

Demographic Detail Report

Roseville Towne Center

28774-28890 Gratiot Ave, Roseville, MI 48066

Building Type: **Shopping Center** Total Available: **1,279 SF**
 Center Type: **Community Center** % Leased: **100%**
 Center GLA: **277,547 SF** Rent/SF/Yr: **-**
 Year Built: **1963**



Radius	3 Mile		5 Mile		10 Mile	
Population						
2021 Projection	133,116		312,831		956,198	
2016 Estimate	129,557		305,584		939,791	
2010 Census	127,154		301,609		926,199	
Growth 2016 - 2021	2.75%		2.37%		1.75%	
Growth 2010 - 2016	1.89%		1.32%		1.47%	
2016 Population by Age						
	129,557		305,584		939,791	
Age 0 - 4	7,327	5.66%	17,534	5.74%	57,040	6.07%
Age 5 - 9	7,213	5.57%	17,280	5.65%	56,399	6.00%
Age 10 - 14	7,629	5.89%	18,201	5.96%	59,170	6.30%
Age 15 - 19	7,781	6.01%	18,534	6.07%	60,290	6.42%
Age 20 - 24	7,921	6.11%	19,002	6.22%	62,781	6.68%
Age 25 - 29	8,120	6.27%	19,202	6.28%	62,511	6.65%
Age 30 - 34	8,153	6.29%	18,897	6.18%	59,516	6.33%
Age 35 - 39	8,045	6.21%	18,575	6.08%	56,911	6.06%
Age 40 - 44	8,443	6.52%	19,685	6.44%	59,685	6.35%
Age 45 - 49	8,927	6.89%	20,843	6.82%	62,619	6.66%
Age 50 - 54	9,594	7.41%	22,384	7.32%	66,787	7.11%
Age 55 - 59	9,712	7.50%	22,622	7.40%	67,631	7.20%
Age 60 - 64	8,403	6.49%	19,656	6.43%	59,385	6.32%
Age 65 - 69	6,669	5.15%	15,675	5.13%	47,346	5.04%
Age 70 - 74	5,040	3.89%	11,923	3.90%	35,001	3.72%
Age 75 - 79	3,773	2.91%	8,982	2.94%	24,981	2.66%
Age 80 - 84	2,976	2.30%	7,113	2.33%	18,517	1.97%
Age 85+	3,832	2.96%	9,476	3.10%	23,221	2.47%
Age 65+	22,290	17.20%	53,169	17.40%	149,066	15.86%
Median Age	41.50		41.40		39.60	
Average Age	40.70		40.60		39.40	

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Radius	3 Mile		5 Mile		10 Mile	
2016 Population By Race	129,557		305,584		939,791	
White	108,960	84.10%	236,891	77.52%	611,745	65.09%
Black	14,869	11.48%	53,812	17.61%	265,273	28.23%
Am. Indian & Alaskan	493	0.38%	1,140	0.37%	3,243	0.35%
Asian	2,231	1.72%	6,948	2.27%	37,709	4.01%
Hawaiian & Pacific Island	21	0.02%	59	0.02%	267	0.03%
Other	2,983	2.30%	6,735	2.20%	21,553	2.29%
Population by Hispanic Origin	129,557		305,584		939,791	
Non-Hispanic Origin	126,871	97.93%	299,136	97.89%	919,904	97.88%
Hispanic Origin	2,686	2.07%	6,448	2.11%	19,888	2.12%
2016 Median Age, Male	39.80		39.50		37.80	
2016 Average Age, Male	39.20		39.00		37.90	
2016 Median Age, Female	43.20		43.20		41.20	
2016 Average Age, Female	42.10		42.20		40.70	
2016 Population by Occupation Classification	105,831		248,864		755,135	
Civilian Employed	62,276	58.84%	145,828	58.60%	429,744	56.91%
Civilian Unemployed	4,629	4.37%	11,190	4.50%	35,955	4.76%
Civilian Non-Labor Force	38,843	36.70%	91,690	36.84%	289,001	38.27%
Armed Forces	83	0.08%	156	0.06%	435	0.06%
Households by Marital Status						
Married	23,165		53,628		152,416	
Married No Children	14,171		32,680		90,857	
Married w/Children	8,995		20,948		61,559	
2016 Population by Education	97,680		229,662		689,096	
Some High School, No Diploma	11,119	11.38%	26,721	11.63%	92,879	13.48%
High School Grad (Incl Equivalency)	32,994	33.78%	71,431	31.10%	203,713	29.56%
Some College, No Degree	33,402	34.20%	77,199	33.61%	213,722	31.01%
Associate Degree	5,992	6.13%	14,629	6.37%	44,986	6.53%
Bachelor Degree	9,894	10.13%	26,412	11.50%	85,802	12.45%
Advanced Degree	4,279	4.38%	13,270	5.78%	47,994	6.96%

