

Bridgestone and Denny's
Site Type: Radius

	Radius: 1.0 mile	Radius: 3.0 mile	Radius: 5.0 mile
2008 Population			
Total Population	2,131	29,861	62,661
Male Population	48.8%	49.4%	49.2%
Female Population	51.2%	50.6%	50.8%
Median Age	44.9	43.4	43.9
2008 Income			
Median HH Income	\$55,614	\$53,935	\$51,490
Per Capita Income	\$32,671	\$30,450	\$28,589
Average HH Income	\$72,564	\$67,621	\$62,903
2008 Households			
Total Households	897	13,336	28,316
Average Household Size	2.38	2.24	2.21
1990-2000 Annual Rate	5.32%	4.68%	4.64%
2008 Housing			
Owner Occupied Housing Units	60.6%	47.6%	51.0%
Renter Occupied Housing Units	20.1%	19.3%	17.9%
Vacant Housing Units	19.3%	33.1%	31.2%
Population			
1990 Population	1,117	20,531	36,050
2000 Population	1,736	25,462	48,456
2008 Population	2,131	29,861	62,661
2013 Population	2,451	34,615	75,216
1990-2000 Annual Rate	4.51%	2.18%	3%
2000-2008 Annual Rate	2.52%	1.95%	3.17%
2008-2013 Annual Rate	2.84%	3%	3.72%

In the identified market area, the current year population is 62,661. In 2000, the Census count in the market area was 48,456. The rate of change since 2000 was 3.17 percent annually. The five-year projection for the population in the market area is 75,216, representing a change of 3.72 percent annually from 2008 to 2013. Currently, the population is 49.2 percent male and 50.8 percent female.

Households

1990 Households	420	6,935	13,431
2000 Households	705	10,957	21,133
2008 Households	897	13,336	28,316
2013 Households	1,041	15,591	34,322
1990-2000 Annual Rate	5.32%	4.68%	4.64%
2000-2008 Annual Rate	2.96%	2.41%	3.61%
2008-2013 Annual Rate	3.02%	3.17%	3.92%

The household count in this market area has changed from 21,133 in 2000 to 28,316 in the current year, a change of 3.61 percent annually. The five-year projection of households is 34,322, a change of 3.92 percent annually from the current year total. Average household size is currently 2.21, compared to 2.28 in the year 2000. The number of families in the current year is 18,270 in the market area.

Housing

Currently, 51.0 percent of the 41,128 housing units in the market area are owner occupied; 17.9 percent, renter occupied; and 31.2 percent are vacant. In 2000, there were 31,122 housing units— 50.4 percent owner occupied, 17.8 percent renter occupied and 31.8 percent vacant. The rate of change in housing units since 2000 is 3.44 percent. Median home value in the market area is \$181,292, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 0.57 percent annually to \$186,479. From 2000 to the current year, median home value changed by 6.81 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	\$32,097	\$28,884	\$27,815
2000 Median HH Income	\$43,548	\$42,236	\$40,301
2008 Median HH Income	\$55,614	\$53,935	\$51,490
2013 Median HH Income	\$66,149	\$63,028	\$60,908
1990-2000 Annual Rate	3.1%	3.87%	3.78%
2000-2008 Annual Rate	3.01%	3.01%	3.01%
2008-2013 Annual Rate	3.53%	3.17%	3.42%
Per Capita Income			
1990 Per Capita Income	\$15,682	\$13,547	\$13,173
2000 Per Capita Income	\$26,185	\$23,089	\$21,969
2008 Per Capita Income	\$32,671	\$30,450	\$28,589
2013 Per Capita Income	\$40,314	\$35,920	\$33,206
1990-2000 Annual Rate	5.26%	5.48%	5.25%
2000-2008 Annual Rate	2.72%	3.41%	3.24%
2008-2013 Annual Rate	4.29%	3.36%	3.04%
Average Household Income			
1990 Average Household Income	\$38,428	\$33,285	\$31,859
2000 Average Household Income	\$59,290	\$53,224	\$49,895
2008 Average HH Income	\$72,564	\$67,621	\$62,903
2013 Average HH Income	\$88,488	\$79,065	\$72,339
1990-2000 Annual Rate	4.43%	4.81%	4.59%
2000-2008 Annual Rate	2.48%	2.94%	2.85%
2008-2013 Annual Rate	4.05%	3.18%	2.83%

Households by Income

Current median household income is \$51,490 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$60,908 in five years. In 2000, median household income was \$40,301, compared to \$27,815 in 1990.

