

Full Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.689/-83.2411

3295 Lapeer Rd Auburn Hills, MI 48326	1 mi radius	3 mi radius	5 mi radius
Population			
2023 Estimated Population	4,817	47,945	144,604
2028 Projected Population	4,774	48,206	148,114
2020 Census Population	5,085	48,234	143,973
2010 Census Population	4,665	41,840	132,902
Projected Annual Growth 2023 to 2028	-0.2%	0.1%	0.5%
Historical Annual Growth 2010 to 2023	0.3%	1.1%	0.7%
Households			
2023 Estimated Households	2,431	18,409	57,145
2028 Projected Households	2,408	18,553	58,702
2020 Census Households	2,514	18,300	56,268
2010 Census Households	2,184	15,846	50,706
Projected Annual Growth 2023 to 2028	-0.2%	0.2%	0.5%
Historical Annual Growth 2010 to 2023	0.9%	1.2%	1.0%
Age			
2023 Est. Population Under 10 Years	11.2%	12.4%	12.2%
2023 Est. Population 10 to 19 Years	8.4%	12.7%	12.8%
2023 Est. Population 20 to 29 Years	25.2%	19.7%	15.4%
2023 Est. Population 30 to 44 Years	20.6%	18.3%	18.9%
2023 Est. Population 45 to 59 Years	14.5%	17.3%	18.8%
2023 Est. Population 60 to 74 Years	14.7%	15.2%	16.4%
2023 Est. Population 75 Years or Over	5.4%	4.3%	5.4%
2023 Est. Median Age	33.6	35.2	37.7
Marital Status & Gender			
2023 Est. Male Population	49.8%	49.2%	49.6%
2023 Est. Female Population	50.2%	50.8%	50.4%
2023 Est. Never Married	44.2%	41.7%	38.4%
2023 Est. Now Married	30.7%	39.6%	42.4%
2023 Est. Separated or Divorced	19.0%	13.8%	14.3%
2023 Est. Widowed	6.2%	5.0%	4.9%
Income			
2023 Est. HH Income \$200,000 or More	9.3%	15.5%	15.2%
2023 Est. HH Income \$150,000 to \$199,999	4.4%	9.8%	9.9%
2023 Est. HH Income \$100,000 to \$149,999	20.4%	17.5%	16.8%
2023 Est. HH Income \$75,000 to \$99,999	13.7%	10.3%	11.4%
2023 Est. HH Income \$50,000 to \$74,999	16.0%	14.3%	13.5%
2023 Est. HH Income \$35,000 to \$49,999	13.1%	10.1%	9.6%
2023 Est. HH Income \$25,000 to \$34,999	6.4%	7.0%	7.4%
2023 Est. HH Income \$15,000 to \$24,999	6.4%	5.8%	6.2%
2023 Est. HH Income Under \$15,000	10.2%	9.7%	9.9%
2023 Est. Average Household Income	\$99,689	\$116,415	\$119,783
2023 Est. Median Household Income	\$73,704	\$93,703	\$93,764
2023 Est. Per Capita Income	\$50,627	\$45,606	\$47,847
2023 Est. Total Businesses	337	1,912	5,655
2023 Est. Total Employees	16,301	64,762	130,638

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3295 Lapeer Rd		1 mi radius	3 mi radius	5 mi radius
Auburn Hills, MI 48326				
Race				
2023 Est. White		54.9%	51.9%	58.1%
2023 Est. Black		20.7%	21.9%	20.7%
2023 Est. Asian or Pacific Islander		13.7%	14.8%	10.2%
2023 Est. American Indian or Alaska Native		0.5%	0.4%	0.3%
2023 Est. Other Races		10.2%	11.1%	10.7%
Hispanic				
2023 Est. Hispanic Population		526	5,818	16,695
2023 Est. Hispanic Population		10.9%	12.1%	11.5%
2028 Proj. Hispanic Population		11.0%	12.1%	11.5%
2020 Hispanic Population		11.1%	14.8%	13.1%
Education (Adults 25 & Older)				
2023 Est. Adult Population (25 Years or Over)		3,325	30,183	96,507
2023 Est. Elementary (Grade Level 0 to 8)		1.2%	4.4%	3.0%
2023 Est. Some High School (Grade Level 9 to 11)		1.4%	5.4%	6.2%
2023 Est. High School Graduate		24.4%	20.6%	21.8%
2023 Est. Some College		13.6%	15.5%	17.2%
2023 Est. Associate Degree Only		10.2%	8.2%	7.8%
2023 Est. Bachelor Degree Only		26.4%	26.0%	24.9%
2023 Est. Graduate Degree		22.8%	19.8%	19.1%
Housing				
2023 Est. Total Housing Units		2,656	19,434	61,222
2023 Est. Owner-Occupied		46.0%	61.9%	60.5%
2023 Est. Renter-Occupied		45.5%	32.8%	32.9%
2023 Est. Vacant Housing		8.4%	5.3%	6.7%
Homes Built by Year				
2023 Homes Built 2010 or later		7.0%	8.3%	6.8%
2023 Homes Built 2000 to 2009		9.0%	12.3%	10.4%
2023 Homes Built 1990 to 1999		18.8%	13.7%	13.2%
2023 Homes Built 1980 to 1989		17.3%	15.8%	14.0%
2023 Homes Built 1970 to 1979		13.9%	15.6%	15.9%
2023 Homes Built 1960 to 1969		10.7%	8.3%	10.3%
2023 Homes Built 1950 to 1959		11.4%	11.7%	11.1%
2023 Homes Built Before 1949		3.5%	9.2%	11.7%
Home Values				
2023 Home Value \$1,000,000 or More		0.8%	1.5%	1.9%
2023 Home Value \$500,000 to \$999,999		6.5%	12.7%	13.8%
2023 Home Value \$400,000 to \$499,999		8.3%	19.4%	15.6%
2023 Home Value \$300,000 to \$399,999		17.9%	19.8%	19.7%
2023 Home Value \$200,000 to \$299,999		16.7%	14.5%	17.8%
2023 Home Value \$150,000 to \$199,999		16.4%	9.1%	10.2%
2023 Home Value \$100,000 to \$149,999		9.5%	7.3%	6.3%
2023 Home Value \$50,000 to \$99,999		5.1%	6.3%	5.7%
2023 Home Value \$25,000 to \$49,999		12.6%	4.8%	4.4%
2023 Home Value Under \$25,000		6.0%	4.6%	4.5%
2023 Median Home Value		\$200,555	\$289,189	\$292,257
2023 Median Rent		\$992	\$1,007	\$983

