



Market Profile

Pontiac, Michigan, United States
 Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
 Latitude: 42.63892
 Longitude: -83.29105

	0 - 1 mile	1 - 3 mile	3 - 5 mile
Population Summary			
2000 Total Population	15,127	64,725	78,538
2010 Total Population	11,364	60,113	78,385
2016 Total Population	11,600	61,146	79,667
2016 Group Quarters	874	1,754	2,277
2021 Total Population	11,912	62,715	81,610
2016-2021 Annual Rate	0.53%	0.51%	0.48%
2016 Total Daytime Population	14,902	73,001	99,125
Workers	7,381	37,949	58,672
Residents	7,521	35,052	40,453
Household Summary			
2000 Households	4,798	24,856	31,922
2000 Average Household Size	3.02	2.55	2.37
2010 Households	3,862	23,483	32,204
2010 Average Household Size	2.72	2.49	2.36
2016 Households	4,002	23,972	32,884
2016 Average Household Size	2.68	2.48	2.35
2021 Households	4,144	24,644	33,795
2021 Average Household Size	2.66	2.47	2.35
2016-2021 Annual Rate	0.70%	0.55%	0.55%
2010 Families	2,185	14,324	20,369
2010 Average Family Size	3.54	3.17	2.95
2016 Families	2,231	14,433	20,491
2016 Average Family Size	3.51	3.17	2.95
2021 Families	2,293	14,741	20,903
2021 Average Family Size	3.49	3.16	2.95
2016-2021 Annual Rate	0.55%	0.42%	0.40%
Housing Unit Summary			
2000 Housing Units	5,498	26,319	33,808
Owner Occupied Housing Units	37.2%	57.9%	68.7%
Renter Occupied Housing Units	50.0%	36.5%	25.7%
Vacant Housing Units	12.7%	5.6%	5.6%
2010 Housing Units	5,209	27,430	35,469
Owner Occupied Housing Units	30.1%	48.4%	62.8%
Renter Occupied Housing Units	44.1%	37.2%	28.0%
Vacant Housing Units	25.9%	14.4%	9.2%
2016 Housing Units	5,412	28,140	36,213
Owner Occupied Housing Units	29.0%	47.3%	61.9%
Renter Occupied Housing Units	45.0%	37.9%	28.9%
Vacant Housing Units	26.1%	14.8%	9.2%
2021 Housing Units	5,615	28,920	37,206
Owner Occupied Housing Units	28.8%	47.2%	61.6%
Renter Occupied Housing Units	45.0%	38.0%	29.2%
Vacant Housing Units	26.2%	14.8%	9.2%
Median Household Income			
2016	\$21,355	\$37,658	\$63,656
2021	\$21,310	\$38,393	\$74,091
Median Home Value			
2016	\$58,926	\$90,543	\$206,713
2021	\$62,827	\$109,788	\$236,492
Per Capita Income			
2016	\$13,276	\$23,004	\$42,247
2021	\$13,944	\$24,928	\$46,322
Median Age			
2010	34.3	35.9	39.6
2016	35.1	36.8	40.6
2021	36.3	37.1	41.1

