



# Community Profile

Rings: 3, 5, 10 mile radii

5675 W Maple Rd, West Bloomfield

Latitude: 42.54  
Longitude: -83.36

	3 mile	5 mile	10 mile
<b>Population Summary</b>			
2000 Total Population	62,047	145,609	738,276
2010 Total Population	61,053	143,663	719,133
2017 Total Population	62,423	147,994	740,152
2017 Group Quarters	708	1,197	8,770
2022 Total Population	63,562	151,323	754,865
2017-2022 Annual Rate	0.36%	0.45%	0.39%
2017 Total Daytime Population	60,149	169,674	814,212
Workers	29,853	97,777	451,046
Residents	30,296	71,897	363,166
<b>Household Summary</b>			
2000 Households	22,889	55,833	295,287
2000 Average Household Size	2.67	2.58	2.47
2010 Households	23,623	56,851	295,032
2010 Average Household Size	2.56	2.51	2.41
2017 Households	24,327	58,836	305,157
2017 Average Household Size	2.54	2.50	2.40
2022 Households	24,847	60,291	311,948
2022 Average Household Size	2.53	2.49	2.39
2017-2022 Annual Rate	0.42%	0.49%	0.44%
2010 Families	17,033	40,057	189,607
2010 Average Family Size	3.09	3.05	3.04
2017 Families	17,255	40,795	192,669
2017 Average Family Size	3.09	3.06	3.04
2022 Families	17,491	41,492	195,400
2022 Average Family Size	3.09	3.06	3.04
2017-2022 Annual Rate	0.27%	0.34%	0.28%
<b>Housing Unit Summary</b>			
2000 Housing Units	23,668	58,352	308,542
Owner Occupied Housing Units	82.2%	75.2%	68.6%
Renter Occupied Housing Units	14.5%	20.5%	27.1%
Vacant Housing Units	3.3%	4.3%	4.3%
2010 Housing Units	25,128	61,646	325,271
Owner Occupied Housing Units	74.9%	69.9%	62.9%
Renter Occupied Housing Units	19.1%	22.3%	27.8%
Vacant Housing Units	6.0%	7.8%	9.3%
2017 Housing Units	25,837	63,216	334,301
Owner Occupied Housing Units	73.9%	69.3%	61.8%
Renter Occupied Housing Units	20.2%	23.8%	29.5%
Vacant Housing Units	5.8%	6.9%	8.7%
2022 Housing Units	26,430	64,736	342,218
Owner Occupied Housing Units	73.8%	69.2%	61.6%
Renter Occupied Housing Units	20.2%	23.9%	29.6%
Vacant Housing Units	6.0%	6.9%	8.8%
<b>Median Household Income</b>			
2017	\$101,457	\$94,415	\$68,625
2022	\$105,898	\$101,096	\$76,540
<b>Median Home Value</b>			
2017	\$287,598	\$293,407	\$210,743
2022	\$302,435	\$310,991	\$237,696
<b>Per Capita Income</b>			
2017	\$55,850	\$54,142	\$41,824
2022	\$60,854	\$59,236	\$46,456
<b>Median Age</b>			
2010	46.6	45.2	41.0
2017	48.8	47.0	42.7
2022	49.9	47.8	43.5

