



# COMMUNITY DEMOGRAPHIC PROFILE

Royal Oak, Michigan

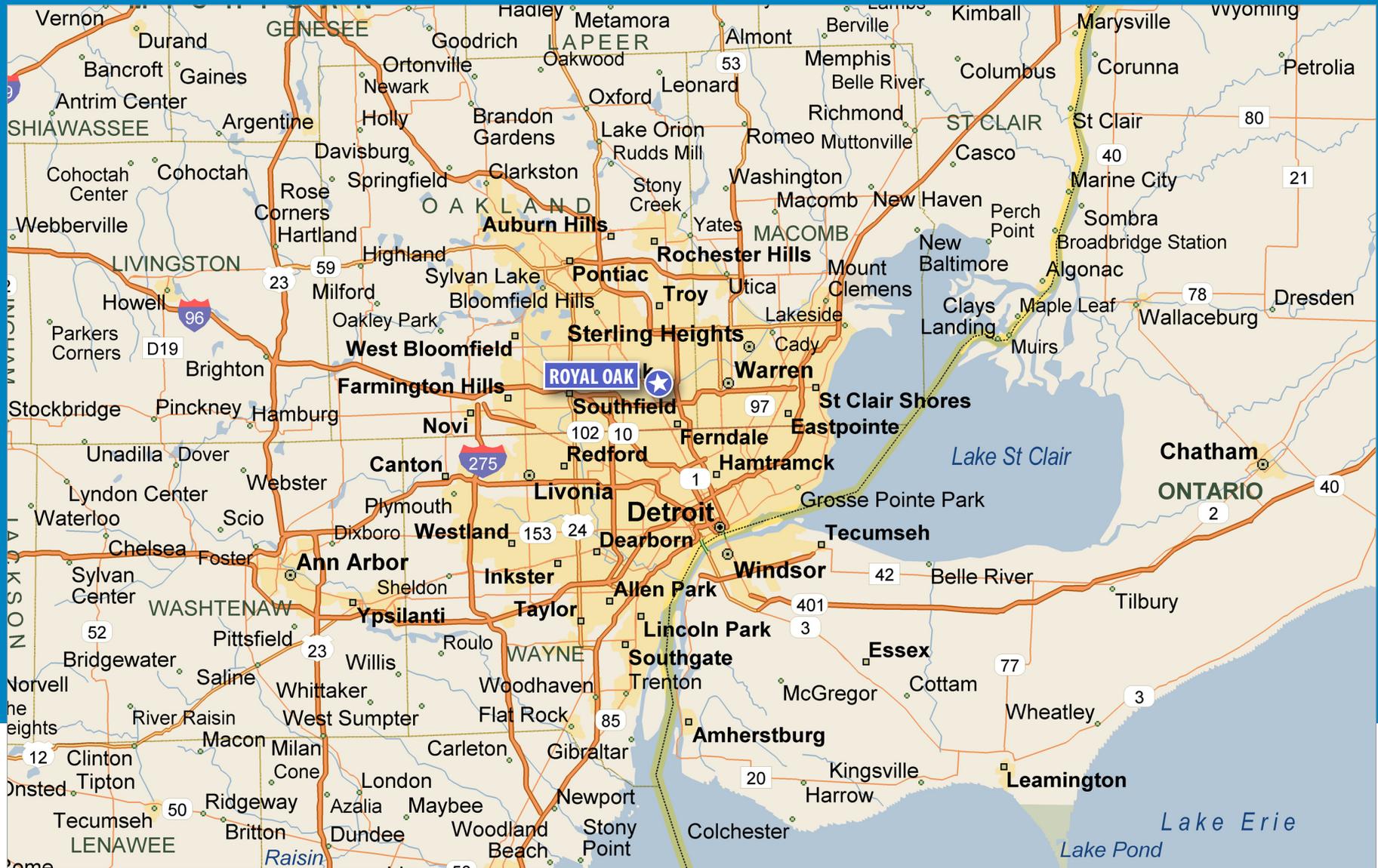


Prepared for  
City of Royal Oak  
August 2016



## Location

### Royal Oak, Michigan



## Contact Information



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## Community | Demographics

### Royal Oak, Michigan

DESCRIPTION	DATA	%
Population		
2021 Projection	58,762	
2016 Estimate	58,176	
2010 Census	57,236	
2000 Census	60,059	
Growth 2016 - 2021		1.01%
Growth 2010 - 2016		1.64%
Growth 2000 - 2010		-4.70%
2016 Est. Population by Single-Classification Race	58,176	
White Alone	51,755	88.96%
Black or African American Alone	3,056	5.25%
Amer. Indian and Alaska Native Alone	169	0.29%
Asian Alone	1,628	2.80%
Native Hawaiian and Other Pac. Isl. Alone	25	0.04%
Some Other Race Alone	281	0.48%
Two or More Races	1,262	2.17%
2016 Est. Population by Hispanic or Latino Origin	58,176	
Not Hispanic or Latino	56,562	97.23%
Hispanic or Latino	1,614	2.77%
Mexican	901	55.82%
Puerto Rican	133	8.24%
Cuban	79	4.89%
All Other Hispanic or Latino	501	31.04%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	1,614	
White Alone	1,165	72.18%
Black or African American Alone	50	3.10%
American Indian and Alaska Native Alone	34	2.11%
Asian Alone	26	1.61%
Native Hawaiian and Other Pacific Islander Alone	1	0.06%
Some Other Race Alone	217	13.44%
Two or More Races	121	7.50%
2016 Est. Pop by Race, Asian Alone, by Category	1,628	
Chinese, except Taiwanese	535	32.86%
Filipino	200	12.29%
Japanese	97	5.96%
Asian Indian	429	26.35%
Korean	184	11.30%
Vietnamese	152	9.34%
Cambodian	0	0.00%
Hmong	3	0.18%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	28	1.72%
