



# PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Royal Oak, Michigan

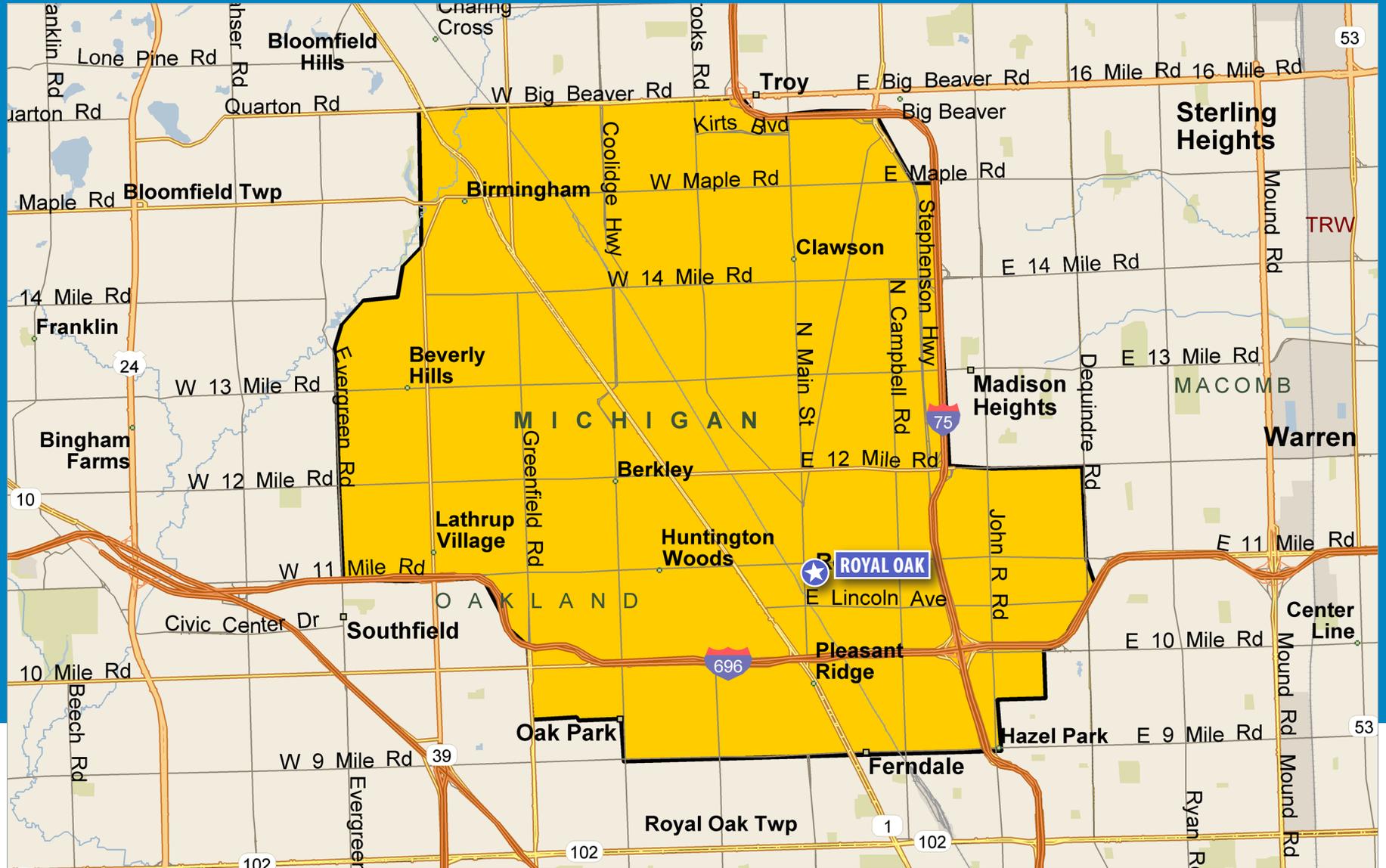


Prepared for  
City of Royal Oak  
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# Primary Retail Trade Area

## Royal Oak, Michigan



### Contact Information



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## Primary Retail Trade Area | Demographics

