



5829 Portage Rd, Portage, MI, 49002

Site Type: Ring

Radius: 1 Miles

Radius: 3 Miles

Radius: 5 Miles

2009 Population

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total Population	1,931	43,159	118,877
Male Population	48.8%	48.0%	48.6%
Female Population	51.2%	52.0%	51.4%
Median Age	37.8	35.7	31.2

2009 Income

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Median HH Income	\$53,769	\$49,899	\$48,014
Per Capita Income	\$25,635	\$25,027	\$24,304
Average HH Income	\$59,260	\$56,463	\$58,696

2009 Households

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total Households	784	18,960	47,109
Average Household Size	2.38	2.23	2.34

2009 Housing

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Owner Occupied Housing Units	71.1%	56.2%	54.1%
Renter Occupied Housing Units	19.8%	35.4%	37.3%
Vacant Housing Units	9.0%	8.4%	8.6%

Population

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
1990 Population	2,088	44,975	119,649
2000 Population	2,078	44,175	119,125
2009 Population	1,931	43,159	118,877
2014 Population	1,883	42,896	119,324
1990-2000 Annual Rate	-0.05%	-0.18%	-0.04%
2000-2009 Annual Rate	-0.79%	-0.25%	-0.02%
2009-2014 Annual Rate	-0.5%	-0.12%	0.08%

In the identified market area, the current year population is 118,877. In 2000, the Census count in the market area was 119,125. The rate of change since 2000 was -0.02 percent annually. The five-year projection for the population in the market area is 119,324, representing a change of 0.08 percent annually from 2009 to 2014. Currently, the population is 48.6 percent male and 51.4 percent female.

Households

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
1990 Households	829	18,180	43,928
2000 Households	824	18,892	45,710
2009 Households	784	18,960	47,109
2014 Households	769	18,992	47,648
1990-2000 Annual Rate	-0.06%	0.38%	0.4%
2000-2009 Annual Rate	-0.54%	0.04%	0.33%
2009-2014 Annual Rate	-0.39%	0.03%	0.23%

The household count in this market area has changed from 45,710 in 2000 to 47,109 in the current year, a change of 0.33 percent annually. The five-year projection of households is 47,648, a change of 0.23 percent annually from the current year total. Average household size is currently 2.34, compared to 2.39 in the year 2000. The number of families in the current year is 26,481 in the market area.

Housing

Currently, 54.1 percent of the 51,562 housing units in the market area are owner occupied; 37.3 percent, renter occupied; and 8.6 percent are vacant. In 2000, there were 48,612 housing units—56.2 percent owner occupied, 37.8 percent renter occupied and 6.0 percent vacant. The rate of change in housing units since 2000 is 0.64 percent. Median home value in the market area is \$110,858, compared to a median home value of \$162,279 for the U.S. In five years, median home value is projected to change by 0.64 percent annually to \$114,436. From 2000 to the current year, median home value changed by 1.56 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014. ESRI converted 1990 Census data into 2000 geography.



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	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Median Household Income			
1990 Median HH Income	\$31,362	\$30,860	\$28,997
2000 Median HH Income	\$42,653	\$39,639	\$38,645
2009 Median HH Income	\$53,769	\$49,899	\$48,014
2014 Median HH Income	\$56,314	\$52,371	\$51,427
1990-2000 Annual Rate	3.12%	2.54%	2.91%
2000-2009 Annual Rate	2.54%	2.52%	2.37%
2009-2014 Annual Rate	0.93%	0.97%	1.38%
Per Capita Income			
1990 Per Capita Income	\$14,667	\$15,261	\$13,905
2000 Per Capita Income	\$20,792	\$20,819	\$20,146
2009 Per Capita Income	\$25,635	\$25,027	\$24,304
2014 Per Capita Income	\$26,024	\$25,407	\$24,872
1990-2000 Annual Rate	3.55%	3.15%	3.78%
2000-2009 Annual Rate	2.29%	2.01%	2.05%
2009-2014 Annual Rate	0.3%	0.3%	0.46%
Average Household Income			
1990 Average Household Income	\$35,447	\$36,885	\$36,731
2000 Average Household Income	\$48,599	\$47,989	\$50,957
2009 Average HH Income	\$59,260	\$56,463	\$58,696
2014 Average HH Income	\$59,755	\$56,795	\$59,344
1990-2000 Annual Rate	3.21%	2.67%	3.33%
2000-2009 Annual Rate	2.17%	1.77%	1.54%
2009-2014 Annual Rate	0.17%	0.12%	0.22%

Households by Income

Current median household income is \$48,014 in the market area, compared to \$54,719 for all U.S. households. Median household income is projected to be \$51,427 in five years. In 2000, median household income was \$38,645, compared to \$28,997 in 1990.

Current average household income is \$58,696 in this market area, compared to \$71,437 for all U.S. households. Average household income is projected to be \$59,344 in five years. In 2000, average household income was \$50,957, compared to \$36,731 in 1990.

Current per capita income is \$24,304 in the market area, compared to the U.S. per capita income of \$27,277. The per capita income is projected to be \$24,872 in five years. In 2000, the per capita income was \$20,146, compared to \$13,905 in 1990.

Population by Employment

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total Businesses	231	2,536	5,879
Total Employees	4,004	46,165	98,770

Currently, 85.3 percent of the civilian labor force in the identified market area is employed and 14.7 percent are unemployed. In comparison, 89.4 percent of the U.S. civilian labor force is employed, and 10.6 percent are unemployed. In five years the rate of employment in the market area will be 90.3 percent of the civilian labor force, and unemployment will be 9.7 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 92.9 percent, and 7.1 percent will be unemployed. In 2000, 69.3 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

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

- 62.2 percent in white collar jobs (compared to 61.5 percent of U.S. employment)
- 19.5 percent in service jobs (compared to 17.1 percent of U.S. employment)
- 18.3 percent in blue collar jobs (compared to 21.4 percent of U.S. employment)

In 2000, 79.7 percent of the market area population drove alone to work, and 3.3 percent worked at home. The average travel time to work in 2000 was 18.2 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2009, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 9.5 percent had not earned a high school diploma (16.2 percent in the U.S.)
- 25.0 percent were high school graduates only (29.8 percent in the U.S.)
- 7.7 percent had completed an Associate degree (7.2 percent in the U.S.)
- 21.2 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 14.6 percent had earned a Master's/Professional/Doctorate Degree (9.8 percent in the U.S.)