2016 Est. Population by Ancestry	58,176	
Arab	1,124	1.93%
Czech	252	0.43%
Danish	196	0.34%
Dutch	578	0.99%
English	3,949	6.79%
French (except Basque)	1,384	2.38%
French Canadian	714	1.23%
German	8,301	14.27%
Greek	340	0.58%

## Community | Demographics

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DESCRIPTION	DATA	%
Hungarian	372	0.64%
Irish	5,458	9.38%
Italian	3,183	5.47%
Lithuanian	245	0.42%
United States or American	1,825	3.14%
Norwegian	415	0.71%
Polish	4,781	8.22%
Portuguese	50	0.09%
Russian	729	1.25%
Scottish	1,340	2.30%
Scotch-Irish	657	1.13%
Slovak	92	0.16%
Subsaharan African	87	0.15%
Swedish	416	0.72%
Swiss	69	0.12%
Ukrainian	299	0.51%
Welsh	204	0.35%
West Indian (except Hisp. groups)	39	0.07%
Other ancestries	14,012	24.09%
Ancestry Unclassified	7,065	12.14%
2016 Est. Pop Age 5+ by Language Spoken At Home	55,167	
Speak Only English at Home	51,168	92.75%
Speak Asian/Pac. Isl. Lang. at Home	653	1.18%
Speak IndoEuropean Language at Home	2,262	4.10%
Speak Spanish at Home	527	0.96%
Speak Other Language at Home	557	1.01%
2016 Est. Population by Sex	58,176	
Male	28,625	49.20%
Female	29,551	50.80%

DESCRIPTION	DATA	%
2016 Est. Population by Age	58,176	
Age 0 - 4	3,009	5.17%
Age 5 - 9	3,326	5.72%
Age 10 - 14	2,564	4.41%
Age 15 - 17	1,411	2.43%
Age 18 - 20	1,303	2.24%
Age 21 - 24	1,762	3.03%
Age 25 - 34	11,057	19.01%
Age 35 - 44	9,708	16.69%
Age 45 - 54	7,778	13.37%
Age 55 - 64	7,770	13.36%
Age 65 - 74	4,697	8.07%
Age 75 - 84	2,307	3.97%
Age 85 and over	1,484	2.55%
Age 16 and over	48,811	83.90%
Age 18 and over	47,866	82.28%
Age 21 and over	46,563	80.04%
Age 65 and over	8,488	14.59%
2016 Est. Median Age	39.8	
2016 Est. Average Age	40.8	