### Royal Oak, Michigan

DESCRIPTION	DATA	%
Population		
2021 Projection	200,574	
2016 Estimate	198,354	
2010 Census	194,919	
2000 Census	204,801	
Growth 2016 - 2021		1.12%
Growth 2010 - 2016		1.76%
Growth 2000 - 2010		-4.83%
2016 Est. Population by Single-Classification Race	198,354	
White Alone	154,647	77.97%
Black or African American Alone	28,585	14.41%
Amer. Indian and Alaska Native Alone	599	0.30%
Asian Alone	8,453	4.26%
Native Hawaiian and Other Pac. Isl. Alone	74	0.04%
Some Other Race Alone	1,072	0.54%
Two or More Races	4,925	2.48%
2016 Est. Population by Hispanic or Latino Origin	198,354	
Not Hispanic or Latino	193,460	97.53%
Hispanic or Latino	4,894	2.47%
Mexican	2,627	53.67%
Puerto Rican	457	9.34%
Cuban	212	4.33%
All Other Hispanic or Latino	1,599	32.67%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	4,894	
White Alone	3,191	65.20%
Black or African American Alone	267	5.45%
American Indian and Alaska Native Alone	73	1.50%
Asian Alone	65	1.32%
Native Hawaiian and Other Pacific Islander Alone	10	0.20%
Some Other Race Alone	801	16.36%
Two or More Races	488	9.96%
2016 Est. Pop by Race, Asian Alone, by Category	8,453	
Chinese, except Taiwanese	1,423	16.83%
Filipino	926	10.95%
Japanese	467	5.53%
Asian Indian	3,566	42.19%
Korean	891	10.54%
Vietnamese	687	8.13%
Cambodian	18	0.21%
Hmong	80	0.95%
Laotian	9	0.10%
Thai	91	1.07%
All Other Asian Races Including 2+ Category	295	3.49%
2016 Est. Population by Ancestry	198,354	
Arab	3,275	1.65%
Czech	484	0.24%
Danish	386	0.19%
Dutch	1,737	0.88%
English	11,613	5.85%
French (except Basque)	3,764	1.90%
French Canadian	2,040	1.03%
German	22,057	11.12%
Greek	1,281	0.65%

## Primary Retail Trade Area | Demographics

### Royal Oak, Michigan

DESCRIPTION	DATA	%
Hungarian	1,218	0.61%
Irish	15,674	7.90%
Italian	8,931	4.50%
Lithuanian	571	0.29%
United States or American	7,560	3.81%
Norwegian	979	0.49%
Polish	14,891	7.51%
Portuguese	126	0.06%
Russian	3,788	1.91%
Scottish	3,493	1.76%
Scotch-Irish	1,672	0.84%
Slovak	236	0.12%
Subsaharan African	929	0.47%
Swedish	1,308	0.66%
Swiss	200	0.10%
Ukrainian	1,341	0.68%
Welsh	666	0.34%
West Indian (except Hisp. groups)	692	0.35%
Other ancestries	65,227	32.88%
Ancestry Unclassified	22,213	11.20%
2016 Est. Pop Age 5+ by Language Spoken At Home	187,409	
Speak Only English at Home	167,038	89.13%
Speak Asian/Pac. Isl. Lang. at Home	3,995	2.13%
Speak IndoEuropean Language at Home	9,509	5.07%
Speak Spanish at Home	2,377	1.27%
Speak Other Language at Home	4,490	2.40%
2016 Est. Population by Sex	198,354	
Male	96,228	48.51%
Female	102,126	51.49%

DESCRIPTION	DATA	%
2016 Est. Population by Age	198,354	
Age 0 - 4	10,945	5.52%
Age 5 - 9	11,889	5.99%
Age 10 - 14	10,848	5.47%
Age 15 - 17	6,452	3.25%
Age 18 - 20	5,762	2.90%
Age 21 - 24	7,529	3.80%
Age 25 - 34	29,485	14.86%
Age 35 - 44	30,690	15.47%
Age 45 - 54	27,758	13.99%
Age 55 - 64	26,849	13.54%
Age 65 - 74	16,839	8.49%
Age 75 - 84	8,448	4.26%
Age 85 and over	4,861	2.45%
Age 16 and over	162,542	81.95%
Age 18 and over	158,221	79.77%
Age 21 and over	152,459	76.86%
Age 65 and over	30,148	15.20%
2016 Est. Median Age	40.3	
2016 Est. Average Age	40.5	

