

# Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

May 12, 2025



Latitude: 42.508434 Longitude: -83.220817

Southfield Plaza - Southfield Southfield, MI		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Population</b>	Current Year Estimated Population	39,847	186,304	901,778
	Population Est 23Q1	39,857	186,526	901,999
	Population Est 22Q4	39,872	186,666	903,767
	Population Est 22Q3	39,887	186,630	906,252
	Population Est 22Q2	39,885	186,691	908,481
	Population Est 22Q1	39,855	186,697	908,180
	Population Est 21Q4	39,820	186,564	908,743
	Population Est 21Q3	39,805	186,675	910,073
	Population Est 21Q2	39,799	186,895	910,285
	Population Fcst	40,722	190,454	913,376
	2010 Census Population	39,046	178,361	900,542
	2000 Census Population	42,182	188,480	1,021,043
	1990 Census Population	43,607	191,489	1,059,492
	Current Year Daytime Population	50,428	256,438	1,116,664
	Average Seasonal Population	271	1,938	7,240
	Historical Annual Growth, 1990 – 2000	-0.33%	-0.16%	-0.37%
	Historical Annual Growth, 2000 – 2010	-0.77%	-0.55%	-1.25%
	Estimated Annual Growth, 2010 – CY	0.14%	0.31%	0.01%
	Projected Annual Growth, CY to Y5	0.44%	0.44%	0.26%
	Group Qtrs Est	493	2,050	8,278
Transient Est Average Last 4 Qtrs	62	16,837	46,826	
<b>Households</b>	Current Year Estimated Households	16,829	83,353	376,527
	Households Est 23Q1	16,819	83,377	376,365
	Households Est 22Q4	16,829	83,438	377,137
	Households Est 22Q3	16,835	83,430	378,116
	Households Est 22Q2	16,832	83,453	379,002
	Households Est 22Q1	16,818	83,463	378,907
	Households Est 21Q4	16,806	83,406	379,113
	Households Est 21Q3	16,801	83,439	379,671
	Households Est 21Q2	16,797	83,553	379,843
	Households Fcst	17,205	85,271	381,740
	2010 Census Households	16,076	78,578	368,196
	2000 Census Households	17,070	82,026	401,750
	1990 Census Households	16,767	79,491	400,380
	Historical Annual Growth, 1990 – 2000	0.18%	0.31%	0.03%
	Historical Annual Growth, 2000 – 2010	-0.60%	-0.43%	-0.87%
	Estimated Annual Growth, 2010 – CY	0.32%	0.41%	0.16%
	Projected Annual Growth, CY to Y5	0.44%	0.46%	0.28%
Population per Household	2.34	2.21	2.37	

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Southfield Plaza - Southfield Southfield, MI		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	3.0%	3.0%	1.9%
	HH Income \$250,000 to \$499,999	3.6%	3.6%	2.3%
	HH Income \$200,000 to \$249,999	8.4%	8.3%	5.4%
	HH Income \$175,000 to \$199,999	4.7%	5.2%	3.7%
	HH Income \$150,000 to \$174,999	7.7%	6.8%	5.2%
	HH Income \$100,000 to 149,999	19.9%	17.9%	15.5%
	HH Income \$75,000 to 99,999	15.9%	13.1%	12.5%
	HH Income \$50,000 to 74,999	15.7%	14.8%	16.0%
	HH Income \$35,000 to 49,999	6.6%	8.4%	11.2%
	HH Income \$25,000 to 34,999	5.2%	6.6%	8.0%
	HH Income \$15,000 to 24,999	3.8%	5.5%	7.6%
	HH Income \$0 to 14,999	5.4%	6.8%	10.7%
	Average Household Income	\$125,534	\$128,591	\$100,874
	Median Household Income	\$95,405	\$89,531	\$68,719
	Per Capita Income	\$53,420	\$57,960	\$42,432
	Average Disposable Income	\$95,590	\$91,744	\$75,570
	Median Disposable Income	\$80,249	\$76,111	\$58,929
	Discretionary HH Income Over \$150,000	9.5%	9.8%	6.0%
	Discretionary HH Income \$125,000 to \$149,999	5.8%	6.6%	4.4%
	Discretionary HH Income \$100,000 to \$124,999	9.5%	8.5%	6.2%
	Discretionary HH Income \$75,000 to \$99,999	15.1%	12.5%	9.9%
	Discretionary HH Income \$50,000 to \$74,999	21.4%	18.1%	16.4%
	Discretionary HH Income \$25,000 to \$49,999	22.8%	22.8%	25.1%
	Discretionary HH Income Under \$25,000	15.9%	21.7%	31.9%
	Average Discretionary HH Income	\$71,101	\$68,082	\$54,681
	Median Discretionary HH Income	\$62,914	\$57,126	\$41,839
	Householder White – Count	10,332	48,689	178,641
	Median HH Income	\$103,015	\$107,793	\$89,696
	Average HH Income	\$109,945	\$111,732	\$98,784
	Householder Black or African-American – Count	5,027	27,017	153,911
	Median HH Income	\$81,347	\$64,458	\$47,730
	Average HH Income	\$90,477	\$74,798	\$59,818
	Householder Hispanic – Count	307	1,662	7,101
	Median HH Income	\$105,459	\$116,910	\$85,795
Average HH Income	\$110,637	\$116,118	\$95,393	
Householder Asian or Pacific Islander – Count	363	2,164	20,073	
Median HH Income	\$96,239	\$101,343	\$109,564	
Average HH Income	\$101,193	\$108,085	\$111,739	
Householder Other or Pacific Islander – Count	800	3,820	16,802	
Median HH Income	\$118,311	\$98,468	\$75,059	
Average HH Income	\$113,089	\$102,235	\$87,139	

