

Expanded Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.3239/-83.4794

New Towne Center Canton, MI 48187	3 mi radius	5 mi radius	10 mi radius
Population			
Estimated Population (2025)	87,912	178,764	595,697
Projected Population (2030)	87,500	177,833	584,786
Census Population (2020)	92,807	185,330	611,733
Census Population (2010)	87,309	173,195	586,373
Projected Annual Growth (2025 to 2030)	-412 -	-931 -0.1%	-10,912 -0.4%
Historical Annual Growth (2020 to 2025)	-4,895 -1.1%	-6,566 -0.7%	-16,036 -0.5%
Historical Annual Growth (2010 to 2020)	5,498 1.3%	12,135 1.4%	25,360 0.9%
Estimated Population Density (2025)	3,111 psm	2,277 psm	1,897 psm
Trade Area Size	28.3 sq mi	78.5 sq mi	314.0 sq mi
Households			
Estimated Households (2025)	33,877	73,781	245,881
Projected Households (2030)	34,046	73,865	243,870
Census Households (2020)	34,462	74,644	248,114
Census Households (2010)	32,148	68,476	234,024
Estimated Households with Children (2025)	10,905 32.2%	20,812 28.2%	67,432 27.4%
Estimated Average Household Size (2025)	2.58	2.41	2.39
Average Household Income			
Estimated Average Household Income (2025)	\$150,053	\$132,634	\$119,335
Projected Average Household Income (2030)	\$147,470	\$130,631	\$117,922
Estimated Average Family Income (2025)	\$180,501	\$169,950	\$149,912
Median Household Income			
Estimated Median Household Income (2025)	\$121,354	\$104,176	\$93,041
Projected Median Household Income (2030)	\$119,996	\$103,299	\$92,592
Estimated Median Family Income (2025)	\$149,828	\$139,482	\$121,978
Per Capita Income			
Estimated Per Capita Income (2025)	\$57,877	\$54,815	\$49,412
Projected Per Capita Income (2030)	\$57,435	\$54,332	\$49,334
Estimated Per Capita Income 5 Year Growth	-\$442 -0.8%	-\$483 -0.9%	-\$78 -0.2%
Estimated Average Household Net Worth (2025)	\$1,646,603	\$1,425,868	\$1,260,606
Daytime Demos (2025)			
Total Businesses	2,876	6,930	21,222
Total Employees	26,047	91,519	251,635
Company Headquarter Businesses	117 4.1%	301 4.3%	860 4.1%
Company Headquarter Employees	3,011 11.6%	19,014 20.8%	52,787 21.0%
Employee Population per Business	9.1	13.2	11.9
Residential Population per Business	30.6	25.8	28.1

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New Towne Center

Canton, MI 48187

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Race & Ethnicity

White (2025)	58,248	66.3%	120,340	67.3%	402,411	67.6%
Black or African American (2025)	10,391	11.8%	25,269	14.1%	109,877	18.4%
American Indian or Alaska Native (2025)	160	0.2%	348	0.2%	1,323	0.2%
Asian (2025)	14,403	16.4%	22,886	12.8%	46,780	7.9%
Hawaiian or Pacific Islander (2025)	8	-	20	-	127	-
Other Race (2025)	1,097	1.2%	2,409	1.3%	8,397	1.4%
Two or More Races (2025)	3,605	4.1%	7,492	4.2%	26,782	4.5%
Not Hispanic or Latino Population (2025)	84,135	95.7%	170,786	95.5%	567,954	95.3%
Hispanic or Latino Population (2025)	3,777	4.3%	7,978	4.5%	27,743	4.7%
Not Hispanic or Latino Population (2030)	82,996	94.9%	168,344	94.7%	552,966	94.6%
Hispanic or Latino Population (2030)	4,504	5.1%	9,489	5.3%	31,820	5.4%
Not Hispanic or Latino Population (2020)	88,880	95.8%	177,143	95.6%	584,254	95.5%
Hispanic or Latino Population (2020)	3,927	4.2%	8,187	4.4%	27,480	4.5%
Not Hispanic or Latino Population (2010)	84,890	97.2%	168,079	97.0%	568,572	97.0%
Hispanic or Latino Population (2010)	2,420	2.8%	5,116	3.0%	17,802	3.0%
Projected Hispanic Annual Growth (2025 to 2030)	726	3.8%	1,511	3.8%	4,077	2.9%
Historic Hispanic Annual Growth (2010 to 2025)	1,358	3.7%	2,862	3.7%	9,941	3.7%

