



Community Profile

Rings: 1, 3, 5 mile radii

1294 S Rochester Rd, Rochester Hills, MI

Latitude: 42.6629

Longitude: -83.13462

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	11,008	67,876	164,782
2020 Total Population	11,588	72,913	177,298
2020 Group Quarters	524	856	4,104
2022 Total Population	11,833	73,917	178,985
2022 Group Quarters	524	856	4,104
2027 Total Population	11,799	75,233	181,189
2022-2027 Annual Rate	-0.06%	0.35%	0.25%
2022 Total Daytime Population	11,263	74,857	179,263
Workers	5,135	37,617	89,117
Residents	6,128	37,240	90,146
Household Summary			
2010 Households	4,322	27,667	64,202
2010 Average Household Size	2.46	2.43	2.52
2020 Total Households	4,545	29,800	69,931
2020 Average Household Size	2.43	2.42	2.48
2022 Total Households	4,570	30,218	71,006
2022 Average Household Size	2.47	2.42	2.46
2027 Total Households	4,574	30,888	72,321
2027 Average Household Size	2.47	2.41	2.45
2022-2027 Annual Rate	0.02%	0.44%	0.37%
2010 Families	2,722	18,111	44,409
2010 Average Family Size	3.17	3.05	3.08
2022 Total Families	2,792	19,043	47,374
2022 Average Family Size	3.22	3.09	3.06
2027 Total Families	2,786	19,389	48,006
2027 Average Family Size	3.20	3.07	3.05
2022-2027 Annual Rate	-0.04%	0.36%	0.27%
Housing Unit Summary			
2000 Housing Units	4,398	26,754	60,334
Owner Occupied Housing Units	57.0%	71.4%	72.4%
Renter Occupied Housing Units	39.4%	24.7%	23.4%
Vacant Housing Units	3.6%	3.9%	4.2%
2010 Housing Units	4,697	29,862	68,986
Owner Occupied Housing Units	55.0%	66.5%	68.9%
Renter Occupied Housing Units	37.0%	26.2%	24.2%
Vacant Housing Units	8.0%	7.4%	6.9%
2020 Housing Units	4,785	31,324	73,526
Vacant Housing Units	5.0%	4.9%	4.9%
2022 Housing Units	4,811	31,748	74,820
Owner Occupied Housing Units	60.6%	69.8%	70.0%
Renter Occupied Housing Units	34.4%	25.4%	24.9%
Vacant Housing Units	5.0%	4.8%	5.1%
2027 Housing Units	4,827	32,334	75,978
Owner Occupied Housing Units	61.3%	70.4%	70.6%
Renter Occupied Housing Units	33.5%	25.2%	24.6%
Vacant Housing Units	5.2%	4.5%	4.8%
Median Household Income			
2022	\$85,191	\$94,686	\$98,756
2027	\$93,394	\$107,982	\$110,073
Median Home Value			
2022	\$293,865	\$329,250	\$335,932
2027	\$317,454	\$356,177	\$355,755
Per Capita Income			
2022	\$47,066	\$53,823	\$53,792
2027	\$53,785	\$62,047	\$61,577
Median Age			
2010	36.2	39.7	40.2
2022	38.4	41.9	41.9
2027	39.3	43.0	42.8

