

# FULL PROFILE

2000-2010 Census, 2020 Estimates with 2025 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.6359/-83.1307

RF1

## 10 E Auburn Rd

### Rochester Hills, MI 48307

1 mi radius    3 mi radius    5 mi radius

	1 mi radius	3 mi radius	5 mi radius	
<b>POPULATION</b>	2020 Estimated Population	8,659	68,777	199,662
	2025 Projected Population	8,706	68,815	200,001
	2010 Census Population	8,073	64,699	188,166
	2000 Census Population	7,331	61,148	178,801
	Projected Annual Growth 2020 to 2025	0.1%	-	-
	Historical Annual Growth 2000 to 2020	0.9%	0.6%	0.6%
<b>HOUSEHOLDS</b>	2020 Estimated Households	3,583	27,387	78,525
	2025 Projected Households	3,668	27,924	80,164
	2010 Census Households	3,245	25,072	71,995
	2000 Census Households	2,974	23,006	66,838
	Projected Annual Growth 2020 to 2025	0.5%	0.4%	0.4%
	Historical Annual Growth 2000 to 2020	1.0%	1.0%	0.9%
<b>AGE</b>	2020 Est. Population Under 10 Years	12.7%	11.1%	10.6%
	2020 Est. Population 10 to 19 Years	10.3%	11.9%	12.3%
	2020 Est. Population 20 to 29 Years	14.3%	13.0%	12.5%
	2020 Est. Population 30 to 44 Years	23.5%	19.9%	18.5%
	2020 Est. Population 45 to 59 Years	18.8%	20.8%	21.3%
	2020 Est. Population 60 to 74 Years	14.0%	16.8%	18.0%
	2020 Est. Population 75 Years or Over	6.5%	6.5%	6.7%
	2020 Est. Median Age	37.2	40.0	41.4
<b>MARITAL STATUS &amp; GENDER</b>	2020 Est. Male Population	50.1%	49.7%	49.6%
	2020 Est. Female Population	49.9%	50.3%	50.4%
	2020 Est. Never Married	29.0%	28.8%	28.2%
	2020 Est. Now Married	56.3%	55.0%	55.4%
	2020 Est. Separated or Divorced	10.0%	10.5%	10.7%
	2020 Est. Widowed	4.6%	5.8%	5.7%
<b>INCOME</b>	2020 Est. HH Income \$200,000 or More	12.6%	13.3%	15.4%
	2020 Est. HH Income \$150,000 to \$199,999	10.2%	11.3%	10.6%
	2020 Est. HH Income \$100,000 to \$149,999	23.0%	20.5%	20.2%
	2020 Est. HH Income \$75,000 to \$99,999	15.7%	15.1%	14.0%
	2020 Est. HH Income \$50,000 to \$74,999	17.9%	17.1%	15.3%
	2020 Est. HH Income \$35,000 to \$49,999	6.6%	8.4%	8.9%
	2020 Est. HH Income \$25,000 to \$34,999	4.1%	5.3%	6.5%
	2020 Est. HH Income \$15,000 to \$24,999	4.6%	4.7%	4.6%
	2020 Est. HH Income Under \$15,000	5.3%	4.3%	4.7%
	2020 Est. Average Household Income	\$114,110	\$116,148	\$122,186
	2020 Est. Median Household Income	\$94,662	\$96,541	\$100,126
	2020 Est. Per Capita Income	\$47,241	\$46,341	\$48,125
	2020 Est. Total Businesses	497	2,806	8,701
2020 Est. Total Employees	5,470	32,325	111,813	

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<b>RACE</b>	2020 Est. White	64.9%	74.4%	76.1%
	2020 Est. Black	5.7%	5.5%	5.6%
	2020 Est. Asian or Pacific Islander	26.3%	16.7%	14.9%
	2020 Est. American Indian or Alaska Native	0.2%	0.2%	0.2%
	2020 Est. Other Races	2.9%	3.2%	3.2%
<b>HISPANIC</b>	2020 Est. Hispanic Population	299	2,452	6,990
	2020 Est. Hispanic Population	3.4%	3.6%	3.5%
	2025 Proj. Hispanic Population	3.4%	3.5%	3.5%
	2010 Hispanic Population	2.8%	2.9%	2.8%
<b>EDUCATION (Adults 25 or Older)</b>	2020 Est. Adult Population (25 Years or Over)	6,102	48,677	141,961
	2020 Est. Elementary (Grade Level 0 to 8)	1.2%	1.6%	2.3%
	2020 Est. Some High School (Grade Level 9 to 11)	1.5%	2.7%	3.1%
	2020 Est. High School Graduate	14.9%	17.7%	18.7%
	2020 Est. Some College	18.8%	17.5%	17.0%
	2020 Est. Associate Degree Only	7.6%	8.1%	8.0%
	2020 Est. Bachelor Degree Only	29.8%	28.3%	27.2%
	2020 Est. Graduate Degree	26.3%	24.0%	23.7%
<b>HOUSING</b>	2020 Est. Total Housing Units	3,733	28,464	81,573
	2020 Est. Owner-Occupied	59.1%	71.5%	73.9%
	2020 Est. Renter-Occupied	36.9%	24.7%	22.4%
	2020 Est. Vacant Housing	4.0%	3.8%	3.7%
<b>HOMES BUILT BY YEAR</b>	2020 Homes Built 2010 or later	4.0%	3.6%	3.8%
	2020 Homes Built 2000 to 2009	11.2%	11.2%	10.4%
	2020 Homes Built 1990 to 1999	20.2%	19.3%	19.4%
	2020 Homes Built 1980 to 1989	23.9%	18.4%	15.9%
	2020 Homes Built 1970 to 1979	17.9%	20.9%	23.3%
	2020 Homes Built 1960 to 1969	5.5%	8.2%	10.0%
	2020 Homes Built 1950 to 1959	6.0%	7.7%	7.9%
	2020 Homes Built Before 1949	7.3%	7.1%	5.6%
<b>HOME VALUES</b>	2020 Home Value \$1,000,000 or More	0.4%	0.6%	0.7%
	2020 Home Value \$500,000 to \$999,999	3.1%	4.6%	8.3%
	2020 Home Value \$400,000 to \$499,999	17.1%	10.3%	11.1%
	2020 Home Value \$300,000 to \$399,999	22.6%	24.6%	22.0%
	2020 Home Value \$200,000 to \$299,999	30.4%	30.8%	29.5%
	2020 Home Value \$150,000 to \$199,999	13.9%	13.2%	13.9%
	2020 Home Value \$100,000 to \$149,999	8.3%	8.0%	7.6%
	2020 Home Value \$50,000 to \$99,999	2.9%	2.7%	2.5%
	2020 Home Value \$25,000 to \$49,999	0.3%	1.5%	1.0%
	2020 Home Value Under \$25,000	1.0%	3.8%	3.4%
	2020 Median Home Value	\$275,923	\$263,987	\$277,517
	2020 Median Rent	\$1,049	\$1,119	\$1,011

