

FULL PROFILE

2000-2010 Census, 2020 Estimates with 2025 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 42.5008/-83.3106

RF1

29101-29199 Northwestern Hwy

Southfield, MI 48034

| | | 1 mi radius | 3 mi radius | 5 mi radius |
|---------------------------|--|-------------|-------------|-------------|
| POPULATION | 2020 Estimated Population | 7,841 | 58,728 | 188,106 |
| | 2025 Projected Population | 8,008 | 59,316 | 188,277 |
| | 2010 Census Population | 7,444 | 56,713 | 185,933 |
| | 2000 Census Population | 7,618 | 59,994 | 195,769 |
| | Projected Annual Growth 2020 to 2025 | 0.4% | 0.2% | - |
| | Historical Annual Growth 2000 to 2020 | 0.1% | -0.1% | -0.2% |
| HOUSEHOLDS | 2020 Estimated Households | 4,081 | 27,091 | 81,398 |
| | 2025 Projected Households | 4,226 | 27,726 | 82,125 |
| | 2010 Census Households | 3,699 | 25,007 | 77,065 |
| | 2000 Census Households | 3,651 | 25,838 | 79,276 |
| | Projected Annual Growth 2020 to 2025 | 0.7% | 0.5% | 0.2% |
| | Historical Annual Growth 2000 to 2020 | 0.6% | 0.2% | 0.1% |
| AGE | 2020 Est. Population Under 10 Years | 9.8% | 8.9% | 9.7% |
| | 2020 Est. Population 10 to 19 Years | 9.8% | 10.4% | 11.2% |
| | 2020 Est. Population 20 to 29 Years | 16.9% | 11.8% | 11.4% |
| | 2020 Est. Population 30 to 44 Years | 17.6% | 15.6% | 16.4% |
| | 2020 Est. Population 45 to 59 Years | 19.1% | 20.7% | 21.3% |
| | 2020 Est. Population 60 to 74 Years | 15.4% | 20.4% | 19.8% |
| | 2020 Est. Population 75 Years or Over | 11.5% | 12.1% | 10.1% |
| | 2020 Est. Median Age | 40.4 | 46.7 | 45.0 |
| MARITAL STATUS & GENDER | 2020 Est. Male Population | 43.8% | 46.3% | 47.2% |
| | 2020 Est. Female Population | 56.2% | 53.7% | 52.8% |
| | 2020 Est. Never Married | 39.4% | 32.0% | 31.9% |
| | 2020 Est. Now Married | 35.3% | 43.6% | 45.9% |
| | 2020 Est. Separated or Divorced | 19.9% | 16.5% | 15.2% |
| | 2020 Est. Widowed | 5.4% | 7.8% | 7.0% |
| INCOME | 2020 Est. HH Income \$200,000 or More | 6.5% | 10.6% | 11.7% |
| | 2020 Est. HH Income \$150,000 to \$199,999 | 3.2% | 7.8% | 9.0% |
| | 2020 Est. HH Income \$100,000 to \$149,999 | 13.7% | 16.6% | 16.7% |
| | 2020 Est. HH Income \$75,000 to \$99,999 | 11.3% | 12.2% | 11.8% |
| | 2020 Est. HH Income \$50,000 to \$74,999 | 21.5% | 16.6% | 16.7% |
| | 2020 Est. HH Income \$35,000 to \$49,999 | 17.1% | 12.2% | 11.3% |
| | 2020 Est. HH Income \$25,000 to \$34,999 | 7.5% | 6.6% | 7.3% |
| | 2020 Est. HH Income \$15,000 to \$24,999 | 9.6% | 7.5% | 6.9% |
| | 2020 Est. HH Income Under \$15,000 | 9.6% | 9.9% | 8.7% |
| | 2020 Est. Average Household Income | \$88,660 | \$112,607 | \$117,180 |
| | 2020 Est. Median Household Income | \$63,524 | \$79,841 | \$84,953 |
| | 2020 Est. Per Capita Income | \$46,151 | \$52,028 | \$50,831 |
| | 2020 Est. Total Businesses | 1,223 | 5,293 | 12,871 |
| 2020 Est. Total Employees | 15,142 | 59,385 | 131,610 | |

