



KENT COUNTY AND GRAND RAPIDS – A GROWING COMMUNITY

- The population of Kent County has increased over 15% since 1990 and 4% since 2000, twice the growth rate of the state of Michigan for those periods
- Grand Rapids is the second largest city in Michigan with a regional population of 774,084
- Grand Rapids has experienced tremendous growth in the past decade, becoming one of the most prominent business hubs in Western Michigan
- Grand Rapids has been ranked second in top cities of the Midwest in terms of employment, education, manufacturing and quality of life
- The metro area was selected as one of America's "Best Places to Live and Work" in 2005 by both Best Places Rated Almanac and Expansion Management
- More than \$1 billion will be invested in the downtown Grand Rapids area this year, with developments including an art museum, a medical school, a hospital, a Marriott Hotel, office, retail and condominium complexes and more
- The area is a center of cultural growth as well, featuring numerous theaters, a zoo, several sports arenas, the Grammy-nominated Grand Rapids Symphony and more
- Over 10 universities call Grand Rapids home, including Michigan State's new Medical School
- Ranked seventh in Risk & Insurance Magazine's "America's Safest Cities" list
- Ranked third in Places Rated Almanac's Fun and Recreation category, partly due to the fact that the area boasts the highest percentage of golfers per capita in the U.S.
- Entrepreneur Magazine and The National Policy Research Council ranked Grand Rapids #26 in their list of 2006 Hot Cities for Entrepreneurs



MOTIVATING NUMBERS

	2006 TRADE AREA	2011 TRADE AREA
Population	774,084	789,181
Households	195,340	201,727
Average HH Income	\$66,479	\$72,760
Median Age	39.9	

	2006 5-MILE RADIUS	2011 5-MILE RADIUS
Population	180,176	181,891
Households	66,589	67,457
Average HH Income	\$67,750	\$73,523
Median Age	33.1	

DAYTIME EMPLOYMENT

3-Mile Radius	81,779
5-Mile Radius	174,826

Source: Claritas, Inc. 2006