



Community Profile

Rings: 1, 3, 5 mile radii

29746 Southfield Rd, Southfield, MI 48076,

Latitude: 42.5083

Longitude: -83.22092

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	12,453	105,324	262,823
2020 Total Population	13,061	109,726	273,555
2020 Group Quarters	188	1,546	2,703
2022 Total Population	13,088	109,885	274,959
2022 Group Quarters	188	1,546	2,703
2027 Total Population	13,089	109,048	273,900
2022-2027 Annual Rate	0.00%	-0.15%	-0.08%
2022 Total Daytime Population	13,703	128,178	329,062
Workers	7,175	74,590	193,606
Residents	6,528	53,588	135,456
Household Summary			
2010 Households	4,944	44,689	114,945
2010 Average Household Size	2.49	2.33	2.27
2020 Total Households	5,485	46,806	121,263
2020 Average Household Size	2.35	2.31	2.23
2022 Total Households	5,536	46,945	122,134
2022 Average Household Size	2.33	2.31	2.23
2027 Total Households	5,571	46,787	122,298
2027 Average Household Size	2.32	2.30	2.22
2022-2027 Annual Rate	0.13%	-0.07%	0.03%
2010 Families	3,247	27,296	67,433
2010 Average Family Size	3.10	3.03	2.98
2022 Families	3,509	27,475	68,310
2022 Average Family Size	2.96	3.06	3.00
2027 Families	3,514	27,252	67,992
2027 Average Family Size	2.94	3.05	2.98
2022-2027 Annual Rate	0.03%	-0.16%	-0.09%
Housing Unit Summary			
2000 Housing Units	5,751	48,219	123,949
Owner Occupied Housing Units	76.8%	72.7%	66.2%
Renter Occupied Housing Units	19.9%	23.8%	29.9%
Vacant Housing Units	3.3%	3.6%	3.9%
2010 Housing Units	5,344	48,127	126,109
Owner Occupied Housing Units	71.6%	67.7%	60.7%
Renter Occupied Housing Units	20.9%	25.1%	30.4%
Vacant Housing Units	7.5%	7.1%	8.9%
2020 Housing Units	5,809	49,534	129,275
Vacant Housing Units	5.6%	5.5%	6.2%
2022 Housing Units	5,846	49,549	130,160
Owner Occupied Housing Units	65.3%	67.4%	60.3%
Renter Occupied Housing Units	29.4%	27.3%	33.5%
Vacant Housing Units	5.3%	5.3%	6.2%
2027 Housing Units	5,888	49,680	130,705
Owner Occupied Housing Units	66.4%	68.0%	61.0%
Renter Occupied Housing Units	28.2%	26.2%	32.6%
Vacant Housing Units	5.4%	5.8%	6.4%
Median Household Income			
2022	\$78,116	\$90,242	\$83,133
2027	\$95,772	\$106,345	\$98,714
Median Home Value			
2022	\$224,556	\$279,277	\$278,420
2027	\$255,200	\$322,658	\$325,610
Per Capita Income			
2022	\$44,942	\$56,421	\$54,727
2027	\$52,723	\$65,434	\$63,169
Median Age			
2010	41.7	41.6	40.7
2022	44.8	44.1	43.4
2027	45.2	44.9	44.2

