

Gratiot Plaza
30785 Gratiot Ave, Roseville, Michigan, 48066
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 42.52329
Longitude: -82.92000

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	13,125	121,755	288,664
2010 Total Population	12,870	118,207	280,424
2018 Total Population	13,352	121,132	287,632
2018 Group Quarters	9	550	2,079
2023 Total Population	13,708	123,707	293,697
2017-2022 Annual Rate	0.53%	0.42%	0.42%
2018 Total Daytime Population	15,999	111,252	247,222
Workers	9,226	49,248	100,344
Residents	6,773	62,004	146,878
Household Summary			
2000 Households	5,660	49,803	120,314
2000 Average Household Size	2.32	2.43	2.38
2010 Households	5,527	49,323	118,286
2010 Average Household Size	2.33	2.39	2.35
2018 Households	5,729	50,767	121,726
2018 Average Household Size	2.33	2.38	2.35
2023 Households	5,884	51,932	124,474
2023 Average Household Size	2.33	2.37	2.34
2017-2022 Annual Rate	0.54%	0.45%	0.45%
2010 Families	3,275	31,412	73,812
2010 Average Family Size	3.00	2.99	2.98
2018 Families	3,313	31,625	74,239
2018 Average Family Size	2.99	2.97	2.97
2023 Families	3,370	32,063	75,221
2023 Average Family Size	2.99	2.97	2.97
2017-2022 Annual Rate	0.34%	0.28%	0.26%
Housing Unit Summary			
2000 Housing Units	5,813	51,150	123,696
Owner Occupied Housing Units	68.0%	76.9%	76.8%
Renter Occupied Housing Units	29.4%	20.5%	20.5%
Vacant Housing Units	2.6%	2.6%	2.7%
2010 Housing Units	5,972	52,755	126,895
Owner Occupied Housing Units	60.8%	70.2%	69.7%
Renter Occupied Housing Units	31.7%	23.3%	23.5%
Vacant Housing Units	7.5%	6.5%	6.8%
2018 Housing Units	6,164	54,275	130,853
Owner Occupied Housing Units	57.0%	66.6%	66.2%
Renter Occupied Housing Units	35.9%	27.0%	26.8%
Vacant Housing Units	7.1%	6.5%	7.0%
2023 Housing Units	6,299	55,498	133,864
Owner Occupied Housing Units	58.3%	67.2%	66.8%
Renter Occupied Housing Units	35.1%	26.4%	26.2%
Vacant Housing Units	6.6%	6.4%	7.0%
Median Household Income			
2018	\$44,796	\$50,812	\$51,858
2023	\$51,552	\$57,053	\$58,632
Median Home Value			
2018	\$100,565	\$112,339	\$118,155
2023	\$115,715	\$125,754	\$131,002
Per Capita Income			
2018	\$24,945	\$26,283	\$27,492
2023	\$29,660	\$31,205	\$32,567
Median Age			
2010	40.0	40.4	41.0
2018	41.3	42.2	42.7
2023	41.8	42.9	43.5

