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.
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

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>297,912</td>
</tr>
<tr>
<td>2017</td>
<td>303,996</td>
</tr>
</tbody>
</table>

Regional Trend from 2010 to 2017 is **2.0%**

### Median Household Income

<table>
<thead>
<tr>
<th>County</th>
<th>2010</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Traverse</td>
<td>$45,353</td>
<td>$50,157</td>
</tr>
<tr>
<td>Wexford</td>
<td>$42,793</td>
<td>$47,229</td>
</tr>
<tr>
<td>Emmet</td>
<td>$50,988</td>
<td>$55,147</td>
</tr>
<tr>
<td>Charlevoix</td>
<td>$51,475</td>
<td>$56,229</td>
</tr>
<tr>
<td>Manistee</td>
<td>$44,882</td>
<td>$49,988</td>
</tr>
<tr>
<td>Antrim</td>
<td>$23,292</td>
<td>$28,229</td>
</tr>
<tr>
<td>Leelanau</td>
<td>$62,646</td>
<td>$68,229</td>
</tr>
<tr>
<td>Grand Traverse</td>
<td>$58,229</td>
<td>$63,829</td>
</tr>
<tr>
<td>Benzie</td>
<td>$53,185</td>
<td>$58,729</td>
</tr>
<tr>
<td>Charlevoix</td>
<td>$51,567</td>
<td>$57,129</td>
</tr>
<tr>
<td>Emmet</td>
<td>$51,475</td>
<td>$56,229</td>
</tr>
<tr>
<td>Antrim</td>
<td>$50,988</td>
<td>$55,729</td>
</tr>
<tr>
<td>Manistee</td>
<td>$44,882</td>
<td>$50,729</td>
</tr>
<tr>
<td>Kalkaska</td>
<td>$17,634</td>
<td>$20,298</td>
</tr>
<tr>
<td>Benzie</td>
<td>$17,573</td>
<td>$20,129</td>
</tr>
<tr>
<td>Missaukee</td>
<td>$14,998</td>
<td>$17,634</td>
</tr>
</tbody>
</table>

Average of all Counties Regional Trend from 2010 to 2017 is **10.6%**

### Percent of Persons Age 25 years+ with a Degree

<table>
<thead>
<tr>
<th>County</th>
<th>2010</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leelanau</td>
<td>51%</td>
<td>55%</td>
</tr>
<tr>
<td>Grand Traverse</td>
<td>45%</td>
<td>49%</td>
</tr>
<tr>
<td>Benzie</td>
<td>39%</td>
<td>43%</td>
</tr>
<tr>
<td>Charlevoix</td>
<td>40%</td>
<td>44%</td>
</tr>
<tr>
<td>Emmet</td>
<td>43%</td>
<td>47%</td>
</tr>
<tr>
<td>Antrim</td>
<td>36%</td>
<td>40%</td>
</tr>
<tr>
<td>Manistee</td>
<td>32%</td>
<td>36%</td>
</tr>
<tr>
<td>Kalkaska</td>
<td>22%</td>
<td>26%</td>
</tr>
<tr>
<td>Wexford</td>
<td>28%</td>
<td>32%</td>
</tr>
<tr>
<td>Missaukee</td>
<td>24%</td>
<td>28%</td>
</tr>
</tbody>
</table>

Average of all Counties Regional Trend from 2010 to 2017 is **5.0%**

### Total Gross Regional Product

<table>
<thead>
<tr>
<th>Year</th>
<th>Gross Regional Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$45,353</td>
</tr>
<tr>
<td>2017</td>
<td>$50,157</td>
</tr>
<tr>
<td>2015</td>
<td>$11.9 Billion*</td>
</tr>
</tbody>
</table>

