



Market Profile

29030 Van Dyke Ave, Warren, Michigan, 48093
Rings: 1, 3, 5 mile radii

Prepared by Daniel Rabazzi
Latitude: 42.506955318
Longitude: -83.02829333

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	9,147	106,414	338,481
2010 Total Population	9,160	104,816	325,335
2013 Total Population	9,145	104,786	322,788
2013 Group Quarters	13	1,309	2,476
2018 Total Population	9,203	105,926	323,981
2013-2018 Annual Rate	0.13%	0.22%	0.07%
Household Summary			
2000 Households	4,323	44,414	135,371
2000 Average Household Size	2.11	2.36	2.48
2010 Households	4,004	43,292	130,682
2010 Average Household Size	2.28	2.39	2.47
2013 Households	3,968	43,312	129,936
2013 Average Household Size	2.30	2.39	2.47
2018 Households	3,974	43,833	130,675
2018 Average Household Size	2.31	2.39	2.46
2013-2018 Annual Rate	0.03%	0.24%	0.11%
2010 Families	2,321	26,944	82,946
2010 Average Family Size	3.01	3.06	3.12
2013 Families	2,281	26,750	81,840
2013 Average Family Size	3.04	3.07	3.12
2018 Families	2,260	26,796	81,489
2018 Average Family Size	3.06	3.08	3.13
2013-2018 Annual Rate	-0.19%	0.03%	-0.09%
Housing Unit Summary			
2000 Housing Units	4,486	45,483	139,561
Owner Occupied Housing Units	70.8%	76.6%	73.4%
Renter Occupied Housing Units	25.5%	21.0%	23.6%
Vacant Housing Units	3.6%	2.4%	3.0%
2010 Housing Units	4,350	46,238	142,268
Owner Occupied Housing Units	67.9%	69.7%	64.4%
Renter Occupied Housing Units	24.1%	23.9%	27.5%
Vacant Housing Units	8.0%	6.4%	8.1%
2013 Housing Units	4,317	46,269	141,893
Owner Occupied Housing Units	66.7%	68.6%	63.1%
Renter Occupied Housing Units	25.2%	25.0%	28.5%
Vacant Housing Units	8.1%	6.4%	8.4%
2018 Housing Units	4,329	46,603	142,366
Owner Occupied Housing Units	67.3%	69.3%	63.7%
Renter Occupied Housing Units	24.5%	24.7%	28.1%
Vacant Housing Units	8.2%	5.9%	8.2%
Median Household Income			
2013	\$39,772	\$43,820	\$41,698
2018	\$46,656	\$52,577	\$50,769
Median Home Value			
2013	\$97,592	\$107,645	\$97,940
2018	\$111,590	\$117,919	\$110,477
Per Capita Income			
2013	\$21,985	\$23,047	\$21,465
2018	\$24,961	\$26,376	\$24,670
Median Age			
2010	40.7	41.9	38.7
2013	41.3	42.7	39.5
2018	42.4	43.9	40.5

