



# Community Profile

Rings: 3, 5, 10 mile radii

1160 S Rochester Rd, Rochester Hills, MI

Latitude: 42.66  
Longitude: -83.14

	3 mile	5 mile	10 mile
<b>Population Summary</b>			
2000 Total Population	62,835	151,353	595,952
2010 Total Population	66,787	163,393	625,617
2017 Total Population	70,119	171,577	657,006
2017 Group Quarters	657	2,919	7,505
2022 Total Population	72,386	177,221	679,065
2017-2022 Annual Rate	0.64%	0.65%	0.66%
2017 Total Daytime Population	66,025	190,825	745,932
Workers	33,026	109,179	422,374
Residents	32,999	81,646	323,558
<b>Household Summary</b>			
2000 Households	25,440	57,290	228,687
2000 Average Household Size	2.44	2.60	2.58
2010 Households	27,188	63,585	244,516
2010 Average Household Size	2.43	2.53	2.53
2017 Households	28,663	67,100	257,131
2017 Average Household Size	2.42	2.51	2.53
2022 Households	29,644	69,484	266,013
2022 Average Household Size	2.42	2.51	2.52
2017-2022 Annual Rate	0.68%	0.70%	0.68%
2010 Families	17,792	44,052	165,609
2010 Average Family Size	3.06	3.08	3.12
2017 Families	18,425	45,712	171,672
2017 Average Family Size	3.06	3.08	3.13
2022 Families	18,903	46,982	176,502
2022 Average Family Size	3.07	3.08	3.14
2017-2022 Annual Rate	0.51%	0.55%	0.56%
<b>Housing Unit Summary</b>			
2000 Housing Units	26,542	59,768	238,559
Owner Occupied Housing Units	71.0%	72.4%	71.5%
Renter Occupied Housing Units	24.9%	23.4%	24.3%
Vacant Housing Units	4.2%	4.1%	4.1%
2010 Housing Units	29,374	68,300	265,061
Owner Occupied Housing Units	66.8%	69.0%	67.3%
Renter Occupied Housing Units	25.8%	24.1%	24.9%
Vacant Housing Units	7.4%	6.9%	7.8%
2017 Housing Units	30,408	70,925	275,030
Owner Occupied Housing Units	66.3%	68.5%	66.9%
Renter Occupied Housing Units	27.9%	26.1%	26.6%
Vacant Housing Units	5.7%	5.4%	6.5%
2022 Housing Units	31,334	73,251	283,939
Owner Occupied Housing Units	66.5%	68.4%	66.9%
Renter Occupied Housing Units	28.1%	26.4%	26.8%
Vacant Housing Units	5.4%	5.1%	6.3%
<b>Median Household Income</b>			
2017	\$75,466	\$79,100	\$68,559
2022	\$82,128	\$85,939	\$76,529
<b>Median Home Value</b>			
2017	\$239,981	\$252,698	\$209,907
2022	\$263,084	\$269,780	\$233,699
<b>Per Capita Income</b>			
2017	\$41,510	\$42,360	\$38,404
2022	\$46,416	\$46,982	\$42,637
<b>Median Age</b>			
2010	39.8	40.1	39.9
2017	41.2	41.4	41.3
2022	42.4	42.4	42.3

