

COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 42.6592/-83.4028

RFULL9

5901 Highland Rd		1 mi radius		3 mi radius		5 mi radius	
Waterford Twp, MI 48327							
Population							
Estimated Population (2019)		6,867		55,526		142,327	
Projected Population (2024)		6,992		56,111		144,529	
Census Population (2010)		6,462		54,179		138,326	
Census Population (2000)		6,929		54,961		138,025	
Projected Annual Growth (2019-2024)		125	0.4%	585	0.2%	2,202	0.3%
Historical Annual Growth (2010-2019)		405	0.7%	1,347	0.3%	4,001	0.3%
Historical Annual Growth (2000-2010)		-467	-0.7%	-782	-0.1%	301	-
Estimated Population Density (2019)		2,187	psm	1,965	psm	1,813	psm
Trade Area Size		3.1	sq mi	28.3	sq mi	78.5	sq mi
Households							
Estimated Households (2019)		3,181		23,511		59,075	
Projected Households (2024)		3,282		24,044		60,696	
Census Households (2010)		2,834		22,030		55,165	
Census Households (2000)		3,020		21,781		54,044	
Projected Annual Growth (2019-2024)		101	0.6%	533	0.5%	1,620	0.5%
Historical Annual Change (2000-2019)		161	0.3%	1,730	0.4%	5,031	0.5%
Average Household Income							
Estimated Average Household Income (2019)		\$66,676		\$80,025		\$88,702	
Projected Average Household Income (2024)		\$77,897		\$94,769		\$105,942	
Census Average Household Income (2010)		\$54,204		\$63,420		\$67,884	
Census Average Household Income (2000)		\$66,235		\$65,544		\$70,578	
Projected Annual Change (2019-2024)		\$11,221	3.4%	\$14,744	3.7%	\$17,240	3.9%
Historical Annual Change (2000-2019)		\$441	-	\$14,480	1.2%	\$18,124	1.4%
Median Household Income							
Estimated Median Household Income (2019)		\$60,223		\$68,206		\$72,938	
Projected Median Household Income (2024)		\$69,524		\$78,928		\$84,141	
Census Median Household Income (2010)		\$48,512		\$53,853		\$55,241	
Census Median Household Income (2000)		\$49,284		\$55,487		\$58,318	
Projected Annual Change (2019-2024)		\$9,300	3.1%	\$10,722	3.1%	\$11,202	3.1%
Historical Annual Change (2000-2019)		\$10,940	1.2%	\$12,719	1.2%	\$14,620	1.3%
Per Capita Income							
Estimated Per Capita Income (2019)		\$30,979		\$34,024		\$37,094	
Projected Per Capita Income (2024)		\$36,654		\$40,748		\$44,763	
Census Per Capita Income (2010)		\$23,769		\$25,788		\$27,072	
Census Per Capita Income (2000)		\$28,706		\$26,063		\$27,609	
Projected Annual Change (2019-2024)		\$5,675	3.7%	\$6,724	4.0%	\$7,669	4.1%
Historical Annual Change (2000-2019)		\$2,273	0.4%	\$7,962	1.6%	\$9,485	1.8%
Estimated Average Household Net Worth (2019)		\$343,849		\$500,853		\$618,798	

