



Community Profile

Rings: 1, 3, 5 mile radii

1578 Spring Meadows Dr, Holland, OH

Latitude: 41.62
Longitude: -83.70

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	5,061	50,594	128,515
2010 Total Population	5,127	54,559	134,159
2018 Total Population	5,130	54,557	134,207
2018 Group Quarters	211	923	2,730
2023 Total Population	5,112	54,332	133,724
2018-2023 Annual Rate	-0.07%	-0.08%	-0.07%
2018 Total Daytime Population	11,301	58,486	137,191
Workers	8,744	31,203	69,603
Residents	2,557	27,283	67,588
Household Summary			
2000 Households	2,022	21,436	54,028
2000 Average Household Size	2.34	2.30	2.33
2010 Households	2,279	23,621	57,323
2010 Average Household Size	2.15	2.27	2.29
2018 Households	2,302	23,783	57,764
2018 Average Household Size	2.14	2.26	2.28
2023 Households	2,302	23,743	57,692
2023 Average Household Size	2.13	2.25	2.27
2018-2023 Annual Rate	0.00%	-0.03%	-0.02%
2010 Families	1,236	13,958	34,543
2010 Average Family Size	2.84	2.91	2.92
2018 Families	1,216	13,765	34,164
2018 Average Family Size	2.86	2.93	2.94
2023 Families	1,204	13,633	33,881
2023 Average Family Size	2.87	2.93	2.95
2018-2023 Annual Rate	-0.20%	-0.19%	-0.17%
Housing Unit Summary			
2000 Housing Units	2,063	22,618	56,923
Owner Occupied Housing Units	54.8%	55.5%	61.8%
Renter Occupied Housing Units	43.2%	39.3%	33.2%
Vacant Housing Units	2.0%	5.2%	5.1%
2010 Housing Units	2,479	25,689	62,254
Owner Occupied Housing Units	44.7%	52.3%	58.4%
Renter Occupied Housing Units	47.3%	39.7%	33.6%
Vacant Housing Units	8.1%	8.1%	7.9%
2018 Housing Units	2,502	25,712	62,688
Owner Occupied Housing Units	39.8%	48.2%	54.5%
Renter Occupied Housing Units	52.2%	44.3%	37.7%
Vacant Housing Units	8.0%	7.5%	7.9%
2023 Housing Units	2,518	25,848	63,063
Owner Occupied Housing Units	40.4%	48.5%	54.6%
Renter Occupied Housing Units	51.0%	43.4%	36.9%
Vacant Housing Units	8.6%	8.1%	8.5%
Median Household Income			
2018	\$50,613	\$51,662	\$54,225
2023	\$58,536	\$57,493	\$59,954
Median Home Value			
2018	\$159,259	\$157,290	\$150,924
2023	\$188,323	\$182,140	\$172,552
Per Capita Income			
2018	\$32,505	\$32,131	\$33,382
2023	\$37,719	\$37,003	\$38,062
Median Age			
2010	39.4	37.9	38.5
2018	39.9	39.3	40.0
2023	40.8	40.3	41.0

