



# Community Profile

Rings: 3, 5, 10 mile radii

31011 Orchard Lake Rd, Farmington Hills,

Latitude: 42.52  
Longitude: -83.36

	3 mile	5 mile	10 mile
<b>Population Summary</b>			
2000 Total Population	62,369	161,088	782,094
2010 Total Population	61,915	159,448	754,042
2017 Total Population	63,452	164,850	771,523
2017 Group Quarters	688	1,396	9,268
2022 Total Population	64,692	168,719	783,857
2017-2022 Annual Rate	0.39%	0.47%	0.32%
2017 Total Daytime Population	71,323	187,889	843,113
Workers	40,809	107,807	462,219
Residents	30,514	80,082	380,894
<b>Household Summary</b>			
2000 Households	23,411	64,703	310,623
2000 Average Household Size	2.62	2.46	2.48
2010 Households	24,217	65,716	308,743
2010 Average Household Size	2.53	2.41	2.41
2017 Households	24,944	68,247	317,751
2017 Average Household Size	2.52	2.40	2.40
2022 Households	25,491	70,020	323,679
2022 Average Household Size	2.51	2.39	2.39
2017-2022 Annual Rate	0.43%	0.51%	0.37%
2010 Families	17,199	43,576	198,775
2010 Average Family Size	3.08	3.02	3.04
2017 Families	17,437	44,409	201,013
2017 Average Family Size	3.08	3.03	3.04
2022 Families	17,690	45,168	203,155
2022 Average Family Size	3.09	3.03	3.04
2017-2022 Annual Rate	0.29%	0.34%	0.21%
<b>Housing Unit Summary</b>			
2000 Housing Units	24,201	67,587	324,395
Owner Occupied Housing Units	79.8%	68.7%	69.2%
Renter Occupied Housing Units	16.9%	27.1%	26.6%
Vacant Housing Units	3.3%	4.3%	4.2%
2010 Housing Units	25,714	71,893	340,635
Owner Occupied Housing Units	72.6%	63.0%	63.3%
Renter Occupied Housing Units	21.6%	28.4%	27.3%
Vacant Housing Units	5.8%	8.6%	9.4%
2017 Housing Units	26,460	73,975	349,320
Owner Occupied Housing Units	71.6%	62.0%	62.1%
Renter Occupied Housing Units	22.6%	30.2%	28.9%
Vacant Housing Units	5.7%	7.7%	9.0%
2022 Housing Units	27,085	75,822	356,875
Owner Occupied Housing Units	71.5%	62.0%	61.8%
Renter Occupied Housing Units	22.6%	30.4%	28.9%
Vacant Housing Units	5.9%	7.7%	9.3%
<b>Median Household Income</b>			
2017	\$95,126	\$84,329	\$68,373
2022	\$101,357	\$91,312	\$76,389
<b>Median Home Value</b>			
2017	\$271,568	\$276,123	\$207,361
2022	\$285,830	\$291,007	\$234,208
<b>Per Capita Income</b>			
2017	\$52,515	\$51,071	\$41,557
2022	\$57,498	\$56,171	\$46,225
<b>Median Age</b>			
2010	45.6	44.3	41.2
2017	47.5	46.0	42.9
2022	48.5	46.8	43.7

