



Site Type: Radius	316 Morris Ave Muskegon, MI 49440 Radius: 3 mile	316 Morris Ave Muskegon, MI 49440 Radius: 5 mile	316 Morris Ave Muskegon, MI 49440 Radius: 10 mile
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2008 Population

Total Population	56,334	100,691	153,763
Male Population	47.8%	49.4%	49.5%
Female Population	52.2%	50.6%	50.5%
Median Age	33.8	36.3	37.0

2008 Income

Median HH Income	\$36,186	\$42,298	\$46,725
Per Capita Income	\$18,602	\$20,644	\$21,825
Average HH Income	\$46,198	\$52,106	\$56,126

2008 Households

Total Households	22,272	38,528	58,306
Average Household Size	2.41	2.47	2.54
1990-2000 Annual Rate	-0.17%	0.19%	0.85%

2008 Housing

Owner Occupied Housing Units	52.6%	63.0%	69.1%
Renter Occupied Housing Units	36.0%	27.1%	21.6%
Vacant Housing Units	11.5%	9.9%	9.4%

Population

1990 Population	57,471	98,325	137,925
2000 Population	56,088	99,222	146,910
2008 Population	56,334	100,691	153,763
2013 Population	56,881	102,080	157,747
1990-2000 Annual Rate	-0.24%	0.09%	0.63%
2000-2008 Annual Rate	0.05%	0.18%	0.55%
2008-2013 Annual Rate	0.19%	0.27%	0.51%

In the identified market area, the current year population is 153,763. In 2000, the Census count in the market area was 146,910. The rate of change since 2000 was 0.55 percent annually. The five-year projection for the population in the market area is 157,747, representing a change of 0.51 percent annually from 2008 to 2013. Currently, the population is 49.5 percent male and 50.5 percent female.

Households

1990 Households	22,314	36,800	50,451
2000 Households	21,939	37,503	54,910
2008 Households	22,272	38,528	58,306
2013 Households	22,603	39,274	60,166
1990-2000 Annual Rate	-0.17%	0.19%	0.85%
2000-2008 Annual Rate	0.18%	0.33%	0.73%
2008-2013 Annual Rate	0.3%	0.38%	0.63%

The household count in this market area has changed from 54,910 in 2000 to 58,306 in the current year, a change of 0.73 percent annually. The five-year projection of households is 60,166, a change of 0.63 percent annually from the current year total. Average household size is currently 2.54, compared to 2.57 in the year 2000. The number of families in the current year is 39,476 in the market area.

Housing

Currently, 69.1 percent of the 64,331 housing units in the market area are owner occupied; 21.6 percent, renter occupied; and 9.4 percent are vacant. In 2000, there were 58,992 housing units— 70.7 percent owner occupied, 22.3 percent renter occupied and 7.0 percent vacant. The rate of change in housing units since 2000 is 1.06 percent. Median home value in the market area is \$95,771, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 0.7 percent annually to \$99,167. From 2000 to the current year, median home value changed by 1.79 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	\$18,885	\$23,035	\$25,204
2000 Median HH Income	\$28,831	\$33,725	\$37,458
2008 Median HH Income	\$36,186	\$42,298	\$46,725
2013 Median HH Income	\$41,084	\$48,255	\$52,942
1990-2000 Annual Rate	4.32%	3.89%	4.04%
2000-2008 Annual Rate	2.79%	2.78%	2.72%
2008-2013 Annual Rate	2.57%	2.67%	2.53%
Per Capita Income			
1990 Per Capita Income	\$9,774	\$11,108	\$11,493
2000 Per Capita Income	\$15,269	\$17,100	\$18,128
2008 Per Capita Income	\$18,602	\$20,644	\$21,825
2013 Per Capita Income	\$21,046	\$23,162	\$24,179
1990-2000 Annual Rate	4.56%	4.41%	4.66%
2000-2008 Annual Rate	2.42%	2.31%	2.27%
2008-2013 Annual Rate	2.5%	2.33%	2.07%
Average Household Income			
1990 Average Household Income	\$25,073	\$29,161	\$30,894
2000 Average Household Income	\$38,008	\$43,211	\$46,822
2008 Average HH Income	\$46,198	\$52,106	\$56,126
2013 Average HH Income	\$51,974	\$58,152	\$61,828
1990-2000 Annual Rate	4.25%	4.01%	4.25%
2000-2008 Annual Rate	2.39%	2.29%	2.22%
2008-2013 Annual Rate	2.38%	2.22%	1.95%

Households by Income

Current median household income is \$46,725 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$52,942 in five years. In 2000, median household income was \$37,458, compared to \$25,204 in 1990.

Current average household income is \$56,126 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$61,828 in five years. In 2000, average household income was \$46,822, compared to \$30,894 in 1990.

Current per capita income is \$21,825 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$24,179 in five years. In 2000, the per capita income was \$18,128, compared to \$11,493 in 1990.

Population by Employment

Total Businesses	3,487	5,630	7,895
Total Employees	30,197	49,243	67,545

Currently, 88.9 percent of the civilian labor force in the identified market area is employed and 11.1 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 89.5 percent of the civilian labor force, and unemployment will be 10.5 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 0.0 percent were in the Armed Forces.

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

- 52.0 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 18.4 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 29.6 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 84.2 percent of the market area population drove alone to work, and 2.7 percent worked at home. The average travel time to work in 2000 was 19.9 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:

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