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	5,535	46,944	122,129
<\$15,000	5.7%	5.7%	6.0%
\$15,000 - \$24,999	4.7%	5.1%	5.8%
\$25,000 - \$34,999	7.5%	6.1%	6.9%
\$35,000 - \$49,999	9.8%	8.1%	9.4%
\$50,000 - \$74,999	20.4%	16.3%	16.5%
\$75,000 - \$99,999	12.5%	13.1%	13.9%
\$100,000 - \$149,999	20.8%	19.9%	19.0%
\$150,000 - \$199,999	11.4%	10.7%	9.5%
\$200,000+	7.3%	15.1%	13.1%
Average Household Income	\$104,904	\$131,466	\$123,049
2027 Households by Income			
Household Income Base	5,570	46,786	122,293
<\$15,000	3.9%	4.0%	4.3%
\$15,000 - \$24,999	3.2%	3.7%	4.3%
\$25,000 - \$34,999	5.8%	4.9%	5.6%
\$35,000 - \$49,999	8.7%	6.7%	7.9%
\$50,000 - \$74,999	18.8%	14.2%	14.8%
\$75,000 - \$99,999	11.1%	12.4%	13.7%
\$100,000 - \$149,999	23.5%	22.2%	21.7%
\$150,000 - \$199,999	16.4%	14.6%	12.9%
\$200,000+	8.6%	17.3%	14.8%
Average Household Income	\$122,251	\$151,814	\$141,307
2022 Owner Occupied Housing Units by Value			
Total	3,814	33,403	78,484
<\$50,000	1.9%	0.8%	2.5%
\$50,000 - \$99,999	6.3%	2.3%	4.6%
\$100,000 - \$149,999	9.1%	4.8%	6.2%
\$150,000 - \$199,999	18.9%	15.4%	14.5%
\$200,000 - \$249,999	28.0%	19.8%	16.3%
\$250,000 - \$299,999	11.1%	11.7%	10.4%
\$300,000 - \$399,999	12.2%	17.2%	16.6%
\$400,000 - \$499,999	4.5%	10.9%	10.6%
\$500,000 - \$749,999	3.3%	11.1%	11.3%
\$750,000 - \$999,999	2.0%	3.3%	3.9%
\$1,000,000 - \$1,499,999	1.5%	1.7%	1.8%
\$1,500,000 - \$1,999,999	0.2%	0.3%	0.4%
\$2,000,000 +	0.8%	0.6%	0.9%
Average Home Value	\$286,300	\$360,036	\$363,377
2027 Owner Occupied Housing Units by Value			
Total	3,911	33,772	79,675
<\$50,000	0.4%	0.2%	0.9%
\$50,000 - \$99,999	1.8%	0.6%	1.7%
\$100,000 - \$149,999	4.6%	2.1%	3.8%
\$150,000 - \$199,999	13.1%	10.5%	10.7%
\$200,000 - \$249,999	28.8%	19.2%	15.8%
\$250,000 - \$299,999	13.4%	12.6%	11.7%
\$300,000 - \$399,999	18.1%	21.3%	20.9%
\$400,000 - \$499,999	7.5%	14.2%	13.7%
\$500,000 - \$749,999	5.4%	12.9%	13.0%
\$750,000 - \$999,999	2.9%	3.7%	4.2%
\$1,000,000 - \$1,499,999	2.5%	1.8%	2.0%
\$1,500,000 - \$1,999,999	0.3%	0.2%	0.4%
\$2,000,000 +	1.3%	0.7%	1.1%
Average Home Value	\$352,928	\$393,688	\$403,226

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Age			
Total	12,453	105,325	262,825
0 - 4	4.8%	5.6%	5.5%
5 - 9	6.3%	6.0%	5.7%
10 - 14	7.3%	6.4%	6.2%
15 - 24	11.6%	10.9%	11.2%
25 - 34	10.8%	12.2%	13.6%
35 - 44	14.1%	13.8%	13.9%
45 - 54	16.4%	15.5%	15.2%
55 - 64	14.0%	14.2%	13.7%
65 - 74	6.9%	7.2%	7.3%
75 - 84	5.1%	5.4%	5.1%
85 +	2.9%	3.0%	2.7%
18 +	77.0%	77.8%	78.6%
2022 Population by Age			
Total	13,088	109,885	274,960
0 - 4	4.3%	4.8%	4.7%
5 - 9	5.0%	5.4%	5.2%
10 - 14	5.8%	6.1%	5.8%
15 - 24	11.8%	11.0%	11.0%
25 - 34	11.7%	11.0%	12.2%
35 - 44	11.7%	12.8%	13.2%
45 - 54	14.2%	13.1%	12.9%
55 - 64	15.2%	14.5%	14.2%
65 - 74	11.6%	12.0%	11.8%
75 - 84	5.8%	6.1%	6.1%
85 +	2.9%	3.2%	2.9%
18 +	81.0%	80.1%	80.8%
2027 Population by Age			
Total	13,088	109,045	273,900
0 - 4	4.3%	4.8%	4.7%
5 - 9	4.9%	5.3%	5.1%
10 - 14	5.5%	5.8%	5.5%
15 - 24	10.5%	10.6%	10.6%
25 - 34	12.5%	11.2%	12.3%
35 - 44	12.1%	12.5%	12.8%
45 - 54	13.0%	12.7%	12.7%
55 - 64	14.3%	13.3%	12.9%
65 - 74	12.7%	12.7%	12.5%
75 - 84	7.4%	8.0%	7.8%
85 +	2.9%	3.2%	3.0%
18 +	81.8%	80.6%	81.3%
2010 Population by Sex			
Males	5,773	49,417	123,833
Females	6,680	55,906	138,990
2022 Population by Sex			
Males	6,124	51,671	129,793
Females	6,964	58,214	145,166
2027 Population by Sex			
Males	6,174	51,401	129,577
Females	6,915	57,647	144,323

