

SECTION

TWO

PEOPLE

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POPULATION & HOUSEHOLD SIZE

(2.1) Population, 2012 Estimate



DOWNTOWN – 5,269 PEOPLE



MIDTOWN – 18,388 PEOPLE



WOODBIDGE – 3,807 PEOPLE



CORKTOWN – 2,834 PEOPLE



LAFAYETTE PARK – 3,494 PEOPLE



RIVERTOWN – 1,245 PEOPLE



(2.2) Average Household Size, 2012 Estimate

GREATER
DOWNTOWN



1.7 people

DETROIT



2.7 people

MICHIGAN



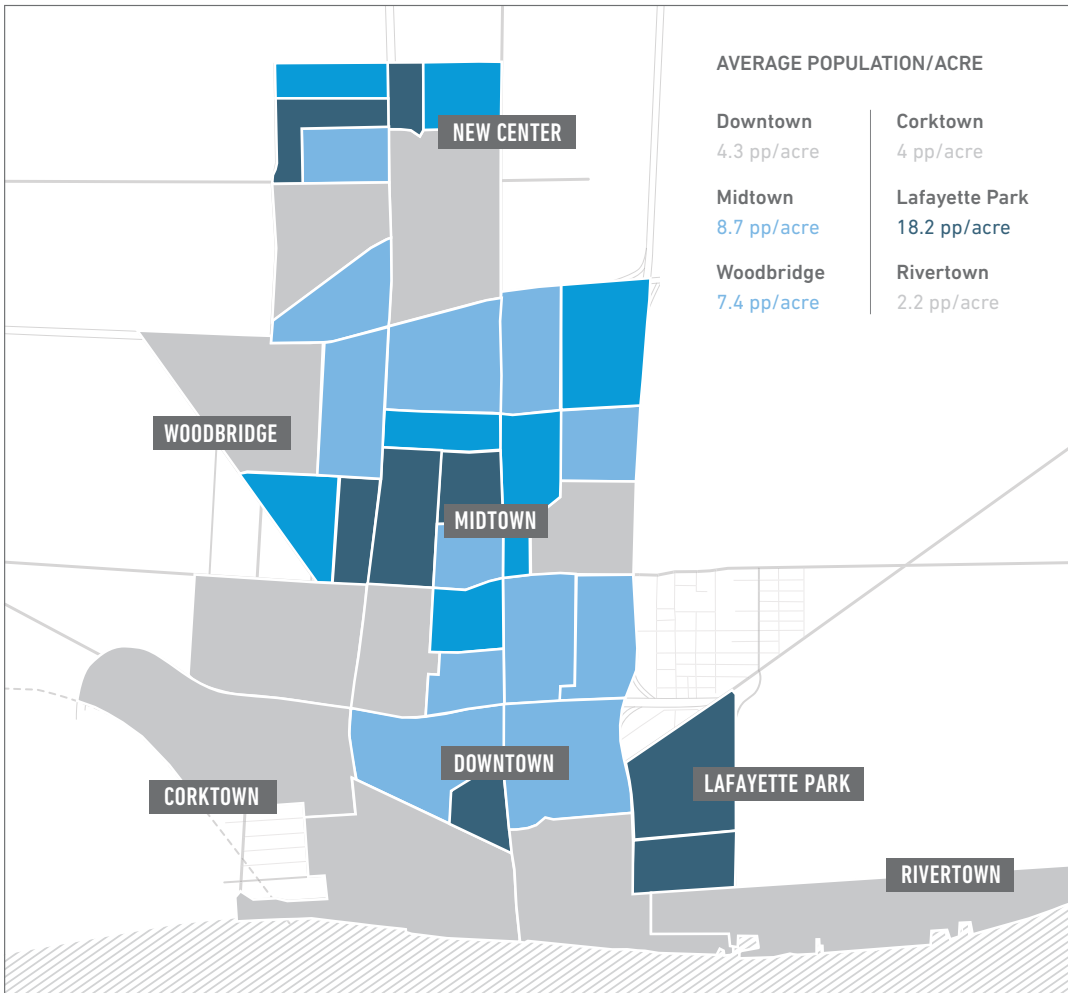
2.5 people

U.S.

