



Date: 05/05/09

Current Geography Selection: (3 Selected) 1,3,5 mile radii: ROCHESTER RD & TIENKEN RD, GOODISON, MI 48306

Lat: 42.695670 **Long:** -83.134390

City: Rochester Hills **Pop:** 71,204

County: Oakland County **Pop:** 1,221,798

Zip: 48307 **Pop:** 41,066

Demographic Snapshot Comparison Report

	1 Miles:	3 Miles:	5 Miles:
Population: 2008			
Total Population	9,089	57,225	129,856
Male Population	47.2%	48.9%	49.6%
Female Population	52.8%	51.1%	50.4%
Median Age	44.8	41.3	40.0
Population Density (per sq. mi.)	2,893.1	2,023.9	1,653.4
Employees	4,898	22,920	65,045
Establishments	523	2,140	4,695
Income: 2008			
Median HH Income	\$72,711	\$99,488	\$94,493
Per Capita Income	\$40,842	\$39,461	\$38,701
Average HH Income	\$85,078	\$103,174	\$101,461
Households: 2008			
Total Households	4,385	21,811	49,052
Average Household Size	2.05	2.59	2.60
Household Growth 1990 - 2000	10.4%	23.7%	26.1%
Housing: 2008			
Owner Occupied Housing Units	59.5%	73.5%	71.0%
Renter Occupied Housing Units	29.2%	16.1%	18.5%
Vacant Housing Units	11.3%	10.5%	10.5%
Race: 2008			
White	87.7%	85.5%	84.3%
Black	5.1%	5.3%	6.1%
American Indian, Eskimo, Aleut	0.2%	0.2%	0.2%
Asian	4.9%	6.9%	7.1%
Hawaiian or Pacific Islander	0.0%	0.0%	0.0%

Other	0.5%	0.4%	0.6%
Multirace	1.6%	1.6%	1.8%
Ethnicity: 2008			
Hispanic	2.3%	2.3%	2.8%
Non-Hispanic	97.8%	97.7%	97.2%

Current year data is for the year **2008**, 5 year projected data is for the year **2013**. More About Our Data.
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