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Households by Income</b>			
Household Income Base	24,327	58,836	305,157
<\$15,000	5.0%	5.2%	8.9%
\$15,000 - \$24,999	4.8%	5.7%	8.0%
\$25,000 - \$34,999	5.7%	6.1%	8.1%
\$35,000 - \$49,999	7.9%	8.9%	11.6%
\$50,000 - \$74,999	13.1%	13.7%	16.7%
\$75,000 - \$99,999	12.7%	12.6%	12.5%
\$100,000 - \$149,999	19.5%	17.9%	15.9%
\$150,000 - \$199,999	10.9%	10.5%	7.7%
\$200,000+	20.4%	19.4%	10.7%
Average Household Income	\$142,269	\$135,805	\$100,764
<b>2022 Households by Income</b>			
Household Income Base	24,847	60,291	311,948
<\$15,000	4.8%	5.0%	8.8%
\$15,000 - \$24,999	4.3%	5.1%	7.4%
\$25,000 - \$34,999	4.9%	5.3%	7.1%
\$35,000 - \$49,999	6.8%	7.8%	10.1%
\$50,000 - \$74,999	12.3%	12.9%	15.5%
\$75,000 - \$99,999	13.3%	13.2%	13.0%
\$100,000 - \$149,999	21.0%	19.2%	17.9%
\$150,000 - \$199,999	11.2%	10.9%	8.4%
\$200,000+	21.4%	20.5%	11.7%
Average Household Income	\$154,656	\$148,321	\$111,762
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	19,103	43,777	206,536
<\$50,000	2.7%	2.2%	7.8%
\$50,000 - \$99,999	2.7%	3.0%	11.8%
\$100,000 - \$149,999	4.3%	5.1%	12.8%
\$150,000 - \$199,999	11.5%	11.3%	14.9%
\$200,000 - \$249,999	16.7%	14.7%	12.7%
\$250,000 - \$299,999	16.1%	15.7%	11.1%
\$300,000 - \$399,999	19.4%	18.7%	12.0%
\$400,000 - \$499,999	11.7%	11.0%	6.9%
\$500,000 - \$749,999	9.6%	11.3%	6.5%
\$750,000 - \$999,999	3.2%	3.7%	1.8%
\$1,000,000 +	2.2%	3.3%	1.7%
Average Home Value	\$345,651	\$363,593	\$262,386
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	19,504	44,790	210,702
<\$50,000	1.0%	0.9%	5.4%
\$50,000 - \$99,999	1.1%	1.4%	7.7%
\$100,000 - \$149,999	2.3%	3.2%	9.9%
\$150,000 - \$199,999	9.6%	9.6%	15.5%
\$200,000 - \$249,999	17.9%	15.6%	15.2%
\$250,000 - \$299,999	17.6%	17.0%	13.1%
\$300,000 - \$399,999	21.3%	20.4%	13.9%
\$400,000 - \$499,999	12.8%	12.1%	8.1%
\$500,000 - \$749,999	10.8%	12.4%	7.4%
\$750,000 - \$999,999	3.4%	3.8%	2.0%
\$1,000,000 +	2.3%	3.4%	1.8%
Average Home Value	\$367,034	\$384,025	\$287,979

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	61,052	143,662	719,132
0 - 4	4.2%	4.6%	5.6%
5 - 9	6.0%	6.1%	6.1%
10 - 14	7.2%	7.1%	6.8%
15 - 24	11.0%	11.3%	12.0%
25 - 34	7.5%	8.6%	11.6%
35 - 44	11.5%	12.0%	13.6%
45 - 54	16.4%	16.7%	16.2%
55 - 64	15.8%	15.2%	13.5%
65 - 74	9.8%	9.0%	7.3%
75 - 84	6.8%	6.2%	4.9%
85 +	3.7%	3.2%	2.4%
18 +	77.7%	77.4%	77.0%
<b>2017 Population by Age</b>			
Total	62,423	147,992	740,152
0 - 4	3.9%	4.2%	5.1%
5 - 9	5.1%	5.3%	5.7%
10 - 14	6.4%	6.4%	6.2%
15 - 24	10.9%	11.2%	11.7%
25 - 34	8.5%	9.6%	11.9%
35 - 44	10.3%	10.7%	12.3%
45 - 54	13.8%	14.0%	14.1%
55 - 64	16.5%	16.2%	14.9%
65 - 74	13.1%	12.2%	10.2%
75 - 84	7.1%	6.5%	5.1%
85 +	4.3%	3.7%	2.8%
18 +	80.4%	80.0%	79.2%
<b>2022 Population by Age</b>			
Total	63,563	151,323	754,865
0 - 4	4.0%	4.3%	5.0%
5 - 9	4.9%	5.0%	5.4%
10 - 14	5.8%	5.9%	5.9%
15 - 24	9.5%	10.1%	10.8%
25 - 34	9.0%	10.0%	12.2%
35 - 44	11.1%	11.5%	12.6%
45 - 54	12.5%	12.6%	12.9%
55 - 64	15.5%	15.3%	14.4%
65 - 74	14.8%	13.9%	11.9%
75 - 84	8.6%	7.8%	6.2%
85 +	4.4%	3.7%	2.8%
18 +	81.6%	81.2%	80.0%
<b>2010 Population by Sex</b>			
Males	28,975	68,515	344,398
Females	32,078	75,148	374,735
<b>2017 Population by Sex</b>			
Males	29,661	70,614	354,834
Females	32,762	77,380	385,317
<b>2022 Population by Sex</b>			
Males	30,225	72,186	362,445
Females	33,338	79,136	392,420