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: 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	4,570	30,216	70,997
<\$15,000	3.6%	3.8%	3.8%
\$15,000 - \$24,999	3.7%	4.8%	4.3%
\$25,000 - \$34,999	5.5%	5.6%	6.0%
\$35,000 - \$49,999	9.9%	8.7%	8.0%
\$50,000 - \$74,999	18.2%	15.0%	14.6%
\$75,000 - \$99,999	18.4%	14.5%	13.9%
\$100,000 - \$149,999	15.5%	19.2%	20.7%
\$150,000 - \$199,999	13.7%	12.8%	12.9%
\$200,000+	11.3%	15.6%	15.9%
Average Household Income	\$119,151	\$131,709	\$135,161
2027 Households by Income			
Household Income Base	4,574	30,886	72,312
<\$15,000	2.4%	2.6%	2.6%
\$15,000 - \$24,999	2.5%	3.3%	3.1%
\$25,000 - \$34,999	3.7%	4.6%	5.0%
\$35,000 - \$49,999	7.3%	6.7%	6.4%
\$50,000 - \$74,999	19.2%	13.3%	12.8%
\$75,000 - \$99,999	18.8%	14.9%	14.0%
\$100,000 - \$149,999	15.9%	20.4%	21.9%
\$150,000 - \$199,999	16.9%	16.2%	16.1%
\$200,000+	13.2%	18.1%	18.2%
Average Household Income	\$135,904	\$151,216	\$153,855
2022 Owner Occupied Housing Units by Value			
Total	2,917	22,147	52,338
<\$50,000	0.9%	5.4%	3.2%
\$50,000 - \$99,999	0.4%	1.0%	1.0%
\$100,000 - \$149,999	2.5%	2.7%	2.4%
\$150,000 - \$199,999	6.6%	7.4%	7.2%
\$200,000 - \$249,999	16.8%	9.9%	9.7%
\$250,000 - \$299,999	26.1%	16.1%	15.8%
\$300,000 - \$399,999	25.7%	25.7%	29.9%
\$400,000 - \$499,999	17.3%	20.5%	18.8%
\$500,000 - \$749,999	3.5%	9.0%	9.6%
\$750,000 - \$999,999	0.2%	1.6%	1.7%
\$1,000,000 - \$1,499,999	0.0%	0.5%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.2%	0.2%
Average Home Value	\$317,398	\$347,984	\$358,754
2027 Owner Occupied Housing Units by Value			
Total	2,957	22,752	53,608
<\$50,000	0.3%	3.6%	2.1%
\$50,000 - \$99,999	0.1%	0.8%	0.6%
\$100,000 - \$149,999	0.8%	1.6%	1.3%
\$150,000 - \$199,999	3.6%	4.6%	4.6%
\$200,000 - \$249,999	13.2%	8.0%	7.7%
\$250,000 - \$299,999	26.9%	15.8%	15.3%
\$300,000 - \$399,999	29.4%	27.9%	32.9%
\$400,000 - \$499,999	21.6%	25.3%	22.4%
\$500,000 - \$749,999	3.9%	10.6%	10.4%
\$750,000 - \$999,999	0.2%	1.3%	1.9%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.2%	0.2%
Average Home Value	\$338,062	\$370,743	\$378,972

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	11,010	67,872	164,780
0 - 4	6.7%	5.8%	5.5%
5 - 9	7.2%	6.6%	6.4%
10 - 14	7.2%	6.9%	6.9%
15 - 24	13.5%	11.8%	13.2%
25 - 34	13.5%	12.4%	11.5%
35 - 44	15.2%	14.3%	13.5%
45 - 54	14.7%	15.9%	16.2%
55 - 64	10.5%	12.7%	13.4%
65 - 74	4.7%	7.1%	7.5%
75 - 84	3.1%	4.3%	4.2%
85 +	3.6%	2.1%	1.9%
18 +	75.1%	76.6%	76.9%
2022 Population by Age			
Total	11,833	73,918	178,986
0 - 4	5.7%	5.1%	4.8%
5 - 9	6.2%	5.7%	5.4%
10 - 14	6.8%	6.1%	6.0%
15 - 24	13.9%	11.5%	12.7%
25 - 34	12.8%	12.2%	12.3%
35 - 44	13.2%	13.3%	12.5%
45 - 54	13.0%	13.0%	12.8%
55 - 64	11.3%	13.6%	14.1%
65 - 74	7.9%	10.9%	11.4%
75 - 84	4.5%	5.7%	5.7%
85 +	4.8%	2.7%	2.3%
18 +	77.5%	79.3%	80.1%
2027 Population by Age			
Total	11,799	75,231	181,189
0 - 4	5.7%	5.1%	4.8%
5 - 9	5.8%	5.6%	5.3%
10 - 14	6.4%	5.9%	5.7%
15 - 24	13.5%	10.7%	11.8%
25 - 34	12.9%	11.8%	11.8%
35 - 44	13.3%	13.7%	13.5%
45 - 54	12.6%	12.5%	12.0%
55 - 64	10.4%	12.7%	13.0%
65 - 74	8.7%	11.6%	12.1%
75 - 84	5.8%	7.4%	7.4%
85 +	5.0%	3.0%	2.6%
18 +	78.5%	80.0%	80.9%
2010 Population by Sex			
Males	5,099	32,738	80,237
Females	5,909	35,138	84,544
2022 Population by Sex			
Males	5,499	35,704	87,493
Females	6,334	38,213	91,491
2027 Population by Sex			
Males	5,494	36,338	88,505
Females	6,306	38,895	92,684

