



# Community Profile

Rings: 3, 5, 10 mile radii

28684 Telegraph Rd, Southfield, MI 48034,

Latitude: 42.50  
Longitude: -83.28

	3 mile	5 mile	10 mile
<b>Population Summary</b>			
2000 Total Population	62,657	229,072	1,062,170
2010 Total Population	59,532	215,073	967,440
2017 Total Population	61,621	221,503	970,674
2017 Group Quarters	969	2,635	9,339
2022 Total Population	63,114	226,031	976,326
2017-2022 Annual Rate	0.48%	0.41%	0.12%
2017 Total Daytime Population	99,297	277,181	1,091,521
Workers	67,574	163,937	588,707
Residents	31,723	113,244	502,814
<b>Household Summary</b>			
2000 Households	25,971	94,661	419,217
2000 Average Household Size	2.38	2.39	2.51
2010 Households	25,284	90,690	397,843
2010 Average Household Size	2.32	2.34	2.41
2017 Households	26,288	93,917	402,356
2017 Average Household Size	2.31	2.33	2.39
2022 Households	26,994	96,087	406,120
2022 Average Household Size	2.30	2.32	2.38
2017-2022 Annual Rate	0.53%	0.46%	0.19%
2010 Families	15,548	56,546	250,311
2010 Average Family Size	3.00	3.01	3.06
2017 Families	15,849	57,424	248,518
2017 Average Family Size	3.00	3.01	3.06
2022 Families	16,127	58,228	248,704
2022 Average Family Size	3.01	3.01	3.05
2017-2022 Annual Rate	0.35%	0.28%	0.01%
<b>Housing Unit Summary</b>			
2000 Housing Units	27,316	98,693	437,897
Owner Occupied Housing Units	57.7%	66.5%	69.1%
Renter Occupied Housing Units	37.4%	29.4%	26.6%
Vacant Housing Units	4.9%	4.1%	4.3%
2010 Housing Units	28,426	100,440	444,943
Owner Occupied Housing Units	54.1%	60.3%	61.4%
Renter Occupied Housing Units	34.8%	30.0%	28.0%
Vacant Housing Units	11.1%	9.7%	10.6%
2017 Housing Units	29,132	103,235	452,679
Owner Occupied Housing Units	53.5%	59.2%	59.5%
Renter Occupied Housing Units	36.8%	31.8%	29.3%
Vacant Housing Units	9.8%	9.0%	11.1%
2022 Housing Units	29,788	105,691	460,044
Owner Occupied Housing Units	53.5%	59.1%	59.0%
Renter Occupied Housing Units	37.1%	31.8%	29.3%
Vacant Housing Units	9.4%	9.1%	11.7%
<b>Median Household Income</b>			
2017	\$67,347	\$65,606	\$59,157
2022	\$74,971	\$73,223	\$65,463
<b>Median Home Value</b>			
2017	\$215,379	\$192,984	\$163,995
2022	\$240,816	\$220,762	\$191,464
<b>Per Capita Income</b>			
2017	\$44,848	\$42,600	\$36,905
2022	\$49,355	\$47,037	\$41,274
<b>Median Age</b>			
2010	44.2	42.4	40.4
2017	46.0	44.2	42.1
2022	47.1	45.1	43.1