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income			
Household Income Base	2,302	23,783	57,764
<\$15,000	12.3%	12.9%	12.5%
\$15,000 - \$24,999	11.9%	11.3%	10.4%
\$25,000 - \$34,999	10.6%	10.9%	9.9%
\$35,000 - \$49,999	14.7%	13.2%	12.9%
\$50,000 - \$74,999	15.8%	18.0%	18.4%
\$75,000 - \$99,999	10.3%	10.4%	11.7%
\$100,000 - \$149,999	17.2%	14.1%	13.9%
\$150,000 - \$199,999	3.4%	4.2%	4.6%
\$200,000+	3.9%	5.1%	5.7%
Average Household Income	\$70,730	\$72,685	\$76,575
2023 Households by Income			
Household Income Base	2,302	23,743	57,692
<\$15,000	9.9%	10.9%	10.7%
\$15,000 - \$24,999	9.8%	9.6%	8.9%
\$25,000 - \$34,999	9.0%	9.7%	8.8%
\$35,000 - \$49,999	14.0%	12.5%	12.2%
\$50,000 - \$74,999	16.9%	18.8%	19.0%
\$75,000 - \$99,999	11.5%	11.4%	12.8%
\$100,000 - \$149,999	20.6%	16.5%	16.0%
\$150,000 - \$199,999	3.6%	4.5%	5.0%
\$200,000+	4.7%	6.1%	6.7%
Average Household Income	\$82,075	\$83,603	\$87,220
2018 Owner Occupied Housing Units by Value			
Total	997	12,386	34,149
<\$50,000	6.5%	11.1%	8.2%
\$50,000 - \$99,999	14.4%	15.9%	18.2%
\$100,000 - \$149,999	26.0%	20.2%	23.3%
\$150,000 - \$199,999	16.2%	19.4%	18.9%
\$200,000 - \$249,999	11.5%	11.7%	10.9%
\$250,000 - \$299,999	20.1%	7.4%	6.5%
\$300,000 - \$399,999	4.2%	5.2%	6.0%
\$400,000 - \$499,999	0.4%	4.6%	4.2%
\$500,000 - \$749,999	0.2%	3.2%	2.7%
\$750,000 - \$999,999	0.1%	0.5%	0.5%
\$1,000,000 - \$1,499,999	0.0%	0.5%	0.4%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.1%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$176,857	\$195,521	\$191,813
2023 Owner Occupied Housing Units by Value			
Total	1,018	12,528	34,436
<\$50,000	4.2%	8.2%	5.9%
\$50,000 - \$99,999	10.3%	11.4%	14.2%
\$100,000 - \$149,999	22.9%	18.0%	21.2%
\$150,000 - \$199,999	16.4%	19.4%	19.3%
\$200,000 - \$249,999	13.9%	13.7%	12.3%
\$250,000 - \$299,999	24.2%	9.5%	8.2%
\$300,000 - \$399,999	6.6%	7.3%	7.9%
\$400,000 - \$499,999	0.7%	6.0%	5.5%
\$500,000 - \$749,999	0.4%	5.0%	4.1%
\$750,000 - \$999,999	0.2%	0.7%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.6%	0.5%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.1%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$197,692	\$226,948	\$217,993

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	5,126	54,560	134,157
0 - 4	5.7%	6.8%	6.2%
5 - 9	5.5%	6.0%	5.9%
10 - 14	5.4%	5.8%	6.0%
15 - 24	13.7%	14.1%	15.0%
25 - 34	14.9%	13.7%	12.7%
35 - 44	10.8%	12.1%	12.0%
45 - 54	12.5%	13.9%	14.4%
55 - 64	11.8%	13.2%	13.3%
65 - 74	6.9%	7.2%	7.4%
75 - 84	6.8%	4.8%	5.0%
85 +	6.0%	2.4%	2.2%
18 +	80.2%	77.8%	78.1%
2018 Population by Age			
Total	5,130	54,556	134,206
0 - 4	5.2%	6.1%	5.6%
5 - 9	4.8%	5.6%	5.6%
10 - 14	4.9%	5.4%	5.7%
15 - 24	13.0%	12.4%	13.2%
25 - 34	16.0%	15.3%	13.9%
35 - 44	11.4%	11.3%	11.5%
45 - 54	10.7%	11.9%	12.1%
55 - 64	11.7%	13.5%	13.8%
65 - 74	9.9%	10.6%	10.7%
75 - 84	6.3%	5.2%	5.3%
85 +	6.1%	2.7%	2.6%
18 +	81.8%	79.6%	79.7%
2023 Population by Age			
Total	5,112	54,333	133,723
0 - 4	5.4%	6.1%	5.6%
5 - 9	4.7%	5.4%	5.4%
10 - 14	4.4%	5.3%	5.6%
15 - 24	12.5%	11.8%	12.6%
25 - 34	15.7%	14.4%	13.2%
35 - 44	12.1%	12.4%	12.4%
45 - 54	9.8%	10.9%	11.4%
55 - 64	11.2%	12.5%	12.7%
65 - 74	10.9%	11.9%	12.0%
75 - 84	7.4%	6.6%	6.5%
85 +	6.1%	2.7%	2.6%
18 +	82.6%	80.1%	80.1%
2010 Population by Sex			
Males	2,320	25,734	63,978
Females	2,807	28,825	70,181
2018 Population by Sex			
Males	2,362	25,824	64,153
Females	2,767	28,733	70,054
2023 Population by Sex			
Males	2,348	25,756	64,109
Females	2,765	28,576	69,615

