

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
2019 Total Population	13,277	120,591	286,029
2019 Group Quarters	9	550	2,079
2024 Total Population	13,587	122,821	291,185
2017-2022 Annual Rate	0.46%	0.37%	0.36%
2019 Total Daytime Population	15,435	108,113	243,061
Workers	8,847	48,758	101,664
Residents	6,588	59,355	141,397
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
2019 Households	5,704	50,648	121,254
2019 Average Household Size	2.33	2.37	2.34
2024 Households	5,837	51,675	123,636
2024 Average Household Size	2.33	2.37	2.34
2017-2022 Annual Rate	0.46%	0.40%	0.39%
2010 Families	3,275	31,412	73,812
2010 Average Family Size	3.00	2.99	2.98
2019 Families	3,300	31,562	73,994
2019 Average Family Size	3.02	2.99	2.99
2024 Families	3,349	31,954	74,847
2024 Average Family Size	3.03	2.99	3.00
2017-2022 Annual Rate	0.30%	0.25%	0.23%
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%
2019 Housing Units	6,146	53,957	129,882
Owner Occupied Housing Units	55.2%	65.2%	65.0%
Renter Occupied Housing Units	37.7%	28.7%	28.4%
Vacant Housing Units	7.2%	6.1%	6.6%
2024 Housing Units	6,286	54,986	132,343
Owner Occupied Housing Units	56.1%	66.1%	65.8%
Renter Occupied Housing Units	36.8%	27.9%	27.6%
Vacant Housing Units	7.1%	6.0%	6.6%
Median Household Income			
2019	\$47,650	\$53,108	\$53,317
2024	\$53,795	\$60,245	\$60,111
Median Home Value			
2019	\$125,527	\$132,492	\$137,784
2024	\$139,852	\$146,192	\$152,090
Per Capita Income			
2019	\$27,285	\$28,349	\$29,019
2024	\$31,795	\$33,323	\$33,771
Median Age			
2010	40.0	40.4	41.0
2019	41.6	42.4	43.0
2024	42.0	43.2	43.7

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.

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
2019 Households by Income			
Household Income Base	5,704	50,648	121,254
<\$15,000	12.4%	10.3%	9.9%
\$15,000 - \$24,999	9.9%	9.4%	9.4%
\$25,000 - \$34,999	11.1%	9.6%	10.0%
\$35,000 - \$49,999	18.7%	16.7%	16.6%
\$50,000 - \$74,999	20.8%	21.7%	21.2%
\$75,000 - \$99,999	12.9%	14.0%	14.1%
\$100,000 - \$149,999	9.0%	11.9%	12.0%
\$150,000 - \$199,999	2.7%	4.1%	4.4%
\$200,000+	2.4%	2.3%	2.4%
Average Household Income	\$62,263	\$67,466	\$68,460
2024 Households by Income			
Household Income Base	5,837	51,675	123,636
<\$15,000	10.0%	7.8%	7.7%
\$15,000 - \$24,999	8.3%	7.4%	7.6%
\$25,000 - \$34,999	9.5%	8.1%	8.7%
\$35,000 - \$49,999	17.6%	15.4%	15.4%
\$50,000 - \$74,999	21.1%	21.7%	21.1%
\$75,000 - \$99,999	14.3%	15.2%	15.2%
\$100,000 - \$149,999	12.2%	15.4%	15.1%
\$150,000 - \$199,999	4.0%	5.9%	6.3%
\$200,000+	2.9%	2.9%	3.0%
Average Household Income	\$72,509	\$79,164	\$79,545
2019 Owner Occupied Housing Units by Value			
Total	3,390	35,188	84,419
<\$50,000	5.4%	4.9%	6.2%
\$50,000 - \$99,999	28.9%	24.9%	22.2%
\$100,000 - \$149,999	30.8%	31.2%	28.6%
\$150,000 - \$199,999	25.1%	21.7%	24.2%
\$200,000 - \$249,999	2.9%	6.7%	8.0%
\$250,000 - \$299,999	0.9%	3.7%	3.7%
\$300,000 - \$399,999	3.9%	3.5%	3.9%
\$400,000 - \$499,999	0.4%	1.8%	1.6%
\$500,000 - \$749,999	1.3%	1.2%	1.0%
\$750,000 - \$999,999	0.1%	0.2%	0.2%
\$1,000,000 +	0.3%	0.2%	0.3%
Average Home Value	\$142,755	\$154,980	\$158,356
2024 Owner Occupied Housing Units by Value			
Total	3,524	36,344	87,065
<\$50,000	3.4%	3.5%	4.5%
\$50,000 - \$99,999	20.6%	18.7%	17.5%
\$100,000 - \$149,999	32.6%	30.1%	27.0%
\$150,000 - \$199,999	29.0%	24.0%	25.8%
\$200,000 - \$249,999	3.7%	8.4%	9.5%
\$250,000 - \$299,999	1.7%	4.8%	4.8%
\$300,000 - \$399,999	4.2%	4.6%	5.2%
\$400,000 - \$499,999	0.9%	3.2%	2.9%
\$500,000 - \$749,999	3.1%	2.1%	2.0%
\$750,000 - \$999,999	0.2%	0.4%	0.4%
\$1,000,000 +	0.5%	0.3%	0.4%
Average Home Value	\$167,189	\$177,833	\$181,571

