

Market Profile

Latson Interchange: I 96, Genoa Twp, MI 48843

Ring: 1 mile radius

www.businessdecision.info

Latitude: 42.578943601

Longitude: -83.87403446

	1 mile	5 miles	10 miles
Population Summary			
2000 Total Population	897	36,370	110,134
2010 Total Population	1,563	45,093	128,897
2012 Total Population	1,662	46,046	130,922
2012 Group Quarters	2	533	987
2017 Total Population	1,792	47,071	132,916
2012-2017 Annual Rate	1.51%	0.44%	0.30%
Household Summary			
2000 Households	390	13,604	39,167
2000 Average Household Size	2.29	2.64	2.78
2010 Households	737	17,490	48,315
2010 Average Household Size	2.12	2.55	2.65
2012 Households	776	17,684	48,656
2012 Average Household Size	2.14	2.57	2.67
2017 Households	846	18,275	50,017
2017 Average Household Size	2.11	2.55	2.64
2012-2017 Annual Rate	1.74%	0.66%	0.55%
2010 Families	466	12,344	35,859
2010 Average Family Size	2.64	3.04	3.09
2012 Families	491	12,490	36,093
2012 Average Family Size	2.65	3.06	3.11
2017 Families	531	12,828	36,833
2017 Average Family Size	2.64	3.04	3.08
2012-2017 Annual Rate	1.56%	0.54%	0.41%
Housing Unit Summary			
2000 Housing Units	456	14,600	41,553
Owner Occupied Housing Units	55.5%	75.7%	81.7%
Renter Occupied Housing Units	30.0%	17.5%	12.6%
Vacant Housing Units	14.5%	6.8%	5.7%
2010 Housing Units	822	18,944	51,953
Owner Occupied Housing Units	53.8%	72.2%	77.9%
Renter Occupied Housing Units	35.9%	20.1%	15.1%
Vacant Housing Units	10.3%	7.7%	7.0%
2012 Housing Units	859	19,173	52,355
Owner Occupied Housing Units	52.7%	71.3%	77.0%
Renter Occupied Housing Units	37.6%	21.0%	15.9%
Vacant Housing Units	9.7%	7.8%	7.1%
2017 Housing Units	934	19,854	53,899
Owner Occupied Housing Units	54.3%	72.1%	77.6%
Renter Occupied Housing Units	36.3%	19.9%	15.2%
Vacant Housing Units	9.4%	8.0%	7.2%
Median Household Income			
2012	\$50,581	\$59,007	\$65,132
2017	\$57,260	\$66,436	\$72,473
Median Home Value			
2012	\$166,965	\$164,296	\$166,571
2017	\$171,552	\$173,769	\$175,778
Per Capita Income			
2012	\$25,072	\$29,174	\$30,237
2017	\$27,889	\$32,446	\$33,671
Median Age			
2010	34.0	39.8	40.8
2012	33.9	40.1	41.1
2017	34.0	40.3	41.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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2012 Households by Income			
Household Income Base	776	17,684	48,656
<\$15,000	11.0%	9.1%	7.9%
\$15,000 - \$24,999	12.5%	10.1%	8.0%
\$25,000 - \$34,999	9.1%	8.6%	8.0%
\$35,000 - \$49,999	16.6%	13.9%	12.6%
\$50,000 - \$74,999	21.1%	18.4%	19.5%
\$75,000 - \$99,999	15.3%	14.1%	14.9%
\$100,000 - \$149,999	9.7%	17.0%	19.2%
\$150,000 - \$199,999	3.1%	5.0%	5.4%
\$200,000+	1.5%	3.8%	4.6%
Average Household Income	\$61,459	\$75,354	\$80,792
2017 Households by Income			
Household Income Base	846	18,275	50,017
<\$15,000	9.8%	8.2%	7.1%
\$15,000 - \$24,999	9.2%	7.5%	5.8%
\$25,000 - \$34,999	6.5%	6.3%	5.6%
\$35,000 - \$49,999	14.7%	12.3%	11.0%
\$50,000 - \$74,999	24.9%	21.1%	22.0%
\$75,000 - \$99,999	19.3%	16.8%	17.4%
\$100,000 - \$149,999	10.5%	18.1%	20.1%
\$150,000 - \$199,999	3.5%	5.6%	6.1%
\$200,000+	1.7%	4.0%	4.8%
Average Household Income	\$68,024	\$82,977	\$88,907
2012 Owner Occupied Housing Units by Value			
Total	453	13,664	40,313
<\$50,000	0.9%	4.3%	3.3%
\$50,000 - \$99,999	8.2%	11.4%	10.0%
\$100,000 - \$149,999	21.0%	24.4%	26.2%
\$150,000 - \$199,999	59.2%	34.4%	31.8%
\$200,000 - \$249,999	6.4%	14.4%	15.8%
\$250,000 - \$299,999	1.5%	5.4%	6.3%
\$300,000 - \$399,999	2.2%	3.4%	4.4%
\$400,000 - \$499,999	0.7%	1.4%	1.4%
\$500,000 - \$749,999	0.2%	0.7%	0.7%
\$750,000 - \$999,999	0.0%	0.1%	0.1%
\$1,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$166,448	\$171,586	\$176,959
2017 Owner Occupied Housing Units by Value			
Total	507	14,321	41,813
<\$50,000	0.2%	1.8%	1.2%
\$50,000 - \$99,999	3.6%	6.6%	5.4%
\$100,000 - \$149,999	16.2%	20.5%	22.2%
\$150,000 - \$199,999	69.4%	44.5%	41.2%
\$200,000 - \$249,999	6.7%	16.8%	18.4%
\$250,000 - \$299,999	1.4%	4.9%	5.8%
\$300,000 - \$399,999	1.8%	3.1%	4.1%
\$400,000 - \$499,999	0.4%	1.1%	1.1%
\$500,000 - \$749,999	0.2%	0.6%	0.6%
\$750,000 - \$999,999	0.0%	0.1%	0.1%
\$1,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$173,045	\$180,932	\$185,451