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Labor Force			
2023 Est. Labor Population Age 16 Years or Over	4,052	38,481	116,130
2023 Est. Civilian Employed	67.9%	61.5%	59.3%
2023 Est. Civilian Unemployed	1.9%	3.2%	3.1%
2023 Est. in Armed Forces	0.4%	-	-
2023 Est. not in Labor Force	29.8%	35.3%	37.6%
2023 Labor Force Males	49.3%	48.6%	49.2%
2023 Labor Force Females	50.7%	51.4%	50.8%
Occupation			
2023 Occupation: Population Age 16 Years or Over	2,750	23,662	68,853
2023 Mgmt, Business, & Financial Operations	14.2%	19.1%	20.5%
2023 Professional, Related	33.4%	29.0%	29.3%
2023 Service	19.2%	15.4%	14.5%
2023 Sales, Office	16.4%	18.6%	18.4%
2023 Farming, Fishing, Forestry	-	-	-
2023 Construction, Extraction, Maintenance	5.5%	6.4%	6.3%
2023 Production, Transport, Material Moving	11.2%	11.4%	10.9%
2023 White Collar Workers	64.1%	66.7%	68.2%
2023 Blue Collar Workers	35.9%	33.3%	31.8%
Transportation to Work			
2023 Drive to Work Alone	70.9%	65.7%	63.1%
2023 Drive to Work in Carpool	7.2%	6.6%	6.5%
2023 Travel to Work by Public Transportation	0.3%	0.1%	0.1%
2023 Drive to Work on Motorcycle	-	-	-
2023 Walk or Bicycle to Work	1.4%	1.8%	1.5%
2023 Other Means	0.8%	0.8%	0.8%
2023 Work at Home	19.4%	25.0%	28.0%
Travel Time			
2023 Travel to Work in 14 Minutes or Less	42.4%	31.1%	29.0%
2023 Travel to Work in 15 to 29 Minutes	30.8%	39.3%	38.7%
2023 Travel to Work in 30 to 59 Minutes	23.6%	25.2%	28.0%
2023 Travel to Work in 60 Minutes or More	3.1%	4.3%	4.3%
2023 Average Travel Time to Work	16.6	19.5	20.6
Consumer Expenditure			
2023 Est. Total Household Expenditure	\$171.17 M	\$1.43 B	\$4.53 B
2023 Est. Apparel	\$6.02 M	\$51.17 M	\$162.63 M
2023 Est. Contributions, Gifts	\$10.03 M	\$87.23 M	\$278.98 M
2023 Est. Education, Reading	\$5.59 M	\$51.08 M	\$163.64 M
2023 Est. Entertainment	\$9.64 M	\$82.39 M	\$262.14 M
2023 Est. Food, Beverages, Tobacco	\$26.2 M	\$215.18 M	\$680.9 M
2023 Est. Furnishings, Equipment	\$6.01 M	\$50.98 M	\$162.01 M
2023 Est. Health Care, Insurance	\$15.55 M	\$127.84 M	\$404.92 M
2023 Est. Household Operations, Shelter, Utilities	\$55.63 M	\$458.73 M	\$1.45 B
2023 Est. Miscellaneous Expenses	\$3.26 M	\$27.23 M	\$86.42 M
2023 Est. Personal Care	\$2.3 M	\$19.15 M	\$60.73 M
2023 Est. Transportation	\$30.94 M	\$257.06 M	\$814.75 M

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