



## Community Profile

Rings: 1, 3, 5 mile radii

6526 Orchard Lake Rd, West Bloomfield

Latitude: 42.5421

Longitude: -83.35954

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2010 Total Population	8,923	60,523	145,750
2020 Total Population	9,290	61,892	150,021
2020 Group Quarters	30	977	1,819
2022 Total Population	9,309	62,033	150,330
2022 Group Quarters	30	977	1,819
2027 Total Population	9,255	61,762	150,081
2022-2027 Annual Rate	-0.12%	-0.09%	-0.03%
2022 Total Daytime Population	10,587	61,762	177,563
Workers	5,952	30,253	101,121
Residents	4,635	31,509	76,442
<b>Household Summary</b>			
2010 Households	3,511	23,352	57,701
2010 Average Household Size	2.54	2.56	2.50
2020 Total Households	3,668	23,845	59,604
2020 Average Household Size	2.52	2.55	2.49
2022 Total Households	3,686	23,965	59,988
2022 Average Household Size	2.52	2.55	2.48
2027 Total Households	3,683	23,966	60,118
2027 Average Household Size	2.50	2.54	2.47
2022-2027 Annual Rate	-0.02%	0.00%	0.04%
2010 Families	2,530	16,839	40,628
2010 Average Family Size	3.06	3.10	3.05
2022 Families	2,579	16,813	40,809
2022 Average Family Size	3.09	3.12	3.07
2027 Families	2,563	16,759	40,753
2027 Average Family Size	3.08	3.11	3.06
2022-2027 Annual Rate	-0.12%	-0.06%	-0.03%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,517	23,450	59,455
Owner Occupied Housing Units	85.9%	82.0%	75.0%
Renter Occupied Housing Units	10.6%	14.6%	20.8%
Vacant Housing Units	3.5%	3.4%	4.3%
2010 Housing Units	3,720	24,878	62,462
Owner Occupied Housing Units	77.0%	74.7%	70.2%
Renter Occupied Housing Units	17.4%	19.2%	22.2%
Vacant Housing Units	5.6%	6.1%	7.6%
2020 Housing Units	3,964	25,319	63,494
Vacant Housing Units	7.5%	5.8%	6.1%
2022 Housing Units	3,981	25,384	63,799
Owner Occupied Housing Units	77.0%	76.0%	70.7%
Renter Occupied Housing Units	15.5%	18.4%	23.3%
Vacant Housing Units	7.4%	5.6%	6.0%
2027 Housing Units	4,000	25,537	64,231
Owner Occupied Housing Units	77.2%	76.3%	71.1%
Renter Occupied Housing Units	14.9%	17.5%	22.5%
Vacant Housing Units	7.9%	6.2%	6.4%
<b>Median Household Income</b>			
2022	\$114,801	\$114,018	\$109,242
2027	\$131,276	\$129,284	\$124,414
<b>Median Home Value</b>			
2022	\$330,252	\$357,740	\$370,052
2027	\$352,315	\$375,064	\$387,223
<b>Per Capita Income</b>			
2022	\$65,612	\$65,116	\$64,392
2027	\$76,254	\$73,851	\$73,112
<b>Median Age</b>			
2010	46.4	46.6	45.2
2022	49.5	49.7	48.0
2027	49.9	50.0	48.4