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Waterford Twp, MI 48327

Race and Ethnicity

	1 mi radius		3 mi radius		5 mi radius	
Total Population (2019)	6,867		55,526		142,327	
White (2019)	5,920	86.2%	48,388	87.1%	117,065	82.3%
Black or African American (2019)	376	5.5%	2,996	5.4%	12,902	9.1%
American Indian or Alaska Native (2019)	22	0.3%	227	0.4%	602	0.4%
Asian (2019)	240	3.5%	1,434	2.6%	4,579	3.2%
Hawaiian or Pacific Islander (2019)	-	-	10	-	25	-
Other Race (2019)	135	2.0%	1,036	1.9%	3,073	2.2%
Two or More Races (2019)	174	2.5%	1,434	2.6%	4,082	2.9%
Population < 18 (2019)	1,283	18.7%	11,667	21.0%	30,302	21.3%
White Not Hispanic	975	76.0%	8,557	73.3%	20,646	68.1%
Black or African American	76	5.9%	881	7.5%	3,342	11.0%
Asian	44	3.4%	263	2.3%	995	3.3%
Other Race Not Hispanic	48	3.8%	580	5.0%	1,545	5.1%
Hispanic	141	11.0%	1,386	11.9%	3,775	12.5%
Not Hispanic or Latino Population (2019)	6,368	92.7%	51,431	92.6%	130,916	92.0%
Not Hispanic White	5,622	88.3%	45,865	89.2%	110,507	84.4%
Not Hispanic Black or African American	366	5.7%	2,866	5.6%	12,288	9.4%
Not Hispanic American Indian or Alaska Native	17	0.3%	182	0.4%	481	0.4%
Not Hispanic Asian	237	3.7%	1,402	2.7%	4,467	3.4%
Not Hispanic Hawaiian or Pacific Islander	-	-	10	-	17	-
Not Hispanic Other Race	-	-	12	-	56	-
Not Hispanic Two or More Races	125	2.0%	1,094	2.1%	3,100	2.4%
Hispanic or Latino Population (2019)	499	7.3%	4,095	7.4%	11,411	8.0%
Hispanic White	298	59.6%	2,523	61.6%	6,558	57.5%
Hispanic Black or African American	10	2.0%	131	3.2%	614	5.4%
Hispanic American Indian or Alaska Native	5	1.0%	46	1.1%	121	1.1%
Hispanic Asian	3	0.6%	32	0.8%	111	1.0%
Hispanic Hawaiian or Pacific Islander	-	-	-	-	8	-
Hispanic Other Race	135	27.0%	1,024	25.0%	3,018	26.4%
Hispanic Two or More Races	49	9.7%	340	8.3%	982	8.6%
Not Hispanic or Latino Population (2010)	6,080	94.1%	50,873	93.9%	129,079	93.3%
Hispanic or Latino Population (2010)	382	5.9%	3,306	6.1%	9,247	6.7%
Not Hispanic or Latino Population (2000)	6,620	95.5%	52,968	96.4%	132,016	95.6%
Hispanic or Latino Population (2000)	309	4.5%	1,994	3.6%	6,009	4.4%
Not Hispanic or Latino Population (2024)	6,476	92.6%	51,903	92.5%	132,682	91.8%
Hispanic or Latino Population (2024)	517	7.4%	4,207	7.5%	11,847	8.2%
Projected Annual Growth (2019-2024)	17	-	112	-	436	-
Historical Annual Growth (2000-2010)	73	2.4%	1,312	6.6%	3,238	5.4%

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Waterford Twp, MI 48327

Total Age Distribution (2019)

	1 mi radius		3 mi radius		5 mi radius	
Total Population	6,867		55,526		142,327	
Age Under 5 Years	361	5.3%	3,337	6.0%	8,359	5.9%
Age 5 to 9 Years	335	4.9%	3,023	5.4%	7,890	5.5%
Age 10 to 14 Years	355	5.2%	3,200	5.8%	8,562	6.0%
Age 15 to 19 Years	385	5.6%	3,370	6.1%	8,953	6.3%
Age 20 to 24 Years	524	7.6%	3,696	6.7%	9,240	6.5%
Age 25 to 29 Years	491	7.2%	3,875	7.0%	9,640	6.8%
Age 30 to 34 Years	480	7.0%	3,958	7.1%	9,524	6.7%
Age 35 to 39 Years	488	7.1%	3,921	7.1%	9,634	6.8%
Age 40 to 44 Years	395	5.8%	3,303	5.9%	8,765	6.2%
Age 45 to 49 Years	423	6.2%	3,575	6.4%	9,566	6.7%
Age 50 to 54 Years	452	6.6%	3,856	6.9%	10,076	7.1%
Age 55 to 59 Years	477	7.0%	4,021	7.2%	10,440	7.3%
Age 60 to 64 Years	393	5.7%	3,562	6.4%	9,424	6.6%
Age 65 to 69 Years	323	4.7%	2,907	5.2%	7,722	5.4%
Age 70 to 74 Years	294	4.3%	2,221	4.0%	5,809	4.1%
Age 75 to 79 Years	253	3.7%	1,549	2.8%	3,897	2.7%
Age 80 to 84 Years	177	2.6%	991	1.8%	2,293	1.6%
Age 85 Years or Over	261	3.8%	1,161	2.1%	2,534	1.8%
Median Age	40.0		38.8		39.1	
Age 19 Years or Less	1,436	20.9%	12,931	23.3%	33,765	23.7%
Age 20 to 64 Years	4,122	60.0%	33,766	60.8%	86,308	60.6%
Age 65 Years or Over	1,309	19.1%	8,829	15.9%	22,254	15.6%