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income			
Household Income Base	4,002	23,972	32,884
<\$15,000	35.1%	19.9%	9.0%
\$15,000 - \$24,999	20.4%	14.3%	9.4%
\$25,000 - \$34,999	13.5%	12.5%	9.4%
\$35,000 - \$49,999	10.5%	14.4%	12.0%
\$50,000 - \$74,999	11.7%	16.0%	16.1%
\$75,000 - \$99,999	4.5%	8.8%	12.9%
\$100,000 - \$149,999	3.1%	8.3%	14.0%
\$150,000 - \$199,999	0.7%	2.8%	5.8%
\$200,000+	0.4%	3.0%	11.4%
Average Household Income	\$32,425	\$56,218	\$100,732
2021 Households by Income			
Household Income Base	4,144	24,644	33,795
<\$15,000	36.0%	20.2%	8.7%
\$15,000 - \$24,999	19.3%	13.9%	8.8%
\$25,000 - \$34,999	14.6%	13.2%	9.4%
\$35,000 - \$49,999	7.2%	9.8%	6.8%
\$50,000 - \$74,999	12.6%	17.0%	16.7%
\$75,000 - \$99,999	5.3%	9.6%	14.2%
\$100,000 - \$149,999	3.6%	9.6%	16.3%
\$150,000 - \$199,999	0.9%	3.5%	6.9%
\$200,000+	0.4%	3.3%	12.2%
Average Household Income	\$34,280	\$60,937	\$110,266
2016 Owner Occupied Housing Units by Value			
Total	1,560	13,318	22,414
<\$50,000	42.9%	24.8%	9.2%
\$50,000 - \$99,999	39.7%	31.1%	11.9%
\$100,000 - \$149,999	10.7%	17.4%	14.3%
\$150,000 - \$199,999	4.7%	9.3%	13.5%
\$200,000 - \$249,999	0.3%	4.6%	8.6%
\$250,000 - \$299,999	0.2%	2.6%	6.3%
\$300,000 - \$399,999	0.1%	3.2%	9.8%
\$400,000 - \$499,999	1.0%	1.8%	8.4%
\$500,000 - \$749,999	0.0%	2.7%	10.5%
\$750,000 - \$999,999	0.4%	1.7%	3.8%
\$1,000,000 +	0.0%	0.9%	3.8%
Average Home Value	\$71,589	\$146,961	\$307,464
2021 Owner Occupied Housing Units by Value			
Total	1,605	13,656	22,932
<\$50,000	40.2%	20.4%	6.8%
\$50,000 - \$99,999	38.1%	26.7%	7.8%
\$100,000 - \$149,999	9.2%	14.9%	9.1%
\$150,000 - \$199,999	8.8%	14.1%	17.5%
\$200,000 - \$249,999	0.9%	8.2%	12.2%
\$250,000 - \$299,999	0.5%	4.3%	9.1%
\$300,000 - \$399,999	0.1%	3.7%	10.2%
\$400,000 - \$499,999	1.6%	2.1%	8.6%
\$500,000 - \$749,999	0.0%	3.0%	10.7%
\$750,000 - \$999,999	0.5%	2.0%	4.5%
\$1,000,000 +	0.0%	0.7%	3.7%
Average Home Value	\$81,047	\$165,491	\$328,107

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	11,365	60,110	78,389
0 - 4	7.9%	7.6%	6.0%
5 - 9	7.1%	6.9%	5.8%
10 - 14	7.0%	6.7%	6.1%
15 - 24	16.4%	14.2%	14.1%
25 - 34	12.5%	13.2%	12.6%
35 - 44	13.9%	14.5%	12.6%
45 - 54	15.5%	14.3%	14.8%
55 - 64	10.8%	11.6%	13.0%
65 - 74	5.3%	6.2%	7.9%
75 - 84	2.9%	3.5%	5.0%
85 +	0.9%	1.3%	2.2%
18 +	73.4%	74.3%	78.1%
2016 Population by Age			
Total	11,600	61,145	79,668
0 - 4	7.6%	7.2%	5.6%
5 - 9	6.9%	6.8%	5.7%
10 - 14	6.5%	6.6%	5.9%
15 - 24	15.0%	13.9%	13.7%
25 - 34	13.8%	13.2%	12.7%
35 - 44	12.8%	13.4%	11.7%
45 - 54	14.6%	13.5%	13.2%
55 - 64	12.4%	12.6%	13.9%
65 - 74	6.5%	8.0%	10.1%
75 - 84	2.8%	3.6%	5.0%
85 +	1.0%	1.4%	2.5%
18 +	75.0%	75.5%	79.2%
2021 Population by Age			
Total	11,910	62,716	81,610
0 - 4	7.5%	7.1%	5.5%
5 - 9	6.7%	6.8%	5.4%
10 - 14	6.4%	6.6%	5.8%
15 - 24	13.5%	12.9%	13.0%
25 - 34	14.3%	13.9%	12.9%
35 - 44	12.4%	12.6%	11.9%
45 - 54	13.5%	12.6%	11.9%
55 - 64	13.3%	12.7%	13.6%
65 - 74	7.9%	9.0%	11.5%
75 - 84	3.3%	4.3%	5.9%
85 +	1.1%	1.4%	2.6%
18 +	75.7%	75.8%	79.7%
2010 Population by Sex			
Males	5,872	29,196	38,014
Females	5,492	30,917	40,371
2016 Population by Sex			
Males	5,986	29,773	38,718
Females	5,614	31,374	40,949
2021 Population by Sex			
Males	6,124	30,662	39,743
Females	5,788	32,053	41,867

