

# Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 42.508434 Longitude: -83.220817

Southfield Plaza Southfield, MI		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Population</b>	Current Year Estimated Population	39,904	186,527	907,501
	Population Est 23Q1	39,893	186,690	907,893
	Population Est 22Q4	39,865	186,597	908,597
	Population Est 22Q3	39,855	186,764	910,108
	Population Est 22Q2	39,848	186,979	910,301
	Population Est 22Q1	39,880	187,090	909,949
	Population Est 21Q4	39,905	187,006	909,740
	Population Est 21Q3	39,899	186,857	908,697
	Population Est 21Q2	39,906	186,781	907,276
	Population Fcst	40,081	186,717	914,806
	2010 Census Population	33,889	162,211	714,815
	2000 Census Population	36,654	171,733	792,405
	1990 Census Population	37,874	174,459	812,384
	Current Year Daytime Population	45,242	247,404	1,073,732
	Average Seasonal Population	248	1,854	7,110
	Historical Annual Growth, 1990 – 2000	-0.33%	-0.16%	-0.25%
	Historical Annual Growth, 2000 – 2010	-0.78%	-0.57%	-1.03%
	Estimated Annual Growth, 2010 – CY	1.24%	1.06%	1.82%
	Projected Annual Growth, CY to Y5	0.09%	0.02%	0.16%
	Group Qtrs Est	493	2,047	8,278
Transient Est Average Last 4 Qtrs	69	17,941	50,008	
<b>Households</b>	Current Year Estimated Households	16,849	83,435	378,817
	Households Est 23Q1	16,834	83,468	378,784
	Households Est 22Q4	16,827	83,429	379,058
	Households Est 22Q3	16,821	83,491	379,689
	Households Est 22Q2	16,818	83,601	379,851
	Households Est 22Q1	16,827	83,654	379,716
	Households Est 21Q4	16,838	83,586	379,573
	Households Est 21Q3	16,836	83,516	379,159
	Households Est 21Q2	16,842	83,488	378,548
	Households Fcst	16,939	83,651	382,072
	2010 Census Households	14,004	71,688	294,277
	2000 Census Households	14,928	74,877	315,564
	1990 Census Households	14,836	72,602	309,249
	Historical Annual Growth, 1990 – 2000	0.06%	0.31%	0.20%
	Historical Annual Growth, 2000 – 2010	-0.64%	-0.43%	-0.70%
	Estimated Annual Growth, 2010 – CY	1.41%	1.15%	1.92%
	Projected Annual Growth, CY to Y5	0.11%	0.05%	0.17%
Population per Household	2.34	2.21	2.37	

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Southfield Plaza Southfield, MI		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	1.7%	1.8%	1.1%
	HH Income \$250,000 to \$499,999	2.0%	2.2%	1.3%
	HH Income \$200,000 to \$249,999	4.7%	5.1%	2.9%
	HH Income \$175,000 to \$199,999	5.4%	6.0%	4.4%
	HH Income \$150,000 to \$174,999	6.2%	5.5%	4.1%
	HH Income \$100,000 to 149,999	20.6%	18.5%	14.0%
	HH Income \$75,000 to 99,999	15.1%	13.0%	12.1%
	HH Income \$50,000 to 74,999	17.6%	16.5%	16.3%
	HH Income \$35,000 to 49,999	8.5%	10.2%	12.6%
	HH Income \$25,000 to 34,999	6.9%	7.3%	9.4%
	HH Income \$15,000 to 24,999	4.7%	6.2%	9.1%
	HH Income \$0 to 14,999	6.4%	7.6%	12.7%
	Average Household Income	\$106,403	\$111,194	\$86,502
	Median Household Income	\$83,766	\$78,780	\$58,921
	Per Capita Income	\$45,330	\$50,165	\$36,419
	2000 Average HH Income	\$75,655	\$78,411	\$69,968
	2000 Median HH Income	\$63,522	\$59,484	\$51,036
	Average Disposable Income	82,830	81,071	65,149
	Median Disposable Income	71,408	67,282	50,639
	Discretionary HH Income Over \$150,000	3.7%	4.8%	2.6%
	Discretionary HH Income \$125,000 to \$149,999	4.5%	6.0%	3.6%
	Discretionary HH Income \$100,000 to \$124,999	8.1%	7.1%	5.0%
	Discretionary HH Income \$75,000 to \$99,999	12.7%	10.8%	8.0%
	Discretionary HH Income \$50,000 to \$74,999	22.2%	19.8%	15.4%
	Discretionary HH Income \$25,000 to \$49,999	27.8%	26.0%	25.5%
	Discretionary HH Income Under \$25,000	20.9%	25.5%	39.9%
	Average Discretionary HH Income	59,540	58,489	45,270
	Median Discretionary HH Income	51,375	48,229	33,469
	Householder White – Count	10,380	49,633	183,065
	Median HH Income	\$90,942	\$94,447	\$76,496
	Average HH Income	\$98,489	\$101,362	\$87,559
	Householder Black or African-American – Count	5,374	27,341	156,014
	Median HH Income	\$73,118	\$58,368	\$41,105
	Average HH Income	\$81,570	\$68,339	\$52,149
Householder Hispanic – Count	229	1,310	6,842	
Median HH Income	\$79,795	\$81,705	\$66,865	
Average HH Income	\$78,569	\$89,387	\$78,028	
Householder Asian or Pacific Islander – Count	341	2,355	19,910	
Median HH Income	\$90,509	\$93,083	\$94,278	
Average HH Income	\$98,150	\$97,874	\$98,998	
Householder Other or Pacific Islander – Count	525	2,795	12,987	
Median HH Income	\$93,403	\$75,748	\$59,406	
Average HH Income	\$88,247	\$84,119	\$72,572	
Gender	Male Population	18,938	87,845	435,076
	Female Population	20,966	98,682	472,426