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Race/Ethnicity			
Total	12,453	105,324	262,823
White Alone	49.6%	67.0%	62.4%
Black Alone	44.0%	28.3%	31.7%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	2.8%	2.0%	3.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.5%	0.4%	0.4%
Two or More Races	2.9%	2.1%	2.1%
Hispanic Origin	1.7%	1.7%	1.7%
Diversity Index	57.3	48.7	52.6
2020 Population by Race/Ethnicity			
Total	13,061	109,726	273,555
White Alone	42.4%	62.9%	57.9%
Black Alone	46.4%	28.0%	31.2%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	3.3%	2.7%	4.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.1%	1.0%	1.0%
Two or More Races	6.5%	5.2%	5.1%
Hispanic Origin	3.6%	2.8%	2.8%
Diversity Index	62.7	54.8	58.6
2022 Population by Race/Ethnicity			
Total	13,087	109,884	274,959
White Alone	41.8%	62.5%	57.6%
Black Alone	46.6%	28.0%	31.2%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	3.4%	2.7%	4.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.2%	1.1%	1.0%
Two or More Races	6.7%	5.4%	5.3%
Hispanic Origin	3.6%	2.8%	2.8%
Diversity Index	63.0	55.3	58.9
2027 Population by Race/Ethnicity			
Total	13,089	109,048	273,899
White Alone	40.3%	61.3%	56.4%
Black Alone	47.0%	28.2%	31.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	3.6%	3.0%	5.0%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.3%	1.2%	1.1%
Two or More Races	7.5%	6.1%	6.0%
Hispanic Origin	3.7%	3.0%	2.9%
Diversity Index	63.8	56.7	60.2
2010 Population by Relationship and Household Type			
Total	12,454	105,324	262,823
In Households	98.8%	99.0%	99.1%
In Family Households	82.4%	79.6%	77.7%
Householder	26.4%	26.0%	25.7%
Spouse	18.0%	19.3%	18.2%
Child	32.5%	30.2%	29.5%
Other relative	4.1%	2.8%	3.0%
Nonrelative	1.4%	1.2%	1.3%
In Nonfamily Households	16.4%	19.4%	21.4%
In Group Quarters	1.2%	1.0%	0.9%
Institutionalized Population	1.0%	0.6%	0.4%
Noninstitutionalized Population	0.2%	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.

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2022 Population 25+ by Educational Attainment			
Total	9,565	79,858	201,374
Less than 9th Grade	2.7%	1.1%	1.1%
9th - 12th Grade, No Diploma	2.7%	2.4%	2.9%
High School Graduate	13.3%	12.8%	14.1%
GED/Alternative Credential	0.7%	1.2%	1.7%
Some College, No Degree	21.6%	16.9%	17.2%
Associate Degree	7.1%	7.2%	7.4%
Bachelor's Degree	30.4%	32.5%	30.7%
Graduate/Professional Degree	21.3%	26.0%	24.9%
2022 Population 15+ by Marital Status			
Total	11,111	91,988	231,660
Never Married	35.8%	33.7%	35.6%
Married	45.7%	48.7%	46.7%
Widowed	7.5%	6.3%	6.2%
Divorced	11.0%	11.3%	11.5%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,104	59,526	148,066
Population 16+ Employed	93.6%	95.9%	95.6%
Population 16+ Unemployment rate	6.4%	4.1%	4.4%
Population 16-24 Employed	12.4%	11.2%	11.7%
Population 16-24 Unemployment rate	8.0%	8.3%	9.0%
Population 25-54 Employed	60.9%	60.3%	61.2%
Population 25-54 Unemployment rate	6.2%	3.7%	4.0%
Population 55-64 Employed	19.9%	19.5%	18.6%
Population 55-64 Unemployment rate	7.3%	3.4%	3.2%
Population 65+ Employed	6.8%	9.0%	8.5%
Population 65+ Unemployment rate	1.8%	3.2%	3.7%
2022 Employed Population 16+ by Industry			
Total	6,649	57,068	141,487
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	1.5%	2.9%	2.9%
Manufacturing	15.7%	15.2%	15.6%
Wholesale Trade	2.2%	2.6%	2.3%
Retail Trade	9.9%	8.3%	8.0%
Transportation/Utilities	6.4%	3.7%	4.0%
Information	1.9%	1.8%	2.0%
Finance/Insurance/Real Estate	9.0%	8.9%	8.9%
Services	50.2%	53.2%	52.8%
Public Administration	3.2%	3.3%	3.4%
2022 Employed Population 16+ by Occupation			
Total	6,648	57,069	141,484
White Collar	72.9%	78.8%	76.8%
Management/Business/Financial	24.5%	24.8%	24.3%
Professional	28.3%	34.3%	33.3%
Sales	9.5%	9.9%	9.2%
Administrative Support	10.7%	9.7%	10.1%
Services	13.9%	10.0%	10.7%
Blue Collar	13.1%	11.1%	12.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.3%	1.6%	1.7%
Installation/Maintenance/Repair	1.5%	1.3%	1.5%
Production	4.9%	4.6%	4.6%
Transportation/Material Moving	5.4%	3.6%	4.6%

