

# Metro Detroit Tri-County Demographics

Source: 2000 U.S. Census Bureau

## Consumer - QuickFacts

|   | Detroit Area Counties |               |              | Memo:     |             |
|---|-----------------------|---------------|--------------|-----------|-------------|
|   | Oakland County        | Macomb County | Wayne County | Michigan  | USA         |
| Population, 2000  | 1,194,156             | 788,149       | 2,061,162    | 9,938,444 | 281,421,906 |
| Population, percent change, 1990 to 2000                            | 10.20%                | 9.90%         | -2.40%       | 6.90%     | 13.10%      |
| White persons, percent, 2000  | 82.80%                | 92.70%        | 51.70%       | 80.20%    | 75.10%      |
| Black or African American persons, percent, 2000                    | 10.10%                | 2.70%         | 42.20%       | 14.20%    | 12.30%      |
| American Indian and Alaska Native persons, percent, 2000            | 0.30%                 | 0.30%         | 0.40%        | 0.60%     | 0.90%       |
| Persons of Hispanic or Latino origin, percent, 2000                 | 2.40%                 | 1.60%         | 3.70%        | 3.30%     | 12.50%      |
| Asian persons, percent, 2000  | 4.10%                 | 2.10%         | 1.70%        | 1.80%     | 3.60%       |
| Native Hawaii and Other Pacific Islander, percent, 2000             | <1%                   | <1%           | <1%          | <1%       | 0.10%       |
| Persons reporting some other race, percent, 2000                    | 0.80%                 | 0.40%         | 1.60%        | 1.30%     | 5.50%       |
| Persons reporting two or more races, percent, 2000                  | 1.90%                 | 1.80%         | 2.50%        | 1.90%     | 2.40%       |
| Persons under 18 years old, percent, 2000                           | 25.20%                | 24.10%        | 28.00%       | 26.10%    | 25.70%      |
| High school graduates, persons 25 years and over, 2000              | 89.30%                | 82.90%        | 77%          | 83.40%    | 80.40%      |
| Bachelor's degree or higher earned, persons 25 years and over, 2000 | 38.20%                | 17.60%        | 17.20%       | 21.80%    | 24.40%      |
| Homeownership rate, 2000  | 74.70%                | 78.90%        | 66.60%       | 73.80%    | 66.20%      |
| Households, 2000  | 471,115               | 309,203       | 768,440      | 3,785,661 | 105,480,101 |
| Persons per household, 2000   | 2.51                  | 2.52          | 2.64         | 2.65      | 2.59        |
| Family households, 2000   | 315,392               | 210,867       | 511,717      | 2,575,699 | 71,787,347  |
| Median household money income, 1999 estimate                        | \$61,907              | \$52,102      | \$40,776     | \$44,667  | \$41,994    |
| Persons below poverty, percent, 1999 estimate                       | 5.50%                 | 5.60%         | 16.40%       | 10.50%    | 12.40%      |

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## Business - QuickFacts

|  | Detroit Area Counties |               |              | Memo:       |               |
|--|-----------------------|---------------|--------------|-------------|---------------|
|  | Oakland County        | Macomb County | Wayne County | Michigan    | USA           |
| Private nonfarm establishments with paid employees, 1999 | 14,811                | 18,732        | 36,008       | 236,456     | 7,008,444     |
| Private nonfarm employment, 1999                         | 768,482               | 319,239       | 770,334      | 3,996,300   | 110,705,661   |
| Private nonfarm employment, percent change 1990-1998     | 29.70%                | 13.40%        | 2%           | 17.10%      | 18.40%        |
| Nonemployer establishments, 1999                         | 82,776                | 39,409        | 68,751       | 506,308     | 16,152,604    |
| Manufacturers shipments, 1997 (\$1000)                   | 27,172,655            | 23,988,006    | 54,374,967   | 214,900,655 | 3,842,061,405 |
| Retail sales, 1997 (\$1000)                              | 16,585,042            | 9,010,779     | 15,852,055   | 93,706,078  | 2,460,886,012 |
| Retail sales per capita, 1997                            | \$14,175              | \$11,508      | \$7,449      | \$9,576     | \$9,190       |
| Minority-owned firms, 1992                               | 5,916                 | 1,418         | 12,971       | 31,740      | 1,965,565     |
| Women-owned firms, 1992                                  | 31,941                | 14,474        | 27,184       | 193,820     | 5,888,883     |
| Housing units authorized by building permits, 2000       | 5,459                 | 5,963         | 4,082        | 52,489      | 1,592,267     |
| Federal funds and grants, 2001 (\$1000)                  | 4,473,101             | 4,889,255     | 12,070,178   | 51,632,490  | 1,763,896,019 |
| Local government employment - full-time equivalent, 1997 | 36,662                | 22,222        | 75,620       | 332,671     | 10,227,429    |

| Geography - Quick Facts        | Detroit Area Counties |               |              | Memo:    |           |
|--------------------------------|-----------------------|---------------|--------------|----------|-----------|
|                                | Oakland County        | Macomb County | Wayne County | Michigan | USA       |
| Land area, 2000 (square miles) | 873                   | 480           | 614          | 56,804   | 3,537,441 |
| Persons per square mile, 2000  | 1,367.90              | 1,642.00      | 3,356.90     | 175      | 79.6      |