

# FULL DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2005 Estimates & 2010 Projections

Calculated using Proportional Block Groups

Lat/Lon: 42.6816/-83.1534

January 2006

Walton Blvd & N Livernois Rd Rochester Hills, Michigan		1.00 mi radius	3.00 mi radius	5.00 mi radius
<b>POPULATION</b>	2005 Estimated Population	9,425	61,901	132,311
	2010 Projected Population	9,206	62,556	136,018
	2000 Census Population	9,669	61,156	128,204
	1990 Census Population	10,414	53,704	105,977
	Historical Annual Growth 1990 to 2005	-0.6%	1.0%	1.7%
	Projected Annual Growth 2005 to 2010	-0.5%	0.2%	0.6%
<b>HOUSEHOLDS</b>	2005 Est. Households	4,209	23,783	50,136
	2010 Proj. Households	4,111	23,999	51,558
	2000 Census Households	4,325	23,553	48,595
	1990 Census Households	4,273	19,964	38,489
	Historical Annual Growth 1990 to 2005	-0.1%	1.3%	2.0%
	Projected Annual Growth 2005 to 2010	-0.5%	0.2%	0.6%
<b>AGE</b>	2005 Est. Population 0 to 9 Years	9.8%	12.6%	12.9%
	2005 Est. Population 10 to 19 Years	11.7%	14.7%	14.3%
	2005 Est. Population 20 to 29 Years	12.2%	9.7%	11.1%
	2005 Est. Population 30 to 44 Years	19.6%	21.8%	22.3%
	2005 Est. Population 45 to 59 Years	25.0%	25.2%	24.4%
	2005 Est. Population 60 to 74 Years	13.4%	10.6%	10.3%
	2005 Est. Population 75 Years Plus	8.5%	5.2%	4.6%
	2005 Est. Median Age	41.5	39.1	38.0
<b>MARITAL STATUS &amp; SEX</b>	2005 Est. Male Population	48.2%	48.6%	49.4%
	2005 Est. Female Population	51.8%	51.4%	50.6%
	2005 Est. Never Married	26.3%	23.9%	24.4%
	2005 Est. Now Married	53.0%	60.9%	60.1%
	2005 Est. Separated or Divorced	10.5%	7.1%	7.1%
	2005 Est. Widowed	10.3%	8.1%	8.4%
<b>INCOME</b>	2005 Est. HH Income \$200,000 or More	6.1%	11.0%	9.5%
	2005 Est. HH Income \$150,000 to 199,999	6.1%	8.4%	8.1%
	2005 Est. HH Income \$100,000 to 149,999	17.6%	22.8%	21.4%
	2005 Est. HH Income \$75,000 to 99,999	14.8%	14.7%	15.2%
	2005 Est. HH Income \$50,000 to 74,999	18.8%	15.2%	16.8%
	2005 Est. HH Income \$35,000 to 49,999	12.6%	10.0%	11.0%
	2005 Est. HH Income \$25,000 to 34,999	7.8%	6.0%	6.4%
	2005 Est. HH Income \$15,000 to 24,999	8.3%	6.1%	6.0%
	2005 Est. HH Income \$0 to 14,999	8.1%	5.7%	5.5%
	2005 Est. Average Household Income	\$ 82,916	\$ 111,271	\$ 105,718
	2005 Est. Median HH Income	\$ 68,354	\$ 87,809	\$ 85,299
	2005 Est. Per Capita Income	\$ 37,935	\$ 43,038	\$ 40,439
		2005 Est. Number of Businesses	830	2,641
2005 Est. Total Number of Employees		8,837	29,567	79,169

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<b>RACE</b>	2005 Est. White Population	89.4%	85.1%	85.4%
	2005 Est. Black Population	3.3%	4.2%	4.5%
	2005 Est. Asian & Pacific Islander	5.8%	8.8%	7.9%
	2005 Est. American Indian & Alaska Native	0.2%	0.2%	0.3%
	2005 Est. Other Races Population	1.3%	1.6%	1.9%
<b>HISPANIC</b>	2005 Est. Hispanic Population	198	1,425	3,349
	2005 Est. Hispanic Population Percent	2.1%	2.3%	2.5%
	2010 Proj. Hispanic Population Percent	2.3%	2.5%	2.8%
	2000 Hispanic Population Percent	1.9%	2.1%	2.2%
<b>EDUCATION (Adults 25 or Older)</b>	2005 Est. Adult Population (25 Years or Older)	6,786	41,531	88,249
	2005 Est. Elementary (0 to 8)	4.3%	3.0%	3.2%
	2005 Est. Some High School (9 to 11)	7.8%	7.1%	7.7%
	2005 Est. High School Graduate (12)	25.2%	24.7%	26.2%
	2005 Est. Some College (13 to 16)	20.8%	20.2%	20.0%
	2005 Est. Associate Degree Only	7.8%	8.8%	8.8%
	2005 Est. Bachelor Degree Only	21.4%	21.5%	20.5%
	2005 Est. Graduate Degree	12.7%	14.6%	13.6%
<b>HOUSING</b>	2005 Est. Total Housing Units	4,612	25,785	54,367
	2005 Est. Owner Occupied Percent	60.8%	73.1%	72.1%
	2005 Est. Renter Occupied Percent	30.5%	19.2%	20.1%
	2005 Est. Vacant Housing Percent	8.7%	7.8%	7.8%
<b>HOMES BUILT BY YEAR</b>	2000 Homes Built 1999 to 2000	0.2%	2.9%	3.4%
	2000 Homes Built 1995 to 1998	0.8%	7.6%	10.6%
	2000 Homes Built 1990 to 1994	1.9%	9.0%	10.8%
	2000 Homes Built 1980 to 1989	15.6%	28.2%	24.2%
	2000 Homes Built 1970 to 1979	35.7%	26.2%	22.1%
	2000 Homes Built 1960 to 1969	20.7%	12.3%	12.8%
	2000 Homes Built 1950 to 1959	11.1%	7.6%	9.1%
	2000 Homes Built Before 1949	14.0%	6.2%	7.0%
<b>HOME VALUES</b>	2000 Home Value \$1,000,000 or More	0.2%	0.7%	0.7%
	2000 Home Value \$500,000 to \$999,999	0.4%	4.3%	4.7%
	2000 Home Value \$400,000 to \$499,999	1.5%	4.6%	5.4%
	2000 Home Value \$300,000 to \$399,999	12.2%	16.6%	14.9%
	2000 Home Value \$200,000 to \$299,999	44.1%	41.5%	34.9%
	2000 Home Value \$150,000 to \$199,999	22.7%	19.1%	20.0%
	2000 Home Value \$100,000 to \$149,999	15.1%	10.5%	14.7%
	2000 Home Value \$50,000 to \$99,999	3.3%	1.9%	3.9%
	2000 Home Value \$25,000 to \$49,999	0.3%	0.5%	0.5%
	2000 Home Value \$0 to \$24,999	0.1%	0.4%	0.3%
	2000 Median Home Value	\$ 216,139	\$ 246,080	\$ 237,552
	2000 Median Rent	\$ 589	\$ 674	\$ 712