Current average household income is \$62,903 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$72,339 in five years. In 2000, average household income was \$49,895, compared to \$31,859 in 1990.

Current per capita income is \$28,589 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$33,206 in five years. In 2000, the per capita income was \$21,969, compared to \$13,173 in 1990.

Population by Employment

Total Businesses	174	1,975	3,356
Total Employees	1,430	12,609	21,863

Currently, 94.8 percent of the civilian labor force in the identified market area is employed and 5.2 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 95.3 percent of the civilian labor force, and unemployment will be 4.7 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, 63.7 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

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

- 58.7 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 21.9 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 19.5 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 82.3 percent of the market area population drove alone to work, and 2.5 percent worked at home. The average travel time to work in 2000 was 20.7 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:

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

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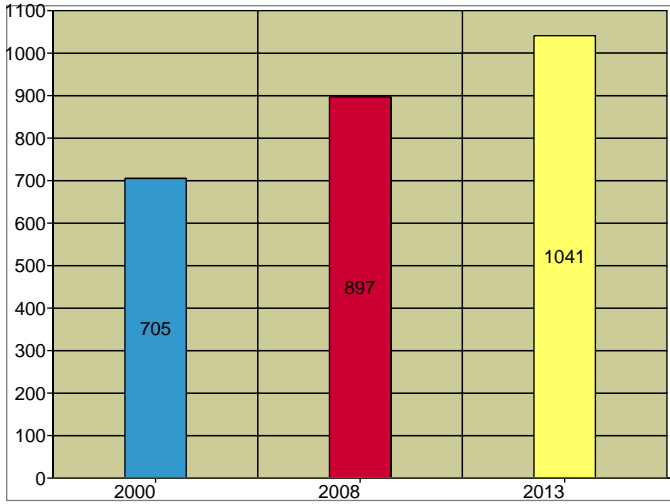
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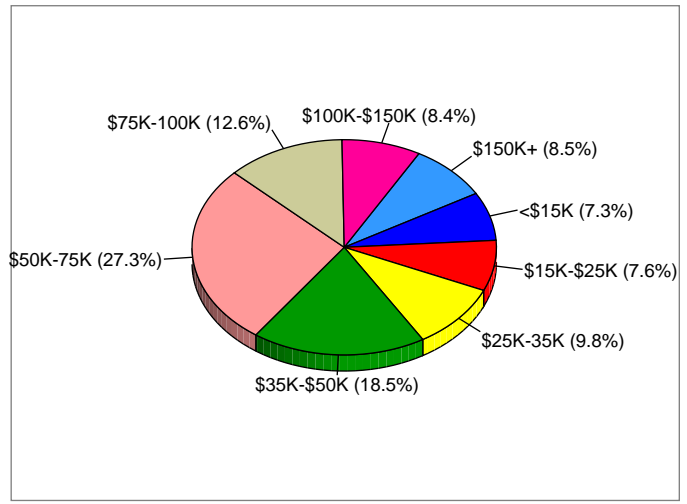
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Radius: 1.0 mile