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

For more information go to www.benchmarksnorthwest.org
Antrim County

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

Growth from 2010 - 2017

Median Household Income Growth


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

Percent of Persons Age 25 years + with a Degree

For more information go to www.benchmarksnorthwest.org
**Housing**

**Median Unit Value**
- 2010: $156,500
- 2017: $151,500

**Housing Ownership Rate**
- 84.7% Own
  - Michigan: 71.0%
  - U.S.: 63.8%

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**Economic Environment**

**Top Industries, Percentage of Population Employed**
- Accommodation and food services: 25%
- Manufacturing: 22%
- Retail trade: 16%
- Health care and social assistance: 9%
- Construction: 8%

**Unemployment Rate**
- 2010: 16.0%
- 2018: 5.6%

**Median Unit Value**
- 2010: $151,500
- 2017: $151,500

**Housing Breakdown by Value**
- Total Owner Occupied Units: 8,243
- $1,000,000 or more: 9%
- Less than $50,000: 2%
- $50,000 to $99,999: 25%
- $100,000 to $149,999: 15%
- $150,000 to $199,999: 15%
- $200,000 to $299,999: 10%
- $300,000 to $499,999: 13%
- $500,000 to $999,999: 8%

**Total Housing Unit Building Permits**
- 2014: 45
- 2015: 44
- 2016: 49
- 2017: 53
- 2018: 102

**Unemployment Rate**
- 2010: 16.0%
- 2018: 5.6%

**Labor Force**
- 10,162

**A.L.I.C.E.**
- Asset Limited, Income Constrained, Employed
- 92.1% of Population has health insurance

**Commute Time in Minutes**
- 2010: 22.3
- 2017: 25.0

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For more information go to www.benchmarksnorthwest.org

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

Source: Bureau of Economic Analysis

Source: American Association of Michigan United Ways

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

- Benzie County: 17,573
- Total Population: 17,573
- Growth from 2010 - 2017:
  - Benzie: 4.0%
  - U.S.: 0.3%
  - Michigan: 0.4%

Demographics

- Median Household Income Growth
  - 2010: $44,718
  - 2017: $53,185
  - Michigan 2017: $54,909
  - U.S. 2017: $60,336

- Growth from 2010 - 2017: 18.9%

Population by Age

- Preschool (0 to 4): 5%
- School Age (5 to 17): 14%
- College Age (18 to 24): 7%
- Young Adult (25 to 44): 19%
- Older Adult (45 to 64): 31%
- Older (65 plus): 24%

Percent of Persons Age 25 years + with a Degree

- Benzie
  - Associate Degree: 12%
  - Bachelor’s Degree: 17%
  - Graduate, Professional or Doctorate Degree: 10%
- Michigan
  - Associate Degree: 11%
  - Bachelor’s Degree: 17%
  - Graduate, Professional or Doctorate Degree: 9%
- U.S.
  - Associate Degree: 8%
  - Bachelor’s Degree: 19%
  - Graduate, Professional or Doctorate Degree: 12%

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

For more information go to www.benchmarksnorthwest.org
Housing

Median Unit Value

- 2010: $160,200
- 2017: $162,200

Housing Ownership Rate

- 88.0% Own
  - Michigan: 71.0% | U.S.: 63.8%

Housing Breakdown by Value

<table>
<thead>
<tr>
<th>Value Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $50,000</td>
<td>15%</td>
</tr>
<tr>
<td>$50,000 to $99,999</td>
<td>18%</td>
</tr>
<tr>
<td>$100,000 to $149,999</td>
<td>22%</td>
</tr>
<tr>
<td>$150,000 to $199,999</td>
<td>21%</td>
</tr>
<tr>
<td>$200,000 to $299,999</td>
<td>15%</td>
</tr>
<tr>
<td>$300,000 to $499,999</td>
<td>10%</td>
</tr>
<tr>
<td>$1,000,000 or more</td>
<td>2%</td>
</tr>
<tr>
<td>$500,000 to $999,999</td>
<td>7%</td>
</tr>
<tr>
<td>$0 to $49,999</td>
<td>6%</td>
</tr>
<tr>
<td>$50,000 to $99,999</td>
<td>15%</td>
</tr>
</tbody>
</table>

Total Owner Occupied Units: 6,079

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

For more information go to www.benchmarksnorthwest.org

Economic Environment

Top Industries, Percentage of Population Employed

- Accommodation and food services: 32%
- Manufacturing: 19%
- Retail trade: 14%
- Health care and social assistance: 12%
- Construction: 7%

Unemployment Rate

- 2010: 13.5%
- 2018: 5.5%

Labor Force: 8,919

A.L.I.C.E.