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<b>Gender</b>	Male Population	18,905	87,813	432,512
	Female Population	20,943	98,491	469,266
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	2,063	10,275	51,462
	Count of Pop 0 to 7 years	2,923	14,211	72,933
	Count of Pop 5 - 13	3,721	17,201	92,108
	Count of Pop 14 - 18	1,749	7,911	42,289
	Count of Pop 19 - 22	1,788	8,132	42,563
	Count of Pop 22 - 25	1,355	6,167	31,925
	Count of Pop 25 - 29	2,157	11,149	55,689
	Count of Pop 30 - 34	2,673	14,304	68,713
	Count of Pop 35 - 39	2,846	13,423	64,304
	Count of Pop 40 - 44	2,549	11,673	55,300
	Count of Pop 45 - 59	8,021	34,807	165,165
	Count of Pop 60 - 74	7,632	34,552	159,642
	Count of Pop 75 - 84	2,472	12,380	53,799
	Count of Pop 85+	823	4,330	18,820
	% of Pop 0 to 4 years	5.2%	5.5%	5.7%
	% of Pop 0 to 7 years	7.3%	7.6%	8.1%
	% of Pop 5 - 13	9.3%	9.2%	10.2%
	% of Pop 14 - 18	4.4%	4.2%	4.7%
	% of Pop 19 - 22	4.5%	4.4%	4.7%
	% of Pop 22 - 25	3.4%	3.3%	3.5%
	% of Pop 25 - 29	5.4%	6.0%	6.2%
	% of Pop 30 - 34	6.7%	7.7%	7.6%
	% of Pop 35 - 39	7.1%	7.2%	7.1%
	% of Pop 40 - 44	6.4%	6.3%	6.1%
	% of Pop 45 - 59	20.1%	18.7%	18.3%
	% of Pop 60 - 74	19.2%	18.5%	17.7%
	% of Pop 75 - 84	6.2%	6.6%	6.0%
	% of Pop 85+	2.1%	2.3%	2.1%
Median Age	43.1	42.0	40.2	
Average Age	42.7	42.5	41.2	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	5.6%	6.0%	6.1%
	% of Pop 5 - 13	10.0%	10.1%	10.8%
	% of Pop 14 - 18	4.7%	4.5%	5.0%
	% of Pop 19 - 22	4.9%	4.6%	5.0%
	% of Pop 22 - 25	3.7%	3.5%	3.8%
	% of Pop 25 - 29	5.8%	6.4%	6.5%
	% of Pop 30 - 34	7.1%	8.2%	7.9%
	% of Pop 35 - 39	7.6%	7.6%	7.3%
	% of Pop 40 - 44	6.5%	6.4%	6.2%
	% of Pop 45 - 59	19.4%	18.4%	18.2%
	% of Pop 75 - 84	5.6%	5.7%	5.1%
	% of Pop 60 - 74	17.5%	17.1%	16.8%
	% of Pop 85+	1.5%	1.5%	1.4%
	Median Age	40.3	39.4	38.4
Average Age	40.9	40.6	39.7	