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<b>LABOR FORCE</b>	2005 Est. Labor: Population Age 16+	7,856	48,689	104,068
	2005 Est. Civilian Employed	66.4%	67.0%	66.6%
	2005 Est. Civilian Unemployed	4.4%	2.9%	3.1%
	2005 Est. in Armed Forces	0.0%	0.0%	0.0%
	2005 Est. not in Labor Force	29.2%	30.1%	30.3%
	2005 Labor Force: Males	47.9%	48.0%	49.0%
	2005 Labor Force: Females	52.1%	52.0%	51.0%
<b>OCCUPATION</b>	2000 Occupation: Population Age 16+	5,402	32,201	67,255
	2000 Mgmt, Business, & Financial Operations	21.0%	24.1%	21.6%
	2000 Professional and Related	32.6%	32.2%	29.7%
	2000 Service	9.7%	8.0%	9.1%
	2000 Sales and Office	25.9%	26.1%	25.4%
	2000 Farming, Fishing, and Forestry	-	0.1%	0.1%
	2000 Construction, Extraction, & Maintenance	4.2%	3.7%	5.5%
	2000 Production, Transport, & Material Moving	6.7%	5.8%	8.6%
	2000 Percent White Collar Workers	79.4%	82.4%	76.7%
2000 Percent Blue Collar Workers	20.6%	17.6%	23.3%	
<b>TRANSPORTATION TO WORK</b>	2000 Drive to Work Alone	91.1%	89.4%	89.9%
	2000 Drive to Work in Carpool	4.1%	5.0%	5.3%
	2000 Travel to Work by Public Transportation	-	0.2%	0.3%
	2000 Drive to Work on Motorcycle	-	-	0.0%
	2000 Walk or Bicycle to Work	1.7%	1.7%	1.4%
	2000 Other Means	0.3%	0.3%	0.3%
	2000 Work at Home	2.7%	3.4%	2.8%
<b>TRAVEL TIME</b>	2000 Travel to Work in 14 Minutes or Less	25.3%	22.8%	22.5%
	2000 Travel to Work in 15 to 29 Minutes	33.3%	34.2%	36.7%
	2000 Travel to Work in 30 to 59 Minutes	33.6%	35.6%	34.0%
	2000 Travel to Work in 60 Minutes or More	7.8%	7.5%	6.8%
	2000 Average Travel Time to Work	25.3	26.0	25.6
<b>CONSUMER EXPENDITURE</b>	2005 Est. Total Household Expenditure (in Millions)	\$ 258.7	\$ 1,766.1	\$ 3,614.0
	2005 Est. Apparel	\$ 11.4	\$ 78.2	\$ 159.9
	2005 Est. Contributions & Gifts	\$ 18.3	\$ 133.1	\$ 267.7
	2005 Est. Education & Reading	\$ 7.0	\$ 51.3	\$ 103.0
	2005 Est. Entertainment	\$ 14.3	\$ 98.5	\$ 201.3
	2005 Est. Food, Beverages & Tobacco	\$ 39.2	\$ 261.1	\$ 537.4
	2005 Est. Furnishings And Equipment	\$ 10.9	\$ 76.1	\$ 155.1
	2005 Est. Health Care & Insurance	\$ 18.2	\$ 121.3	\$ 249.3
	2005 Est. Household Operations & Shelter & Utilities	\$ 79.5	\$ 544.3	\$ 1,112.5
	2005 Est. Miscellaneous Expenses	\$ 4.0	\$ 26.4	\$ 54.1
	2005 Est. Personal Care	\$ 3.6	\$ 24.3	\$ 49.8
	2005 Est. Transportation	\$ 52.4	\$ 351.6	\$ 723.9

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