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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2018 Households by Income			
Household Income Base	5,729	50,767	121,726
<\$15,000	13.0%	11.4%	10.6%
\$15,000 - \$24,999	11.5%	10.5%	10.5%
\$25,000 - \$34,999	14.0%	11.4%	11.3%
\$35,000 - \$49,999	15.9%	15.6%	15.4%
\$50,000 - \$74,999	19.5%	20.9%	20.3%
\$75,000 - \$99,999	13.1%	13.5%	13.9%
\$100,000 - \$149,999	9.3%	11.9%	12.6%
\$150,000 - \$199,999	2.3%	3.0%	3.5%
\$200,000+	1.4%	1.7%	1.9%
Average Household Income	\$56,999	\$62,408	\$64,522
2023 Households by Income			
Household Income Base	5,884	51,932	124,474
<\$15,000	10.5%	9.0%	8.3%
\$15,000 - \$24,999	9.6%	8.6%	8.6%
\$25,000 - \$34,999	12.9%	10.0%	9.9%
\$35,000 - \$49,999	15.2%	14.5%	14.3%
\$50,000 - \$74,999	19.6%	20.9%	20.2%
\$75,000 - \$99,999	14.5%	14.9%	15.2%
\$100,000 - \$149,999	12.3%	15.6%	16.3%
\$150,000 - \$199,999	3.1%	3.9%	4.5%
\$200,000+	2.3%	2.6%	2.8%
Average Household Income	\$67,725	\$74,029	\$76,417
2018 Owner Occupied Housing Units by Value			
Total	3,516	36,137	86,688
<\$50,000	13.6%	11.9%	11.2%
\$50,000 - \$99,999	36.0%	30.9%	28.2%
\$100,000 - \$149,999	30.2%	29.2%	29.0%
\$150,000 - \$199,999	16.0%	17.4%	18.7%
\$200,000 - \$249,999	3.0%	4.7%	5.7%
\$250,000 - \$299,999	0.5%	2.2%	2.6%
\$300,000 - \$399,999	0.6%	1.5%	2.3%
\$400,000 - \$499,999	0.0%	0.7%	0.7%
\$500,000 - \$749,999	0.0%	0.7%	0.8%
\$750,000 - \$999,999	0.0%	0.6%	0.3%
\$1,000,000 +	0.1%	0.2%	0.3%
Average Home Value	\$107,395	\$130,769	\$136,254
2023 Owner Occupied Housing Units by Value			
Total	3,673	37,297	89,361
<\$50,000	10.9%	9.4%	9.0%
\$50,000 - \$99,999	29.0%	25.8%	23.5%
\$100,000 - \$149,999	32.2%	28.8%	28.2%
\$150,000 - \$199,999	21.3%	20.6%	21.4%
\$200,000 - \$249,999	4.5%	6.0%	7.1%
\$250,000 - \$299,999	0.8%	3.3%	3.7%
\$300,000 - \$399,999	1.1%	2.3%	3.2%
\$400,000 - \$499,999	0.0%	1.2%	1.3%
\$500,000 - \$749,999	0.0%	1.3%	1.4%
\$750,000 - \$999,999	0.0%	1.1%	0.6%
\$1,000,000 +	0.2%	0.4%	0.4%
Average Home Value	\$120,331	\$151,582	\$156,410

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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2010 Population by Age			
Total	12,873	118,208	280,424
0 - 4	6.2%	5.6%	5.6%
5 - 9	5.5%	5.7%	5.6%
10 - 14	5.9%	6.4%	6.1%
15 - 24	12.4%	12.4%	12.3%
25 - 34	13.1%	12.6%	12.5%
35 - 44	13.9%	13.7%	13.5%
45 - 54	15.5%	15.9%	15.6%
55 - 64	11.8%	12.2%	12.3%
65 - 74	6.9%	7.4%	7.6%
75 - 84	5.9%	5.7%	6.1%
85 +	2.8%	2.5%	2.8%
18 +	78.4%	78.1%	78.7%
2018 Population by Age			
Total	13,353	121,131	287,631
0 - 4	5.8%	5.2%	5.2%
5 - 9	5.6%	5.4%	5.4%
10 - 14	5.5%	5.6%	5.5%
15 - 24	11.1%	11.3%	11.0%
25 - 34	13.9%	13.4%	13.2%
35 - 44	12.5%	12.6%	12.6%
45 - 54	14.0%	14.0%	13.7%
55 - 64	14.1%	14.6%	14.4%
65 - 74	9.4%	9.9%	10.2%
75 - 84	5.0%	5.2%	5.7%
85 +	3.1%	2.8%	3.2%
18 +	79.9%	80.5%	80.7%
2023 Population by Age			
Total	13,707	123,707	293,697
0 - 4	5.7%	5.2%	5.1%
5 - 9	5.6%	5.4%	5.3%
10 - 14	5.8%	5.7%	5.6%
15 - 24	10.6%	10.5%	10.3%
25 - 34	13.5%	13.2%	12.8%
35 - 44	12.8%	12.8%	12.8%
45 - 54	12.8%	12.9%	12.7%
55 - 64	13.8%	14.1%	13.9%
65 - 74	11.1%	11.7%	11.9%
75 - 84	5.6%	6.1%	6.5%
85 +	2.7%	2.6%	3.0%
18 +	79.5%	80.5%	80.7%
2010 Population by Sex			
Males	6,159	56,749	133,699
Females	6,711	61,458	146,725
2018 Population by Sex			
Males	6,399	58,468	137,896
Females	6,953	62,664	149,736
2023 Population by Sex			
Males	6,607	60,111	141,680
Females	7,101	63,596	152,016