**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.

July 28, 2022



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<b>2022 Households by Income</b>			
Household Income Base	3,686	23,965	59,978
<\$15,000	2.7%	3.8%	4.0%
\$15,000 - \$24,999	3.4%	3.5%	3.8%
\$25,000 - \$34,999	4.8%	4.6%	5.0%
\$35,000 - \$49,999	5.7%	5.8%	7.2%
\$50,000 - \$74,999	14.7%	12.4%	13.0%
\$75,000 - \$99,999	10.7%	12.5%	12.1%
\$100,000 - \$149,999	20.6%	19.9%	19.1%
\$150,000 - \$199,999	14.7%	13.7%	12.6%
\$200,000+	22.7%	23.8%	23.2%
Average Household Income	\$164,623	\$167,754	\$161,613
<b>2027 Households by Income</b>			
Household Income Base	3,683	23,966	60,108
<\$15,000	1.7%	2.4%	2.7%
\$15,000 - \$24,999	2.2%	2.2%	2.5%
\$25,000 - \$34,999	3.2%	3.4%	3.9%
\$35,000 - \$49,999	3.7%	4.6%	6.0%
\$50,000 - \$74,999	12.3%	11.3%	11.8%
\$75,000 - \$99,999	11.9%	12.3%	11.5%
\$100,000 - \$149,999	21.0%	20.3%	19.8%
\$150,000 - \$199,999	17.6%	16.8%	15.9%
\$200,000+	26.4%	26.6%	25.9%
Average Household Income	\$190,455	\$189,440	\$182,777
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	3,066	19,299	45,090
<\$50,000	0.1%	0.2%	0.3%
\$50,000 - \$99,999	0.1%	0.2%	0.7%
\$100,000 - \$149,999	0.5%	0.6%	1.3%
\$150,000 - \$199,999	4.8%	4.6%	4.6%
\$200,000 - \$249,999	12.7%	11.9%	11.0%
\$250,000 - \$299,999	24.0%	16.9%	13.4%
\$300,000 - \$399,999	25.9%	27.1%	26.7%
\$400,000 - \$499,999	12.3%	14.6%	16.4%
\$500,000 - \$749,999	15.7%	17.3%	16.4%
\$750,000 - \$999,999	2.6%	3.5%	4.5%
\$1,000,000 - \$1,499,999	0.8%	1.4%	2.3%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.7%
\$2,000,000 +	0.6%	1.3%	1.7%
Average Home Value	\$393,112	\$435,585	\$460,199
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	3,087	19,487	45,622
<\$50,000	0.0%	0.0%	0.1%
\$50,000 - \$99,999	0.0%	0.0%	0.1%
\$100,000 - \$149,999	0.1%	0.2%	0.5%
\$150,000 - \$199,999	2.3%	2.3%	2.6%
\$200,000 - \$249,999	9.1%	8.9%	8.5%
\$250,000 - \$299,999	23.1%	16.1%	12.6%
\$300,000 - \$399,999	29.4%	30.0%	29.4%
\$400,000 - \$499,999	14.7%	17.1%	19.3%
\$500,000 - \$749,999	18.4%	19.7%	18.1%
\$750,000 - \$999,999	1.8%	3.0%	4.6%
\$1,000,000 - \$1,499,999	0.5%	1.1%	1.9%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.5%
\$2,000,000 +	0.6%	1.4%	1.8%
Average Home Value	\$407,758	\$449,732	\$475,979

**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:** 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



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<b>2010 Population by Age</b>			
Total	8,922	60,526	145,752
0 - 4	4.3%	4.2%	4.6%
5 - 9	5.7%	6.0%	6.0%
10 - 14	7.0%	7.2%	7.1%
15 - 24	11.2%	11.0%	11.2%
25 - 34	8.0%	7.5%	8.6%
35 - 44	11.8%	11.5%	12.0%
45 - 54	16.2%	16.4%	16.7%
55 - 64	16.1%	15.8%	15.2%
65 - 74	9.9%	9.8%	9.0%
75 - 84	6.9%	6.8%	6.2%
85 +	3.0%	3.7%	3.2%
18 +	78.1%	77.7%	77.4%
<b>2022 Population by Age</b>			
Total	9,309	62,035	150,329
0 - 4	3.8%	3.8%	4.1%
5 - 9	4.9%	4.9%	5.0%
10 - 14	5.7%	6.0%	6.0%
15 - 24	10.2%	10.2%	10.5%
25 - 34	9.4%	9.1%	10.0%
35 - 44	10.5%	10.6%	10.9%
45 - 54	12.9%	12.5%	12.6%
55 - 64	15.4%	15.8%	15.6%
65 - 74	15.2%	14.4%	13.6%
75 - 84	8.1%	8.3%	7.8%
85 +	3.9%	4.4%	3.9%
18 +	81.7%	81.4%	81.0%
<b>2027 Population by Age</b>			
Total	9,254	61,761	150,082
0 - 4	3.9%	3.8%	4.1%
5 - 9	4.7%	4.9%	4.9%
10 - 14	5.5%	5.7%	5.6%
15 - 24	9.0%	8.8%	9.3%
25 - 34	9.2%	8.8%	9.7%
35 - 44	12.0%	12.3%	12.4%
45 - 54	12.2%	11.8%	11.9%
55 - 64	13.5%	13.9%	13.8%
65 - 74	16.0%	15.0%	14.3%
75 - 84	9.9%	10.3%	9.8%
85 +	4.2%	4.8%	4.2%
18 +	82.5%	82.2%	81.9%
<b>2010 Population by Sex</b>			
Males	4,201	28,734	69,499
Females	4,722	31,790	76,251
<b>2022 Population by Sex</b>			
Males	4,373	29,619	71,776
Females	4,937	32,414	78,553
<b>2027 Population by Sex</b>			
Males	4,355	29,503	71,621
Females	4,900	32,260	78,460

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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Rings: 1, 3, 5 mile radii

