



Networks
Northwest

Talent / Business / Community

BENCHMARKS NORTHWEST

A COLLECTION OF DATA RESOURCES FOR NORTHWEST MICHIGAN



Welcome

Welcome to the inaugural issue of Benchmarks Northwest. This publication highlights a plethora of data for each of the ten counties of northwest lower Michigan, and is intended to invite and inspire conversation about our community. It may guide conversations and answers involving questions like:

- How are we doing as a community?
- What does our community look like?
- What do we do well?
- How can we improve?

As you peruse the information provided, you may find confirmation about what you already know, you may be surprised by what is revealed, or you may find yourself somewhere in between. Either way, this is intended to be a jumping off point for community leaders and citizens alike to work from the same information when developing strategies, making decisions, and working through community development issues.

Benchmarks Northwest is not a comprehensive guide to all data available for each county or for the region as a whole. Community matters can be complicated, but we hope you find these data helpful in bringing a measure of solidarity to conversations that happen every day around northwest lower Michigan. More data and detail can be found at www.benchmarksnorthwest.org.



Page 4 - Antrim County



Page 6 - Benzie County



Page 8 - Charlevoix County



Page 10 - Emmet County



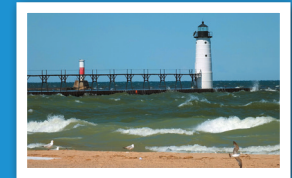
Page 12 - Grand Traverse County



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Page 16 - Leelanau County



Page 18 - Manistee County



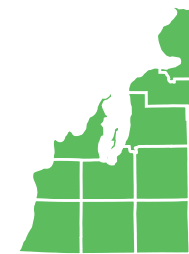
Page 20 - Missaukee County



Page 22 - Wexford County

Northwest Regional Indicators

Northwest Michigan, renowned for its natural beauty and unique character, is a place where people and businesses can thrive and grow. The region boasts a population of approximately 304,000 residents with a population density of 65 people per square mile. The region is comprised of 4.8% inland water and 95.4% land areas. Over 70% of the population resides within one of the 31 population centers throughout the 10-county region.



Total Population

2010: 297,912

2017: 303,996

Regional Trend from 2010 to 2017 is

2.0%

Median Household Income

2010: \$45,353

2017: \$50,157

Average of all Counties
Regional Trend from 2010 to 2017 is

10.6%

Percent of Persons Age 25 years+ with a Degree

2010: 31%

2017: 36%

Average of all Counties
Regional Trend from 2010 to 2017 is

5.0%

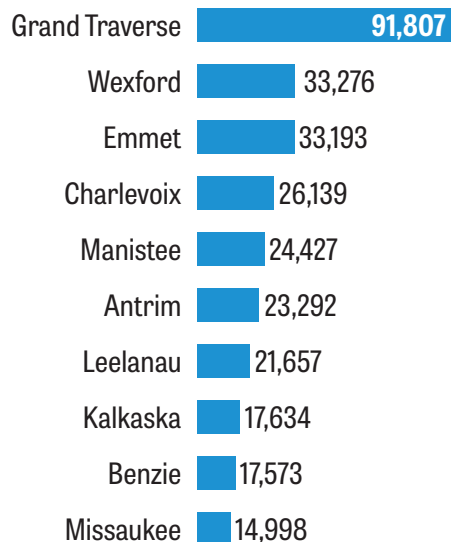
Total Gross Regional Product

2015:

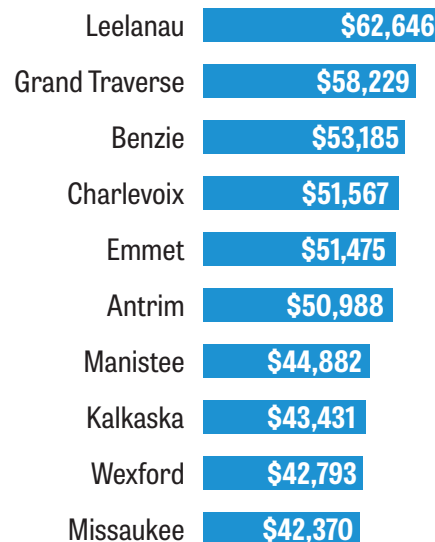
\$11.9 Billion*

**2015 was the first time Gross Regional Product was released at the county level.*

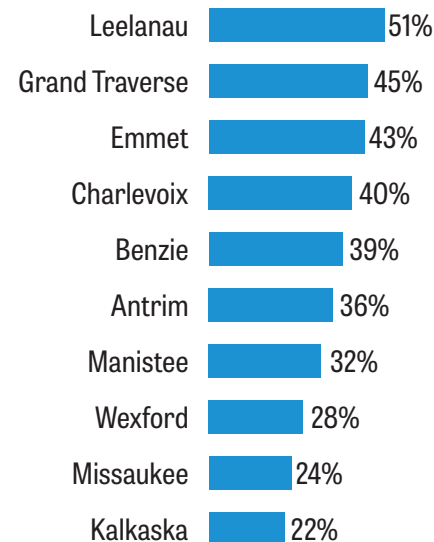
Comparison by County, 2017



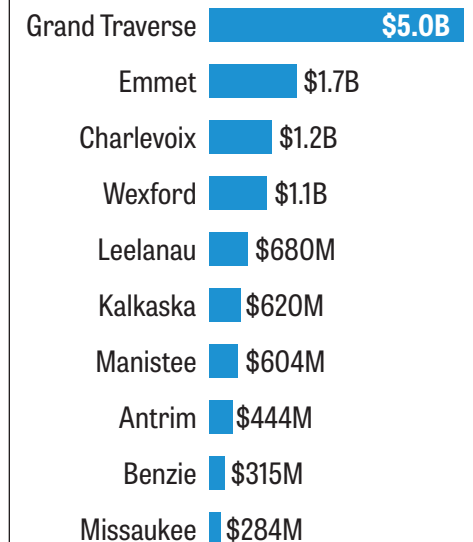
Comparison by County, 2017

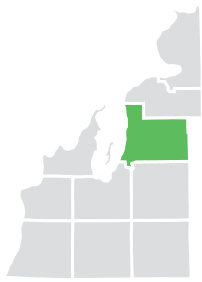


Comparison by County, 2017



Comparison by County, 2015





Antrim County



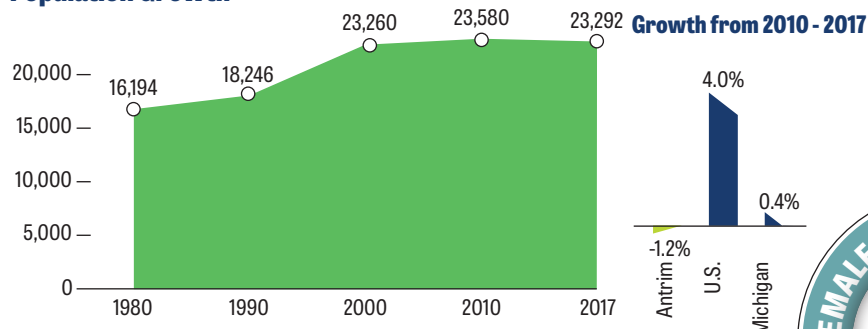
Photo/Michigan Horizons Photography

Antrim County boasts a population of approximately 23,000 residents with a population density of 49 people per square mile. The county is made up of 10.1% inland water and 90.8% land areas. The communities of Bellaire, Central Lake, Elk Rapids, and Mancelona have a core infrastructure of water, sewer, broadband, and are planning for future growth.



