



Community Profile

Rings: 1, 3, 5 mile radii

5675 W Maple Rd, West Bloomfield

Latitude: 42.54
Longitude: -83.36

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	9,399	62,018	145,681
2010 Total Population	9,059	61,027	143,731
2018 Total Population	9,103	61,733	147,081
2018 Group Quarters	22	722	1,223
2023 Total Population	9,172	62,419	149,526
2018-2023 Annual Rate	0.15%	0.22%	0.33%
2018 Total Daytime Population	10,625	59,972	171,880
Workers	6,365	30,273	101,035
Residents	4,260	29,699	70,845
Household Summary			
2000 Households	3,452	22,874	55,868
2000 Average Household Size	2.71	2.67	2.58
2010 Households	3,573	23,609	56,885
2010 Average Household Size	2.53	2.56	2.51
2018 Households	3,609	24,035	58,497
2018 Average Household Size	2.52	2.54	2.49
2023 Households	3,642	24,358	59,593
2023 Average Household Size	2.51	2.53	2.49
2018-2023 Annual Rate	0.18%	0.27%	0.37%
2010 Families	2,576	17,022	40,079
2010 Average Family Size	3.05	3.09	3.05
2018 Families	2,560	17,041	40,471
2018 Average Family Size	3.04	3.08	3.04
2023 Families	2,568	17,157	40,927
2023 Average Family Size	3.04	3.07	3.04
2018-2023 Annual Rate	0.06%	0.14%	0.22%
Housing Unit Summary			
2000 Housing Units	3,571	23,649	58,388
Owner Occupied Housing Units	86.2%	82.2%	75.2%
Renter Occupied Housing Units	10.5%	14.5%	20.5%
Vacant Housing Units	3.3%	3.3%	4.3%
2010 Housing Units	3,780	25,109	61,682
Owner Occupied Housing Units	77.2%	74.9%	69.9%
Renter Occupied Housing Units	17.4%	19.1%	22.3%
Vacant Housing Units	5.5%	6.0%	7.8%
2018 Housing Units	3,826	25,660	63,110
Owner Occupied Housing Units	76.4%	74.0%	69.2%
Renter Occupied Housing Units	17.9%	19.7%	23.5%
Vacant Housing Units	5.7%	6.3%	7.3%
2023 Housing Units	3,861	26,063	64,280
Owner Occupied Housing Units	76.8%	74.1%	69.5%
Renter Occupied Housing Units	17.5%	19.3%	23.2%
Vacant Housing Units	5.7%	6.5%	7.3%
Median Household Income			
2018	\$103,410	\$105,086	\$99,564
2023	\$114,394	\$115,515	\$110,004
Median Home Value			
2018	\$271,356	\$305,071	\$311,521
2023	\$296,731	\$340,002	\$344,819
Per Capita Income			
2018	\$56,825	\$57,587	\$55,900
2023	\$66,277	\$66,484	\$64,601
Median Age			
2010	46.3	46.6	45.2
2018	48.6	48.9	47.1
2023	49.8	49.8	47.8