Female Age Distribution (2019)

Female Population	3,479	50.7%	28,045	50.5%	71,538	50.3%
Age Under 5 Years	174	5.0%	1,580	5.6%	3,974	5.6%
Age 5 to 9 Years	158	4.6%	1,463	5.2%	3,815	5.3%
Age 10 to 14 Years	165	4.8%	1,537	5.5%	4,053	5.7%
Age 15 to 19 Years	165	4.8%	1,556	5.5%	4,222	5.9%
Age 20 to 24 Years	262	7.5%	1,839	6.6%	4,539	6.3%
Age 25 to 29 Years	243	7.0%	1,983	7.1%	4,791	6.7%
Age 30 to 34 Years	229	6.6%	1,935	6.9%	4,687	6.6%
Age 35 to 39 Years	245	7.0%	1,949	7.0%	4,774	6.7%
Age 40 to 44 Years	182	5.2%	1,602	5.7%	4,305	6.0%
Age 45 to 49 Years	211	6.1%	1,779	6.3%	4,720	6.6%
Age 50 to 54 Years	227	6.5%	1,937	6.9%	5,044	7.1%
Age 55 to 59 Years	233	6.7%	2,029	7.2%	5,259	7.4%
Age 60 to 64 Years	195	5.6%	1,859	6.6%	4,846	6.8%
Age 65 to 69 Years	170	4.9%	1,501	5.4%	4,058	5.7%
Age 70 to 74 Years	171	4.9%	1,216	4.3%	3,110	4.3%
Age 75 to 79 Years	146	4.2%	882	3.1%	2,212	3.1%
Age 80 to 84 Years	109	3.1%	583	2.1%	1,375	1.9%
Age 85 Years or Over	194	5.6%	815	2.9%	1,752	2.4%
Female Median Age	42.8		40.1		40.4	
Age 19 Years or Less	663	19.1%	6,135	21.9%	16,064	22.5%
Age 20 to 64 Years	2,027	58.3%	16,913	60.3%	42,966	60.1%
Age 65 Years or Over	789	22.7%	4,997	17.8%	12,507	17.5%

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Male Age Distribution (2019)

	1 mi radius		3 mi radius		5 mi radius	
Male Population	3,388	49.3%	27,481	49.5%	70,789	49.7%
Age Under 5 Years	187	5.5%	1,758	6.4%	4,385	6.2%
Age 5 to 9 Years	177	5.2%	1,561	5.7%	4,075	5.8%
Age 10 to 14 Years	190	5.6%	1,664	6.1%	4,509	6.4%
Age 15 to 19 Years	219	6.5%	1,814	6.6%	4,731	6.7%
Age 20 to 24 Years	261	7.7%	1,857	6.8%	4,701	6.6%
Age 25 to 29 Years	248	7.3%	1,892	6.9%	4,849	6.8%
Age 30 to 34 Years	251	7.4%	2,023	7.4%	4,837	6.8%
Age 35 to 39 Years	243	7.2%	1,971	7.2%	4,860	6.9%
Age 40 to 44 Years	213	6.3%	1,700	6.2%	4,459	6.3%
Age 45 to 49 Years	212	6.2%	1,796	6.5%	4,846	6.8%
Age 50 to 54 Years	225	6.6%	1,919	7.0%	5,032	7.1%
Age 55 to 59 Years	245	7.2%	1,992	7.2%	5,181	7.3%
Age 60 to 64 Years	197	5.8%	1,703	6.2%	4,578	6.5%
Age 65 to 69 Years	154	4.5%	1,407	5.1%	3,663	5.2%
Age 70 to 74 Years	124	3.7%	1,005	3.7%	2,699	3.8%
Age 75 to 79 Years	107	3.2%	667	2.4%	1,685	2.4%
Age 80 to 84 Years	68	2.0%	409	1.5%	918	1.3%
Age 85 Years or Over	67	2.0%	345	1.3%	782	1.1%
Male Median Age	37.7		37.6		38.0	
Age 19 Years or Less	773	22.8%	6,796	24.7%	17,701	25.0%
Age 20 to 64 Years	2,095	61.8%	16,853	61.3%	43,342	61.2%
Age 65 Years or Over	520	15.3%	3,832	13.9%	9,747	13.8%

