54	12.4%	13.5%	13.3%
55 - 64	16.3%	16.2%	15.5%
65 - 74	13.9%	12.6%	11.9%
75 - 84	9.0%	6.7%	6.7%
85 +	6.6%	4.1%	4.1%
18 +	83.7%	80.4%	80.5%
<b>2023 Population by Age</b>			
Total	8,600	63,642	167,582
0 - 4	3.8%	4.2%	4.4%
5 - 9	4.2%	4.9%	4.9%
10 - 14	4.5%	5.8%	5.6%
15 - 24	8.1%	9.8%	10.0%
25 - 34	10.5%	9.8%	11.0%
35 - 44	9.6%	11.9%	12.0%
45 - 54	11.1%	12.3%	12.2%
55 - 64	14.9%	14.8%	14.3%
65 - 74	16.0%	14.2%	13.4%
75 - 84	10.6%	8.2%	8.2%
85 +	6.6%	4.1%	4.1%
18 +	84.7%	81.5%	81.5%
<b>2010 Population by Sex</b>			
Males	3,812	29,254	75,243
Females	4,786	32,524	84,334
<b>2018 Population by Sex</b>			
Males	3,824	29,791	77,569
Females	4,734	33,002	86,888
<b>2023 Population by Sex</b>			
Males	3,857	30,273	79,177
Females	4,745	33,372	88,405

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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Rings: 1, 3, 5 mile radii