**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	26,288	93,917	402,356
<\$15,000	9.1%	9.4%	11.4%
\$15,000 - \$24,999	7.7%	8.5%	9.3%
\$25,000 - \$34,999	8.3%	8.7%	9.1%
\$35,000 - \$49,999	12.1%	11.8%	12.5%
\$50,000 - \$74,999	16.7%	16.6%	17.0%
\$75,000 - \$99,999	12.7%	12.8%	12.1%
\$100,000 - \$149,999	14.3%	14.9%	14.2%
\$150,000 - \$199,999	7.8%	6.8%	6.3%
\$200,000+	11.3%	10.7%	8.2%
Average Household Income	\$103,225	\$99,979	\$88,461
<b>2022 Households by Income</b>			
Household Income Base	26,994	96,087	406,120
<\$15,000	8.9%	9.3%	11.2%
\$15,000 - \$24,999	7.2%	7.9%	8.7%
\$25,000 - \$34,999	7.3%	7.7%	8.0%
\$35,000 - \$49,999	10.8%	10.4%	11.0%
\$50,000 - \$74,999	15.9%	15.5%	15.8%
\$75,000 - \$99,999	13.5%	13.4%	12.7%
\$100,000 - \$149,999	16.0%	16.9%	16.4%
\$150,000 - \$199,999	8.5%	7.5%	7.1%
\$200,000+	12.0%	11.4%	9.0%
Average Household Income	\$113,420	\$110,209	\$98,660
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	15,554	61,080	269,457
<\$50,000	4.8%	8.1%	11.8%
\$50,000 - \$99,999	10.4%	13.7%	18.2%
\$100,000 - \$149,999	14.2%	14.3%	15.8%
\$150,000 - \$199,999	16.3%	16.2%	15.0%
\$200,000 - \$249,999	14.2%	13.0%	10.5%
\$250,000 - \$299,999	10.0%	8.7%	8.3%
\$300,000 - \$399,999	11.2%	9.3%	8.6%
\$400,000 - \$499,999	7.8%	5.3%	4.7%
\$500,000 - \$749,999	7.8%	6.6%	4.5%
\$750,000 - \$999,999	1.8%	2.5%	1.4%
\$1,000,000 +	1.7%	2.4%	1.3%
Average Home Value	\$274,013	\$260,619	\$216,311
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	15,910	62,438	271,451
<\$50,000	2.4%	5.3%	8.6%
\$50,000 - \$99,999	5.0%	8.7%	13.1%
\$100,000 - \$149,999	10.3%	11.3%	14.0%
\$150,000 - \$199,999	17.4%	17.8%	17.2%
\$200,000 - \$249,999	18.2%	16.6%	13.1%
\$250,000 - \$299,999	12.7%	10.8%	10.0%
\$300,000 - \$399,999	12.8%	10.8%	10.1%
\$400,000 - \$499,999	8.7%	6.0%	5.5%
\$500,000 - \$749,999	8.8%	7.4%	5.2%
\$750,000 - \$999,999	1.9%	2.7%	1.6%
\$1,000,000 +	1.8%	2.5%	1.4%
Average Home Value	\$301,370	\$286,372	\$241,280

**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	59,528	215,072	967,442
0 - 4	4.4%	5.3%	5.6%
5 - 9	5.4%	5.9%	6.0%
10 - 14	6.6%	6.7%	6.6%
15 - 24	12.4%	11.8%	12.6%
25 - 34	9.8%	10.7%	12.2%
35 - 44	12.4%	13.3%	13.5%
45 - 54	15.7%	15.7%	15.4%
55 - 64	15.0%	14.2%	13.4%
65 - 74	8.4%	7.9%	7.4%
75 - 84	6.2%	5.6%	5.1%
85 +	3.7%	3.0%	2.4%
18 +	78.9%	77.6%	77.4%
<b>2017 Population by Age</b>			
Total	61,621	221,504	970,675
0 - 4	4.1%	4.8%	5.1%
5 - 9	4.8%	5.5%	5.6%
10 - 14	5.9%	6.1%	6.1%
15 - 24	12.3%	11.6%	11.9%
25 - 34	10.6%	11.0%	12.4%
35 - 44	11.0%	11.9%	12.5%
45 - 54	13.7%	13.9%	13.7%
55 - 64	15.6%	15.1%	14.6%
65 - 74	11.9%	11.1%	10.3%
75 - 84	6.1%	5.6%	5.1%
85 +	4.0%	3.3%	2.7%
18 +	81.3%	79.8%	79.5%
<b>2022 Population by Age</b>			
Total	63,113	226,030	976,326
0 - 4	4.1%	4.7%	5.1%
5 - 9	4.5%	5.3%	5.3%
10 - 14	5.4%	5.9%	5.9%
15 - 24	11.3%	10.7%	10.9%
25 - 34	11.2%	11.3%	12.7%
35 - 44	11.0%	11.9%	12.6%
45 - 54	12.6%	12.9%	12.7%
55 - 64	14.8%	14.5%	14.1%
65 - 74	13.7%	12.7%	11.8%
75 - 84	7.5%	6.8%	6.2%
85 +	3.9%	3.3%	2.7%
18 +	82.4%	80.5%	80.2%
<b>2010 Population by Sex</b>			
Males	27,151	100,095	458,054
Females	32,381	114,978	509,386
<b>2017 Population by Sex</b>			
Males	28,156	103,332	460,304
Females	33,465	118,171	510,370
<b>2022 Population by Sex</b>			
Males	28,835	105,724	464,366
Females	34,279	120,307	511,960