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

May 02, 2018



# Community Profile

Rings: 3, 5, 10 mile radii

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	3 mile	5 mile	10 mile
<b>2010 Population by Race/Ethnicity</b>			
Total	61,053	143,662	719,132
White Alone	76.5%	73.6%	68.9%
Black Alone	12.7%	15.5%	21.7%
American Indian Alone	0.1%	0.1%	0.3%
Asian Alone	8.2%	8.1%	5.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.5%	1.0%
Two or More Races	2.1%	2.2%	2.2%
Hispanic Origin	1.6%	1.8%	3.5%
Diversity Index	41.1	44.8	51.0
<b>2017 Population by Race/Ethnicity</b>			
Total	62,424	147,994	740,152
White Alone	72.4%	69.5%	66.1%
Black Alone	14.1%	16.9%	22.4%
American Indian Alone	0.1%	0.1%	0.3%
Asian Alone	10.5%	10.4%	7.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.5%	1.1%
Two or More Races	2.5%	2.5%	2.6%
Hispanic Origin	1.8%	2.1%	4.1%
Diversity Index	46.5	49.9	54.6
<b>2022 Population by Race/Ethnicity</b>			
Total	63,563	151,322	754,865
White Alone	68.8%	66.1%	63.8%
Black Alone	15.4%	18.2%	23.2%
American Indian Alone	0.1%	0.1%	0.3%
Asian Alone	12.4%	12.2%	8.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.5%	1.2%
Two or More Races	2.7%	2.8%	2.8%
Hispanic Origin	2.1%	2.4%	4.5%
Diversity Index	50.8	53.7	57.3
<b>2010 Population by Relationship and Household Type</b>			
Total	61,053	143,663	719,133
In Households	98.9%	99.2%	98.8%
In Family Households	86.9%	85.9%	81.6%
Householder	27.9%	27.9%	26.3%
Spouse	23.7%	23.0%	19.5%
Child	31.1%	31.0%	31.0%
Other relative	3.5%	3.3%	3.2%
Nonrelative	0.7%	0.8%	1.5%
In Nonfamily Households	12.0%	13.3%	17.2%
In Group Quarters	1.1%	0.8%	1.2%
Institutionalized Population	0.6%	0.4%	0.7%
Noninstitutionalized Population	0.5%	0.4%	0.5%

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Population 25+ by Educational Attainment</b>			
Total	45,999	107,871	527,903
Less than 9th Grade	2.2%	1.9%	1.9%
9th - 12th Grade, No Diploma	2.9%	2.7%	4.5%
High School Graduate	11.2%	12.2%	16.5%
GED/Alternative Credential	0.8%	1.1%	2.4%
Some College, No Degree	16.3%	16.6%	20.9%
Associate Degree	5.7%	6.2%	7.5%
Bachelor's Degree	29.9%	29.8%	26.0%
Graduate/Professional Degree	31.1%	29.3%	20.3%
<b>2017 Population 15+ by Marital Status</b>			
Total	52,773	124,467	614,718
Never Married	25.6%	26.4%	32.1%
Married	58.9%	57.8%	50.7%
Widowed	6.7%	6.2%	5.9%
Divorced	8.8%	9.6%	11.3%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.5%	96.2%	94.8%
Civilian Unemployed (Unemployment Rate)	3.5%	3.8%	5.2%
<b>2017 Employed Population 16+ by Industry</b>			
Total	32,739	77,536	383,161
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	2.7%	2.9%	3.9%
Manufacturing	11.2%	13.3%	15.8%
Wholesale Trade	3.1%	3.1%	2.8%
Retail Trade	11.8%	11.1%	10.3%
Transportation/Utilities	1.9%	2.2%	3.1%
Information	1.5%	1.6%	1.5%
Finance/Insurance/Real Estate	9.5%	9.5%	8.2%
Services	56.2%	53.7%	51.4%
Public Administration	2.1%	2.5%	2.8%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	32,740	77,535	383,160
White Collar	82.4%	80.3%	71.5%
Management/Business/Financial	22.6%	22.4%	18.7%
Professional	34.8%	33.1%	28.7%
Sales	15.2%	14.7%	11.9%
Administrative Support	9.8%	10.1%	12.2%
Services	10.6%	11.0%	14.8%
Blue Collar	7.0%	8.7%	13.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.6%	1.6%	2.6%
Installation/Maintenance/Repair	1.1%	1.3%	2.0%
Production	2.8%	3.4%	5.2%
Transportation/Material Moving	1.6%	2.4%	3.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	61,053	143,663	719,133
Population Inside Urbanized Area	100.0%	100.0%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Households by Type</b>			
Total	23,622	56,851	295,032
Households with 1 Person	25.2%	26.1%	30.6%
Households with 2+ People	74.8%	73.9%	69.4%
Family Households	72.1%	70.5%	64.3%
Husband-wife Families	61.1%	58.2%	47.6%
With Related Children	25.0%	24.2%	20.8%
Other Family (No Spouse Present)	11.0%	12.3%	16.6%
Other Family with Male Householder	3.0%	3.2%	4.0%
With Related Children	1.3%	1.5%	2.0%
Other Family with Female Householder	8.1%	9.1%	12.6%
With Related Children	4.3%	5.2%	7.6%
Nonfamily Households	2.7%	3.4%	5.1%
All Households with Children	30.7%	31.1%	30.7%
Multigenerational Households	2.7%	2.7%	3.0%
Unmarried Partner Households	2.4%	3.0%	5.0%
Male-female	2.0%	2.5%	4.5%
Same-sex	0.4%	0.5%	0.6%
<b>2010 Households by Size</b>			
Total	23,621	56,851	295,032
1 Person Household	25.2%	26.1%	30.6%
2 Person Household	34.8%	34.9%	32.4%
3 Person Household	15.3%	15.5%	15.7%
4 Person Household	14.4%	13.9%	12.9%
5 Person Household	6.5%	6.2%	5.5%
6 Person Household	2.5%	2.3%	1.9%
7 + Person Household	1.2%	1.0%	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	23,623	56,851	295,032
Owner Occupied	79.7%	75.8%	69.3%
Owned with a Mortgage/Loan	57.2%	55.3%	51.6%
Owned Free and Clear	22.4%	20.5%	17.8%
Renter Occupied	20.3%	24.2%	30.7%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	25,128	61,646	325,271
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.1%