Demographics

Population Growth

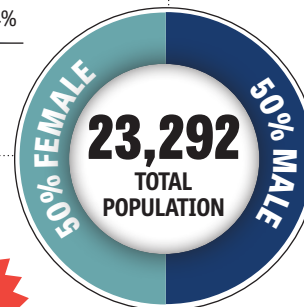


Median Household Income Growth

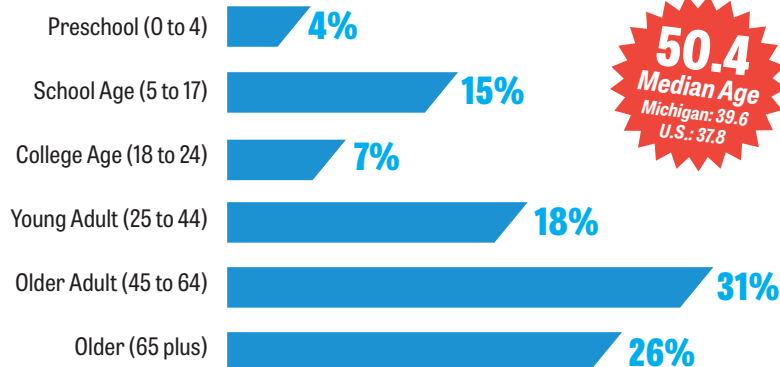


18.2%
Growth from 2010 - 2017

Michigan 2017: \$54,909 | U.S. 2017: \$60,336

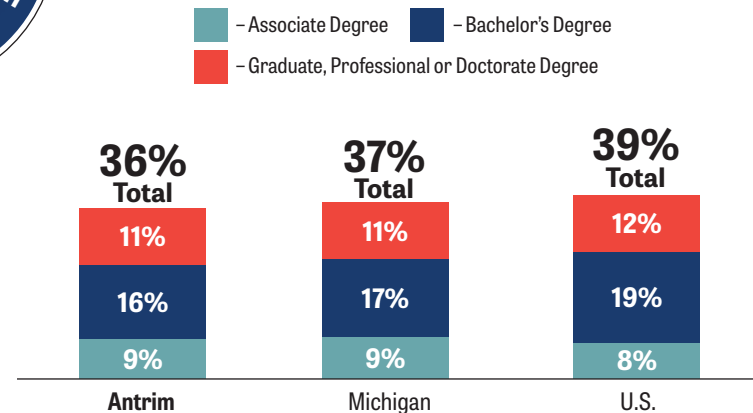


Population by Age



50.4
Median Age
Michigan: 39.6
U.S.: 37.8

Percent of Persons Age 25 years+ with a Degree



Sources: Stats America USA, 2013-2017 American Community Survey 5-Year Estimates

Housing



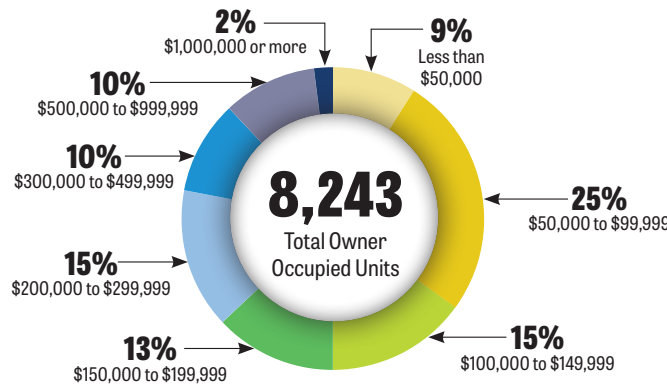
Median Unit Value



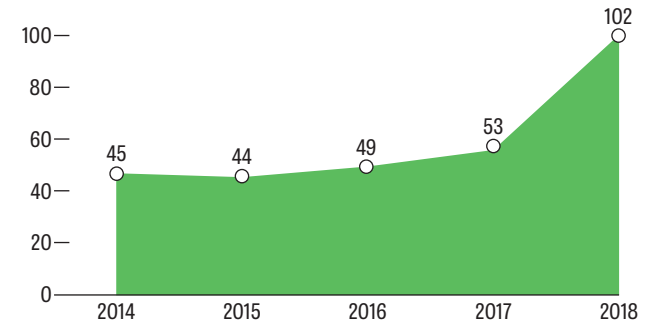
Housing Ownership Rate



Housing Breakdown by Value



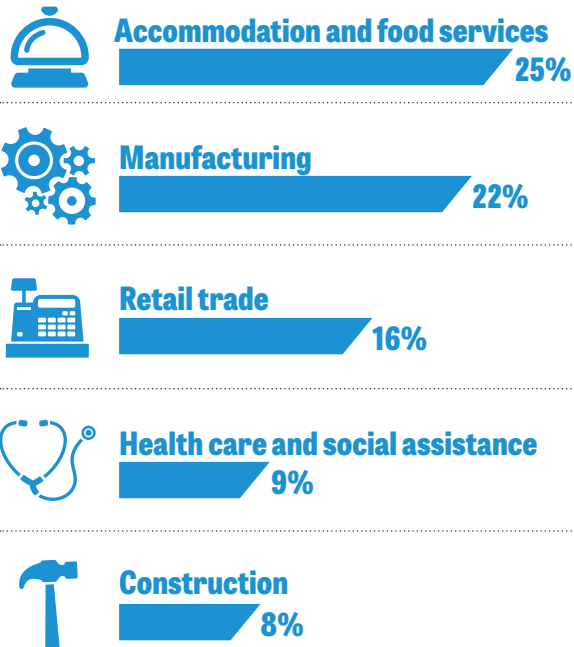
Total Housing Unit Building Permits



Source: U.S. Department of Housing and Urban Development

Economic Environment

Top Industries, Percentage of Population Employed



Source: U.S. Census Bureau, 2016 County Business Patterns

Unemployment Rate



\$444M
2015 Gross Regional Product for all industries

Source: Bureau of Economic Analysis

10,162
Labor Force

36%
A.L.I.C.E.

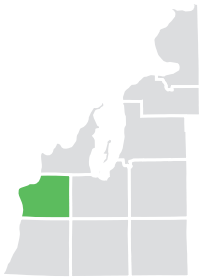
Asset Limited, Income Constrained, Employed
Source: American Association of Michigan United Ways

92.1%
of Population has health insurance

Commute Time in Minutes



Source: 2013-2017 American Community Survey 5-Year Estimates



Benzie County



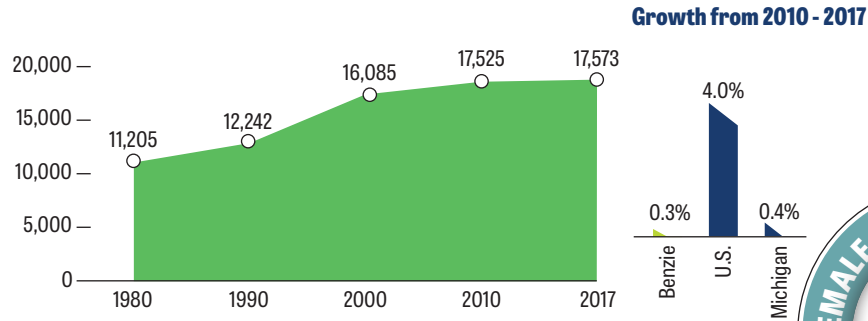
Photo/Michigan Horizons Photography

Benzie County boasts a population of approximately 17,000 residents with a population density of 55 people per square mile. The county is made up of 8.2% inland water and 92.4% land areas. The communities of Beulah/Benzonia, Frankfort/Elberta, Honor, and Thompsonville/Crystal Mountain have a core infrastructure of water, sewer, broadband, and are planning for future growth.

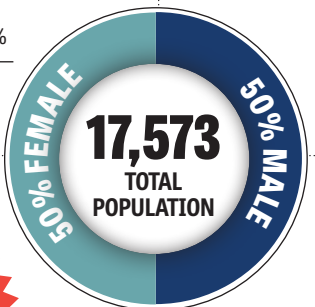
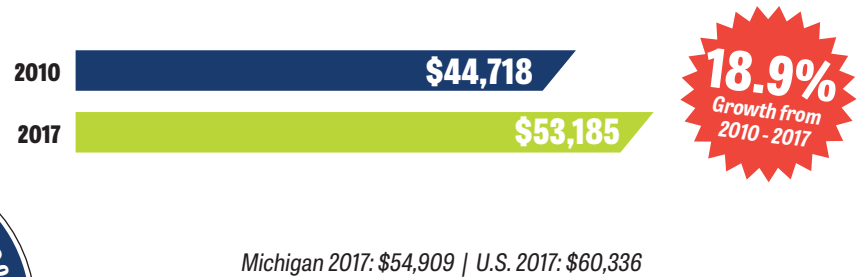


Demographics

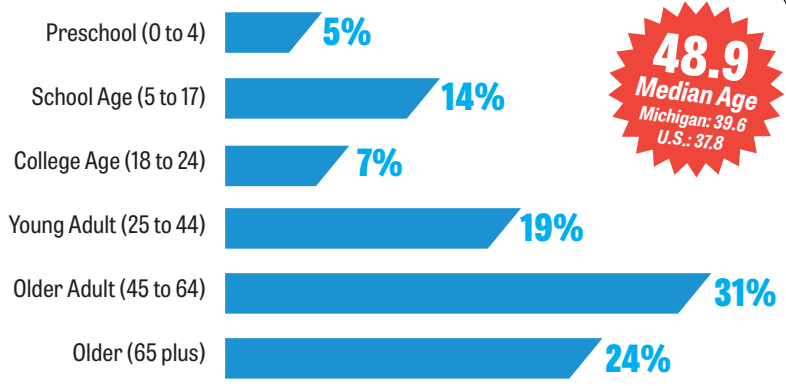
Population Growth



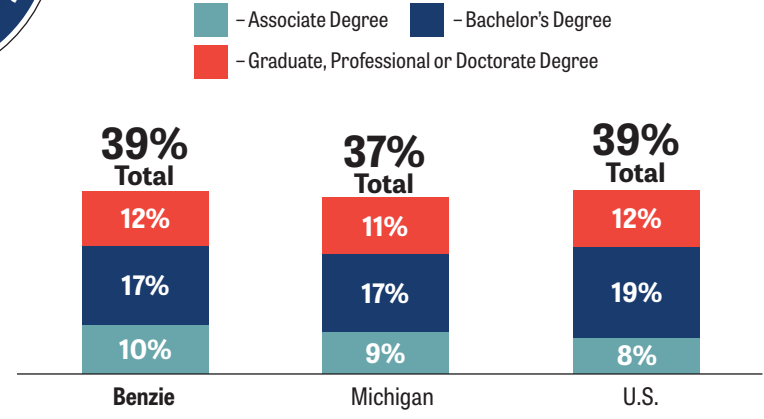
Median Household Income Growth



Population by Age



Percent of Persons Age 25 years+ with a Degree



Sources: Stats America USA, 2013-2017 American Community Survey 5-Year Estimates

Housing



Median Unit Value

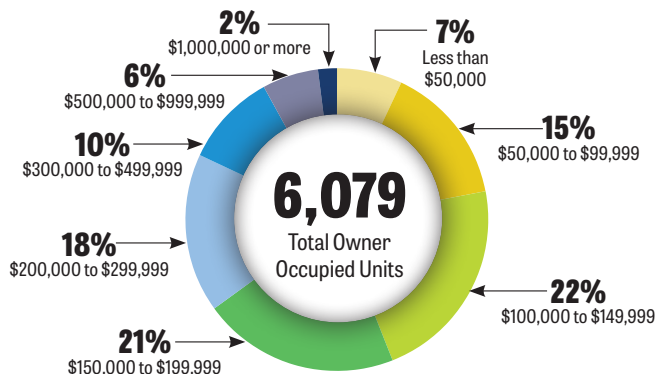


Housing Ownership Rate

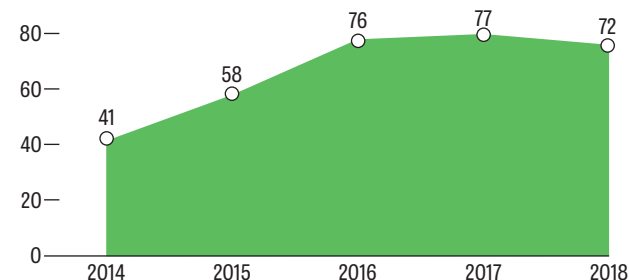
88.0% Own

Michigan: 71.0% | U.S.: 63.8%

Housing Breakdown by Value



Total Housing Unit Building Permits



Source: U.S. Department of Housing and Urban Development

Economic Environment

Top Industries, Percentage of Population Employed



Source: U.S. Census Bureau, 2016 County Business Patterns

Unemployment Rate



\$315M
2015 Gross Regional Product for all industries

Source: Bureau of Economic Analysis

8,919
Labor Force

42%
A.L.I.C.E.
Asset Limited, Income Constrained, Employed

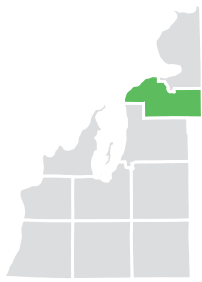
Source: American Association of Michigan United Ways

91.6%
of Population has health insurance

Commute Time in Minutes



Source: 2013-2017 American Community Survey 5-Year Estimates



Charlevoix County



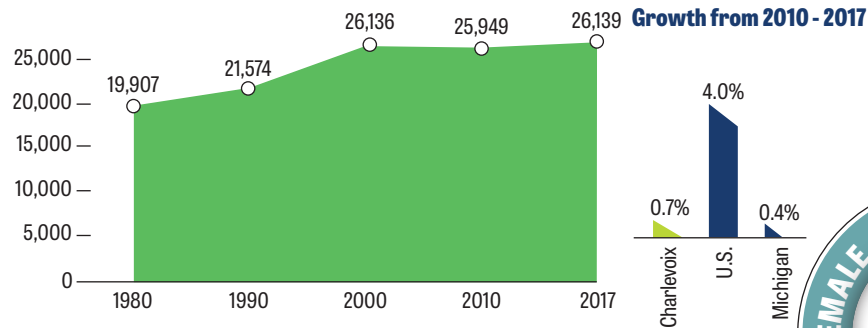
Photo/Gary L. Howe

Charlevoix County boasts a population of approximately 26,000 residents with a population density of 63 people per square mile. The county is made up of 9.5% inland water and 91.3% land areas. The communities of Boyne City, Charlevoix, and East Jordan have a core infrastructure of water, sewer, broadband, and are planning for future growth.