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	% of Pop 45 - 59	20.8%	19.0%	18.4%
	% of Pop 60 - 74	20.6%	19.8%	18.5%
	% of Pop 75 - 84	6.8%	7.5%	6.8%
	% of Pop 85+	2.6%	3.0%	2.7%
	Median Age	45.6	44.4	42.1
Average Age	44.3	44.2	42.6	
Race	Count of White	22,942	108,074	404,238
	Count of Black or African-American	13,231	60,995	379,401
	Count of Asian or Pacific Islander	1,006	5,415	62,885
	Count of Other races	2,669	11,821	55,254
	White	57.6%	58.0%	44.8%
	Black or African American	33.2%	32.7%	42.1%
	Asian	2.5%	2.9%	7.0%
	Other Races	6.7%	6.3%	6.1%
Language Spoken	Speak English at Home	90.7%	90.7%	86.9%
	Speak Spanish at Home	1.7%	1.4%	1.5%
	Speak French or French Creole at Home	0.5%	0.5%	0.4%
	Speak German at Home	0.4%	0.4%	0.3%
	Speak Other Indo-European Languages at Home	1.1%	1.6%	3.8%
	Speak Russian and Other Slavic Languages at Home	0.9%	1.4%	1.1%
	Speak Chinese at Home	0.3%	0.4%	0.7%
	Speak Korean at Home	0.1%	0.2%	0.3%
	Speak Vietnamese at Home	0.1%	0.3%	0.3%
	Speak Other Asian Languages at Home	0.6%	0.6%	1.5%
	Speak Tagalog and Other Pacific Languages at Home	0.2%	0.1%	0.2%
	Speak Other Language at Home	3.3%	2.5%	3.1%
Hispanic	Hispanic Population	1,300	4,837	23,172
	Hispanic Population Percent	3.3%	2.6%	2.6%
	Mexican	56.7%	51.8%	58.3%
	Puerto Rican	7.2%	9.4%	12.5%
	Cuban	7.7%	5.3%	2.9%
	Dominican	6.7%	3.5%	2.1%
	Central American	2.8%	4.5%	4.3%
	South American	9.3%	10.0%	7.6%
	Other Hispanic	9.7%	15.7%	12.3%
	2000 Hispanic Population Percent	1%	1%	1%
	1990 Hispanic Population Percent	2%	1%	1%

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<b>Ancestry</b>	American (percent of total population)	2.9%	2.9%	2.9%
	American	2.7%	2.7%	2.7%
	Native American (ie. Indian/Eskimo)	0.2%	0.2%	0.2%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	2.5%	2.9%	7.0%
	Chinese	0.4%	0.5%	0.8%
	Japanese	0.0%	0.1%	0.2%
	Korean	0.3%	0.4%	0.4%
	South Central Asian (ie. Indian)	0.7%	1.1%	4.1%
	South East Asian (ie. Vietnamese)	0.8%	0.6%	1.1%
	Other Asian	0.3%	0.2%	0.3%
	European (percent of total population)	40.7%	40.0%	28.8%
	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%	4.1%
	Scandinavian	1.5%	1.6%	1.1%
	Scotch/Irish	7.5%	7.3%	5.3%
Other European (ie. Greek/Russian)	6.8%	7.2%	4.6%	
Middle Eastern	4.0%	2.9%	2.8%	
Other Ancestry	30.2%	32.7%	40.9%	
Unclassified Ancestry	16.5%	16.1%	15.1%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	29,171	136,618	641,432
	Elementary (0 to 8)	1.9%	1.7%	2.8%
	Some High School (9 to 11)	2.3%	2.3%	6.0%
	High School Graduate (12)	13.6%	13.6%	22.9%
	Some College (13 to 16)	19.7%	20.6%	21.7%
	Associates Degree Only	7.4%	7.4%	7.8%
	Bachelors Degree Only	28.6%	28.8%	21.6%
	Graduate Degree	26.5%	25.8%	17.3%
	% College (4+)	55.1%	54.6%	39.0%
<b>Household Type</b>	Total Households – count	16,829	83,353	376,527
	One Person HHs – count	5,188	30,964	128,164
	Family HHs – count	10,598	46,474	221,524
	Married Couple – count	7,695	33,248	137,706
	w/own children – count	2,980	12,919	52,094
	w/out own children – count	4,716	20,329	85,612
	Male Householder – count	762	2,969	19,608
	Female Householder – count	2,141	10,258	64,210
	Non-Family Households – count	1,043	5,915	26,839
	1 Person Household	30.8%	37.1%	34.0%
	2 Person Household	33.5%	31.9%	30.7%
	3 Person Household	15.8%	13.7%	15.1%
	4 Person Household	12.6%	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	24.9%	22.1%	24.0%	

