



Community Profile

Rings: 1, 3, 5 mile radii

28400 Telegraph Rd, Southfield, MI 48034,

Latitude: 42.50
Longitude: -83.28

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	8,676	62,678	228,934
2010 Total Population	7,600	59,551	214,936
2018 Total Population	7,969	61,518	220,624
2018 Group Quarters	70	989	2,681
2023 Total Population	8,167	62,781	224,165
2018-2023 Annual Rate	0.49%	0.41%	0.32%
2018 Total Daytime Population	19,852	100,665	278,709
Workers	15,833	69,266	166,686
Residents	4,019	31,399	112,023
Household Summary			
2000 Households	4,412	25,976	94,614
2000 Average Household Size	1.95	2.38	2.39
2010 Households	3,856	25,289	90,642
2010 Average Household Size	1.95	2.32	2.34
2018 Households	4,042	26,271	93,583
2018 Average Household Size	1.95	2.30	2.33
2023 Households	4,154	26,876	95,336
2023 Average Household Size	1.95	2.30	2.32
2018-2023 Annual Rate	0.55%	0.46%	0.37%
2010 Families	1,834	15,552	56,502
2010 Average Family Size	2.77	3.00	3.01
2018 Families	1,860	15,777	57,036
2018 Average Family Size	2.76	2.98	2.99
2023 Families	1,886	15,992	57,605
2023 Average Family Size	2.75	2.98	2.99
2018-2023 Annual Rate	0.28%	0.27%	0.20%
Housing Unit Summary			
2000 Housing Units	4,757	27,322	98,646
Owner Occupied Housing Units	22.5%	57.7%	66.5%
Renter Occupied Housing Units	70.2%	37.4%	29.4%
Vacant Housing Units	7.3%	4.9%	4.1%
2010 Housing Units	5,084	28,432	100,392
Owner Occupied Housing Units	20.9%	54.1%	60.3%
Renter Occupied Housing Units	54.9%	34.8%	30.0%
Vacant Housing Units	24.2%	11.1%	9.7%
2018 Housing Units	5,167	29,232	102,973
Owner Occupied Housing Units	20.2%	53.2%	59.1%
Renter Occupied Housing Units	58.0%	36.7%	31.8%
Vacant Housing Units	21.8%	10.1%	9.1%
2023 Housing Units	5,254	29,811	104,771
Owner Occupied Housing Units	20.4%	53.5%	59.5%
Renter Occupied Housing Units	58.6%	36.6%	31.5%
Vacant Housing Units	20.9%	9.8%	9.0%
Median Household Income			
2018	\$44,124	\$70,568	\$68,457
2023	\$50,247	\$80,508	\$79,050
Median Home Value			
2018	\$229,567	\$221,048	\$197,655
2023	\$241,667	\$241,879	\$220,715
Per Capita Income			
2018	\$34,734	\$46,327	\$44,053
2023	\$40,815	\$53,835	\$51,266
Median Age			
2010	40.8	44.2	42.4
2018	41.5	46.4	44.5
2023	42.2	47.5	45.3