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

December 20, 2018



Community Profile

Rings: 1, 3, 5 mile radii

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2010 Population by Race/Ethnicity			
Total	5,127	54,559	134,160
White Alone	82.3%	74.3%	76.3%
Black Alone	11.2%	18.9%	17.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.7%	2.2%	2.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	1.2%	1.1%
Two or More Races	2.8%	3.1%	2.7%
Hispanic Origin	3.4%	4.5%	4.1%
Diversity Index	35.6	46.3	43.6
2018 Population by Race/Ethnicity			
Total	5,130	54,558	134,206
White Alone	79.5%	71.5%	73.8%
Black Alone	12.8%	20.6%	18.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.0%	2.4%	2.9%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	1.1%	1.4%	1.3%
Two or More Races	3.5%	3.8%	3.3%
Hispanic Origin	4.3%	5.5%	5.0%
Diversity Index	40.4	50.4	47.5
2023 Population by Race/Ethnicity			
Total	5,114	54,332	133,724
White Alone	77.4%	69.4%	72.1%
Black Alone	13.8%	21.6%	19.3%
American Indian Alone	0.2%	0.3%	0.2%
Asian Alone	3.2%	2.6%	3.1%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	1.2%	1.6%	1.5%
Two or More Races	4.1%	4.4%	3.8%
Hispanic Origin	5.0%	6.3%	5.7%
Diversity Index	43.8	53.3	50.3
2010 Population by Relationship and Household Type			
Total	5,127	54,559	134,159
In Households	95.8%	98.3%	97.9%
In Family Households	70.4%	76.4%	77.1%
Householder	23.9%	25.7%	25.8%
Spouse	17.0%	17.6%	18.4%
Child	25.4%	28.7%	28.7%
Other relative	2.1%	2.4%	2.4%
Nonrelative	2.0%	2.1%	1.9%
In Nonfamily Households	25.4%	21.9%	20.8%
In Group Quarters	4.2%	1.7%	2.1%
Institutionalized Population	4.2%	1.1%	0.9%
Noninstitutionalized Population	0.0%	0.6%	1.2%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment			
Total	3,701	38,443	93,715
Less than 9th Grade	3.1%	1.9%	1.8%
9th - 12th Grade, No Diploma	4.0%	5.1%	5.1%
High School Graduate	26.9%	22.1%	21.8%
GED/Alternative Credential	4.9%	5.1%	3.6%
Some College, No Degree	24.9%	24.4%	22.8%
Associate Degree	7.5%	9.7%	10.1%
Bachelor's Degree	18.4%	20.2%	20.9%
Graduate/Professional Degree	10.2%	11.4%	13.9%
2018 Population 15+ by Marital Status			
Total	4,365	45,182	111,470
Never Married	32.8%	33.9%	33.4%
Married	40.5%	44.9%	46.3%
Widowed	12.1%	7.9%	7.1%
Divorced	14.5%	13.3%	13.3%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	93.7%	93.5%	93.8%
Civilian Unemployed (Unemployment Rate)	6.3%	6.5%	6.2%
2018 Employed Population 16+ by Industry			
Total	2,615	27,721	67,807
Agriculture/Mining	1.3%	0.3%	0.8%
Construction	4.9%	3.0%	3.7%
Manufacturing	14.4%	12.7%	13.3%
Wholesale Trade	0.9%	2.4%	2.8%
Retail Trade	12.4%	11.5%	10.3%
Transportation/Utilities	5.1%	6.2%	5.9%
Information	1.3%	1.5%	1.5%
Finance/Insurance/Real Estate	3.5%	4.6%	5.1%
Services	53.2%	54.5%	53.8%
Public Administration	3.0%	3.3%	3.0%
2018 Employed Population 16+ by Occupation			
Total	2,616	27,722	67,807
White Collar	59.1%	61.2%	62.8%
Management/Business/Financial	14.6%	13.5%	14.6%
Professional	21.8%	23.7%	24.6%
Sales	9.4%	11.1%	10.8%
Administrative Support	13.3%	12.9%	12.8%
Services	19.7%	19.8%	17.9%
Blue Collar	21.2%	19.1%	19.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.4%
Construction/Extraction	4.2%	2.3%	2.8%
Installation/Maintenance/Repair	2.1%	2.6%	2.6%
Production	8.3%	7.7%	7.0%
Transportation/Material Moving	6.6%	6.4%	6.4%
2010 Population By Urban/ Rural Status			
Total Population	5,127	54,559	134,159
Population Inside Urbanized Area	100.0%	98.2%	98.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.8%	1.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	2,279	23,621	57,322