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Total Population by Age	Count of Pop 0 to 4 years	2,052	10,133	51,777
	Count of Pop 0 to 7 years	2,901	13,955	72,922
	Count of Pop 5 - 13	3,770	17,332	93,494
	Count of Pop 14 - 18	1,766	7,967	42,765
	Count of Pop 19 - 22	1,780	8,127	42,836
	Count of Pop 22 - 25	1,325	6,178	32,117
	Count of Pop 25 - 29	2,270	12,041	59,763
	Count of Pop 30 - 34	2,750	14,272	68,902
	Count of Pop 35 - 39	2,795	13,101	62,893
	Count of Pop 40 - 44	2,530	11,499	54,954
	Count of Pop 45 - 59	8,130	35,288	168,518
	Count of Pop 60 - 74	7,558	34,413	158,793
	Count of Pop 75 - 84	2,331	11,710	51,557
	Count of Pop 85+	847	4,466	19,134
	% of Pop 0 to 4 years	5.1%	5.4%	5.7%
	% of Pop 0 to 7 years	7.3%	7.5%	8.0%
	% of Pop 5 - 13	9.4%	9.3%	10.3%
	% of Pop 14 - 18	4.4%	4.3%	4.7%
	% of Pop 19 - 22	4.5%	4.4%	4.7%
	% of Pop 22 - 25	3.3%	3.3%	3.5%
	% of Pop 25 - 29	5.7%	6.5%	6.6%
	% of Pop 30 - 34	6.9%	7.7%	7.6%
	% of Pop 35 - 39	7.0%	7.0%	6.9%
% of Pop 40 - 44	6.3%	6.2%	6.1%	
% of Pop 45 - 59	20.4%	18.9%	18.6%	
% of Pop 60 - 74	18.9%	18.4%	17.5%	
% of Pop 75 - 84	5.8%	6.3%	5.7%	
% of Pop 85+	2.1%	2.4%	2.1%	
Median Age	42.9	41.8	39.9	
Average Age	42.5	42.3	41.0	
Male Population by Age	% of Pop 0 to 4 years	5.6%	5.9%	6.1%
	% of Pop 5 - 13	10.1%	10.1%	10.9%
	% of Pop 14 - 18	4.8%	4.5%	5.0%
	% of Pop 19 - 22	4.9%	4.6%	5.0%
	% of Pop 22 - 25	3.6%	3.5%	3.8%
	% of Pop 25 - 29	6.1%	6.9%	6.9%
	% of Pop 30 - 34	7.4%	8.2%	7.9%
	% of Pop 35 - 39	7.4%	7.3%	7.1%
	% of Pop 40 - 44	6.3%	6.3%	6.1%
	% of Pop 45 - 59	19.7%	18.6%	18.4%
	% of Pop 75 - 84	5.3%	5.3%	4.8%
	% of Pop 60 - 74	17.3%	17.0%	16.6%
	% of Pop 85+	1.5%	1.6%	1.4%
Median Age	40.1	39.2	38.2	
Average Age	40.7	40.4	39.5	

