

## Complete Demographic Comparison Report for My Site, 56601 Grand River Ave, New Hudson, MI, 48165:

	1 mile(s)	3 mile(s)	5 mile(s)
<b>2015A Demographics:</b>			
Employees	1,296	6,355	28,133
Establishments*	99	579	2,417
Total Population	1,334	13,828	54,198
Total Households	501	5,062	20,824
Female Population	668	6,938	27,509
% Female	50.1%	50.2%	50.8%
Male Population	666	6,890	26,690
% Male	49.9%	49.8%	49.2%
Population Density (per Sq. Mi.)	423.65	488.04	688.65
<b>Employed Civilian Population 16+</b>			
Total	619	6,159	24,501
White Collar	68.2%	67.3%	68.6%
Blue Collar	31.8%	32.7%	31.4%
<b>Seasonal Population by Quarter:</b>			
Q4 2011	4	121	390
Q1 2012	4	121	390
Q2 2012	4	132	414
Q3 2012	4	129	407
Q4 2012	4	126	403
Q1 2013	4	124	396
Q2 2013	5	137	432
Q3 2013	5	139	430
Q4 2013	5	133	413
Q1 2014	4	129	394
Q2 2014	5	144	448
Q3 2014	5	163	479
Q4 2014	5	143	443
<b>Age:</b>			
Age 0 - 4	6.2%	6.5%	6.2%
Age 5 - 14	13.6%	15.2%	15.0%
Age 15 - 19	5.7%	6.3%	6.7%
Age 20 - 24	5.9%	5.7%	5.8%
Age 25 - 34	14.9%	12.3%	12.3%
Age 35 - 44	14.6%	14.3%	13.9%
Age 45 - 54	15.5%	16.2%	16.4%
Age 55 - 64	14.2%	13.4%	12.8%
Age 65 - 74	5.7%	6.1%	6.4%
Age 75 - 84	2.7%	2.9%	3.1%

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Age 85 +	1.0%	1.2%	1.4%
Median Age	37.8	38.3	38.3

## Housing Units

Total Housing Units	512	5,363	22,349
Occupied Housing Units	97.8%	94.4%	93.2%
Vacant Housing Units	2.2%	5.6%	6.8%

## Housing Units by Tenure

Total Households in Tenure	501	5,062	20,824
Owner Occupied Housing Units	340	4,193	15,727
Owner Occupied free and clear	23.1%	30.7%	30.1%
Owner Occupied with a mortgage or loan	76.9%	69.3%	69.9%
Renter Occupied Housing Units	161	869	5,097

## Race and Ethnicity

American Indian, Eskimo, Aleut	0.2%	0.2%	0.3%
Asian	1.7%	1.7%	3.4%
Black	2.4%	1.4%	4.5%
Hawaiian/Pacific Islander	0.0%	0.1%	0.0%
White	93.3%	94.1%	88.7%
Other	0.2%	0.7%	1.1%
Multi-Race	2.3%	2.0%	2.1%
Hispanic Ethnicity	2.5%	3.5%	4.0%
Not of Hispanic Ethnicity	97.5%	96.5%	96.0%

## Race of Hispanics

Hispanics	34	478	2,145
American Indian	0.6%	1.1%	0.7%
Asian	0.0%	0.2%	0.5%
Black	0.0%	1.2%	1.5%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	85.8%	75.8%	65.9%
Other	7.8%	17.1%	24.5%
Multi-Race	5.8%	4.6%	6.8%

## Race of Non Hispanics

Non Hispanics	1,300	13,350	52,053
American Indian	0.1%	0.2%	0.3%
Asian	1.7%	1.7%	3.5%
Black	2.4%	1.4%	4.6%
Hawaiian/Pacific Islander	0.0%	0.1%	0.0%
White	93.5%	94.7%	89.6%
Other	0.0%	0.1%	0.1%
Multi-Race	2.2%	1.9%	1.9%

## Marital Status:

Age 15 + Population	1,069	10,832	42,673
Divorced	9.7%	11.8%	10.5%

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**SIGNATURE ASSOCIATES**  
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Never Married	26.5%	25.3%	28.0%
Now Married	61.0%	59.3%	56.7%
Now Married - Separated	0.2%	0.2%	0.8%
Widowed	2.9%	3.6%	4.8%