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|---|--|-------------|-------------|-----------|
| RACE | 2020 Est. White | 25.9% | 49.7% | 56.7% |
| | 2020 Est. Black | 65.5% | 39.5% | 32.5% |
| | 2020 Est. Asian or Pacific Islander | 5.5% | 7.2% | 7.5% |
| | 2020 Est. American Indian or Alaska Native | 0.2% | 0.2% | 0.2% |
| | 2020 Est. Other Races | 3.0% | 3.3% | 3.1% |
| HISPANIC | 2020 Est. Hispanic Population | 120 | 1,377 | 4,503 |
| | 2020 Est. Hispanic Population | 1.5% | 2.3% | 2.4% |
| | 2025 Proj. Hispanic Population | 1.5% | 2.4% | 2.4% |
| | 2010 Hispanic Population | 1.2% | 1.5% | 1.7% |
| EDUCATION (Adults 25 or Older) | 2020 Est. Adult Population (25 Years or Over) | 5,757 | 44,103 | 138,575 |
| | 2020 Est. Elementary (Grade Level 0 to 8) | 1.8% | 1.9% | 1.7% |
| | 2020 Est. Some High School (Grade Level 9 to 11) | 4.5% | 3.8% | 4.0% |
| | 2020 Est. High School Graduate | 16.4% | 14.7% | 15.7% |
| | 2020 Est. Some College | 21.1% | 20.5% | 20.7% |
| | 2020 Est. Associate Degree Only | 7.5% | 6.3% | 6.9% |
| | 2020 Est. Bachelor Degree Only | 22.1% | 27.6% | 26.9% |
| | 2020 Est. Graduate Degree | 26.6% | 25.1% | 24.1% |
| HOUSING | 2020 Est. Total Housing Units | 4,246 | 28,152 | 84,746 |
| | 2020 Est. Owner-Occupied | 27.3% | 54.6% | 65.3% |
| | 2020 Est. Renter-Occupied | 68.8% | 41.6% | 30.7% |
| | 2020 Est. Vacant Housing | 3.9% | 3.8% | 4.0% |
| HOMES BUILT BY YEAR | 2020 Homes Built 2010 or later | 2.0% | 1.9% | 1.8% |
| | 2020 Homes Built 2000 to 2009 | 3.7% | 3.5% | 3.8% |
| | 2020 Homes Built 1990 to 1999 | 12.9% | 10.0% | 8.8% |
| | 2020 Homes Built 1980 to 1989 | 12.7% | 13.1% | 10.8% |
| | 2020 Homes Built 1970 to 1979 | 31.0% | 22.9% | 18.7% |
| | 2020 Homes Built 1960 to 1969 | 18.2% | 23.3% | 22.2% |
| | 2020 Homes Built 1950 to 1959 | 9.5% | 14.8% | 19.8% |
| | 2020 Homes Built Before 1949 | 5.9% | 6.7% | 10.2% |
| HOME VALUES | 2020 Home Value \$1,000,000 or More | 1.9% | 2.6% | 2.1% |
| | 2020 Home Value \$500,000 to \$999,999 | 15.4% | 11.7% | 11.9% |
| | 2020 Home Value \$400,000 to \$499,999 | 8.1% | 8.0% | 8.3% |
| | 2020 Home Value \$300,000 to \$399,999 | 18.6% | 19.8% | 16.9% |
| | 2020 Home Value \$200,000 to \$299,999 | 21.4% | 28.9% | 25.2% |
| | 2020 Home Value \$150,000 to \$199,999 | 12.4% | 16.0% | 15.1% |
| | 2020 Home Value \$100,000 to \$149,999 | 11.2% | 8.8% | 10.7% |
| | 2020 Home Value \$50,000 to \$99,999 | 8.8% | 4.5% | 7.7% |
| | 2020 Home Value \$25,000 to \$49,999 | 1.4% | 0.9% | 2.6% |
| | 2020 Home Value Under \$25,000 | 2.4% | 1.1% | 1.9% |
| | 2020 Median Home Value | \$296,362 | \$292,133 | \$279,223 |
| | 2020 Median Rent | \$973 | \$978 | \$981 |

