



Community Profile

Rings: 1, 3, 5 mile radii

20550 13 Mile Rd, Roseville, MI 48066, USA

Latitude: 42.5244
Longitude: -82.91128

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	11,341	113,699	273,331
2010 Total Population	11,079	110,576	265,238
2018 Total Population	11,349	113,309	271,817
2018 Group Quarters	11	500	2,062
2023 Total Population	11,584	115,713	277,441
2018-2023 Annual Rate	0.41%	0.42%	0.41%
2018 Total Daytime Population	14,888	104,539	235,837
Workers	9,248	46,610	97,195
Residents	5,640	57,929	138,642
Household Summary			
2000 Households	4,830	46,405	113,907
2000 Average Household Size	2.35	2.43	2.38
2010 Households	4,757	46,015	111,983
2010 Average Household Size	2.33	2.39	2.35
2018 Households	4,882	47,359	115,191
2018 Average Household Size	2.32	2.38	2.34
2023 Households	4,986	48,442	117,768
2023 Average Household Size	2.32	2.38	2.34
2018-2023 Annual Rate	0.42%	0.45%	0.44%
2010 Families	2,914	29,333	69,620
2010 Average Family Size	2.96	2.99	2.98
2018 Families	2,922	29,538	69,972
2018 Average Family Size	2.95	2.97	2.97
2023 Families	2,958	29,949	70,876
2023 Average Family Size	2.94	2.97	2.97
2018-2023 Annual Rate	0.25%	0.28%	0.26%
Housing Unit Summary			
2000 Housing Units	4,934	47,712	117,178
Owner Occupied Housing Units	75.1%	76.4%	76.2%
Renter Occupied Housing Units	22.8%	20.9%	21.1%
Vacant Housing Units	2.1%	2.7%	2.8%
2010 Housing Units	5,054	49,221	120,225
Owner Occupied Housing Units	68.6%	69.7%	69.2%
Renter Occupied Housing Units	25.5%	23.8%	23.9%
Vacant Housing Units	5.9%	6.5%	6.9%
2018 Housing Units	5,212	50,694	123,919
Owner Occupied Housing Units	64.5%	66.1%	65.7%
Renter Occupied Housing Units	29.2%	27.3%	27.3%
Vacant Housing Units	6.3%	6.6%	7.0%
2023 Housing Units	5,326	51,826	126,751
Owner Occupied Housing Units	65.5%	66.7%	66.2%
Renter Occupied Housing Units	28.2%	26.7%	26.7%
Vacant Housing Units	6.4%	6.5%	7.1%
Median Household Income			
2018	\$50,273	\$50,768	\$51,625
2023	\$55,877	\$57,137	\$58,375
Median Home Value			
2018	\$109,577	\$113,471	\$117,425
2023	\$123,978	\$126,927	\$130,384
Per Capita Income			
2018	\$26,498	\$26,269	\$27,466
2023	\$31,512	\$31,222	\$32,573
Median Age			
2010	41.5	40.1	41.0
2018	43.1	41.8	42.7
2023	43.6	42.6	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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income			
Household Income Base	4,882	47,359	115,191
<\$15,000	10.6%	11.6%	10.8%
\$15,000 - \$24,999	10.9%	10.4%	10.5%
\$25,000 - \$34,999	14.2%	11.5%	11.3%
\$35,000 - \$49,999	13.9%	15.6%	15.4%
\$50,000 - \$74,999	21.7%	20.7%	20.3%
\$75,000 - \$99,999	14.1%	13.5%	13.8%
\$100,000 - \$149,999	10.4%	12.0%	12.5%
\$150,000 - \$199,999	2.5%	3.1%	3.4%
\$200,000+	1.7%	1.7%	1.9%
Average Household Income	\$60,711	\$62,451	\$64,242
2023 Households by Income			
Household Income Base	4,986	48,442	117,768
<\$15,000	8.4%	9.1%	8.4%
\$15,000 - \$24,999	9.1%	8.5%	8.6%
\$25,000 - \$34,999	12.6%	10.1%	9.9%
\$35,000 - \$49,999	12.9%	14.5%	14.3%
\$50,000 - \$74,999	21.6%	20.6%	20.2%
\$75,000 - \$99,999	15.6%	14.8%	15.1%
\$100,000 - \$149,999	13.8%	15.7%	16.2%
\$150,000 - \$199,999	3.3%	4.1%	4.4%
\$200,000+	2.6%	2.5%	2.8%
Average Household Income	\$72,162	\$74,165	\$76,161
2018 Owner Occupied Housing Units by Value			
Total	3,362	33,505	81,390
<\$50,000	13.2%	11.5%	11.3%
\$50,000 - \$99,999	30.7%	30.5%	28.6%
\$100,000 - \$149,999	31.7%	29.8%	28.9%
\$150,000 - \$199,999	17.8%	17.4%	18.2%
\$200,000 - \$249,999	3.8%	4.5%	5.7%
\$250,000 - \$299,999	1.0%	2.2%	2.6%
\$300,000 - \$399,999	1.4%	1.6%	2.2%
\$400,000 - \$499,999	0.0%	0.8%	0.8%
\$500,000 - \$749,999	0.1%	0.8%	0.9%
\$750,000 - \$999,999	0.1%	0.6%	0.4%
\$1,000,000 - \$1,499,999	0.1%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$116,672	\$132,565	\$136,744
2023 Owner Occupied Housing Units by Value			
Total	3,486	34,583	83,874
<\$50,000	10.0%	9.0%	9.1%
\$50,000 - \$99,999	24.8%	25.2%	23.9%
\$100,000 - \$149,999	31.6%	29.4%	28.1%
\$150,000 - \$199,999	23.1%	20.6%	20.9%
\$200,000 - \$249,999	5.6%	5.8%	7.1%
\$250,000 - \$299,999	1.6%	3.4%	3.7%
\$300,000 - \$399,999	2.4%	2.4%	3.1%
\$400,000 - \$499,999	0.0%	1.4%	1.4%
\$500,000 - \$749,999	0.2%	1.4%	1.5%
\$750,000 - \$999,999	0.4%	1.1%	0.7%
\$1,000,000 - \$1,499,999	0.2%	0.4%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$133,893	\$154,178	\$157,294