## Primary Retail Trade Area | Demographics

### Royal Oak, Michigan

DESCRIPTION	DATA	%
2016 Est. Male Population by Age	96,228	
Age 0 - 4	5,605	5.82%
Age 5 - 9	6,067	6.30%
Age 10 - 14	5,582	5.80%
Age 15 - 17	3,273	3.40%
Age 18 - 20	2,962	3.08%
Age 21 - 24	3,829	3.98%
Age 25 - 34	14,845	15.43%
Age 35 - 44	15,358	15.96%
Age 45 - 54	13,676	14.21%
Age 55 - 64	12,642	13.14%
Age 65 - 74	7,543	7.84%
Age 75 - 84	3,331	3.46%
Age 85 and over	1,515	1.57%
2016 Est. Median Age, Male	38.9	
2016 Est. Average Age, Male	39.0	
2016 Est. Female Population by Age	102,126	
Age 0 - 4	5,339	5.23%
Age 5 - 9	5,822	5.70%
Age 10 - 14	5,265	5.16%
Age 15 - 17	3,179	3.11%
Age 18 - 20	2,800	2.74%
Age 21 - 24	3,700	3.62%
Age 25 - 34	14,640	14.34%
Age 35 - 44	15,332	15.01%
Age 45 - 54	14,082	13.79%
Age 55 - 64	14,207	13.91%
Age 65 - 74	9,296	9.10%
Age 75 - 84	5,117	5.01%
Age 85 and over	3,346	3.28%

DESCRIPTION	DATA	%
2016 Est. Median Age, Female	41.7	
2016 Est. Average Age, Female	41.9	
2016 Est. Pop Age 15+ by Marital Status	164,673	
Total, Never Married	57,159	34.71%
Males, Never Married	30,280	18.39%
Females, Never Married	26,879	16.32%
Married, Spouse present	72,502	44.03%
Married, Spouse absent	4,363	2.65%
Widowed	9,892	6.01%
Males Widowed	2,203	1.34%
Females Widowed	7,689	4.67%
Divorced	20,757	12.60%
Males Divorced	8,362	5.08%
Females Divorced	12,395	7.53%
2016 Est. Pop Age 25+ by Edu. Attainment	144,930	
Less than 9th grade	2,628	1.81%
Some High School, no diploma	6,350	4.38%
High School Graduate (or GED)	27,642	19.07%
Some College, no degree	30,058	20.74%
Associate Degree	10,830	7.47%
Bachelor's Degree	39,191	27.04%
Master's Degree	19,723	13.61%
Professional School Degree	6,117	4.22%
Doctorate Degree	2,392	1.65%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	2,994	
No High School Diploma	170	5.68%
High School Graduate	514	17.16%
Some College or Associate's Degree	880	29.39%
Bachelor's Degree or Higher	1,430	47.78%

## Primary Retail Trade Area | Demographics

### Royal Oak, Michigan

DESCRIPTION	DATA	%
Households		
2021 Projection	92,854	
2016 Estimate	91,048	
2010 Census	88,100	
2000 Census	91,301	
Growth 2016 - 2021		1.98%
Growth 2010 - 2016		3.35%
Growth 2000 - 2010		-3.51%
2016 Est. Households by Household Type	91,048	
Family Households	50,084	55.01%
Nonfamily Households	40,964	44.99%
2016 Est. Group Quarters Population	994	
2016 HHs by Ethnicity, Hispanic/Latino	1,829	
2016 Est. Households by HH Income	91,048	
Income < \$15,000	8,202	9.01%
Income \$15,000 - \$24,999	7,905	8.68%
Income \$25,000 - \$34,999	7,113	7.81%
Income \$35,000 - \$49,999	11,794	12.95%
Income \$50,000 - \$74,999	16,235	17.83%
Income \$75,000 - \$99,999	12,006	13.19%
Income \$100,000 - \$124,999	9,269	10.18%
Income \$125,000 - \$149,999	6,489	7.13%
Income \$150,000 - \$199,999	5,895	6.47%
Income \$200,000 - \$249,999	2,495	2.74%
Income \$250,000 - \$499,999	2,572	2.82%
Income \$500,000+	1,072	1.18%