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.

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
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%
2019 Population by Age			
Total	13,275	120,590	286,030
0 - 4	5.7%	5.1%	5.1%
5 - 9	5.6%	5.4%	5.3%
10 - 14	5.6%	5.5%	5.5%
15 - 24	10.8%	11.0%	10.7%
25 - 34	14.0%	13.5%	13.3%
35 - 44	12.5%	12.6%	12.6%
45 - 54	13.7%	13.7%	13.5%
55 - 64	14.2%	14.7%	14.5%
65 - 74	9.9%	10.4%	10.6%
75 - 84	5.1%	5.3%	5.8%
85 +	3.0%	2.8%	3.2%
18 +	80.0%	80.7%	80.9%
2024 Population by Age			
Total	13,587	122,821	291,185
0 - 4	5.7%	5.1%	5.0%
5 - 9	5.5%	5.3%	5.2%
10 - 14	5.8%	5.6%	5.6%
15 - 24	10.5%	10.4%	10.2%
25 - 34	13.3%	13.1%	12.7%
35 - 44	12.8%	12.9%	12.9%
45 - 54	12.6%	12.8%	12.7%
55 - 64	13.8%	14.0%	13.7%
65 - 74	11.3%	12.1%	12.2%
75 - 84	5.9%	6.3%	6.8%
85 +	2.7%	2.6%	3.0%
18 +	79.6%	80.6%	80.9%
2010 Population by Sex			
Males	6,159	56,749	133,699
Females	6,711	61,458	146,725
2019 Population by Sex			
Males	6,370	58,267	137,215
Females	6,907	62,324	148,814
2024 Population by Sex			
Males	6,545	59,627	140,303
Females	7,042	63,194	150,882

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
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
2019 Population by Race/Ethnicity			
Total	13,276	120,590	286,029
White Alone	75.0%	81.0%	77.2%
Black Alone	19.3%	13.2%	16.6%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	1.5%	2.1%	2.6%
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%	2.9%	2.8%
Hispanic Origin	2.1%	2.4%	2.3%
Diversity Index	42.5	35.7	40.4
2024 Population by Race/Ethnicity			
Total	13,588	122,821	291,184
White Alone	70.5%	77.5%	73.1%
Black Alone	23.2%	16.0%	20.0%
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	3.7%	3.3%	3.1%
Hispanic Origin	2.3%	2.7%	2.6%
Diversity Index	47.3	40.6	45.4
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.

