

Preset Area: Shiawassee County, MI, 26155, US.Counties

Geography: County



2000 Total Population	71,687
2000 Group Quarters	721
2010 Total Population	70,760
2015 Total Population	69,511
2010 - 2015 Annual Rate	-0.36%



2000 Households	26,896
2000 Average Household Size	2.64
2010 Households	27,296
2010 Average Household Size	2.57
2015 Households	27,003
2015 Average Household Size	2.55
2010 - 2015 Annual Rate	-0.22%
2000 Families	19,862
2000 Average Family Size	3.06
2010 Families	19,956
2010 Average Family Size	2.99
2015 Families	19,660
2015 Average Family Size	2.98
2010 - 2015 Annual Rate	-0.3%



2000 Housing Units	29,087
Owner Occupied Housing Units	74.1%
Renter Occupied Housing Units	18.4%
Vacant Housing Units	7.5%
2010 Housing Units	31,457
Owner Occupied Housing Units	69.0%
Renter Occupied Housing Units	17.7%
Vacant Housing Units	13.2%
2015 Housing Units	31,904
Owner Occupied Housing Units	67.3%
Renter Occupied Housing Units	17.3%
Vacant Housing Units	15.4%

Median Household Income

2000	\$42,456
2010	\$51,397
2015	\$56,382

Median Home Value

2000	\$97,062
2010	\$116,992
2015	\$124,895

Per Capita Income

2000	\$19,229
2010	\$22,343
2015	\$24,853

Median Age

2000	36.4
2010	38.9
2015	39.4

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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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**2000 Households by Income**

Household Income Base	26,906
< \$15,000	12.7%
\$15,000 - \$24,999	13.7%
\$25,000 - \$34,999	13.8%
\$35,000 - \$49,999	18.3%
\$50,000 - \$74,999	22.3%
\$75,000 - \$99,999	11.4%
\$100,000 - \$149,999	5.7%
\$150,000 - \$199,999	1.1%
\$200,000+	1.0%
Average Household Income	\$50,820

2010 Households by Income

Household Income Base	27,296
< \$15,000	9.5%
\$15,000 - \$24,999	9.8%
\$25,000 - \$34,999	10.8%
\$35,000 - \$49,999	17.7%
\$50,000 - \$74,999	29.1%
\$75,000 - \$99,999	12.7%
\$100,000 - \$149,999	8.1%
\$150,000 - \$199,999	1.2%
\$200,000+	1.0%
Average Household Income	\$57,546

2015 Households by Income

Household Income Base	27,003
< \$15,000	8.2%
\$15,000 - \$24,999	7.5%
\$25,000 - \$34,999	8.8%
\$35,000 - \$49,999	13.9%
\$50,000 - \$74,999	33.6%
\$75,000 - \$99,999	14.3%
\$100,000 - \$149,999	10.8%
\$150,000 - \$199,999	1.6%
\$200,000+	1.4%
Average Household Income	\$63,548

2000 Owner Occupied HUs by Value

Total	21,550
<\$50,000	12.2%
\$50,000 - 99,999	40.8%
\$100,000 - 149,999	27.9%
\$150,000 - 199,999	11.4%
\$200,000 - \$299,999	5.7%
\$300,000 - 499,999	1.6%
\$500,000 - 999,999	0.3%
\$1,000,000+	0.1%
Average Home Value	\$112,245

2000 Specified Renter Occupied HUs by Contract Rent

Total	5,121
With Cash Rent	94.0%
No Cash Rent	6.0%
Median Rent	\$409
Average Rent	\$399

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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**2000 Population by Age**

Total	71,687
Age 0 - 4	6.8%
Age 5 - 9	7.6%
Age 10 - 14	7.8%
Age 15 - 19	7.4%
Age 20 - 24	5.6%
Age 25 - 34	12.6%
Age 35 - 44	16.7%
Age 45 - 54	14.2%
Age 55 - 64	9.4%
Age 65 - 74	6.4%
Age 75 - 84	4.2%
Age 85+	1.4%
Age 18+	73.2%