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2013 Households by Income			
Household Income Base	3,968	43,306	129,930
<\$15,000	16.8%	14.3%	15.7%
\$15,000 - \$24,999	13.4%	12.5%	13.2%
\$25,000 - \$34,999	12.9%	12.7%	12.8%
\$35,000 - \$49,999	17.2%	15.8%	15.7%
\$50,000 - \$74,999	20.3%	20.0%	20.1%
\$75,000 - \$99,999	10.6%	12.7%	11.5%
\$100,000 - \$149,999	6.5%	9.1%	8.2%
\$150,000 - \$199,999	1.9%	2.4%	2.3%
\$200,000+	0.5%	0.6%	0.6%
Average Household Income	\$50,296	\$55,262	\$53,235
2018 Households by Income			
Household Income Base	3,974	43,827	130,669
<\$15,000	16.0%	13.3%	14.8%
\$15,000 - \$24,999	9.6%	8.9%	9.4%
\$25,000 - \$34,999	13.2%	11.2%	11.3%
\$35,000 - \$49,999	13.5%	13.6%	13.6%
\$50,000 - \$74,999	19.8%	19.4%	19.9%
\$75,000 - \$99,999	15.3%	17.2%	15.9%
\$100,000 - \$149,999	9.5%	12.6%	11.5%
\$150,000 - \$199,999	2.5%	3.1%	3.0%
\$200,000+	0.6%	0.7%	0.7%
Average Household Income	\$57,377	\$63,212	\$61,092
2013 Owner Occupied Housing Units by Value			
Total	2,879	31,733	89,524
<\$50,000	8.1%	4.8%	8.8%
\$50,000 - \$99,999	44.0%	36.9%	42.9%
\$100,000 - \$149,999	43.9%	54.0%	40.7%
\$150,000 - \$199,999	3.6%	3.6%	6.5%
\$200,000 - \$249,999	0.2%	0.4%	0.9%
\$250,000 - \$299,999	0.1%	0.2%	0.1%
\$300,000 - \$399,999	0.0%	0.0%	0.0%
\$400,000 - \$499,999	0.0%	0.0%	0.0%
\$500,000 - \$749,999	0.0%	0.0%	0.0%
\$750,000 - \$999,999	0.0%	0.0%	0.0%
\$1,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$97,229	\$104,424	\$99,237
2018 Owner Occupied Housing Units by Value			
Total	2,915	32,293	90,689
<\$50,000	7.2%	4.2%	8.6%
\$50,000 - \$99,999	31.3%	24.7%	32.7%
\$100,000 - \$149,999	49.3%	58.9%	41.5%
\$150,000 - \$199,999	10.1%	9.1%	13.2%
\$200,000 - \$249,999	0.7%	1.6%	2.5%
\$250,000 - \$299,999	1.0%	0.9%	0.7%
\$300,000 - \$399,999	0.1%	0.2%	0.3%
\$400,000 - \$499,999	0.1%	0.1%	0.2%
\$500,000 - \$749,999	0.2%	0.2%	0.2%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$110,896	\$118,127	\$113,706

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	9,160	104,817	325,332
0 - 4	5.9%	5.4%	6.1%
5 - 9	5.5%	5.5%	6.0%
10 - 14	5.9%	5.9%	6.3%
15 - 24	12.7%	12.2%	13.3%
25 - 34	12.8%	11.9%	13.3%
35 - 44	13.1%	13.4%	13.7%
45 - 54	15.7%	15.3%	15.0%
55 - 64	11.3%	11.7%	11.3%
65 - 74	6.9%	8.3%	7.2%
75 - 84	6.8%	7.2%	5.3%
85 +	3.4%	3.3%	2.5%
18 +	78.8%	79.3%	77.3%
2013 Population by Age			
Total	9,144	104,787	322,788
0 - 4	5.6%	5.2%	6.0%
5 - 9	5.6%	5.4%	6.0%
10 - 14	5.5%	5.6%	6.0%
15 - 24	12.2%	11.8%	12.8%
25 - 34	13.5%	12.3%	13.5%
35 - 44	12.5%	12.7%	13.2%
45 - 54	15.2%	14.9%	14.5%
55 - 64	12.9%	13.0%	12.5%
65 - 74	7.4%	8.6%	7.7%
75 - 84	6.0%	6.8%	5.2%
85 +	3.6%	3.6%	2.6%
18 +	79.8%	80.3%	78.3%
2018 Population by Age			
Total	9,203	105,926	323,979
0 - 4	5.6%	5.2%	5.9%
5 - 9	5.3%	5.2%	5.8%
10 - 14	5.4%	5.4%	5.9%
15 - 24	11.0%	10.7%	11.4%
25 - 34	13.8%	13.1%	13.9%
35 - 44	11.8%	11.7%	12.5%
45 - 54	13.7%	13.9%	13.5%
55 - 64	14.7%	14.3%	13.5%
65 - 74	9.5%	10.1%	9.3%
75 - 84	5.7%	6.9%	5.5%
85 +	3.5%	3.6%	2.7%
18 +	80.5%	81.1%	79.0%
2010 Population by Sex			
Males	4,243	50,194	156,578
Females	4,917	54,622	168,757
2013 Population by Sex			
Males	4,252	50,304	155,647
Females	4,893	54,482	167,141
2018 Population by Sex			
Males	4,294	51,039	156,686
Females	4,909	54,887	167,295