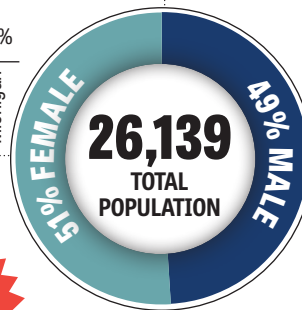
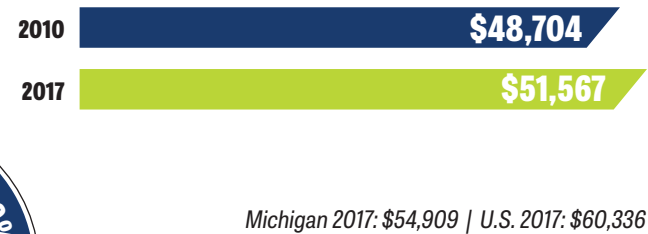


Demographics

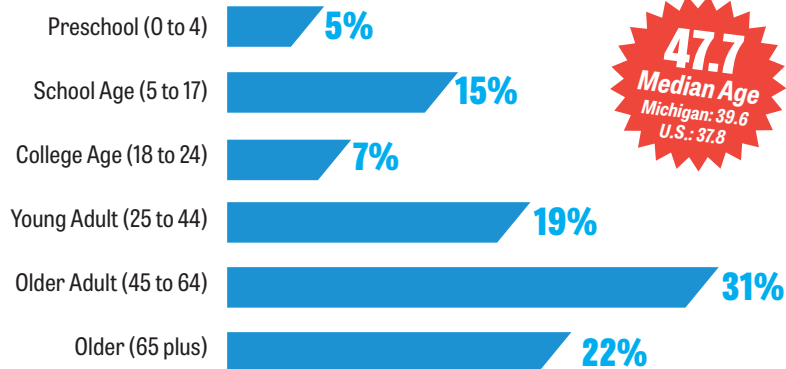
Population Growth



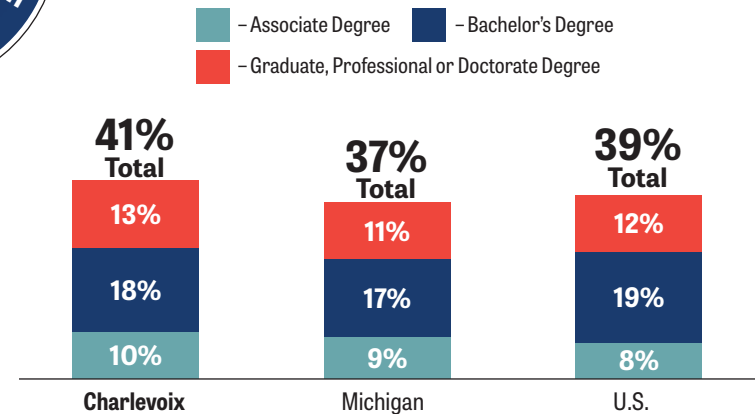
Median Household Income Growth



Population by Age



Percent of Persons Age 25 years+ with a Degree



Sources: Stats America USA, 2013-2017 American Community Survey 5-Year Estimates

Housing



Median Unit Value

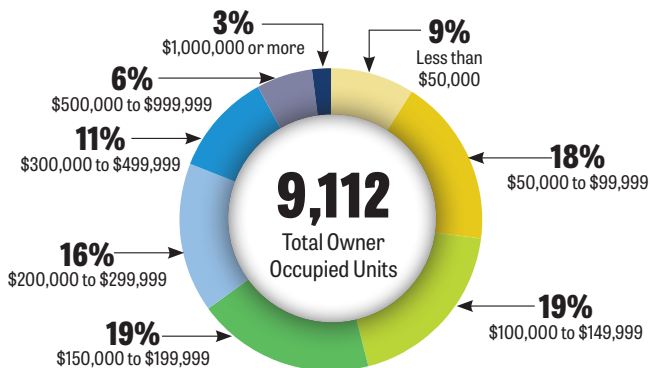


Housing Ownership Rate

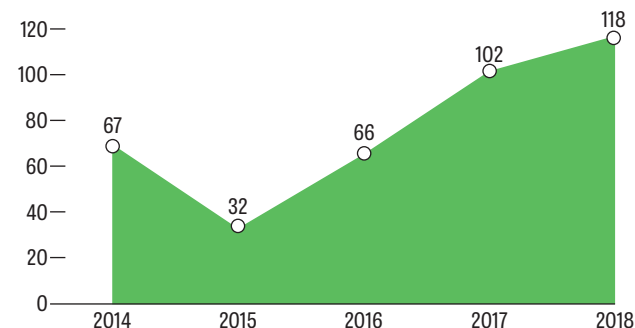


Michigan: 71.0% | U.S.: 63.8%

Housing Breakdown by Value



Total Housing Unit Building Permits



Source: U.S. Department of Housing and Urban Development

Economic Environment

Top Industries, Percentage of Population Employed



Source: U.S. Census Bureau, 2016 County Business Patterns

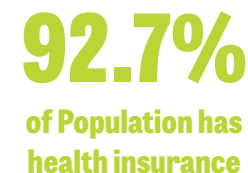
Unemployment Rate



Source: Bureau of Economic Analysis



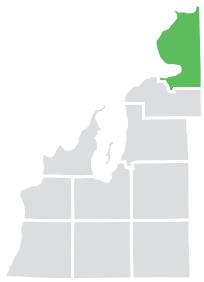
Asset Limited, Income Constrained, Employed
Source: American Association of Michigan United Ways



Commute Time in Minutes



Source: 2013-2017 American Community Survey 5-Year Estimates



Emmet County



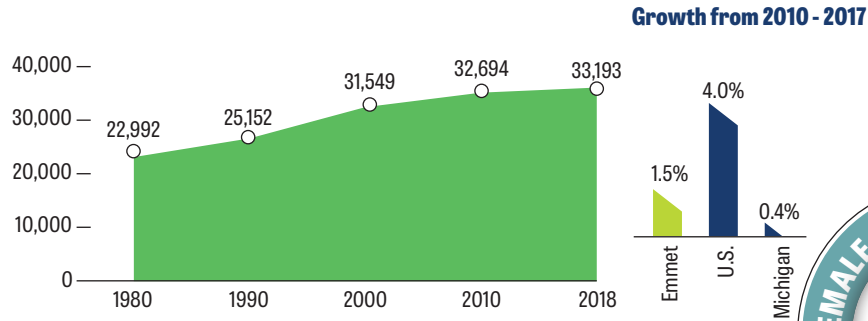
Photo/Gary L. Howe

Emmet County boasts a population of approximately 33,000 residents with a population density of 71 people per square mile. The county is made up of 3.5% inland water and 96.6% land areas. The communities of Alanson, Harbor Springs, Mackinaw City, and Petoskey have a core infrastructure of water, sewer, broadband, and are planning for future growth.

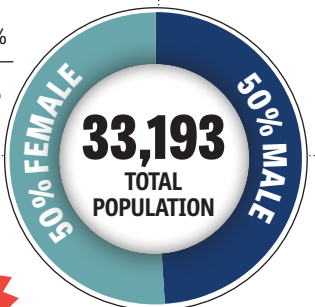
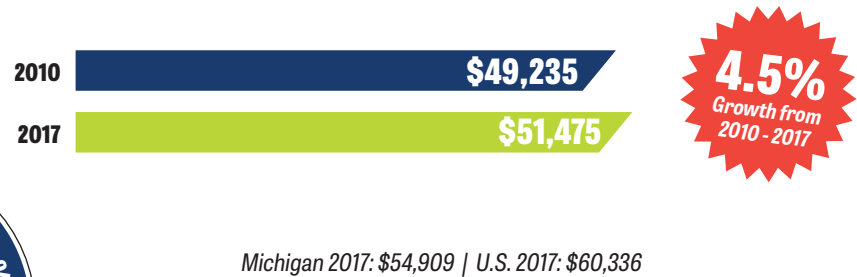


Demographics

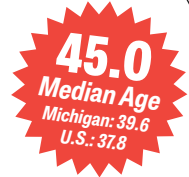
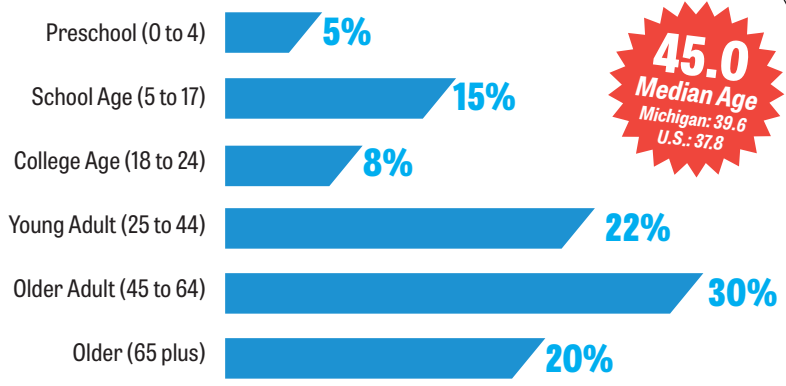
Population Growth