- Asset Limited, Income Constrained, Employed
- 42%

91.6% of Population has health insurance

Commute Time in Minutes

- 2010: 23.1
- 2017: 26.2

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

Source: Bureau of Economic Analysis

$315M

2015 Gross Regional Product for all industries

Source: Bureau of Economic Analysis

$315M

2015 Gross Regional Product for all industries

Source: Bureau of Economic Analysis

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

For more information go to www.benchmarksnorthwest.org
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

<table>
<thead>
<tr>
<th>Year</th>
<th>Charlevoix</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>19,907</td>
<td></td>
</tr>
<tr>
<td>1990</td>
<td>21,574</td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td>26,136</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>25,949</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>26,139</td>
<td></td>
</tr>
</tbody>
</table>

Growth from 2010 - 2017

- Charlevoix: 4.0%
- U.S.: 0.4%

Median Household Income Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Median Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$48,704</td>
</tr>
<tr>
<td>2017</td>
<td>$51,567</td>
</tr>
</tbody>
</table>


Percent of Persons Age 25 years + with a Degree

- Charlevoix
  - Associate Degree: 13%
  - Bachelor’s Degree: 18%
  - Graduate, Professional or Doctorate Degree: 10%

- Michigan
  - Associate Degree: 11%
  - Bachelor’s Degree: 17%
  - Graduate, Professional or Doctorate Degree: 9%

- U.S.
  - Associate Degree: 12%
  - Bachelor’s Degree: 19%
  - Graduate, Professional or Doctorate Degree: 8%

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

For more information go to www.benchmarksnorthwest.org
**Median Unit Value**

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$162,600</td>
</tr>
<tr>
<td>2017</td>
<td>$158,800</td>
</tr>
</tbody>
</table>

**Housing Ownership Rate**

81.1% Own

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

**Housing Breakdown by Value**

- **$1,000,000 or more**: 9%
- **Less than $50,000**: 18%
- **$50,000 to $99,999**: 19%
- **$100,000 to $149,999**: 19%
- **$150,000 to $199,999**: 16%
- **$200,000 to $299,999**: 11%
- **$300,000 to $499,999**: 6%
- **$500,000 to $999,999**: 3%
- **$1,000,000 or more**: 9%

**Total Owner Occupied Units**: 9,112

**Total Housing Unit Building Permits**

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

**Top Industries, Percentage of Population Employed**

- **Manufacturing**: 30%
- **Accommodation and food services**: 17%
- **Health care and social assistance**: 16%
- **Retail trade**: 11%
- **Construction**: 5%

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

**Unemployment Rate**

<table>
<thead>
<tr>
<th>Year</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>14.0%</td>
</tr>
<tr>
<td>2018</td>
<td>4.7%</td>
</tr>
</tbody>
</table>

**Median Unit Value**

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$158,800</td>
</tr>
<tr>
<td>2017</td>
<td>$158,800</td>
</tr>
</tbody>
</table>

**Unemployment Rate**

2010: 14.0%
2018: 4.7%

**Labor Force**

13,069

**A.L.I.C.E.**

Asset Limited, Income Constrained, Employed

37%

92.7% of Population has health insurance

**Commute Time in Minutes**

<table>
<thead>
<tr>
<th>Year</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>18.7</td>
</tr>
<tr>
<td>2017</td>
<td>20.4</td>
</tr>
</tbody>
</table>