Males per 100 Females (2019)

Overall Comparison						
Age Under 5 Years	108	51.8%	111	52.7%	110	52.5%
Age 5 to 9 Years	111	52.7%	107	51.6%	107	51.6%
Age 10 to 14 Years	115	53.4%	108	52.0%	111	52.0%
Age 15 to 19 Years	133	57.0%	117	53.8%	112	52.8%
Age 20 to 24 Years	100	49.9%	101	50.2%	104	50.9%
Age 25 to 29 Years	102	50.5%	95	48.8%	101	50.3%
Age 30 to 34 Years	109	52.2%	105	51.1%	103	50.8%
Age 35 to 39 Years	99	49.8%	101	50.3%	102	50.4%
Age 40 to 44 Years	117	54.0%	106	51.5%	104	50.9%
Age 45 to 49 Years	100	50.1%	101	50.2%	103	50.7%
Age 50 to 54 Years	99	49.7%	99	49.8%	100	49.9%
Age 55 to 59 Years	105	51.3%	98	49.5%	99	49.6%
Age 60 to 64 Years	101	50.2%	92	47.8%	94	48.6%
Age 65 to 69 Years	91	47.5%	94	48.4%	90	47.4%
Age 70 to 74 Years	73	42.1%	83	45.3%	87	46.5%
Age 75 to 79 Years	74	42.4%	76	43.0%	76	43.2%
Age 80 to 84 Years	62	38.4%	70	41.2%	67	40.0%
Age 85 Years or Over	34	25.6%	42	29.7%	45	30.9%
Age 19 Years or Less	117	53.8%	111	52.6%	110	52.4%
Age 20 to 39 Years	102	50.6%	100	50.1%	102	50.6%
Age 40 to 64 Years	104	51.0%	99	49.7%	100	49.9%
Age 65 Years or Over	66	39.7%	77	43.4%	78	43.8%

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	1 mi radius		3 mi radius		5 mi radius	
Household Type (2019)						
Total Households	3,181		23,511		59,075	
Households with Children	765	24.0%	6,777	28.8%	17,439	29.5%
Average Household Size	2.1		2.3		2.4	
Household Density per Square Mile	1,013		832		752	
Population Family	5,036	73.3%	44,282	79.8%	113,666	79.9%
Population Non-Family	1,741	25.4%	10,562	19.0%	25,898	18.2%
Population Group Quarters	90	1.3%	682	1.2%	2,763	1.9%
Family Households	1,675	52.7%	14,715	62.6%	37,485	63.5%
Married Couple Households	1,207	72.0%	10,899	74.1%	27,596	73.6%
Other Family Households with Children	468	28.0%	3,816	25.9%	9,889	26.4%
Family Households with Children	753	44.9%	6,682	45.4%	17,249	46.0%
Married Couple with Children	475	63.1%	4,421	66.2%	11,337	65.7%
Other Family Households with Children	278	36.9%	2,261	33.8%	5,913	34.3%
Family Households No Children	923	55.1%	8,033	54.6%	20,236	54.0%
Married Couple No Children	732	79.4%	6,478	80.6%	16,259	80.3%
Other Family Households No Children	190	20.6%	1,555	19.4%	3,977	19.7%
Non-Family Households	1,506	47.3%	8,796	37.4%	21,590	36.5%
Non-Family Households with Children	12	0.8%	95	1.1%	189	0.9%
Non-Family Households No Children	1,494	99.2%	8,701	98.9%	21,401	99.1%
Average Family Household Size	3.0		3.0		3.0	
Average Family Income	\$89,560		\$96,341		\$108,572	
Median Family Income	\$75,664		\$83,971		\$90,817	
Average Non-Family Household Size	1.2		1.2		1.2	
Marital Status (2019)						
Population Age 15 Years or Over	5,816		45,965		117,515	
Never Married	1,856	31.9%	14,298	31.1%	36,522	31.1%
Currently Married	2,568	44.2%	21,882	47.6%	55,867	47.5%
Previously Married	1,391	23.9%	9,784	21.3%	25,127	21.4%
Separated	207	14.9%	1,127	11.5%	3,135	12.5%
Widowed	407	29.2%	2,897	29.6%	6,587	26.2%
Divorced	778	55.9%	5,760	58.9%	15,405	61.3%
Educational Attainment (2019)						
Adult Population Age 25 Years or Over	4,907		38,899		99,322	
Elementary (Grade Level 0 to 8)	208	4.2%	955	2.5%	2,618	2.6%
Some High School (Grade Level 9 to 11)	313	6.4%	2,055	5.3%	5,312	5.3%
High School Graduate	1,580	32.2%	10,950	28.2%	25,965	26.1%
Some College	1,207	24.6%	10,456	26.9%	24,378	24.5%
Associate Degree Only	518	10.6%	3,747	9.6%	9,392	9.5%
Bachelor Degree Only	723	14.7%	7,146	18.4%	20,440	20.6%
Graduate Degree	358	7.3%	3,589	9.2%	11,218	11.3%
Any College (Some College or Higher)	2,806	57.2%	24,939	64.1%	65,427	65.9%
College Degree + (Bachelor Degree or Higher)	1,081	22.0%	10,735	27.6%	31,658	31.9%