## Educational Attainment:

Total Population Age 25+	915	9,175	35,904
Grade K - 8	0.9%	1.0%	1.7%
Grade 9 - 12	4.3%	4.5%	4.7%
High School Graduate	27.6%	26.9%	24.4%
Associates Degree	7.8%	8.4%	7.9%
Bachelor's Degree	24.8%	23.4%	24.5%
Graduate Degree	7.8%	10.6%	12.9%
Some College, No Degree	26.5%	25.1%	23.4%
No Schooling Completed	0.4%	0.3%	0.6%

## Household Income:

Income \$ 0 - \$9,999	2.9%	2.9%	4.0%
Income \$ 10,000 - \$14,999	1.0%	2.3%	3.0%
Income \$ 15,000 - \$24,999	7.9%	7.1%	8.4%
Income \$ 25,000 - \$34,999	5.6%	7.1%	10.0%
Income \$ 35,000 - \$49,999	13.5%	13.0%	12.5%
Income \$ 50,000 - \$74,999	21.5%	19.6%	16.1%
Income \$ 75,000 - \$99,999	17.6%	15.6%	13.0%
Income \$100,000 - \$124,999	11.1%	11.2%	11.6%
Income \$125,000 - \$149,999	7.9%	8.1%	7.6%
Income \$150,000 +	11.0%	13.1%	13.8%
Average Household Income	\$94,469	\$98,301	\$93,692
Median Household Income	\$72,659	\$72,814	\$69,200
Per Capita Income	\$35,510	\$36,003	\$36,049

## Vehicles Available

0 Vehicles Available	2.0%	2.2%	3.6%
1 Vehicle Available	21.5%	25.8%	33.7%
2+ Vehicles Available	76.5%	72.0%	62.7%
Average Vehicles Per Household	2.28	2.20	1.98
Total Vehicles Available	1,142	11,136	41,142

## 2020 Demographics:

Total Population	1,384	14,888	56,837
Total Households	522	5,464	21,830
Female Population	695	7,471	28,888
% Female	50.2%	50.2%	50.8%
Male Population	689	7,416	27,950
% Male	49.8%	49.8%	49.2%

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Population Density (per Sq. Mi.)	381.21	449.27	650.67
<b>Employed Civilian Population 16+</b>			
Total	656	6,798	26,294
% White Collar	68.3%	67.8%	68.9%
% Blue Collar	31.7%	32.2%	31.1%
<b>Age:</b>			
Age 0 - 4	5.8%	6.2%	5.8%
Age 5 - 14	13.1%	14.3%	14.1%
Age 15 - 19	5.9%	6.5%	6.8%
Age 20 - 24	5.0%	5.3%	5.6%
Age 25 - 34	15.0%	12.5%	12.4%
Age 35 - 44	14.0%	13.5%	13.1%
Age 45 - 54	15.0%	15.0%	15.3%
Age 55 - 64	14.9%	14.5%	13.9%
Age 65 - 74	7.3%	7.6%	7.9%
Age 75 - 84	3.0%	3.3%	3.7%
Age 85 +	1.1%	1.3%	1.5%
Median Age	38.9	39.1	39.4
<b>Housing Units</b>			
Total Housing Units	532	5,801	23,485
Occupied Housing Units	98.0%	94.2%	93.0%
Vacant Housing Units	2.0%	5.8%	7.1%
<b>Housing Units by Tenure</b>			
Total Households in Tenure	522	5,464	21,830
Owner Occupied Housing Units	353	4,534	16,653
Owner Occupied free and clear	23.6%	30.2%	30.1%
Owner Occupied with a mortgage or loan	76.4%	69.8%	69.9%
Renter Occupied Housing Units	168	930	5,177
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	0.2%	0.2%	0.3%
Asian	1.9%	1.9%	4.0%
Black	2.5%	1.4%	4.4%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	92.5%	93.3%	87.7%
Other	0.2%	0.7%	1.1%
Multi-Race	2.7%	2.3%	2.4%
Hispanic Ethnicity	2.9%	3.8%	4.3%
Not of Hispanic Ethnicity	97.1%	96.2%	95.7%
<b>Race of Hispanics</b>			
Hispanics	39	561	2,420
American Indian	0.5%	1.0%	0.6%
Asian	0.0%	0.2%	0.5%
Black	0.0%	1.2%	1.4%