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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2018 Households by Income			
Household Income Base	4,042	26,271	93,583
<\$15,000	12.3%	8.3%	8.8%
\$15,000 - \$24,999	12.4%	7.3%	8.1%
\$25,000 - \$34,999	11.8%	8.3%	8.5%
\$35,000 - \$49,999	19.5%	12.1%	11.6%
\$50,000 - \$74,999	15.9%	16.1%	16.4%
\$75,000 - \$99,999	11.6%	12.8%	12.7%
\$100,000 - \$149,999	6.9%	15.0%	15.6%
\$150,000 - \$199,999	5.3%	8.1%	7.0%
\$200,000+	4.2%	12.0%	11.5%
Average Household Income	\$67,444	\$106,502	\$103,354
2023 Households by Income			
Household Income Base	4,154	26,876	95,336
<\$15,000	9.6%	6.3%	6.8%
\$15,000 - \$24,999	10.6%	6.1%	6.7%
\$25,000 - \$34,999	10.6%	7.2%	7.4%
\$35,000 - \$49,999	18.9%	11.2%	10.6%
\$50,000 - \$74,999	17.1%	15.7%	15.7%
\$75,000 - \$99,999	13.4%	13.2%	13.1%
\$100,000 - \$149,999	8.4%	16.9%	18.0%
\$150,000 - \$199,999	6.1%	9.0%	7.7%
\$200,000+	5.3%	14.5%	13.8%
Average Household Income	\$79,042	\$123,620	\$120,113
2018 Owner Occupied Housing Units by Value			
Total	1,033	15,521	60,806
<\$50,000	6.8%	3.7%	6.6%
\$50,000 - \$99,999	15.4%	8.6%	12.1%
\$100,000 - \$149,999	8.2%	13.6%	14.5%
\$150,000 - \$199,999	13.7%	18.3%	17.6%
\$200,000 - \$249,999	10.1%	13.9%	12.6%
\$250,000 - \$299,999	14.8%	9.7%	8.3%
\$300,000 - \$399,999	13.9%	12.6%	10.5%
\$400,000 - \$499,999	7.1%	7.7%	5.4%
\$500,000 - \$749,999	7.3%	8.1%	6.7%
\$750,000 - \$999,999	1.5%	2.1%	3.0%
\$1,000,000 - \$1,499,999	1.1%	1.0%	1.6%
\$1,500,000 - \$1,999,999	0.2%	0.5%	0.6%
\$2,000,000 +	0.2%	0.4%	0.4%
Average Home Value	\$270,169	\$290,744	\$279,328
2023 Owner Occupied Housing Units by Value			
Total	1,062	15,937	62,312
<\$50,000	4.0%	2.5%	5.0%
\$50,000 - \$99,999	10.2%	5.8%	9.3%
\$100,000 - \$149,999	7.7%	10.8%	12.5%
\$150,000 - \$199,999	17.6%	18.5%	17.6%
\$200,000 - \$249,999	12.4%	14.8%	13.5%
\$250,000 - \$299,999	13.1%	10.5%	9.2%
\$300,000 - \$399,999	14.0%	13.2%	11.4%
\$400,000 - \$499,999	9.6%	10.1%	7.3%
\$500,000 - \$749,999	8.4%	9.5%	7.9%
\$750,000 - \$999,999	1.5%	2.5%	3.5%
\$1,000,000 - \$1,499,999	0.9%	1.0%	1.7%
\$1,500,000 - \$1,999,999	0.1%	0.4%	0.6%
\$2,000,000 +	0.2%	0.4%	0.4%
Average Home Value	\$289,151	\$314,412	\$304,206

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.



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2010 Population by Age			
Total	7,599	59,550	214,936
0 - 4	5.6%	4.4%	5.3%
5 - 9	4.6%	5.4%	5.9%
10 - 14	4.9%	6.6%	6.7%
15 - 24	13.3%	12.4%	11.8%
25 - 34	14.5%	9.8%	10.7%
35 - 44	12.0%	12.4%	13.3%
45 - 54	13.4%	15.7%	15.7%
55 - 64	13.5%	15.0%	14.2%
65 - 74	7.8%	8.4%	7.9%
75 - 84	6.2%	6.2%	5.6%
85 +	4.2%	3.7%	3.0%
18 +	81.2%	78.9%	77.6%
2018 Population by Age			
Total	7,968	61,520	220,623
0 - 4	5.2%	4.0%	4.8%
5 - 9	4.4%	4.7%	5.4%
10 - 14	4.6%	5.8%	6.1%
15 - 24	12.5%	12.0%	11.5%
25 - 34	15.2%	10.8%	11.1%
35 - 44	11.8%	10.9%	11.7%
45 - 54	11.7%	13.5%	13.7%
55 - 64	13.0%	15.6%	15.2%
65 - 74	11.0%	12.4%	11.5%
75 - 84	6.0%	6.3%	5.8%
85 +	4.6%	4.0%	3.3%
18 +	83.0%	81.6%	80.0%
2023 Population by Age			
Total	8,167	62,781	224,164
0 - 4	5.2%	4.0%	4.7%
5 - 9	4.3%	4.5%	5.2%
10 - 14	4.5%	5.3%	5.8%
15 - 24	11.7%	10.9%	10.6%
25 - 34	15.3%	11.2%	11.4%
35 - 44	12.2%	11.3%	11.9%
45 - 54	11.2%	12.5%	12.8%
55 - 64	11.9%	14.5%	14.2%
65 - 74	11.7%	14.0%	12.9%
75 - 84	7.5%	7.9%	7.2%
85 +	4.4%	3.9%	3.3%
18 +	83.3%	82.7%	80.7%
2010 Population by Sex			
Males	3,267	27,161	100,026
Females	4,333	32,390	114,910
2018 Population by Sex			
Males	3,445	28,070	102,849
Females	4,524	33,448	117,775
2023 Population by Sex			
Males	3,547	28,706	104,910
Females	4,620	34,075	119,255