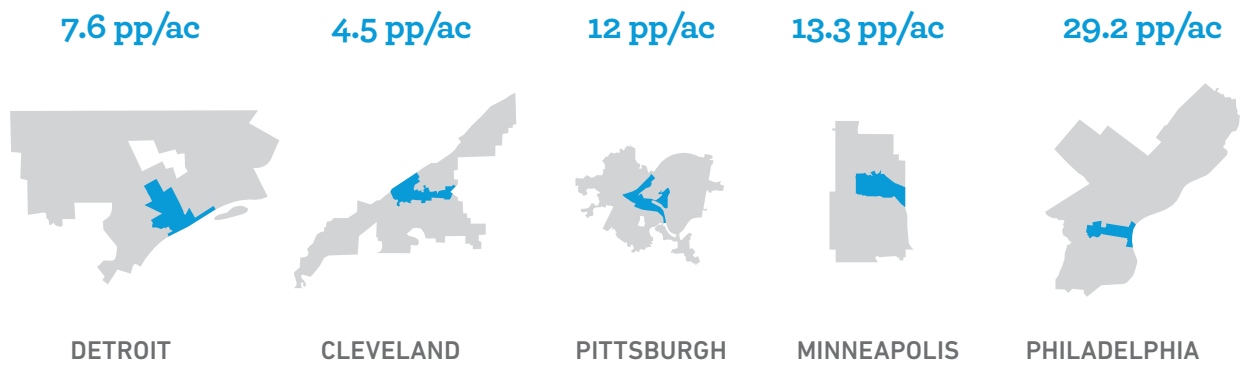


2.6 people

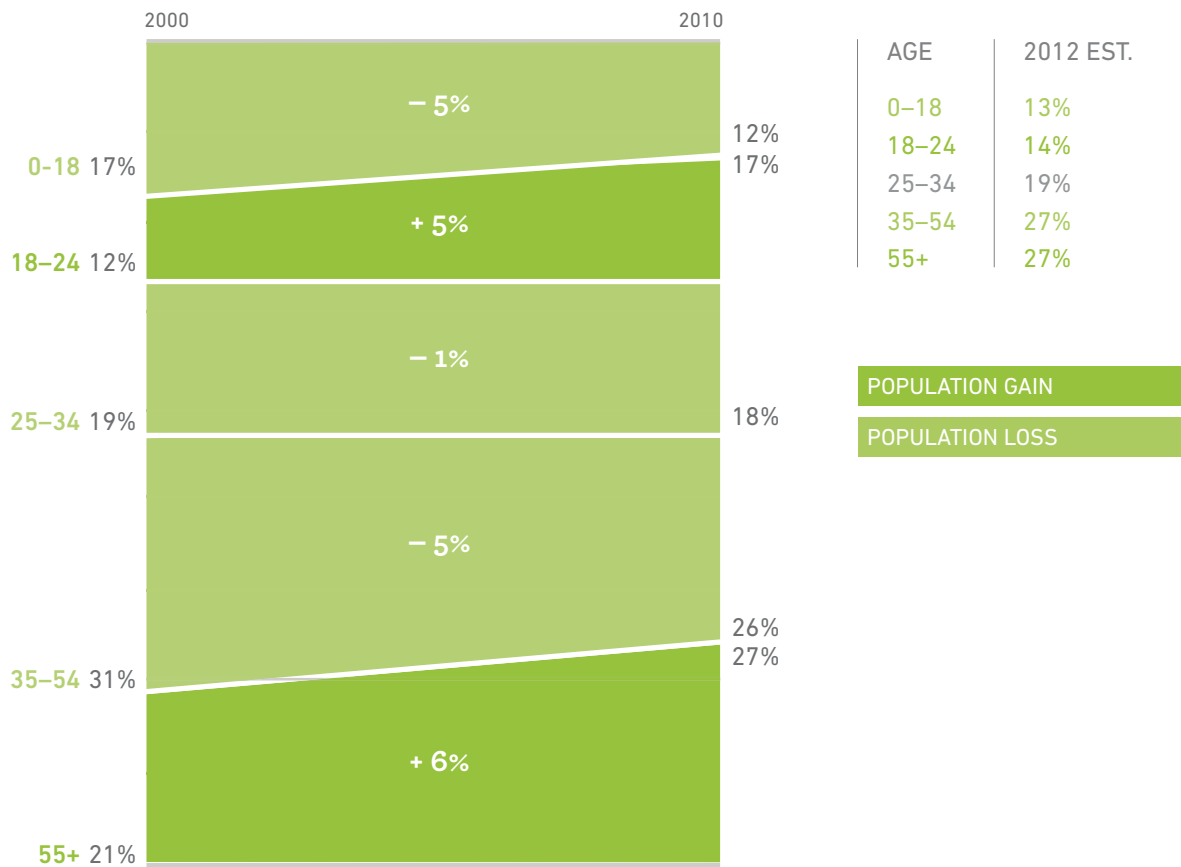
(2.3) Greater Downtown Population Density, 2012 Estimate



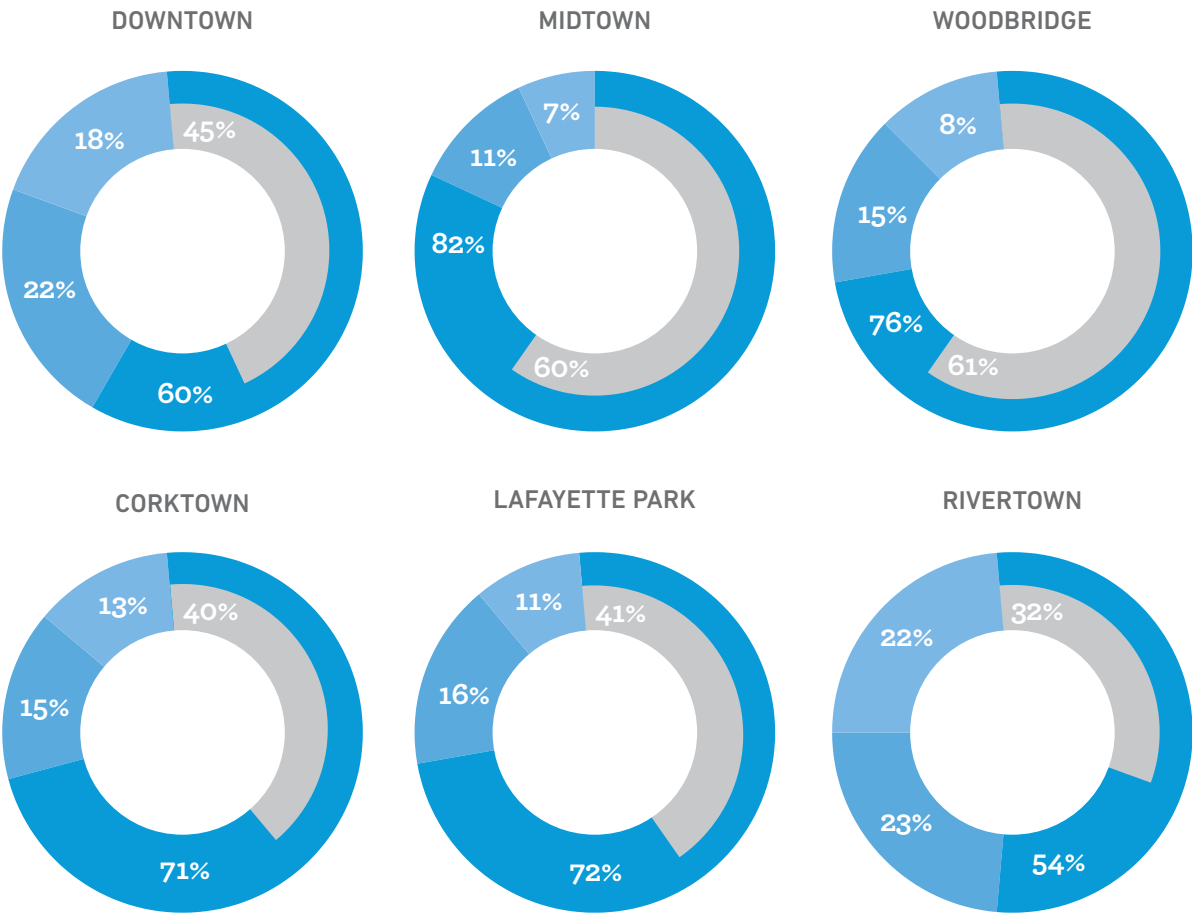
(2.4) Population Density, City-Center Comparisons, 2012 Estimate



