



**Date:** 05/19/11

**Current Geography Selection:** (3 Selected) 1,3,5 mile radii: MACK AVE & MOROSS RD, DETROIT, MI 48236

**Your title for this geography:** Pointe Plaza

**Lat:** 42.416890 **Long:** -82.910540

**City:** Grosse Pointe Farms **Pop:** 9,222

**County:** Wayne County **Pop:** 2,005,415

**Zip:** 48236 **Pop:** 30,135

## Demographic Snapshot Comparison Report

	1 Miles:	3 Miles:	5 Miles:
<b>Population: Fall 2010</b>			
Total Population	14,532	127,809	278,962
Male Population	47.1%	47.0%	47.2%
Female Population	52.9%	53.0%	52.8%
Median Age	41.2	38.0	36.8
Population Density (per sq. mi.)	4,625.6	4,520.3	3,551.9
Employees	10,755	37,757	72,255
Establishments	660	3,762	7,754
<b>Income: Fall 2010</b>			
Median HH Income	\$67,803	\$56,497	\$45,632
Per Capita Income	\$35,001	\$29,380	\$23,205
Average HH Income	\$86,731	\$79,378	\$63,479
<b>Households: Fall 2010</b>			
Total Households	5,870	46,945	100,421
Average Household Size	2.4	2.7	2.8
Household Growth 2000 - 2010	-7.5%	-10.7%	-12.6%
<b>Housing: Fall 2010</b>			
Owner Occupied Housing Units	74.4%	69.3%	64.2%
Renter Occupied Housing Units	11.8%	16.7%	22.0%
Vacant Housing Units	13.8%	14.0%	13.9%
<b>Race: Fall 2010</b>			
White	76.0%	55.6%	50.1%
Black	19.9%	40.4%	45.1%
American Indian, Eskimo, Aleut	0.2%	0.2%	0.3%
Asian	2.3%	1.9%	2.4%
Hawaiian or Pacific Islander	0.1%	0.0%	0.0%

Other	0.3%	0.4%	0.4%
Multirace	1.3%	1.5%	1.8%
<b>Ethnicity: Fall 2010</b>			
Hispanic	2.5%	2.4%	2.1%
Non-Hispanic	97.5%	97.6%	97.9%

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Current year data is for the year **2010**, 5 year projected data is for the year **2015**. More About Our Data.  
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