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| LABOR FORCE | 2020 Est. Labor Population Age 16 Years or Over | 6,624 | 49,829 | 157,078 |
| | 2020 Est. Civilian Employed | 61.5% | 60.0% | 62.0% |
| | 2020 Est. Civilian Unemployed | 1.9% | 1.7% | 1.6% |
| | 2020 Est. in Armed Forces | - | - | - |
| | 2020 Est. not in Labor Force | 36.6% | 38.3% | 36.3% |
| | 2020 Labor Force Males | 42.5% | 45.2% | 46.4% |
| | 2020 Labor Force Females | 57.5% | 54.8% | 53.6% |
| OCCUPATION | 2020 Occupation: Population Age 16 Years or Over | 4,075 | 29,891 | 97,457 |
| | 2020 Mgmt, Business, & Financial Operations | 15.9% | 19.4% | 19.1% |
| | 2020 Professional, Related | 35.0% | 31.1% | 31.1% |
| | 2020 Service | 15.2% | 14.4% | 14.6% |
| | 2020 Sales, Office | 21.5% | 21.2% | 20.8% |
| | 2020 Farming, Fishing, Forestry | 0.2% | - | - |
| | 2020 Construction, Extraction, Maintenance | 1.5% | 3.2% | 3.5% |
| | 2020 Production, Transport, Material Moving | 10.7% | 10.6% | 10.8% |
| | 2020 White Collar Workers | 72.4% | 71.8% | 71.0% |
| | 2020 Blue Collar Workers | 27.6% | 28.2% | 29.0% |
| TRANSPORTATION TO WORK | 2020 Drive to Work Alone | 88.1% | 84.6% | 84.9% |
| | 2020 Drive to Work in Carpool | 5.3% | 7.1% | 7.2% |
| | 2020 Travel to Work by Public Transportation | 1.0% | 0.9% | 0.8% |
| | 2020 Drive to Work on Motorcycle | - | - | - |
| | 2020 Walk or Bicycle to Work | 1.1% | 1.3% | 1.3% |
| | 2020 Other Means | 0.3% | 0.5% | 0.8% |
| | 2020 Work at Home | 4.2% | 5.6% | 4.8% |
| TRAVEL TIME | 2020 Travel to Work in 14 Minutes or Less | 15.0% | 16.6% | 19.4% |
| | 2020 Travel to Work in 15 to 29 Minutes | 52.3% | 44.1% | 42.3% |
| | 2020 Travel to Work in 30 to 59 Minutes | 27.9% | 31.8% | 34.0% |
| | 2020 Travel to Work in 60 Minutes or More | 3.2% | 3.4% | 3.5% |
| | 2020 Average Travel Time to Work | 24.4 | 24.1 | 23.9 |
| CONSUMER EXPENDITURE | 2020 Est. Total Household Expenditure | \$261.88 M | \$2.06 B | \$6.39 B |
| | 2020 Est. Apparel | \$9.17 M | \$72.96 M | \$226.78 M |
| | 2020 Est. Contributions, Gifts | \$15.01 M | \$123.76 M | \$385.96 M |
| | 2020 Est. Education, Reading | \$8.28 M | \$70.17 M | \$220.76 M |
| | 2020 Est. Entertainment | \$14.52 M | \$117.76 M | \$367.12 M |
| | 2020 Est. Food, Beverages, Tobacco | \$40.35 M | \$312.61 M | \$965.07 M |
| | 2020 Est. Furnishings, Equipment | \$9.02 M | \$73 M | \$227.37 M |
| | 2020 Est. Health Care, Insurance | \$23.91 M | \$187.78 M | \$580.46 M |
| | 2020 Est. Household Operations, Shelter, Utilities | \$86.02 M | \$666.12 M | \$2.05 B |
| | 2020 Est. Miscellaneous Expenses | \$4.96 M | \$39.37 M | \$122.05 M |
| | 2020 Est. Personal Care | \$3.51 M | \$27.68 M | \$85.7 M |
| | 2020 Est. Transportation | \$47.12 M | \$371.71 M | \$1.15 B |

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