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



Community Profile

Rings: 1, 3, 5 mile radii

28400 Telegraph Rd, Southfield, MI 48034,

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2010 Population by Race/Ethnicity			
Total	7,601	59,552	214,935
White Alone	25.0%	42.2%	55.2%
Black Alone	69.6%	51.6%	38.8%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	2.4%	3.1%	3.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.5%	0.4%
Two or More Races	2.0%	2.4%	2.3%
Hispanic Origin	1.5%	1.3%	1.6%
Diversity Index	46.9	56.6	55.8
2018 Population by Race/Ethnicity			
Total	7,969	61,518	220,624
White Alone	22.4%	39.1%	52.6%
Black Alone	71.1%	53.4%	39.9%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	3.1%	4.1%	4.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.5%	0.5%
Two or More Races	2.3%	2.7%	2.7%
Hispanic Origin	1.6%	1.5%	1.9%
Diversity Index	46.1	57.4	57.9
2023 Population by Race/Ethnicity			
Total	8,167	62,781	224,166
White Alone	20.4%	36.4%	50.4%
Black Alone	72.6%	55.1%	40.9%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	3.7%	4.9%	5.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.5%	0.5%
Two or More Races	2.4%	2.9%	2.9%
Hispanic Origin	1.7%	1.7%	2.2%
Diversity Index	45.0	57.6	59.4
2010 Population by Relationship and Household Type			
Total	7,600	59,551	214,936
In Households	99.1%	98.4%	98.8%
In Family Households	68.5%	79.6%	80.5%
Householder	24.3%	26.3%	26.3%
Spouse	12.4%	18.3%	18.2%
Child	26.3%	29.9%	31.1%
Other relative	3.8%	3.7%	3.5%
Nonrelative	1.7%	1.2%	1.4%
In Nonfamily Households	30.6%	18.9%	18.3%
In Group Quarters	0.9%	1.6%	1.2%
Institutionalized Population	0.7%	0.6%	0.6%
Noninstitutionalized Population	0.2%	1.0%	0.6%

