



Site Type: Radius	49 Michigan Ave W Battle Creek, MI 49017 Radius: 3 mile	49 Michigan Ave W Battle Creek, MI 49017 Radius: 5 mile	49 Michigan Ave W Battle Creek, MI 49017 Radius: 10 mile
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2008 Population

Total Population	52,505	81,455	102,991
Male Population	48.3%	48.6%	48.9%
Female Population	51.7%	51.4%	51.1%
Median Age	36.0	37.3	38.5

2008 Income

Median HH Income	\$42,051	\$46,109	\$48,433
Per Capita Income	\$20,837	\$22,957	\$23,564
Average HH Income	\$50,924	\$55,678	\$57,973

2008 Households

Total Households	21,050	33,021	41,224
Average Household Size	2.41	2.39	2.43
1990-2000 Annual Rate	-0.32%	0.21%	0.42%

2008 Housing

Owner Occupied Housing Units	58.9%	60.8%	65.0%
Renter Occupied Housing Units	28.4%	27.8%	24.6%
Vacant Housing Units	12.7%	11.4%	10.4%

Population

1990 Population	54,867	80,438	99,320
2000 Population	53,290	80,910	101,302
2008 Population	52,505	81,455	102,991
2013 Population	52,125	81,485	103,463
1990-2000 Annual Rate	-0.29%	0.06%	0.2%
2000-2008 Annual Rate	-0.18%	0.08%	0.2%
2008-2013 Annual Rate	-0.15%	0.01%	0.09%

In the identified market area, the current year population is 102,991. In 2000, the Census count in the market area was 101,302. The rate of change since 2000 was 0.2 percent annually. The five-year projection for the population in the market area is 103,463, representing a change of 0.09 percent annually from 2008 to 2013. Currently, the population is 48.9 percent male and 51.1 percent female.

Households

1990 Households	21,988	31,923	38,600
2000 Households	21,286	32,600	40,260
2008 Households	21,050	33,021	41,224
2013 Households	20,960	33,166	41,585
1990-2000 Annual Rate	-0.32%	0.21%	0.42%
2000-2008 Annual Rate	-0.14%	0.16%	0.29%
2008-2013 Annual Rate	-0.09%	0.09%	0.17%

The household count in this market area has changed from 40,260 in 2000 to 41,224 in the current year, a change of 0.29 percent annually. The five-year projection of households is 41,585, 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 26,656 in the market area.

Housing

Currently, 65.0 percent of the 45,985 housing units in the market area are owner occupied; 24.6 percent, renter occupied; and 10.4 percent are vacant. In 2000, there were 43,679 housing units— 66.7 percent owner occupied, 25.4 percent renter occupied and 7.9 percent vacant. The rate of change in housing units since 2000 is 0.63 percent. Median home value in the market area is \$92,913, 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 \$96,339. From 2000 to the current year, median home value changed by 1.68 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	\$23,109	\$26,412	\$27,954
2000 Median HH Income	\$33,062	\$36,504	\$39,144
2008 Median HH Income	\$42,051	\$46,109	\$48,433
2013 Median HH Income	\$47,670	\$52,559	\$55,367
1990-2000 Annual Rate	3.65%	3.29%	3.42%
2000-2008 Annual Rate	2.96%	2.87%	2.61%
2008-2013 Annual Rate	2.54%	2.65%	2.71%

Per Capita Income

1990 Per Capita Income	\$11,633	\$13,014	\$13,262
2000 Per Capita Income	\$17,095	\$18,962	\$19,732
2008 Per Capita Income	\$20,837	\$22,957	\$23,564
2013 Per Capita Income	\$23,542	\$25,879	\$26,362
1990-2000 Annual Rate	3.92%	3.84%	4.05%
2000-2008 Annual Rate	2.43%	2.34%	2.17%
2008-2013 Annual Rate	2.47%	2.43%	2.27%

Average Household Income

1990 Average Household Income	\$28,889	\$32,467	\$33,732
2000 Average Household Income	\$41,812	\$46,032	\$48,684
2008 Average HH Income	\$50,924	\$55,678	\$57,973
2013 Average HH Income	\$57,352	\$62,521	\$64,582
1990-2000 Annual Rate	3.77%	3.55%	3.74%
2000-2008 Annual Rate	2.42%	2.33%	2.14%
2008-2013 Annual Rate	2.41%	2.35%	2.18%

Households by Income

Current median household income is \$48,433 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$55,367 in five years. In 2000, median household income was \$39,144, compared to \$27,954 in 1990.

Current average household income is \$57,973 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$64,582 in five years. In 2000, average household income was \$48,684, compared to \$33,732 in 1990.

Current per capita income is \$23,564 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$26,362 in five years. In 2000, the per capita income was \$19,732, compared to \$13,262 in 1990.

Population by Employment

Total Businesses	2,166	3,232	4,002
Total Employees	20,635	40,547	45,577

Currently, 88.5 percent of the civilian labor force in the identified market area is employed and 11.5 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:

- 52.7 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)
- 28.3 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 83.6 percent of the market area population drove alone to work, and 2.4 percent worked at home. The average travel time to work in 2000 was 19.4 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.)
- 34.4 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.)
- 12.1 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.)