



# Executive Summary

Oakland County

Prepared By Business Analyst Desktop

Oakland County, MI (26125)

## Population

1990 Population	1,083,592
2000 Population	1,194,156
2010 Population	1,223,804
2015 Population	1,222,488
1990-2000 Annual Rate	0.98%
2000-2010 Annual Rate	0.24%
2010-2015 Annual Rate	-0.02%
2010 Male Population	49.0%
2010 Female Population	51.0%
2010 Median Age	39.3

In the identified market area, the current year population is 1,223,804. In 2000, the Census count in the market area was 1,194,156. The rate of change since 2000 was 0.24 percent annually. The five-year projection for the population in the market area is 1,222,488, representing a change of -0.02 percent annually from 2010 to 2015. Currently, the population is 49.0 percent male and 51.0 percent female.

## Population by Employment

Currently, 86.5 percent of the civilian labor force in the identified market area is employed and 13.5 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 89.0 percent of the civilian labor force, and unemployment will be 11.0 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 68.9 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 73.3 percent in white collar jobs (compared to 61.6 percent of the U.S. employment)
- 12.4 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 14.3 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 88.2 percent of the market area population drove alone to work, and 2.9 percent worked at home. The average travel time to work in 2000 was 26.5 minutes in the market area, compared to the U.S. average of 25.5 minutes.

## Population by Education

In the current year, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 7.6 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 21.7 percent were high school graduates only (29.6 percent in the U.S.)
- 7.2 percent had completed an Associate degree (7.7 percent in the U.S.)
- 24.6 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 17.9 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)

## Per Capita Income

1990 Per Capita Income	\$21,125
2000 Per Capita Income	\$32,534
2010 Per Capita Income	\$40,331
2015 Per Capita Income	\$45,723
1990-2000 Annual Rate	4.41%
2000-2010 Annual Rate	2.12%
2010-2015 Annual Rate	2.54%

## Households

1990 Households	410,488
2000 Households	471,115
2010 Total Households	489,023
2015 Total Households	490,107
1990-2000 Annual Rate	1.39%
2000-2010 Annual Rate	0.36%
2010-2015 Annual Rate	0.04%
2010 Average Household Size	2.47

The household count in this market area has changed from 471,115 in 2000 to 489,023 in the current year, a change of 0.36 percent annually. The five-year projection of households is 490,107, a change of 0.04 percent annually from the current year total. Average household size is currently 2.47, compared to 2.51 in the year 2000. The number of families in the current year is 323,264 in the market area.

Data Note: Income is expressed in current dollars

Source: U.S. Bureau and Census, 2000 Census of Population and Housing, ESRI forecast for 2010 and 2015. ESRI converted 1990 Census data into 2000 geography.

November 17, 2010

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## Households by Income

Current median household income is \$77,586 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$87,922 in five years. In 2000, median household income was \$61,991.

Current average household income is \$100,522 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$113,584 in five years. In 2000, average household income was \$81,926, compared to \$55,498 in 1990.

Current per capita income is \$40,331 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$45,723 in five years. In 2000, the per capita income was \$32,534, compared to \$21,125 in 1990.

## Median Household Income

2000 Median Household Income	\$61,991
2010 Median Household Income	\$77,586
2015 Median Household Income	\$87,922
2000-2010 Annual Rate	2.21%
2010-2015 Annual Rate	2.53%

## Average Household Income

1990 Average Household Income	\$55,498
2000 Average Household Income	\$81,926
2010 Average Household Income	\$100,522
2015 Average Household Income	\$113,584
1990-2000 Annual Rate	3.97%
2000-2010 Annual Rate	2.02%
2010-2015 Annual Rate	2.47%

## 2010 Housing

1990 Total Housing Units	432,684
2000 Total Housing Units	492,006
2010 Total Housing Units	528,783
2015 Total Housing Units	538,844
1990 Owner Occupied Housing Units	298,377
1990 Renter Occupied Housing Units	112,111
1990 Vacant Housing Units	22,196
2000 Owner Occupied Housing Units	352,125
2000 Renter Occupied Housing Units	118,990
2000 Vacant Housing Units	20,891
2010 Owner Occupied Housing Units	361,409
2010 Renter Occupied Housing Units	127,614
2010 Vacant Housing Units	39,760
2015 Owner Occupied Housing Units	362,416
2015 Renter Occupied Housing Units	127,691
2015 Vacant Housing Units	48,737

Currently, 68.3 percent of the 528,783 housing units in the market area are owner occupied; 24.1 percent, renter occupied; and 7.5 are vacant. In 2000, there were 492,006 housing units - 71.6 percent owner occupied, 24.2 percent renter occupied, and 4.2 percent vacant. The rate of change in housing units since 2000 is 0.71 percent. Median home value in the market area is \$141,125, compared to a median home value of \$157,913 for the U.S. In five years, median value is projected to change by 0.61 percent annually to \$145,457. From 2000 to the current year, median home value change by -2.01 percent annually.

Data Note: Income is expressed in current dollars

Source: U.S. Bureau and Census, 2000 Census of Population and Housing, ESRI forecast for 2010 and 2015. ESRI converted 1990 Census data into 2000 geography.