## Community | Demographics

### Royal Oak, Michigan

DESCRIPTION	DATA	%
2016 Est. Male Population by Age	28,625	
Age 0 - 4	1,532	5.35%
Age 5 - 9	1,680	5.87%
Age 10 - 14	1,319	4.61%
Age 15 - 17	727	2.54%
Age 18 - 20	681	2.38%
Age 21 - 24	903	3.15%
Age 25 - 34	5,667	19.80%
Age 35 - 44	5,007	17.49%
Age 45 - 54	3,972	13.88%
Age 55 - 64	3,695	12.91%
Age 65 - 74	2,109	7.37%
Age 75 - 84	871	3.04%
Age 85 and over	462	1.61%
2016 Est. Median Age, Male	38.6	
2016 Est. Average Age, Male	39.3	
2016 Est. Female Population by Age	29,551	
Age 0 - 4	1,477	5.00%
Age 5 - 9	1,646	5.57%
Age 10 - 14	1,245	4.21%
Age 15 - 17	684	2.31%
Age 18 - 20	622	2.10%
Age 21 - 24	859	2.91%
Age 25 - 34	5,390	18.24%
Age 35 - 44	4,701	15.91%
Age 45 - 54	3,806	12.88%
Age 55 - 64	4,075	13.79%
Age 65 - 74	2,588	8.76%
Age 75 - 84	1,436	4.86%
Age 85 and over	1,022	3.46%

DESCRIPTION	DATA	%
2016 Est. Median Age, Female	41.1	
2016 Est. Average Age, Female	42.1	
2016 Est. Pop Age 15+ by Marital Status	49,277	
Total, Never Married	18,958	38.47%
Males, Never Married	10,328	20.96%
Females, Never Married	8,630	17.51%
Married, Spouse present	20,378	41.35%
Married, Spouse absent	1,153	2.34%
Widowed	2,627	5.33%
Males Widowed	544	1.10%
Females Widowed	2,083	4.23%
Divorced	6,161	12.50%
Males Divorced	2,557	5.19%
Females Divorced	3,604	7.31%
2016 Est. Pop Age 25+ by Edu. Attainment	44,801	
Less than 9th grade	389	0.87%
Some High School, no diploma	1,755	3.92%
High School Graduate (or GED)	8,318	18.57%
Some College, no degree	8,747	19.52%
Associate Degree	3,457	7.72%
Bachelor's Degree	13,070	29.17%
Master's Degree	6,190	13.82%
Professional School Degree	2,114	4.72%
Doctorate Degree	761	1.70%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	1,069	
No High School Diploma	48	4.49%
High School Graduate	70	6.55%
Some College or Associate's Degree	395	36.95%
Bachelor's Degree or Higher	556	52.01%

## Community | Demographics

### Royal Oak, Michigan

DESCRIPTION	DATA	%
Households		
2021 Projection	29,593	
2016 Estimate	29,016	
2010 Census	28,063	
2000 Census	28,877	
Growth 2016 - 2021		1.99%
Growth 2010 - 2016		3.40%
Growth 2000 - 2010		-2.82%
2016 Est. Households by Household Type	29,016	
Family Households	13,809	47.59%
Nonfamily Households	15,207	52.41%
2016 Est. Group Quarters Population	400	
2016 HHs by Ethnicity, Hispanic/Latino	648	
2016 Est. Households by HH Income	29,016	
Income < \$15,000	2,290	7.89%
Income \$15,000 - \$24,999	2,423	8.35%
Income \$25,000 - \$34,999	2,327	8.02%
Income \$35,000 - \$49,999	3,970	13.68%
Income \$50,000 - \$74,999	5,270	18.16%
Income \$75,000 - \$99,999	3,651	12.58%
Income \$100,000 - \$124,999	3,051	10.51%
Income \$125,000 - \$149,999	2,259	7.79%
Income \$150,000 - \$199,999	2,128	7.33%
Income \$200,000 - \$249,999	868	2.99%
Income \$250,000 - \$499,999	646	2.23%
Income \$500,000+	133	0.46%

