

# Demographic Summary Report

## Oakland Plaza

260-396 John R Rd, Troy, MI 48083

Building Type: **General Retail**      Total Available: **0 SF**  
 Secondary: **Storefront**              % Leased: **100%**  
 GLA: **166,731 SF**                      Rent/SF/Yr: **-**  
 Year Built: **1986**



| Radius                                    | 3 Mile   |        | 5 Mile   |        | 10 Mile   |        |
|---|----------|--------|----------|--------|-----------|--------|
| <b>Population</b>                         |          |        |          |        |           |        |
| 2029 Projection                           | 107,980  |        | 287,416  |        | 1,151,607 |        |
| 2024 Estimate                             | 109,215  |        | 290,335  |        | 1,162,719 |        |
| 2020 Census                               | 111,470  |        | 294,363  |        | 1,160,731 |        |
| Growth 2024 - 2029                        | -1.13%   |        | -1.01%   |        | -0.96%    |        |
| Growth 2020 - 2024                        | -2.02%   |        | -1.37%   |        | 0.17%     |        |
| <b>2024 Population by Hispanic Origin</b> | 3,308    |        | 8,780    |        | 32,100    |        |
| <b>2024 Population</b>                    | 109,215  |        | 290,335  |        | 1,162,719 |        |
| White                                     | 80,672   | 73.87% | 213,789  | 73.64% | 651,754   | 56.05% |
| Black                                     | 6,146    | 5.63%  | 17,823   | 6.14%  | 334,727   | 28.79% |
| Am. Indian & Alaskan                      | 99       | 0.09%  | 315      | 0.11%  | 1,367     | 0.12%  |
| Asian                                     | 14,511   | 13.29% | 37,765   | 13.01% | 91,860    | 7.90%  |
| Hawaiian & Pacific Island                 | 33       | 0.03%  | 75       | 0.03%  | 316       | 0.03%  |
| Other                                     | 7,753    | 7.10%  | 20,568   | 7.08%  | 82,693    | 7.11%  |
| U.S. Armed Forces                         | 37       |        | 178      |        | 487       |        |
| <b>Households</b>                         |          |        |          |        |           |        |
| 2029 Projection                           | 45,233   |        | 122,391  |        | 470,577   |        |
| 2024 Estimate                             | 45,758   |        | 123,612  |        | 475,054   |        |
| 2020 Census                               | 46,718   |        | 125,168  |        | 474,079   |        |
| Growth 2024 - 2029                        | -1.15%   |        | -0.99%   |        | -0.94%    |        |
| Growth 2020 - 2024                        | -2.05%   |        | -1.24%   |        | 0.21%     |        |
| Owner Occupied                            | 31,058   | 67.87% | 85,607   | 69.25% | 309,665   | 65.19% |
| Renter Occupied                           | 14,700   | 32.13% | 38,005   | 30.75% | 165,389   | 34.81% |
| <b>2024 Households by HH Income</b>       | 45,758   |        | 123,615  |        | 475,054   |        |
| Income: <\$25,000                         | 7,388    | 16.15% | 17,809   | 14.41% | 86,650    | 18.24% |
| Income: \$25,000 - \$50,000               | 8,194    | 17.91% | 21,513   | 17.40% | 99,870    | 21.02% |
| Income: \$50,000 - \$75,000               | 7,803    | 17.05% | 19,912   | 16.11% | 78,952    | 16.62% |
| Income: \$75,000 - \$100,000              | 6,858    | 14.99% | 18,029   | 14.58% | 61,901    | 13.03% |
| Income: \$100,000 - \$125,000             | 5,011    | 10.95% | 13,810   | 11.17% | 43,757    | 9.21%  |
| Income: \$125,000 - \$150,000             | 3,906    | 8.54%  | 9,780    | 7.91%  | 30,562    | 6.43%  |
| Income: \$150,000 - \$200,000             | 3,748    | 8.19%  | 11,824   | 9.57%  | 34,971    | 7.36%  |
| Income: \$200,000+                        | 2,850    | 6.23%  | 10,938   | 8.85%  | 38,391    | 8.08%  |
| <b>2024 Avg Household Income</b>          | \$90,418 |        | \$99,010 |        | \$89,117  |        |
| <b>2024 Med Household Income</b>          | \$73,321 |        | \$78,568 |        | \$65,680  |        |