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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2018 Population 25+ by Educational Attainment			
Total	5,839	45,223	159,458
Less than 9th Grade	1.3%	1.8%	1.6%
9th - 12th Grade, No Diploma	4.3%	3.4%	4.3%
High School Graduate	13.8%	13.0%	14.7%
GED/Alternative Credential	2.6%	2.0%	2.5%
Some College, No Degree	24.3%	22.3%	22.2%
Associate Degree	7.7%	7.4%	7.1%
Bachelor's Degree	23.4%	26.0%	26.0%
Graduate/Professional Degree	22.6%	24.1%	21.7%
2018 Population 15+ by Marital Status			
Total	6,835	52,591	184,739
Never Married	43.4%	32.6%	33.1%
Married	34.5%	47.1%	47.1%
Widowed	7.4%	7.3%	6.9%
Divorced	14.7%	12.9%	12.8%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	95.6%	95.8%	95.6%
Civilian Unemployed (Unemployment Rate)	4.4%	4.2%	4.4%
2018 Employed Population 16+ by Industry			
Total	4,023	30,649	110,667
Agriculture/Mining	0.0%	0.0%	0.2%
Construction	2.0%	2.3%	3.1%
Manufacturing	12.9%	13.9%	13.9%
Wholesale Trade	2.3%	2.4%	2.4%
Retail Trade	7.4%	8.2%	9.1%
Transportation/Utilities	2.7%	4.6%	3.4%
Information	2.3%	2.5%	2.1%
Finance/Insurance/Real Estate	7.5%	9.2%	8.9%
Services	57.5%	52.4%	53.8%
Public Administration	5.5%	4.7%	3.2%
2018 Employed Population 16+ by Occupation			
Total	4,024	30,650	110,666
White Collar	64.8%	73.9%	72.6%
Management/Business/Financial	15.3%	17.8%	18.7%
Professional	27.4%	31.5%	29.6%
Sales	8.5%	10.4%	11.4%
Administrative Support	13.4%	14.3%	13.0%
Services	18.9%	14.0%	14.8%
Blue Collar	16.4%	12.1%	12.6%
Farming/Forestry/Fishing	0.3%	0.1%	0.0%
Construction/Extraction	1.1%	1.4%	1.9%
Installation/Maintenance/Repair	2.1%	1.6%	1.8%
Production	7.2%	5.1%	5.2%
Transportation/Material Moving	5.7%	3.9%	3.7%
2010 Population By Urban/ Rural Status			
Total Population	7,600	59,551	214,936
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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2010 Households by Type			
Total	3,856	25,288	90,642
Households with 1 Person	46.3%	34.1%	32.9%
Households with 2+ People	53.7%	65.9%	67.1%
Family Households	47.6%	61.5%	62.3%
Husband-wife Families	24.1%	42.8%	43.3%
With Related Children	8.2%	17.1%	18.2%
Other Family (No Spouse Present)	23.4%	18.7%	19.0%
Other Family with Male Householder	3.9%	3.6%	4.1%
With Related Children	2.1%	1.8%	2.0%
Other Family with Female Householder	19.5%	15.1%	14.9%
With Related Children	12.7%	8.8%	8.7%
Nonfamily Households	6.1%	4.4%	4.7%
All Households with Children	23.4%	27.9%	29.3%
Multigenerational Households	2.9%	3.6%	3.4%
Unmarried Partner Households	4.9%	3.9%	4.6%
Male-female	4.4%	3.3%	3.9%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	3,856	25,289	90,640
1 Person Household	46.3%	34.1%	32.9%
2 Person Household	30.5%	32.6%	32.2%
3 Person Household	12.6%	14.6%	15.2%
4 Person Household	6.5%	11.1%	11.6%
5 Person Household	2.5%	4.9%	5.2%
6 Person Household	1.1%	1.8%	1.8%
7 + Person Household	0.5%	0.9%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	3,856	25,289	90,642
Owner Occupied	27.6%	60.9%	66.7%
Owned with a Mortgage/Loan	19.6%	46.2%	49.6%
Owned Free and Clear	7.9%	14.7%	17.1%
Renter Occupied	72.4%	39.1%	33.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,084	28,432	100,392
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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Top 3 Tapestry Segments			
1.	Young and Restless (11B)	Comfortable Empty Nesters	Family Foundations (12A)
2.	Old and Newcomers (8F)	Old and Newcomers (8F)	Comfortable Empty Nesters
3.	In Style (5B)	Top Tier (1A)	Rustbelt Traditions (5D)
2018 Consumer Spending			
Apparel & Services: Total \$	\$7,355,388	\$71,453,794	\$246,101,023
Average Spent	\$1,819.74	\$2,719.87	\$2,629.76
Spending Potential Index	84	125	121
Education: Total \$	\$4,802,977	\$49,791,373	\$171,435,377
Average Spent	\$1,188.27	\$1,895.30	\$1,831.91
Spending Potential Index	82	131	127
Entertainment/Recreation: Total \$	\$10,454,230	\$106,787,748	\$370,348,938
Average Spent	\$2,586.40	\$4,064.85	\$3,957.44
Spending Potential Index	80	126	123
Food at Home: Total \$	\$17,150,756	\$164,739,705	\$569,058,872
Average Spent	\$4,243.14	\$6,270.78	\$6,080.79
Spending Potential Index	85	125	121
Food Away from Home: Total \$	\$12,098,219	\$116,186,151	\$398,968,328
Average Spent	\$2,993.13	\$4,422.60	\$4,263.26
Spending Potential Index	85	126	121
Health Care: Total \$	\$18,147,512	\$191,775,769	\$668,935,951
Average Spent	\$4,489.74	\$7,299.90	\$7,148.05
Spending Potential Index	78	127	125
HH Furnishings & Equipment: Total \$	\$6,847,546	\$69,566,411	\$240,847,416
Average Spent	\$1,694.10	\$2,648.03	\$2,573.62
Spending Potential Index	81	127	123
Personal Care Products & Services: Total \$	\$2,801,106	\$27,863,426	\$95,688,437
Average Spent	\$693.00	\$1,060.62	\$1,022.50
Spending Potential Index	84	128	124
Shelter: Total \$	\$57,953,579	\$564,791,113	\$1,935,896,066
Average Spent	\$14,337.85	\$21,498.65	\$20,686.41
Spending Potential Index	85	128	123
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,949,645	\$86,057,540	\$296,068,984
Average Spent	\$1,966.76	\$3,275.76	\$3,163.70
Spending Potential Index	79	132	127
Travel: Total \$	\$6,727,602	\$72,900,885	\$251,387,383
Average Spent	\$1,664.42	\$2,774.96	\$2,686.25
Spending Potential Index	77	129	125
Vehicle Maintenance & Repairs: Total \$	\$3,584,316	\$35,560,457	\$122,979,750
Average Spent	\$886.77	\$1,353.60	\$1,314.12
Spending Potential Index	82	126	122

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.