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2010 Population by Race/Ethnicity			
Total	12,871	118,206	280,423
White Alone	82.3%	86.5%	83.8%
Black Alone	13.1%	9.1%	11.4%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	1.1%	1.5%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.3%	0.4%
Two or More Races	2.6%	2.2%	2.2%
Hispanic Origin	1.8%	2.0%	2.0%
Diversity Index	33.0	27.4	31.2
2018 Population by Race/Ethnicity			
Total	13,352	121,132	287,631
White Alone	75.5%	81.4%	77.7%
Black Alone	18.9%	12.9%	16.3%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	1.5%	2.0%	2.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.4%	0.4%
Two or More Races	3.3%	2.8%	2.7%
Hispanic Origin	2.1%	2.4%	2.3%
Diversity Index	41.9	35.2	39.8
2023 Population by Race/Ethnicity			
Total	13,708	123,707	293,698
White Alone	70.2%	77.3%	72.8%
Black Alone	23.5%	16.2%	20.3%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	1.8%	2.4%	3.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.4%	0.5%
Two or More Races	3.6%	3.3%	3.1%
Hispanic Origin	2.2%	2.7%	2.6%
Diversity Index	47.5	40.8	45.7
2010 Population by Relationship and Household Type			
Total	12,870	118,207	280,424
In Households	99.9%	99.5%	99.3%
In Family Households	78.8%	81.7%	80.7%
Householder	25.9%	26.6%	26.3%
Spouse	16.5%	18.0%	18.1%
Child	30.7%	31.7%	30.9%
Other relative	3.2%	3.1%	3.3%
Nonrelative	2.5%	2.3%	2.2%
In Nonfamily Households	21.2%	17.9%	18.5%
In Group Quarters	0.1%	0.5%	0.7%
Institutionalized Population	0.0%	0.3%	0.6%
Noninstitutionalized Population	0.1%	0.1%	0.2%

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.

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2018 Population 25+ by Educational Attainment			
Total	9,617	87,808	209,913
Less than 9th Grade	3.4%	2.6%	2.8%
9th - 12th Grade, No Diploma	8.6%	7.7%	7.3%
High School Graduate	30.0%	30.2%	29.0%
GED/Alternative Credential	3.5%	3.8%	3.5%
Some College, No Degree	27.2%	27.4%	26.3%
Associate Degree	11.8%	10.8%	10.9%
Bachelor's Degree	10.6%	12.0%	13.4%
Graduate/Professional Degree	4.8%	5.4%	6.8%
2018 Population 15+ by Marital Status			
Total	11,094	101,482	241,477
Never Married	35.8%	34.5%	34.5%
Married	41.9%	43.7%	44.0%
Widowed	8.5%	7.6%	7.7%
Divorced	13.8%	14.1%	13.8%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	95.2%	94.5%	94.7%
Civilian Unemployed (Unemployment Rate)	4.8%	5.5%	5.3%
2018 Employed Population 16+ by Industry			
Total	6,725	60,346	143,564
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	5.0%	5.7%	4.9%
Manufacturing	22.2%	20.7%	19.7%
Wholesale Trade	2.1%	2.3%	2.4%
Retail Trade	10.8%	11.1%	11.5%
Transportation/Utilities	5.5%	4.2%	4.0%
Information	1.2%	1.5%	1.5%
Finance/Insurance/Real Estate	5.0%	5.7%	5.6%
Services	44.2%	45.1%	46.9%
Public Administration	4.0%	3.4%	3.3%
2018 Employed Population 16+ by Occupation			
Total	6,726	60,345	143,563
White Collar	51.0%	52.9%	55.5%
Management/Business/Financial	10.6%	10.7%	11.1%
Professional	15.3%	16.8%	18.1%
Sales	9.4%	9.1%	9.7%
Administrative Support	15.7%	16.3%	16.6%
Services	19.7%	19.1%	18.9%
Blue Collar	29.3%	28.0%	25.7%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	5.5%	5.4%	4.6%
Installation/Maintenance/Repair	3.6%	4.5%	4.1%
Production	12.5%	11.6%	10.6%
Transportation/Material Moving	7.7%	6.4%	6.2%
2010 Population By Urban/ Rural Status			
Total Population	12,870	118,207	280,424
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%