(2.5) Age, as a Share of Population in Greater Downtown, 2000–2010, 2012 Estimate

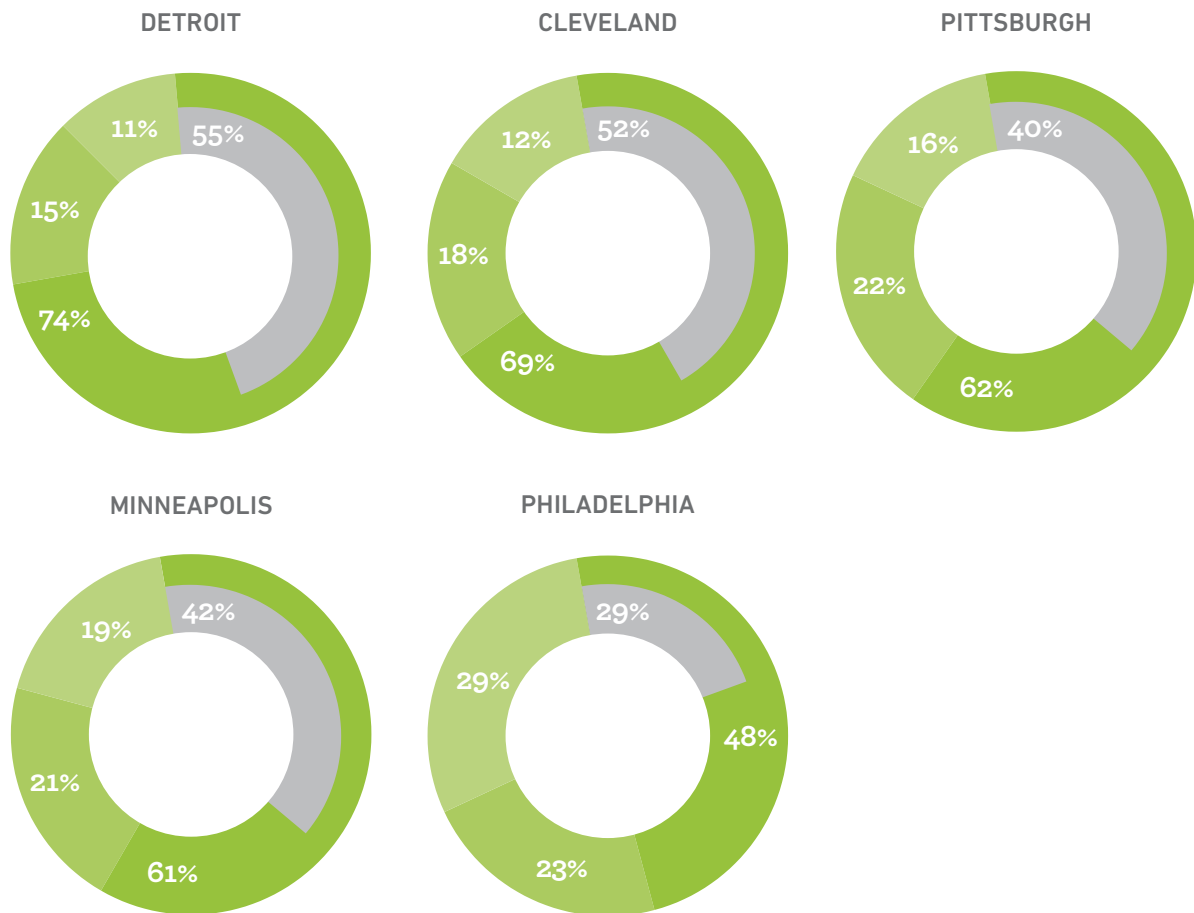


(2.6) Income Distribution, Percentage and Number of Households, 2012 Estimate



< \$25 K	NEIGHBORHOOD	< \$25K	< \$50K	\$50K–\$100K	\$100K+
< \$50K	DOWNTOWN	1,505 HH	2,056 HH	695 HH	560 HH
\$50K–\$100K	MIDTOWN	6,136 HH	8,162 HH	1,207 HH	748 HH
\$100K +	WOODBIDGE	1,139 HH	2,056 HH	695 HH	560 HH
	CORKTOWN	533 HH	946 HH	200 HH	183 HH
	LAFAYETTE PARK	1,115 HH	1,966 HH	431 HH	297 HH
	RIVERTOWN	300 HH	516 HH	220 HH	211 HH