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# Executive Summary

Brandon Township

Prepared By Business Analyst Desktop

Brandon Township

## Population

1990 Population	10,828
2000 Population	13,234
2010 Population	14,303
2015 Population	14,531
1990-2000 Annual Rate	2.03%
2000-2010 Annual Rate	0.76%
2010-2015 Annual Rate	0.32%
2010 Male Population	49.8%
2010 Female Population	50.2%
2010 Median Age	37.9

In the identified market area, the current year population is 14,303. In 2000, the Census count in the market area was 13,234. The rate of change since 2000 was 0.76 percent annually. The five-year projection for the population in the market area is 14,531, representing a change of 0.32 percent annually from 2010 to 2015. Currently, the population is 49.8 percent male and 50.2 percent female.

## Population by Employment

Currently, 84.2 percent of the civilian labor force in the identified market area is employed and 15.8 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 87.1 percent of the civilian labor force, and unemployment will be 12.9 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 73.7 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 60.8 percent in white collar jobs (compared to 61.6 percent of the U.S. employment)
- 15.8 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 23.5 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 89.4 percent of the market area population drove alone to work, and 2.6 percent worked at home. The average travel time to work in 2000 was 36.3 minutes in the market area, compared to the U.S average of 25.5 minutes.

## Population by Education

In the current year, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 7.3 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 30.8 percent were high school graduates only (29.6 percent in the U.S.)
- 10.5 percent had completed an Associate degree (7.7 percent in the U.S.)
- 16.6 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 6.7 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)

## Per Capita Income

1990 Per Capita Income	\$15,923
2000 Per Capita Income	\$24,907
2010 Per Capita Income	\$31,957
2015 Per Capita Income	\$35,632
1990-2000 Annual Rate	4.58%
2000-2010 Annual Rate	2.46%
2010-2015 Annual Rate	2.20%

## Households

1990 Households	3,549
2000 Households	4,476
2010 Total Households	4,921
2015 Total Households	5,019
1990-2000 Annual Rate	2.35%
2000-2010 Annual Rate	0.93%
2010-2015 Annual Rate	0.40%
2010 Average Household Size	2.89

The household count in this market area has changed from 4,476 in 2000 to 4,921 in the current year, a change of 0.93 percent annually. The five-year projection of households is 5,019, a change of 0.39 percent annually from the current year total. Average household size is currently 2.89, compared to 2.94 in the year 2000. The number of families in the current year is 3,949 in the market area.

Data Note: Income is expressed in current dollars

Source: U.S. Bureau and Census, 2000 Census of Population and Housing, ESRI forecast for 2010 and 2015. ESRI converted 1990 Census data into 2000 geography.

November 15, 2010

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# Executive Summary

Brandon Township

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Brandon Township

## Households by Income

Current median household income is \$80,242 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$88,928 in five years. In 2000, median household income was \$64,922.

Current average household income is \$92,461 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$102,817 in five years. In 2000, average household income was \$73,288, compared to \$48,759 in 1990.

Current per capita income is \$31,957 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$35,632 in five years. In 2000, the per capita income was \$24,907, compared to \$15,923 in 1990.

## Median Household Income

2000 Median Household Income	\$64,922
2010 Median Household Income	\$80,242
2015 Median Household Income	\$88,928
2000-2010 Annual Rate	2.09%
2010-2015 Annual Rate	2.08%

## Average Household Income

1990 Average Household Income	\$48,759
2000 Average Household Income	\$73,288
2010 Average Household Income	\$92,461
2015 Average Household Income	\$102,817
1990-2000 Annual Rate	4.16%
2000-2010 Annual Rate	2.29%
2010-2015 Annual Rate	2.15%

## 2010 Housing

1990 Total Housing Units	3,708
2000 Total Housing Units	4,719
2010 Total Housing Units	5,353
2015 Total Housing Units	5,538
1990 Owner Occupied Housing Units	3,314
1990 Renter Occupied Housing Units	235
1990 Vacant Housing Units	163
2000 Owner Occupied Housing Units	4,279
2000 Renter Occupied Housing Units	197
2000 Vacant Housing Units	248
2010 Owner Occupied Housing Units	4,636
2010 Renter Occupied Housing Units	285
2010 Vacant Housing Units	431
2015 Owner Occupied Housing Units	4,726
2015 Renter Occupied Housing Units	293
2015 Vacant Housing Units	519

Currently, 86.6 percent of the 5,353 housing units in the market area are owner occupied; 5.3 percent, renter occupied; and 8.1 are vacant. In 2000, there were 4,719 housing units - 90.7 percent owner occupied, 4.2 percent renter occupied, and 5.2 percent vacant. The rate of change in housing units since 2000 is 1.24 percent. Median home value in the market area is \$124,603, compared to a median home value of \$157,913 for the U.S. In five years, median value is projected to change by 0.45 percent annually to \$127,428. From 2000 to the current year, median home value change by -3.24 percent annually.

Data Note: Income is expressed in current dollars

Source: U.S. Bureau and Census, 2000 Census of Population and Housing, ESRI forecast for 2010 and 2015. ESRI converted 1990 Census data into 2000 geography.

