

Demographic Detail Report

Winchester Center

1010-1336 S Rochester Rd, Rochester, MI 48307

Building Type: **Shopping Center**
 Center Type: **Power Center**
 Center GLA: **398,740 SF**
 Year Built: **1972**

Total Available: **128,858 SF**
 % Leased: **71.28%**
 Rent/SF/Yr: **-**



Radius	3 Mile		5 Mile		10 Mile	
Population						
2021 Projection	72,928		177,214		667,721	
2016 Estimate	70,500		171,299		646,583	
2010 Census	67,161		162,928		620,113	
Growth 2016 - 2021	3.44%		3.45%		3.27%	
Growth 2010 - 2016	4.97%		5.14%		4.27%	
2016 Population by Age						
	70,500		171,299		646,583	
Age 0 - 4	4,047	5.74%	9,768	5.70%	36,939	5.71%
Age 5 - 9	4,127	5.85%	9,755	5.69%	37,250	5.76%
Age 10 - 14	4,490	6.37%	10,664	6.23%	40,471	6.26%
Age 15 - 19	4,479	6.35%	11,074	6.46%	41,408	6.40%
Age 20 - 24	4,216	5.98%	10,953	6.39%	40,646	6.29%
Age 25 - 29	4,202	5.96%	10,830	6.32%	40,329	6.24%
Age 30 - 34	4,318	6.12%	10,462	6.11%	39,683	6.14%
Age 35 - 39	4,290	6.09%	9,954	5.81%	38,481	5.95%
Age 40 - 44	4,648	6.59%	10,720	6.26%	41,290	6.39%
Age 45 - 49	4,978	7.06%	11,737	6.85%	44,559	6.89%
Age 50 - 54	5,265	7.47%	12,753	7.44%	47,913	7.41%
Age 55 - 59	5,213	7.39%	12,864	7.51%	48,128	7.44%
Age 60 - 64	4,624	6.56%	11,541	6.74%	42,882	6.63%
Age 65 - 69	3,825	5.43%	9,556	5.58%	35,410	5.48%
Age 70 - 74	2,849	4.04%	7,113	4.15%	26,541	4.10%
Age 75 - 79	1,932	2.74%	4,774	2.79%	18,162	2.81%
Age 80 - 84	1,323	1.88%	3,162	1.85%	12,325	1.91%
Age 85+	1,673	2.37%	3,619	2.11%	14,169	2.19%
Age 65+	11,602	16.46%	28,224	16.48%	106,607	16.49%
Median Age	41.20		41.00		41.00	
Average Age	40.10		40.00		40.00	

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Radius	3 Mile		5 Mile		10 Mile	
2016 Population By Race	70,500		171,299		646,583	
White	58,084	82.39%	139,563	81.47%	512,018	79.19%
Black	3,332	4.73%	9,903	5.78%	64,766	10.02%
Am. Indian & Alaskan	164	0.23%	395	0.23%	1,916	0.30%
Asian	7,580	10.75%	18,047	10.54%	53,740	8.31%
Hawaiian & Pacific Island	13	0.02%	33	0.02%	204	0.03%
Other	1,326	1.88%	3,359	1.96%	13,939	2.16%
Population by Hispanic Origin	70,500		171,299		646,583	
Non-Hispanic Origin	68,116	96.62%	165,696	96.73%	618,881	95.72%
Hispanic Origin	2,384	3.38%	5,603	3.27%	27,703	4.28%
2016 Median Age, Male	39.80		39.70		39.50	
2016 Average Age, Male	38.90		39.00		38.90	
2016 Median Age, Female	42.50		42.20		42.30	
2016 Average Age, Female	41.20		41.00		41.10	
2016 Population by Occupation Classification	56,941		138,898		523,644	
Civilian Employed	36,636	64.34%	87,585	63.06%	323,797	61.84%
Civilian Unemployed	1,594	2.80%	3,836	2.76%	17,649	3.37%
Civilian Non-Labor Force	18,644	32.74%	47,335	34.08%	181,866	34.73%
Armed Forces	67	0.12%	142	0.10%	332	0.06%
Households by Marital Status						
Married	15,360		38,176		134,625	
Married No Children	8,447		21,556		76,634	
Married w/Children	6,913		16,620		57,991	
2016 Population by Education	52,511		126,459		478,754	
Some High School, No Diploma	2,454	4.67%	6,520	5.16%	42,018	8.78%
High School Grad (Incl Equivalency)	8,194	15.60%	21,561	17.05%	100,302	20.95%
Some College, No Degree	13,970	26.60%	33,280	26.32%	129,443	27.04%
Associate Degree	3,370	6.42%	7,375	5.83%	28,885	6.03%
Bachelor Degree	13,914	26.50%	32,306	25.55%	102,853	21.48%
Advanced Degree	10,609	20.20%	25,417	20.10%	75,253	15.72%

