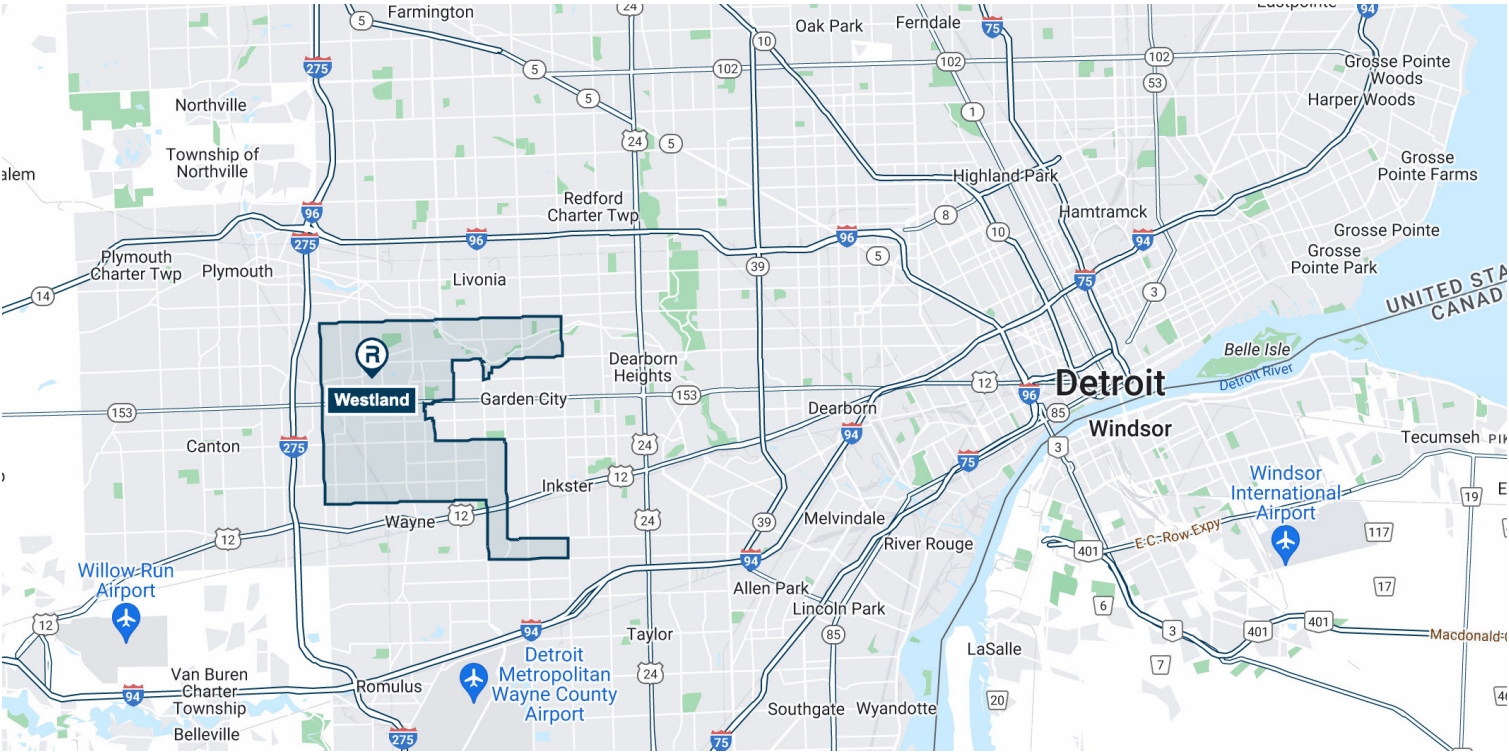# The**Retail**Coach®

Community Demographic Profile

WESTLAND, MICHIGAN

Prepared for City of Westland
December 2023

Community • Demographic Snapshot
Westland, Michigan

Population

2023	83,898

Educational Attainment (%)

Graduate or Professional Degree	7.31%
Bachelors Degree	13.99%
Associate Degree	9.47%
Some College	26.15%
High School Graduate (GED)	33.33%
Some High School, No Degree	7.74%
Less than 9th Grade	2.01%

Income

Average HH	$72,820
Median HH	$56,998
Per Capita	$32,675

Age

0 - 9 Years	12.16%
10 - 17 Years	9.87%
18 - 24 Years	7.86%
25 - 34 Years	13.23%
35 - 44 Years	13.63%
45 - 54 Years	12.57%
55 - 64 Years	12.74%
65 and Older	17.95%
Median Age	40.02
Average Age	40.50

Race Distribution (%)

