

Demographic and Income Profile

Latson Interchange: I 96, Genoa Twp, MI 48843
Ring: 10 mile radius

www.businessdecision.info
Latitude: 42.578943601
Longitude: -83.87403446

Summary	Census 2010	2012	2017
Population	128,897	130,922	132,916
Households	48,315	48,656	50,017
Families	35,859	36,093	36,833
Average Household Size	2.65	2.67	2.64
Owner Occupied Housing Units	40,467	40,313	41,813
Renter Occupied Housing Units	7,848	8,343	8,204
Median Age	40.8	41.1	41.4
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	0.30%	-0.12%	0.68%
Households	0.55%	0.03%	0.74%
Families	0.41%	-0.17%	0.72%
Owner HHs	0.73%	0.15%	0.91%
Median Household Income	2.16%	3.07%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	3,840	7.9%	3,534	7.1%
\$15,000 - \$24,999	3,881	8.0%	2,916	5.8%
\$25,000 - \$34,999	3,887	8.0%	2,806	5.6%
\$35,000 - \$49,999	6,143	12.6%	5,514	11.0%
\$50,000 - \$74,999	9,493	19.5%	11,019	22.0%
\$75,000 - \$99,999	7,226	14.9%	8,715	17.4%
\$100,000 - \$149,999	9,350	19.2%	10,051	20.1%
\$150,000 - \$199,999	2,613	5.4%	3,048	6.1%
\$200,000+	2,223	4.6%	2,415	4.8%
Median Household Income	\$65,132		\$72,473	
Average Household Income	\$80,792		\$88,907	
Per Capita Income	\$30,237		\$33,671	

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	7,116	5.5%	7,214	5.5%	7,333	5.5%
5 - 9	9,166	7.1%	9,261	7.1%	9,373	7.1%
10 - 14	10,463	8.1%	10,461	8.0%	10,702	8.1%
15 - 19	9,261	7.2%	8,968	6.8%	8,683	6.5%
20 - 24	5,945	4.6%	6,141	4.7%	5,723	4.3%
25 - 34	12,591	9.8%	13,023	9.9%	13,324	10.0%
35 - 44	18,722	14.5%	18,562	14.2%	18,308	13.8%
45 - 54	22,940	17.8%	22,609	17.3%	21,212	16.0%
55 - 64	17,186	13.3%	18,233	13.9%	19,298	14.5%
65 - 74	9,199	7.1%	9,981	7.6%	12,120	9.1%
75 - 84	4,426	3.4%	4,476	3.4%	4,738	3.6%
85+	1,878	1.5%	1,992	1.5%	2,104	1.6%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	124,563	96.6%	125,839	96.1%	126,195	94.9%
Black Alone	579	0.4%	958	0.7%	1,773	1.3%
American Indian Alone	474	0.4%	486	0.4%	510	0.4%
Asian Alone	1,099	0.9%	1,196	0.9%	1,410	1.1%
Pacific Islander Alone	69	0.1%	90	0.1%	140	0.1%
Some Other Race Alone	516	0.4%	561	0.4%	672	0.5%
Two or More Races	1,596	1.2%	1,793	1.4%	2,216	1.7%
Hispanic Origin (Any Race)	2,528	2.0%	2,792	2.1%	3,459	2.6%

Data Note: Income is expressed in current dollars.

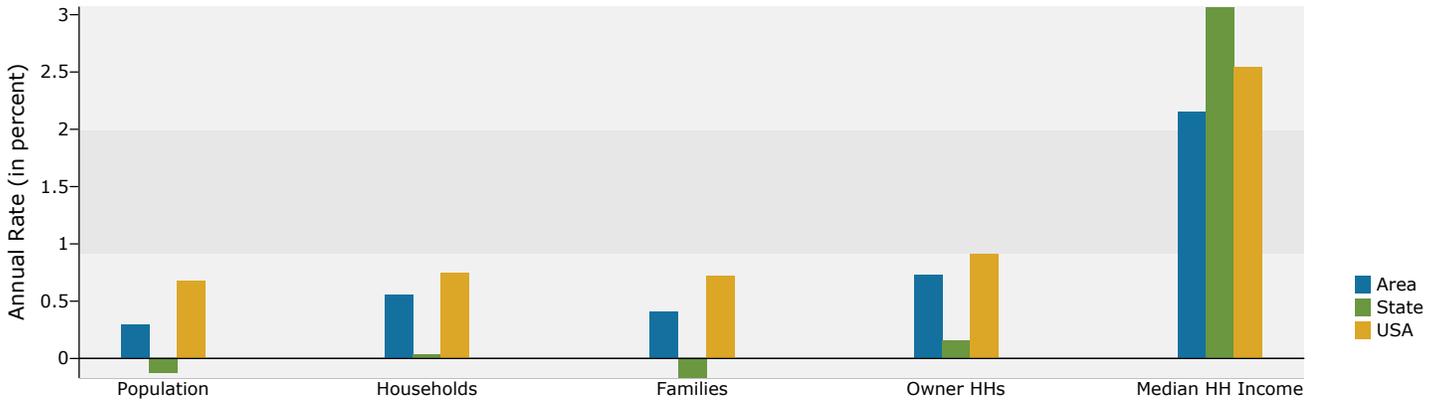
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