Age Distribution (2025)

Age Under 5	4,679	5.3%	9,663	5.4%	31,898	5.4%
Age 5 to 9 Years	5,446	6.2%	10,502	5.9%	34,914	5.9%
Age 10 to 14 Years	5,870	6.7%	11,088	6.2%	36,418	6.1%
Age 15 to 19 Years	5,839	6.6%	10,861	6.1%	37,672	6.3%
Age 20 to 24 Years	4,775	5.4%	9,570	5.4%	35,769	6.0%
Age 25 to 29 Years	5,042	5.7%	11,015	6.2%	37,884	6.4%
Age 30 to 34 Years	5,982	6.8%	12,745	7.1%	42,416	7.1%
Age 35 to 39 Years	5,871	6.7%	11,749	6.6%	37,493	6.3%
Age 40 to 44 Years	5,735	6.5%	11,320	6.3%	36,606	6.1%
Age 45 to 49 Years	5,661	6.4%	11,123	6.2%	35,053	5.9%
Age 50 to 54 Years	6,171	7.0%	12,452	7.0%	39,433	6.6%
Age 55 to 59 Years	5,858	6.7%	11,982	6.7%	40,143	6.7%
Age 60 to 64 Years	5,415	6.2%	11,499	6.4%	39,722	6.7%
Age 65 to 74 Years	9,424	10.7%	19,856	11.1%	65,156	10.9%
Age 75 to 84 Years	4,905	5.6%	10,328	5.8%	34,073	5.7%
Age 85 Years or Over	1,237	1.4%	3,010	1.7%	11,047	1.9%
Median Age	39.9		40.7		40.2	

Gender Age Distribution (2025)

Female Population	44,327	50.4%	91,033	50.9%	301,869	50.7%
Age 0 to 19 Years	10,581	23.9%	20,527	22.5%	68,383	22.7%
Age 20 to 64 Years	25,571	57.7%	52,650	57.8%	173,845	57.6%
Age 65 Years or Over	8,175	18.4%	17,856	19.6%	59,640	19.8%
Female Median Age	40.8		41.7		41.3	
Male Population	43,585	49.6%	87,731	49.1%	293,828	49.3%
Age 0 to 19 Years	11,253	25.8%	21,587	24.6%	72,519	24.7%
Age 20 to 64 Years	24,941	57.2%	50,806	57.9%	170,674	58.1%
Age 65 Years or Over	7,391	17.0%	15,339	17.5%	50,635	17.2%
Male Median Age	39.1		39.6		39.1	

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New Towne Center

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Household Income Distribution (2025)

HH Income \$200,000 or More	7,208	21.3%	12,939	17.5%	33,268	13.5%
HH Income \$150,000 to \$199,999	4,956	14.6%	8,415	11.4%	24,687	10.0%
HH Income \$100,000 to \$149,999	6,981	20.6%	13,777	18.7%	44,696	18.2%
HH Income \$75,000 to \$99,999	3,950	11.7%	8,790	11.9%	30,563	12.4%
HH Income \$50,000 to \$74,999	4,298	12.7%	10,998	14.9%	39,164	15.9%
HH Income \$35,000 to \$49,999	2,365	7.0%	6,653	9.0%	24,259	9.9%
HH Income \$25,000 to \$34,999	1,301	3.8%	3,718	5.0%	14,592	5.9%
HH Income \$15,000 to \$24,999	1,076	3.2%	3,833	5.2%	13,975	5.7%
HH Income Under \$15,000	1,742	5.1%	4,658	6.3%	20,676	8.4%
HH Income \$35,000 or More	29,757	87.8%	61,573	83.5%	196,638	80.0%
HH Income \$75,000 or More	23,095	68.2%	43,921	59.5%	133,216	54.2%