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2010 Households by Type			
Total	5,527	49,324	118,286
Households with 1 Person	34.6%	31.0%	32.2%
Households with 2+ People	65.4%	69.0%	67.8%
Family Households	59.3%	63.7%	62.4%
Husband-wife Families	37.8%	43.2%	42.9%
With Related Children	15.5%	17.7%	17.3%
Other Family (No Spouse Present)	21.4%	20.5%	19.5%
Other Family with Male Householder	5.5%	5.2%	4.9%
With Related Children	2.9%	2.6%	2.4%
Other Family with Female Householder	16.0%	15.3%	14.6%
With Related Children	9.4%	8.9%	8.3%
Nonfamily Households	6.1%	5.3%	5.4%
All Households with Children	28.2%	29.5%	28.4%
Multigenerational Households	3.2%	3.4%	3.3%
Unmarried Partner Households	7.3%	6.6%	6.3%
Male-female	6.6%	6.0%	5.8%
Same-sex	0.7%	0.5%	0.5%
2010 Households by Size			
Total	5,528	49,323	118,286
1 Person Household	34.6%	31.0%	32.2%
2 Person Household	31.0%	31.9%	32.0%
3 Person Household	16.2%	16.5%	15.9%
4 Person Household	11.6%	12.7%	12.1%
5 Person Household	4.3%	5.4%	5.1%
6 Person Household	1.4%	1.8%	1.8%
7 + Person Household	0.9%	0.8%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	5,527	49,323	118,286
Owner Occupied	65.7%	75.0%	74.8%
Owned with a Mortgage/Loan	46.1%	52.4%	51.3%
Owned Free and Clear	19.6%	22.6%	23.5%
Renter Occupied	34.3%	25.0%	25.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,972	52,755	126,895
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.

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Top 3 Tapestry Segments			
1.	Traditional Living (12B)	Traditional Living (12B)	Traditional Living (12B)
2.	Hardscrabble Road (8G)	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)
3.	Small Town Simplicity	Midlife Constants (5E)	Midlife Constants (5E)
2018 Consumer Spending			
Apparel & Services: Total \$	\$8,493,905	\$81,394,733	\$201,446,986
Average Spent	\$1,482.62	\$1,603.30	\$1,654.92
Spending Potential Index	68	74	76
Education: Total \$	\$5,432,321	\$52,738,602	\$132,004,936
Average Spent	\$948.21	\$1,038.84	\$1,084.44
Spending Potential Index	66	72	75
Entertainment/Recreation: Total \$	\$12,962,454	\$125,887,308	\$309,839,985
Average Spent	\$2,262.60	\$2,479.71	\$2,545.39
Spending Potential Index	70	77	79
Food at Home: Total \$	\$20,641,288	\$198,433,023	\$487,202,635
Average Spent	\$3,602.95	\$3,908.70	\$4,002.45
Spending Potential Index	72	78	80
Food Away from Home: Total \$	\$13,791,590	\$132,580,494	\$328,597,861
Average Spent	\$2,407.33	\$2,611.55	\$2,699.49
Spending Potential Index	69	74	77
Health Care: Total \$	\$23,934,187	\$233,326,598	\$572,830,417
Average Spent	\$4,177.73	\$4,596.03	\$4,705.90
Spending Potential Index	73	80	82
HH Furnishings & Equipment: Total \$	\$8,289,765	\$80,332,575	\$198,708,530
Average Spent	\$1,446.98	\$1,582.38	\$1,632.42
Spending Potential Index	69	76	78
Personal Care Products & Services: Total \$	\$3,216,570	\$31,092,748	\$77,457,475
Average Spent	\$561.45	\$612.46	\$636.33
Spending Potential Index	68	74	77
Shelter: Total \$	\$64,776,010	\$622,311,449	\$1,552,625,135
Average Spent	\$11,306.69	\$12,258.19	\$12,755.08
Spending Potential Index	67	73	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,601,219	\$93,808,364	\$233,830,989
Average Spent	\$1,675.90	\$1,847.82	\$1,920.96
Spending Potential Index	67	74	77
Travel: Total \$	\$7,894,045	\$77,676,746	\$194,697,548
Average Spent	\$1,377.91	\$1,530.06	\$1,599.47
Spending Potential Index	64	71	74
Vehicle Maintenance & Repairs: Total \$	\$4,377,495	\$42,250,197	\$103,978,873
Average Spent	\$764.09	\$832.24	\$854.20
Spending Potential Index	71	77	79

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.