

Full Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 44.2487/-84.2289

2990 Cook Rd West Branch, MI 48661	1 mi radius	3 mi radius	5 mi radius
Population			
2023 Estimated Population	200	4,382	6,433
2028 Projected Population	196	4,300	6,313
2020 Census Population	194	4,362	6,532
2010 Census Population	192	4,163	6,462
Projected Annual Growth 2023 to 2028	-0.4%	-0.4%	-0.4%
Historical Annual Growth 2010 to 2023	0.3%	0.4%	-
Households			
2023 Estimated Households	84	1,967	2,827
2028 Projected Households	75	1,760	2,531
2020 Census Households	81	1,949	2,853
2010 Census Households	77	1,790	2,719
Projected Annual Growth 2023 to 2028	-2.1%	-2.1%	-2.1%
Historical Annual Growth 2010 to 2023	0.7%	0.8%	0.3%
Age			
2023 Est. Population Under 10 Years	9.9%	9.5%	9.5%
2023 Est. Population 10 to 19 Years	11.3%	10.9%	11.1%
2023 Est. Population 20 to 29 Years	10.8%	11.5%	10.9%
2023 Est. Population 30 to 44 Years	17.4%	17.2%	17.0%
2023 Est. Population 45 to 59 Years	18.0%	17.0%	17.8%
2023 Est. Population 60 to 74 Years	21.7%	21.4%	22.2%
2023 Est. Population 75 Years or Over	11.0%	12.5%	11.5%
2023 Est. Median Age	44.7	44.8	45.4
Marital Status & Gender			
2023 Est. Male Population	49.5%	47.0%	47.8%
2023 Est. Female Population	50.5%	53.0%	52.2%
2023 Est. Never Married	25.2%	26.9%	24.7%
2023 Est. Now Married	50.8%	43.7%	48.6%
2023 Est. Separated or Divorced	17.6%	21.1%	19.1%
2023 Est. Widowed	6.4%	8.3%	7.6%
Income			
2023 Est. HH Income \$200,000 or More	3.5%	2.2%	3.4%
2023 Est. HH Income \$150,000 to \$199,999	6.8%	3.8%	4.3%
2023 Est. HH Income \$100,000 to \$149,999	14.6%	11.3%	12.3%
2023 Est. HH Income \$75,000 to \$99,999	13.8%	9.3%	11.2%
2023 Est. HH Income \$50,000 to \$74,999	11.3%	16.0%	16.4%
2023 Est. HH Income \$35,000 to \$49,999	20.5%	16.4%	16.3%
2023 Est. HH Income \$25,000 to \$34,999	8.5%	12.1%	10.9%
2023 Est. HH Income \$15,000 to \$24,999	14.2%	16.9%	14.3%
2023 Est. HH Income Under \$15,000	6.8%	11.9%	11.0%
2023 Est. Average Household Income	\$81,101	\$61,208	\$69,693
2023 Est. Median Household Income	\$56,514	\$44,560	\$50,251
2023 Est. Per Capita Income	\$34,109	\$27,889	\$30,916
2023 Est. Total Businesses	48	413	446
2023 Est. Total Employees	534	4,044	4,299

Full Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 44.2487/-84.2289

2990 Cook Rd West Branch, MI 48661	1 mi radius	3 mi radius	5 mi radius
Race			
2023 Est. White	94.4%	93.4%	94.1%
2023 Est. Black	1.2%	2.4%	1.8%
2023 Est. Asian or Pacific Islander	0.9%	0.8%	0.8%
2023 Est. American Indian or Alaska Native	0.1%	0.2%	0.3%
2023 Est. Other Races	3.3%	3.1%	3.0%
Hispanic			
2023 Est. Hispanic Population	5	123	171
2023 Est. Hispanic Population	2.4%	2.8%	2.7%
2028 Proj. Hispanic Population	2.5%	2.8%	2.7%
2020 Hispanic Population	1.8%	2.5%	2.2%
Education (Adults 25 & Older)			
2023 Est. Adult Population (25 Years or Over)	148	3,243	4,765
2023 Est. Elementary (Grade Level 0 to 8)	1.1%	1.7%	1.6%
2023 Est. Some High School (Grade Level 9 to 11)	7.3%	7.8%	7.3%
2023 Est. High School Graduate	32.7%	36.2%	35.9%
2023 Est. Some College	27.6%	25.4%	25.1%
2023 Est. Associate Degree Only	14.6%	11.1%	12.0%
2023 Est. Bachelor Degree Only	11.1%	11.5%	11.7%
2023 Est. Graduate Degree	5.6%	6.4%	6.4%
Housing			
2023 Est. Total Housing Units	96	2,222	3,342
2023 Est. Owner-Occupied	67.7%	54.7%	58.6%
2023 Est. Renter-Occupied	19.4%	33.8%	26.0%
2023 Est. Vacant Housing	12.9%	11.5%	15.4%
Homes Built by Year			
2023 Homes Built 2010 or later	1.1%	1.0%	1.0%
2023 Homes Built 2000 to 2009	16.7%	12.9%	12.4%
2023 Homes Built 1990 to 1999	13.9%	19.1%	18.5%
2023 Homes Built 1980 to 1989	16.2%	11.3%	11.7%
2023 Homes Built 1970 to 1979	11.1%	10.6%	11.1%
2023 Homes Built 1960 to 1969	9.4%	11.1%	9.5%
2023 Homes Built 1950 to 1959	8.5%	5.4%	6.1%
2023 Homes Built Before 1949	10.3%	17.1%	14.2%
Home Values			
2023 Home Value \$1,000,000 or More	0.4%	0.6%	0.5%
2023 Home Value \$500,000 to \$999,999	0.2%	0.3%	0.6%
2023 Home Value \$400,000 to \$499,999	1.7%	1.7%	1.5%
2023 Home Value \$300,000 to \$399,999	4.3%	3.1%	5.0%
2023 Home Value \$200,000 to \$299,999	19.0%	16.6%	17.6%
2023 Home Value \$150,000 to \$199,999	13.2%	10.9%	12.7%
2023 Home Value \$100,000 to \$149,999	23.4%	23.0%	23.1%
2023 Home Value \$50,000 to \$99,999	27.5%	32.4%	27.9%
2023 Home Value \$25,000 to \$49,999	5.0%	6.2%	6.3%
2023 Home Value Under \$25,000	5.4%	5.2%	4.9%
2023 Median Home Value	\$125,259	\$117,750	\$126,366
2023 Median Rent	\$553	\$577	\$571