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Housing

	1 mi radius		3 mi radius		5 mi radius	
Total Housing Units (2019)	3,297		24,279		61,384	
Total Housing Units (2010)	3,258		23,928		60,455	
Historical Annual Growth (2010-2019)	39	0.1%	351	0.2%	929	0.2%
Housing Units Occupied (2019)	3,181	96.5%	23,511	96.8%	59,075	96.2%
Housing Units Owner-Occupied	1,888	59.3%	17,502	74.4%	43,085	72.9%
Housing Units Renter-Occupied	1,294	40.7%	6,009	25.6%	15,991	27.1%
Housing Units Vacant (2019)	116	3.6%	768	3.3%	2,309	3.9%

Household Size (2019)

Total Households	3,181		23,511		59,075	
1 Person Households	1,301	40.9%	7,322	31.1%	17,986	30.4%
2 Person Households	940	29.5%	7,888	33.6%	19,950	33.8%
3 Person Households	419	13.2%	3,649	15.5%	9,048	15.3%
4 Person Households	347	10.9%	2,968	12.6%	7,506	12.7%
5 Person Households	116	3.6%	1,142	4.9%	3,047	5.2%
6 Person Households	38	1.2%	367	1.6%	1,033	1.7%
7 or More Person Households	21	0.7%	174	0.7%	506	0.9%

Household Income Distribution (2019)

HH Income \$200,000 or More	57	1.8%	1,002	4.3%	3,920	6.6%
HH Income \$150,000 to \$199,999	97	3.1%	1,324	5.6%	4,255	7.2%
HH Income \$125,000 to \$149,999	184	5.8%	1,531	6.5%	4,108	7.0%
HH Income \$100,000 to \$124,999	297	9.3%	2,257	9.6%	5,387	9.1%
HH Income \$75,000 to \$99,999	488	15.3%	3,983	16.9%	8,895	15.1%
HH Income \$50,000 to \$74,999	567	17.8%	4,711	20.0%	10,622	18.0%
HH Income \$35,000 to \$49,999	592	18.6%	3,518	15.0%	8,237	13.9%
HH Income \$25,000 to \$34,999	209	6.6%	1,748	7.4%	4,649	7.9%
HH Income \$15,000 to \$24,999	341	10.7%	1,797	7.6%	4,648	7.9%
HH Income \$10,000 to \$14,999	182	5.7%	791	3.4%	1,828	3.1%
HH Income Under \$10,000	167	5.3%	849	3.6%	2,526	4.3%

Household Vehicles (2019)