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	% of Pop 0 to 4 years	4.7%	5.0%	5.4%
	% of Pop 5 - 13	8.8%	8.6%	9.7%
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	% of Pop 25 - 29	5.3%	6.1%	6.3%
	% of Pop 30 - 34	6.5%	7.2%	7.3%
	% of Pop 35 - 39	6.6%	6.7%	6.8%
	% of Pop 40 - 44	6.4%	6.1%	6.0%
	% of Pop 45 - 59	21.0%	19.2%	18.7%
	% of Pop 60 - 74	20.4%	19.7%	18.3%
	% of Pop 75 - 84	6.3%	7.1%	6.5%
	% of Pop 85+	2.7%	3.1%	2.7%
	Median Age	45.3	44.3	41.9
Average Age	44.0	44.0	42.3	
Race	Count of White	22,546	107,303	401,427
	Count of Black or African-American	13,496	62,123	385,037
	Count of Asian or Pacific Islander	1,045	5,441	64,160
	Count of Other races	2,817	11,661	56,877
	White	56.5%	57.5%	44.2%
	Black or African American	33.8%	33.3%	42.4%
	Asian	2.6%	2.9%	7.1%
	Other Races	7.1%	6.3%	6.3%
Language Spoken	Speak English at Home	90.9%	90.6%	86.8%
	Speak Spanish at Home	1.2%	1.4%	1.5%
	Speak French or French Creole at Home	0.4%	0.5%	0.4%
	Speak German at Home	0.5%	0.5%	0.3%
	Speak Other Indo-European Languages at Home	0.9%	1.8%	3.8%
	Speak Russian and Other Slavic Languages at H	0.9%	1.5%	1.1%
	Speak Chinese at Home	0.2%	0.5%	0.8%
	Speak Korean at Home	0.1%	0.1%	0.3%
	Speak Vietnamese at Home	0.1%	0.2%	0.2%
	Speak Other Asian Languages at Home	0.5%	0.7%	1.6%
	Speak Tagalog and Other Pacific Languages at H	0.3%	0.2%	0.3%
	Speak Other Language at Home	3.9%	2.2%	3.0%
Hispanic	Hispanic Population	1,237	5,099	24,051
	Hispanic Population Percent	3.1%	2.7%	2.7%
	Mexican	55.9%	53.1%	59.8%
	Puerto Rican	7.6%	9.7%	11.8%
	Cuban	6.8%	4.6%	2.8%
	Dominican	5.7%	2.6%	1.7%
	Central American	2.8%	4.4%	4.3%
	South American	8.7%	8.8%	6.8%
	Other Hispanic	12.5%	16.8%	12.8%
	2000 Hispanic Population Percent	1%	1%	1%
	1990 Hispanic Population Percent	1%	1%	1%

