



Site Type: Radius	77 Monroe Center St NW Grand Rapids, MI 49503 Radius: 3 mile	77 Monroe Center St NW Grand Rapids, MI 49503 Radius: 5 mile	77 Monroe Center St NW Grand Rapids, MI 49503 Radius: 10 mile
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2008 Population

Total Population	147,942	266,455	521,134
Male Population	49.9%	49.3%	49.0%
Female Population	50.1%	50.7%	51.0%
Median Age	30.4	32.0	33.7

2008 Income

Median HH Income	\$44,693	\$49,885	\$56,230
Per Capita Income	\$20,546	\$23,593	\$26,357
Average HH Income	\$55,066	\$61,000	\$68,451

2008 Households

Total Households	53,991	101,204	198,515
Average Household Size	2.65	2.54	2.56
1990-2000 Annual Rate	0.36%	0.79%	1.4%

2008 Housing

Owner Occupied Housing Units	51.4%	57.1%	62.6%
Renter Occupied Housing Units	40.0%	36.1%	31.3%
Vacant Housing Units	8.6%	6.8%	6.1%

Population

1990 Population	141,157	245,080	441,867
2000 Population	146,199	260,222	494,966
2008 Population	147,942	266,455	521,134
2013 Population	150,265	271,752	538,216
1990-2000 Annual Rate	0.35%	0.6%	1.14%
2000-2008 Annual Rate	0.14%	0.29%	0.63%
2008-2013 Annual Rate	0.31%	0.39%	0.65%

In the identified market area, the current year population is 521,134. In 2000, the Census count in the market area was 494,966. The rate of change since 2000 was 0.63 percent annually. The five-year projection for the population in the market area is 538,216, representing a change of 0.65 percent annually from 2008 to 2013. Currently, the population is 49.0 percent male and 51.0 percent female.

Households

1990 Households	51,074	90,094	161,734
2000 Households	52,929	97,430	185,919
2008 Households	53,991	101,204	198,515
2013 Households	55,044	103,768	206,030
1990-2000 Annual Rate	0.36%	0.79%	1.4%
2000-2008 Annual Rate	0.24%	0.46%	0.8%
2008-2013 Annual Rate	0.39%	0.5%	0.75%

The household count in this market area has changed from 185,919 in 2000 to 198,515 in the current year, a change of 0.8 percent annually. The five-year projection of households is 206,030, a change of 0.75 percent annually from the current year total. Average household size is currently 2.56, compared to 2.59 in the year 2000. The number of families in the current year is 127,688 in the market area.

Housing

Currently, 62.6 percent of the 211,427 housing units in the market area are owner occupied; 31.3 percent, renter occupied; and 6.1 percent are vacant. In 2000, there were 195,207 housing units— 64.2 percent owner occupied, 31.0 percent renter occupied and 4.8 percent vacant. The rate of change in housing units since 2000 is 0.97 percent. Median home value in the market area is \$126,863, 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 \$131,550. From 2000 to the current year, median home value changed by 1.92 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	\$24,503	\$28,508	\$32,091
2000 Median HH Income	\$35,048	\$39,611	\$44,654
2008 Median HH Income	\$44,693	\$49,885	\$56,230
2013 Median HH Income	\$50,838	\$57,140	\$63,056
1990-2000 Annual Rate	3.64%	3.34%	3.36%
2000-2008 Annual Rate	2.99%	2.83%	2.83%
2008-2013 Annual Rate	2.61%	2.75%	2.32%

Per Capita Income

1990 Per Capita Income	\$11,257	\$13,049	\$14,266
2000 Per Capita Income	\$16,537	\$19,039	\$21,238
2008 Per Capita Income	\$20,546	\$23,593	\$26,357
2013 Per Capita Income	\$22,844	\$26,161	\$29,404
1990-2000 Annual Rate	3.92%	3.85%	4.06%
2000-2008 Annual Rate	2.67%	2.63%	2.65%
2008-2013 Annual Rate	2.14%	2.09%	2.21%

Average Household Income

1990 Average Household Income	\$30,356	\$34,709	\$38,411
2000 Average Household Income	\$44,530	\$49,824	\$55,751
2008 Average HH Income	\$55,066	\$61,000	\$68,451
2013 Average HH Income	\$60,996	\$67,320	\$76,010
1990-2000 Annual Rate	3.91%	3.68%	3.8%
2000-2008 Annual Rate	2.61%	2.48%	2.52%
2008-2013 Annual Rate	2.07%	1.99%	2.12%

Households by Income

Current median household income is \$56,230 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$63,056 in five years. In 2000, median household income was \$44,654, compared to \$32,091 in 1990.

Current average household income is \$68,451 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$76,010 in five years. In 2000, average household income was \$55,751, compared to \$38,411 in 1990.

Current per capita income is \$26,357 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$29,404 in five years. In 2000, the per capita income was \$21,238, compared to \$14,266 in 1990.

Population by Employment

Total Businesses	8,100	13,917	28,466
Total Employees	88,074	159,560	344,110

Currently, 90.3 percent of the civilian labor force in the identified market area is employed and 9.7 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 90.7 percent of the civilian labor force, and unemployment will be 9.3 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, 70.1 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:

- 59.4 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 15.6 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 25.0 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 83.3 percent of the market area population drove alone to work, and 2.8 percent worked at home. The average travel time to work in 2000 was 19.7 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:

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