DESCRIPTION	DATA	%
2016 Est. Average Household Income	\$84,638	
2016 Est. Median Household Income	\$66,594	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$68,402	
Black or African American Alone	\$41,408	
American Indian and Alaska Native Alone	\$47,000	
Asian Alone	\$65,316	
Native Hawaiian and Other Pacific Islander Alone	\$90,000	
Some Other Race Alone	\$78,333	
Two or More Races	\$53,423	
Hispanic or Latino	\$71,759	
Not Hispanic or Latino	\$66,540	
2016 Est. Family HH Type by Presence of Own Child.	13,809	
Married-Couple Family, own children	4,091	29.63%
Married-Couple Family, no own children	6,504	47.10%
Male Householder, own children	314	2.27%
Male Householder, no own children	547	3.96%
Female Householder, own children	1,016	7.36%
Female Householder, no own children	1,337	9.68%
2016 Est. Households by Household Size	29,016	
1-person	12,396	42.72%
2-person	9,464	32.62%
3-person	3,681	12.69%
4-person	2,389	8.23%
5-person	800	2.76%
6-person	204	0.70%
7-or-more-person	82	0.28%

## Community | Demographics

### Royal Oak, Michigan

DESCRIPTION	DATA	%
2016 Est. Average Household Size	1.99	
2016 Est. Households by Presence of People Under 18	29,016	
Households with 1 or More People under Age 18:	5,798	19.98%
Married-Couple Family	4,220	72.78%
Other Family, Male Householder	356	6.14%
Other Family, Female Householder	1,156	19.94%
Nonfamily, Male Householder	45	0.78%
Nonfamily, Female Householder	21	0.36%
Households with No People under Age 18:	23,218	80.02%
Married-Couple Family	6,383	27.49%
Other Family, Male Householder	507	2.18%
Other Family, Female Householder	1,194	5.14%
Nonfamily, Male Householder	7,271	31.32%
Nonfamily, Female Householder	7,863	33.87%
2016 Est. Households by Number of Vehicles	29,016	
No Vehicles	1,503	5.18%
1 Vehicle	12,278	42.31%
2 Vehicles	11,647	40.14%
3 Vehicles	2,806	9.67%
4 Vehicles	645	2.22%
5 or more Vehicles	137	0.47%
2016 Est. Average Number of Vehicles	1.6	

DESCRIPTION	DATA	%
Family Households		
2021 Projection	14,056	
2016 Estimate	13,809	
2010 Census	13,394	
2000 Census	14,447	
Growth 2016 - 2021		1.79%
Growth 2010 - 2016		3.10%
Growth 2000 - 2010		-7.29%
2016 Est. Families by Poverty Status	13,809	
2016 Families at or Above Poverty	13,192	95.53%
2016 Families at or Above Poverty with Children	5,357	38.79%
2016 Families Below Poverty	617	4.47%
2016 Families Below Poverty with Children	367	2.66%
2016 Est. Pop Age 16+ by Employment Status	48,811	
In Armed Forces	41	0.08%
Civilian - Employed	34,444	70.57%
Civilian - Unemployed	1,733	3.55%
Not in Labor Force	12,593	25.80%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	33,975	
For-Profit Private Workers	25,301	74.47%
Non-Profit Private Workers	3,689	10.86%
Local Government Workers	1,207	3.55%
State Government Workers	604	1.78%
Federal Government Workers	455	1.34%
Self-Employed Workers	2,666	7.85%
Unpaid Family Workers	53	0.16%