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

For more information go to www.benchmarksnorthwest.org
Emmet County

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Emmet</th>
<th>U.S.</th>
<th>Growth from 2010 - 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>22,992</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1990</td>
<td>25,152</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td>31,549</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>32,694</td>
<td></td>
<td>4.0%</td>
</tr>
<tr>
<td>2018</td>
<td>33,193</td>
<td></td>
<td>0.4%</td>
</tr>
</tbody>
</table>

Median Household Income Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Median Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$49,235</td>
</tr>
<tr>
<td>2017</td>
<td>$51,475</td>
</tr>
</tbody>
</table>

Percent of Persons Age 25 years + with a Degree

- Associate Degree
- Bachelor's Degree
- Graduate, Professional or Doctorate Degree

- Emmet
- Michigan
- U.S.


For more information go to www.benchmarksnorthwest.org
**Median Unit Value**

- **2010**: $182,900
- **2017**: $171,100

**Housing Ownership Rate**

- **73.5% Own**
  - Michigan: 71.0%
  - U.S.: 63.8%

**Housing Breakdown by Value**

- **$1,000,000 or more**: 7%
- **Less than $50,000**: 3%
- **$50,000 to $99,999**: 15%
- **$100,000 to $149,999**: 18%
- **$150,000 to $199,999**: 18%
- **$200,000 to $299,999**: 12%
- **$300,000 to $499,999**: 8%
- **$500,000 to $999,999**: 10,648

**Total Owner Occupied Units**: 10,648

**Total Housing Unit Building Permits**

- 2014: 69
- 2015: 88
- 2016: 135
- 2017: 82
- 2018: 125

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

**Economic Environment**

**Top Industries, Percentage of Population Employed**

- **Health care and social assistance**: 20%
- **Retail trade**: 19%
- **Accommodation and food services**: 16%
- **Manufacturing**: 9%
- **Construction**: 7%

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

**Unemployment Rate**

- **2010**: 14.4%
- **2018**: 5.9%

Source: Bureau of Economic Analysis

**Labor Force**

- **17,676**

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

**Commute Time in Minutes**

- **2010**: 18.8
- **2017**: 19.1

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

**A.L.I.C.E.**

- **Asset Limited, Income Constrained, Employed**

- **42%**

Source: American Association of Michigan United Ways

**2015 Gross Regional Product for all industries**

- **$1.7B**

Source: Bureau of Economic Analysis

**91.3% of Population has health insurance**

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

For more information go to www.benchmarksnorthwest.org
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.

**Population by Age**

- Preschool (0 to 4): 5%
- School Age (5 to 17): 15%
- College Age (18 to 24): 8%
- Young Adult (25 to 44): 25%
- Older Adult (45 to 64): 29%
- Older (65 plus): 18%

**Median Household Income Growth**

- 2010: $50,647
- 2017: $58,229

**Percent of Persons Age 25 years + with a Degree**

- Grand Traverse: 13% Total
  - Associate Degree: 10%
  - Bachelor’s Degree: 21%
  - Graduate, Professional or Doctorate Degree: 21%
- Michigan: 37% Total
  - Associate Degree: 9%
  - Bachelor’s Degree: 17%
  - Graduate, Professional or Doctorate Degree: 19%
- U.S.: 39% Total
  - Associate Degree: 8%
  - Bachelor’s Degree: 19%
  - Graduate, Professional or Doctorate Degree: 12%

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

Housing

Median Unit Value

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$174,300</td>
</tr>
<tr>
<td>2017</td>
<td>$183,000</td>
</tr>
</tbody>
</table>

Housing Ownership Rate

- **76.6% Own**
- Michigan: 71.0% | U.S.: 63.8%

Housing Breakdown by Value

- **27,991** Total Owner Occupied Units

<table>
<thead>
<tr>
<th>Value Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $50,000</td>
<td>8%</td>
</tr>
<tr>
<td>$50,000 to $99,999</td>
<td>8%</td>
</tr>
<tr>
<td>$100,000 to $149,999</td>
<td>18%</td>
</tr>
<tr>
<td>$150,000 to $199,999</td>
<td>21%</td>
</tr>
<tr>
<td>$200,000 to $299,999</td>
<td>15%</td>
</tr>
<tr>
<td>$300,000 to $499,999</td>
<td>6%</td>
</tr>
<tr>
<td>$500,000 to $999,999</td>
<td>2%</td>
</tr>
<tr>
<td>$1,000,000 or more</td>
<td>2%</td>
</tr>
</tbody>
</table>