White	63.50%
Black/African American	22.22%
American Indian/Alaskan	0.68%
Asian	5.04%
Native Hawaiian/Islander	0.02%
Other Race	1.63%
Two or More Races	6.91%
Hispanic	4.93%

Alex Garza
City of Westland
Director of Economic Development
Phone   734.713.3888
Cell   313.443.6106
AGarza@CityOfWestland.com
www.CityOfWestland.com

Aaron Farmer
The Retail Coach, LLC
President

Office   662.844.2155
Cell   662.231.0608
AFarmer@theretailcoach.net
www.TheRetailCoach.net

Community • Demographic Profile

Westland, Michigan

DESCRIPTION	DATA	%
Population		
2023 Estimate	83,898	
2023 Est. Population by Single-Classification Race	**83,898**	
White Alone	53,278	63.50%
Black or African American Alone	18,643	22.22%
Amer. Indian and Alaska Native Alone	570	0.68%
Asian Alone	4,224	5.04%
Native Hawaiian and Other Pacific Island Alone	15	0.02%
Some Other Race Alone	1,368	1.63%
Two or More Races	5,800	6.91%
2023 Est. Population by Hispanic or Latino Origin	**83,898**	
Not Hispanic or Latino	79,762	95.07%
Hispanic or Latino	4,136	4.93%
Mexican	2,848	68.86%
Puerto Rican	585	14.14%
Cuban	77	1.86%
All Other Hispanic or Latino	626	15.14%

DESCRIPTION	DATA	%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**4,136**	
White Alone	1,201	29.04%
Black or African American Alone	159	3.84%
American Indian and Alaska Native Alone	126	3.05%
Asian Alone	17	0.41%
Native Hawaiian and Other Pacific Islander Alone	3	0.07%
Some Other Race Alone	1,055	25.51%
Two or More Races	1,575	38.08%
2023 Est. Pop by Race, Asian Alone, by Category	**4,224**	
Chinese, except Taiwanese	528	12.50%
Filipino	696	16.48%
Japanese	105	2.49%
Asian Indian	1,956	46.31%
Korean	98	2.32%
Vietnamese	306	7.24%
Cambodian	1	0.02%
Hmong	0	0.00%
Laotian	41	0.97%
Thai	5	0.12%
All Other Asian Races Including 2+ Category	488	11.55%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	69,104	87.70%
Speak Asian/Pacific Island Language at Home	1,605	2.04%
Speak IndoEuropean Language at Home	3,056	3.88%
Speak Spanish at Home	2,290	2.91%
Speak Other Language at Home	2,741	3.48%

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Westland, Michigan

DESCRIPTION	DATA	%
2023 Est. Population by Age	**83,898**	
Age 0 - 4	5,102	6.08%
Age 5 - 9	5,099	6.08%
Age 10 - 14	5,260	6.27%
Age 15 - 17	3,018	3.60%
Age 18 - 20	2,774	3.31%
Age 21 - 24	3,823	4.56%
Age 25 - 34	11,097	13.23%
Age 35 - 44	11,438	13.63%
Age 45 - 54	10,543	12.57%
Age 55 - 64	10,688	12.74%
Age 65 - 74	8,833	10.53%
Age 75 - 84	4,257	5.07%
Age 85 and over	1,966	2.34%
Age 16 and over	67,451	80.40%
Age 18 and over	65,419	77.97%
Age 21 and over	62,645	74.67%
Age 65 and over	15,056	17.95%
2023 Est. Median Age		40.02
2023 Est. Average Age		40.50
2023 Est. Population by Sex	**83,898**	
Male	40,095	47.79%
Female	43,803	52.21%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	**40,095**	
Age 0 - 4	2,632	6.56%
Age 5 - 9	2,604	6.50%
Age 10 - 14	2,678	6.68%
Age 15 - 17	1,518	3.79%
Age 18 - 20	1,402	3.50%
Age 21 - 24	1,867	4.66%
Age 25 - 34	5,417	13.51%
Age 35 - 44	5,597	13.96%
Age 45 - 54	5,126	12.79%
Age 55 - 64	5,134	12.81%
Age 65 - 74	3,872	9.66%
Age 75 - 84	1,652	4.12%
Age 85 and over	596	1.49%
2023 Est. Median Age, Male		38.43
2023 Est. Average Age, Male		38.90
2023 Est. Female Population by Age	**43,803**	
Age 0 - 4	2,470	5.64%
Age 5 - 9	2,495	5.70%
Age 10 - 14	2,582	5.89%
Age 15 - 17	1,500	3.42%
Age 18 - 20	1,372	3.13%
Age 21 - 24	1,956	4.46%
Age 25 - 34	5,680	12.97%
Age 35 - 44	5,841	13.34%
Age 45 - 54	5,417	12.37%
Age 55 - 64	5,554	12.68%
Age 65 - 74	4,961	11.33%
Age 75 - 84	2,605	5.95%
Age 85 and over	1,370	3.13%
2023 Est. Median Age, Female		41.55
2023 Est. Average Age, Female		42.00