**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	24,944	68,247	317,751
<\$15,000	5.0%	6.1%	8.9%
\$15,000 - \$24,999	5.9%	6.5%	8.0%
\$25,000 - \$34,999	6.0%	6.9%	8.1%
\$35,000 - \$49,999	8.2%	9.8%	11.6%
\$50,000 - \$74,999	13.6%	15.1%	16.8%
\$75,000 - \$99,999	13.4%	12.8%	12.5%
\$100,000 - \$149,999	18.7%	17.2%	15.9%
\$150,000 - \$199,999	11.1%	9.5%	7.7%
\$200,000+	18.1%	16.1%	10.5%
Average Household Income	\$133,045	\$122,880	\$100,133
<b>2022 Households by Income</b>			
Household Income Base	25,491	70,020	323,679
<\$15,000	4.8%	5.8%	8.7%
\$15,000 - \$24,999	5.2%	5.9%	7.4%
\$25,000 - \$34,999	5.1%	6.0%	7.1%
\$35,000 - \$49,999	7.2%	8.5%	10.2%
\$50,000 - \$74,999	12.8%	14.2%	15.6%
\$75,000 - \$99,999	14.1%	13.5%	13.0%
\$100,000 - \$149,999	20.1%	18.9%	17.9%
\$150,000 - \$199,999	11.5%	10.0%	8.4%
\$200,000+	19.2%	17.2%	11.5%
Average Household Income	\$145,430	\$134,898	\$111,190
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	18,950	45,885	216,743
<\$50,000	2.5%	3.3%	7.9%
\$50,000 - \$99,999	3.3%	3.7%	12.1%
\$100,000 - \$149,999	4.7%	6.6%	12.9%
\$150,000 - \$199,999	13.4%	12.9%	15.1%
\$200,000 - \$249,999	18.4%	15.2%	12.8%
\$250,000 - \$299,999	17.8%	15.9%	11.1%
\$300,000 - \$399,999	18.1%	18.0%	11.7%
\$400,000 - \$499,999	9.4%	9.8%	6.6%
\$500,000 - \$749,999	8.4%	9.5%	6.3%
\$750,000 - \$999,999	2.5%	2.7%	1.8%
\$1,000,000 +	1.6%	2.4%	1.6%
Average Home Value	\$321,905	\$332,377	\$258,636
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	19,369	46,991	220,334
<\$50,000	1.0%	1.6%	5.5%
\$50,000 - \$99,999	1.3%	1.7%	7.9%
\$100,000 - \$149,999	2.5%	4.2%	10.2%
\$150,000 - \$199,999	11.2%	11.5%	15.8%
\$200,000 - \$249,999	19.9%	16.5%	15.4%
\$250,000 - \$299,999	19.6%	17.6%	13.1%
\$300,000 - \$399,999	20.1%	20.0%	13.5%
\$400,000 - \$499,999	10.4%	10.9%	7.7%
\$500,000 - \$749,999	9.6%	10.6%	7.1%
\$750,000 - \$999,999	2.7%	2.8%	2.0%
\$1,000,000 +	1.7%	2.5%	1.8%
Average Home Value	\$344,336	\$353,918	\$283,975

**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	61,918	159,447	754,046
0 - 4	4.4%	4.8%	5.5%
5 - 9	6.1%	5.9%	6.1%
10 - 14	7.0%	6.7%	6.8%
15 - 24	11.3%	11.2%	12.1%
25 - 34	8.2%	10.0%	11.4%
35 - 44	12.0%	12.3%	13.5%
45 - 54	16.5%	16.0%	16.2%
55 - 64	15.3%	14.5%	13.6%
65 - 74	9.1%	8.6%	7.4%
75 - 84	6.4%	6.4%	5.0%
85 +	3.6%	3.5%	2.4%
18 +	77.6%	78.0%	77.1%
<b>2017 Population by Age</b>			
Total	63,453	164,849	771,520
0 - 4	4.1%	4.4%	5.0%
5 - 9	5.2%	5.3%	5.6%
10 - 14	6.3%	6.1%	6.2%
15 - 24	11.1%	11.1%	11.7%
25 - 34	9.4%	10.5%	11.8%
35 - 44	10.7%	11.3%	12.2%
45 - 54	13.9%	13.7%	14.1%
55 - 64	16.2%	15.4%	15.0%
65 - 74	12.4%	11.7%	10.3%
75 - 84	6.6%	6.5%	5.1%
85 +	4.2%	4.0%	2.8%
18 +	80.4%	80.3%	79.3%
<b>2022 Population by Age</b>			
Total	64,693	168,719	783,857
0 - 4	4.2%	4.4%	5.0%
5 - 9	4.9%	5.0%	5.3%
10 - 14	5.7%	5.7%	5.9%
15 - 24	9.9%	10.1%	10.8%
25 - 34	9.8%	10.9%	12.1%
35 - 44	11.5%	11.8%	12.5%
45 - 54	12.5%	12.4%	12.8%
55 - 64	15.2%	14.6%	14.5%
65 - 74	14.2%	13.2%	12.0%
75 - 84	8.0%	7.8%	6.3%
85 +	4.2%	4.0%	2.8%
18 +	81.6%	81.3%	80.2%
<b>2010 Population by Sex</b>			
Males	29,319	75,179	360,546
Females	32,596	84,269	393,496
<b>2017 Population by Sex</b>			
Males	30,092	77,842	369,316
Females	33,360	87,008	402,207
<b>2022 Population by Sex</b>			
Males	30,704	79,643	375,803
Females	33,988	89,076	408,053