Households with 1 Person	36.6%	33.3%	32.6%
Households with 2+ People	63.4%	66.7%	67.4%
Family Households	54.2%	59.1%	60.3%
Husband-wife Families	38.6%	40.5%	42.9%
With Related Children	14.1%	15.4%	16.8%
Other Family (No Spouse Present)	15.6%	18.6%	17.4%
Other Family with Male Householder	4.1%	4.1%	4.1%
With Related Children	2.3%	2.3%	2.3%
Other Family with Female Householder	11.5%	14.6%	13.2%
With Related Children	8.1%	10.1%	8.8%
Nonfamily Households	9.2%	7.6%	7.2%
All Households with Children	25.1%	28.3%	28.3%
Multigenerational Households	1.9%	2.5%	2.5%
Unmarried Partner Households	7.9%	7.4%	6.5%
Male-female	7.2%	6.7%	5.9%
Same-sex	0.7%	0.7%	0.6%
2010 Households by Size			
Total	2,278	23,621	57,323
1 Person Household	36.6%	33.3%	32.6%
2 Person Household	34.1%	34.6%	34.5%
3 Person Household	14.7%	15.1%	15.0%
4 Person Household	8.9%	10.3%	11.0%
5 Person Household	3.6%	4.3%	4.5%
6 Person Household	1.5%	1.7%	1.7%
7 + Person Household	0.7%	0.7%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	2,279	23,621	57,323
Owner Occupied	48.6%	56.8%	63.5%
Owned with a Mortgage/Loan	36.0%	41.0%	45.9%
Owned Free and Clear	12.6%	15.8%	17.6%
Renter Occupied	51.4%	43.2%	36.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,479	25,689	62,254
Housing Units Inside Urbanized Area	100.0%	98.5%	98.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.5%	1.6%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	Old and Newcomers (8F)	Rustbelt Traditions (5D)
2.	Golden Years (9B)	In Style (5B)	Old and Newcomers (8F)
3.	Young and Restless (11B)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2018 Consumer Spending			
Apparel & Services: Total \$	\$4,321,324	\$45,533,644	\$115,272,692
Average Spent	\$1,877.20	\$1,914.55	\$1,995.58
Spending Potential Index	86	88	92
Education: Total \$	\$2,864,172	\$30,035,428	\$78,631,418
Average Spent	\$1,244.21	\$1,262.89	\$1,361.25
Spending Potential Index	86	87	94
Entertainment/Recreation: Total \$	\$6,242,470	\$67,033,137	\$171,077,709
Average Spent	\$2,711.76	\$2,818.53	\$2,961.67
Spending Potential Index	84	88	92
Food at Home: Total \$	\$10,061,940	\$106,767,516	\$269,046,597
Average Spent	\$4,370.96	\$4,489.24	\$4,657.69
Spending Potential Index	87	89	93
Food Away from Home: Total \$	\$7,076,700	\$74,090,332	\$187,538,678
Average Spent	\$3,074.15	\$3,115.26	\$3,246.64
Spending Potential Index	88	89	92
Health Care: Total \$	\$10,968,679	\$119,556,279	\$306,016,972
Average Spent	\$4,764.85	\$5,026.96	\$5,297.71
Spending Potential Index	83	88	93
HH Furnishings & Equipment: Total \$	\$4,071,803	\$43,454,017	\$111,106,626
Average Spent	\$1,768.81	\$1,827.10	\$1,923.46
Spending Potential Index	85	87	92
Personal Care Products & Services: Total \$	\$1,651,596	\$17,357,812	\$44,057,275
Average Spent	\$717.46	\$729.84	\$762.71
Spending Potential Index	87	88	92
Shelter: Total \$	\$34,040,791	\$352,570,102	\$893,938,774
Average Spent	\$14,787.49	\$14,824.46	\$15,475.71
Spending Potential Index	88	88	92
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,803,341	\$50,942,338	\$130,673,299
Average Spent	\$2,086.59	\$2,141.96	\$2,262.19
Spending Potential Index	84	86	91
Travel: Total \$	\$4,068,279	\$43,148,721	\$111,597,405
Average Spent	\$1,767.28	\$1,814.27	\$1,931.95
Spending Potential Index	82	84	90
Vehicle Maintenance & Repairs: Total \$	\$2,117,821	\$22,651,967	\$57,523,998
Average Spent	\$919.99	\$952.44	\$995.85
Spending Potential Index	86	89	93

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.