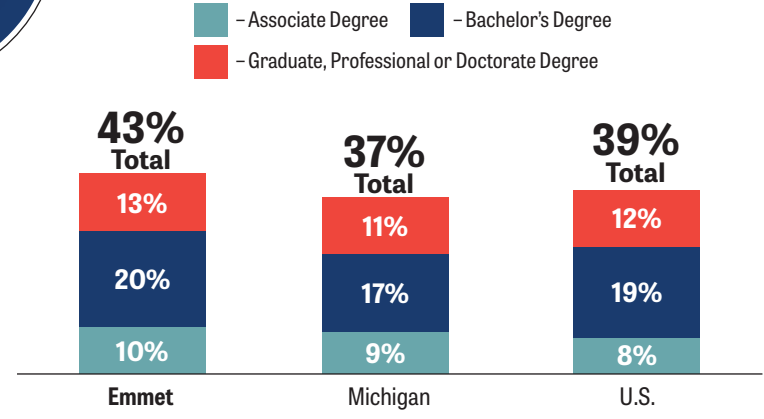
Median Household Income Growth



Population by Age



Percent of Persons Age 25 years+ with a Degree



Sources: Stats America USA, 2013-2017 American Community Survey 5-Year Estimates

Housing



Median Unit Value

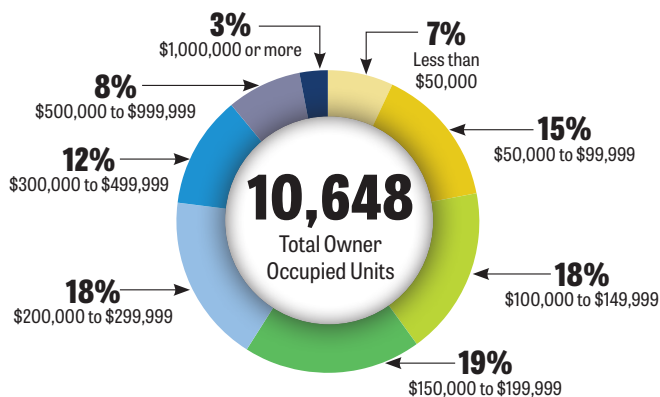


Housing Ownership Rate

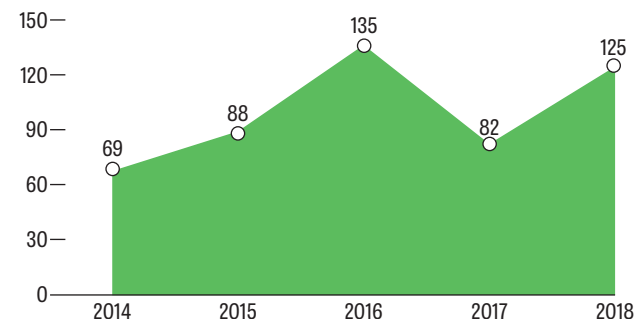
73.5% Own

Michigan: 71.0% | U.S.: 63.8%

Housing Breakdown by Value



Total Housing Unit Building Permits



Source: U.S. Department of Housing and Urban Development

Economic Environment

Top Industries, Percentage of Population Employed



Source: U.S. Census Bureau, 2016 County Business Patterns

Unemployment Rate



\$1.7B

2015 Gross Regional Product for all industries

Source: Bureau of Economic Analysis

17,676
Labor Force

42%
A.L.I.C.E.

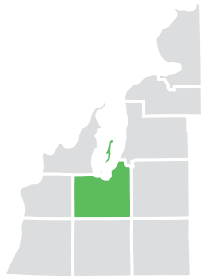
Asset Limited, Income Constrained, Employed
Source: American Association of Michigan United Ways

91.3%
of Population has health insurance

Commute Time in Minutes



Source: 2013-2017 American Community Survey 5-Year Estimates



Grand Traverse County



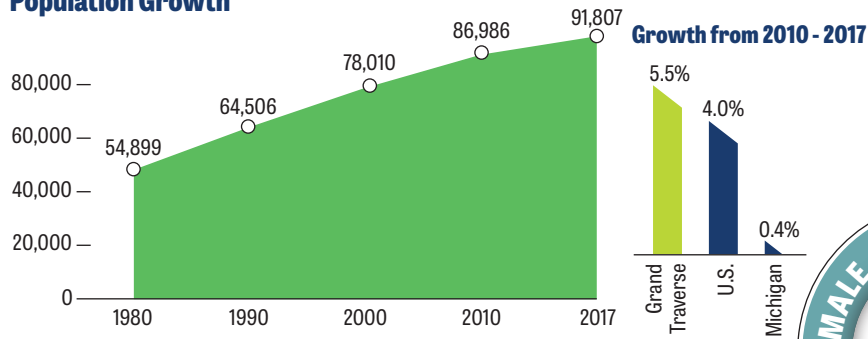
Photo/Gary L. Howe

Grand Traverse County boasts a population of approximately 92,000 residents with a population density of 199 people per square mile. The county is made up of 5.6% inland water and 94.7% land areas. The communities of Fife Lake, Interlochen, Kingsley, and Traverse City have a core infrastructure of water, sewer, broadband, and are planning for future growth.

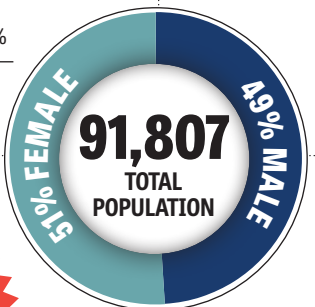
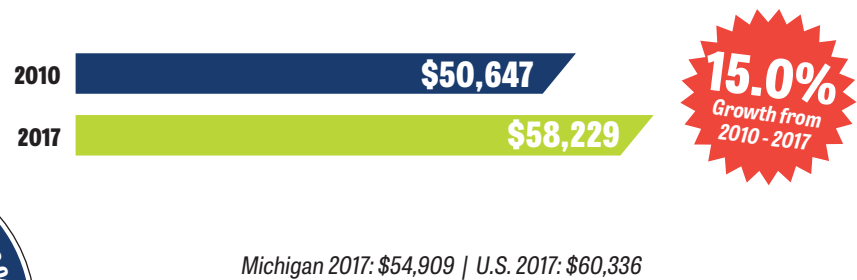


Demographics

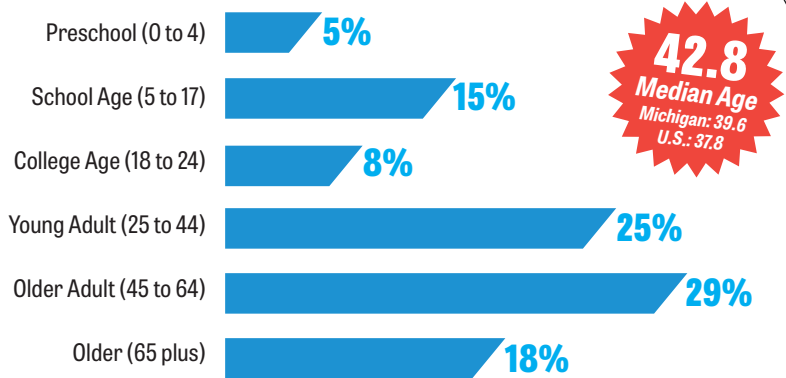
Population Growth



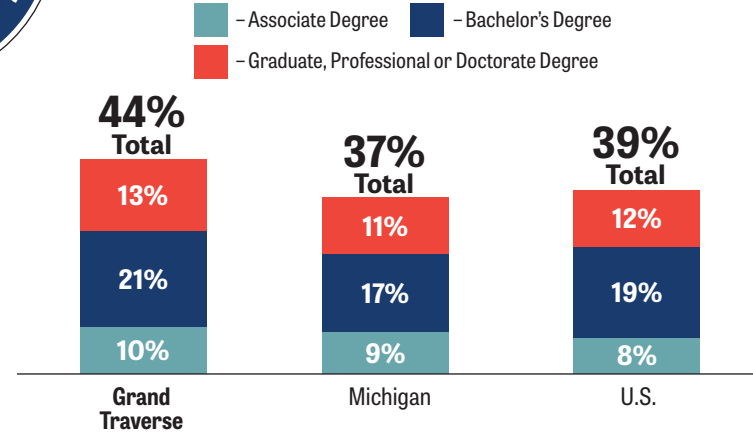
Median Household Income Growth



Population by Age



Percent of Persons Age 25 years+ with a Degree



Sources: Stats America USA, 2013-2017 American Community Survey 5-Year Estimates

Housing



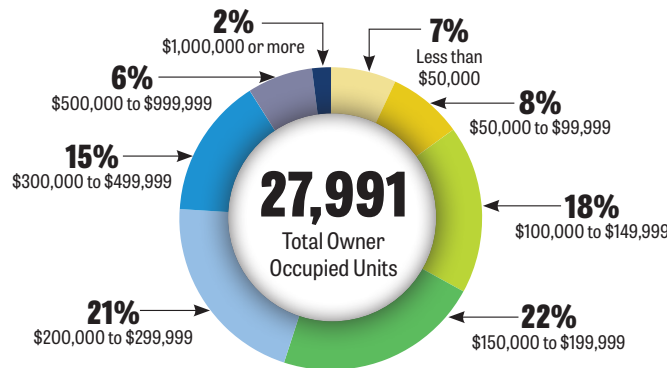
Median Unit Value



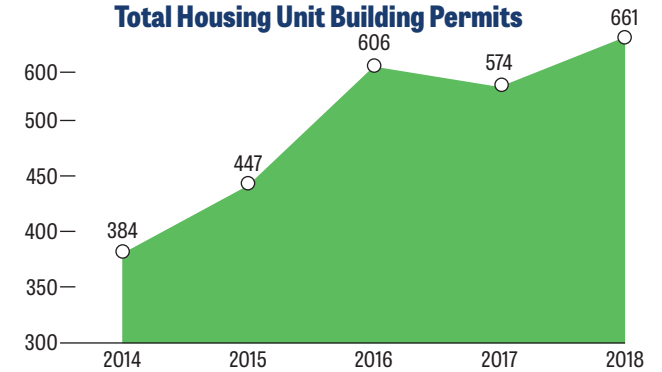
Housing Ownership Rate



Housing Breakdown by Value



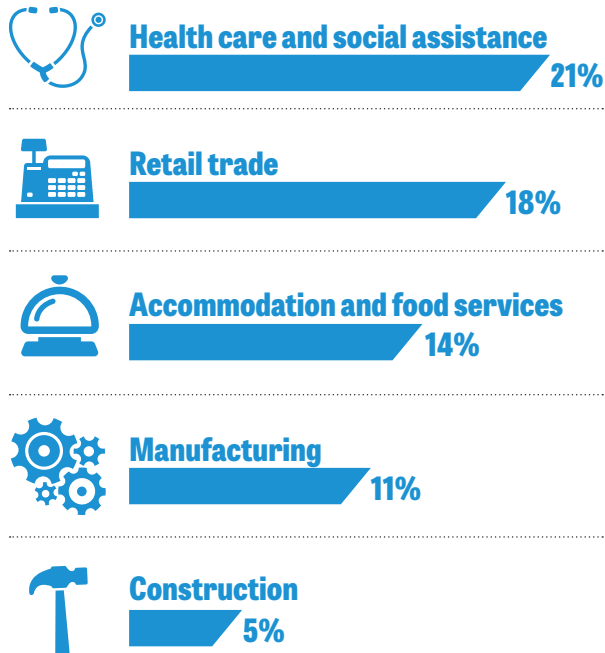
Total Housing Unit Building Permits



Source: U.S. Department of Housing and Urban Development

Economic Environment

Top Industries, Percentage of Population Employed



Source: U.S. Census Bureau, 2016 County Business Patterns

Unemployment Rate



49,856
Labor Force

34%
A.L.I.C.E.