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

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
2019 Population 25+ by Educational Attainment			
Total	9,615	88,071	210,061
Less than 9th Grade	3.2%	2.4%	2.6%
9th - 12th Grade, No Diploma	8.5%	7.4%	6.9%
High School Graduate	28.0%	29.7%	29.1%
GED/Alternative Credential	3.4%	3.6%	3.3%
Some College, No Degree	26.5%	27.5%	26.2%
Associate Degree	12.8%	11.4%	11.3%
Bachelor's Degree	12.2%	12.5%	13.7%
Graduate/Professional Degree	5.5%	5.5%	6.8%
2019 Population 15+ by Marital Status			
Total	11,044	101,284	240,627
Never Married	36.4%	35.0%	35.3%
Married	41.9%	44.0%	44.2%
Widowed	8.1%	7.3%	7.4%
Divorced	13.7%	13.8%	13.1%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	95.8%	94.9%	94.8%
Civilian Unemployed (Unemployment Rate)	4.2%	5.1%	5.2%
2019 Employed Population 16+ by Industry			
Total	6,832	62,455	147,495
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	4.9%	6.0%	5.4%
Manufacturing	21.0%	20.9%	20.3%
Wholesale Trade	2.7%	2.5%	2.8%
Retail Trade	9.8%	11.1%	11.0%
Transportation/Utilities	5.7%	4.8%	4.6%
Information	0.9%	1.5%	1.3%
Finance/Insurance/Real Estate	4.8%	5.9%	6.0%
Services	46.0%	43.5%	44.7%
Public Administration	4.1%	3.6%	3.8%
2019 Employed Population 16+ by Occupation			
Total	6,831	62,456	147,496
White Collar	51.7%	52.2%	54.0%
Management/Business/Financial	9.7%	10.5%	11.3%
Professional	16.4%	15.7%	17.7%
Sales	9.4%	9.3%	9.2%
Administrative Support	16.3%	16.7%	15.9%
Services	20.8%	20.0%	19.7%
Blue Collar	27.5%	27.8%	26.2%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	3.6%	5.0%	4.5%
Installation/Maintenance/Repair	4.4%	4.4%	4.2%
Production	11.9%	12.1%	11.4%
Transportation/Material Moving	7.5%	6.2%	6.0%
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%

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
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.

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

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
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)
2019 Consumer Spending			
Apparel & Services: Total \$	\$8,774,654	\$82,861,160	\$201,135,265
Average Spent	\$1,538.33	\$1,636.02	\$1,658.79
Spending Potential Index	72	76	77
Education: Total \$	\$6,139,080	\$59,174,850	\$144,588,439
Average Spent	\$1,076.28	\$1,168.36	\$1,192.44
Spending Potential Index	68	73	75
Entertainment/Recreation: Total \$	\$13,624,397	\$131,672,017	\$317,785,502
Average Spent	\$2,388.57	\$2,599.75	\$2,620.82
Spending Potential Index	73	80	80
Food at Home: Total \$	\$21,988,932	\$209,472,496	\$505,152,089
Average Spent	\$3,855.00	\$4,135.85	\$4,166.07
Spending Potential Index	75	80	81
Food Away from Home: Total \$	\$15,107,028	\$143,625,009	\$348,575,216
Average Spent	\$2,648.50	\$2,835.75	\$2,874.75
Spending Potential Index	72	77	78
Health Care: Total \$	\$26,210,308	\$253,913,240	\$610,725,781
Average Spent	\$4,595.08	\$5,013.29	\$5,036.75
Spending Potential Index	77	84	85
HH Furnishings & Equipment: Total \$	\$8,798,809	\$84,586,385	\$205,549,355
Average Spent	\$1,542.57	\$1,670.08	\$1,695.20
Spending Potential Index	72	78	80
Personal Care Products & Services: Total \$	\$3,671,244	\$35,040,986	\$85,624,459
Average Spent	\$643.63	\$691.85	\$706.16
Spending Potential Index	73	78	80
Shelter: Total \$	\$73,684,502	\$704,224,510	\$1,721,466,914
Average Spent	\$12,918.04	\$13,904.29	\$14,197.20
Spending Potential Index	70	75	77
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,220,757	\$98,998,622	\$242,287,134
Average Spent	\$1,791.86	\$1,954.64	\$1,998.18
Spending Potential Index	72	79	81
Travel: Total \$	\$8,593,232	\$83,896,939	\$205,770,617
Average Spent	\$1,506.53	\$1,656.47	\$1,697.02
Spending Potential Index	67	74	76
Vehicle Maintenance & Repairs: Total \$	\$4,871,794	\$46,873,942	\$114,163,251
Average Spent	\$854.10	\$925.48	\$941.52
Spending Potential Index	75	81	82

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.