Housing (2025)

Total Housing Units	37,027		80,579		267,349	
Housing Units Occupied	33,877	91.5%	73,781	91.6%	245,881	92.0%
Housing Units Owner-Occupied	25,449	75.1%	51,930	70.4%	169,725	69.0%
Housing Units, Renter-Occupied	8,428	24.9%	21,852	29.6%	76,156	31.0%
Housing Units, Vacant	3,150	9.3%	6,798	9.2%	21,468	8.7%

Marital Status (2025)

Never Married	20,605	28.7%	45,208	30.6%	168,430	34.2%
Currently Married	40,193	55.9%	75,136	50.9%	228,800	46.5%
Separated	1,728	2.4%	4,192	2.8%	14,237	2.9%
Widowed	3,511	4.9%	7,858	5.3%	27,021	5.5%
Divorced	5,880	8.2%	15,116	10.2%	53,978	11.0%

Household Type (2025)

Population Family	73,369	83.5%	139,631	78.1%	457,240	76.8%
Population Non-Family	14,131	16.1%	38,014	21.3%	131,523	22.1%
Population Group Quarters	412	0.5%	1,120	0.6%	6,935	1.2%
Family Households	23,047	68.0%	44,327	60.1%	145,712	59.3%
Non-Family Households	10,829	32.0%	29,455	39.9%	100,169	40.7%
Married Couple with Children	9,052	22.5%	16,409	21.8%	47,955	21.0%
Average Family Household Size	3.2		3.2		3.1	

Household Size (2025)

1 Person Households	9,006	26.6%	24,693	33.5%	82,744	33.7%
2 Person Households	11,222	33.1%	22,605	30.6%	75,800	30.8%
3 Person Households	5,703	16.8%	11,105	15.1%	35,627	14.5%
4 Person Households	3,998	11.8%	8,047	10.9%	28,382	11.5%
5 Person Households	2,112	6.2%	4,049	5.5%	13,369	5.4%
6 or More Person Households	1,836	5.4%	3,282	4.4%	9,958	4.1%

Household Vehicles (2025)

Households with 0 Vehicles Available	1,687	5.0%	4,609	6.2%	17,848	7.3%
Households with 1 Vehicles Available	9,966	29.4%	26,175	35.5%	90,564	36.8%
Households with 2 or More Vehicles Available	22,224	65.6%	42,998	58.3%	137,469	55.9%
Total Vehicles Available	64,511		130,892		427,097	
Average Vehicles Per Household	1.9		1.8		1.7	

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Labor Force (2025)

Estimated Labor Population Age 16 Years or Over	70,705		145,257		484,993	
Estimated Civilian Employed	46,645	66.0%	93,930	64.7%	304,707	62.8%
Estimated Civilian Unemployed	1,303	1.8%	3,097	2.1%	15,233	3.1%
Estimated in Armed Forces	13	-	25	-	166	-
Estimated Not in Labor Force	22,745	32.2%	48,205	33.2%	164,887	34.0%
Unemployment Rate	1.8%		2.1%		3.1%	

Occupation (2025)