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<b>Ancestry</b>	American (percent of total population)	2.9%	2.8%	2.9%
	American	2.7%	2.7%	2.7%
	Native American (ie. Indian/Eskimo)	0.2%	0.1%	0.2%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	2.6%	2.9%	7.0%
	Chinese	0.4%	0.6%	0.8%
	Japanese	0.0%	0.1%	0.2%
	Korean	0.5%	0.4%	0.4%
	South Central Asian (ie. Indian)	0.7%	1.1%	4.4%
	South East Asian (ie. Vietnamese)	0.8%	0.6%	0.9%
	Other Asian	0.2%	0.2%	0.3%
	European (percent of total population)	40.7%	40.1%	28.6%
	British	5.9%	5.9%	3.9%
	Dutch	0.7%	0.7%	0.4%
	French	2.0%	1.7%	1.3%
	German	8.0%	7.8%	5.7%
	Italian	3.5%	3.1%	2.4%
	Polish	4.9%	4.7%	4.0%
	Scandinavian	1.5%	1.6%	1.1%
	Scotch/Irish	7.5%	7.3%	5.2%
Other European (ie. Greek/Russian)	6.8%	7.2%	4.5%	
Middle Eastern	4.0%	2.9%	2.8%	
Other Ancestry	30.2%	32.5%	40.9%	
Unclassified Ancestry	16.5%	16.0%	15.1%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	29,211	136,789	644,513
	Elementary (0 to 8)	1.8%	1.6%	2.8%
	Some High School (9 to 11)	3.6%	2.9%	6.3%
	High School Graduate (12)	13.6%	14.2%	23.3%
	Some College (13 to 16)	19.6%	20.3%	22.1%
	Associates Degree Only	7.7%	7.0%	7.8%
	Bachelors Degree Only	28.5%	29.3%	21.3%
	Graduate Degree	25.1%	24.7%	16.3%
	% College (4+)	53.6%	53.9%	37.6%
<b>Household Type</b>	Total Households – count	16,849	83,435	378,817
	One Person HHs – count	5,193	30,983	128,994
	Family HHs – count	10,663	46,309	224,238
	Married Couple – count	7,789	33,730	140,244
	w/own children – count	3,049	12,613	52,463
	w/out own children – count	4,740	21,117	87,781
	Male Householder – count	563	2,625	19,470
	Female Householder – count	2,311	9,954	64,524
	Non-Family Households – count	993	6,143	25,585
	1 Person Household	30.8%	37.1%	34.1%
	2 Person Household	33.5%	31.9%	30.7%
	3 Person Household	15.8%	13.7%	15.1%
	4 Person Household	12.7%	10.8%	11.4%
	5 Person Household	4.8%	4.1%	5.1%
	6 Person Household	1.6%	1.4%	2.2%
7+ Person Household	0.8%	0.9%	1.5%	
% Households With Children	26.5%	21.6%	23.8%	

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Southfield Plaza Southfield, MI		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Housing</b>	Total Housing Units	17,622	88,759	417,395
	Owner Occupied Percent	74.3%	60.5%	56.2%
	Renter Occupied Percent	21.4%	33.5%	34.5%
	Vacant Housing Percent	4.4%	6.0%	9.2%
	Total Housing Units (Census 2000)	15,420	78,218	330,390
	For Rent (Census 2000)	32%	45%	37%
	For Sale (Census 2000)	26%	15%	19%
	Rented or Sold, (Census 2000)	10%	11%	13%
	Seasonal (Census 2014)	1%	5%	5%
	Other (Census 2000)	23%	13%	20%
<b>Homes Built By Year</b>	Homes Built 1990 to 2000	2%	4%	5%
	Homes Built 1980 to 1989	4%	7%	7%
	Homes Built 1970 to 1979	12%	15%	13%
	Homes Built 1960 to 1969	28%	22%	19%
	Homes Built 1950 to 1959	32%	30%	29%
	Homes Built 1940 to 1949	15%	13%	16%
	Homes Built Before 1939	7%	10%	12%
<b>Units in Structure</b>	1 Unit	82%	69%	77%
	2 - 9 Units	9%	11%	11%
	Greater than 10 Units	6%	19%	11%
	Mobilie Trailer	3%	1%	1%
	Other Units	0%	0%	0%
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	1.5%	4.4%	2.4%
	Property Value \$750,000 to \$999,999	3.5%	5.9%	3.6%
	Property Value \$500,000 to \$749,999	11.0%	12.5%	8.0%
	Property Value \$400,000 to \$499,999	13.7%	12.2%	8.3%
	Property Value \$300,000, to \$399,999	24.3%	19.7%	12.7%
	Property Value \$200,000 to \$299,999	28.1%	25.3%	21.5%
	Property Value \$150,000 to \$199,999	7.6%	8.2%	10.7%
	Property Value \$100,000 to \$149,999	5.6%	5.7%	11.4%
	Property Value \$60,000 to \$99,999	2.2%	1.8%	10.2%
	Property Value \$40,000 to \$59,999	0.5%	0.5%	3.7%
	Property Value \$0 to \$39,999	1.2%	1.1%	5.7%
Median Home Value	\$318,211	\$330,506	\$230,479	
Median Rent	\$726	\$751	\$637	
<b>Wealth per Household</b>	\$0 and under - percent	16.0%	17.0%	18.1%
	\$1 to \$4999 - percent	7.2%	8.0%	9.1%
	\$5k to \$9999 - percent	4.0%	4.4%	4.8%
	\$10k to \$24999 - percent	6.0%	6.2%	6.5%
	\$25k to \$49999 - percent	6.7%	6.7%	6.8%
	\$50k to \$99999 - percent	10.3%	10.1%	10.2%
	\$100k to \$249999 - percent	18.8%	18.1%	17.7%
	\$250k to \$499999 - percent	14.2%	13.6%	12.7%
	\$500k+ - percent	16.8%	16.0%	14.1%
	Median HH Wealth	\$98,805	\$88,462	\$73,554
	Avg HH Wealth	\$265,748	\$254,022	\$232,157



