



Site Type: Radius	2550 Capital Ave SW Battle Creek, MI 49015 Radius: 3 mile	2550 Capital Ave SW Battle Creek, MI 49015 Radius: 5 mile	2550 Capital Ave SW Battle Creek, MI 49015 Radius: 10 mile
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2008 Population

Total Population	24,926	59,872	101,804
Male Population	48.4%	48.7%	48.8%
Female Population	51.6%	51.3%	51.2%
Median Age	39.5	37.0	38.4

2008 Income

Median HH Income	\$55,042	\$46,445	\$48,072
Per Capita Income	\$27,456	\$23,188	\$23,410
Average HH Income	\$66,021	\$57,053	\$57,528

2008 Households

Total Households	10,405	24,029	40,785
Average Household Size	2.38	2.42	2.43
1990-2000 Annual Rate	1.09%	0.25%	0.41%

2008 Housing

Owner Occupied Housing Units	65.4%	60.2%	64.7%
Renter Occupied Housing Units	25.8%	27.7%	24.9%
Vacant Housing Units	8.8%	12.0%	10.4%

Population

1990 Population	22,068	58,046	98,238
2000 Population	23,894	59,097	100,076
2008 Population	24,926	59,872	101,804
2013 Population	25,243	59,981	102,251
1990-2000 Annual Rate	0.8%	0.18%	0.19%
2000-2008 Annual Rate	0.51%	0.16%	0.21%
2008-2013 Annual Rate	0.25%	0.04%	0.09%

In the identified market area, the current year population is 101,804. In 2000, the Census count in the market area was 100,076. The rate of change since 2000 was 0.21 percent annually. The five-year projection for the population in the market area is 102,251, representing a change of 0.09 percent annually from 2008 to 2013. Currently, the population is 48.8 percent male and 51.2 percent female.

Households

1990 Households	8,883	23,005	38,227
2000 Households	9,901	23,578	39,816
2008 Households	10,405	24,029	40,785
2013 Households	10,573	24,157	41,132
1990-2000 Annual Rate	1.09%	0.25%	0.41%
2000-2008 Annual Rate	0.6%	0.23%	0.29%
2008-2013 Annual Rate	0.32%	0.11%	0.17%

The household count in this market area has changed from 39,816 in 2000 to 40,785 in the current year, a change of 0.29 percent annually. The five-year projection of households is 41,132, a change of 0.17 percent annually from the current year total. Average household size is currently 2.43, compared to 2.45 in the year 2000. The number of families in the current year is 26,307 in the market area.

Housing

Currently, 64.7 percent of the 45,531 housing units in the market area are owner occupied; 24.9 percent, renter occupied; and 10.4 percent are vacant. In 2000, there were 43,210 housing units— 66.4 percent owner occupied, 25.7 percent renter occupied and 7.9 percent vacant. The rate of change in housing units since 2000 is 0.64 percent. Median home value in the market area is \$91,678, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 0.73 percent annually to \$95,064. From 2000 to the current year, median home value changed by 1.72 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.



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Median Household Income			
1990 Median HH Income	\$35,051	\$26,718	\$27,902
2000 Median HH Income	\$44,991	\$36,913	\$38,757
2008 Median HH Income	\$55,042	\$46,445	\$48,072
2013 Median HH Income	\$61,607	\$52,697	\$54,871
1990-2000 Annual Rate	2.53%	3.28%	3.34%
2000-2008 Annual Rate	2.47%	2.82%	2.65%
2008-2013 Annual Rate	2.28%	2.56%	2.68%
Per Capita Income			
1990 Per Capita Income	\$17,592	\$13,231	\$13,203
2000 Per Capita Income	\$23,278	\$19,301	\$19,596
2008 Per Capita Income	\$27,456	\$23,188	\$23,410
2013 Per Capita Income	\$30,646	\$25,984	\$26,164
1990-2000 Annual Rate	2.84%	3.85%	4.03%
2000-2008 Annual Rate	2.02%	2.25%	2.18%
2008-2013 Annual Rate	2.22%	2.3%	2.25%
Average Household Income			
1990 Average Household Income	\$43,573	\$33,403	\$33,530
2000 Average Household Income	\$55,667	\$47,480	\$48,204
2008 Average HH Income	\$66,021	\$57,053	\$57,528
2013 Average HH Income	\$73,440	\$63,701	\$64,027
1990-2000 Annual Rate	2.48%	3.58%	3.7%
2000-2008 Annual Rate	2.09%	2.25%	2.17%
2008-2013 Annual Rate	2.15%	2.23%	2.16%

Households by Income

Current median household income is \$48,072 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$54,871 in five years. In 2000, median household income was \$38,757, compared to \$27,902 in 1990.

Current average household income is \$57,528 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$64,027 in five years. In 2000, average household income was \$48,204, compared to \$33,530 in 1990.

Current per capita income is \$23,410 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$26,164 in five years. In 2000, the per capita income was \$19,596, compared to \$13,203 in 1990.

Population by Employment

Total Businesses	1,349	2,718	3,926
Total Employees	9,617	25,214	45,413

Currently, 88.6 percent of the civilian labor force in the identified market area is employed and 11.4 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 89.1 percent of the civilian labor force, and unemployment will be 10.9 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 62.7 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 52.5 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 19.0 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 28.4 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 83.7 percent of the market area population drove alone to work, and 2.3 percent worked at home. The average travel time to work in 2000 was 19.3 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2008, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 13.5 percent had not earned a high school diploma (16.4 percent in the U.S.)
- 34.7 percent were high school graduates only (29.6 percent in the U.S.)
- 9.5 percent had completed an Associate degree (7.2 percent in the U.S.)
- 11.9 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 6.4 percent had earned a Master's/Professional/Doctorate Degree (9.7 percent in the U.S.)