Occupation: Population Age 16 Years or Over	46,644		93,926		304,690	
Management, Business, Financial Operations	9,483	20.3%	18,056	19.2%	54,593	17.9%
Professional, Related Service	14,001	30.0%	26,121	27.8%	80,324	26.4%
Sales, Office	6,596	14.1%	13,768	14.7%	46,681	15.3%
Farming, Fishing, Forestry	8,115	17.4%	16,785	17.9%	57,176	18.8%
Construct, Extraction, Maintenance	30	-	98	0.1%	365	0.1%
Production, Transport Material Moving	1,834	3.9%	4,795	5.1%	17,783	5.8%
White Collar Workers	6,584	14.1%	14,304	15.2%	47,767	15.7%
Blue Collar Workers	31,599	67.7%	60,962	64.9%	192,094	63.0%
	15,045	32.3%	32,965	35.1%	112,596	37.0%

Consumer Expenditure (2025)

Total Household Expenditure	\$4.25 B		\$8.39 B		\$25.91 B	
Total Non-Retail Expenditure	\$2.18 B	51.3%	\$4.26 B	50.7%	\$12.92 B	49.9%
Total Retail Expenditure	\$2.07 B	48.7%	\$4.13 B	49.3%	\$12.99 B	50.1%
Alcoholic Beverages	\$26.36 M	0.6%	\$51.86 M	0.6%	\$159.74 M	0.6%
Apparel	\$77.93 M	1.8%	\$154.18 M	1.8%	\$478.89 M	1.8%
Contributions	\$143.52 M	3.4%	\$279.18 M	3.3%	\$845.18 M	3.3%
Education	\$100.54 M	2.4%	\$196.43 M	2.3%	\$598.76 M	2.3%
Entertainment	\$240.35 M	5.7%	\$476.07 M	5.7%	\$1.48 B	5.7%
Food Away From Home	\$186.41 M	4.4%	\$368.25 M	4.4%	\$1.14 B	4.4%
Grocery	\$248.88 M	5.9%	\$506.69 M	6.0%	\$1.64 B	6.3%
Health Care	\$228.61 M	5.4%	\$493.72 M	5.9%	\$1.64 B	6.3%
Household Furnishings and Equipment	\$113.52 M	2.7%	\$223.84 M	2.7%	\$691.73 M	2.7%
Household Operations	\$78.01 M	1.8%	\$154.63 M	1.8%	\$482.13 M	1.9%
Miscellaneous Expenses	\$72.52 M	1.7%	\$143.36 M	1.7%	\$444.4 M	1.7%
Personal Care	\$50.27 M	1.2%	\$101.5 M	1.2%	\$324.82 M	1.3%
Shelter	\$635.65 M	14.9%	\$1.28 B	15.2%	\$4.03 B	15.6%
Tax and Retirement	\$1.21 B	28.3%	\$2.28 B	27.1%	\$6.63 B	25.6%
Tobacco and Related	\$15.31 M	0.4%	\$33.33 M	0.4%	\$116.83 M	0.5%
Transportation	\$654.07 M	15.4%	\$1.29 B	15.4%	\$4.04 B	15.6%
Utilities	\$175.57 M	4.1%	\$358.55 M	4.3%	\$1.17 B	4.5%

Educational Attainment (2025)

Adult Population Age 25 Years or Over	61,303		127,080		419,026	
Elementary (Grade Level 0 to 8)	1,588	2.6%	3,097	2.4%	9,876	2.4%
Some High School (Grade Level 9 to 11)	1,845	3.0%	4,898	3.9%	19,393	4.6%
High School Graduate	9,193	15.0%	24,244	19.1%	96,283	23.0%
Some College	10,480	17.1%	24,176	19.0%	88,737	21.2%
Associate Degree Only	5,546	9.0%	10,983	8.6%	36,702	8.8%
Bachelor Degree Only	19,080	31.1%	34,793	27.4%	99,376	23.7%
Graduate Degree	13,572	22.1%	24,890	19.6%	68,658	16.4%

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Units In Structure (2025)