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

May 02, 2018



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Rings: 3, 5, 10 mile radii

28684 Telegraph Rd, Southfield, MI 48034,

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<b>2010 Population by Race/Ethnicity</b>			
Total	59,532	215,072	967,439
White Alone	42.2%	55.3%	55.7%
Black Alone	51.6%	38.8%	36.8%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	3.1%	3.0%	4.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.4%	0.5%
Two or More Races	2.4%	2.3%	2.1%
Hispanic Origin	1.3%	1.6%	2.1%
Diversity Index	56.6	55.8	57.0
<b>2017 Population by Race/Ethnicity</b>			
Total	61,620	221,503	970,674
White Alone	39.0%	52.8%	54.5%
Black Alone	53.9%	40.0%	36.2%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	3.8%	3.9%	5.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.5%	0.6%
Two or More Races	2.6%	2.6%	2.5%
Hispanic Origin	1.5%	1.9%	2.5%
Diversity Index	57.0	57.6	59.0
<b>2022 Population by Race/Ethnicity</b>			
Total	63,114	226,032	976,326
White Alone	36.3%	50.7%	53.2%
Black Alone	55.8%	41.3%	36.0%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	4.4%	4.5%	7.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.5%	0.7%
Two or More Races	2.8%	2.8%	2.8%
Hispanic Origin	1.6%	2.1%	2.8%
Diversity Index	56.9	58.9	60.5
<b>2010 Population by Relationship and Household Type</b>			
Total	59,532	215,073	967,440
In Households	98.4%	98.8%	99.0%
In Family Households	79.6%	80.5%	81.0%
Householder	26.3%	26.3%	25.9%
Spouse	18.3%	18.2%	17.2%
Child	29.9%	31.1%	32.2%
Other relative	3.7%	3.5%	4.0%
Nonrelative	1.2%	1.4%	1.8%
In Nonfamily Households	18.9%	18.3%	18.0%
In Group Quarters	1.6%	1.2%	1.0%
Institutionalized Population	0.6%	0.6%	0.5%
Noninstitutionalized Population	1.0%	0.6%	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	44,936	159,374	692,322
Less than 9th Grade	1.7%	1.6%	2.3%
9th - 12th Grade, No Diploma	3.6%	4.1%	5.6%
High School Graduate	13.4%	14.9%	18.3%
GED/Alternative Credential	2.1%	2.4%	3.2%
Some College, No Degree	22.2%	22.2%	22.1%
Associate Degree	7.7%	7.2%	7.4%
Bachelor's Degree	26.0%	26.1%	23.1%
Graduate/Professional Degree	23.4%	21.5%	17.9%
<b>2017 Population 15+ by Marital Status</b>			
Total	52,508	185,034	807,399
Never Married	33.2%	33.3%	37.2%
Married	46.7%	47.3%	44.7%
Widowed	7.3%	6.8%	6.5%
Divorced	12.8%	12.5%	11.7%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.5%	94.3%	93.2%
Civilian Unemployed (Unemployment Rate)	5.5%	5.7%	6.8%
<b>2017 Employed Population 16+ by Industry</b>			
Total	30,442	110,364	477,421
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	2.3%	3.1%	3.5%
Manufacturing	13.5%	13.5%	15.0%
Wholesale Trade	2.6%	2.6%	2.6%
Retail Trade	8.4%	9.4%	9.9%
Transportation/Utilities	4.6%	3.5%	3.6%
Information	2.2%	1.8%	1.6%
Finance/Insurance/Real Estate	9.2%	8.8%	7.9%
Services	52.5%	53.9%	52.7%
Public Administration	4.6%	3.2%	3.1%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	30,440	110,364	477,422
White Collar	73.7%	72.4%	68.9%
Management/Business/Financial	17.7%	18.5%	17.2%
Professional	31.5%	29.5%	27.7%
Sales	10.4%	11.4%	11.0%
Administrative Support	14.1%	12.9%	12.9%
Services	14.2%	15.1%	16.0%
Blue Collar	12.0%	12.5%	15.1%
Farming/Forestry/Fishing	0.1%	0.0%	0.1%
Construction/Extraction	1.2%	1.7%	2.3%
Installation/Maintenance/Repair	1.6%	1.7%	2.2%
Production	5.2%	5.3%	6.0%
Transportation/Material Moving	4.0%	3.7%	4.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	59,532	215,073	967,440
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%