Households 0 Vehicles Available	268	8.4%	892	3.8%	3,060	5.2%
Households 1 Vehicle Available	1,374	43.2%	8,122	34.5%	19,229	32.6%
Households 2 Vehicles Available	870	27.3%	9,290	39.5%	23,860	40.4%
Households 3 or More Vehicles Available	669	21.0%	5,208	22.2%	12,925	21.9%
Total Vehicles Available	5,442		44,372		110,797	
Average Vehicles per Household	1.7		1.9		1.9	
Owner-Occupied Household Vehicles	3,921	72.0%	35,937	81.0%	89,324	80.6%
Average Vehicles per Owner-Occupied Household	2.1		2.1		2.1	
Renter-Occupied Household Vehicles	1,521	28.0%	8,435	19.0%	21,473	19.4%
Average Vehicles per Renter-Occupied Household	1.2		1.4		1.3	

Travel Time (2019)

Worker Base Age 16 years or Over	3,597		29,015		74,529	
Travel to Work in 14 Minutes or Less	683	19.0%	4,677	16.1%	12,534	16.8%
Travel to Work in 15 to 29 Minutes	1,003	27.9%	9,709	33.5%	25,109	33.7%
Travel to Work in 30 to 59 Minutes	1,459	40.6%	11,301	38.9%	27,761	37.2%
Travel to Work in 60 Minutes or More	240	6.7%	2,426	8.4%	5,276	7.1%
Work at Home	172	4.8%	1,092	3.8%	3,167	4.2%
Average Minutes Travel to Work	27.5		26.9		26.4	

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COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

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Lat/Lon: 42.6592/-83.4028

RFULL9

5901 Highland Rd

Waterford Twp, MI 48327

Transportation To Work (2019)

	1 mi radius		3 mi radius		5 mi radius	
Worker Base Age 16 years or Over	3,597		29,015		74,529	
Drive to Work Alone	2,998	83.3%	25,361	87.4%	64,491	86.5%
Drive to Work in Carpool	367	10.2%	2,099	7.2%	5,503	7.4%
Travel to Work by Public Transportation	-	-	35	0.1%	75	0.1%
Drive to Work on Motorcycle	-	-	-	-	9	-
Bicycle to Work	-	-	14	-	85	0.1%
Walk to Work	59	1.6%	305	1.0%	851	1.1%
Other Means	-	-	108	0.4%	349	0.5%
Work at Home	172	4.8%	1,092	3.8%	3,167	4.2%

Daytime Demographics (2019)

Total Businesses	387		2,129		5,058	
Total Employees	3,256		17,921		44,706	
Company Headquarter Businesses	-	-	4	0.2%	9	0.2%
Company Headquarter Employees	10	0.3%	101	0.6%	134	0.3%
Employee Population per Business	8.4 to 1		8.4 to 1		8.8 to 1	
Residential Population per Business	17.8 to 1		26.1 to 1		28.1 to 1	
Adj. Daytime Demographics Age 16 Years or Over	5,426		33,952		86,564	

Labor Force

Labor Population Age 16 Years or Over (2019)	5,723		45,240		115,674	
Labor Force Total Males (2019)	2,779	48.6%	22,108	48.9%	56,856	49.2%
Male Civilian Employed	1,848	66.5%	15,370	69.5%	38,701	68.1%
Male Civilian Unemployed	58	2.1%	482	2.2%	1,451	2.6%
Males in Armed Forces	-	-	-	-	3	-
Males Not in Labor Force	872	31.4%	6,256	28.3%	16,701	29.4%
Labor Force Total Females (2019)	2,944	51.4%	23,132	51.1%	58,818	50.8%
Female Civilian Employed	1,705	57.9%	13,837	59.8%	35,099	59.7%
Female Civilian Unemployed	64	2.2%	378	1.6%	1,230	2.1%
Females in Armed Forces	-	-	2	-	14	-
Females Not in Labor Force	1,176	39.9%	8,915	38.5%	22,476	38.2%
Unemployment Rate	122	2.1%	859	1.9%	2,680	2.3%

Occupation (2019)