2010 Population by Age

Total	70,760
Age 0 - 4	6.7%
Age 5 - 9	6.9%
Age 10 - 14	7.0%
Age 15 - 19	6.9%
Age 20 - 24	5.2%
Age 25 - 34	12.3%
Age 35 - 44	13.3%
Age 45 - 54	15.7%
Age 55 - 64	12.9%
Age 65 - 74	7.3%
Age 75 - 84	4.1%
Age 85+	1.7%
Age 18+	75.2%

2015 Population by Age

Total	69,511
Age 0 - 4	6.5%
Age 5 - 9	6.8%
Age 10 - 14	7.1%
Age 15 - 19	6.6%
Age 20 - 24	5.3%
Age 25 - 34	11.6%
Age 35 - 44	13.1%
Age 45 - 54	14.1%
Age 55 - 64	13.9%
Age 65 - 74	8.9%
Age 75 - 84	4.2%
Age 85+	1.7%
Age 18+	75.6%

2000 Population by Sex

Males	49.1%
Females	50.9%

2010 Population by Sex

Males	49.4%
Females	50.6%

2015 Population by Sex

Males	49.4%
Females	50.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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**2000 Population by Race/Ethnicity**

Total	71,687
White Alone	97.4%
Black Alone	0.2%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	0.5%
Two or More Races	1.2%
Hispanic Origin	1.8%
Diversity Index	8.5

2010 Population by Race/Ethnicity

Total	70,760
White Alone	96.8%
Black Alone	0.4%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	0.6%
Two or More Races	1.4%
Hispanic Origin	2.1%
Diversity Index	10.3

2015 Population by Race/Ethnicity

Total	69,511
White Alone	96.5%
Black Alone	0.5%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.6%
Two or More Races	1.5%
Hispanic Origin	2.3%
Diversity Index	11.1

**2000 Population 3+ by School Enrollment**

Total	68,836
Enrolled in Nursery/Preschool	1.9%
Enrolled in Kindergarten	1.5%
Enrolled in Grade 1-8	13.5%
Enrolled in Grade 9-12	6.6%
Enrolled in College	3.6%
Enrolled in Grad/Prof School	0.7%
Not Enrolled in School	72.3%

2010 Population 25+ by Educational Attainment

Total	47,609
Less than 9th Grade	2.9%
9th - 12th Grade, No Diploma	7.9%
High School Graduate	39.2%
Some College, No Degree	24.6%
Associate Degree	9.2%
Bachelor's Degree	10.3%
Graduate/Professional Degree	6.0%

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. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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2010 Population 15+ by Marital Status

Total	56,223
Never Married	24.1%
Married	58.7%
Widowed	5.9%
Divorced	11.2%



2000 Population 16+ by Employment Status

Total	54,666
In Labor Force	66.2%
Civilian Employed	62.6%
Civilian Unemployed	3.6%
In Armed Forces	0.1%
Not in Labor Force	33.8%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	81.9%
Civilian Unemployed	18.1%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	85.2%
Civilian Unemployed	14.8%

2000 Females 16+ by Employment Status and Age of Children

Total	28,182
Own Children < 6 Only	7.3%
Employed/in Armed Forces	4.7%
Unemployed	0.3%
Not in Labor Force	2.3%
Own Children < 6 and 6-17 Only	6.5%
Employed/in Armed Forces	4.0%
Unemployed	0.4%
Not in Labor Force	2.1%
Own Children 6-17 Only	19.2%
Employed/in Armed Forces	14.6%
Unemployed	0.6%
Not in Labor Force	4.0%
No Own Children < 18	66.9%
Employed/in Armed Forces	32.1%
Unemployed	2.3%
Not in Labor Force	32.5%



2010 Employed Population 16+ by Industry

Total	27,672
Agriculture/Mining	3.0%
Construction	6.3%
Manufacturing	18.2%
Wholesale Trade	2.3%
Retail Trade	11.8%
Transportation/Utilities	3.8%
Information	1.2%
Finance/Insurance/Real Estate	4.9%
Services	43.6%
Public Administration	5.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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2010 Employed Population 16+ by Occupation

Total	27,672
White Collar	51.3%
Management/Business/Financial	10.5%
Professional	19.2%
Sales	9.7%
Administrative Support	11.9%
Services	18.2%
Blue Collar	30.5%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	5.6%
Installation/Maintenance/Repair	5.3%
Production	11.7%
Transportation/Material Moving	7.3%