Total Housing Unit Building Permits

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>384</td>
</tr>
<tr>
<td>2015</td>
<td>447</td>
</tr>
<tr>
<td>2016</td>
<td>606</td>
</tr>
<tr>
<td>2017</td>
<td>574</td>
</tr>
<tr>
<td>2018</td>
<td>661</td>
</tr>
</tbody>
</table>

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

Economic Environment

Top Industries, Percentage of Population Employed

- **Health care and social assistance** 21%
- **Retail trade** 18%
- **Accommodation and food services** 14%
- **Manufacturing** 11%
- **Construction** 5%

Unemployment Rate

<table>
<thead>
<tr>
<th>Year</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>11.6%</td>
</tr>
<tr>
<td>2018</td>
<td>5.9%</td>
</tr>
</tbody>
</table>

Source: Bureau of Economic Analysis

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

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

49,856 Labor Force

34% Asset Limited, Income Constrained, Employed

92.6% of Population has health insurance

Commute Time in Minutes

<table>
<thead>
<tr>
<th>Year</th>
<th>Time (minutes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>19.5</td>
</tr>
<tr>
<td>2017</td>
<td>20.5</td>
</tr>
</tbody>
</table>

Source: American Association of Michigan United Ways

Source: Bureau of Economic Analysis

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

For more information go to www.benchmarksnorthwest.org

Benchmarks Northwest 13
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

<table>
<thead>
<tr>
<th>Year</th>
<th>Kalkaska</th>
<th>U.S.</th>
<th>Michigan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>10,952</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1990</td>
<td>13,502</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td>16,631</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>17,153</td>
<td>2.8%</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>17,634</td>
<td>0.4%</td>
<td></td>
</tr>
</tbody>
</table>

Growth from 2010 - 2017

- Kalkaska: 4.0%
- U.S.: 0.4%

Population by Age

- Preschool (0 to 4): 5%
- School Age (5 to 17): 16%
- College Age (18 to 24): 7%
- Young Adult (25 to 44): 22%
- Older Adult (45 to 64): 30%
- Older (65 plus): 19%

Median Household Income Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Median Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$39,350</td>
</tr>
<tr>
<td>2017</td>
<td>$43,431</td>
</tr>
</tbody>
</table>


Percent of Persons Age 25 years + with a Degree

- Associate Degree
- Bachelor's Degree
- Graduate, Professional or Doctorate Degree

- Kalkaska: 22% Total (5% 11% 12%)
- Michigan: 37% Total (8% 17% 19%)
- U.S.: 39% Total (9% 9% 8%)

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

For more information go to www.benchmarksnorthwest.org
**Housing**

**Median Unit Value**
- 2010: $105,900
- 2017: $105,300

**Housing Ownership Rate**
- 80.5% Own
  - Michigan: 71.0% | U.S.: 63.8%

**Housing Breakdown by Value**
- $100,000 to $149,999: 21%
- $150,000 to $199,999: 16%
- $200,000 to $299,999: 9%
- $300,000 to $499,999: 5%
- $50,000 to $99,999: 31%
- Less than $50,000: 16%
- $100,000 or more: 2%
- $500,000 to $999,999: 1%

**Total Owner Occupied Units:** 5,652

**Total Housing Unit Building Permits**

**Economic Environment**

**Top Industries, Percentage of Population Employed**
- Retail trade: 17%
- Health care and social assistance: 15%
- Manufacturing: 13%
- Accommodation and food services: 11%
- Mining, quarrying, and oil and gas extraction: 8%