Asset Limited, Income Constrained, Employed
Source: American Association of Michigan United Ways

92.6%
of Population has health insurance

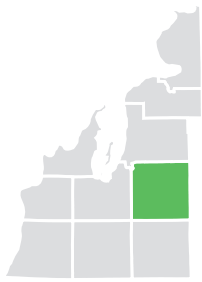
\$5.0B
2015 Gross Regional Product for all industries

Source: Bureau of Economic Analysis

Commute Time in Minutes



Source: 2013-2017 American Community Survey 5-Year Estimates



Kalkaska County



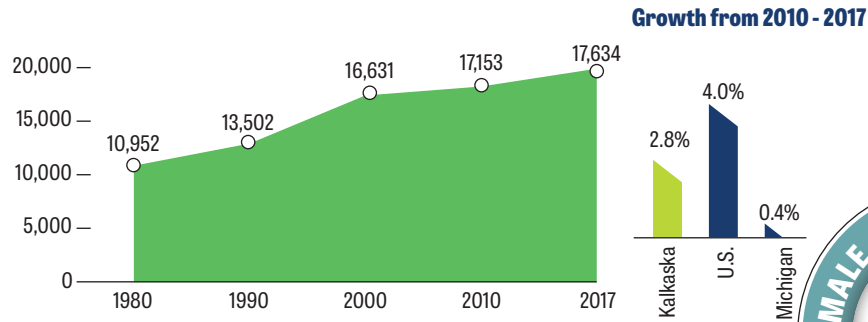
Photo/Gary L. Howe

Kalkaska County boasts a population of approximately 17,000 residents with a population density of 32 people per square mile. The county is made up of 1.7% inland water and 98.3% land areas. The community of Kalkaska has a core infrastructure of water, sewer, broadband, and are planning for future growth.

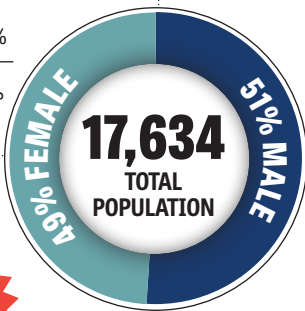
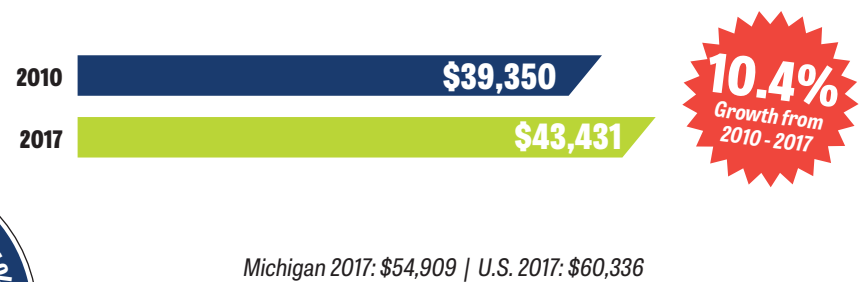


Demographics

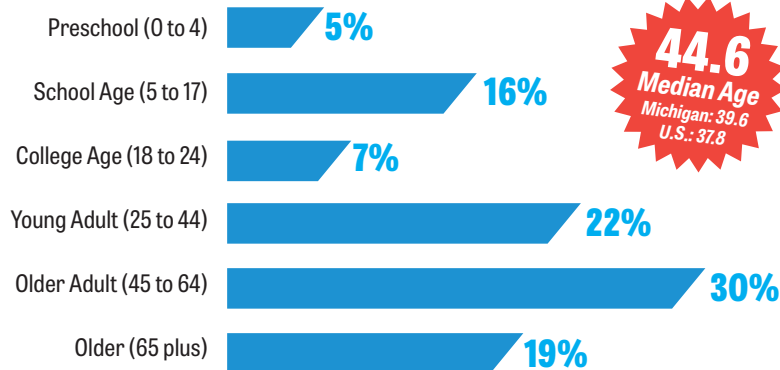
Population Growth



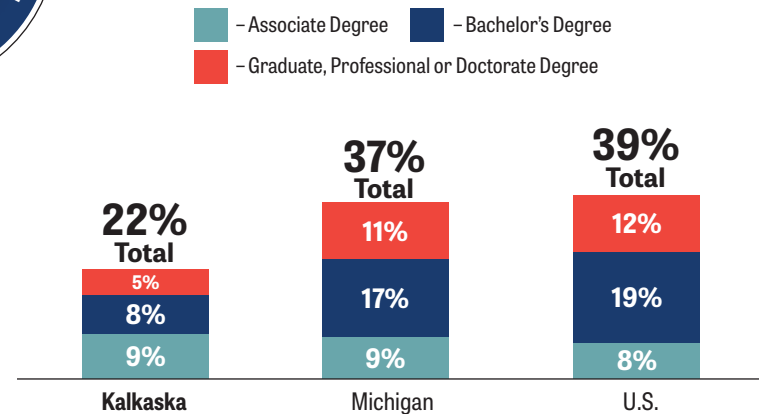
Median Household Income Growth



Population by Age



Percent of Persons Age 25 years+ with a Degree



Sources: Stats America USA, 2013-2017 American Community Survey 5-Year Estimates

Housing



Median Unit Value

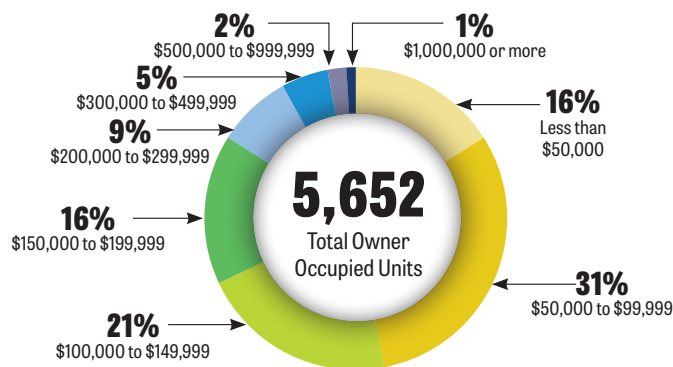


Housing Ownership Rate

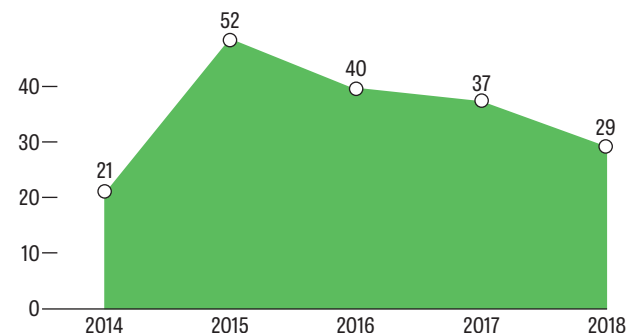


Michigan: 71.0% | U.S.: 63.8%

Housing Breakdown by Value



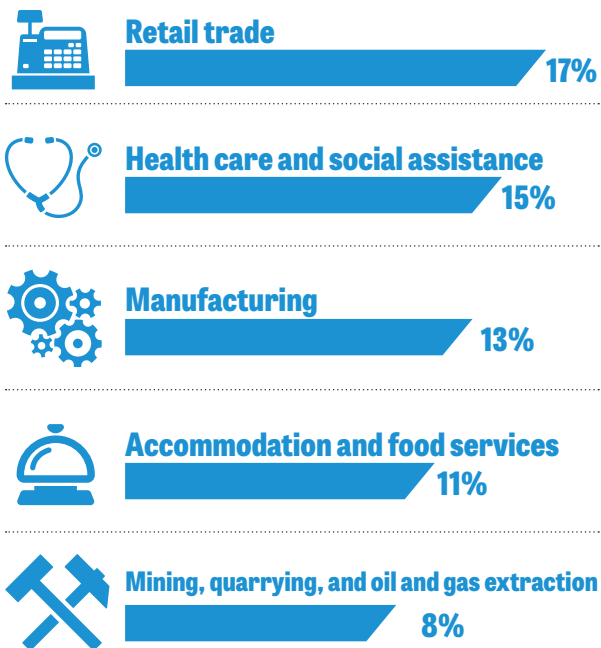
Total Housing Unit Building Permits



Source: U.S. Department of Housing and Urban Development

Economic Environment

Top Industries, Percentage of Population Employed



Source: U.S. Census Bureau, 2016 County Business Patterns

Unemployment Rate



\$620M
2015 Gross Regional Product for all industries

Source: Bureau of Economic Analysis

7,793
Labor Force

46%
A.L.I.C.E.