**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.



# Community Profile

Rings: 3, 5, 10 mile radii

1160 S Rochester Rd, Rochester Hills, MI

Latitude: 42.66  
Longitude: -83.14

	3 mile	5 mile	10 mile
<b>2017 Households by Income</b>			
Household Income Base	28,663	67,100	257,115
<\$15,000	7.2%	6.7%	8.7%
\$15,000 - \$24,999	7.3%	6.4%	7.9%
\$25,000 - \$34,999	7.7%	7.0%	8.3%
\$35,000 - \$49,999	11.1%	10.4%	11.7%
\$50,000 - \$74,999	16.3%	16.7%	16.7%
\$75,000 - \$99,999	13.5%	13.1%	12.8%
\$100,000 - \$149,999	17.5%	18.0%	16.6%
\$150,000 - \$199,999	9.3%	10.3%	7.9%
\$200,000+	10.0%	11.2%	9.4%
Average Household Income	\$100,780	\$107,499	\$97,414
<b>2022 Households by Income</b>			
Household Income Base	29,644	69,484	265,997
<\$15,000	6.9%	6.5%	8.5%
\$15,000 - \$24,999	6.7%	5.8%	7.3%
\$25,000 - \$34,999	6.7%	6.0%	7.3%
\$35,000 - \$49,999	9.7%	9.2%	10.3%
\$50,000 - \$74,999	15.1%	15.6%	15.5%
\$75,000 - \$99,999	14.1%	13.7%	13.4%
\$100,000 - \$149,999	19.4%	19.8%	18.6%
\$150,000 - \$199,999	10.1%	11.1%	8.8%
\$200,000+	11.3%	12.4%	10.3%
Average Household Income	\$112,605	\$119,051	\$108,150
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	20,166	48,576	183,841
<\$50,000	7.7%	5.3%	7.6%
\$50,000 - \$99,999	5.2%	4.9%	8.6%
\$100,000 - \$149,999	10.1%	8.1%	13.1%
\$150,000 - \$199,999	14.6%	14.1%	17.9%
\$200,000 - \$249,999	15.5%	16.6%	14.2%
\$250,000 - \$299,999	15.6%	16.9%	11.8%
\$300,000 - \$399,999	18.4%	19.1%	12.5%
\$400,000 - \$499,999	6.8%	7.8%	6.1%
\$500,000 - \$749,999	5.2%	5.8%	5.6%
\$750,000 - \$999,999	0.6%	0.8%	1.4%
\$1,000,000 +	0.3%	0.5%	1.2%
Average Home Value	\$258,580	\$274,848	\$253,464
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	20,821	50,123	189,885
<\$50,000	5.4%	3.5%	5.2%
\$50,000 - \$99,999	3.0%	2.8%	5.2%
\$100,000 - \$149,999	6.3%	5.2%	9.4%
\$150,000 - \$199,999	13.2%	12.8%	18.7%
\$200,000 - \$249,999	17.5%	18.3%	16.9%
\$250,000 - \$299,999	17.5%	18.6%	13.7%
\$300,000 - \$399,999	21.3%	21.3%	14.5%
\$400,000 - \$499,999	8.4%	9.3%	7.1%
\$500,000 - \$749,999	6.3%	6.7%	6.4%
\$750,000 - \$999,999	0.7%	0.9%	1.5%
\$1,000,000 +	0.4%	0.6%	1.3%
Average Home Value	\$285,203	\$297,385	\$277,492

**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.



# Community Profile

Rings: 3, 5, 10 mile radii

1160 S Rochester Rd, Rochester Hills, MI

Latitude: 42.66  
Longitude: -83.14

	3 mile	5 mile	10 mile
<b>2010 Population by Age</b>			
Total	66,786	163,392	625,620
0 - 4	5.8%	5.5%	5.8%
5 - 9	6.6%	6.4%	6.4%
10 - 14	6.9%	6.9%	6.9%
15 - 24	11.7%	13.2%	12.7%
25 - 34	12.4%	11.5%	11.9%
35 - 44	14.3%	13.6%	13.8%
45 - 54	15.9%	16.2%	15.9%
55 - 64	12.8%	13.4%	13.1%
65 - 74	7.1%	7.5%	7.5%
75 - 84	4.4%	4.1%	4.3%
85 +	2.1%	1.8%	1.9%
18 +	76.6%	76.8%	76.7%
<b>2017 Population by Age</b>			
Total	70,116	171,579	657,004
0 - 4	5.3%	5.0%	5.3%
5 - 9	5.9%	5.6%	5.8%
10 - 14	6.3%	6.3%	6.3%
15 - 24	11.9%	12.9%	11.9%
25 - 34	12.6%	12.4%	12.7%
35 - 44	12.9%	12.2%	12.6%
45 - 54	14.2%	14.1%	14.1%
55 - 64	13.9%	14.5%	14.3%
65 - 74	9.7%	10.2%	10.1%
75 - 84	4.7%	4.7%	4.7%
85 +	2.6%	2.2%	2.2%
18 +	78.8%	79.3%	78.8%
<b>2022 Population by Age</b>			
Total	72,384	177,222	679,064
0 - 4	5.2%	5.0%	5.2%
5 - 9	5.5%	5.3%	5.5%
10 - 14	5.9%	5.8%	6.1%
15 - 24	11.2%	11.9%	11.0%
25 - 34	12.5%	12.5%	12.5%
35 - 44	13.1%	12.8%	13.2%
45 - 54	12.9%	12.6%	12.9%
55 - 64	13.7%	14.2%	14.0%
65 - 74	11.0%	11.5%	11.5%
75 - 84	6.1%	6.0%	5.9%
85 +	2.8%	2.4%	2.3%
18 +	79.9%	80.4%	79.6%
<b>2010 Population by Sex</b>			
Males	32,155	79,603	304,871
Females	34,632	83,790	320,746
<b>2017 Population by Sex</b>			
Males	33,758	83,623	320,607
Females	36,361	87,954	336,399
<b>2022 Population by Sex</b>			
Males	34,835	86,357	331,812
Females	37,550	90,864	347,253