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	9,160	104,816	325,335
White Alone	80.7%	81.8%	75.5%
Black Alone	12.9%	10.7%	16.7%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	3.3%	4.6%	4.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.3%	0.4%
Two or More Races	2.4%	2.2%	2.5%
Hispanic Origin	1.8%	1.8%	2.0%
Diversity Index	35.6	34.1	42.3
2013 Population by Race/Ethnicity			
Total	9,146	104,786	322,789
White Alone	77.8%	79.2%	73.5%
Black Alone	15.5%	12.8%	18.2%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	3.5%	5.0%	4.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.3%	0.4%
Two or More Races	2.5%	2.3%	2.7%
Hispanic Origin	1.9%	1.9%	2.1%
Diversity Index	39.4	37.7	44.8
2018 Population by Race/Ethnicity			
Total	9,202	105,926	323,982
White Alone	71.6%	74.0%	69.2%
Black Alone	21.2%	17.3%	21.8%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	3.8%	5.5%	5.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.3%	0.5%
Two or More Races	2.7%	2.5%	2.9%
Hispanic Origin	2.1%	2.1%	2.3%
Diversity Index	46.4	44.4	49.5
2010 Population by Relationship and Household Type			
Total	9,160	104,816	325,335
In Households	99.9%	98.8%	99.2%
In Family Households	78.5%	80.6%	81.9%
Householder	25.5%	25.8%	25.5%
Spouse	16.8%	18.2%	16.7%
Child	30.3%	30.4%	32.6%
Other relative	3.5%	4.3%	4.7%
Nonrelative	2.4%	2.0%	2.4%
In Nonfamily Households	21.3%	18.1%	17.3%
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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2013 Population 25+ by Educational Attainment			
Total	6,495	75,362	223,580
Less than 9th Grade	7.1%	5.0%	5.3%
9th - 12th Grade, No Diploma	6.2%	9.7%	10.8%
High School Graduate	34.3%	35.1%	35.1%
Some College, No Degree	27.3%	23.4%	23.2%
Associate Degree	6.5%	7.9%	7.9%
Bachelor's Degree	13.0%	12.9%	12.2%
Graduate/Professional Degree	5.5%	6.0%	5.5%
2013 Population 15+ by Marital Status			
Total	7,613	87,773	264,790
Never Married	31.6%	30.2%	33.4%
Married	47.0%	49.0%	46.4%
Widowed	8.4%	9.3%	8.4%
Divorced	13.0%	11.5%	11.8%
2013 Civilian Population 16+ in Labor Force			
Civilian Employed	87.1%	87.4%	84.3%
Civilian Unemployed	12.9%	12.6%	15.7%
2013 Employed Population 16+ by Industry			
Total	3,941	44,271	133,073
Agriculture/Mining	0.2%	0.1%	0.1%
Construction	2.0%	3.8%	4.2%
Manufacturing	21.8%	20.1%	19.8%
Wholesale Trade	2.4%	2.3%	2.4%
Retail Trade	12.7%	13.1%	13.3%
Transportation/Utilities	2.1%	4.0%	3.6%
Information	0.9%	1.4%	1.3%
Finance/Insurance/Real Estate	5.7%	4.5%	4.7%
Services	46.6%	47.3%	47.7%
Public Administration	5.7%	3.4%	2.7%
2013 Employed Population 16+ by Occupation			
Total	3,942	44,272	133,071
White Collar	52.0%	56.7%	55.0%
Management/Business/Financial	12.2%	11.9%	10.5%
Professional	17.5%	17.6%	17.4%
Sales	10.0%	10.7%	10.6%
Administrative Support	12.3%	16.6%	16.5%
Services	24.2%	19.4%	20.4%
Blue Collar	23.8%	23.9%	24.5%
Farming/Forestry/Fishing	0.1%	0.0%	0.1%
Construction/Extraction	3.0%	3.4%	3.8%
Installation/Maintenance/Repair	2.9%	3.5%	3.8%
Production	10.5%	10.7%	11.1%
Transportation/Material Moving	7.3%	6.2%	5.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	4,003	43,293	130,683
Households with 1 Person	36.4%	32.9%	31.0%
Households with 2+ People	63.6%	67.1%	69.0%
Family Households	58.0%	62.2%	63.5%
Husband-wife Families	38.1%	43.8%	41.7%
With Related Children	16.1%	18.0%	17.9%
Other Family (No Spouse Present)	19.9%	18.5%	21.8%
Other Family with Male Householder	4.4%	5.1%	5.6%
With Related Children	2.0%	2.2%	2.7%
Other Family with Female Householder	15.5%	13.4%	16.2%
With Related Children	8.5%	7.2%	9.6%
Nonfamily Households	5.6%	4.9%	5.5%
All Households with Children	26.9%	27.7%	30.6%
Multigenerational Households	3.1%	3.5%	4.3%
Unmarried Partner Households	6.5%	5.7%	6.6%
Male-female	5.9%	5.2%	6.0%
Same-sex	0.6%	0.5%	0.5%
2010 Households by Size			
Total	4,003	43,291	130,682
1 Person Household	36.4%	32.9%	31.0%
2 Person Household	30.6%	31.1%	30.2%
3 Person Household	14.1%	15.1%	16.1%
4 Person Household	11.3%	12.1%	12.6%
5 Person Household	5.1%	5.4%	6.1%
6 Person Household	1.6%	2.1%	2.5%
7 + Person Household	0.8%	1.2%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	4,004	43,292	130,682
Owner Occupied	73.8%	74.5%	70.1%
Owned with a Mortgage/Loan	45.6%	48.3%	48.0%
Owned Free and Clear	28.2%	26.2%	22.1%
Renter Occupied	26.2%	25.5%	29.9%