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<b>Housing</b>	Total Housing Units	17,628	88,637	413,477
	Owner Occupied Percent	74.3%	60.4%	57.9%
	Renter Occupied Percent	21.2%	33.7%	33.1%
	Vacant Housing Percent	4.5%	6.0%	8.9%
	Total Housing Units (Census 2000)	17,575	85,510	422,738
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	1.7%	4.9%	2.6%
	Property Value \$750,000 to \$999,999	5.1%	7.3%	4.3%
	Property Value \$500,000 to \$749,999	12.9%	13.7%	9.1%
	Property Value \$400,000 to \$499,999	16.9%	13.5%	9.1%
	Property Value \$300,000, to \$399,999	24.8%	20.3%	13.0%
	Property Value \$200,000 to \$299,999	23.1%	22.5%	20.6%
	Property Value \$150,000 to \$199,999	6.2%	6.7%	10.1%
	Property Value \$100,000 to \$149,999	4.8%	4.6%	10.5%
	Property Value \$60,000 to \$99,999	1.4%	1.6%	9.8%
	Property Value \$40,000 to \$59,999	0.4%	0.5%	3.3%
	Property Value \$0 to \$39,999	1.4%	1.3%	5.8%
	Median Home Value	\$351,323	\$362,423	\$249,667
<b>Wealth per Household</b>	\$0 and under - percent	15.7%	16.8%	17.7%
	\$1 to \$4999 - percent	6.9%	7.8%	8.8%
	\$5k to \$9999 - percent	3.9%	4.3%	4.6%
	\$10k to \$24999 - percent	5.9%	6.1%	6.4%
	\$25k to \$49999 - percent	6.7%	6.7%	6.8%
	\$50k to \$99999 - percent	10.2%	10.0%	10.2%
	\$100k to \$249999 - percent	18.8%	18.2%	17.9%
	\$250k to \$499999 - percent	14.4%	13.8%	13.0%
	\$500k+ - percent	17.3%	16.4%	14.7%
	Median HH Wealth	\$104,742	\$91,472	\$78,233
	Avg HH Wealth	\$272,005	\$258,752	\$238,717
<b>Economic Viability</b>	Economic Viability Local	273	273	269
	Economic Viability Indexed	101	101	100
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	21,361	101,294	443,903
	Managerial/Executive	24.8%	23.4%	17.5%
	Professional Specialty	31.7%	33.5%	27.8%
	Healthcare Support	2.3%	2.5%	3.7%
	Sales	9.8%	9.4%	8.7%
	Office & Administrative Support	8.8%	10.0%	11.0%
	Protective Service	1.0%	1.4%	1.7%
	Food Preparation	3.4%	3.3%	4.9%
	Building Maintenance & Cleaning	1.7%	2.1%	3.1%
	Personal Care	1.8%	2.1%	2.5%
	Farming, Fishing, & Forestry	0.0%	0.1%	0.1%
	Construction	5.0%	3.5%	4.5%
	Production & Transportation	9.8%	8.8%	14.4%
	Percent White Collar Workers	77.3%	78.7%	68.8%
	Percent Blue Collar Workers	22.7%	21.3%	31.2%

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	Agriculture/Mining/Construction	4.4%	3.2%	3.9%
	Manufacturing	15.3%	15.8%	17.8%
	Transportation	4.9%	4.0%	5.0%
	Information	1.5%	1.9%	1.5%
	Wholesale/Retail	11.0%	9.8%	11.0%
	Finance, Insurance, Real Estate	7.7%	9.2%	7.6%
	Professional Services	12.1%	13.5%	9.7%
	Management Services	0.1%	0.2%	0.2%
	Administrative/Waste Services	3.5%	3.6%	4.6%
	Educational Services	25.7%	25.2%	23.3%
	Entertainment Services	6.7%	6.8%	8.2%
	Other Professional Services	3.7%	3.6%	4.2%
	Public Administration	3.3%	3.2%	3.0%
<b>Vehicles per HH</b>	No Vehicles	3.0%	6.6%	10.0%
	1 Vehicle	39.7%	41.9%	41.5%
	2 Vehicles	41.4%	38.1%	34.1%
	3 or more vehicles	15.9%	13.3%	14.4%
	Average Number of Vehicles	1.75	1.62	1.58
<b>Change</b>	Births (last 12 months)	372	1,854	9,370
	Deaths (last 12 months)	376	1,869	8,391
	Migration (last 12 months)	-18	-272	-7,130
<b>Work place</b>	Workplace Establishments	1,958	9,423	32,380
	Workplace Employees (FTE)	28,302	133,810	502,837