



2600 Horizon Dr SE, Grand Rapids, MI,  
49546

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	2,581	36,528	106,453
Male Population	48.2%	47.9%	47.6%
Female Population	51.8%	52.1%	52.4%
Median Age	36.9	35.2	35.8

**2009 Income**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Median HH Income	\$64,533	\$60,506	\$63,364
Per Capita Income	\$31,705	\$32,612	\$32,939
Average HH Income	\$82,620	\$81,361	\$82,710

**2009 Households**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total Households	1,038	14,210	41,795
Average Household Size	2.41	2.35	2.44

**2009 Housing**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Owner Occupied Housing Units	60.0%	55.8%	61.7%
Renter Occupied Housing Units	33.4%	37.4%	32.0%
Vacant Housing Units	6.6%	6.7%	6.2%

**Population**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
1990 Population	1,531	28,283	86,905
2000 Population	2,190	33,863	100,234
2009 Population	2,581	36,528	106,453
2014 Population	2,740	37,494	108,979
1990-2000 Annual Rate	3.64%	1.82%	1.44%
2000-2009 Annual Rate	1.79%	0.82%	0.65%
2009-2014 Annual Rate	1.2%	0.52%	0.47%

In the identified market area, the current year population is 106,453. In 2000, the Census count in the market area was 100,234. The rate of change since 2000 was 0.65 percent annually. The five-year projection for the population in the market area is 108,979, representing a change of 0.47 percent annually from 2009 to 2014. Currently, the population is 47.6 percent male and 52.4 percent female.

**Households**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
1990 Households	640	10,694	32,692
2000 Households	877	12,984	38,715
2009 Households	1,038	14,210	41,795
2014 Households	1,105	14,642	42,991
1990-2000 Annual Rate	3.2%	1.96%	1.71%
2000-2009 Annual Rate	1.84%	0.98%	0.83%
2009-2014 Annual Rate	1.26%	0.6%	0.57%

The household count in this market area has changed from 38,715 in 2000 to 41,795 in the current year, a change of 0.83 percent annually. The five-year projection of households is 42,991, a change of 0.57 percent annually from the current year total. Average household size is currently 2.44, compared to 2.47 in the year 2000. The number of families in the current year is 27,046 in the market area.

**Housing**

Currently, 61.7 percent of the 44,578 housing units in the market area are owner occupied; 32.0 percent, renter occupied; and 6.2 percent are vacant. In 2000, there were 40,583 housing units—63.4 percent owner occupied, 31.9 percent renter occupied and 4.6 percent vacant. The rate of change in housing units since 2000 is 1.02 percent. Median home value in the market area is \$162,520, compared to a median home value of \$162,279 for the U.S. In five years, median home value is projected to change by 0.56 percent annually to \$167,090. From 2000 to the current year, median home value changed by 1.12 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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Site Type: Ring	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
<b>Median Household Income</b>			
1990 Median HH Income	\$45,694	\$39,591	\$39,709
2000 Median HH Income	\$57,045	\$50,238	\$52,376
2009 Median HH Income	\$64,533	\$60,506	\$63,364
2014 Median HH Income	\$65,732	\$62,672	\$65,451
1990-2000 Annual Rate	2.24%	2.41%	2.81%
2000-2009 Annual Rate	1.34%	2.03%	2.08%
2009-2014 Annual Rate	0.37%	0.71%	0.65%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$20,816	\$20,583	\$20,111
2000 Per Capita Income	\$28,240	\$27,826	\$28,115
2009 Per Capita Income	\$31,705	\$32,612	\$32,939
2014 Per Capita Income	\$32,243	\$33,635	\$33,840
1990-2000 Annual Rate	3.1%	3.06%	3.41%
2000-2009 Annual Rate	1.26%	1.73%	1.73%
2009-2014 Annual Rate	0.34%	0.62%	0.54%
<b>Average Household Income</b>			
1990 Average Household Income	\$56,851	\$53,218	\$52,771
2000 Average Household Income	\$75,387	\$71,174	\$71,936
2009 Average HH Income	\$82,620	\$81,361	\$82,710
2014 Average HH Income	\$83,662	\$83,386	\$84,453
1990-2000 Annual Rate	2.86%	2.95%	3.15%
2000-2009 Annual Rate	1%	1.46%	1.52%
2009-2014 Annual Rate	0.25%	0.49%	0.42%

**Households by Income**

Current median household income is \$63,364 in the market area, compared to \$54,719 for all U.S. households. Median household income is projected to be \$65,451 in five years. In 2000, median household income was \$52,376, compared to \$39,709 in 1990.

Current average household income is \$82,710 in this market area, compared to \$71,437 for all U.S. households. Average household income is projected to be \$84,453 in five years. In 2000, average household income was \$71,936, compared to \$52,771 in 1990.

Current per capita income is \$32,939 in the market area, compared to the U.S. per capita income of \$27,277. The per capita income is projected to be \$33,840 in five years. In 2000, the per capita income was \$28,115, compared to \$20,111 in 1990.

**Population by Employment**

Total Businesses	225	3,577	6,006
Total Employees	4,934	62,042	123,358

Currently, 87.2 percent of the civilian labor force in the identified market area is employed and 12.8 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 91.6 percent of the civilian labor force, and unemployment will be 8.4 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, 68.5 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:

- 74.4 percent in white collar jobs (compared to 61.5 percent of U.S. employment)
- 12.5 percent in service jobs (compared to 17.1 percent of U.S. employment)
- 13.1 percent in blue collar jobs (compared to 21.4 percent of U.S. employment)

In 2000, 83.6 percent of the market area population drove alone to work, and 3.7 percent worked at home. The average travel time to work in 2000 was 18.6 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:

- 6.6 percent had not earned a high school diploma (16.2 percent in the U.S.)
- 17.2 percent were high school graduates only (29.8 percent in the U.S.)
- 7.6 percent had completed an Associate degree (7.2 percent in the U.S.)
- 30.1 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 18.9 percent had earned a Master's/Professional/Doctorate Degree (9.8 percent in the U.S.)



# Executive Summary

Prepared By STDBonline

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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. Business data provided by InfoUSA, Omaha NE Copyright 2009, all rights reserved.