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Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	86.7%	76.1%	66.8%
Other	7.8%	17.2%	23.9%
Multi-Race	4.9%	4.4%	6.8%

## Race of Non Hispanics

Non Hispanics	1,345	14,326	54,417
American Indian	0.1%	0.2%	0.3%
Asian	2.0%	2.0%	4.2%
Black	2.6%	1.5%	4.6%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	92.7%	94.0%	88.6%
Other	0.0%	0.1%	0.1%
Multi-Race	2.6%	2.3%	2.2%

## Marital Status:

Age 15 + Population	1,122	11,839	45,540
Divorced	9.7%	11.7%	10.4%
Never Married	27.0%	25.4%	28.0%
Now Married	60.5%	59.2%	56.7%
Now Married - Separated	0.2%	0.2%	0.8%
Widowed	2.9%	3.6%	4.9%

## Educational Attainment:

Total Population Age 25+	972	10,074	38,475
Grade K - 9	0.9%	1.0%	1.6%
Grade 9 - 12	4.3%	4.5%	4.7%
High School Graduate	27.7%	26.5%	24.1%
Associates Degree	7.8%	8.5%	8.0%
Bachelor's Degree	24.8%	23.6%	24.6%
Graduate Degree	7.9%	10.9%	13.2%
Some College, No Degree	26.3%	24.8%	23.2%
No Schooling Completed	0.3%	0.2%	0.5%

## Household Income:

Income \$ 0 - \$9,999	2.1%	2.1%	2.9%
Income \$ 10,000 - \$14,999	1.1%	2.0%	2.7%
Income \$ 15,000 - \$24,999	6.3%	5.8%	7.3%
Income \$ 25,000 - \$34,999	5.1%	6.2%	8.8%
Income \$ 35,000 - \$49,999	11.4%	11.2%	11.3%
Income \$ 50,000 - \$74,999	17.9%	16.1%	13.5%
Income \$ 75,000 - \$99,999	18.5%	16.3%	13.2%
Income \$100,000 - \$124,999	13.7%	13.5%	13.4%
Income \$125,000 - \$149,999	9.6%	9.9%	9.5%
Income \$150,000 +	14.3%	16.8%	17.4%

Average Household Income	\$107,059	\$112,221	\$107,093
Median Household Income	\$82,708	\$84,560	\$81,483
Per Capita Income	\$40,367	\$41,203	\$41,182

## Vehicles Available

0 Vehicles Available	1.9%	2.3%	3.7%
1 Vehicle Available	21.3%	25.8%	33.2%
2+ Vehicles Available	76.7%	71.9%	63.2%
Average Vehicles Per Household	2.28	2.20	1.99
Total Vehicles Available	1,191	12,034	43,401

## 2010 Demographics:

Total Population	1,200	12,729	51,209
Total Households	450	4,647	19,667
Female Population	595	6,389	25,990
% Female	49.5%	50.2%	50.8%
Male Population	606	6,340	25,219
% Male	50.5%	49.8%	49.3%
Population Density (per Sq. Mi.)	381.21	449.27	650.67

## Employed Civilian Population 16+

Total	571	5,889	24,152
% White Collar	67.4%	67.4%	68.8%
% Blue Collar	32.6%	32.6%	31.2%

## Age:

Age 0 - 4	6.6%	7.0%	6.6%
Age 5 - 14	13.8%	15.2%	15.3%
Age 15 - 19	5.7%	6.5%	6.7%
Age 20 - 24	6.2%	5.2%	5.3%
Age 25 - 34	14.0%	11.9%	12.0%
Age 35 - 44	15.2%	15.7%	15.3%
Age 45 - 54	16.7%	17.1%	17.2%
Age 55 - 64	12.8%	11.8%	11.5%
Age 65 - 74	5.3%	5.5%	5.6%
Age 75 - 84	2.6%	2.8%	3.1%
Age 85 +	1.1%	1.2%	1.3%
Median Age	37.6	37.9	38.0