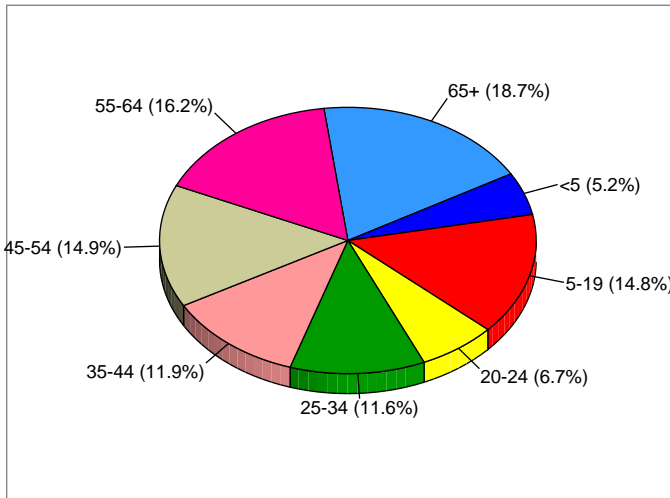
Households



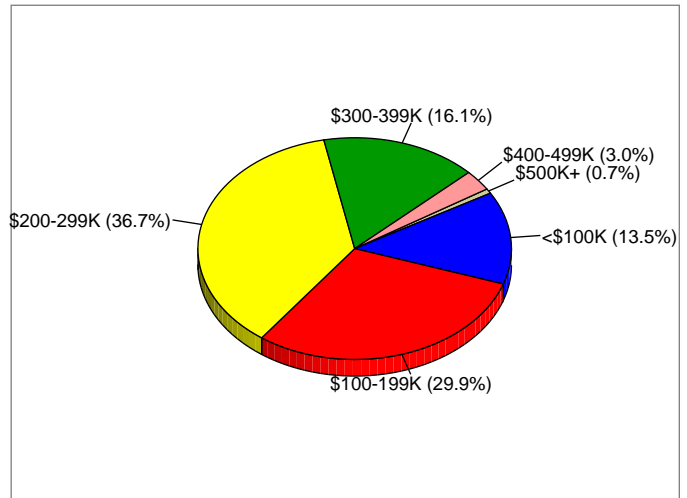
2008 Households by Income



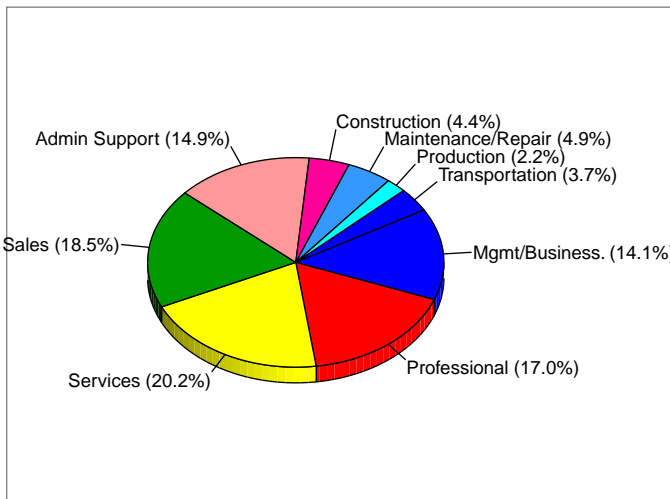
2008 Population by Age



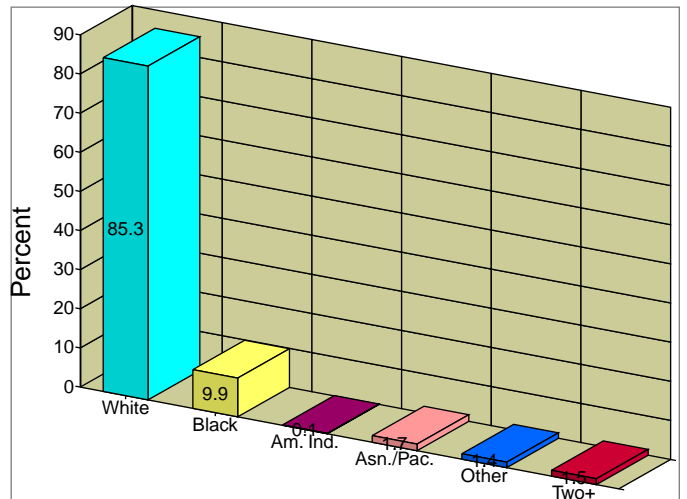
2008 Owner Occupied HUs by Value



2008 Employed 16+ by Occupation



2008 Population by Race