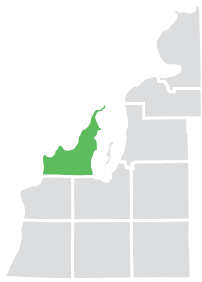
Asset Limited, Income Constrained, Employed
Source: American Association of Michigan United Ways

89.1%
of Population has health insurance

Commute Time in Minutes



Source: 2013-2017 American Community Survey 5-Year Estimates



Leelanau County



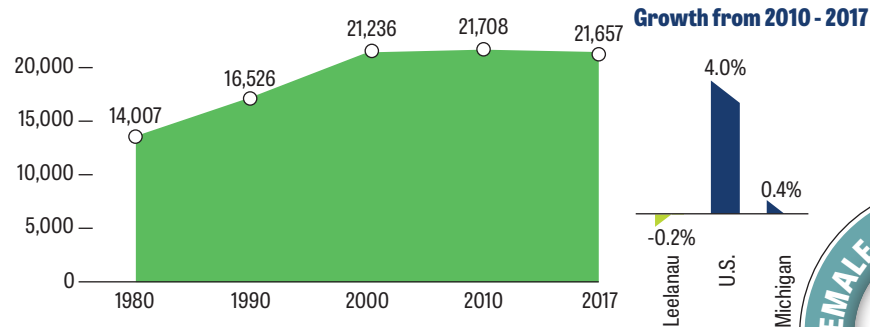
Photo/Michigan Horizons Photography

Leelanau County boasts a population of approximately 21,000 residents with a population density of 63 people per square mile. The county is made up of 9.0% inland water and 91.7% land areas. The communities of Empire, Leland/Lake Leelanau, Northport, and Suttons Bay have a core infrastructure of water, sewer, broadband, and are planning for future growth.

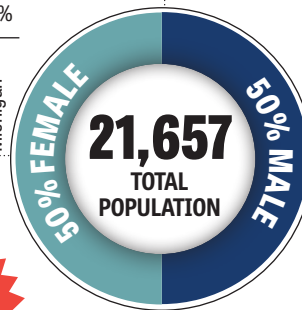
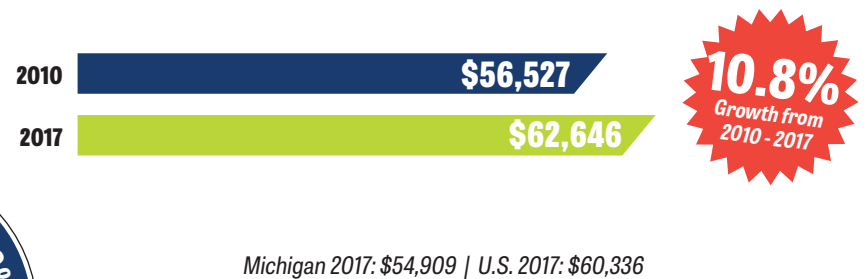


Demographics

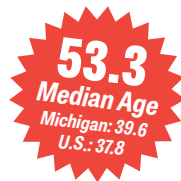
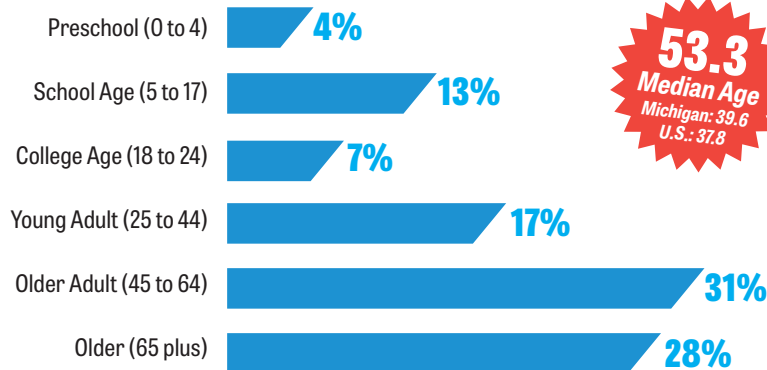
Population Growth



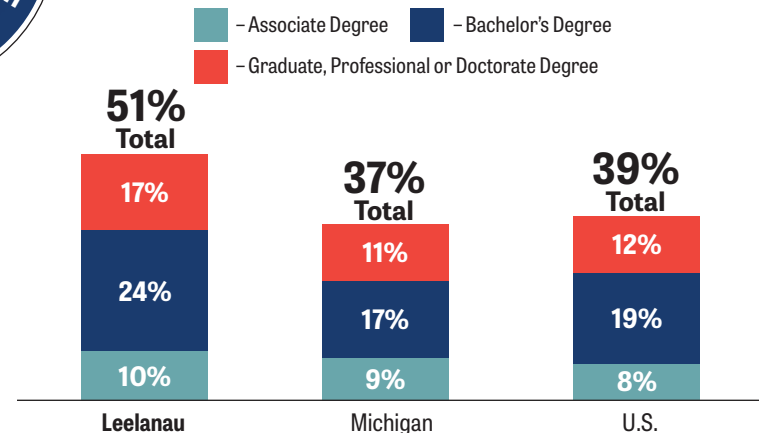
Median Household Income Growth



Population by Age



Percent of Persons Age 25 years+ with a Degree



Sources: Stats America USA, 2013-2017 American Community Survey 5-Year Estimates

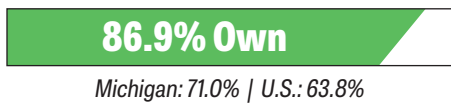
Housing



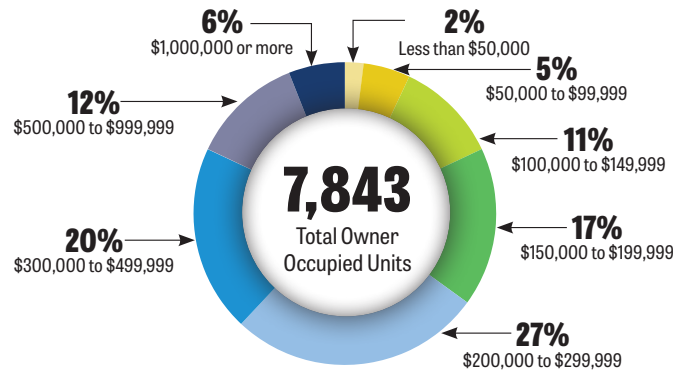
Median Unit Value



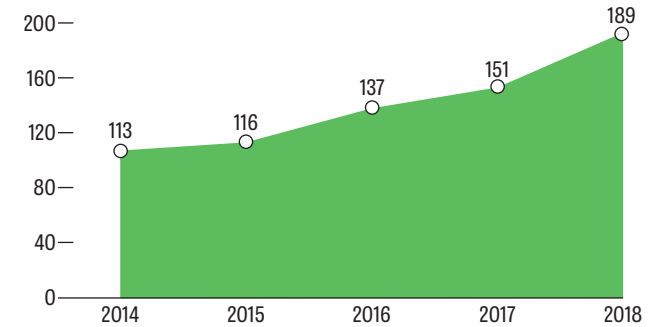
Housing Ownership Rate



Housing Breakdown by Value



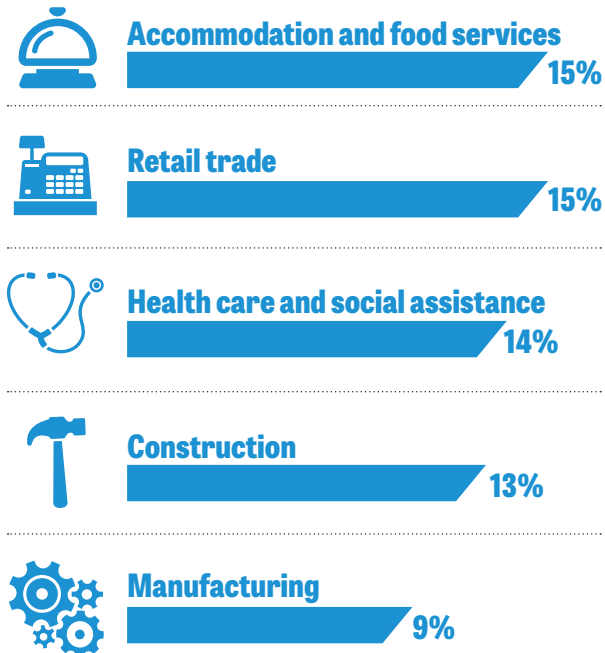
Total Housing Unit Building Permits



Source: U.S. Department of Housing and Urban Development

Economic Environment

Top Industries, Percentage of Population Employed



Source: U.S. Census Bureau, 2016 County Business Patterns

Unemployment Rate



10,655
Labor Force

33%
A.L.I.C.E.

Asset Limited, Income Constrained, Employed
Source: American Association of Michigan United Ways

94.0%
of Population has health insurance

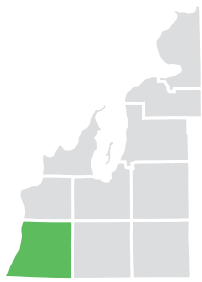
\$680M
2015 Gross Regional Product for all industries

Source: Bureau of Economic Analysis

Commute Time in Minutes



Source: 2013-2017 American Community Survey 5-Year Estimates



Manistee County



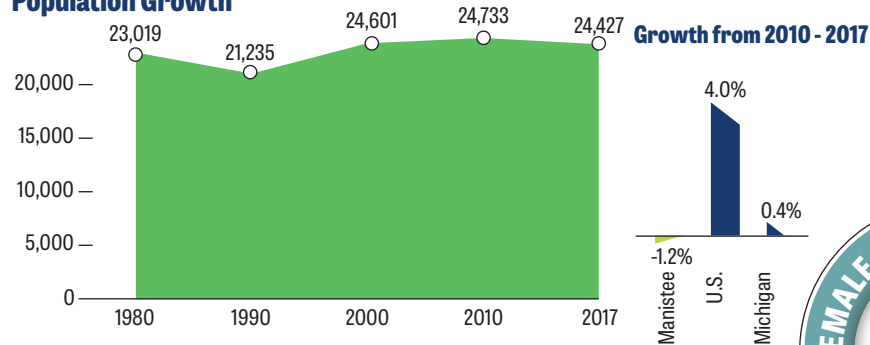
Photo/Michigan Horizons Photography

Manistee County boasts a population of approximately 24,000 residents with a population density of 45 people per square mile. The county is made up of 2.5% inland water and 97.6% land areas. The communities of Manistee and Onekama have a core infrastructure of water, sewer, broadband, and are planning for future growth.

