



Site Type: Radius	700 Terrace Point Rd Muskegon, MI 49440 Radius: 3 mile	700 Terrace Point Rd Muskegon, MI 49440 Radius: 5 mile	700 Terrace Point Rd Muskegon, MI 49440 Radius: 10 mile
--------------------------	---	---	--

2008 Population

Total Population	55,543	99,349	153,177
Male Population	47.9%	49.4%	49.5%
Female Population	52.1%	50.6%	50.5%
Median Age	34.0	36.3	37.0

2008 Income

Median HH Income	\$36,482	\$42,145	\$46,648
Per Capita Income	\$18,729	\$20,619	\$21,749
Average HH Income	\$46,576	\$52,006	\$55,942

2008 Households

Total Households	21,932	38,005	58,085
Average Household Size	2.42	2.47	2.54
1990-2000 Annual Rate	-0.18%	0.17%	0.85%

2008 Housing

Owner Occupied Housing Units	53.2%	62.7%	69.0%
Renter Occupied Housing Units	35.2%	27.3%	21.6%
Vacant Housing Units	11.6%	10.0%	9.4%

Population

1990 Population	56,728	97,171	137,549
2000 Population	55,321	97,940	146,439
2008 Population	55,543	99,349	153,177
2013 Population	56,078	100,703	157,126
1990-2000 Annual Rate	-0.25%	0.08%	0.63%
2000-2008 Annual Rate	0.05%	0.17%	0.55%
2008-2013 Annual Rate	0.19%	0.27%	0.51%

In the identified market area, the current year population is 153,177. In 2000, the Census count in the market area was 146,439. The rate of change since 2000 was 0.55 percent annually. The five-year projection for the population in the market area is 157,126, 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	22,013	36,378	50,316
2000 Households	21,616	37,010	54,741
2008 Households	21,932	38,005	58,085
2013 Households	22,254	38,734	59,929
1990-2000 Annual Rate	-0.18%	0.17%	0.85%
2000-2008 Annual Rate	0.18%	0.32%	0.72%
2008-2013 Annual Rate	0.29%	0.38%	0.63%

The household count in this market area has changed from 54,741 in 2000 to 58,085 in the current year, a change of 0.72 percent annually. The five-year projection of households is 59,929, 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 39,317 in the market area.

Housing

Currently, 69.0 percent of the 64,094 housing units in the market area are owner occupied; 21.6 percent, renter occupied; and 9.4 percent are vacant. In 2000, there were 58,817 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 1.05 percent. Median home value in the market area is \$95,561, 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 \$98,945. From 2000 to the current year, median home value changed by 1.78 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.



Site Type: Radius	700 Terrace Point Rd Muskegon, MI 49440 Radius: 3 mile	700 Terrace Point Rd Muskegon, MI 49440 Radius: 5 mile	700 Terrace Point Rd Muskegon, MI 49440 Radius: 10 mile
Median Household Income			
1990 Median HH Income	\$19,217	\$22,924	\$25,171
2000 Median HH Income	\$29,123	\$33,605	\$37,397
2008 Median HH Income	\$36,482	\$42,145	\$46,648
2013 Median HH Income	\$41,422	\$48,056	\$52,866
1990-2000 Annual Rate	4.24%	3.9%	4.04%
2000-2008 Annual Rate	2.77%	2.78%	2.72%
2008-2013 Annual Rate	2.57%	2.66%	2.53%
Per Capita Income			
1990 Per Capita Income	\$9,896	\$11,093	\$11,438
2000 Per Capita Income	\$15,382	\$17,078	\$18,069
2008 Per Capita Income	\$18,729	\$20,619	\$21,749
2013 Per Capita Income	\$21,182	\$23,139	\$24,109
1990-2000 Annual Rate	4.51%	4.41%	4.68%
2000-2008 Annual Rate	2.41%	2.31%	2.27%
2008-2013 Annual Rate	2.49%	2.33%	2.08%
Average Household Income			
1990 Average Household Income	\$25,402	\$29,101	\$30,759
2000 Average Household Income	\$38,372	\$43,121	\$46,676
2008 Average HH Income	\$46,576	\$52,006	\$55,942
2013 Average HH Income	\$52,381	\$58,057	\$61,663
1990-2000 Annual Rate	4.21%	4.01%	4.26%
2000-2008 Annual Rate	2.38%	2.3%	2.22%
2008-2013 Annual Rate	2.38%	2.23%	1.97%

Households by Income

Current median household income is \$46,648 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$52,866 in five years. In 2000, median household income was \$37,397, compared to \$25,171 in 1990.

Current average household income is \$55,942 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$61,663 in five years. In 2000, average household income was \$46,676, compared to \$30,759 in 1990.

Current per capita income is \$21,749 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$24,109 in five years. In 2000, the per capita income was \$18,069, compared to \$11,438 in 1990.

Population by Employment

Total Businesses	3,391	5,589	7,870
Total Employees	29,150	49,029	67,370

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 89.4 percent of the civilian labor force, and unemployment will be 10.6 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:

- 51.9 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.)
- 10.8 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 5.7 percent had earned a Master's/Professional/Doctorate Degree (9.7 percent in the U.S.)