Full Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 44.2487/-84.2289

2990 Cook Rd West Branch, MI 48661	1 mi radius	3 mi radius	5 mi radius
Labor Force			
2023 Est. Labor Population Age 16 Years or Over	167	3,691	5,404
2023 Est. Civilian Employed	49.5%	41.0%	44.2%
2023 Est. Civilian Unemployed	3.4%	4.3%	4.0%
2023 Est. in Armed Forces	-	-	-
2023 Est. not in Labor Force	47.1%	54.7%	51.8%
2023 Labor Force Males	49.3%	46.7%	47.6%
2023 Labor Force Females	50.7%	53.3%	52.4%
Occupation			
2023 Occupation: Population Age 16 Years or Over	83	1,512	2,387
2023 Mgmt, Business, & Financial Operations	8.9%	8.6%	9.8%
2023 Professional, Related	21.5%	23.0%	22.2%
2023 Service	17.3%	19.6%	19.0%
2023 Sales, Office	25.1%	23.4%	22.9%
2023 Farming, Fishing, Forestry	2.0%	1.2%	1.2%
2023 Construction, Extraction, Maintenance	6.5%	7.2%	7.5%
2023 Production, Transport, Material Moving	18.6%	16.8%	17.4%
2023 White Collar Workers	55.5%	55.1%	54.9%
2023 Blue Collar Workers	44.5%	44.9%	45.1%
Transportation to Work			
2023 Drive to Work Alone	83.0%	81.1%	81.8%
2023 Drive to Work in Carpool	5.1%	9.1%	8.6%
2023 Travel to Work by Public Transportation	-	0.2%	0.1%
2023 Drive to Work on Motorcycle	-	-	-
2023 Walk or Bicycle to Work	1.5%	3.4%	3.0%
2023 Other Means	0.4%	0.2%	0.3%
2023 Work at Home	9.8%	5.9%	6.2%
Travel Time			
2023 Travel to Work in 14 Minutes or Less	50.3%	56.9%	54.4%
2023 Travel to Work in 15 to 29 Minutes	22.1%	17.1%	19.1%
2023 Travel to Work in 30 to 59 Minutes	20.0%	17.4%	18.0%
2023 Travel to Work in 60 Minutes or More	7.5%	8.6%	8.4%
2023 Average Travel Time to Work	14.2	12.4	13.1
Consumer Expenditure			
2023 Est. Total Household Expenditure	\$5.07 M	\$98.14 M	\$154.28 M
2023 Est. Apparel	\$176 K	\$3.37 M	\$5.32 M
2023 Est. Contributions, Gifts	\$284.61 K	\$5.38 M	\$8.57 M
2023 Est. Education, Reading	\$152.52 K	\$2.86 M	\$4.57 M
2023 Est. Entertainment	\$285.34 K	\$5.41 M	\$8.59 M
2023 Est. Food, Beverages, Tobacco	\$780.63 K	\$15.25 M	\$23.87 M
2023 Est. Furnishings, Equipment	\$177.52 K	\$3.37 M	\$5.34 M
2023 Est. Health Care, Insurance	\$477.79 K	\$9.29 M	\$14.58 M
2023 Est. Household Operations, Shelter, Utilities	\$1.65 M	\$32.27 M	\$50.42 M
2023 Est. Miscellaneous Expenses	\$96.32 K	\$1.86 M	\$2.92 M
2023 Est. Personal Care	\$68.16 K	\$1.32 M	\$2.07 M
2023 Est. Transportation	\$925.64 K	\$17.76 M	\$28.03 M

©2023, Sites USA, Chandler, Arizona, 480-491-1112 Demographic Source: Applied Geographic Solutions 4/2023, TIGER Geography - RF1

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.