(2.7) Income Distribution City-Center Comparison, 2012 Estimate

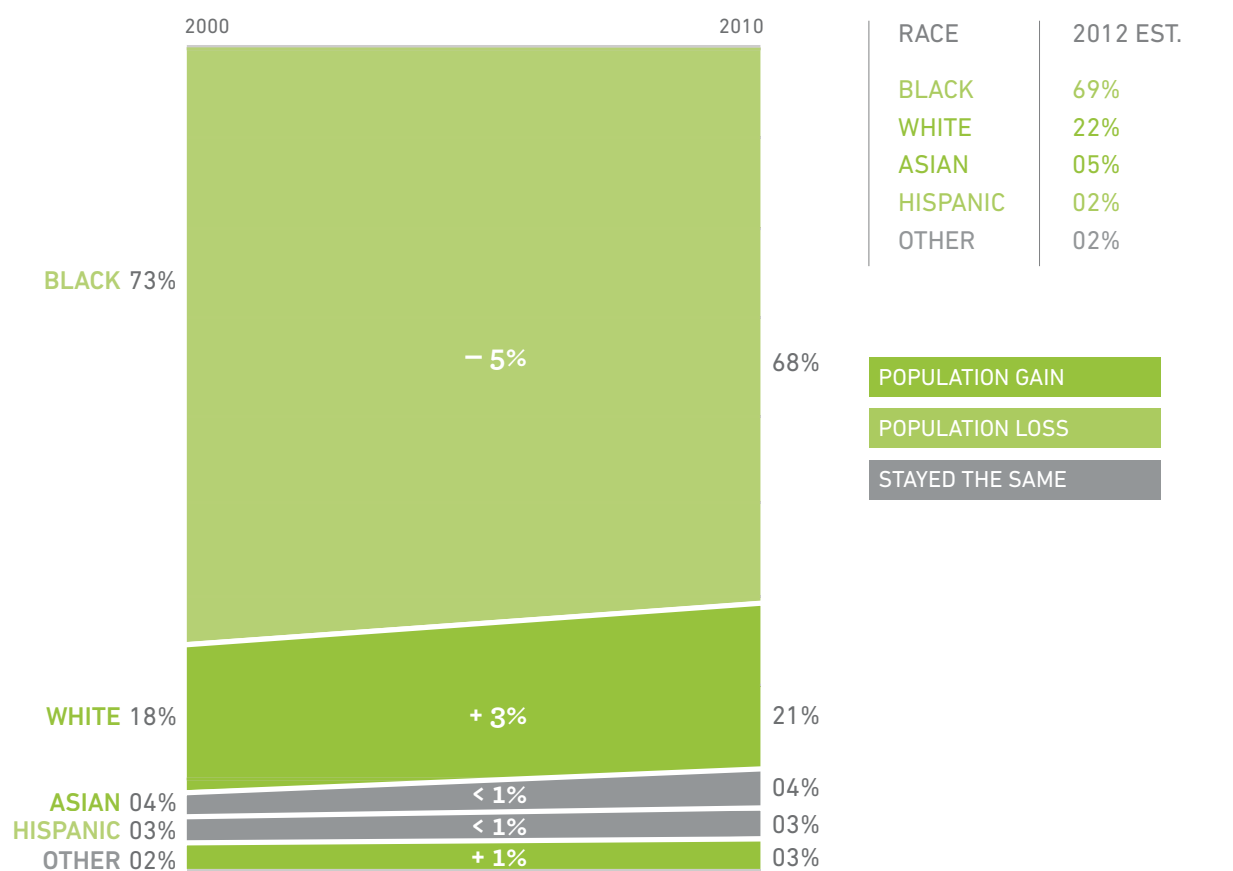


	CITY CENTER	< \$25K	< \$50K	\$50K-\$100K	\$100K+
< \$25 K					
< \$50K					
\$50K-\$100K					
\$100K +					
	DETROIT	10,728 HH	15,070 HH	3,042 HH	2,158 HH
	CLEVELAND	4,911 HH	6,588 HH	1,762 HH	1,127 HH
	PITTSBURGH	4,147 HH	6,363 HH	2,260 HH	1,638 HH
	MINNEAPOLIS	10,510 HH	14,862 HH	5,157 HH	4,712 HH
	PHILADELPHIA	10,728 HH	20,002 HH	9,736 HH	12,034 HH

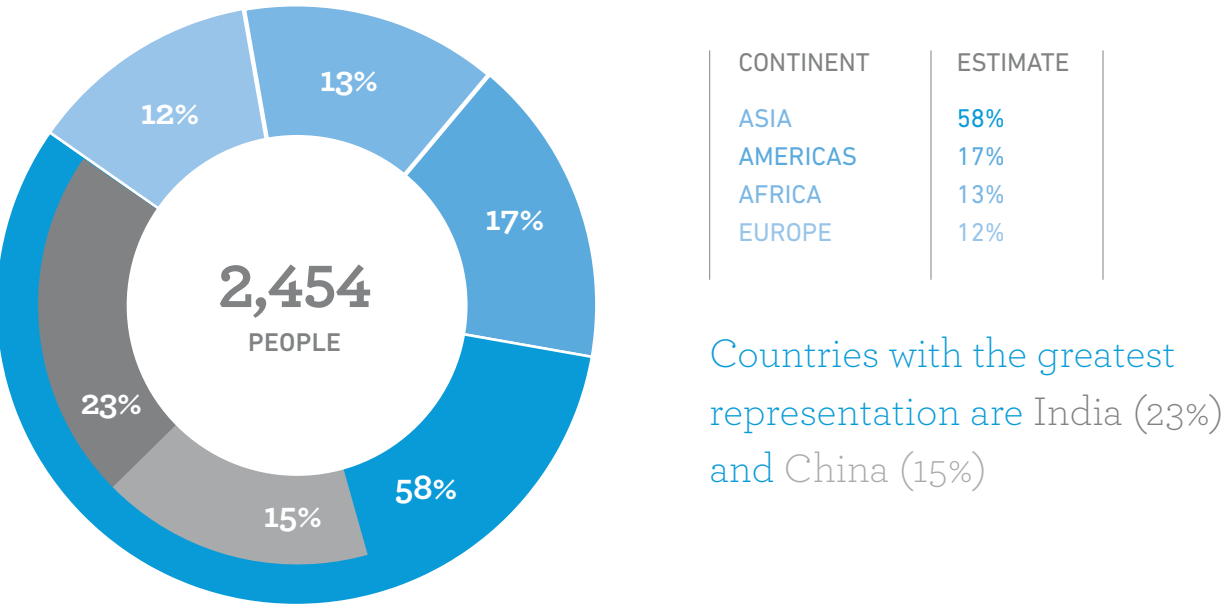
RACE & ETHNICITY

Greater Downtown has become increasingly racially diverse with black residents accounting for the racial majority (69%). The percentage of foreign-born residents in the Greater Downtown exceeds the percentage of foreign-born residents in the city and state.