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<b>2010 Population by Race/Ethnicity</b>			
Total	8,923	60,524	145,750
White Alone	71.9%	76.6%	73.8%
Black Alone	16.7%	12.7%	15.3%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	9.2%	8.1%	8.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.4%	0.5%
Two or More Races	1.8%	2.1%	2.2%
Hispanic Origin	1.6%	1.6%	1.8%
Diversity Index	46.4	40.9	44.5
<b>2020 Population by Race/Ethnicity</b>			
Total	9,290	61,892	150,021
White Alone	63.1%	70.7%	67.7%
Black Alone	20.3%	15.1%	17.2%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	10.4%	8.5%	9.0%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.1%	0.9%	1.0%
Two or More Races	4.7%	4.6%	4.9%
Hispanic Origin	2.5%	2.2%	2.6%
Diversity Index	57.0	49.1	52.7
<b>2022 Population by Race/Ethnicity</b>			
Total	9,309	62,033	150,329
White Alone	62.5%	70.3%	67.2%
Black Alone	20.4%	15.2%	17.3%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	10.7%	8.7%	9.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.2%	0.9%	1.0%
Two or More Races	4.9%	4.8%	5.1%
Hispanic Origin	2.5%	2.3%	2.7%
Diversity Index	57.6	49.7	53.3
<b>2027 Population by Race/Ethnicity</b>			
Total	9,254	61,762	150,081
White Alone	60.7%	68.6%	65.5%
Black Alone	20.5%	15.4%	17.4%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	11.7%	9.5%	10.0%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.3%	1.0%	1.1%
Two or More Races	5.5%	5.4%	5.8%
Hispanic Origin	2.6%	2.4%	2.8%
Diversity Index	59.5	51.7	55.2
<b>2010 Population by Relationship and Household Type</b>			
Total	8,923	60,524	145,750
In Households	99.8%	98.9%	99.1%
In Family Households	87.4%	86.8%	85.8%
Householder	28.5%	27.9%	27.8%
Spouse	23.4%	23.6%	23.0%
Child	31.0%	31.1%	30.9%
Other relative	3.8%	3.5%	3.3%
Nonrelative	0.6%	0.7%	0.8%
In Nonfamily Households	12.4%	12.0%	13.3%
In Group Quarters	0.2%	1.1%	0.9%
Institutionalized Population	0.0%	0.6%	0.5%
Noninstitutionalized Population	0.2%	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.

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<b>2022 Population 25+ by Educational Attainment</b>			
Total	7,023	46,581	111,928
Less than 9th Grade	1.2%	1.5%	1.5%
9th - 12th Grade, No Diploma	2.0%	2.7%	2.2%
High School Graduate	8.0%	9.9%	10.4%
GED/Alternative Credential	1.1%	1.0%	1.3%
Some College, No Degree	13.2%	13.1%	13.5%
Associate Degree	6.2%	5.3%	5.9%
Bachelor's Degree	32.5%	31.7%	32.0%
Graduate/Professional Degree	35.8%	34.8%	33.2%
<b>2022 Population 15+ by Marital Status</b>			
Total	7,970	52,919	127,688
Never Married	23.5%	25.2%	26.0%
Married	60.6%	59.0%	58.4%
Widowed	8.4%	7.6%	6.6%
Divorced	7.5%	8.3%	8.9%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	4,947	32,133	77,792
Population 16+ Employed	95.8%	96.2%	96.2%
Population 16+ Unemployment rate	4.2%	3.8%	3.8%
Population 16-24 Employed	11.8%	10.8%	10.5%
Population 16-24 Unemployment rate	12.1%	9.9%	10.7%
Population 25-54 Employed	53.2%	52.6%	55.0%
Population 25-54 Unemployment rate	3.6%	3.7%	3.5%
Population 55-64 Employed	21.4%	22.4%	21.8%
Population 55-64 Unemployment rate	3.5%	2.3%	2.3%
Population 65+ Employed	13.6%	14.2%	12.8%
Population 65+ Unemployment rate	0.0%	1.3%	1.4%
<b>2022 Employed Population 16+ by Industry</b>			
Total	4,739	30,916	74,850
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	4.8%	3.1%	3.0%
Manufacturing	11.0%	12.9%	14.7%
Wholesale Trade	2.1%	2.5%	2.3%
Retail Trade	14.1%	10.7%	10.1%
Transportation/Utilities	2.1%	2.8%	2.8%
Information	1.0%	1.4%	1.5%
Finance/Insurance/Real Estate	7.7%	8.8%	9.7%
Services	54.7%	55.6%	53.5%
Public Administration	2.5%	2.1%	2.3%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	4,738	30,916	74,849
White Collar	86.4%	84.2%	82.5%
Management/Business/Financial	29.3%	27.4%	26.9%
Professional	37.4%	36.8%	35.7%
Sales	12.0%	11.9%	11.4%
Administrative Support	7.7%	8.1%	8.4%
Services	6.0%	8.1%	8.4%
Blue Collar	7.6%	7.7%	9.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.4%	1.6%	1.7%
Installation/Maintenance/Repair	0.7%	1.1%	1.3%
Production	1.6%	2.2%	3.1%
Transportation/Material Moving	2.9%	2.9%	3.1%