**2000 Workers 16+ by Means of Transportation to Work**

Total	33,514
Drove Alone - Car, Truck, or Van	83.0%
Carpooled - Car, Truck, or Van	10.4%
Public Transportation	0.1%
Walked	2.1%
Other Means	0.7%
Worked at Home	3.7%

2000 Workers 16+ by Travel Time to Work

Total	33,514
Did Not Work at Home	96.3%
Less than 5 minutes	4.8%
5 to 9 minutes	12.4%
10 to 19 minutes	22.8%
20 to 24 minutes	10.2%
25 to 34 minutes	18.2%
35 to 44 minutes	9.1%
45 to 59 minutes	10.2%
60 to 89 minutes	5.5%
90 or more minutes	3.2%
Worked at Home	3.7%
Average Travel Time to Work (in min)	27.6

2000 Households by Vehicles Available

Total	26,896
None	4.7%
1	28.3%
2	42.0%
3	18.0%
4	5.1%
5+	2.0%
Average Number of Vehicles Available	2.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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**2000 Households by Type**

Total	26,896
Family Households	73.8%
Married-couple Family	59.1%
With Related Children	27.4%
Other Family (No Spouse)	14.7%
With Related Children	10.0%
Nonfamily Households	26.2%
Householder Living Alone	21.7%
Householder Not Living Alone	4.5%
Households with Related Children	37.4%
Households with Persons 65+	22.5%

2000 Households by Size

Total	26,896
1 Person Household	21.7%
2 Person Household	34.5%
3 Person Household	17.5%
4 Person Household	15.9%
5 Person Household	7.0%
6 Person Household	2.4%
7+ Person Household	1.0%

2000 Households by Year Householder Moved In

Total	26,896
Moved in 1999 to March 2000	14.2%
Moved in 1995 to 1998	24.1%
Moved in 1990 to 1994	17.2%
Moved in 1980 to 1989	16.6%
Moved in 1970 to 1979	14.1%
Moved in 1969 or Earlier	13.8%
Median Year Householder Moved In	1992

**2000 Housing Units by Units in Structure**

Total	29,087
1, Detached	76.4%
1, Attached	0.9%
2	4.1%
3 or 4	2.9%
5 to 9	2.7%
10 to 19	1.7%
20+	1.2%
Mobile Home	9.9%
Other	0.1%

2000 Housing Units by Year Structure Built

Total	29,087
1999 to March 2000	1.7%
1995 to 1998	5.2%
1990 to 1994	6.7%
1980 to 1989	9.4%
1970 to 1979	18.5%
1969 or Earlier	58.7%
Median Year Structure Built	1963

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

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Top 3 Tapestry Segments

1.	Salt of the Earth
2.	Green Acres
3.	Rustbelt Traditions



2010 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$37,000,326
Average Spent	\$1,355.52
Spending Potential Index	57
Computers & Accessories: Total \$	\$4,884,990
Average Spent	\$178.96
Spending Potential Index	81
Education: Total \$	\$28,356,958
Average Spent	\$1,038.87
Spending Potential Index	85
Entertainment/Recreation: Total \$	\$75,218,411
Average Spent	\$2,755.66
Spending Potential Index	85
Food at Home: Total \$	\$101,622,956
Average Spent	\$3,723.00
Spending Potential Index	83
Food Away from Home: Total \$	\$72,580,438
Average Spent	\$2,659.01
Spending Potential Index	83
Health Care: Total \$	\$91,065,077
Average Spent	\$3,336.21
Spending Potential Index	90
HH Furnishings & Equipment: Total \$	\$40,834,368
Average Spent	\$1,495.98
Spending Potential Index	73
Investments: Total \$	\$41,009,648
Average Spent	\$1,502.41
Spending Potential Index	86
Retail Goods: Total \$	\$551,964,105
Average Spent	\$20,221.43
Spending Potential Index	81
Shelter: Total \$	\$338,162,047
Average Spent	\$12,388.70
Spending Potential Index	78
TV/Video/Audio: Total \$	\$28,209,855
Average Spent	\$1,033.48
Spending Potential Index	83
Travel: Total \$	\$41,845,381
Average Spent	\$1,533.02
Spending Potential Index	81
Vehicle Maintenance & Repairs: Total \$	\$21,543,128
Average Spent	\$789.24
Spending Potential Index	84

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.