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: 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	3,609	24,035	58,497
<\$15,000	4.5%	4.5%	4.7%
\$15,000 - \$24,999	3.5%	4.6%	5.4%
\$25,000 - \$34,999	6.3%	5.7%	5.9%
\$35,000 - \$49,999	10.1%	8.0%	8.8%
\$50,000 - \$74,999	12.2%	12.4%	13.1%
\$75,000 - \$99,999	11.4%	11.8%	12.2%
\$100,000 - \$149,999	20.1%	19.8%	18.5%
\$150,000 - \$199,999	10.8%	11.5%	10.9%
\$200,000+	21.1%	21.6%	20.5%
Average Household Income	\$142,590	\$146,817	\$140,153
2023 Households by Income			
Household Income Base	3,642	24,358	59,593
<\$15,000	3.2%	3.2%	3.5%
\$15,000 - \$24,999	2.7%	3.7%	4.3%
\$25,000 - \$34,999	5.2%	4.7%	4.9%
\$35,000 - \$49,999	8.6%	6.9%	7.8%
\$50,000 - \$74,999	11.2%	11.4%	12.2%
\$75,000 - \$99,999	10.8%	11.4%	11.9%
\$100,000 - \$149,999	21.5%	21.3%	19.9%
\$150,000 - \$199,999	11.2%	11.8%	11.4%
\$200,000+	25.5%	25.6%	24.3%
Average Household Income	\$166,047	\$169,272	\$161,722
2018 Owner Occupied Housing Units by Value			
Total	2,924	18,981	43,682
<\$50,000	2.2%	1.7%	1.5%
\$50,000 - \$99,999	2.3%	2.0%	2.3%
\$100,000 - \$149,999	4.4%	3.8%	4.7%
\$150,000 - \$199,999	16.1%	11.2%	11.3%
\$200,000 - \$249,999	17.9%	15.3%	13.4%
\$250,000 - \$299,999	16.9%	14.8%	14.3%
\$300,000 - \$399,999	20.8%	21.8%	21.5%
\$400,000 - \$499,999	7.1%	13.5%	11.9%
\$500,000 - \$749,999	10.4%	10.0%	11.2%
\$750,000 - \$999,999	1.1%	3.6%	4.3%
\$1,000,000 - \$1,499,999	0.8%	1.6%	2.0%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.6%
\$2,000,000 +	0.1%	0.6%	0.9%
Average Home Value	\$314,928	\$367,606	\$390,207
2023 Owner Occupied Housing Units by Value			
Total	2,964	19,324	44,656
<\$50,000	1.0%	0.8%	0.7%
\$50,000 - \$99,999	1.1%	1.1%	1.3%
\$100,000 - \$149,999	2.7%	2.3%	3.0%
\$150,000 - \$199,999	12.4%	8.6%	9.0%
\$200,000 - \$249,999	16.5%	13.7%	12.1%
\$250,000 - \$299,999	17.5%	14.5%	14.0%
\$300,000 - \$399,999	22.1%	22.4%	22.0%
\$400,000 - \$499,999	10.5%	17.8%	15.9%
\$500,000 - \$749,999	14.1%	12.3%	13.4%
\$750,000 - \$999,999	1.3%	4.2%	4.6%
\$1,000,000 - \$1,499,999	0.8%	1.5%	2.1%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.8%
\$2,000,000 +	0.1%	0.6%	1.1%
Average Home Value	\$348,458	\$396,681	\$423,071

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	9,059	61,029	143,727
0 - 4	4.3%	4.2%	4.6%
5 - 9	5.8%	6.0%	6.1%
10 - 14	7.0%	7.2%	7.1%
15 - 24	11.2%	11.0%	11.3%
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	9.8%	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%
2018 Population by Age			
Total	9,101	61,734	147,082
0 - 4	4.0%	3.9%	4.2%
5 - 9	4.9%	5.1%	5.2%
10 - 14	5.9%	6.4%	6.4%
15 - 24	10.8%	10.7%	11.0%
25 - 34	9.2%	8.7%	9.8%
35 - 44	10.6%	10.3%	10.8%
45 - 54	13.1%	13.4%	13.6%
55 - 64	16.7%	16.5%	16.2%
65 - 74	13.9%	13.4%	12.5%
75 - 84	7.2%	7.3%	6.7%
85 +	3.6%	4.3%	3.7%
18 +	81.3%	80.5%	80.1%
2023 Population by Age			
Total	9,173	62,418	149,525
0 - 4	4.0%	4.0%	4.3%
5 - 9	4.7%	5.0%	5.0%
10 - 14	5.3%	5.9%	5.9%
15 - 24	9.2%	9.3%	9.9%
25 - 34	9.5%	8.9%	10.0%
35 - 44	11.8%	11.5%	11.8%
45 - 54	12.2%	12.3%	12.4%
55 - 64	14.8%	15.1%	14.9%
65 - 74	16.3%	14.8%	14.0%
75 - 84	8.5%	8.8%	8.2%
85 +	3.8%	4.4%	3.7%
18 +	82.4%	81.5%	81.1%
2010 Population by Sex			
Males	4,268	28,963	68,546
Females	4,791	32,064	75,185
2018 Population by Sex			
Males	4,272	29,335	70,112
Females	4,831	32,398	76,968
2023 Population by Sex			
Males	4,312	29,742	71,407
Females	4,860	32,677	78,119