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<b>2010 Population by Race/Ethnicity</b>			
Total	61,916	159,448	754,041
White Alone	73.3%	69.9%	67.9%
Black Alone	15.1%	18.1%	23.4%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	8.8%	9.2%	5.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.4%	0.8%
Two or More Races	2.2%	2.2%	2.1%
Hispanic Origin	1.6%	1.7%	2.9%
Diversity Index	44.9	48.8	51.1
<b>2017 Population by Race/Ethnicity</b>			
Total	63,451	164,850	771,524
White Alone	69.2%	65.7%	65.4%
Black Alone	16.5%	19.5%	23.9%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	11.2%	11.6%	7.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.5%	0.9%
Two or More Races	2.6%	2.5%	2.5%
Hispanic Origin	1.9%	1.9%	3.4%
Diversity Index	50.1	53.5	54.3
<b>2022 Population by Race/Ethnicity</b>			
Total	64,692	168,719	783,857
White Alone	65.6%	62.2%	63.3%
Black Alone	17.9%	20.9%	24.5%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	13.1%	13.5%	8.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.5%	1.0%
Two or More Races	2.8%	2.7%	2.7%
Hispanic Origin	2.1%	2.2%	3.8%
Diversity Index	54.1	57.1	56.7
<b>2010 Population by Relationship and Household Type</b>			
Total	61,915	159,448	754,042
In Households	98.9%	99.2%	98.8%
In Family Households	86.3%	83.4%	81.7%
Householder	27.8%	27.3%	26.4%
Spouse	23.2%	22.1%	19.4%
Child	31.1%	30.0%	31.2%
Other relative	3.5%	3.2%	3.2%
Nonrelative	0.7%	0.8%	1.5%
In Nonfamily Households	12.7%	15.8%	17.1%
In Group Quarters	1.1%	0.8%	1.2%
Institutionalized Population	0.6%	0.5%	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	46,481	120,401	551,049
Less than 9th Grade	2.3%	1.8%	1.9%
9th - 12th Grade, No Diploma	2.9%	2.9%	4.4%
High School Graduate	11.5%	12.1%	16.6%
GED/Alternative Credential	1.0%	1.3%	2.6%
Some College, No Degree	16.5%	17.5%	21.1%
Associate Degree	6.2%	6.1%	7.5%
Bachelor's Degree	30.1%	30.0%	25.9%
Graduate/Professional Degree	29.4%	28.3%	20.2%
<b>2017 Population 15+ by Marital Status</b>			
Total	53,536	138,774	641,694
Never Married	26.6%	27.6%	32.3%
Married	57.4%	55.8%	50.4%
Widowed	6.6%	6.7%	6.0%
Divorced	9.4%	9.9%	11.3%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.5%	96.3%	94.6%
Civilian Unemployed (Unemployment Rate)	3.5%	3.7%	5.4%
<b>2017 Employed Population 16+ by Industry</b>			
Total	33,578	86,370	397,090
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	2.7%	2.9%	3.8%
Manufacturing	12.4%	13.5%	15.8%
Wholesale Trade	3.0%	2.9%	2.8%
Retail Trade	12.0%	11.0%	10.0%
Transportation/Utilities	2.0%	2.4%	3.2%
Information	1.7%	1.6%	1.5%
Finance/Insurance/Real Estate	9.1%	9.3%	8.2%
Services	55.0%	54.0%	51.7%
Public Administration	2.1%	2.4%	2.8%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	33,579	86,371	397,090
White Collar	81.1%	79.5%	71.6%
Management/Business/Financial	22.6%	21.1%	18.8%
Professional	34.2%	33.7%	28.9%
Sales	14.6%	14.0%	11.7%
Administrative Support	9.7%	10.7%	12.2%
Services	11.0%	11.6%	14.8%
Blue Collar	8.0%	8.9%	13.6%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.5%	1.5%	2.5%
Installation/Maintenance/Repair	1.2%	1.4%	2.0%
Production	3.4%	3.7%	5.2%
Transportation/Material Moving	1.8%	2.3%	3.9%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	61,915	159,448	754,042
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	24,217	65,716	308,743
Households with 1 Person	26.1%	29.8%	30.6%
Households with 2+ People	73.9%	70.2%	69.4%
Family Households	71.0%	66.3%	64.4%