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Radius	3 Mile		5 Mile		10 Mile	
2016 Population by Occupation	115,961		272,668		808,205	
Real Estate & Finance	3,550	3.06%	8,376	3.07%	24,902	3.08%
Professional & Management	22,330	19.26%	55,439	20.33%	175,216	21.68%
Public Administration	2,233	1.93%	5,691	2.09%	16,740	2.07%
Education & Health	13,150	11.34%	32,769	12.02%	95,935	11.87%
Services	12,308	10.61%	28,668	10.51%	89,055	11.02%
Information	1,118	0.96%	2,345	0.86%	8,121	1.00%
Sales	16,671	14.38%	39,693	14.56%	113,214	14.01%
Transportation	948	0.82%	2,280	0.84%	11,623	1.44%
Retail	7,498	6.47%	17,501	6.42%	51,237	6.34%
Wholesale	1,518	1.31%	3,463	1.27%	9,923	1.23%
Manufacturing	12,422	10.71%	27,479	10.08%	77,071	9.54%
Production	11,015	9.50%	24,427	8.96%	66,614	8.24%
Construction	5,729	4.94%	11,121	4.08%	29,200	3.61%
Utilities	2,523	2.18%	5,957	2.18%	16,841	2.08%
Agriculture & Mining	122	0.11%	336	0.12%	1,003	0.12%
Farming, Fishing, Forestry	74	0.06%	197	0.07%	772	0.10%
Other Services	2,752	2.37%	6,926	2.54%	20,738	2.57%
2016 Worker Travel Time to Job	60,995		143,129		419,438	
<30 Minutes	38,337	62.85%	89,527	62.55%	255,958	61.02%
30-60 Minutes	19,133	31.37%	45,789	31.99%	137,378	32.75%
60+ Minutes	3,525	5.78%	7,813	5.46%	26,102	6.22%
2010 Households by HH Size	53,135		124,915		363,830	
1-Person Households	16,546	31.14%	39,458	31.59%	109,411	30.07%
2-Person Households	17,010	32.01%	39,293	31.46%	109,614	30.13%
3-Person Households	8,683	16.34%	20,108	16.10%	58,799	16.16%
4-Person Households	6,628	12.47%	15,484	12.40%	46,859	12.88%
5-Person Households	2,843	5.35%	6,825	5.46%	23,158	6.37%
6-Person Households	950	1.79%	2,444	1.96%	9,277	2.55%
7 or more Person Households	475	0.89%	1,303	1.04%	6,712	1.84%
2016 Average Household Size	2.40		2.40		2.50	
Households						
2021 Projection	55,599		129,810		376,864	
2016 Estimate	54,107		126,712		369,862	
2010 Census	53,135		124,915		363,831	
Growth 2016 - 2021	2.76%		2.44%		1.89%	
Growth 2010 - 2016	1.83%		1.44%		1.66%	

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Radius	3 Mile		5 Mile		10 Mile	
2016 Households by HH Income	54,106		126,713		369,863	
<\$25,000	13,403	24.77%	30,917	24.40%	103,203	27.90%
\$25,000 - \$50,000	14,716	27.20%	34,535	27.25%	95,510	25.82%
\$50,000 - \$75,000	11,631	21.50%	25,819	20.38%	67,252	18.18%
\$75,000 - \$100,000	7,089	13.10%	16,878	13.32%	42,925	11.61%
\$100,000 - \$125,000	3,578	6.61%	8,743	6.90%	25,567	6.91%
\$125,000 - \$150,000	1,751	3.24%	4,527	3.57%	14,876	4.02%
\$150,000 - \$200,000	1,367	2.53%	3,552	2.80%	12,348	3.34%
\$200,000+	571	1.06%	1,742	1.37%	8,182	2.21%
2016 Avg Household Income	\$58,192		\$59,824		\$60,814	
2016 Med Household Income	\$47,863		\$48,293		\$45,776	
2016 Occupied Housing	54,108		126,712		369,862	
Owner Occupied	41,331	76.39%	95,051	75.01%	259,773	70.24%
Renter Occupied	12,777	23.61%	31,661	24.99%	110,089	29.76%
2010 Housing Units	56,995		134,032		400,074	
1 Unit	48,827	85.67%	111,198	82.96%	325,033	81.24%
2 - 4 Units	1,659	2.91%	4,799	3.58%	19,703	4.92%
5 - 19 Units	4,491	7.88%	12,588	9.39%	35,384	8.84%
20+ Units	2,018	3.54%	5,447	4.06%	19,954	4.99%
2016 Housing Value	41,331		95,052		259,775	
<\$100,000	26,076	63.09%	54,017	56.83%	129,749	49.95%
\$100,000 - \$200,000	12,647	30.60%	32,225	33.90%	87,515	33.69%
\$200,000 - \$300,000	1,743	4.22%	5,976	6.29%	27,588	10.62%
\$300,000 - \$400,000	434	1.05%	1,637	1.72%	7,620	2.93%
\$400,000 - \$500,000	236	0.57%	613	0.64%	3,094	1.19%
\$500,000 - \$1,000,000	144	0.35%	408	0.43%	3,370	1.30%
\$1,000,000+	51	0.12%	176	0.19%	839	0.32%
2016 Median Home Value	\$79,250		\$87,983		\$100,158	
2016 Housing Units by Yr Built	57,270		135,213		409,882	
Built 2010+	785	1.37%	1,801	1.33%	6,430	1.57%
Built 2000 - 2010	1,269	2.22%	3,840	2.84%	18,766	4.58%
Built 1990 - 1999	2,382	4.16%	7,155	5.29%	30,805	7.52%
Built 1980 - 1989	3,658	6.39%	8,083	5.98%	31,574	7.70%
Built 1970 - 1979	6,878	12.01%	18,181	13.45%	57,482	14.02%
Built 1960 - 1969	12,721	22.21%	33,314	24.64%	72,920	17.79%
Built 1950 - 1959	21,915	38.27%	43,532	32.20%	97,409	23.77%
Built <1949	7,662	13.38%	19,307	14.28%	94,496	23.05%
2016 Median Year Built	1959		1960		1961	