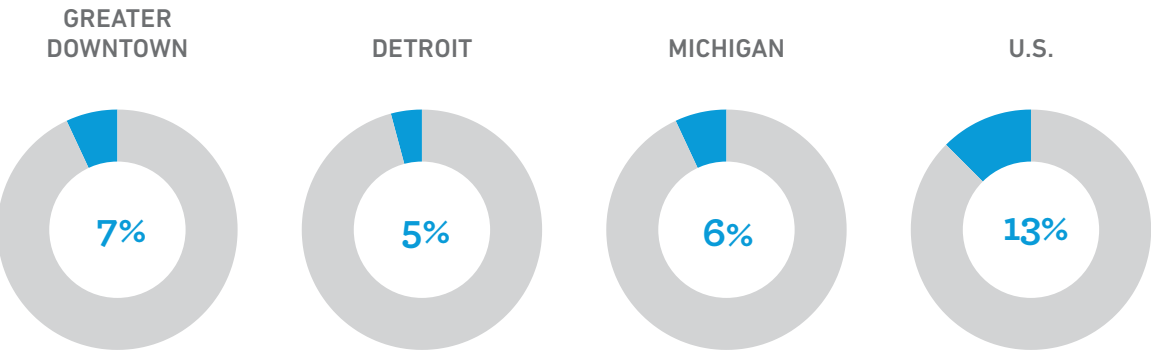
(2.8) Race & Ethnicity as a Share of Population in Greater Downtown, 2000–2010, 2012 Estimate



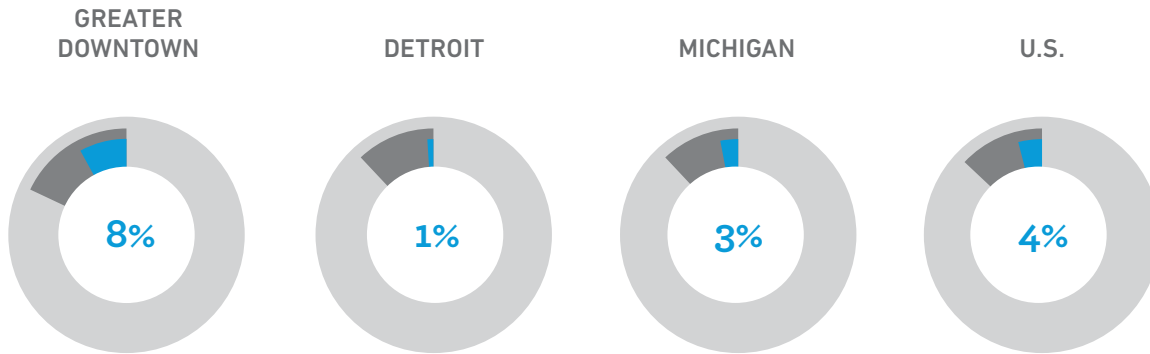
(2.9) Foreign-Born Population in Greater Downtown, by Continent, 2012 Estimate



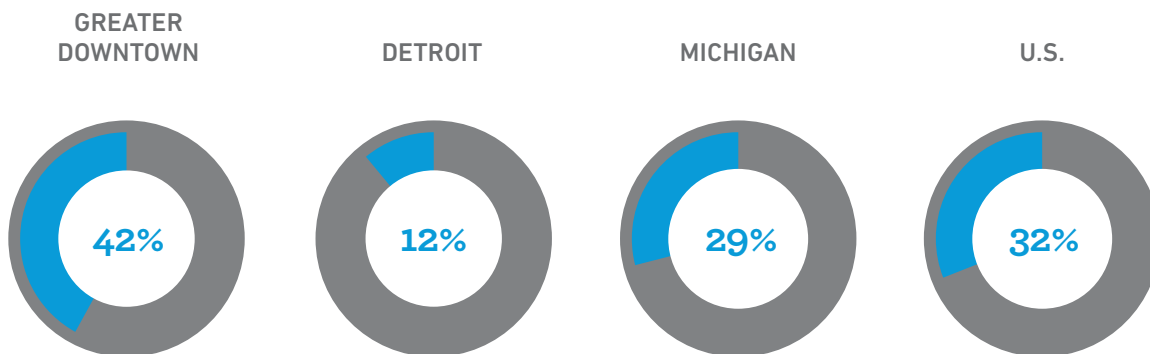
(2.10) Foreign-Born, as Share of Total Population, Nesting Geography Comparison, 2012 Estimate



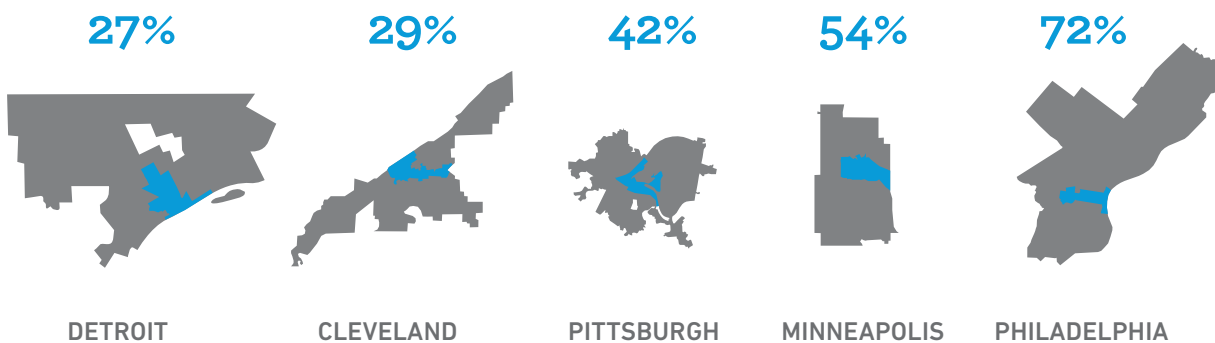
(2.11) Age 25–34, and College Educated, of the Total Population, 2012 Estimate