Occupation Population Age 16 Years or Over	3,553		29,207		73,800	
Occupation Total Males	1,848	52.0%	15,370	52.6%	38,701	52.4%
Occupation Total Females	1,705	48.0%	13,837	47.4%	35,099	47.6%
Management, Business, Financial Operations	561	15.8%	4,690	16.1%	12,390	16.8%
Professional, Related	748	21.1%	6,297	21.6%	16,502	22.4%
Service	741	20.9%	4,801	16.4%	12,871	17.4%
Sales, Office	849	23.9%	7,266	24.9%	17,447	23.6%
Farming, Fishing, Forestry	11	0.3%	25	-	101	0.1%
Construction, Extraction, Maintenance	249	7.0%	2,805	9.6%	6,305	8.5%
Production, Transport, Material Moving	393	11.1%	3,322	11.4%	8,184	11.1%
White Collar Workers	2,158	60.7%	18,253	62.5%	46,339	62.8%
Blue Collar Workers	1,395	39.3%	10,954	37.5%	27,461	37.2%

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5901 Highland Rd

Waterford Twp, MI 48327

Units In Structure (2019)

	1 mi radius		3 mi radius		5 mi radius	
Total Units	2,834		22,030		55,165	
1 Detached Unit	1,954	69.0%	17,763	80.6%	44,132	80.0%
1 Attached Unit	153	5.4%	1,109	5.0%	2,532	4.6%
2 Units	16	0.6%	120	0.5%	391	0.7%
3 to 4 Units	74	2.6%	705	3.2%	1,740	3.2%
5 to 9 Units	151	5.3%	935	4.2%	2,785	5.0%
10 to 19 Units	395	13.9%	1,388	6.3%	3,265	5.9%
20 to 49 Units	231	8.1%	596	2.7%	1,312	2.4%
50 or More Units	198	7.0%	685	3.1%	1,574	2.9%
Mobile Home or Trailer	11	0.4%	206	0.9%	1,336	2.4%
Other Structure	-	-	3	-	8	-

Homes Built By Year (2019)

Homes Built 2014 or later	70	2.1%	287	1.2%	830	1.4%
Homes Built 2010 to 2013	10	0.3%	99	0.4%	359	0.6%
Homes Built 2000 to 2009	228	6.9%	1,676	6.9%	4,794	7.8%
Homes Built 1990 to 1999	514	15.6%	3,444	14.2%	8,895	14.5%
Homes Built 1980 to 1989	410	12.4%	2,508	10.3%	6,498	10.6%
Homes Built 1970 to 1979	502	15.2%	3,999	16.5%	9,507	15.5%
Homes Built 1960 to 1969	498	15.1%	2,957	12.2%	7,122	11.6%
Homes Built 1950 to 1959	602	18.3%	5,031	20.7%	11,142	18.2%
Homes Built 1940 to 1949	184	5.6%	1,774	7.3%	4,219	6.9%
Homes Built Before 1939	163	5.0%	1,737	7.2%	5,708	9.3%
Median Age of Homes	41.7 yrs		44.2 yrs		44.0 yrs	

Home Values (2019)

Owner Specified Housing Units	1,794		16,629		40,602	
Home Values \$1,000,000 or More	16	0.9%	125	0.7%	380	0.9%
Home Values \$750,000 to \$999,999	30	1.7%	296	1.8%	896	2.2%
Home Values \$500,000 to \$749,999	82	4.6%	951	5.7%	2,430	6.0%
Home Values \$400,000 to \$499,999	89	4.9%	918	5.5%	2,706	6.7%
Home Values \$300,000 to \$399,999	169	9.4%	2,144	12.9%	6,106	15.0%
Home Values \$250,000 to \$299,999	69	3.9%	1,479	8.9%	4,235	10.4%
Home Values \$200,000 to \$249,999	230	12.8%	2,135	12.8%	5,726	14.1%
Home Values \$175,000 to \$199,999	225	12.5%	1,577	9.5%	3,632	8.9%
Home Values \$150,000 to \$174,999	244	13.6%	2,172	13.1%	4,535	11.2%
Home Values \$125,000 to \$149,999	226	12.6%	1,861	11.2%	3,560	8.8%
Home Values \$100,000 to \$124,999	167	9.3%	1,325	8.0%	2,701	6.7%
Home Values \$90,000 to \$99,999	72	4.0%	545	3.3%	911	2.2%
Home Values \$80,000 to \$89,999	62	3.4%	497	3.0%	1,000	2.5%
Home Values \$70,000 to \$79,999	35	2.0%	291	1.7%	656	1.6%
Home Values \$60,000 to \$69,999	58	3.2%	317	1.9%	785	1.9%
Home Values \$50,000 to \$59,999	34	1.9%	240	1.4%	607	1.5%
Home Values \$35,000 to \$49,999	21	1.2%	159	1.0%	550	1.4%
Home Values \$25,000 to \$34,999	15	0.9%	84	0.5%	318	0.8%
Home Values \$10,000 to \$24,999	23	1.3%	181	1.1%	602	1.5%
Home Values Under \$10,000	6	0.3%	109	0.7%	403	1.0%
Owner-Occupied Median Home Value	\$172,891		\$198,088		\$214,107	
Renter-Occupied Median Rent	\$692		\$798		\$809	