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	9,059	61,028	143,730
White Alone	71.9%	76.5%	73.6%
Black Alone	16.6%	12.7%	15.5%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	9.2%	8.2%	8.1%
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	41.1	44.8
2018 Population by Race/Ethnicity			
Total	9,102	61,733	147,080
White Alone	67.2%	72.2%	69.3%
Black Alone	17.6%	13.6%	16.4%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	12.5%	11.2%	11.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.4%	0.5%
Two or More Races	2.1%	2.5%	2.6%
Hispanic Origin	1.9%	1.8%	2.1%
Diversity Index	52.0	46.8	50.2
2023 Population by Race/Ethnicity			
Total	9,171	62,420	149,526
White Alone	63.2%	68.4%	65.7%
Black Alone	18.9%	14.7%	17.5%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	15.1%	13.5%	13.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.5%	0.6%
Two or More Races	2.3%	2.8%	2.9%
Hispanic Origin	2.1%	2.1%	2.4%
Diversity Index	56.2	51.3	54.2
2010 Population by Relationship and Household Type			
Total	9,059	61,027	143,731
In Households	99.8%	98.9%	99.2%
In Family Households	87.4%	86.9%	85.9%
Householder	28.5%	27.9%	27.9%
Spouse	23.4%	23.7%	23.0%
Child	31.1%	31.1%	31.0%
Other relative	3.8%	3.5%	3.3%
Nonrelative	0.6%	0.7%	0.8%
In Nonfamily Households	12.3%	12.0%	13.3%
In Group Quarters	0.2%	1.1%	0.8%
Institutionalized Population	0.0%	0.6%	0.4%
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.