Husband-wife Families	59.3%	53.6%	47.4%
With Related Children	24.8%	22.4%	20.6%
Other Family (No Spouse Present)	11.7%	12.7%	17.0%
Other Family with Male Householder	3.1%	3.1%	4.0%
With Related Children	1.3%	1.4%	2.0%
Other Family with Female Householder	8.7%	9.7%	12.9%
With Related Children	4.8%	5.6%	7.7%
Nonfamily Households	2.9%	3.9%	5.0%
All Households with Children	31.1%	29.6%	30.6%
Multigenerational Households	2.7%	2.6%	3.1%
Unmarried Partner Households	2.5%	3.2%	5.0%
Male-female	2.1%	2.8%	4.4%
Same-sex	0.5%	0.5%	0.6%
<b>2010 Households by Size</b>			
Total	24,218	65,716	308,743
1 Person Household	26.1%	29.8%	30.6%
2 Person Household	34.1%	33.8%	32.3%
3 Person Household	15.7%	15.0%	15.7%
4 Person Household	14.4%	12.9%	12.9%
5 Person Household	6.3%	5.6%	5.6%
6 Person Household	2.4%	2.0%	1.9%
7 + Person Household	1.1%	0.9%	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	24,217	65,716	308,743
Owner Occupied	77.1%	68.9%	69.9%
Owned with a Mortgage/Loan	56.0%	49.9%	51.6%
Owned Free and Clear	21.1%	19.0%	18.2%
Renter Occupied	22.9%	31.1%	30.1%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	25,714	71,893	340,635
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>	Savvy Suburbanites (1D)	Exurbanites (1E)	Comfortable Empty Nesters
<b>2.</b>	Exurbanites (1E)	Savvy Suburbanites (1D)	Rustbelt Traditions (5D)
<b>3.</b>	Top Tier (1A)	Golden Years (9B)	Savvy Suburbanites (1D)
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$86,201,167	\$220,887,651	\$842,355,141
Average Spent	\$3,455.79	\$3,236.59	\$2,650.99
Spending Potential Index	160	150	123
Education: Total \$	\$66,702,407	\$164,966,854	\$597,983,509
Average Spent	\$2,674.09	\$2,417.20	\$1,881.92
Spending Potential Index	184	166	129
Entertainment/Recreation: Total \$	\$125,357,691	\$318,120,967	\$1,220,484,884
Average Spent	\$5,025.56	\$4,661.32	\$3,841.01
Spending Potential Index	161	149	123
Food at Home: Total \$	\$190,507,632	\$493,959,160	\$1,939,296,957
Average Spent	\$7,637.41	\$7,237.81	\$6,103.20
Spending Potential Index	152	144	121
Food Away from Home: Total \$	\$129,972,178	\$336,765,459	\$1,299,577,338
Average Spent	\$5,210.56	\$4,934.51	\$4,089.92
Spending Potential Index	156	148	123
Health Care: Total \$	\$224,287,441	\$564,389,250	\$2,188,152,960
Average Spent	\$8,991.64	\$8,269.80	\$6,886.38
Spending Potential Index	161	148	123
HH Furnishings & Equipment: Total \$	\$77,788,862	\$198,473,832	\$764,824,106
Average Spent	\$3,118.54	\$2,908.17	\$2,406.99
Spending Potential Index	160	150	124
Personal Care Products & Services: Total \$	\$32,415,063	\$82,675,171	\$314,379,397
Average Spent	\$1,299.51	\$1,211.41	\$989.39
Spending Potential Index	163	152	124
Shelter: Total \$	\$661,710,272	\$1,690,861,441	\$6,391,583,472
Average Spent	\$26,527.83	\$24,775.62	\$20,115.07
Spending Potential Index	163	153	124
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$99,321,111	\$248,453,228	\$937,431,422
Average Spent	\$3,981.76	\$3,640.50	\$2,950.21
Spending Potential Index	170	155	126
Travel: Total \$	\$91,336,764	\$226,123,311	\$829,650,416
Average Spent	\$3,661.67	\$3,313.31	\$2,611.01
Spending Potential Index	177	160	126
Vehicle Maintenance & Repairs: Total \$	\$42,027,571	\$107,349,954	\$417,331,899
Average Spent	\$1,684.88	\$1,572.96	\$1,313.39
Spending Potential Index	157	147	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 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.