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	25,283	90,691	397,844
Households with 1 Person	34.1%	32.9%	31.6%
Households with 2+ People	65.9%	67.1%	68.4%
Family Households	61.5%	62.4%	62.9%
Husband-wife Families	42.8%	43.3%	41.9%
With Related Children	17.1%	18.3%	17.7%
Other Family (No Spouse Present)	18.7%	19.0%	21.0%
Other Family with Male Householder	3.6%	4.1%	4.6%
With Related Children	1.8%	2.0%	2.2%
Other Family with Female Householder	15.1%	14.9%	16.4%
With Related Children	8.8%	8.7%	9.8%
Nonfamily Households	4.4%	4.7%	5.5%
All Households with Children	27.9%	29.3%	30.0%
Multigenerational Households	3.6%	3.4%	4.1%
Unmarried Partner Households	3.9%	4.6%	5.3%
Male-female	3.3%	3.9%	4.7%
Same-sex	0.6%	0.6%	0.7%
<b>2010 Households by Size</b>			
Total	25,284	90,689	397,845
1 Person Household	34.1%	32.9%	31.6%
2 Person Household	32.6%	32.2%	31.5%
3 Person Household	14.6%	15.2%	15.9%
4 Person Household	11.1%	11.6%	12.2%
5 Person Household	4.9%	5.2%	5.4%
6 Person Household	1.8%	1.8%	2.1%
7 + Person Household	0.9%	1.1%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	25,284	90,690	397,843
Owner Occupied	60.9%	66.8%	68.7%
Owned with a Mortgage/Loan	46.2%	49.6%	49.5%
Owned Free and Clear	14.7%	17.1%	19.3%
Renter Occupied	39.1%	33.2%	31.3%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	28,426	100,440	444,943
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%

**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>			
	1. Comfortable Empty Nesters	Family Foundations (12A)	Family Foundations (12A)
	2. Old and Newcomers (8F)	Comfortable Empty Nesters	Rustbelt Traditions (5D)
	3. Top Tier (1A)	Rustbelt Traditions (5D)	Modest Income Homes
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$71,639,865	\$246,683,974	\$940,000,070
Average Spent	\$2,725.19	\$2,626.62	\$2,336.24
Spending Potential Index	126	122	108
Education: Total \$	\$51,149,645	\$175,704,717	\$655,932,908
Average Spent	\$1,945.74	\$1,870.85	\$1,630.23
Spending Potential Index	134	129	112
Entertainment/Recreation: Total \$	\$104,012,196	\$360,645,739	\$1,371,288,061
Average Spent	\$3,956.64	\$3,840.05	\$3,408.15
Spending Potential Index	127	123	109
Food at Home: Total \$	\$165,775,428	\$573,216,116	\$2,203,499,896
Average Spent	\$6,306.13	\$6,103.43	\$5,476.49
Spending Potential Index	125	121	109
Food Away from Home: Total \$	\$111,045,034	\$381,261,705	\$1,458,662,297
Average Spent	\$4,224.17	\$4,059.56	\$3,625.30
Spending Potential Index	127	122	109
Health Care: Total \$	\$187,352,954	\$653,406,370	\$2,479,708,059
Average Spent	\$7,126.94	\$6,957.27	\$6,162.97
Spending Potential Index	127	124	110
HH Furnishings & Equipment: Total \$	\$65,072,872	\$225,522,887	\$858,509,932
Average Spent	\$2,475.38	\$2,401.30	\$2,133.71
Spending Potential Index	127	124	110
Personal Care Products & Services: Total \$	\$26,939,146	\$92,792,238	\$351,422,099
Average Spent	\$1,024.77	\$988.02	\$873.41
Spending Potential Index	129	124	110
Shelter: Total \$	\$550,650,300	\$1,889,281,445	\$7,176,266,301
Average Spent	\$20,946.83	\$20,116.50	\$17,835.61
Spending Potential Index	129	124	110
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$81,007,070	\$279,662,812	\$1,051,635,041
Average Spent	\$3,081.52	\$2,977.77	\$2,613.69
Spending Potential Index	132	127	112
Travel: Total \$	\$70,811,613	\$244,744,872	\$911,680,029
Average Spent	\$2,693.69	\$2,605.97	\$2,265.85
Spending Potential Index	130	126	109
Vehicle Maintenance & Repairs: Total \$	\$35,651,920	\$123,509,536	\$471,748,162
Average Spent	\$1,356.21	\$1,315.09	\$1,172.46
Spending Potential Index	126	123	109

**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.