Community • Demographic Profile

Westland, Michigan

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	25,434	37.16%
Males, Never Married	12,682	18.53%
Females, Never Married	12,752	18.63%
Married, Spouse present	25,759	37.64%
Married, Spouse absent	2,356	3.44%
Widowed	4,736	6.92%
Males Widowed	1,092	1.60%
Females Widowed	3,644	5.33%
Divorced	10,152	14.83%
Males Divorced	4,410	6.44%
Females Divorced	5,742	8.39%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,181	2.01%
Some High School, no diploma	4,553	7.74%
High School Graduate (or GED)	19,607	33.33%
Some College, no degree	15,383	26.15%
Associate Degree	5,568	9.47%
Bachelor's Degree	8,230	13.99%
Master's Degree	3,630	6.17%
Professional School Degree	433	0.74%
Doctorate Degree	237	0.40%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	606	27.26%
High School Graduate	794	35.72%
Some College or Associate's Degree	535	24.07%
Bachelor's Degree or Higher	288	12.96%
Households		
2023 Estimate	37,132	
2010 Census	35,902	
Growth 2010 - 2020		3.43%
2023 Est. Households by Household Type	37,132	
Family Households	21,884	58.94%
Nonfamily Households	15,248	41.06%
2023 Est. Group Quarters Population	1,144	
2023 Households by Ethnicity, Hispanic/Latino	1,370	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	37,132	
Income < $15,000	3,344	9.01%
Income $15,000 - $24,999	3,868	10.42%
Income $25,000 - $34,999	3,513	9.46%
Income $35,000 - $49,999	5,556	14.96%
Income $50,000 - $74,999	7,329	19.74%
Income $75,000 - $99,999	5,165	13.91%
Income $100,000 - $124,999	3,293	8.87%
Income $125,000 - $149,999	2,002	5.39%
Income $150,000 - $199,999	1,706	4.59%
Income $200,000 - $249,999	750	2.02%
Income $250,000 - $499,999	472	1.27%
Income $500,000+	134	0.36%
2023 Est. Average Household Income		$72,820
2023 Est. Median Household Income		$56,998
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$59,460
Black or African American Alone		$48,516
American Indian and Alaska Native Alone		$46,734
Asian Alone		$71,750
Native Hawaiian and Other Pacific Islander Alone		$50,000
Some Other Race Alone		$48,443
Two or More Races		$61,954
Hispanic or Latino		$67,056
Not Hispanic or Latino		$56,785
2023 Est. Family HH Type by Presence of Own Child.	21,884	
Married-Couple Family, own children	5,568	25.44%
Married-Couple Family, no own children	8,202	37.48%
Male Householder, own children	938	4.29%
Male Householder, no own children	1,076	4.92%
Female Householder, own children	3,300	15.08%
Female Householder, no own children	2,800	12.80%
2023 Est. Households by Household Size	37,132	
1-person	13,483	36.31%
2-person	11,399	30.70%
3-person	5,213	14.04%
4-person	4,052	10.91%
5-person	1,862	5.01%
6-person	644	1.73%
7-or-more-person	479	1.29%
2023 Est. Average Household Size		2.23

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Community • Demographic Profile