November 15, 2010

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# Executive Summary

Groveland

Prepared By Business Analyst Desktop

	Groveland
<b>Population</b>	
1990 Population	4,705
2000 Population	6,150
2010 Population	5,932
2015 Population	5,812
1990-2000 Annual Rate	2.71%
2000-2010 Annual Rate	-0.35%
2010-2015 Annual Rate	-0.41%
2010 Male Population	51.2%
2010 Female Population	48.8%
2010 Median Age	39.5

In the identified market area, the current year population is 5,932. In 2000, the Census count in the market area was 6,150. The rate of change since 2000 was -0.35 percent annually. The five-year projection for the population in the market area is 5,812, representing a change of -0.41 percent annually from 2010 to 2015. Currently, the population is 51.2 percent male and 48.8 percent female.

### Population by Employment

Currently, 86.1 percent of the civilian labor force in the identified market area is employed and 13.9 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 88.8 percent of the civilian labor force, and unemployment will be 11.2 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 71.3 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 68.2 percent in white collar jobs (compared to 61.6 percent of the U.S. employment)
- 11.8 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 19.9 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 85.7 percent of the market area population drove alone to work, and 3.0 percent worked at home. The average travel time to work in 2000 was 33.1 minutes in the market area, compared to the U.S average of 25.5 minutes.

### Population by Education

In the current year, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 8.1 percent had not earned a high school diploma (14.8 percent in the U.S)
- 29.5 percent were high school graduates only (29.6 percent in the U.S.)
- 8.7 percent had completed an Associate degree (7.7 percent in the U.S.)
- 14.7 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 9.5 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)

### Per Capita Income

1990 Per Capita Income	\$17,381
2000 Per Capita Income	\$28,574
2010 Per Capita Income	\$30,856
2015 Per Capita Income	\$34,652
1990-2000 Annual Rate	5.10%
2000-2010 Annual Rate	0.75%
2010-2015 Annual Rate	2.35%

### Households

1990 Households	1,534
2000 Households	2,106
2010 Total Households	2,064
2015 Total Households	2,031
1990-2000 Annual Rate	3.22%
2000-2010 Annual Rate	-0.20%
2010-2015 Annual Rate	-0.32%
2010 Average Household Size	2.86

The household count in this market area has changed from 2,106 in 2000 to 2,064 in the current year, a change of -0.20 percent annually. The five-year projection of households is 2,031, a change of -0.32 percent annually from the current year total. Average household size is currently 2.86, compared to 2.91 in the year 2000. The number of families in the current year is 1,666 in the market area.

Data Note: Income is expressed in current dollars

Source: U.S. Bureau and Census, 2000 Census of Population and Housing, ESRI forecast for 2010 and 2015. ESRI converted 1990 Census data into 2000 geography.

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# Executive Summary

Groveland

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Groveland

## Households by Income

Current median household income is \$79,848 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$88,635 in five years. In 2000, median household income was \$71,789.

Current average household income is \$88,447 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$98,891 in five years. In 2000, average household income was \$81,762, compared to \$53,966 in 1990.

Current per capita income is \$30,856 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$34,652 in five years. In 2000, the per capita income was \$28,574, compared to \$17,381 in 1990.

## Median Household Income

2000 Median Household Income	\$71,789
2010 Median Household Income	\$79,848
2015 Median Household Income	\$88,635
2000-2010 Annual Rate	1.04%
2010-2015 Annual Rate	2.11%

## Average Household Income

1990 Average Household Income	\$53,966
2000 Average Household Income	\$81,762
2010 Average Household Income	\$88,447
2015 Average Household Income	\$98,891
1990-2000 Annual Rate	4.24%
2000-2010 Annual Rate	0.77%
2010-2015 Annual Rate	2.26%

## 2010 Housing

1990 Total Housing Units	1,576
2000 Total Housing Units	2,199
2010 Total Housing Units	2,241
2015 Total Housing Units	2,253
1990 Owner Occupied Housing Units	1,410
1990 Renter Occupied Housing Units	124
1990 Vacant Housing Units	42
2000 Owner Occupied Housing Units	2,002
2000 Renter Occupied Housing Units	104
2000 Vacant Housing Units	93
2010 Owner Occupied Housing Units	1,934
2010 Renter Occupied Housing Units	130
2010 Vacant Housing Units	177
2015 Owner Occupied Housing Units	1,902
2015 Renter Occupied Housing Units	129
2015 Vacant Housing Units	222

Currently, 86.3 percent of the 2,241 housing units in the market area are owner occupied; 5.8 percent, renter occupied; and 7.9 are vacant. In 2000, there were 2,199 housing units - 91.0 percent owner occupied, 4.7. percent renter occupied, and 4.2 percent vacant. The rate of change in housing units since 2000 is 0.18 percent. Median home value in the market area is \$146,714, compared to a median home value of \$157,913 for the U.S. In five years, median value is projected to change by 0.66 percent annually to \$151,601. From 2000 to the current year, median home value change by -2.11 percent annually.

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