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



Community Profile

Rings: 1, 3, 5 mile radii

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	1 mile	3 mile	5 mile
2010 Population by Race/Ethnicity			
Total	11,008	67,876	164,783
White Alone	74.3%	83.6%	83.0%
Black Alone	7.9%	4.3%	4.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	14.9%	9.2%	9.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.8%	0.8%
Two or More Races	2.2%	1.9%	1.9%
Hispanic Origin	3.2%	3.2%	3.0%
Diversity Index	45.5	33.5	34.1
2020 Population by Race/Ethnicity			
Total	11,588	72,913	177,298
White Alone	65.5%	74.4%	75.2%
Black Alone	5.2%	3.5%	4.5%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	20.7%	13.6%	12.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	1.8%	1.5%
Two or More Races	6.1%	6.4%	5.9%
Hispanic Origin	5.4%	5.0%	4.2%
Diversity Index	57.0	47.7	46.0
2022 Population by Race/Ethnicity			
Total	11,834	73,916	178,984
White Alone	64.7%	73.8%	74.6%
Black Alone	5.2%	3.5%	4.5%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	21.2%	13.9%	13.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	1.8%	1.5%
Two or More Races	6.3%	6.7%	6.1%
Hispanic Origin	5.5%	5.1%	4.3%
Diversity Index	57.8	48.5	46.8
2027 Population by Race/Ethnicity			
Total	11,801	75,233	181,190
White Alone	62.5%	71.7%	72.6%
Black Alone	5.2%	3.6%	4.6%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	22.6%	14.9%	13.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	2.0%	1.6%
Two or More Races	6.9%	7.5%	6.9%
Hispanic Origin	5.7%	5.3%	4.5%
Diversity Index	59.9	51.0	49.3
2010 Population by Relationship and Household Type			
Total	11,008	67,876	164,782
In Households	96.7%	99.0%	98.3%
In Family Households	79.4%	82.4%	84.0%
Householder	25.1%	26.7%	26.9%
Spouse	19.5%	21.7%	22.4%
Child	31.4%	30.5%	30.8%
Other relative	2.4%	2.6%	2.8%
Nonrelative	1.0%	1.0%	1.0%
In Nonfamily Households	17.3%	16.6%	14.4%
In Group Quarters	3.3%	1.0%	1.7%
Institutionalized Population	1.3%	0.5%	0.4%
Noninstitutionalized Population	2.0%	0.4%	1.3%

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	7,986	52,853	127,221
Less than 9th Grade	0.9%	1.0%	1.3%
9th - 12th Grade, No Diploma	1.6%	2.0%	2.4%
High School Graduate	14.6%	14.6%	15.7%
GED/Alternative Credential	1.8%	1.4%	1.6%
Some College, No Degree	11.4%	15.2%	15.1%
Associate Degree	8.5%	8.6%	8.8%
Bachelor's Degree	35.9%	31.9%	30.4%
Graduate/Professional Degree	25.3%	25.3%	24.7%
2022 Population 15+ by Marital Status			
Total	9,628	61,362	149,902
Never Married	29.6%	27.6%	29.0%
Married	53.8%	57.0%	57.1%
Widowed	5.9%	6.0%	5.7%
Divorced	10.7%	9.4%	8.2%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,937	38,560	93,253
Population 16+ Employed	97.5%	96.3%	96.5%
Population 16+ Unemployment rate	2.5%	3.7%	3.5%
Population 16-24 Employed	17.2%	13.4%	13.7%
Population 16-24 Unemployment rate	6.7%	7.8%	8.0%
Population 25-54 Employed	62.9%	61.4%	60.3%
Population 25-54 Unemployment rate	1.4%	2.9%	2.6%
Population 55-64 Employed	16.3%	18.4%	19.2%
Population 55-64 Unemployment rate	1.5%	2.2%	2.8%
Population 65+ Employed	3.6%	6.9%	6.8%
Population 65+ Unemployment rate	4.6%	5.4%	3.4%
2022 Employed Population 16+ by Industry			
Total	5,789	37,151	90,023
Agriculture/Mining	0.0%	0.0%	0.1%
Construction	2.3%	3.5%	4.1%
Manufacturing	22.0%	22.1%	21.3%
Wholesale Trade	1.9%	2.4%	2.6%
Retail Trade	7.4%	8.9%	9.0%
Transportation/Utilities	1.3%	2.0%	2.5%
Information	1.1%	1.7%	1.5%
Finance/Insurance/Real Estate	11.2%	8.8%	8.6%
Services	50.3%	48.0%	47.9%
Public Administration	2.4%	2.6%	2.5%
2022 Employed Population 16+ by Occupation			
Total	5,790	37,150	90,023
White Collar	85.3%	79.0%	78.2%
Management/Business/Financial	29.5%	25.8%	24.5%
Professional	38.0%	34.5%	34.4%
Sales	7.9%	9.8%	9.7%
Administrative Support	9.8%	9.0%	9.5%
Services	8.5%	10.2%	10.1%
Blue Collar	6.3%	10.8%	11.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.4%	2.6%	2.6%
Installation/Maintenance/Repair	0.9%	1.1%	1.4%
Production	2.3%	4.3%	4.1%
Transportation/Material Moving	1.7%	2.8%	3.5%