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<b>LABOR FORCE</b>	2020 Est. Labor Population Age 16 Years or Over	6,998	56,136	163,560
	2020 Est. Civilian Employed	61.0%	58.1%	56.8%
	2020 Est. Civilian Unemployed	4.9%	5.0%	5.1%
	2020 Est. in Armed Forces	0.1%	0.1%	-
	2020 Est. not in Labor Force	34.0%	36.8%	38.0%
	2020 Labor Force Males	49.2%	49.0%	49.0%
	2020 Labor Force Females	50.8%	51.0%	51.0%
<b>OCCUPATION</b>	2020 Occupation: Population Age 16 Years or Over	4,266	32,598	92,972
	2020 Mgmt, Business, & Financial Operations	19.9%	21.6%	20.5%
	2020 Professional, Related	34.4%	33.2%	32.0%
	2020 Service	13.0%	12.8%	12.8%
	2020 Sales, Office	21.5%	20.5%	20.6%
	2020 Farming, Fishing, Forestry	-	0.2%	0.1%
	2020 Construction, Extraction, Maintenance	3.0%	3.7%	4.6%
	2020 Production, Transport, Material Moving	8.1%	8.1%	9.4%
	2020 White Collar Workers	75.9%	75.3%	73.1%
	2020 Blue Collar Workers	24.1%	24.7%	26.9%
<b>TRANSPORTATION TO WORK</b>	2020 Drive to Work Alone	84.2%	86.5%	85.9%
	2020 Drive to Work in Carpool	9.0%	7.1%	6.7%
	2020 Travel to Work by Public Transportation	0.2%	0.2%	0.6%
	2020 Drive to Work on Motorcycle	-	-	-
	2020 Walk or Bicycle to Work	1.9%	1.1%	1.2%
	2020 Other Means	0.8%	0.6%	0.5%
	2020 Work at Home	4.0%	4.4%	5.0%
	2020 Travel to Work in 14 Minutes or Less	19.1%	19.2%	19.3%
<b>TRAVEL TIME</b>	2020 Travel to Work in 15 to 29 Minutes	43.9%	41.1%	40.1%
	2020 Travel to Work in 30 to 59 Minutes	27.8%	31.0%	31.2%
	2020 Travel to Work in 60 Minutes or More	11.2%	7.8%	7.4%
	2020 Average Travel Time to Work	24.1	23.6	23.9
	2020 Est. Total Household Expenditure	\$278.05 M	\$2.14 B	\$6.37 B
<b>CONSUMER EXPENDITURE</b>	2020 Est. Apparel	\$9.94 M	\$76.38 M	\$227.88 M
	2020 Est. Contributions, Gifts	\$16.52 M	\$128.34 M	\$388.96 M
	2020 Est. Education, Reading	\$9.53 M	\$74.03 M	\$224.95 M
	2020 Est. Entertainment	\$16 M	\$123.66 M	\$369.23 M
	2020 Est. Food, Beverages, Tobacco	\$42.16 M	\$322.92 M	\$957.99 M
	2020 Est. Furnishings, Equipment	\$9.92 M	\$76.64 M	\$228.54 M
	2020 Est. Health Care, Insurance	\$25 M	\$193.14 M	\$573.72 M
	2020 Est. Household Operations, Shelter, Utilities	\$89.33 M	\$684.2 M	\$2.03 B
	2020 Est. Miscellaneous Expenses	\$5.28 M	\$40.74 M	\$121.47 M
	2020 Est. Personal Care	\$3.74 M	\$28.74 M	\$85.5 M
	2020 Est. Transportation	\$50.63 M	\$389.21 M	\$1.15 B

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