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	11,365	60,114	78,385
White Alone	28.3%	46.5%	78.1%
Black Alone	57.9%	41.0%	10.9%
American Indian Alone	0.6%	0.5%	0.3%
Asian Alone	3.4%	2.8%	6.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.7%	5.0%	2.0%
Two or More Races	4.1%	4.1%	2.6%
Hispanic Origin	14.8%	13.9%	6.3%
Diversity Index	68.9	70.6	44.9
2016 Population by Race/Ethnicity			
Total	11,600	61,146	79,668
White Alone	26.0%	43.6%	75.0%
Black Alone	59.0%	42.9%	12.0%
American Indian Alone	0.6%	0.5%	0.3%
Asian Alone	4.1%	3.3%	7.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.9%	5.3%	2.3%
Two or More Races	4.4%	4.5%	3.0%
Hispanic Origin	15.5%	14.9%	7.2%
Diversity Index	69.2	72.0	49.6
2021 Population by Race/Ethnicity			
Total	11,912	62,714	81,610
White Alone	23.9%	40.9%	72.1%
Black Alone	60.4%	44.7%	13.2%
American Indian Alone	0.6%	0.5%	0.3%
Asian Alone	4.7%	3.7%	8.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.0%	5.5%	2.5%
Two or More Races	4.4%	4.7%	3.3%
Hispanic Origin	16.0%	15.6%	8.1%
Diversity Index	68.9	72.9	53.6
2010 Population by Relationship and Household Type			
Total	11,364	60,113	78,385
In Households	92.3%	97.1%	97.1%
In Family Households	72.5%	78.6%	78.6%
Householder	19.5%	24.0%	26.0%
Spouse	7.1%	12.8%	19.7%
Child	35.1%	34.0%	28.2%
Other relative	6.5%	4.7%	2.8%
Nonrelative	4.3%	3.1%	1.8%
In Nonfamily Households	19.8%	18.5%	18.5%
In Group Quarters	7.7%	2.9%	2.9%
Institutionalized Population	0.7%	2.6%	0.8%
Noninstitutionalized Population	7.0%	0.3%	2.1%

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Population 25+ by Educational Attainment			
Total	7,410	40,067	55,105
Less than 9th Grade	10.0%	6.2%	2.0%
9th - 12th Grade, No Diploma	16.7%	11.6%	4.6%
High School Graduate	26.9%	25.1%	18.2%
GED/Alternative Credential	7.6%	4.5%	2.0%
Some College, No Degree	23.1%	24.6%	19.9%
Associate Degree	5.4%	7.3%	8.3%
Bachelor's Degree	7.5%	13.3%	24.6%
Graduate/Professional Degree	2.8%	7.4%	20.4%
2016 Population 15+ by Marital Status			
Total	9,150	48,543	66,035
Never Married	49.9%	43.5%	33.1%
Married	24.1%	35.2%	49.7%
Widowed	6.2%	6.1%	5.8%
Divorced	19.8%	15.2%	11.4%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	81.6%	89.9%	94.9%
Civilian Unemployed	18.4%	10.1%	5.1%
2016 Employed Population 16+ by Industry			
Total	4,111	25,601	39,863
Agriculture/Mining	0.6%	0.1%	0.1%
Construction	9.3%	6.5%	4.0%
Manufacturing	14.2%	15.7%	16.6%
Wholesale Trade	0.7%	1.3%	2.7%
Retail Trade	7.4%	12.3%	10.0%
Transportation/Utilities	2.1%	3.2%	2.3%
Information	1.1%	1.4%	1.5%
Finance/Insurance/Real Estate	4.1%	6.1%	7.7%
Services	59.0%	50.8%	52.7%
Public Administration	1.5%	2.6%	2.3%
2016 Employed Population 16+ by Occupation			
Total	4,111	25,603	39,863
White Collar	26.1%	50.3%	68.7%
Management/Business/Financial	2.4%	10.2%	19.4%
Professional	7.9%	16.0%	26.6%
Sales	6.8%	9.3%	11.0%
Administrative Support	9.0%	14.7%	11.7%
Services	40.6%	24.8%	17.2%
Blue Collar	33.3%	25.0%	14.1%
Farming/Forestry/Fishing	0.3%	0.3%	0.1%
Construction/Extraction	10.1%	6.8%	3.2%
Installation/Maintenance/Repair	1.9%	2.4%	2.4%
Production	10.9%	10.1%	5.1%
Transportation/Material Moving	10.1%	5.3%	3.2%
2010 Population By Urban/ Rural Status			
Total Population	11,364	60,113	78,385
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	3,863	23,483	32,204
Households with 1 Person	35.5%	32.7%	29.9%
Households with 2+ People	64.5%	67.3%	70.1%
Family Households	56.6%	61.0%	63.2%
Husband-wife Families	20.7%	32.5%	47.9%
With Related Children	10.3%	14.8%	19.2%
Other Family (No Spouse Present)	35.9%	28.5%	15.3%
Other Family with Male Householder	7.1%	5.9%	4.2%
With Related Children	3.9%	3.2%	2.3%
Other Family with Female Householder	28.8%	22.6%	11.1%
With Related Children	20.0%	15.2%	7.0%
Nonfamily Households	7.9%	6.3%	6.9%
All Households with Children	34.9%	33.6%	28.9%
Multigenerational Households	6.9%	5.2%	2.5%
Unmarried Partner Households	9.0%	8.1%	6.3%
Male-female	8.5%	7.5%	5.6%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	3,864	23,482	32,205
1 Person Household	35.5%	32.7%	29.9%
2 Person Household	22.7%	29.0%	35.3%
3 Person Household	15.7%	15.9%	15.2%
4 Person Household	10.4%	11.5%	11.8%
5 Person Household	7.3%	6.1%	5.1%
6 Person Household	4.2%	2.8%	1.8%
7 + Person Household	4.3%	2.0%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	3,862	23,483	32,204
Owner Occupied	40.5%	56.5%	69.2%
Owned with a Mortgage/Loan	26.3%	41.3%	49.7%
Owned Free and Clear	14.3%	15.3%	19.5%
Renter Occupied	59.5%	43.5%	30.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,209	27,430	35,469
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