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<b>2010 Population by Race/Ethnicity</b>			
Total	8,597	61,778	159,577
White Alone	71.0%	73.3%	69.9%
Black Alone	19.7%	15.1%	18.1%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	6.5%	8.8%	9.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.4%	0.4%
Two or More Races	2.4%	2.2%	2.2%
Hispanic Origin	1.5%	1.6%	1.7%
Diversity Index	46.9	44.9	48.8
<b>2018 Population by Race/Ethnicity</b>			
Total	8,559	62,793	164,457
White Alone	67.0%	68.9%	65.4%
Black Alone	20.9%	16.0%	19.0%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	8.9%	11.9%	12.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.4%	0.5%
Two or More Races	2.8%	2.6%	2.6%
Hispanic Origin	1.8%	1.9%	2.0%
Diversity Index	51.7	50.4	53.9
<b>2023 Population by Race/Ethnicity</b>			
Total	8,601	63,644	167,582
White Alone	63.4%	65.1%	61.7%
Black Alone	22.4%	17.1%	20.0%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	10.7%	14.4%	14.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.5%	0.5%
Two or More Races	3.1%	2.9%	2.8%
Hispanic Origin	2.1%	2.1%	2.2%
Diversity Index	55.6	54.6	57.6
<b>2010 Population by Relationship and Household Type</b>			
Total	8,598	61,778	159,577
In Households	98.4%	98.9%	99.2%
In Family Households	80.0%	86.3%	83.4%
Householder	27.3%	27.8%	27.3%
Spouse	21.3%	23.2%	22.0%
Child	27.2%	31.2%	30.0%
Other relative	3.6%	3.5%	3.2%
Nonrelative	0.8%	0.7%	0.8%
In Nonfamily Households	18.4%	12.7%	15.8%
In Group Quarters	1.6%	1.1%	0.8%
Institutionalized Population	0.0%	0.6%	0.5%
Noninstitutionalized Population	1.6%	0.5%	0.4%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2018 Population 25+ by Educational Attainment</b>			
Total	6,581	46,082	120,545
Less than 9th Grade	1.2%	2.2%	1.8%
9th - 12th Grade, No Diploma	4.2%	2.7%	2.6%
High School Graduate	12.3%	11.1%	11.5%
GED/Alternative Credential	1.2%	1.0%	1.3%
Some College, No Degree	17.9%	16.5%	17.7%
Associate Degree	6.4%	5.9%	5.9%
Bachelor's Degree	29.3%	29.8%	29.6%
Graduate/Professional Degree	27.4%	30.6%	29.6%
<b>2018 Population 15+ by Marital Status</b>			
Total	7,446	53,008	138,723
Never Married	26.9%	26.3%	27.2%
Married	52.7%	57.4%	55.6%
Widowed	9.2%	6.7%	7.0%
Divorced	11.3%	9.6%	10.2%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.1%	97.4%	97.2%
Civilian Unemployed (Unemployment Rate)	2.9%	2.6%	2.8%
<b>2018 Employed Population 16+ by Industry</b>			
Total	4,396	33,476	86,907
Agriculture/Mining	0.1%	0.0%	0.1%
Construction	2.4%	2.7%	2.9%
Manufacturing	9.2%	12.7%	13.9%
Wholesale Trade	1.5%	2.7%	2.7%
Retail Trade	13.7%	11.6%	10.6%
Transportation/Utilities	2.6%	1.9%	2.3%
Information	2.3%	1.9%	1.8%
Finance/Insurance/Real Estate	10.6%	9.2%	9.3%
Services	53.7%	55.2%	54.0%
Public Administration	3.9%	2.1%	2.5%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	4,396	33,475	86,907
White Collar	80.4%	81.3%	79.7%
Management/Business/Financial	17.8%	22.8%	21.3%
Professional	35.0%	34.3%	33.8%
Sales	15.0%	14.5%	13.9%
Administrative Support	12.5%	9.7%	10.7%
Services	10.5%	10.6%	11.3%
Blue Collar	9.1%	8.1%	9.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.8%	1.7%	1.7%
Installation/Maintenance/Repair	1.5%	1.2%	1.4%
Production	3.3%	3.4%	3.6%
Transportation/Material Moving	2.6%	1.8%	2.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	8,598	61,778	159,577
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Households by Type</b>			
Total	3,858	24,166	65,768
Households with 1 Person	34.3%	26.1%	29.8%
Households with 2+ People	65.7%	73.9%	70.2%
Family Households	62.4%	71.0%	66.3%
Husband-wife Families	48.9%	59.3%	53.6%
With Related Children	17.8%	24.8%	22.4%
Other Family (No Spouse Present)	13.5%	11.7%	12.7%
Other Family with Male Householder	3.2%	3.1%	3.1%
With Related Children	1.4%	1.3%	1.4%
Other Family with Female Householder	10.4%	8.7%	9.7%
With Related Children	5.3%	4.8%	5.6%
Nonfamily Households	3.2%	2.9%	3.9%
All Households with Children	24.6%	31.1%	29.6%
Multigenerational Households	2.5%	2.7%	2.6%
Unmarried Partner Households	2.9%	2.5%	3.3%
Male-female	2.5%	2.1%	2.8%
Same-sex	0.4%	0.5%	0.5%
<b>2010 Households by Size</b>			
Total	3,858	24,165	65,769
1 Person Household	34.3%	26.1%	29.8%
2 Person Household	34.8%	34.1%	33.8%
3 Person Household	13.1%	15.7%	15.0%
4 Person Household	10.5%	14.4%	12.9%
5 Person Household	4.8%	6.3%	5.6%
6 Person Household	1.8%	2.4%	2.0%
7 + Person Household	0.7%	1.1%	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,859	24,165	65,769
Owner Occupied	63.9%	77.0%	68.9%
Owned with a Mortgage/Loan	44.1%	56.0%	49.9%
Owned Free and Clear	19.8%	21.0%	19.0%
Renter Occupied	36.1%	23.0%	31.1%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,160	25,659	71,952
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Golden Years (9B)	Savvy Suburbanites (1D)	Exurbanites (1E)
<b>2.</b>	Silver & Gold (9A)	Exurbanites (1E)	Savvy Suburbanites (1D)
<b>3.</b>	Pleasantville (2B)	Top Tier (1A)	Golden Years (9B)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$10,956,003	\$83,935,281	\$218,868,582
Average Spent	\$2,837.61	\$3,401.91	\$3,214.02
Spending Potential Index	130	156	148
Education: Total \$	\$8,007,835	\$63,840,115	\$160,048,806
Average Spent	\$2,074.03	\$2,587.45	\$2,350.27
Spending Potential Index	143	179	162
Entertainment/Recreation: Total \$	\$16,832,636	\$126,785,442	\$325,972,149
Average Spent	\$4,359.66	\$5,138.63	\$4,786.81
Spending Potential Index	135	160	149
Food at Home: Total \$	\$25,171,282	\$187,664,474	\$492,005,360
Average Spent	\$6,519.37	\$7,606.07	\$7,224.96
Spending Potential Index	130	152	144
Food Away from Home: Total \$	\$17,728,683	\$134,504,736	\$352,769,431
Average Spent	\$4,591.73	\$5,451.49	\$5,180.32
Spending Potential Index	131	155	148
Health Care: Total \$	\$30,763,908	\$225,693,433	\$576,141,663
Average Spent	\$7,967.86	\$9,147.39	\$8,460.48
Spending Potential Index	139	160	148
HH Furnishings & Equipment: Total \$	\$10,854,410	\$82,494,914	\$212,844,755
Average Spent	\$2,811.30	\$3,343.53	\$3,125.57
Spending Potential Index	135	160	150
Personal Care Products & Services: Total \$	\$4,361,936	\$32,876,949	\$85,200,033
Average Spent	\$1,129.74	\$1,332.51	\$1,251.14
Spending Potential Index	136	161	151
Shelter: Total \$	\$89,274,146	\$668,430,584	\$1,730,751,757
Average Spent	\$23,122.03	\$27,091.58	\$25,415.60
Spending Potential Index	138	161	151
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,430,826	\$106,417,576	\$267,241,711
Average Spent	\$3,737.59	\$4,313.12	\$3,924.37
Spending Potential Index	150	174	158
Travel: Total \$	\$12,040,126	\$92,403,235	\$232,250,325
Average Spent	\$3,118.40	\$3,745.12	\$3,410.53
Spending Potential Index	145	174	158
Vehicle Maintenance & Repairs: Total \$	\$5,483,020	\$41,160,965	\$106,874,859
Average Spent	\$1,420.10	\$1,668.26	\$1,569.43
Spending Potential Index	132	155	146

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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