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



# Community Profile

Rings: 3, 5, 10 mile radii

1160 S Rochester Rd, Rochester Hills, MI

Latitude: 42.66  
Longitude: -83.14

	3 mile	5 mile	10 mile
<b>2010 Population by Race/Ethnicity</b>			
Total	66,787	163,393	625,617
White Alone	83.6%	82.9%	80.1%
Black Alone	4.3%	4.9%	9.1%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	9.2%	9.2%	7.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.8%	1.2%
Two or More Races	1.9%	1.9%	2.2%
Hispanic Origin	3.2%	3.0%	4.0%
Diversity Index	33.4	34.2	39.5
<b>2017 Population by Race/Ethnicity</b>			
Total	70,119	171,577	657,007
White Alone	79.9%	78.9%	76.4%
Black Alone	4.8%	5.9%	10.2%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	11.9%	11.8%	9.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.9%	1.4%
Two or More Races	2.3%	2.3%	2.6%
Hispanic Origin	3.7%	3.5%	4.5%
Diversity Index	39.2	40.4	44.9
<b>2022 Population by Race/Ethnicity</b>			
Total	72,385	177,221	679,064
White Alone	76.9%	75.6%	73.4%
Black Alone	5.4%	6.7%	11.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	13.9%	13.9%	10.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	1.0%	1.5%
Two or More Races	2.6%	2.6%	2.8%
Hispanic Origin	4.2%	4.0%	5.0%
Diversity Index	43.7	45.0	49.0
<b>2010 Population by Relationship and Household Type</b>			
Total	66,787	163,393	625,617
In Households	99.1%	98.3%	98.8%
In Family Households	82.4%	84.0%	83.9%
Householder	26.7%	26.9%	26.5%
Spouse	21.7%	22.4%	20.8%
Child	30.5%	30.9%	31.9%
Other relative	2.6%	2.8%	3.4%
Nonrelative	1.0%	1.0%	1.3%
In Nonfamily Households	16.6%	14.3%	14.9%
In Group Quarters	0.9%	1.7%	1.2%
Institutionalized Population	0.5%	0.4%	0.6%
Noninstitutionalized Population	0.4%	1.3%	0.6%

**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.



# Community Profile

Rings: 3, 5, 10 mile radii

1160 S Rochester Rd, Rochester Hills, MI

Latitude: 42.66  
Longitude: -83.14

	3 mile	5 mile	10 mile
<b>2017 Population 25+ by Educational Attainment</b>			
Total	49,539	120,397	464,147
Less than 9th Grade	1.3%	1.7%	3.2%
9th - 12th Grade, No Diploma	3.4%	3.2%	4.8%
High School Graduate	14.5%	15.7%	19.5%
GED/Alternative Credential	1.8%	1.5%	2.1%
Some College, No Degree	18.8%	18.6%	20.3%
Associate Degree	8.5%	8.7%	8.8%
Bachelor's Degree	29.9%	28.9%	24.0%
Graduate/Professional Degree	21.7%	21.7%	17.4%
<b>2017 Population 15+ by Marital Status</b>			
Total	57,882	142,501	542,342
Never Married	28.9%	29.7%	31.1%
Married	55.6%	56.4%	53.4%
Widowed	5.6%	5.2%	5.7%
Divorced	9.9%	8.7%	9.8%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.0%	96.1%	95.0%
Civilian Unemployed (Unemployment Rate)	4.0%	3.9%	5.0%
<b>2017 Employed Population 16+ by Industry</b>			
Total	37,778	91,589	338,652
Agriculture/Mining	0.1%	0.3%	0.2%
Construction	4.2%	4.0%	4.4%
Manufacturing	20.3%	20.4%	19.9%
Wholesale Trade	2.3%	2.4%	2.4%
Retail Trade	9.5%	9.5%	10.3%
Transportation/Utilities	1.5%	1.9%	2.6%
Information	1.5%	1.5%	1.3%
Finance/Insurance/Real Estate	7.1%	7.5%	7.2%
Services	51.3%	50.0%	49.0%
Public Administration	2.2%	2.5%	2.7%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	37,778	91,587	338,650
White Collar	75.4%	75.4%	68.4%
Management/Business/Financial	21.7%	21.4%	18.6%
Professional	31.6%	31.8%	27.0%
Sales	11.1%	10.7%	10.9%
Administrative Support	11.0%	11.5%	11.8%
Services	13.3%	12.6%	15.4%
Blue Collar	11.3%	11.9%	16.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.6%	2.4%	3.1%
Installation/Maintenance/Repair	1.6%	2.0%	2.2%
Production	4.7%	4.8%	6.9%
Transportation/Material Moving	2.4%	2.7%	4.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	66,787	163,393	625,617
Population Inside Urbanized Area	100.0%	99.8%	99.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.2%	1.0%