## Housing Units

Total Housing Units	475	5,059	21,665
Occupied Housing Units	94.8%	91.9%	90.8%
Vacant Housing Units	5.2%	8.2%	9.2%

## Housing Units by Tenure

Total Households in Tenure	450	4,647	19,667
Owner Occupied Housing Units	317	3,927	15,012
Owner Occupied free and clear	20.7%	27.5%	26.7%
Owner Occupied with a mortgage or loan	79.3%	72.5%	73.3%
Renter Occupied Housing Units	134	720	4,655

## Race and Ethnicity

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American Indian, Eskimo, Aleut	0.2%	0.3%	0.3%
Asian	1.5%	1.5%	3.0%
Black	2.2%	1.3%	4.0%
Hawaiian/Pacific Islander	0.0%	0.1%	0.0%
White	94.0%	94.6%	89.8%
Other	0.2%	0.6%	1.0%
Multi-Race	2.0%	1.7%	1.8%
Hispanic Ethnicity	2.4%	3.1%	3.6%
Not of Hispanic Ethnicity	97.6%	96.9%	96.4%

## Race of Hispanics

Hispanics	28	397	1,826
American Indian	0.7%	1.3%	0.8%
Asian	0.0%	0.2%	0.6%
Black	0.0%	1.2%	1.6%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	86.2%	74.6%	65.0%
Other	7.7%	17.8%	24.8%
Multi-Race	5.3%	4.8%	7.3%

## Race of Non Hispanics

Non Hispanics	1,172	12,332	49,383
American Indian	0.2%	0.2%	0.3%
Asian	1.5%	1.5%	3.1%
Black	2.2%	1.3%	4.1%
Hawaiian/Pacific Islander	0.0%	0.1%	0.0%
White	94.2%	95.2%	90.8%
Other	0.0%	0.1%	0.1%
Multi-Race	1.9%	1.6%	1.6%

## Marital Status:

Age 15 + Population	956	9,901	39,992
Divorced	9.4%	10.9%	10.0%
Never Married	27.8%	24.9%	28.2%
Now Married	59.4%	60.6%	57.1%
Now Married - Separated	0.1%	0.1%	1.0%
Widowed	3.4%	3.7%	4.7%

## Educational Attainment:

Total Population Age 25+	812	8,420	33,817
Grade K - 8	1.3%	1.1%	1.8%
Grade 9 - 12	4.2%	4.0%	4.3%
High School Graduate	27.1%	27.1%	24.9%
Associates Degree	7.7%	8.1%	7.8%
Bachelor's Degree	24.5%	23.4%	24.6%
Graduate Degree	7.3%	10.2%	12.1%
Some College, No Degree	27.6%	25.9%	24.0%

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No Schooling Completed	0.4%	0.3%	0.5%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	3.1%	3.3%	4.1%
Income \$ 10,000 - \$14,999	1.3%	2.4%	3.1%
Income \$ 15,000 - \$24,999	9.1%	7.8%	9.0%
Income \$ 25,000 - \$34,999	6.8%	7.2%	11.3%
Income \$ 35,000 - \$49,999	15.0%	14.8%	13.4%
Income \$ 50,000 - \$74,999	22.8%	21.3%	17.5%
Income \$ 75,000 - \$99,999	16.4%	14.7%	12.5%
Income \$100,000 - \$124,999	9.7%	10.3%	10.9%
Income \$125,000 - \$149,999	7.1%	7.4%	6.9%
Income \$150,000 +	8.7%	10.9%	11.4%
Average Household Income	\$85,803	\$90,617	\$86,537
Median Household Income	\$67,476	\$68,135	\$63,408
Per Capita Income	\$32,230	\$33,099	\$33,288
<b>Vehicles Available</b>			
0 Vehicles Available	2.0%	1.7%	3.3%
1 Vehicle Available	21.9%	26.1%	34.5%
2+ Vehicles Available	76.1%	72.3%	62.2%
Average Vehicles Per Household	2.29	2.20	1.96
Total Vehicles Available	1,031	10,223	38,524

*\*Report counts include D&B business location records that have a valid telephone, known SIC code and D&B ratings as well as exclude cottage industries (businesses that operate from a residence).*

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