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	6,776	45,622	107,635
Less than 9th Grade	1.4%	2.1%	2.0%
9th - 12th Grade, No Diploma	2.3%	2.7%	2.4%
High School Graduate	10.0%	10.6%	11.5%
GED/Alternative Credential	0.9%	0.7%	1.2%
Some College, No Degree	14.9%	16.1%	16.6%
Associate Degree	6.7%	5.4%	5.9%
Bachelor's Degree	29.4%	29.7%	29.7%
Graduate/Professional Degree	34.4%	32.6%	30.7%
2018 Population 15+ by Marital Status			
Total	7,763	52,229	123,828
Never Married	25.3%	25.4%	26.3%
Married	61.0%	58.7%	57.7%
Widowed	6.9%	6.9%	6.4%
Divorced	6.8%	9.0%	9.7%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	96.7%	97.4%	97.2%
Civilian Unemployed (Unemployment Rate)	3.3%	2.6%	2.8%
2018 Employed Population 16+ by Industry			
Total	4,942	32,623	77,635
Agriculture/Mining	0.0%	0.0%	0.1%
Construction	4.3%	2.7%	2.9%
Manufacturing	9.3%	11.4%	13.6%
Wholesale Trade	2.2%	2.8%	2.8%
Retail Trade	11.6%	11.4%	10.7%
Transportation/Utilities	0.6%	1.8%	2.2%
Information	2.1%	1.7%	1.9%
Finance/Insurance/Real Estate	8.3%	9.6%	9.5%
Services	57.4%	56.4%	53.8%
Public Administration	4.2%	2.1%	2.5%
2018 Employed Population 16+ by Occupation			
Total	4,943	32,623	77,636
White Collar	85.0%	82.6%	80.5%
Management/Business/Financial	24.0%	22.8%	22.6%
Professional	36.2%	34.9%	33.2%
Sales	13.9%	15.0%	14.6%
Administrative Support	11.0%	9.8%	10.1%
Services	7.8%	10.3%	10.7%
Blue Collar	7.2%	7.1%	8.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.5%	1.7%	1.7%
Installation/Maintenance/Repair	1.7%	1.1%	1.3%
Production	2.3%	2.7%	3.3%
Transportation/Material Moving	0.7%	1.6%	2.4%
2010 Population By Urban/ Rural Status			
Total Population	9,059	61,027	143,731
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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	3,573	23,609	56,885
Households with 1 Person	25.1%	25.2%	26.1%
Households with 2+ People	74.9%	74.8%	73.9%
Family Households	72.1%	72.1%	70.5%
Husband-wife Families	59.2%	61.1%	58.2%
With Related Children	23.2%	25.0%	24.2%
Other Family (No Spouse Present)	12.9%	11.0%	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	9.6%	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	30.0%	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%
2010 Households by Size			
Total	3,575	23,607	56,885
1 Person Household	25.1%	25.2%	26.1%
2 Person Household	36.4%	34.8%	34.9%
3 Person Household	15.4%	15.3%	15.5%
4 Person Household	13.1%	14.4%	13.9%
5 Person Household	6.3%	6.5%	6.2%
6 Person Household	2.5%	2.5%	2.3%
7 + Person Household	1.1%	1.2%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	3,573	23,609	56,885
Owner Occupied	81.6%	79.7%	75.8%
Owned with a Mortgage/Loan	58.3%	57.2%	55.3%
Owned Free and Clear	23.3%	22.4%	20.5%
Renter Occupied	18.4%	20.3%	24.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,780	25,109	61,682
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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Exurbanites (1E)	Exurbanites (1E)	Exurbanites (1E)
2.	Golden Years (9B)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
3.	Pleasantville (2B)	Top Tier (1A)	Top Tier (1A)
2018 Consumer Spending			
Apparel & Services: Total \$	\$12,583,101	\$86,851,148	\$204,965,926
Average Spent	\$3,486.59	\$3,613.53	\$3,503.87
Spending Potential Index	160	166	161
Education: Total \$	\$9,591,798	\$66,682,692	\$153,430,433
Average Spent	\$2,657.74	\$2,774.40	\$2,622.88
Spending Potential Index	184	192	181
Entertainment/Recreation: Total \$	\$19,351,055	\$132,130,660	\$308,162,694
Average Spent	\$5,361.89	\$5,497.43	\$5,268.01
Spending Potential Index	166	171	164
Food at Home: Total \$	\$28,194,782	\$193,320,929	\$457,853,059
Average Spent	\$7,812.35	\$8,043.31	\$7,826.95
Spending Potential Index	156	160	156
Food Away from Home: Total \$	\$20,215,103	\$138,974,908	\$329,145,075
Average Spent	\$5,601.30	\$5,782.19	\$5,626.70
Spending Potential Index	159	165	160
Health Care: Total \$	\$34,848,662	\$235,927,817	\$546,357,285
Average Spent	\$9,656.04	\$9,816.01	\$9,339.92
Spending Potential Index	169	171	163
HH Furnishings & Equipment: Total \$	\$12,599,556	\$86,046,216	\$201,261,306
Average Spent	\$3,491.15	\$3,580.04	\$3,440.54
Spending Potential Index	167	171	165
Personal Care Products & Services: Total \$	\$4,991,803	\$34,215,732	\$80,149,654
Average Spent	\$1,383.15	\$1,423.58	\$1,370.15
Spending Potential Index	167	172	166
Shelter: Total \$	\$100,690,347	\$692,891,468	\$1,619,572,735
Average Spent	\$27,899.79	\$28,828.44	\$27,686.42
Spending Potential Index	166	172	165
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,415,202	\$112,774,701	\$255,750,546
Average Spent	\$4,548.41	\$4,692.10	\$4,372.03
Spending Potential Index	183	189	176
Travel: Total \$	\$14,272,480	\$97,464,199	\$223,286,572
Average Spent	\$3,954.69	\$4,055.09	\$3,817.06
Spending Potential Index	184	188	177
Vehicle Maintenance & Repairs: Total \$	\$6,269,042	\$42,671,475	\$100,428,481
Average Spent	\$1,737.06	\$1,775.39	\$1,716.81
Spending Potential Index	162	165	160

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.