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	11,078	110,577	265,238
0 - 4	5.9%	5.7%	5.6%
5 - 9	5.2%	5.8%	5.6%
10 - 14	5.8%	6.4%	6.1%
15 - 24	12.0%	12.5%	12.3%
25 - 34	12.6%	12.7%	12.6%
35 - 44	13.2%	13.7%	13.4%
45 - 54	15.9%	15.9%	15.6%
55 - 64	12.4%	12.1%	12.4%
65 - 74	7.6%	7.1%	7.6%
75 - 84	6.4%	5.6%	6.0%
85 +	3.0%	2.4%	2.8%
18 +	79.2%	77.9%	78.7%
2018 Population by Age			
Total	11,348	113,310	271,817
0 - 4	5.6%	5.3%	5.2%
5 - 9	5.4%	5.5%	5.4%
10 - 14	5.2%	5.6%	5.5%
15 - 24	10.4%	11.3%	11.0%
25 - 34	13.5%	13.6%	13.2%
35 - 44	12.3%	12.6%	12.6%
45 - 54	13.5%	14.0%	13.7%
55 - 64	14.9%	14.5%	14.5%
65 - 74	10.1%	9.8%	10.2%
75 - 84	5.6%	5.0%	5.6%
85 +	3.6%	2.8%	3.2%
18 +	80.9%	80.3%	80.7%
2023 Population by Age			
Total	11,584	115,713	277,441
0 - 4	5.5%	5.3%	5.1%
5 - 9	5.3%	5.5%	5.3%
10 - 14	5.5%	5.7%	5.6%
15 - 24	9.8%	10.5%	10.3%
25 - 34	12.9%	13.3%	12.8%
35 - 44	12.7%	12.8%	12.8%
45 - 54	12.5%	12.8%	12.7%
55 - 64	14.1%	14.0%	13.9%
65 - 74	12.0%	11.7%	12.0%
75 - 84	6.4%	5.8%	6.5%
85 +	3.4%	2.5%	3.0%
18 +	80.5%	80.2%	80.8%
2010 Population by Sex			
Males	5,310	53,177	126,549
Females	5,769	57,399	138,689
2018 Population by Sex			
Males	5,462	54,753	130,427
Females	5,887	58,556	141,390
2023 Population by Sex			
Males	5,611	56,277	133,967
Females	5,973	59,436	143,474