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Radius	3 Mile		5 Mile		10 Mile	
2016 Population by Occupation	68,571		164,753		607,473	
Real Estate & Finance	2,631	3.84%	6,578	3.99%	23,463	3.86%
Professional & Management	25,045	36.52%	58,636	35.59%	188,654	31.06%
Public Administration	908	1.32%	2,475	1.50%	9,641	1.59%
Education & Health	8,419	12.28%	19,868	12.06%	71,548	11.78%
Services	4,775	6.96%	10,983	6.67%	49,678	8.18%
Information	794	1.16%	1,685	1.02%	5,654	0.93%
Sales	8,362	12.19%	20,232	12.28%	76,227	12.55%
Transportation	36	0.05%	146	0.09%	1,762	0.29%
Retail	3,545	5.17%	8,667	5.26%	34,544	5.69%
Wholesale	878	1.28%	2,178	1.32%	7,864	1.29%
Manufacturing	7,417	10.82%	17,801	10.80%	64,203	10.57%
Production	2,461	3.59%	6,339	3.85%	34,254	5.64%
Construction	1,437	2.10%	3,651	2.22%	16,572	2.73%
Utilities	524	0.76%	1,550	0.94%	8,188	1.35%
Agriculture & Mining	28	0.04%	247	0.15%	793	0.13%
Farming, Fishing, Forestry	16	0.02%	114	0.07%	439	0.07%
Other Services	1,295	1.89%	3,603	2.19%	13,989	2.30%
2016 Worker Travel Time to Job	35,330		84,317		313,035	
<30 Minutes	21,342	60.41%	49,558	58.78%	190,230	60.77%
30-60 Minutes	11,526	32.62%	29,079	34.49%	102,635	32.79%
60+ Minutes	2,462	6.97%	5,680	6.74%	20,170	6.44%
2010 Households by HH Size	27,257		63,270		242,020	
1-Person Households	7,925	29.08%	16,211	25.62%	66,074	27.30%
2-Person Households	8,854	32.48%	21,334	33.72%	77,879	32.18%
3-Person Households	4,238	15.55%	10,246	16.19%	38,778	16.02%
4-Person Households	3,999	14.67%	9,637	15.23%	35,065	14.49%
5-Person Households	1,551	5.69%	3,967	6.27%	15,831	6.54%
6-Person Households	505	1.85%	1,339	2.12%	5,524	2.28%
7 or more Person Households	185	0.68%	536	0.85%	2,869	1.19%
2016 Average Household Size	2.40		2.50		2.50	
Households						
2021 Projection	29,646		69,088		260,757	
2016 Estimate	28,645		66,726		252,423	
2010 Census	27,257		63,269		242,021	
Growth 2016 - 2021	3.49%		3.54%		3.30%	
Growth 2010 - 2016	5.09%		5.46%		4.30%	

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Radius	3 Mile	5 Mile	10 Mile
2016 Households by HH Income	28,644	66,725	252,424
<\$25,000	3,953 13.80%	8,851 13.26%	44,137 17.49%
\$25,000 - \$50,000	5,527 19.30%	11,923 17.87%	50,393 19.96%
\$50,000 - \$75,000	4,620 16.13%	11,702 17.54%	43,642 17.29%
\$75,000 - \$100,000	3,920 13.69%	9,212 13.81%	32,865 13.02%
\$100,000 - \$125,000	3,216 11.23%	7,158 10.73%	25,207 9.99%
\$125,000 - \$150,000	2,089 7.29%	4,996 7.49%	17,027 6.75%
\$150,000 - \$200,000	2,870 10.02%	6,473 9.70%	18,533 7.34%
\$200,000+	2,449 8.55%	6,410 9.61%	20,620 8.17%
2016 Avg Household Income	\$97,925	\$100,768	\$90,759
2016 Med Household Income	\$76,416	\$77,406	\$67,738
2016 Occupied Housing	28,646	66,726	252,423
Owner Occupied	20,779 72.54%	48,893 73.27%	183,588 72.73%
Renter Occupied	7,867 27.46%	17,833 26.73%	68,835 27.27%
2010 Housing Units	28,806	67,537	259,054
1 Unit	20,799 72.20%	50,448 74.70%	197,338 76.18%
2 - 4 Units	1,691 5.87%	3,113 4.61%	12,570 4.85%
5 - 19 Units	5,154 17.89%	11,019 16.32%	35,326 13.64%
20+ Units	1,162 4.03%	2,957 4.38%	13,820 5.33%
2016 Housing Value	20,779	48,893	183,589
<\$100,000	2,534 12.20%	5,251 10.74%	31,970 17.41%
\$100,000 - \$200,000	5,801 27.92%	12,925 26.44%	63,597 34.64%
\$200,000 - \$300,000	6,205 29.86%	15,150 30.99%	43,080 23.47%
\$300,000 - \$400,000	3,958 19.05%	9,685 19.81%	22,025 12.00%
\$400,000 - \$500,000	1,162 5.59%	3,283 6.71%	10,625 5.79%
\$500,000 - \$1,000,000	952 4.58%	2,217 4.53%	9,687 5.28%
\$1,000,000+	167 0.80%	382 0.78%	2,605 1.42%
2016 Median Home Value	\$233,110	\$241,389	\$194,067
2016 Housing Units by Yr Built	30,018	69,373	267,246
Built 2010+	939 3.13%	2,011 2.90%	7,255 2.71%
Built 2000 - 2010	3,089 10.29%	8,926 12.87%	28,434 10.64%
Built 1990 - 1999	5,146 17.14%	13,958 20.12%	46,391 17.36%
Built 1980 - 1989	6,668 22.21%	13,382 19.29%	37,850 14.16%
Built 1970 - 1979	6,263 20.86%	14,214 20.49%	54,333 20.33%
Built 1960 - 1969	3,227 10.75%	7,645 11.02%	38,075 14.25%
Built 1950 - 1959	2,503 8.34%	5,358 7.72%	30,152 11.28%
Built <1949	2,183 7.27%	3,879 5.59%	24,756 9.26%
2016 Median Year Built	1980	1982	1976