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.	Hardscrabble Road (8G)	Hardscrabble Road (8G)	Rustbelt Traditions (5D)
2.	Family Foundations (12A)	Traditional Living (12B)	Top Tier (1A)
3.	Modest Income Homes	Modest Income Homes	Exurbanites (1E)
2016 Consumer Spending			
Apparel & Services: Total \$	\$3,490,599	\$35,492,005	\$86,549,426
Average Spent	\$872.21	\$1,480.56	\$2,631.96
Spending Potential Index	43	74	131
Education: Total \$	\$2,438,599	\$24,786,884	\$63,402,904
Average Spent	\$609.35	\$1,033.99	\$1,928.08
Spending Potential Index	43	73	136
Entertainment/Recreation: Total \$	\$4,893,515	\$51,041,457	\$124,260,949
Average Spent	\$1,222.77	\$2,129.21	\$3,778.77
Spending Potential Index	42	73	130
Food at Home: Total \$	\$9,130,746	\$91,871,540	\$211,472,289
Average Spent	\$2,281.55	\$3,832.45	\$6,430.86
Spending Potential Index	46	77	129
Food Away from Home: Total \$	\$5,376,305	\$54,882,408	\$132,992,961
Average Spent	\$1,343.40	\$2,289.44	\$4,044.31
Spending Potential Index	43	74	131
Health Care: Total \$	\$8,945,043	\$94,084,363	\$223,258,139
Average Spent	\$2,235.14	\$3,924.76	\$6,789.26
Spending Potential Index	42	74	128
HH Furnishings & Equipment: Total \$	\$2,958,013	\$30,991,990	\$76,064,931
Average Spent	\$739.13	\$1,292.84	\$2,313.13
Spending Potential Index	42	73	131
Personal Care Products & Services: Total \$	\$1,221,356	\$12,701,334	\$31,533,964
Average Spent	\$305.19	\$529.84	\$958.95
Spending Potential Index	42	72	131
Shelter: Total \$	\$27,502,406	\$277,472,803	\$676,812,050
Average Spent	\$6,872.17	\$11,574.87	\$20,581.80
Spending Potential Index	44	74	132
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,846,261	\$41,002,761	\$100,846,064
Average Spent	\$961.08	\$1,710.44	\$3,066.72
Spending Potential Index	41	74	132
Travel: Total \$	\$2,804,050	\$30,657,390	\$81,063,140
Average Spent	\$700.66	\$1,278.88	\$2,465.12
Spending Potential Index	38	69	132
Vehicle Maintenance & Repairs: Total \$	\$1,765,255	\$18,391,257	\$44,120,468
Average Spent	\$441.09	\$767.20	\$1,341.70
Spending Potential Index	43	74	130

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.