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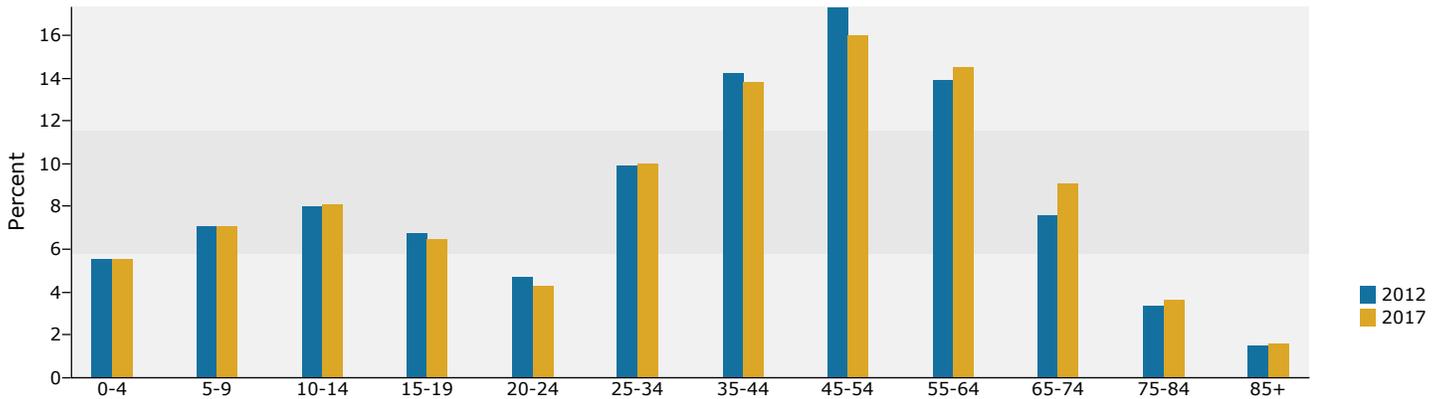
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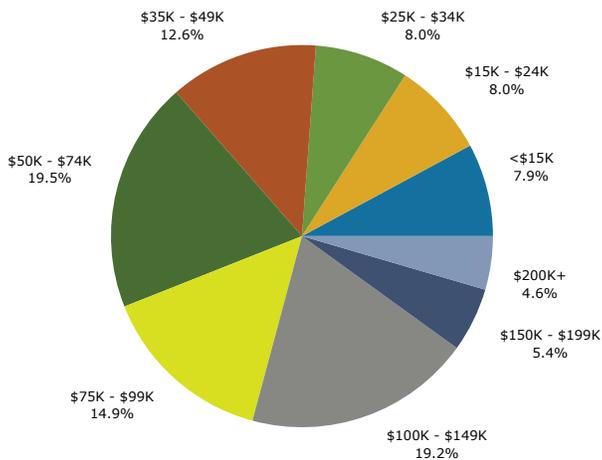
Trends 2012-2017



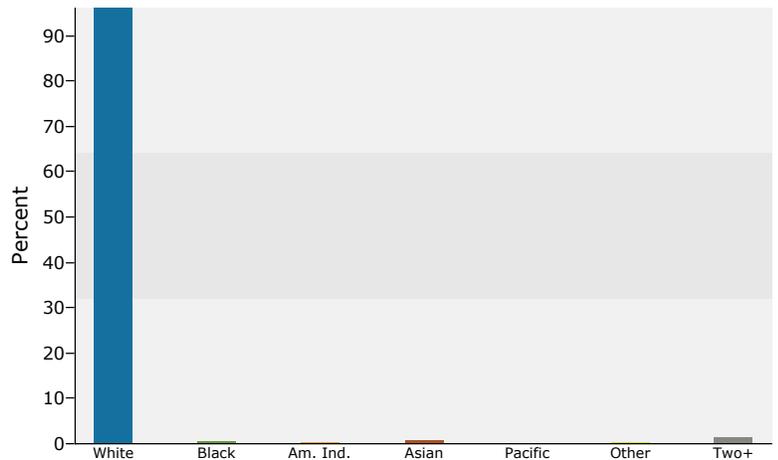
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 2.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.