1 Detached Unit	23,347	72.6%	46,441	67.8%	164,291	70.2%
1 Attached Unit	2,971	9.2%	5,980	8.7%	17,070	7.3%
2 to 4 Units	1,395	4.3%	3,917	5.7%	11,715	5.0%
5 to 9 Units	3,045	9.5%	6,631	9.7%	18,506	7.9%
10 to 19 Units	1,360	4.2%	3,932	5.7%	12,496	5.3%
20 to 49 Units	388	1.2%	1,686	2.5%	5,583	2.4%
50 or More Units	878	2.7%	3,186	4.7%	9,819	4.2%
Mobile Home or Trailer	493	1.5%	2,009	2.9%	6,402	2.7%
Other Structure	-	-	-	-	-	-

Homes Built By Year (2025)

Homes Built 2010 or later	2,041	6.3%	4,725	6.9%	12,401	5.3%
Homes Built 2000 to 2009	4,108	12.8%	9,331	13.6%	23,596	10.1%
Homes Built 1990 to 1999	7,041	21.9%	13,181	19.2%	28,909	12.4%
Homes Built 1980 to 1989	4,032	12.5%	8,562	12.5%	24,081	10.3%
Homes Built 1970 to 1979	10,692	33.3%	17,833	26.0%	43,672	18.7%
Homes Built 1960 to 1969	2,066	6.4%	7,420	10.8%	35,589	15.2%
Homes Built 1950 to 1959	1,546	4.8%	5,788	8.5%	46,320	19.8%
Homes Built Before 1949	2,351	7.3%	6,941	10.1%	31,313	13.4%

Home Values (2025)

Home Values \$1,000,000 or More	327	1.3%	697	1.3%	2,873	1.7%
Home Values \$500,000 to \$999,999	4,105	16.1%	8,506	16.4%	21,897	12.9%
Home Values \$400,000 to \$499,999	3,937	15.5%	6,574	12.7%	16,467	9.7%
Home Values \$300,000 to \$399,999	7,761	30.5%	12,020	23.1%	29,612	17.4%
Home Values \$200,000 to \$299,999	6,252	24.6%	12,995	25.0%	42,095	24.8%
Home Values \$150,000 to \$199,999	1,305	5.1%	4,893	9.4%	25,023	14.7%
Home Values \$100,000 to \$149,999	528	2.1%	2,066	4.0%	12,844	7.6%
Home Values \$70,000 to \$99,999	321	1.3%	1,528	2.9%	7,419	4.4%
Home Values \$50,000 to \$69,999	211	0.8%	720	1.4%	3,700	2.2%
Home Values \$25,000 to \$49,999	240	0.9%	686	1.3%	2,960	1.7%
Home Values Under \$25,000	461	1.8%	1,244	2.4%	4,835	2.8%
Owner-Occupied Median Home Value	\$363,434		\$336,609		\$295,674	
Renter-Occupied Median Rent	\$1,172		\$1,075		\$1,070	

Transportation To Work (2025)

Drive to Work Alone	30,406	65.2%	63,439	67.5%	211,933	69.6%
Drive to Work in Carpool	4,074	8.7%	8,317	8.9%	27,387	9.0%
Travel to Work by Public Transportation	739	1.6%	1,577	1.7%	5,922	1.9%
Drive to Work on Motorcycle	26	-	53	-	193	-
Walk or Bicycle to Work	651	1.4%	1,405	1.5%	5,713	1.9%
Other Means	591	1.3%	1,235	1.3%	3,899	1.3%
Work at Home	10,158	21.8%	17,901	19.1%	49,643	16.3%

Travel Time (2025)

Travel to Work in 14 Minutes or Less	7,684	16.5%	16,407	17.5%	54,848	18.0%
Travel to Work in 15 to 29 Minutes	12,978	27.8%	28,928	30.8%	104,205	34.2%
Travel to Work in 30 to 59 Minutes	14,139	30.3%	27,208	29.0%	83,830	27.5%
Travel to Work in 60 Minutes or More	1,686	3.6%	3,483	3.7%	12,164	4.0%
Average Minutes Travel to Work	25.8		24.8		24.0	