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<b>2010 Households by Type</b>			
Total	3,512	23,351	57,700
Households with 1 Person	25.1%	25.2%	26.2%
Households with 2+ People	74.9%	74.8%	73.8%
Family Households	72.0%	72.1%	70.4%
Husband-wife Families	59.1%	61.0%	58.1%
With Related Children	23.1%	25.0%	24.2%
Other Family (No Spouse Present)	12.9%	11.1%	12.3%
Other Family with Male Householder	3.3%	3.0%	3.2%
With Related Children	1.5%	1.3%	1.5%
Other Family with Female Householder	9.7%	8.1%	9.1%
With Related Children	5.2%	4.3%	5.2%
Nonfamily Households	2.8%	2.7%	3.4%
All Households with Children	29.9%	30.7%	31.1%
Multigenerational Households	3.1%	2.7%	2.7%
Unmarried Partner Households	2.5%	2.4%	3.0%
Male-female	2.2%	2.0%	2.5%
Same-sex	0.3%	0.4%	0.5%
<b>2010 Households by Size</b>			
Total	3,512	23,351	57,701
1 Person Household	25.1%	25.2%	26.2%
2 Person Household	36.5%	34.8%	34.9%
3 Person Household	15.3%	15.4%	15.5%
4 Person Household	13.1%	14.4%	13.9%
5 Person Household	6.3%	6.5%	6.3%
6 Person Household	2.5%	2.4%	2.3%
7 + Person Household	1.2%	1.2%	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,511	23,353	57,701
Owner Occupied	81.5%	79.5%	76.0%
Owned with a Mortgage/Loan	58.1%	57.2%	55.5%
Owned Free and Clear	23.4%	22.3%	20.5%
Renter Occupied	18.5%	20.5%	24.0%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	144	131	121
Percent of Income for Mortgage	15.2%	16.5%	17.9%
Wealth Index	225	227	215
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,720	24,878	62,462
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%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	8,923	60,523	145,750
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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<b>Top 3 Tapestry Segments</b>			
1.	Exurbanites (1E)	Exurbanites (1E)	Savvy Suburbanites (1D)
2.	Golden Years (9B)	Savvy Suburbanites (1D)	Exurbanites (1E)
3.	Pleasantville (2B)	Top Tier (1A)	Top Tier (1A)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$13,172,261	\$87,629,310	\$214,780,008
Average Spent	\$3,573.59	\$3,656.55	\$3,580.38
Spending Potential Index	148	152	149
Education: Total \$	\$12,550,236	\$84,459,071	\$199,853,703
Average Spent	\$3,404.84	\$3,524.27	\$3,331.56
Spending Potential Index	174	180	170
Entertainment/Recreation: Total \$	\$20,657,620	\$136,525,179	\$330,429,960
Average Spent	\$5,604.35	\$5,696.86	\$5,508.27
Spending Potential Index	153	155	150
Food at Home: Total \$	\$33,499,439	\$221,380,552	\$541,171,653
Average Spent	\$9,088.29	\$9,237.66	\$9,021.33
Spending Potential Index	147	149	146
Food Away from Home: Total \$	\$23,354,575	\$154,952,353	\$380,394,242
Average Spent	\$6,336.02	\$6,465.78	\$6,341.17
Spending Potential Index	147	150	147
Health Care: Total \$	\$39,880,468	\$261,752,845	\$631,832,669
Average Spent	\$10,819.44	\$10,922.30	\$10,532.65
Spending Potential Index	153	154	149
HH Furnishings & Equipment: Total \$	\$14,745,008	\$97,320,143	\$235,252,928
Average Spent	\$4,000.27	\$4,060.93	\$3,921.67
Spending Potential Index	156	159	153
Personal Care Products & Services: Total \$	\$5,790,913	\$38,325,165	\$92,928,910
Average Spent	\$1,571.06	\$1,599.21	\$1,549.12
Spending Potential Index	154	157	152
Shelter: Total \$	\$131,434,612	\$872,091,928	\$2,108,860,476
Average Spent	\$35,657.79	\$36,390.23	\$35,154.71
Spending Potential Index	156	159	153
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,996,023	\$104,999,511	\$251,561,739
Average Spent	\$4,339.67	\$4,381.37	\$4,193.53
Spending Potential Index	160	161	154
Travel: Total \$	\$17,658,715	\$116,374,591	\$277,133,331
Average Spent	\$4,790.75	\$4,856.02	\$4,619.81
Spending Potential Index	167	169	161
Vehicle Maintenance & Repairs: Total \$	\$6,715,966	\$44,274,501	\$109,005,954
Average Spent	\$1,822.02	\$1,847.47	\$1,817.13
Spending Potential Index	145	147	144

**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