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	1,563	45,095	128,895
0 - 4	7.4%	6.0%	5.5%
5 - 9	7.4%	7.1%	7.1%
10 - 14	6.8%	7.8%	8.1%
15 - 24	13.5%	11.7%	11.8%
25 - 34	16.5%	10.9%	9.8%
35 - 44	14.7%	14.4%	14.5%
45 - 54	14.5%	16.3%	17.8%
55 - 64	9.7%	12.6%	13.3%
65 - 74	5.6%	7.5%	7.1%
75 - 84	2.9%	3.8%	3.4%
85 +	0.9%	1.7%	1.5%
18 +	74.3%	74.5%	74.4%
2012 Population by Age			
Total	1,663	46,045	130,921
0 - 4	7.5%	6.0%	5.5%
5 - 9	7.5%	7.1%	7.1%
10 - 14	6.9%	7.7%	8.0%
15 - 24	13.3%	11.5%	11.5%
25 - 34	16.8%	11.1%	9.9%
35 - 44	14.6%	14.1%	14.2%
45 - 54	13.9%	15.8%	17.3%
55 - 64	9.9%	13.2%	13.9%
65 - 74	6.0%	8.0%	7.6%
75 - 84	2.8%	3.8%	3.4%
85 +	1.0%	1.7%	1.5%
18 +	74.3%	74.9%	74.8%
2017 Population by Age			
Total	1,793	47,072	132,918
0 - 4	7.6%	6.0%	5.5%
5 - 9	7.6%	7.1%	7.1%
10 - 14	7.0%	7.8%	8.1%
15 - 24	12.3%	10.7%	10.8%
25 - 34	17.1%	11.2%	10.0%
35 - 44	14.6%	13.7%	13.8%
45 - 54	12.8%	14.6%	16.0%
55 - 64	10.0%	13.7%	14.5%
65 - 74	7.0%	9.5%	9.1%
75 - 84	2.9%	3.9%	3.6%
85 +	1.0%	1.8%	1.6%
18 +	74.0%	75.1%	75.0%
2010 Population by Sex			
Males	756	22,197	64,267
Females	807	22,896	64,630
2012 Population by Sex			
Males	805	22,707	65,394
Females	857	23,340	65,528
2017 Population by Sex			
Males	868	23,223	66,448
Females	924	23,849	66,468

