

Executive Summary

Gull Road & Sprinkle Retail Center
 5460 Gull Rd, Comstock Twp, Michigan, 49048
 Rings: 1, 3, 5 mile radii

Geographic Coordinates:

Latitude: 42.32223
 Longitude: -85.52339

	1 mile	3 miles	5 miles
Population			
2000 Population	4,191	29,971	75,027
2010 Population	5,016	31,638	75,617
2015 Population	4,962	31,834	75,921
2020 Population	5,011	32,526	77,442
2000-2010 Annual Rate	1.81%	0.54%	0.08%
2010-2015 Annual Rate	-0.21%	0.12%	0.08%
2015-2020 Annual Rate	0.20%	0.43%	0.40%
2015 Male Population	48.3%	48.3%	49.2%
2015 Female Population	51.7%	51.7%	50.8%
2015 Median Age	35.3	36.5	33.5

In the identified area, the current year population is 75,921. In 2010, the Census count in the area was 75,617. The rate of change since 2010 was 0.08% annually. The five-year projection for the population in the area is 77,442 representing a change of 0.40% annually from 2015 to 2020. Currently, the population is 49.2% male and 50.8% female.

Median Age

The median age in this area is 35.3, compared to U.S. median age of 37.9.

Race and Ethnicity

2015 White Alone	76.1%	72.8%	68.3%
2015 Black Alone	13.8%	18.1%	21.5%
2015 American Indian/Alaska Native Alone	0.3%	0.5%	0.6%
2015 Asian Alone	3.8%	1.7%	1.4%
2015 Pacific Islander Alone	0.0%	0.1%	0.1%
2015 Other Race	1.4%	2.0%	3.2%
2015 Two or More Races	4.5%	4.8%	5.0%
2015 Hispanic Origin (Any Race)	4.3%	5.1%	7.2%

Persons of Hispanic origin represent 7.2% of the population in the identified area compared to 17.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 55.6 in the identified area, compared to 63.0 for the U.S. as a whole.

Households

2000 Households	1,922	11,679	29,137
2010 Households	2,408	12,748	29,912
2015 Total Households	2,391	12,914	30,193
2020 Total Households	2,413	13,214	30,831
2000-2010 Annual Rate	2.28%	0.88%	0.26%
2010-2015 Annual Rate	-0.13%	0.25%	0.18%
2015-2020 Annual Rate	0.18%	0.46%	0.42%
2015 Average Household Size	2.06	2.43	2.42

The household count in this area has changed from 29,912 in 2010 to 30,193 in the current year, a change of 0.18% annually. The five-year projection of households is 30,831, a change of 0.42% annually from the current year total. Average household size is currently 2.42, compared to 2.44 in the year 2010. The number of families in the current year is 17,254 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

October 20, 2015

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Median Household Income			
2015 Median Household Income	\$44,493	\$41,667	\$36,845
2020 Median Household Income	\$51,762	\$48,573	\$42,485
2015-2020 Annual Rate	3.07%	3.11%	2.89%
Average Household Income			
2015 Average Household Income	\$55,659	\$53,501	\$49,853
2020 Average Household Income	\$64,336	\$61,323	\$57,421
2015-2020 Annual Rate	2.94%	2.77%	2.87%
Per Capita Income			
2015 Per Capita Income	\$26,170	\$21,857	\$20,146
2020 Per Capita Income	\$30,193	\$25,064	\$23,172
2015-2020 Annual Rate	2.90%	2.78%	2.84%
Households by Income			

Current median household income is \$36,845 in the area, compared to \$53,217 for all U.S. households. Median household income is projected to be \$42,485 in five years, compared to \$60,683 for all U.S. households

Current average household income is \$49,853 in this area, compared to \$74,699 for all U.S. households. Average household income is projected to be \$57,421 in five years, compared to \$84,910 for all U.S. households

Current per capita income is \$20,146 in the area, compared to the U.S. per capita income of \$28,597. The per capita income is projected to be \$23,172 in five years, compared to \$32,501 for all U.S. households

Housing			
2000 Total Housing Units	2,029	12,364	31,388
2000 Owner Occupied Housing Units	1,114	8,156	17,553
2000 Renter Occupied Housing Units	808	3,523	11,585
2000 Vacant Housing Units	107	685	2,250
2010 Total Housing Units	2,736	14,040	33,376
2010 Owner Occupied Housing Units	1,006	8,150	17,107
2010 Renter Occupied Housing Units	1,402	4,598	12,805
2010 Vacant Housing Units	328	1,292	3,464
2015 Total Housing Units	2,768	14,376	34,081
2015 Owner Occupied Housing Units	973	8,022	16,776
2015 Renter Occupied Housing Units	1,418	4,892	13,417
2015 Vacant Housing Units	377	1,462	3,888
2020 Total Housing Units	2,797	14,714	34,830
2020 Owner Occupied Housing Units	973	8,163	17,069
2020 Renter Occupied Housing Units	1,440	5,051	13,762
2020 Vacant Housing Units	384	1,500	3,999

Currently, 49.2% of the 34,081 housing units in the area are owner occupied; 39.4%, renter occupied; and 11.4% are vacant. Currently, in the U.S., 55.7% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.6% are vacant. In 2010, there were 33,376 housing units in the area - 51.3% owner occupied, 38.4% renter occupied, and 10.4% vacant. The annual rate of change in housing units since 2010 is 0.93%. Median home value in the area is \$100,195, compared to a median home value of \$200,006 for the U.S. In five years, median value is projected to change by 5.21% annually to \$129,169.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.