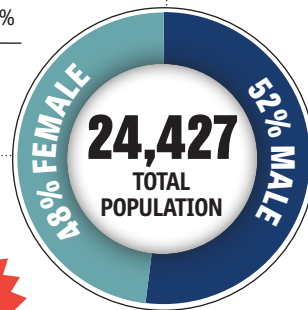
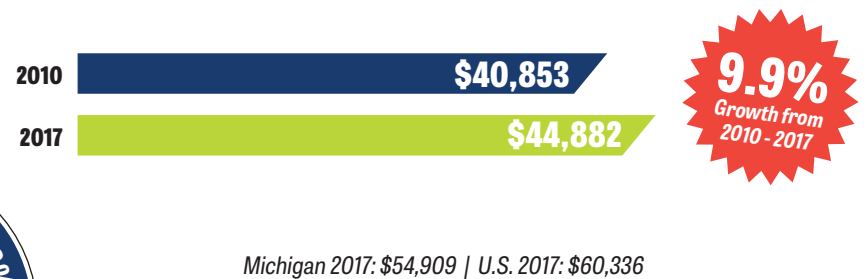


Demographics

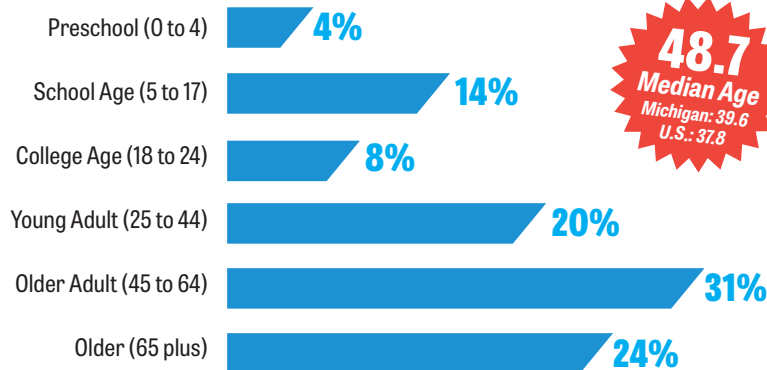
Population Growth



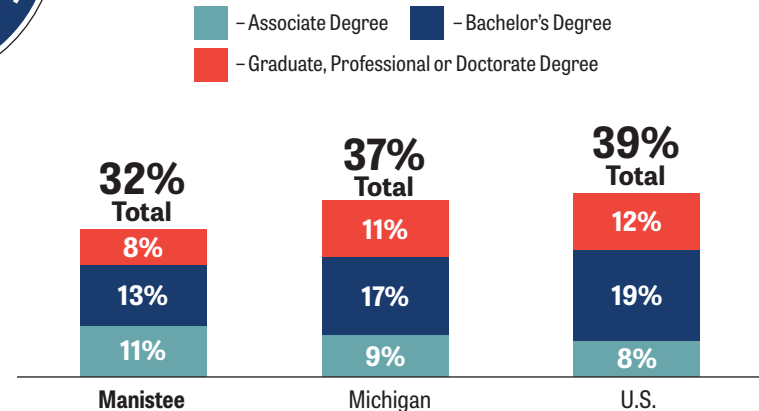
Median household income growth



Population by Age



Percent of Persons Age 25 years+ with a Degree



Sources: Stats America USA, 2013-2017 American Community Survey 5-Year Estimates

Housing



Median Unit Value

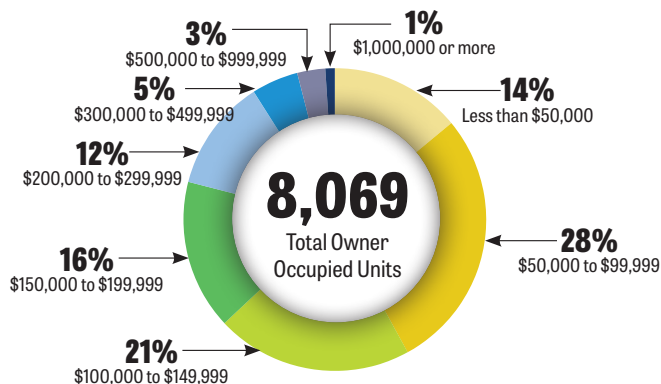


Housing Ownership Rate

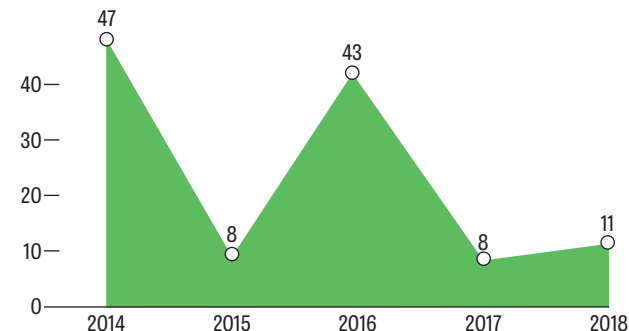
82.3% Own

Michigan: 71.0% | U.S.: 63.8%

Housing Breakdown by Value



Total Housing Unit Building Permits



Source: U.S. Department of Housing and Urban Development

Economic Environment

Top Industries, Percentage of Population Employed



Accommodation and food services
23%



Retail trade
21%



Health care and social assistance
17%



Manufacturing
15%



Other services (except public admin)
6%

Source: U.S. Census Bureau, 2016 County Business Patterns

Unemployment Rate



10,448
Labor Force

49%
A.L.I.C.E.

Asset Limited, Income Constrained, Employed
Source: American Association of Michigan United Ways

91.7%
of Population has health insurance

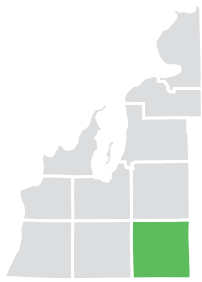
\$604M
2015 Gross Regional Product for all industries

Source: Bureau of Economic Analysis

Commute Time in Minutes



Source: 2013-2017 American Community Survey 5-Year Estimates



Missaukee County



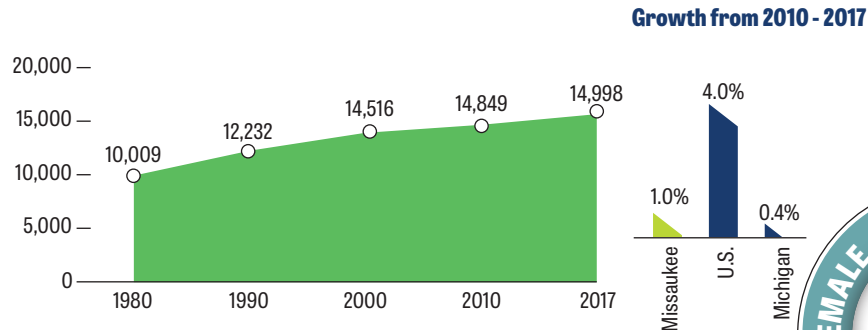
Photo/Michigan Horizons Photography

Missaukee County boasts a population of approximately 15,000 residents with a population density of 27 people per square mile. The county is made up of 1.2% inland water and 98.8% land areas. The communities of Lake City and McBain have a core infrastructure of water, sewer, broadband, and are planning for future growth.

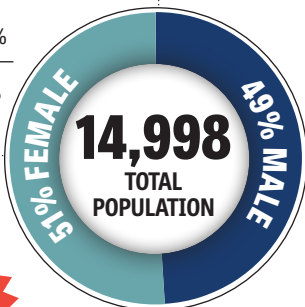
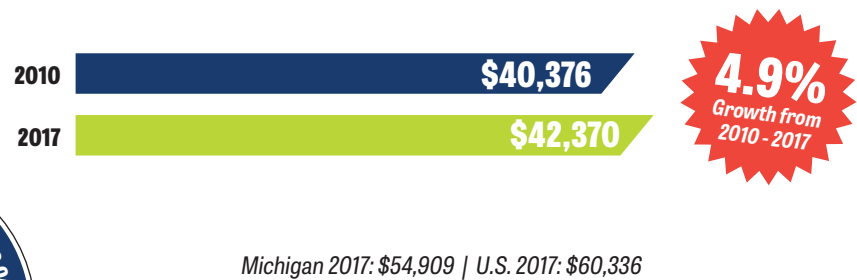