2008 Percent Hispanic Origin: 3.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

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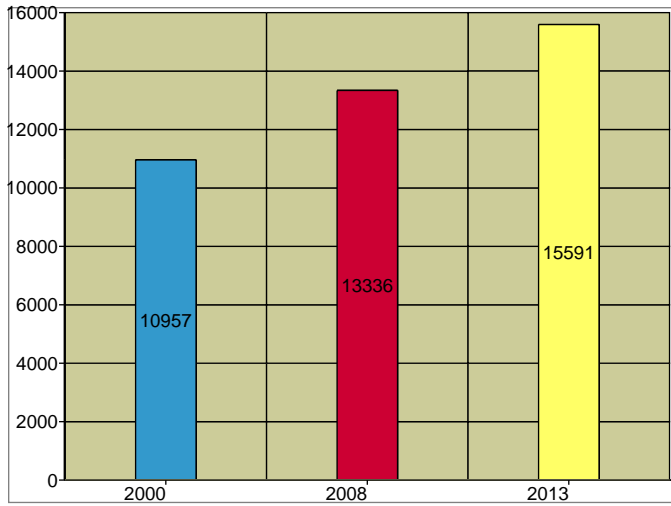
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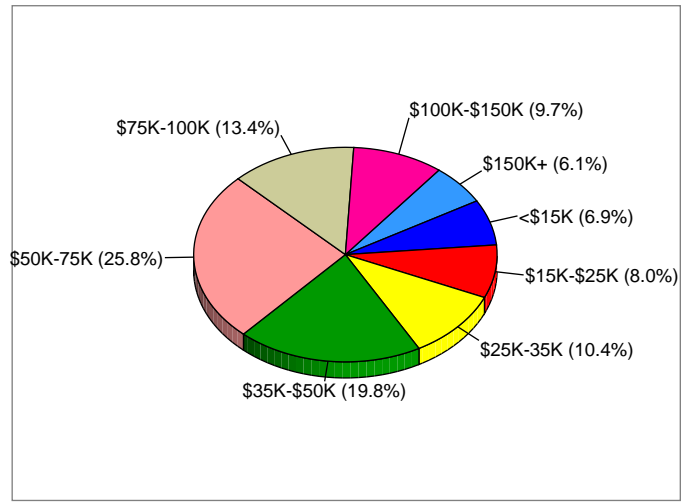
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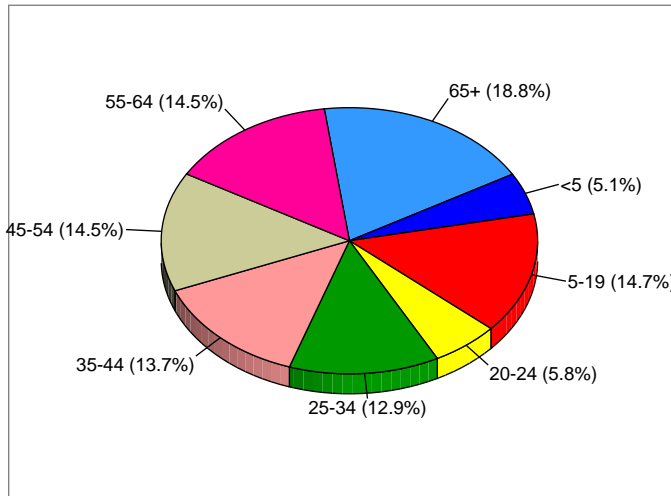
Households