## Community | Demographics

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DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	33,975	
Architect/Engineer	1,617	4.76%
Arts/Entertainment/Sports	1,072	3.16%
Building Grounds Maintenance	629	1.85%
Business/Financial Operations	2,924	8.61%
Community/Social Services	389	1.14%
Computer/Mathematical	1,527	4.49%
Construction/Extraction	722	2.13%
Education/Training/Library	1,952	5.75%
Farming/Fishing/Forestry	21	0.06%
Food Prep/Serving	1,746	5.14%
Health Practitioner/Technician	2,883	8.49%
Healthcare Support	609	1.79%
Maintenance Repair	563	1.66%
Legal	832	2.45%
Life/Physical/Social Science	298	0.88%
Management	4,319	12.71%
Office/Admin. Support	4,313	12.69%
Production	1,320	3.89%
Protective Services	275	0.81%
Sales/Related	3,978	11.71%
Personal Care/Service	872	2.57%
Transportation/Moving	1,114	3.28%
2016 Est. Pop 16+ by Occupation Classification	33,975	
Blue Collar	3,719	10.95%
White Collar	26,104	76.83%
Service and Farm	4,152	12.22%

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	33,224	
Drove Alone	28,785	86.64%
Car Pooled	2,029	6.11%
Public Transportation	291	0.88%
Walked	467	1.41%
Bicycle	131	0.39%
Other Means	139	0.42%
Worked at Home	1,382	4.16%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	8,446	
15 - 29 Minutes	13,602	
30 - 44 Minutes	7,252	
45 - 59 Minutes	1,764	
60 or more Minutes	922	
2016 Est. Avg Travel Time to Work in Minutes	25.00	
2016 Est. Occupied Housing Units by Tenure	29,016	
Owner Occupied	19,583	67.49%
Renter Occupied	9,433	32.51%
2016 Owner Occ. HUs: Avg. Length of Residence	18.8	
2016 Renter Occ. HUs: Avg. Length of Residence	7.4	

## Community | Demographics

### Royal Oak, Michigan

DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	19,583	
Value Less than \$20,000	502	2.56%
Value \$20,000 - \$39,999	311	1.59%
Value \$40,000 - \$59,999	520	2.66%
Value \$60,000 - \$79,999	906	4.63%
Value \$80,000 - \$99,999	1,196	6.11%
Value \$100,000 - \$149,999	4,733	24.17%
Value \$150,000 - \$199,999	5,609	28.64%
Value \$200,000 - \$299,999	3,662	18.70%
Value \$300,000 - \$399,999	1,101	5.62%
Value \$400,000 - \$499,999	571	2.92%
Value \$500,000 - \$749,999	249	1.27%
Value \$750,000 - \$999,999	125	0.64%
Value \$1,000,000 or more	98	0.50%
2016 Est. Median All Owner-Occupied Housing Value	\$164,472	
2016 Est. Housing Units by Units in Structure	31,187	
1 Unit Attached	1,820	5.84%
1 Unit Detached	21,222	68.05%
2 Units	670	2.15%
3 or 4 Units	1,333	4.27%
5 to 19 Units	3,334	10.69%
20 to 49 Units	1,221	3.92%
50 or More Units	1,406	4.51%
Mobile Home or Trailer	181	0.58%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	31,187	
Housing Units Built 2010 or later	1,088	3.49%
Housing Units Built 2000 to 2009	1,133	3.63%
Housing Units Built 1990 to 1999	908	2.91%
Housing Units Built 1980 to 1989	1,207	3.87%
Housing Units Built 1970 to 1979	2,783	8.92%
Housing Units Built 1960 to 1969	3,950	12.67%
Housing Units Built 1950 to 1959	9,768	31.32%
Housing Units Built 1940 to 1949	4,951	15.88%
Housing Unit Built 1939 or Earlier	5,399	17.31%
2016 Est. Median Year Structure Built	1955	



C. Kelly Cofer  
President & CEO  
The Retail Coach, LLC

## About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail:360 Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360 process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

**The Retail Coach -  
It’s not about data. It’s about your success.**

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## Acknowledgements

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2015/2016, ESRI 2015, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.