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Exurbanites (1E)	Exurbanites (1E) Comfortable Empty Nesters	
<b>2.</b>	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Rustbelt Traditions (5D)
<b>3.</b>	Top Tier (1A)	Top Tier (1A)	Savvy Suburbanites (1D)
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$89,328,871	\$208,769,336	\$815,389,962
Average Spent	\$3,672.01	\$3,548.33	\$2,672.03
Spending Potential Index	170	164	124
Education: Total \$	\$69,497,819	\$158,476,932	\$578,864,017
Average Spent	\$2,856.82	\$2,693.54	\$1,896.94
Spending Potential Index	196	185	130
Entertainment/Recreation: Total \$	\$130,669,095	\$302,579,331	\$1,179,362,676
Average Spent	\$5,371.36	\$5,142.76	\$3,864.77
Spending Potential Index	172	165	124
Food at Home: Total \$	\$196,385,360	\$461,975,538	\$1,874,902,409
Average Spent	\$8,072.73	\$7,851.92	\$6,144.06
Spending Potential Index	160	156	122
Food Away from Home: Total \$	\$134,343,048	\$315,960,226	\$1,257,504,067
Average Spent	\$5,522.38	\$5,370.19	\$4,120.84
Spending Potential Index	166	161	124
Health Care: Total \$	\$234,634,587	\$538,928,344	\$2,109,682,324
Average Spent	\$9,645.03	\$9,159.84	\$6,913.43
Spending Potential Index	172	164	124
HH Furnishings & Equipment: Total \$	\$81,114,725	\$188,598,595	\$739,455,348
Average Spent	\$3,334.35	\$3,205.50	\$2,423.20
Spending Potential Index	171	165	125
Personal Care Products & Services: Total \$	\$33,762,622	\$78,319,520	\$304,000,755
Average Spent	\$1,387.87	\$1,331.15	\$996.21
Spending Potential Index	174	167	125
Shelter: Total \$	\$686,195,722	\$1,592,115,318	\$6,181,118,990
Average Spent	\$28,207.17	\$27,060.22	\$20,255.54
Spending Potential Index	174	167	125
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$104,910,813	\$238,933,275	\$904,343,529
Average Spent	\$4,312.53	\$4,061.00	\$2,963.54
Spending Potential Index	184	173	127
Travel: Total \$	\$96,246,199	\$218,861,405	\$801,960,725
Average Spent	\$3,956.35	\$3,719.86	\$2,628.03
Spending Potential Index	191	180	127
Vehicle Maintenance & Repairs: Total \$	\$43,628,926	\$101,653,411	\$403,106,067
Average Spent	\$1,793.44	\$1,727.74	\$1,320.98
Spending Potential Index	167	161	123

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.