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2010 Households by Type			
Total	4,943	44,691	114,945
Households with 1 Person	29.4%	33.5%	35.0%
Households with 2+ People	70.6%	66.5%	65.0%
Family Households	65.7%	61.1%	58.7%
Husband-wife Families	44.8%	45.3%	41.5%
With Related Children	20.1%	19.6%	17.6%
Other Family (No Spouse Present)	20.9%	15.8%	17.1%
Other Family with Male Householder	4.5%	3.5%	3.7%
With Related Children	1.8%	1.7%	1.7%
Other Family with Female Householder	16.4%	12.2%	13.5%
With Related Children	9.3%	6.8%	7.7%
Nonfamily Households	4.9%	5.4%	6.3%
All Households with Children	31.6%	28.4%	27.3%
Multigenerational Households	3.5%	2.7%	2.9%
Unmarried Partner Households	4.4%	4.6%	5.0%
Male-female	3.8%	3.8%	4.2%
Same-sex	0.6%	0.8%	0.8%
2010 Households by Size			
Total	4,943	44,691	114,945
1 Person Household	29.4%	33.5%	35.0%
2 Person Household	31.8%	32.5%	32.4%
3 Person Household	16.9%	14.9%	14.7%
4 Person Household	12.9%	11.6%	11.0%
5 Person Household	5.7%	4.9%	4.5%
6 Person Household	2.0%	1.6%	1.6%
7 + Person Household	1.3%	1.0%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	4,943	44,688	114,945
Owner Occupied	77.4%	72.9%	66.6%
Owned with a Mortgage/Loan	60.1%	55.0%	49.7%
Owned Free and Clear	17.3%	18.0%	16.9%
Renter Occupied	22.6%	27.1%	33.4%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	135	131	119
Percent of Income for Mortgage	15.2%	16.3%	17.7%
Wealth Index	96	142	126
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,344	48,127	126,109
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%
2010 Population By Urban/ Rural Status			
Total Population	12,453	105,324	262,823
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%

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.

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Top 3 Tapestry Segments			
1.	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)	Family Foundations (12A)
2.	Family Foundations (12A)	In Style (5B)	Rustbelt Traditions (5D)
3.	Comfortable Empty Nesters (5A)	Comfortable Empty Nesters (5A)	Emerald City (8B)
2022 Consumer Spending			
Apparel & Services: Total \$	\$13,215,841	\$140,055,626	\$345,043,593
Average Spent	\$2,387.25	\$2,983.40	\$2,825.12
Spending Potential Index	99	124	117
Education: Total \$	\$10,429,278	\$115,917,865	\$280,440,805
Average Spent	\$1,883.90	\$2,469.23	\$2,296.17
Spending Potential Index	96	126	117
Entertainment/Recreation: Total \$	\$20,458,882	\$215,180,083	\$523,319,341
Average Spent	\$3,695.61	\$4,583.66	\$4,284.80
Spending Potential Index	101	125	117
Food at Home: Total \$	\$33,661,263	\$355,207,508	\$873,559,511
Average Spent	\$6,080.43	\$7,566.46	\$7,152.47
Spending Potential Index	98	122	116
Food Away from Home: Total \$	\$23,271,603	\$247,366,474	\$610,843,168
Average Spent	\$4,203.69	\$5,269.28	\$5,001.42
Spending Potential Index	97	122	116
Health Care: Total \$	\$40,756,786	\$421,845,148	\$1,023,745,787
Average Spent	\$7,362.14	\$8,985.94	\$8,382.15
Spending Potential Index	104	127	118
HH Furnishings & Equipment: Total \$	\$14,402,677	\$151,417,942	\$367,849,357
Average Spent	\$2,601.64	\$3,225.43	\$3,011.85
Spending Potential Index	102	126	118
Personal Care Products & Services: Total \$	\$5,709,805	\$60,469,454	\$148,000,104
Average Spent	\$1,031.40	\$1,288.09	\$1,211.78
Spending Potential Index	101	126	119
Shelter: Total \$	\$123,915,335	\$1,336,924,068	\$3,276,434,240
Average Spent	\$22,383.55	\$28,478.52	\$26,826.55
Spending Potential Index	98	124	117
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,093,458	\$161,787,439	\$388,661,195
Average Spent	\$2,726.42	\$3,446.32	\$3,182.25
Spending Potential Index	100	127	117
Travel: Total \$	\$16,117,047	\$172,140,958	\$414,725,523
Average Spent	\$2,911.32	\$3,666.86	\$3,395.66
Spending Potential Index	101	128	118
Vehicle Maintenance & Repairs: Total \$	\$7,049,608	\$73,254,398	\$180,048,087
Average Spent	\$1,273.41	\$1,560.43	\$1,474.18
Spending Potential Index	101	124	117

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 28, 2022