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5901 Highland Rd

Waterford Twp, MI 48327

Total Annual Consumer Expenditure (2019)

	1 mi radius	3 mi radius	5 mi radius
Total Household Expenditure	\$168.4 M	\$1.42 B	\$3.8 B
Total Non-Retail Expenditure	\$88.71 M	\$746.48 M	\$2 B
Total Retail Expenditure	\$79.68 M	\$672.79 M	\$1.8 B
Apparel	\$5.82 M	\$49.49 M	\$133.55 M
Contributions	\$5.27 M	\$45.55 M	\$124.88 M
Education	\$4.53 M	\$39.93 M	\$112.91 M
Entertainment	\$9.32 M	\$79.88 M	\$215.62 M
Food and Beverages	\$25.09 M	\$209.94 M	\$558.86 M
Furnishings and Equipment	\$5.82 M	\$49.75 M	\$134.02 M
Gifts	\$3.91 M	\$33.82 M	\$93.24 M
Health Care	\$14.65 M	\$122.35 M	\$323.33 M
Household Operations	\$6.51 M	\$55.41 M	\$149.53 M
Miscellaneous Expenses	\$3.19 M	\$26.89 M	\$72.14 M
Personal Care	\$2.27 M	\$19.07 M	\$51.04 M
Personal Insurance	\$1.12 M	\$9.86 M	\$27.02 M
Reading	\$366.87 K	\$3.1 M	\$8.32 M
Shelter	\$35.65 M	\$297.68 M	\$797.67 M
Tobacco	\$1.12 M	\$8.9 M	\$22.84 M
Transportation	\$30.8 M	\$260.87 M	\$694.33 M
Utilities	\$12.96 M	\$106.79 M	\$280.49 M

Monthly Household Consumer Expenditure (2019)

	1 mi radius	3 mi radius	5 mi radius
Total Household Expenditure	\$4,411	\$5,030	\$5,360
Total Non-Retail Expenditure	\$2,324 52.7%	\$2,646 52.6%	\$2,827 52.7%
Total Retail Expenditures	\$2,087 47.3%	\$2,385 47.4%	\$2,533 47.3%
Apparel	\$153 3.5%	\$175 3.5%	\$188 3.5%
Contributions	\$138 3.1%	\$161 3.2%	\$176 3.3%
Education	\$119 2.7%	\$142 2.8%	\$159 3.0%
Entertainment	\$244 5.5%	\$283 5.6%	\$304 5.7%
Food and Beverages	\$657 14.9%	\$744 14.8%	\$788 14.7%
Furnishings and Equipment	\$152 3.5%	\$176 3.5%	\$189 3.5%
Gifts	\$103 2.3%	\$120 2.4%	\$132 2.5%
Health Care	\$384 8.7%	\$434 8.6%	\$456 8.5%
Household Operations	\$171 3.9%	\$196 3.9%	\$211 3.9%
Miscellaneous Expenses	\$84 1.9%	\$95 1.9%	\$102 1.9%
Personal Care	\$59 1.3%	\$68 1.3%	\$72 1.3%
Personal Insurance	\$29 0.7%	\$35 0.7%	\$38 0.7%
Reading	\$10 0.2%	\$11 0.2%	\$12 0.2%
Shelter	\$934 21.2%	\$1,055 21.0%	\$1,125 21.0%
Tobacco	\$29 0.7%	\$32 0.6%	\$32 0.6%
Transportation	\$807 18.3%	\$925 18.4%	\$979 18.3%
Utilities	\$339 7.7%	\$379 7.5%	\$396 7.4%

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