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	11,079	110,576	265,238
White Alone	86.3%	86.2%	84.2%
Black Alone	9.3%	9.3%	11.1%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	1.1%	1.4%	1.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.4%	0.4%
Two or More Races	2.6%	2.3%	2.2%
Hispanic Origin	1.9%	2.1%	2.0%
Diversity Index	27.4	27.8	30.7
2018 Population by Race/Ethnicity			
Total	11,349	113,309	271,817
White Alone	80.8%	81.1%	78.2%
Black Alone	13.7%	13.3%	15.9%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.5%	1.9%	2.3%
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%	2.7%
Hispanic Origin	2.2%	2.4%	2.3%
Diversity Index	35.7	35.6	39.1
2023 Population by Race/Ethnicity			
Total	11,584	115,712	277,441
White Alone	76.4%	77.0%	73.4%
Black Alone	17.4%	16.5%	19.9%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	1.8%	2.2%	2.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.5%	0.5%
Two or More Races	3.7%	3.4%	3.1%
Hispanic Origin	2.4%	2.7%	2.6%
Diversity Index	41.5	41.2	45.0
2010 Population by Relationship and Household Type			
Total	11,079	110,576	265,238
In Households	99.9%	99.6%	99.2%
In Family Households	80.0%	81.7%	80.5%
Householder	26.5%	26.6%	26.3%
Spouse	17.5%	17.9%	18.0%
Child	30.6%	31.8%	30.8%
Other relative	3.1%	3.1%	3.2%
Nonrelative	2.2%	2.4%	2.2%
In Nonfamily Households	19.9%	17.9%	18.7%
In Group Quarters	0.1%	0.4%	0.8%
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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment			
Total	8,342	81,840	198,387
Less than 9th Grade	2.8%	2.5%	2.8%
9th - 12th Grade, No Diploma	8.3%	7.8%	7.3%
High School Graduate	31.3%	30.0%	28.8%
GED/Alternative Credential	3.6%	3.9%	3.6%
Some College, No Degree	26.2%	27.7%	26.7%
Associate Degree	12.0%	10.8%	10.9%
Bachelor's Degree	11.0%	11.9%	13.2%
Graduate/Professional Degree	4.7%	5.4%	6.9%
2018 Population 15+ by Marital Status			
Total	9,524	94,691	228,225
Never Married	33.5%	34.6%	34.5%
Married	45.5%	43.5%	43.8%
Widowed	7.8%	7.5%	7.7%
Divorced	13.2%	14.4%	14.0%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	95.3%	94.4%	94.7%
Civilian Unemployed (Unemployment Rate)	4.7%	5.6%	5.3%
2018 Employed Population 16+ by Industry			
Total	5,836	56,515	135,832
Agriculture/Mining	0.0%	0.3%	0.2%
Construction	4.8%	5.7%	5.1%
Manufacturing	21.0%	21.0%	19.8%
Wholesale Trade	2.4%	2.3%	2.3%
Retail Trade	9.2%	11.0%	11.5%
Transportation/Utilities	5.6%	4.3%	4.0%
Information	1.0%	1.6%	1.5%
Finance/Insurance/Real Estate	5.6%	5.6%	5.6%
Services	46.1%	44.8%	46.8%
Public Administration	4.3%	3.5%	3.2%
2018 Employed Population 16+ by Occupation			
Total	5,835	56,514	135,831
White Collar	51.3%	52.9%	55.0%
Management/Business/Financial	11.6%	10.6%	11.0%
Professional	14.5%	16.9%	18.0%
Sales	9.2%	9.1%	9.7%
Administrative Support	15.9%	16.3%	16.4%
Services	21.2%	18.9%	19.0%
Blue Collar	27.5%	28.2%	26.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	5.3%	5.4%	4.8%
Installation/Maintenance/Repair	3.7%	4.4%	4.2%
Production	10.6%	11.8%	10.7%
Transportation/Material Moving	7.9%	6.5%	6.2%
2010 Population By Urban/ Rural Status			
Total Population	11,079	110,576	265,238
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%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	4,757	46,015	111,983
Households with 1 Person	32.9%	30.9%	32.4%
Households with 2+ People	67.1%	69.1%	67.6%
Family Households	61.3%	63.7%	62.2%