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2010 Households by Type			
Total	4,321	27,665	64,204
Households with 1 Person	31.3%	29.2%	25.9%
Households with 2+ People	68.7%	70.8%	74.1%
Family Households	63.0%	65.5%	69.2%
Husband-wife Families	48.8%	53.2%	57.5%
With Related Children	26.1%	24.5%	25.6%
Other Family (No Spouse Present)	14.2%	12.3%	11.6%
Other Family with Male Householder	2.8%	3.2%	3.2%
With Related Children	1.4%	1.6%	1.5%
Other Family with Female Householder	11.4%	9.0%	8.4%
With Related Children	7.5%	5.3%	4.9%
Nonfamily Households	5.7%	5.3%	5.0%
All Households with Children	35.3%	31.6%	32.3%
Multigenerational Households	2.4%	2.3%	2.6%
Unmarried Partner Households	4.4%	4.4%	4.2%
Male-female	4.0%	4.0%	3.7%
Same-sex	0.4%	0.4%	0.4%
2010 Households by Size			
Total	4,322	27,666	64,202
1 Person Household	31.3%	29.2%	25.9%
2 Person Household	28.6%	32.7%	33.8%
3 Person Household	16.5%	15.6%	16.1%
4 Person Household	16.2%	14.5%	15.1%
5 Person Household	5.2%	5.6%	6.2%
6 Person Household	1.8%	1.9%	2.1%
7 + Person Household	0.5%	0.7%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	4,322	27,666	64,202
Owner Occupied	59.8%	71.7%	74.0%
Owned with a Mortgage/Loan	47.0%	53.1%	55.1%
Owned Free and Clear	12.7%	18.6%	18.9%
Renter Occupied	40.2%	28.3%	26.0%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	123	118	123
Percent of Income for Mortgage	18.2%	18.3%	17.9%
Wealth Index	127	151	158
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,697	29,862	68,986
Housing Units Inside Urbanized Area	100.0%	100.0%	99.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.2%
2010 Population By Urban/ Rural Status			
Total Population	11,008	67,876	164,782
Population Inside Urbanized Area	100.0%	100.0%	99.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.2%

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.	Professional Pride (1B)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Bright Young Professionals (8C)	Golden Years (9B)	Golden Years (9B)
3.	In Style (5B)	Exurbanites (1E)	Professional Pride (1B)
2022 Consumer Spending			
Apparel & Services: Total \$	\$12,631,419	\$90,474,956	\$217,433,851
Average Spent	\$2,763.99	\$2,994.07	\$3,062.19
Spending Potential Index	115	124	127
Education: Total \$	\$10,515,301	\$76,540,237	\$188,924,455
Average Spent	\$2,300.94	\$2,532.94	\$2,660.68
Spending Potential Index	117	129	136
Entertainment/Recreation: Total \$	\$18,760,123	\$137,482,568	\$330,682,952
Average Spent	\$4,105.06	\$4,549.69	\$4,657.11
Spending Potential Index	112	124	127
Food at Home: Total \$	\$31,470,213	\$227,916,825	\$546,848,662
Average Spent	\$6,886.26	\$7,542.42	\$7,701.44
Spending Potential Index	111	122	124
Food Away from Home: Total \$	\$22,404,902	\$160,840,008	\$385,402,091
Average Spent	\$4,902.60	\$5,322.66	\$5,427.74
Spending Potential Index	114	123	126
Health Care: Total \$	\$35,832,025	\$264,692,556	\$634,525,548
Average Spent	\$7,840.71	\$8,759.43	\$8,936.22
Spending Potential Index	111	124	126
HH Furnishings & Equipment: Total \$	\$13,394,063	\$97,828,080	\$235,035,725
Average Spent	\$2,930.87	\$3,237.41	\$3,310.08
Spending Potential Index	114	126	129
Personal Care Products & Services: Total \$	\$5,344,575	\$38,756,382	\$93,015,317
Average Spent	\$1,169.49	\$1,282.56	\$1,309.96
Spending Potential Index	115	126	128
Shelter: Total \$	\$118,540,548	\$861,345,647	\$2,076,666,748
Average Spent	\$25,938.85	\$28,504.39	\$29,246.36
Spending Potential Index	113	124	128
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,191,370	\$104,970,690	\$248,840,388
Average Spent	\$3,105.33	\$3,473.78	\$3,504.50
Spending Potential Index	114	128	129
Travel: Total \$	\$15,064,895	\$111,715,442	\$269,671,919
Average Spent	\$3,296.48	\$3,696.98	\$3,797.88
Spending Potential Index	115	129	132
Vehicle Maintenance & Repairs: Total \$	\$6,515,353	\$46,970,263	\$112,031,584
Average Spent	\$1,425.68	\$1,554.38	\$1,577.78
Spending Potential Index	113	123	125

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.