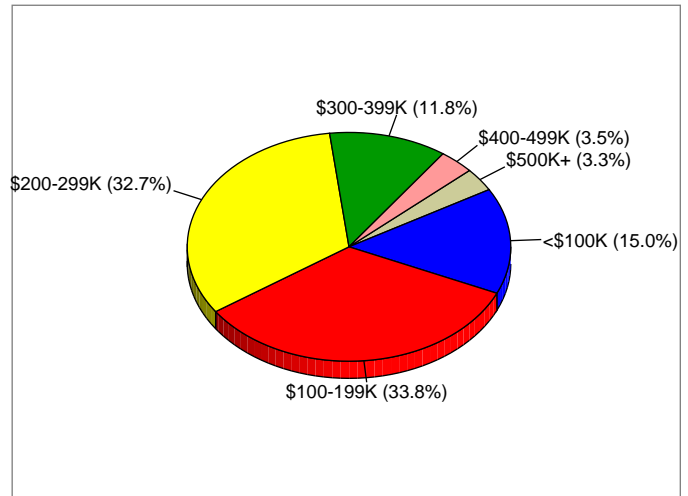
2008 Households by Income



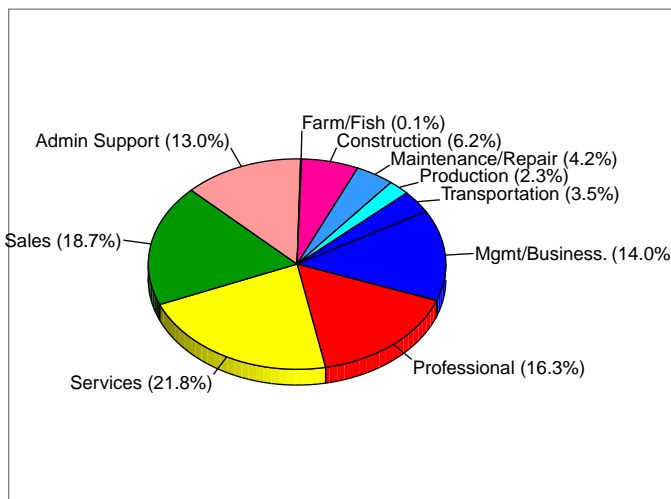
2008 Population by Age



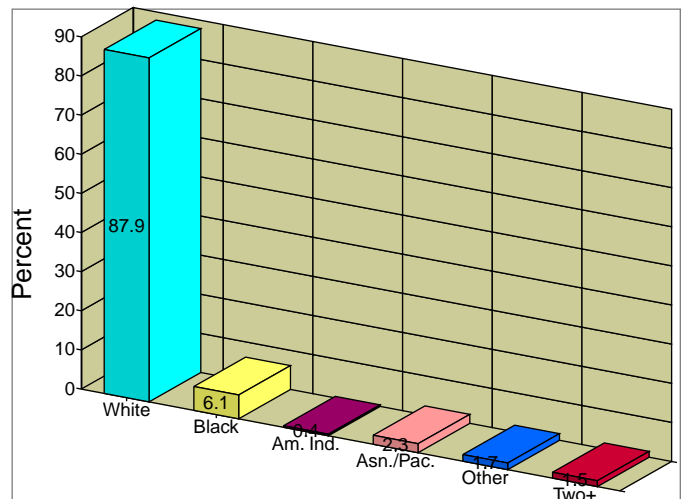
2008 Owner Occupied HUs by Value



2008 Employed 16+ by Occupation



2008 Population by Race



2008 Percent Hispanic Origin: 3.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

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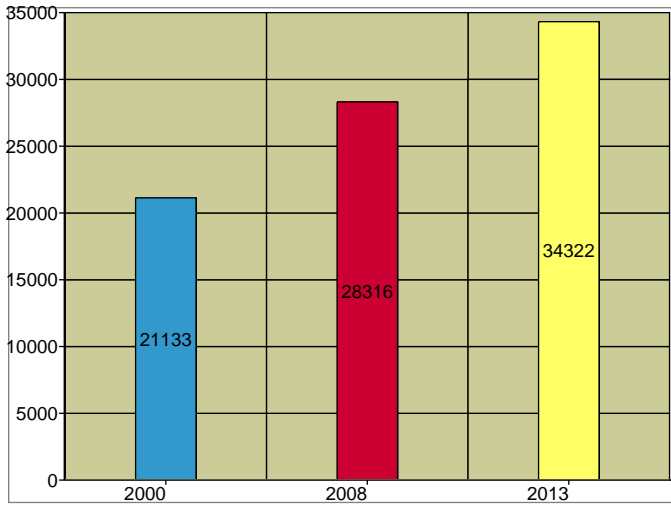
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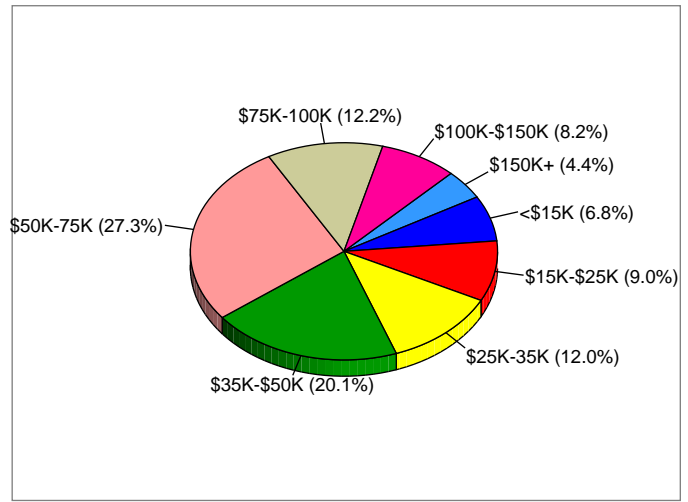
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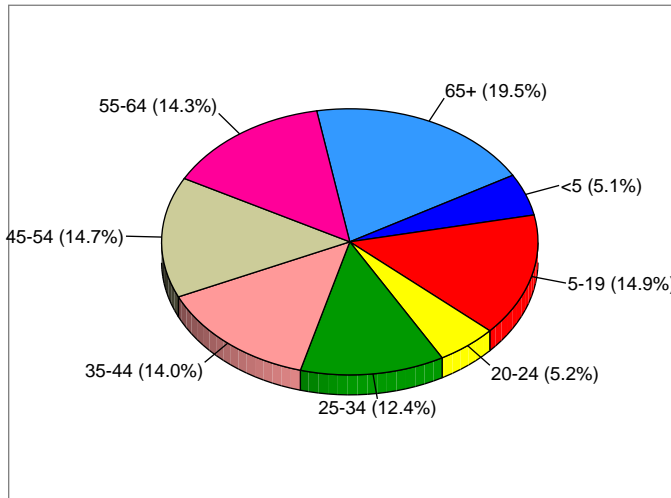
Households