Husband-wife Families	40.4%	42.9%	42.6%
With Related Children	16.0%	17.7%	17.2%
Other Family (No Spouse Present)	20.9%	20.8%	19.5%
Other Family with Male Householder	5.4%	5.3%	4.9%
With Related Children	2.9%	2.6%	2.4%
Other Family with Female Householder	15.5%	15.5%	14.6%
With Related Children	8.5%	9.1%	8.3%
Nonfamily Households	5.9%	5.4%	5.4%
All Households with Children	27.8%	29.9%	28.3%
Multigenerational Households	3.0%	3.3%	3.2%
Unmarried Partner Households	7.2%	6.7%	6.4%
Male-female	6.5%	6.1%	5.8%
Same-sex	0.7%	0.5%	0.5%
2010 Households by Size			
Total	4,755	46,018	111,981
1 Person Household	32.9%	30.9%	32.4%
2 Person Household	32.1%	31.9%	32.0%
3 Person Household	16.3%	16.5%	15.9%
4 Person Household	12.3%	12.7%	12.0%
5 Person Household	4.4%	5.3%	5.1%
6 Person Household	1.3%	1.8%	1.8%
7 + Person Household	0.7%	0.8%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	4,757	46,015	111,983
Owner Occupied	72.9%	74.6%	74.3%
Owned with a Mortgage/Loan	49.7%	52.5%	51.0%
Owned Free and Clear	23.1%	22.1%	23.3%
Renter Occupied	27.1%	25.4%	25.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,054	49,221	120,225
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.	Midlife Constants (5E)	Traditional Living (12B)	Traditional Living (12B)
2.	Traditional Living (12B)	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)
3.	Family Foundations (12A)	Heartland Communities	Midlife Constants (5E)
2018 Consumer Spending			
Apparel & Services: Total \$	\$7,604,157	\$76,100,281	\$189,948,377
Average Spent	\$1,557.59	\$1,606.88	\$1,648.99
Spending Potential Index	72	74	76
Education: Total \$	\$4,891,336	\$49,135,367	\$124,198,048
Average Spent	\$1,001.91	\$1,037.51	\$1,078.19
Spending Potential Index	69	72	74
Entertainment/Recreation: Total \$	\$11,747,390	\$117,610,797	\$292,205,530
Average Spent	\$2,406.27	\$2,483.39	\$2,536.70
Spending Potential Index	75	77	79
Food at Home: Total \$	\$18,521,470	\$185,637,943	\$459,882,848
Average Spent	\$3,793.83	\$3,919.80	\$3,992.35
Spending Potential Index	76	78	80
Food Away from Home: Total \$	\$12,412,405	\$123,978,107	\$309,774,616
Average Spent	\$2,542.48	\$2,617.84	\$2,689.23
Spending Potential Index	72	75	77
Health Care: Total \$	\$21,889,561	\$217,904,165	\$540,130,119
Average Spent	\$4,483.73	\$4,601.11	\$4,689.00
Spending Potential Index	78	80	82
HH Furnishings & Equipment: Total \$	\$7,508,570	\$75,084,461	\$187,259,349
Average Spent	\$1,538.01	\$1,585.43	\$1,625.64
Spending Potential Index	74	76	78
Personal Care Products & Services: Total \$	\$2,923,475	\$29,040,192	\$72,965,226
Average Spent	\$598.83	\$613.19	\$633.43
Spending Potential Index	72	74	77
Shelter: Total \$	\$58,423,467	\$581,129,751	\$1,462,829,199
Average Spent	\$11,967.12	\$12,270.74	\$12,699.16
Spending Potential Index	71	73	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,865,260	\$87,380,478	\$220,175,447
Average Spent	\$1,815.91	\$1,845.07	\$1,911.39
Spending Potential Index	73	74	77
Travel: Total \$	\$7,254,343	\$72,390,444	\$183,172,865
Average Spent	\$1,485.94	\$1,528.55	\$1,590.17
Spending Potential Index	69	71	74
Vehicle Maintenance & Repairs: Total \$	\$3,952,320	\$39,501,683	\$98,077,412
Average Spent	\$809.57	\$834.09	\$851.43
Spending Potential Index	75	78	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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.