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	1,563	45,093	128,896
White Alone	94.8%	96.1%	96.6%
Black Alone	0.5%	0.5%	0.4%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.7%	1.0%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.9%	0.6%	0.4%
Two or More Races	1.6%	1.3%	1.2%
Hispanic Origin	3.3%	2.3%	2.0%
Diversity Index	15.9	11.8	10.2
2012 Population by Race/Ethnicity			
Total	1,663	46,046	130,923
White Alone	94.1%	95.5%	96.1%
Black Alone	0.7%	0.8%	0.7%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.8%	1.1%	0.9%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	1.0%	0.6%	0.4%
Two or More Races	1.8%	1.5%	1.4%
Hispanic Origin	3.5%	2.5%	2.1%
Diversity Index	17.3	13.2	11.5
2017 Population by Race/Ethnicity			
Total	1,791	47,070	132,916
White Alone	92.7%	94.2%	94.9%
Black Alone	1.3%	1.4%	1.3%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	2.1%	1.3%	1.1%
Pacific Islander Alone	0.3%	0.2%	0.1%
Some Other Race Alone	1.1%	0.7%	0.5%
Two or More Races	2.1%	1.8%	1.7%
Hispanic Origin	4.2%	3.0%	2.6%
Diversity Index	21.0	16.4	14.4
2010 Population by Relationship and Household Type			
Total	1,563	45,093	128,897
In Households	99.9%	98.8%	99.2%
In Family Households	80.1%	84.9%	87.4%
Householder	26.0%	27.3%	27.8%
Spouse	19.5%	22.1%	23.3%
Child	30.8%	31.9%	32.8%
Other relative	2.0%	2.0%	2.0%
Nonrelative	1.5%	1.7%	1.5%
In Nonfamily Households	19.8%	13.9%	11.9%
In Group Quarters	0.1%	1.2%	0.8%
Institutionalized Population	0.0%	1.0%	0.6%
Noninstitutionalized Population	0.1%	0.2%	0.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	737	17,489	48,316
Households with 1 Person	27.8%	24.0%	20.9%
Households with 2+ People	72.2%	76.0%	79.1%
Family Households	63.2%	70.6%	74.2%
Husband-wife Families	47.2%	57.2%	62.3%
With Related Children	23.9%	25.6%	27.9%
Other Family (No Spouse Present)	16.0%	13.4%	11.9%
Other Family with Male Householder	4.9%	4.1%	3.9%
With Related Children	3.1%	2.5%	2.3%
Other Family with Female Householder	11.1%	9.3%	8.0%
With Related Children	7.9%	6.1%	5.1%
Nonfamily Households	9.0%	5.4%	4.8%
All Households with Children	35.8%	34.7%	35.7%
Multigenerational Households	1.5%	2.6%	2.5%
Unmarried Partner Households	7.3%	6.1%	5.4%
Male-female	6.9%	5.6%	4.9%
Same-sex	0.4%	0.5%	0.5%
2010 Households by Size			
Total	737	17,490	48,316
1 Person Household	27.8%	24.0%	20.9%
2 Person Household	33.2%	35.3%	35.6%
3 Person Household	17.2%	15.8%	16.6%
4 Person Household	14.5%	15.6%	16.8%
5 Person Household	5.3%	6.3%	6.8%
6 Person Household	1.5%	2.0%	2.2%
7 + Person Household	0.4%	1.0%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	737	17,490	48,315
Owner Occupied	60.0%	78.2%	83.8%
Owned with a Mortgage/Loan	49.9%	61.0%	66.9%
Owned Free and Clear	10.0%	17.2%	16.9%
Renter Occupied	40.0%	21.8%	16.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.