(2.12) College Educated, of the 25–34 Population, 2012 Estimate

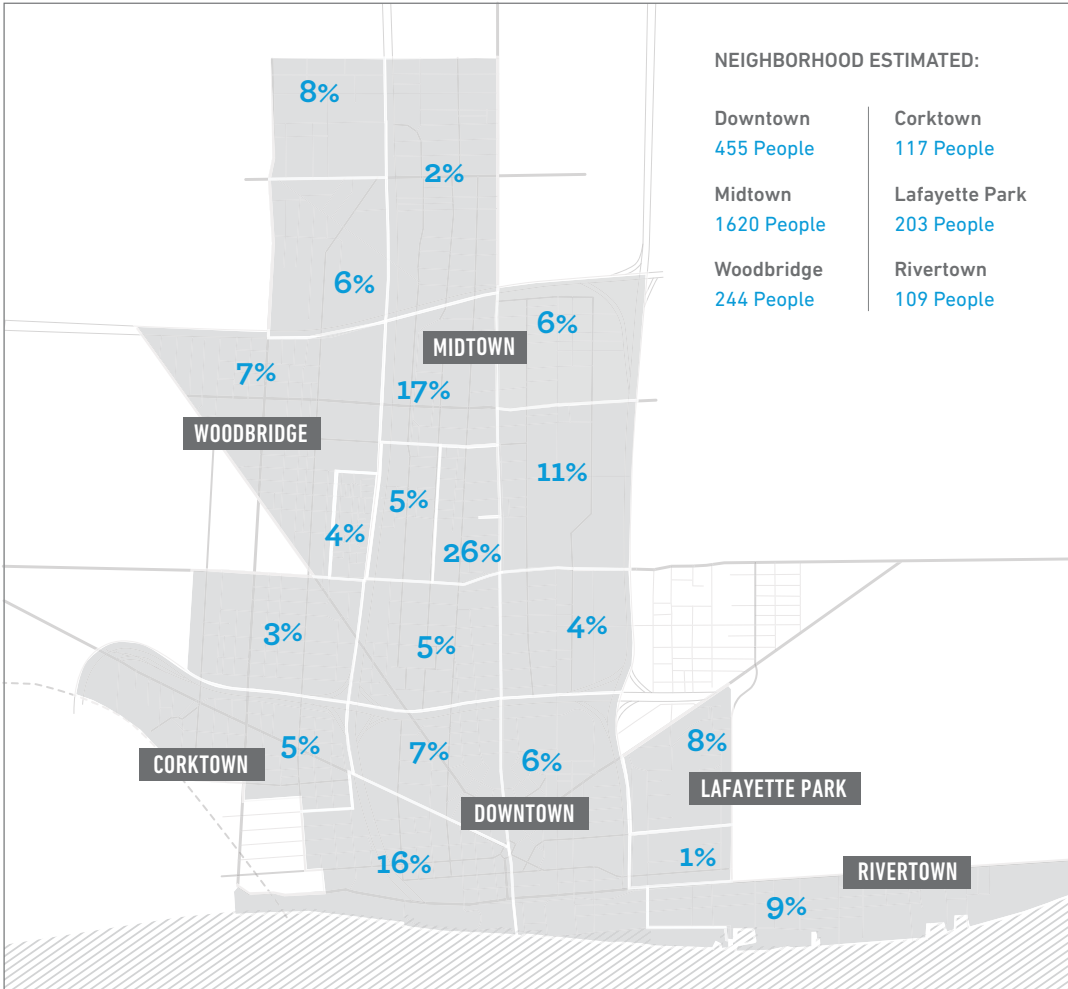


(2.13) College Educated, of the Age 25 + Population, City-Center Comparisons, 2012 Estimate



RESIDENCE OF YOUNG PROFESSIONALS

(2.14) Residence of Age 25–34, and College Educated, 2012 Estimate

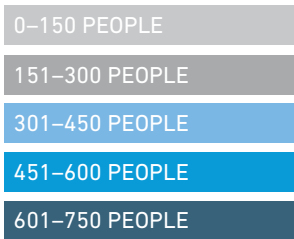
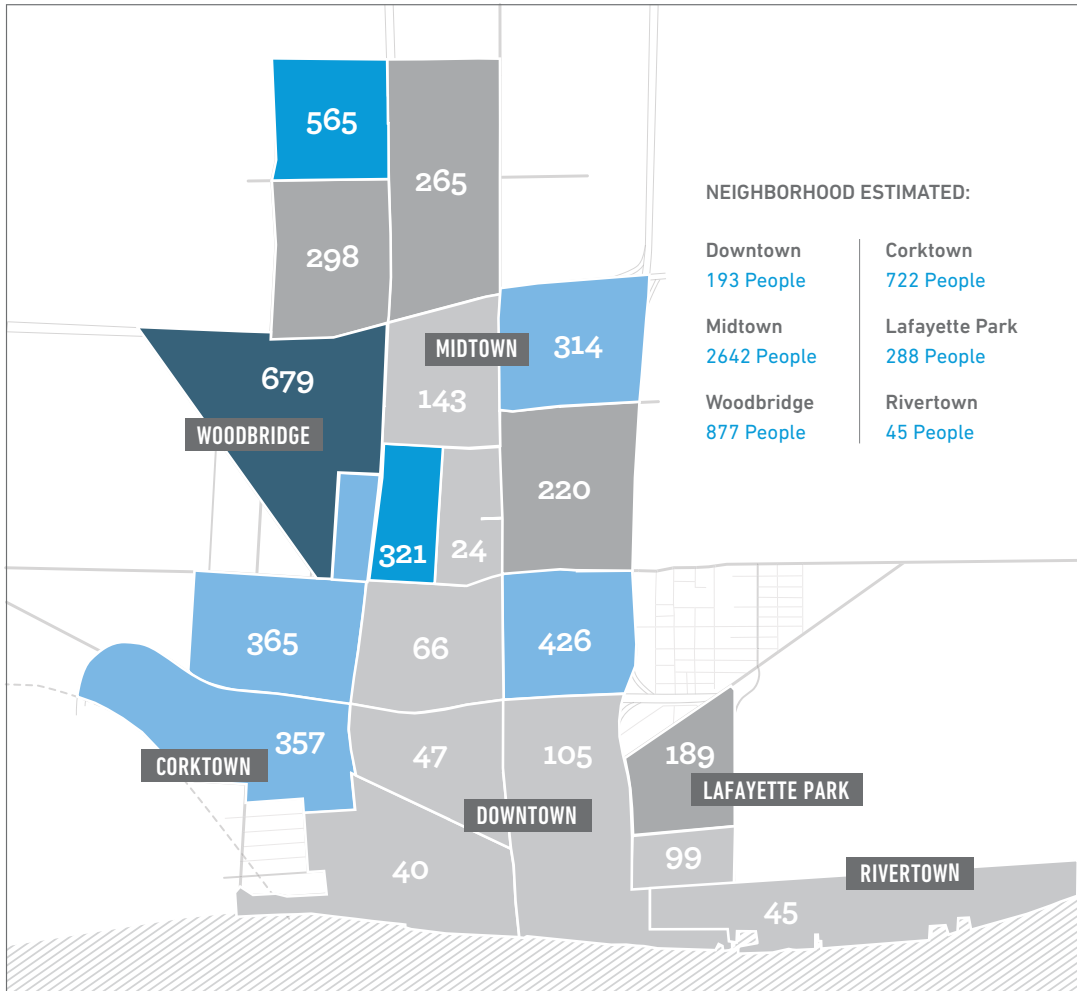