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<b>Economic Viability</b>	Economic Viability Local	212	213	213
	Economic Viability Indexed	212	213	213
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	21,363	99,964	438,011
	Managerial/Executive	23.9%	23.3%	17.2%
	Professional Specialty	32.8%	33.1%	26.8%
	Healthcare Support	1.9%	2.0%	3.8%
	Sales	9.7%	9.7%	9.0%
	Office & Administrative Support	8.8%	10.2%	11.7%
	Protective Service	1.1%	1.5%	1.8%
	Food Preparation	4.1%	3.4%	5.1%
	Building Maintenance & Cleaning	2.1%	2.1%	3.3%
	Personal Care	1.9%	2.1%	2.6%
	Farming, Fishing, & Forestry	0.0%	0.1%	0.1%
	Construction	4.2%	3.0%	4.3%
	Production & Transportation	9.5%	9.5%	14.5%
	Percent White Collar Workers	77.2%	78.3%	68.4%
	Percent Blue Collar Workers	22.8%	21.7%	31.6%
<b>Employment by Industry (Employed Civilians Age 16+)</b>	Agriculture/Mining/Construction	3.5%	2.8%	3.6%
	Manufacturing	15.3%	16.3%	17.6%
	Transportation	5.3%	4.0%	4.9%
	Information	1.8%	2.0%	1.8%
	Wholesale/Retail	11.3%	10.2%	11.0%
	Finance, Insurance, Real Estate	7.4%	8.9%	7.7%
	Professional Services	11.3%	13.0%	9.2%
	Management Services	0.0%	0.1%	0.1%
	Administrative/Waste Services	3.6%	3.8%	4.7%
	Educational Services	25.1%	24.2%	23.0%
	Entertainment Services	8.0%	7.4%	8.7%
	Other Professional Services	3.5%	3.8%	4.5%
	Public Administration	3.8%	3.4%	3.2%
<b>Transportation To Work</b>	Drive to Work Alone	88.0%	87.4%	84.3%
	Drive to Work Carpool	6.6%	6.6%	9.1%
	Travel to Work by Public Transportation	0.8%	0.9%	2.2%
	Drive to Work on Motorcycle	0.0%	0.0%	0.0%
	Drive to Work on Bicycle	0.2%	0.2%	0.1%
	Walked to Work	1.5%	1.6%	1.4%
	Other Means	0.2%	0.3%	0.4%
	Work at Home	2.8%	3.0%	2.4%

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	Travel to Work in Less than 5 Minutes	1.6%	1.9%	1.8%
	Travel to Work in 5 to 9 Minutes	7.6%	8.8%	7.8%
	Travel to Work in 10 to 14 Minutes	12.8%	13.7%	12.8%
	Travel to Work in 15 to 19 Minutes	16.8%	16.1%	16.6%
	Travel to Work in 20 to 29 Minutes	26.9%	26.9%	26.5%
	Travel to Work in 30 to 44 Minutes	26.2%	24.7%	24.2%
	Travel to Work in 45 to 59 Minutes	5.5%	4.9%	6.1%
	Travel to Work in 60 Minutes or more	2.6%	3.0%	4.2%
	Average Travel Time to Work	23	23	24
Vehicles per HH	No Vehicles	3.4%	6.7%	10.5%
	1 Vehicle	38.9%	40.6%	40.4%
	2 Vehicles	41.5%	38.6%	34.6%
	3 or more vehicles	16.3%	14.1%	14.5%
	Average Number of Vehicles	1.77	1.65	1.58
Change	Births (last 12 months)	399	2,002	10,115
	Deaths (last 12 months)	458	2,275	10,181
	Migration (last 12 months)	131	-79	-2,182
Work place	Workplace Establishments	1,783	9,425	31,602
	Workplace Employees (FTE)	23,727	128,331	464,475