Westland, Michigan

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	**37,132**	
Households with 1 or More People under Age 18:	10,959	29.51%
Married-Couple Family	5,952	54.31%
Other Family, Male Householder	1,091	9.96%
Other Family, Female Householder	3,790	34.58%
Nonfamily, Male Householder	101	0.92%
Nonfamily, Female Householder	25	0.23%
Households with No People under Age 18:	**26,173**	
Married-Couple Family	7,822	29.89%
Other Family, Male Householder	923	3.53%
Other Family, Female Householder	2,307	8.81%
Nonfamily, Male Householder	6,549	25.02%
Nonfamily, Female Householder	8,572	32.75%
2023 Est. Households by Number of Vehicles	**37,132**	
No Vehicles	3,536	9.52%
1 Vehicle	16,014	43.13%
2 Vehicles	12,474	33.59%
3 Vehicles	3,518	9.47%
4 Vehicles	1,121	3.02%
5 or more Vehicles	469	1.26%
2023 Est. Average Number of Vehicles		1.6
Family Households		
2023 Estimate	21,884	
2010 Census	21,303	
Growth 2010 - 2023		2.73%
2023 Est. Families by Poverty Status	**21,884**	
2023 Families at or Above Poverty	19,555	89.36%
2023 Families at or Above Poverty with Children	8,139	37.19%
2023 Families Below Poverty	2,329	10.64%
2023 Families Below Poverty with Children	1,692	7.73%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	42,088	62.40%
Civilian Labor Force, Unemployed	1,751	2.60%
Armed Forces	38	0.06%
Not in Labor Force	23,574	34.95%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**41,320**	
For-Profit Private Workers	33,737	81.65%
Non-Profit Private Workers	2,708	6.55%
Local Government Workers	360	0.87%
State Government Workers	1,070	2.59%
Federal Government Workers	1,561	3.78%
Self-Employed Workers	1,797	4.35%
Unpaid Family Workers	87	0.21%
2023 Est. Civ. Employed Pop 16+ by Occupation	**41,320**	
Architect/Engineer	947	2.29%
Arts/Entertainment/Sports	532	1.29%
Building Grounds Maintenance	1,828	4.42%
Business/Financial Operations	1,688	4.08%
Community/Social Services	619	1.50%
Computer/Mathematical	1,499	3.63%
Construction/Extraction	1,350	3.27%
Education/Training/Library	1,791	4.33%
Farming/Fishing/Forestry	23	0.06%
Food Prep/Serving	2,479	6.00%
Health Practitioner/Technician	1,779	4.30%
Healthcare Support	1,940	4.70%
Maintenance Repair	1,258	3.04%
Legal	192	0.47%
Life/Physical/Social Science	261	0.63%
Management	3,196	7.74%
Office/Admin. Support	5,262	12.74%
Production	4,402	10.65%
Protective Services	725	1.75%
Sales/Related	3,647	8.83%
Personal Care/Service	1,423	3.44%
Transportation/Moving	4,479	10.84%
2023 Est. Pop 16+ by Occupation Classification	**41,320**	
White Collar	21,413	51.82%
Blue Collar	11,489	27.80%
Service and Farm	8,418	20.37%
2023 Est. Workers Age 16+ by Transp. to Work	**40,324**	
Drove Alone	33,410	82.85%
Car Pooled	3,737	9.27%
Public Transportation	508	1.26%
Walked	752	1.86%
Bicycle	116	0.29%
Other Means	698	1.73%
Worked at Home	1,103	2.73%

Community • Demographic Profile

Westland, Michigan

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	8,588	
15 - 29 Minutes	15,897	
30 - 44 Minutes	9,217	
45 - 59 Minutes	2,947	
60 or more Minutes	2,426	
2023 Est. Avg Travel Time to Work in Minutes		28
2023 Est. Occupied Housing Units by Tenure	37,132	
Owner Occupied	22,286	60.02%
Renter Occupied	14,846	39.98%
2023 Owner Occ. HUs: Avg. Length of Residence		18.50†
2023 Renter Occ. HUs: Avg. Length of Residence		6.80†
2023 Est. Owner-Occupied Housing Units by Value	**37,132**	
Value Less than $20,000	387	1.74%
Value $20,000 - $39,999	589	2.64%
Value $40,000 - $59,999	551	2.47%
Value $60,000 - $79,999	935	4.20%
Value $80,000 - $99,999	1,528	6.86%
Value $100,000 - $149,999	5,280	23.69%
Value $150,000 - $199,999	6,469	29.03%
Value $200,000 - $299,999	4,240	19.02%
Value $300,000 - $399,999	1,384	6.21%
Value $400,000 - $499,999	474	2.13%
Value $500,000 - $749,999	199	0.89%
Value $750,000 - $999,999	116	0.52%
Value $1,000,000 or $1,499,999	68	0.31%
Value $1,500,000 or $1,999,999	28	0.13%
Value $2,000,000+	38	0.17%
2023 Est. Median All Owner-Occupied Housing Value		$164,270
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	22,562	57.16%
1 Unit Attached	2,554	6.47%
2 Units	1,053	2.67%
3 or 4 Units	1,424	3.61%
5 to 19 Units	7,002	17.74%
20 to 49 Units	1,594	4.04%
50 or More Units	2,378	6.03%
Mobile Home or Trailer	904	2.29%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	345	0.87%
Housing Units Built 2010 to 2014	113	0.29%
Housing Units Built 2000 to 2009	1,909	4.84%
Housing Units Built 1990 to 1999	4,316	10.94%
Housing Units Built 1980 to 1989	4,150	10.51%
Housing Units Built 1970 to 1979	7,357	18.64%
Housing Units Built 1960 to 1969	7,727	19.58%
Housing Units Built 1950 to 1959	9,924	25.14%
Housing Units Built 1940 to 1949	2,593	6.57%
Housing Unit Built 1939 or Earlier	1,037	2.63%
2023 Est. Median Year Structure Built		1968

† Years

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information.Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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