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



# Community Profile

Rings: 3, 5, 10 mile radii

1160 S Rochester Rd, Rochester Hills, MI

Latitude: 42.66  
Longitude: -83.14

	3 mile	5 mile	10 mile
<b>2010 Households by Type</b>			
Total	27,188	63,585	244,516
Households with 1 Person	29.3%	25.7%	27.4%
Households with 2+ People	70.7%	74.3%	72.6%
Family Households	65.4%	69.3%	67.7%
Husband-wife Families	53.2%	57.6%	53.3%
With Related Children	24.5%	25.8%	23.7%
Other Family (No Spouse Present)	12.2%	11.6%	14.4%
Other Family with Male Householder	3.2%	3.2%	3.8%
With Related Children	1.5%	1.5%	1.9%
Other Family with Female Householder	9.0%	8.4%	10.6%
With Related Children	5.3%	4.9%	6.3%
Nonfamily Households	5.3%	5.0%	4.8%
All Households with Children	31.7%	32.5%	32.1%
Multigenerational Households	2.3%	2.6%	3.2%
Unmarried Partner Households	4.4%	4.2%	4.6%
Male-female	4.0%	3.8%	4.1%
Same-sex	0.4%	0.4%	0.5%
<b>2010 Households by Size</b>			
Total	27,188	63,587	244,514
1 Person Household	29.3%	25.7%	27.4%
2 Person Household	32.6%	33.7%	32.2%
3 Person Household	15.6%	16.1%	16.0%
4 Person Household	14.5%	15.2%	14.4%
5 Person Household	5.6%	6.3%	6.5%
6 Person Household	1.9%	2.1%	2.3%
7 + Person Household	0.7%	0.9%	1.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	27,188	63,585	244,516
Owner Occupied	72.2%	74.1%	73.0%
Owned with a Mortgage/Loan	53.4%	55.3%	53.4%
Owned Free and Clear	18.8%	18.9%	19.6%
Renter Occupied	27.8%	25.9%	27.0%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	29,374	68,300	265,061
Housing Units Inside Urbanized Area	100.0%	99.8%	99.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	0.8%

**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.



# Community Profile

Rings: 3, 5, 10 mile radii

1160 S Rochester Rd, Rochester Hills, MI

Latitude: 42.66  
Longitude: -83.14

	3 mile	5 mile	10 mile
<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
<b>2.</b>	Golden Years (9B)	Golden Years (9B)	Rustbelt Traditions (5D)
<b>3.</b>	Exurbanites (1E)	Professional Pride (1B)	Comfortable Empty Nesters
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$77,387,072	\$192,122,985	\$664,762,328
Average Spent	\$2,699.89	\$2,863.23	\$2,585.31
Spending Potential Index	125	133	120
Education: Total \$	\$54,316,636	\$139,267,939	\$470,076,707
Average Spent	\$1,895.01	\$2,075.53	\$1,828.16
Spending Potential Index	130	143	126
Entertainment/Recreation: Total \$	\$110,476,782	\$274,848,088	\$961,223,389
Average Spent	\$3,854.33	\$4,096.10	\$3,738.26
Spending Potential Index	124	131	120
Food at Home: Total \$	\$174,446,925	\$430,626,566	\$1,523,618,327
Average Spent	\$6,086.14	\$6,417.68	\$5,925.46
Spending Potential Index	121	127	118
Food Away from Home: Total \$	\$119,006,378	\$294,240,417	\$1,022,796,526
Average Spent	\$4,151.92	\$4,385.10	\$3,977.73
Spending Potential Index	125	132	119
Health Care: Total \$	\$195,140,685	\$485,291,109	\$1,720,335,630
Average Spent	\$6,808.10	\$7,232.36	\$6,690.50
Spending Potential Index	122	129	120
HH Furnishings & Equipment: Total \$	\$69,558,048	\$172,530,644	\$602,385,724
Average Spent	\$2,426.75	\$2,571.25	\$2,342.72
Spending Potential Index	125	132	120
Personal Care Products & Services: Total \$	\$28,698,281	\$71,118,823	\$247,383,130
Average Spent	\$1,001.23	\$1,059.89	\$962.09
Spending Potential Index	126	133	121
Shelter: Total \$	\$580,027,163	\$1,442,501,273	\$5,009,943,495
Average Spent	\$20,236.09	\$21,497.78	\$19,484.01
Spending Potential Index	125	132	120
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$84,556,400	\$210,622,493	\$734,933,041
Average Spent	\$2,950.02	\$3,138.93	\$2,858.20
Spending Potential Index	126	134	122
Travel: Total \$	\$76,128,394	\$191,424,151	\$655,206,053
Average Spent	\$2,655.98	\$2,852.82	\$2,548.14
Spending Potential Index	128	138	123
Vehicle Maintenance & Repairs: Total \$	\$37,607,015	\$93,315,771	\$328,251,141
Average Spent	\$1,312.04	\$1,390.70	\$1,276.59
Spending Potential Index	122	130	119

**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.