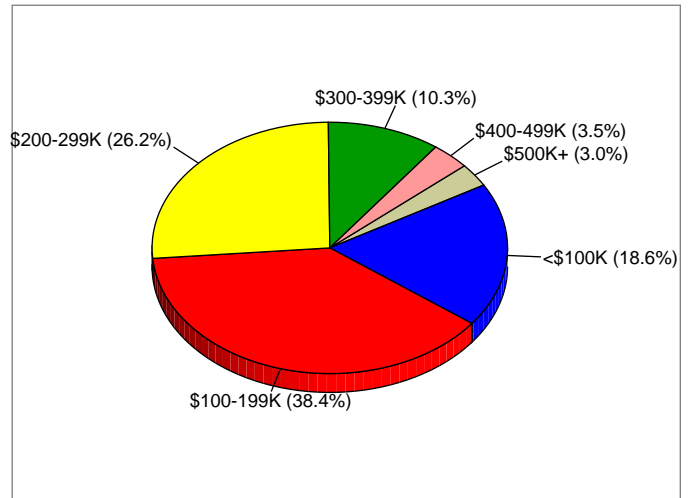
2008 Households by Income



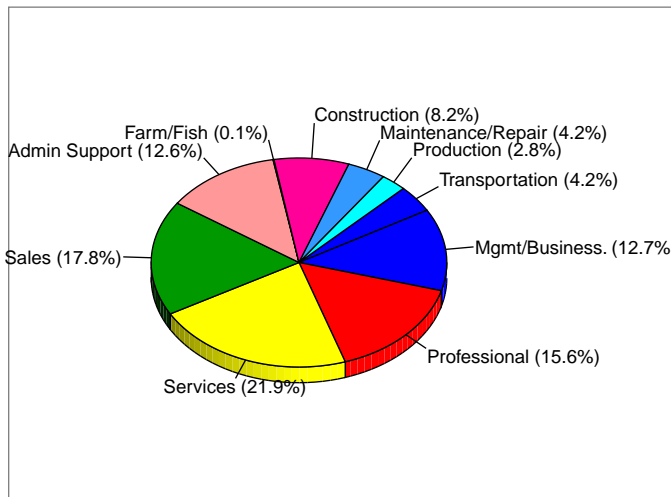
2008 Population by Age



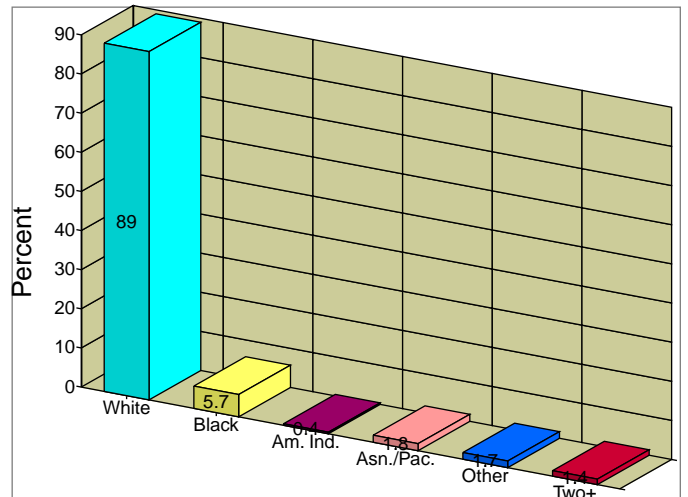
2008 Owner Occupied HUs by Value



2008 Employed 16+ by Occupation



2008 Population by Race



2008 Percent Hispanic Origin: 3.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.