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.

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Top 3 Tapestry Segments			
1.	Rustbelt Retirees	Rustbelt Retirees	Rustbelt Traditions
2.	Simple Living	Cozy and Comfortable	Rustbelt Retirees
3.	Rustbelt Traditions	Rustbelt Traditions	Cozy and Comfortable
2013 Consumer Spending			
Apparel & Services: Total \$	\$4,246,045	\$50,617,449	\$147,865,883
Average Spent	\$1,070.07	\$1,168.67	\$1,137.99
Spending Potential Index	47	52	50
Computers & Accessories: Total \$	\$682,417	\$8,150,382	\$23,750,833
Average Spent	\$171.99	\$188.18	\$182.79
Spending Potential Index	69	76	74
Education: Total \$	\$4,153,486	\$49,451,697	\$143,035,647
Average Spent	\$1,046.75	\$1,141.76	\$1,100.82
Spending Potential Index	72	78	75
Entertainment/Recreation: Total \$	\$9,434,777	\$113,146,395	\$326,599,583
Average Spent	\$2,377.72	\$2,612.36	\$2,513.54
Spending Potential Index	73	80	77
Food at Home: Total \$	\$14,651,355	\$172,690,470	\$500,599,662
Average Spent	\$3,692.38	\$3,987.13	\$3,852.66
Spending Potential Index	73	79	77
Food Away from Home: Total \$	\$8,894,564	\$106,052,643	\$308,961,577
Average Spent	\$2,241.57	\$2,448.57	\$2,377.80
Spending Potential Index	70	77	74
Health Care: Total \$	\$13,254,231	\$158,979,901	\$452,095,895
Average Spent	\$3,340.28	\$3,670.57	\$3,479.37
Spending Potential Index	75	82	78
HH Furnishings & Equipment: Total \$	\$4,453,437	\$53,478,299	\$154,788,298
Average Spent	\$1,122.34	\$1,234.72	\$1,191.27
Spending Potential Index	62	69	66
Investments: Total \$	\$3,427,059	\$44,107,342	\$130,139,286
Average Spent	\$863.67	\$1,018.36	\$1,001.56
Spending Potential Index	42	49	48
Retail Goods: Total \$	\$66,569,725	\$792,269,673	\$2,284,721,209
Average Spent	\$16,776.64	\$18,292.15	\$17,583.43
Spending Potential Index	70	76	73
Shelter: Total \$	\$44,559,110	\$536,351,052	\$1,557,683,244
Average Spent	\$11,229.61	\$12,383.43	\$11,988.08
Spending Potential Index	69	76	74
TV/Video/Audio: Total \$	\$3,778,219	\$44,671,567	\$129,572,966
Average Spent	\$952.17	\$1,031.39	\$997.21
Spending Potential Index	74	80	77
Travel: Total \$	\$4,966,537	\$60,889,917	\$175,194,901
Average Spent	\$1,251.65	\$1,405.84	\$1,348.32
Spending Potential Index	68	77	74
Vehicle Maintenance & Repairs: Total \$	\$3,122,636	\$37,256,164	\$107,745,818
Average Spent	\$786.95	\$860.18	\$829.22
Spending Potential Index	72	79	76

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.