DESCRIPTION	DATA	%
2016 Est. Average Household Income	\$87,043	
2016 Est. Median Household Income	\$66,183	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$67,402	
Black or African American Alone	\$57,266	
American Indian and Alaska Native Alone	\$44,702	
Asian Alone	\$83,554	
Native Hawaiian and Other Pacific Islander Alone	\$74,613	
Some Other Race Alone	\$49,943	
Two or More Races	\$49,962	
Hispanic or Latino	\$54,229	
Not Hispanic or Latino	\$66,322	
2016 Est. Family HH Type by Presence of Own Child.	50,084	
Married-Couple Family, own children	15,483	30.91%
Married-Couple Family, no own children	21,459	42.85%
Male Householder, own children	1,347	2.69%
Male Householder, no own children	1,982	3.96%
Female Householder, own children	4,812	9.61%
Female Householder, no own children	5,000	9.98%
2016 Est. Households by Household Size	91,048	
1-person	34,451	37.84%
2-person	28,977	31.83%
3-person	13,109	14.40%
4-person	9,433	10.36%
5-person	3,470	3.81%
6-person	1,109	1.22%
7-or-more-person	499	0.55%

## Primary Retail Trade Area | Demographics

### Royal Oak, Michigan

DESCRIPTION	DATA	%
2016 Est. Average Household Size	2.17	
2016 Est. Households by Presence of People Under 18	91,048	
Households with 1 or More People under Age 18:	23,299	25.59%
Married-Couple Family	16,070	68.98%
Other Family, Male Householder	1,543	6.62%
Other Family, Female Householder	5,481	23.52%
Nonfamily, Male Householder	144	0.62%
Nonfamily, Female Householder	61	0.26%
Households with No People under Age 18:	67,749	74.41%
Married-Couple Family	20,875	30.81%
Other Family, Male Householder	1,794	2.65%
Other Family, Female Householder	4,316	6.37%
Nonfamily, Male Householder	18,752	27.68%
Nonfamily, Female Householder	22,014	32.49%
2016 Est. Households by Number of Vehicles	91,048	
No Vehicles	5,329	5.85%
1 Vehicle	36,210	39.77%
2 Vehicles	37,355	41.03%
3 Vehicles	9,336	10.25%
4 Vehicles	2,137	2.35%
5 or more Vehicles	681	0.75%
2016 Est. Average Number of Vehicles	1.7	

DESCRIPTION	DATA	%
Family Households		
2021 Projection	51,009	
2016 Estimate	50,084	
2010 Census	48,534	
2000 Census	51,496	
Growth 2016 - 2021		1.85%
Growth 2010 - 2016		3.19%
Growth 2000 - 2010		-5.75%
2016 Est. Families by Poverty Status	50,084	
2016 Families at or Above Poverty	46,333	92.51%
2016 Families at or Above Poverty with Children	20,624	41.18%
2016 Families Below Poverty	3,751	7.49%
2016 Families Below Poverty with Children	2,483	4.96%
2016 Est. Pop Age 16+ by Employment Status	162,542	
In Armed Forces	93	0.06%
Civilian - Employed	106,310	65.40%
Civilian - Unemployed	7,623	4.69%
Not in Labor Force	48,516	29.85%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	104,368	
For-Profit Private Workers	74,962	71.82%
Non-Profit Private Workers	11,430	10.95%
Local Government Workers	4,575	4.38%
State Government Workers	2,483	2.38%
Federal Government Workers	1,606	1.54%
Self-Employed Workers	9,175	8.79%
Unpaid Family Workers	139	0.13%