* Percentages indicate the proportion of population in area of Greater Downtown with a Bachelor's Degree or higher.

2,748 25–34 year-olds with a bachelor's degree or higher reside in Greater Downtown. **Downtown, Midtown and Woodbridge** have the highest number of young and college-educated residents.



(2.15) Population Under 18 Years Old, 2012 Estimate



There are **4,767** people under the age of 18 living in Greater Downtown.

Left:
Fisher Kahn Apartments, Midtown

(2.16) Over 1,600 young professionals were selected to work three months to two years for Detroit-area employers or programs.



1300 interns, who were either working on or recently received a bachelor's degree, were selected to work as part of the **Quicken Loans Internship Program** or the **D:hive Residency**. This is an increase of nearly 700 interns from 2012.



329 fellows, holding a bachelor's degree or higher, were selected for the **Detroit Revitalization Fellows Program**, **Challenge Detroit**, **Teach for America** and **Venture for America**.

(2.17) ANCHOR ACADEMIC INSTITUTIONS, 2013

WSU PUBLIC UNIVERSITY



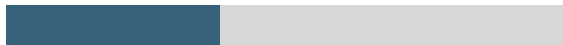
1 central campus in Midtown with over 100 buildings on nearly 200 acres of land.

28,000 STUDENTS

REPRESENTING 50 STATES



AND 70 COUNTRIES



\$2.6 BILLION

annual economic impact.



3,000 units of on-campus housing in seven buildings, currently at full occupancy.

Placement: Of all the students who graduated from WSU in 2013–2014, 92% of them work in Michigan, and 8% work out of state. 20% of WSU graduates who work in Michigan after graduation work exclusively in Midtown.

CCS PRIVATE ART & DESIGN COLLEGE



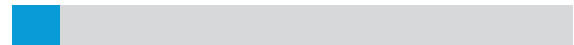
2 campuses in Midtown: the Walter and Josephine Ford Campus in Art Center and the A. Alfred Taubman Center for Design Ed. in New Center.

1,412 STUDENTS

REPRESENTING 29 STATES



AND 17 COUNTRIES



\$145 MILLION

campus expansion project began in 2006.

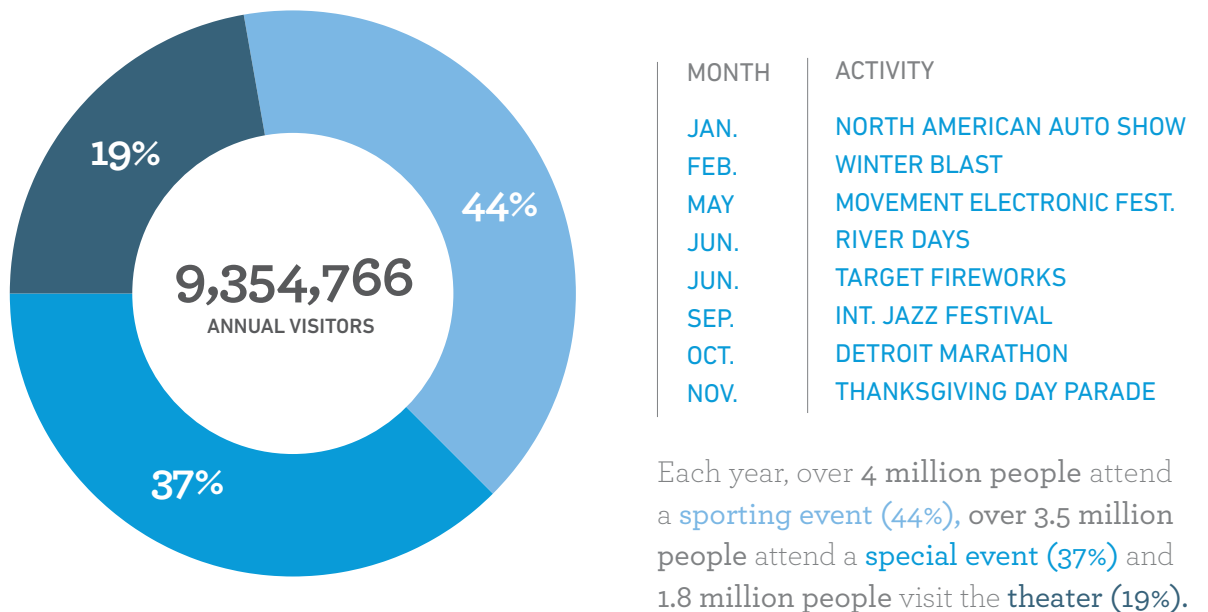


520 students on-campus in two buildings, currently at full occupancy.

