



Date: 05/19/11

Current Geography Selection: (3 Selected) 1,3,5 mile radii: 2325 18 MILE RD, STERLING HEIGHTS, MI 48314

Your title for this geography: Windmill Plaza

Lat: 42.593272 **Long:** -83.086040

City: Sterling Heights **Pop:** 130,386

County: Macomb County **Pop:** 825,070

Zip: 48314 **Pop:** 21,477

Demographic Snapshot Comparison Report

| | 1 Miles: | 3 Miles: | 5 Miles: |
|----------------------------------|-----------|----------|----------|
| Population: Fall 2010 | | | |
| Total Population | 13,181 | 90,811 | 223,368 |
| Male Population | 48.8% | 50.0% | 49.7% |
| Female Population | 51.2% | 50.1% | 50.3% |
| Median Age | 41.5 | 38.8 | 39.2 |
| Population Density (per sq. mi.) | 4,195.7 | 3,211.8 | 2,844.0 |
| Employees | 2,197 | 38,073 | 151,770 |
| Establishments | 269 | 3,192 | 10,548 |
| Income: Fall 2010 | | | |
| Median HH Income | \$92,202 | \$76,224 | \$68,359 |
| Per Capita Income | \$33,689 | \$31,030 | \$30,896 |
| Average HH Income | \$102,814 | \$86,858 | \$80,874 |
| Households: Fall 2010 | | | |
| Total Households | 4,270 | 32,526 | 85,098 |
| Average Household Size | 3.1 | 2.8 | 2.6 |
| Household Growth 2000 - 2010 | 2.4% | 6.2% | 3.1% |
| Housing: Fall 2010 | | | |
| Owner Occupied Housing Units | 86.9% | 75.7% | 70.6% |
| Renter Occupied Housing Units | 7.4% | 16.5% | 22.4% |
| Vacant Housing Units | 5.8% | 7.8% | 7.0% |
| Race: Fall 2010 | | | |
| White | 82.2% | 80.9% | 81.7% |
| Black | 6.0% | 6.5% | 6.6% |
| American Indian, Eskimo, Aleut | 0.2% | 0.3% | 0.3% |
| Asian | 8.4% | 8.4% | 7.9% |
| Hawaiian or Pacific Islander | 0.0% | 0.0% | 0.0% |

| | | | |
|-----------------------------|-------|-------|-------|
| Other | 0.4% | 0.6% | 0.6% |
| Multirace | 2.7% | 3.4% | 3.0% |
| Ethnicity: Fall 2010 | | | |
| Hispanic | 1.5% | 2.2% | 2.3% |
| Non-Hispanic | 98.5% | 97.8% | 97.7% |

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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