Demographics

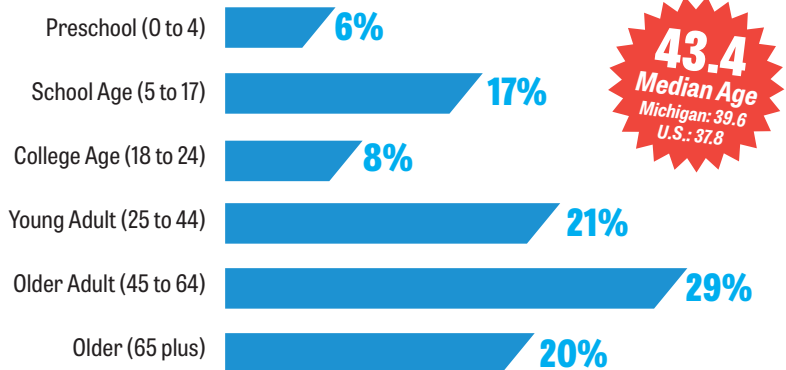
Population Growth



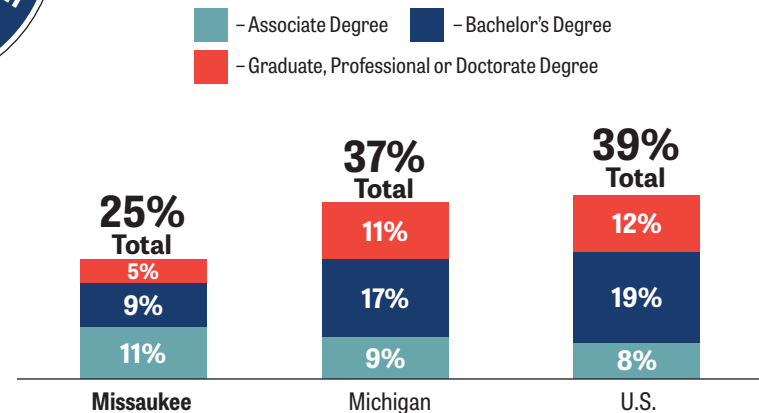
Median Household Income Growth



Population by Age



Percent of Persons Age 25 years+ with a Degree



Sources: Stats America USA, 2013-2017 American Community Survey 5-Year Estimates

Housing



Median Unit Value

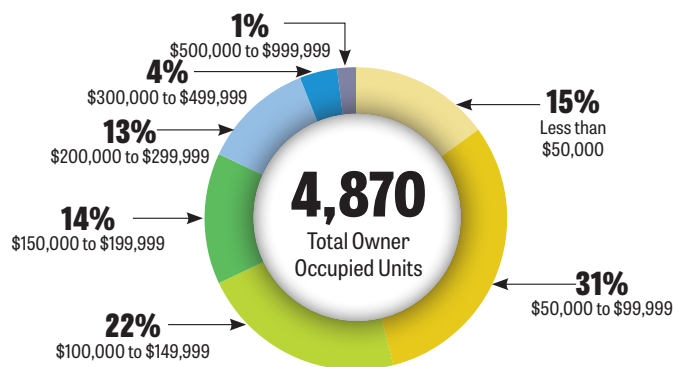


Housing Ownership Rate

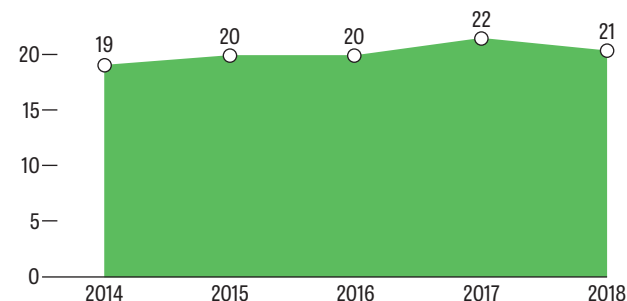


Michigan: 71.0% | U.S.: 63.8%

Housing Breakdown by Value



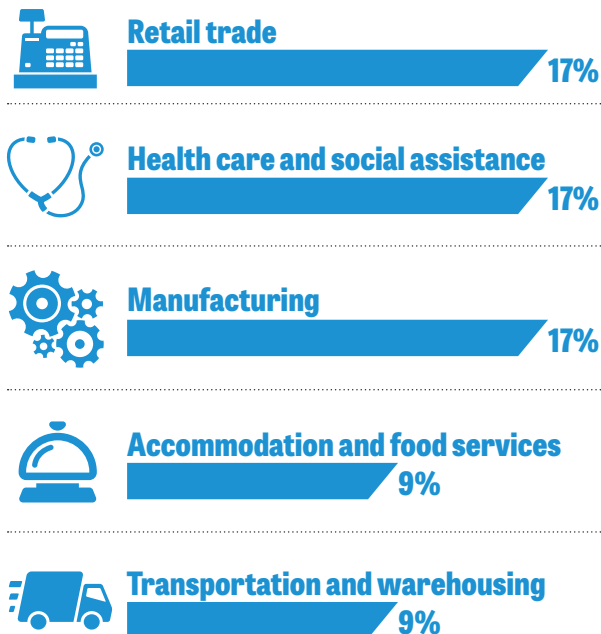
Total Housing Unit Building Permits



Source: U.S. Department of Housing and Urban Development

Economic Environment

Top Industries, Percentage of Population Employed



Source: U.S. Census Bureau, 2016 County Business Patterns

Unemployment Rate



Source: 2013-2017 American Community Survey 5-Year Estimates

\$284M
2015 Gross Regional Product for all industries

Source: Bureau of Economic Analysis

7,033
Labor Force

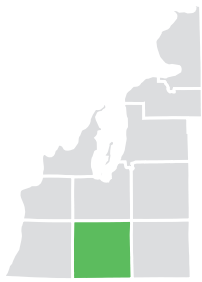
48%
A.L.I.C.E.
Asset Limited, Income Constrained, Employed

Source: American Association of Michigan United Ways

90.6%
of Population has health insurance

Commute Time in Minutes





Wexford County



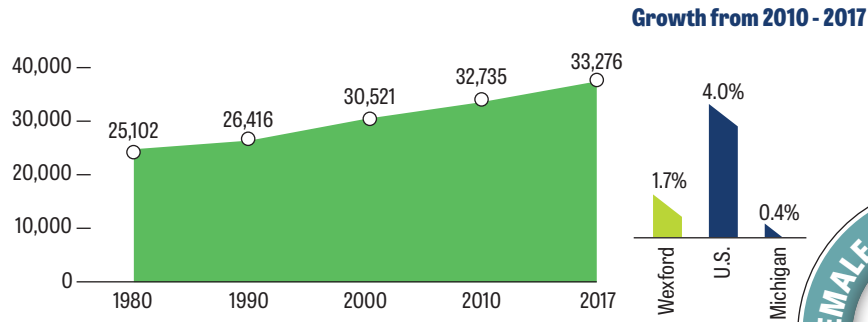
Photo/Gary L. Howe

Wexford County boasts a population of approximately 33,000 residents with a population density of 59 people per square mile. The county is made up of 1.8% inland water and 98.2% land areas. The communities of Cadillac, Manton, and Mesick have a core infrastructure of water, sewer, broadband, and are planning for future growth.

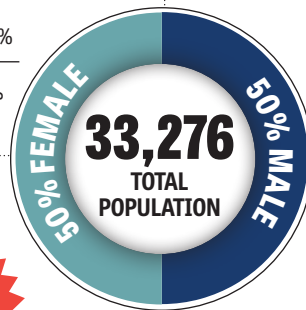
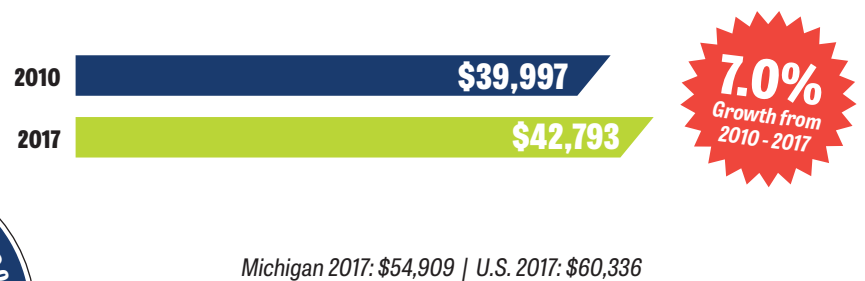


Demographics

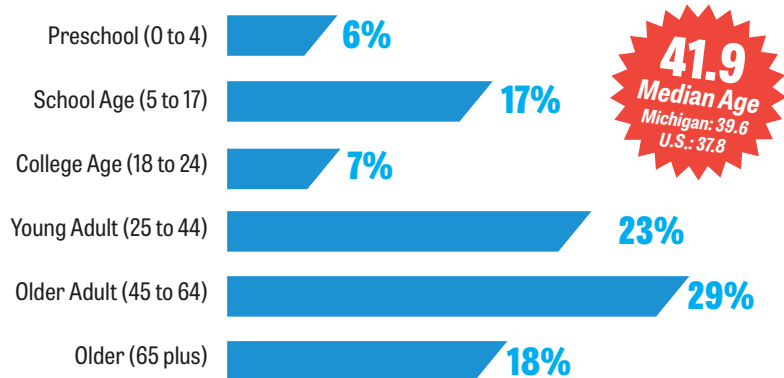
Population Growth



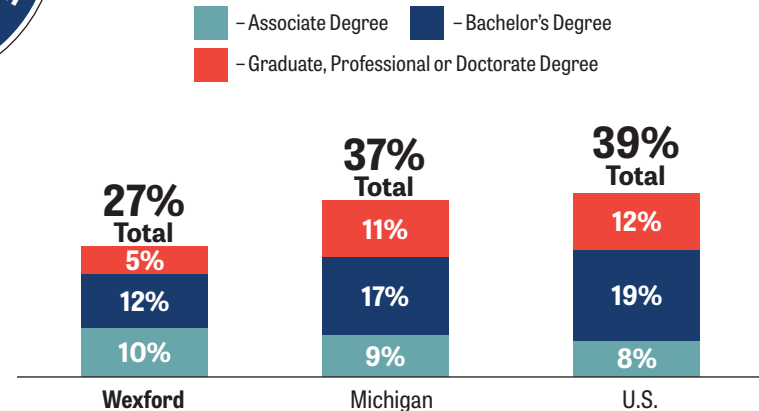
Median Household Income Growth



Population by Age



Percent of Persons Age 25 years+ with a Degree



Sources: Stats America USA, 2013-2017 American Community Survey 5-Year Estimates

Housing



Median Unit Value

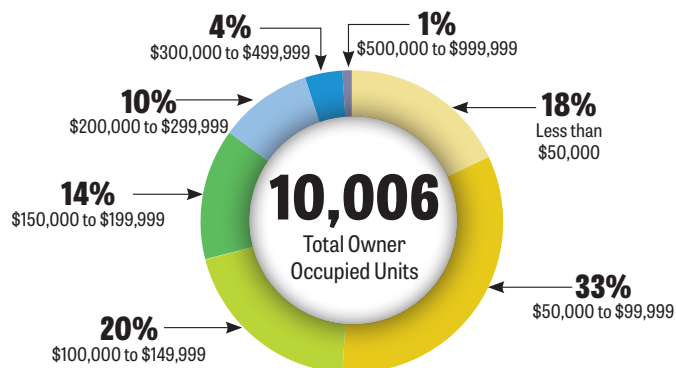


Housing Ownership Rate

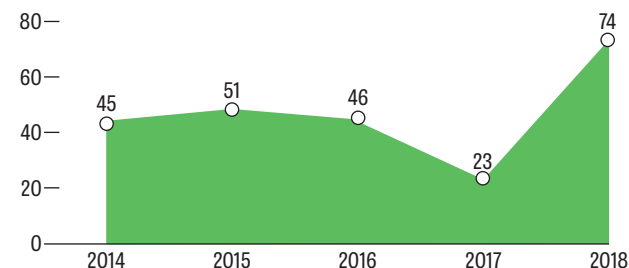


Michigan: 71.0% | U.S.: 63.8%

Housing Breakdown by Value



Total Housing Unit Building Permits



Source: U.S. Department of Housing and Urban Development

Economic Environment

Top Industries, Percentage of Population Employed



Source: U.S. Census Bureau, 2016 County Business Patterns

Unemployment Rate



Source: Bureau of Economic Analysis

14,776
Labor Force

48%
A.L.I.C.E.

Asset Limited, Income Constrained, Employed
Source: American Association of Michigan United Ways

89.7%
of Population has health insurance

Commute Time in Minutes



Source: 2013-2017 American Community Survey 5-Year Estimates

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