## Primary Retail Trade Area | Demographics

### Royal Oak, Michigan

DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	104,368	
Architect/Engineer	3,974	3.81%
Arts/Entertainment/Sports	3,302	3.16%
Building Grounds Maintenance	2,403	2.30%
Business/Financial Operations	7,825	7.50%
Community/Social Services	1,515	1.45%
Computer/Mathematical	4,083	3.91%
Construction/Extraction	2,377	2.28%
Education/Training/Library	6,671	6.39%
Farming/Fishing/Forestry	73	0.07%
Food Prep/Serving	5,694	5.46%
Health Practitioner/Technician	8,013	7.68%
Healthcare Support	2,222	2.13%
Maintenance Repair	1,985	1.90%
Legal	2,922	2.80%
Life/Physical/Social Science	819	0.78%
Management	12,113	11.61%
Office/Admin. Support	13,889	13.31%
Production	5,040	4.83%
Protective Services	1,115	1.07%
Sales/Related	11,450	10.97%
Personal Care/Service	3,090	2.96%
Transportation/Moving	3,793	3.63%
2016 Est. Pop 16+ by Occupation Classification	104,368	
Blue Collar	13,195	12.64%
White Collar	76,576	73.37%
Service and Farm	14,597	13.99%

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	102,307	
Drove Alone	87,291	85.32%
Car Pooled	7,293	7.13%
Public Transportation	797	0.78%
Walked	1,685	1.65%
Bicycle	420	0.41%
Other Means	448	0.44%
Worked at Home	4,373	4.27%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	25,632	
15 - 29 Minutes	42,661	
30 - 44 Minutes	22,189	
45 - 59 Minutes	4,794	
60 or more Minutes	2,980	
2016 Est. Avg Travel Time to Work in Minutes	25.00	
2016 Est. Occupied Housing Units by Tenure	91,048	
Owner Occupied	62,738	68.91%
Renter Occupied	28,310	31.09%
2016 Owner Occ. HUs: Avg. Length of Residence	18.6	
2016 Renter Occ. HUs: Avg. Length of Residence	7.6	

## Primary Retail Trade Area | Demographics

### Royal Oak, Michigan

DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	62,738	
Value Less than \$20,000	1,703	2.72%
Value \$20,000 - \$39,999	1,800	2.87%
Value \$40,000 - \$59,999	3,214	5.12%
Value \$60,000 - \$79,999	4,817	7.68%
Value \$80,000 - \$99,999	5,899	9.40%
Value \$100,000 - \$149,999	14,004	22.32%
Value \$150,000 - \$199,999	12,588	20.06%
Value \$200,000 - \$299,999	9,745	15.53%
Value \$300,000 - \$399,999	3,783	6.03%
Value \$400,000 - \$499,999	2,212	3.53%
Value \$500,000 - \$749,999	1,694	2.70%
Value \$750,000 - \$999,999	765	1.22%
Value \$1,000,000 or more	512	0.82%
2016 Est. Median All Owner-Occupied Housing Value	\$149,752	
2016 Est. Housing Units by Units in Structure	98,639	
1 Unit Attached	4,403	4.46%
1 Unit Detached	71,047	72.03%
2 Units	1,586	1.61%
3 or 4 Units	3,506	3.55%
5 to 19 Units	10,213	10.35%
20 to 49 Units	2,615	2.65%
50 or More Units	4,520	4.58%
Mobile Home or Trailer	731	0.74%
Boat, RV, Van, etc.	19	0.02%

DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	98,639	
Housing Units Built 2010 or later	3,430	3.48%
Housing Units Built 2000 to 2009	4,033	4.09%
Housing Units Built 1990 to 1999	3,045	3.09%
Housing Units Built 1980 to 1989	3,988	4.04%
Housing Units Built 1970 to 1979	10,419	10.56%
Housing Units Built 1960 to 1969	14,699	14.90%
Housing Units Built 1950 to 1959	31,002	31.43%
Housing Units Built 1940 to 1949	14,298	14.49%
Housing Unit Built 1939 or Earlier	13,724	13.91%
2016 Est. Median Year Structure Built	1957	



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.