**Unemployment Rate**
- 2010: 15.6%
- 2018: 5.9%

**7,793** Labor Force

**46%** A.L.I.C.E. (Asset Limited, Income Constrained, Employed)

**89.1%** of Population has health insurance

**Commute Time in Minutes**
- 2010: 27.2
- 2017: 28.6

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

For more information go to www.benchmarksnorthwest.org

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

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

$620M 2015 Gross Regional Product for all industries

Source: Bureau of Economic Analysis
Leelanau County

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 8.0% 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

<table>
<thead>
<tr>
<th>Year</th>
<th>Leelanau</th>
<th>U.S.</th>
<th>Michigan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>14,007</td>
<td>16,526</td>
<td>16,526</td>
</tr>
<tr>
<td>1990</td>
<td>16,526</td>
<td>21,236</td>
<td>21,236</td>
</tr>
<tr>
<td>2000</td>
<td>21,236</td>
<td>21,708</td>
<td>21,708</td>
</tr>
<tr>
<td>2010</td>
<td>21,708</td>
<td>21,657</td>
<td>21,657</td>
</tr>
<tr>
<td>2017</td>
<td>21,657</td>
<td>0.4%</td>
<td>0.4%</td>
</tr>
</tbody>
</table>

Growth from 2010 - 2017

Percent of Persons Age 25 years + with a Degree

<table>
<thead>
<tr>
<th>Degree Type</th>
<th>Total</th>
<th>Leelanau</th>
<th>Michigan</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate Degree</td>
<td>17%</td>
<td>24%</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>Bachelor’s Degree</td>
<td>37%</td>
<td>17%</td>
<td>17%</td>
<td>19%</td>
</tr>
<tr>
<td>Graduate, Professional or Doctorate Degree</td>
<td>39%</td>
<td>12%</td>
<td>12%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Leelanau County

- Total Population: 21,657
- Median Age: 53.3 years

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

For more information go to www.benchmarksnorthwest.org
**Median Unit Value**

- **2010**: $241,200
- **2017**: $248,900

**Housing Ownership Rate**

- **86.9% Own**
  - **Michigan**: 71.0%
  - **U.S.**: 63.8%

**Housing Breakdown by Value**

- **7,843 Total Owner Occupied Units**

<table>
<thead>
<tr>
<th>Value Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0 to $9,999</td>
<td>2%</td>
</tr>
<tr>
<td>$10,000 to $49,999</td>
<td>12%</td>
</tr>
<tr>
<td>$50,000 to $99,999</td>
<td>5%</td>
</tr>
<tr>
<td>$100,000 to $149,999</td>
<td>11%</td>
</tr>
<tr>
<td>$150,000 to $199,999</td>
<td>17%</td>
</tr>
<tr>
<td>$200,000 to $299,999</td>
<td>27%</td>
</tr>
<tr>
<td>$300,000 to $499,999</td>
<td>20%</td>
</tr>
<tr>
<td>$500,000 to $999,999</td>
<td>12%</td>
</tr>
<tr>
<td>$1,000,000 or more</td>
<td>6%</td>
</tr>
</tbody>
</table>

**Total Housing Unit Building Permits**

- **2014**: 113
- **2015**: 116
- **2016**: 137
- **2017**: 151
- **2018**: 189

**Top Industries, Percentage of Population Employed**

- **Accommodation and food services**: 15%
- **Retail trade**: 15%
- **Health care and social assistance**: 14%
- **Construction**: 13%
- **Manufacturing**: 9%