Enrollment: Of all the students who attend CCS, over 6% are from Detroit proper while 83% are from Michigan. The remaining 17% of students come from 29 states and 17 countries.

Placement: Of all the students who graduated from CCS in 2013–2014, 52% of them work in Michigan, 39% work outside of the state, and 9% work outside the United States.

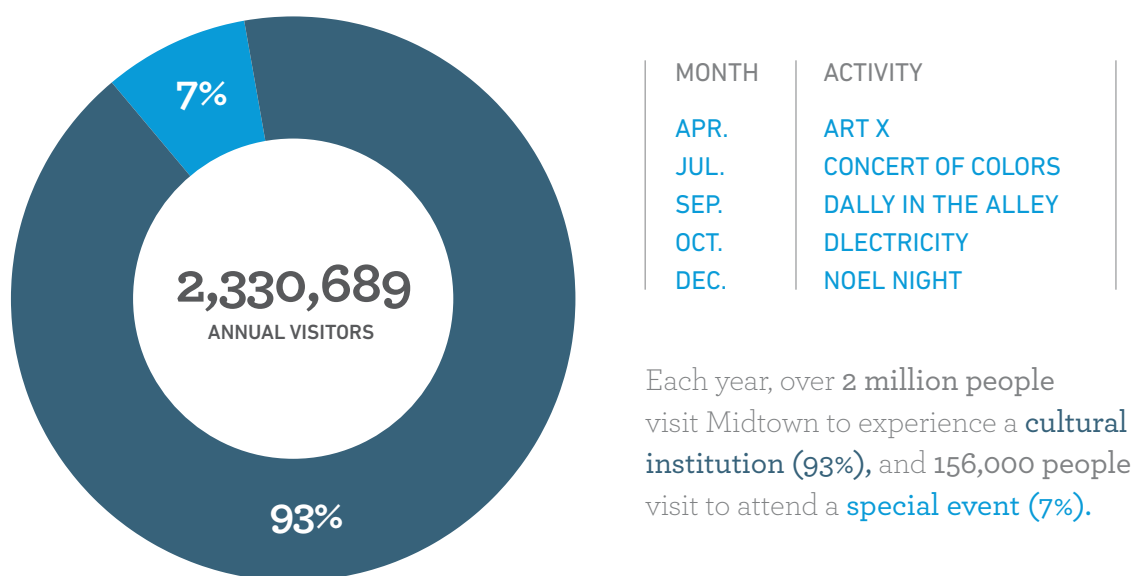
(2.18) Downtown Total Annual Visitors, 2013



Event Venues & Placemaking

There are **126,058 stadium seats** and **12,550 theater seats** in Downtown Detroit: Ford Field (65K), Comerica Park (41K), Joe Louis Arena (20K), Fox Theatre (5K), Detroit Opera House (3.2K), Fillmore Detroit (2.2K) and Music Hall (1.7K). In 2013, it is estimated that over **2 million people** came to special events at Campus Martius Park and Cadillac Square. It is estimated that in 2013 **4 million visitors** came to events that took place on or around the Detroit Riverfront and RiverWalk.

(2.19) Midtown Total Annual Visitors, 2013

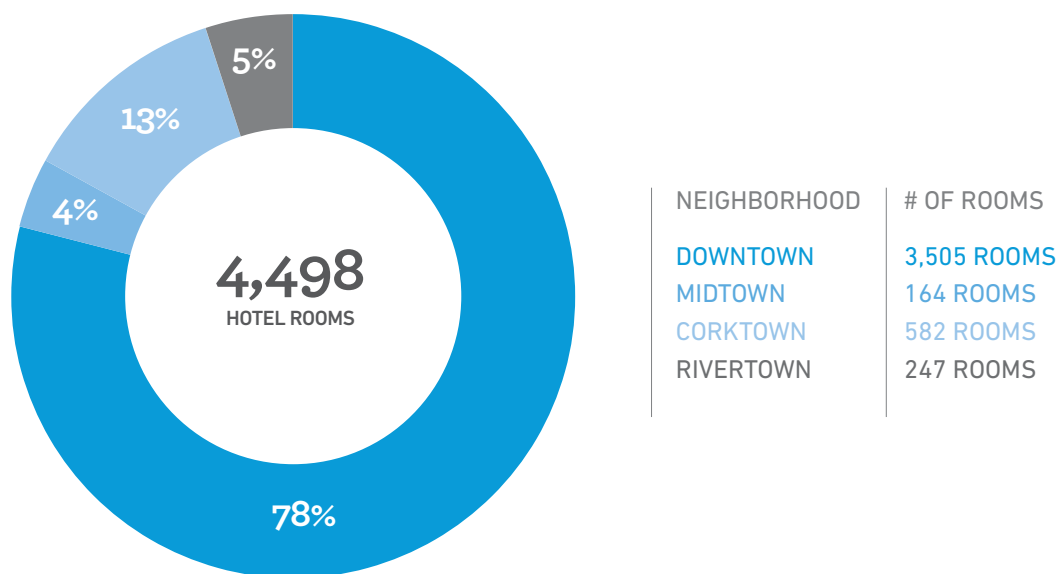


(2.20) Eastern Market Total Annual Visitors, 2013

It is estimated that over **2 million visitors** found their way to Eastern Market in 2013 for Market Saturdays, Market Tuesdays, Flower Days, Red Bull Art Parties, Eastern Market After Dark and other special events.



(2.21) Hotels by Neighborhood, 2014



(2.22) Annual Hotel Occupancy, 2010–2014

As of 2014, there were **4,498 hotel rooms** in Greater Downtown Detroit. The annual hotel occupancy grew by **16%** between **2010 (54%)** and **2014 (70%)**.

Left:
Westin Book Cadillac
Hotel, Downtown