**Unemployment Rate**

- **2010**: 10.4%
- **2018**: 4.2%

**Labor Force**

- **10,655**

**A.L.I.C.E.**

- **33%**
  - Asset Limited, Income Constrained, Employed

**Commute Time in Minutes**

- **2010**: 20.4 minutes
- **2017**: 22.0 minutes

**Unemployment Rate**

- **2010**: 10.4%
- **2018**: 4.2%

**Labor Force**

- **10,655**

**A.L.I.C.E.**

- **33%**
  - Asset Limited, Income Constrained, Employed

**Commute Time in Minutes**

- **2010**: 20.4 minutes
- **2017**: 22.0 minutes

**Economic Environment**

<table>
<thead>
<tr>
<th>Source</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Department of Housing and Urban Development</td>
<td>Total Housing Unit Building Permits</td>
</tr>
<tr>
<td>U.S. Census Bureau, 2016 County Business Patterns</td>
<td>Median Unit Value</td>
</tr>
<tr>
<td>American Association of Michigan United Ways</td>
<td>A.L.I.C.E.</td>
</tr>
<tr>
<td>Bureau of Economic Analysis</td>
<td>Unemployment Rate, Labor Force, Commute Time in Minutes</td>
</tr>
</tbody>
</table>

**For more information go to www.benchmarksnorthwest.org**
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 by Age

- Preschool (0 to 4): 4%
- School Age (5 to 17): 14%
- College Age (18 to 24): 8%
- Young Adult (25 to 44): 20%
- Older Adult (45 to 64): 31%
- Older (65 plus): 24%

Percent of Persons Age 25 years+ with a Degree

- Associate Degree: 8%
- Bachelor’s Degree: 13%
- Graduate, Professional or Doctorate Degree: 11%

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

Median household income growth

- 2010: $40,853
- 2017: $44,882


Median Age

- Manistee: 48.7
- Michigan: 39.6
- U.S.: 37.8

For more information go to www.benchmarksnorthwest.org
**Housing**

**Median Unit Value**
- 2010: $124,000
- 2017: $116,200

**Housing Ownership Rate**
- 82.3% Own
  - Michigan: 71.0%
  - U.S.: 63.8%

**Housing Breakdown by Value**
- Total Owner Occupied Units: 8,069
- $1,000,000 or more: 1%
- Less than $50,000: 14%
- $50,000 to $99,999: 28%
- $100,000 to $149,999: 16%
- $150,000 to $199,999: 12%
- $200,000 to $299,999: 5%
- $300,000 to $499,999: 3%
- $500,000 to $999,999: 1%
- $1,000,000 or more: 1%

**Total Housing Unit Building Permits**
- 2014: 47
- 2015: 43
- 2016: 8
- 2017: 8
- 2018: 11

**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%

**Unemployment Rate**
- 2010: 13.1%
- 2018: 5.7%

**Labor Force**
- 10,448

**A.L.I.C.E.**
- Asset Limited, Income Constrained, Employed
- 49%

**Commut Time in Minutes**
- 2010: 21.0
- 2017: 20.8

**Source:** Bureau of Economic Analysis

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**For more information go to www.benchmarksnorthwest.org**

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**604M**
- 2015 Gross Regional Product for all industries

**Source:** American Association of Michigan United Ways

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

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

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For more information go to www.benchmarksnorthwest.org
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.

### Populations by Age

- **Preschool (0 to 4)**: 6%
- **School Age (5 to 17)**: 17%
- **College Age (18 to 24)**: 8%
- **Young Adult (25 to 44)**: 21%
- **Older Adult (45 to 64)**: 29%
- **Older (65 plus)**: 20%

### Median Household Income Growth

- **2010**: $40,376
- **2017**: $42,370

**Missaukee County**

- Median Household Income Growth: 4.9% Growth from 2010 - 2017

### Median Age

- **Michigan**: 39.6
- **U.S.**: 37.8

### Percent of Persons Age 25 years+ with a Degree

- **Missaukee**
  - 5% Associate Degree
  - 11% Bachelor’s Degree
  - 12% Graduate, Professional or Doctorate Degree

- **Michigan**
  - 9% Associate Degree
  - 17% Bachelor’s Degree
  - 19% Graduate, Professional or Doctorate Degree

- **U.S.**
  - 8% Associate Degree
  - 9% Bachelor’s Degree
  - 12% Graduate, Professional or Doctorate Degree

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

#### Housing Ownership Rate

- **82.0% Own**
  - Michigan: 71.0% | U.S.: 63.8%

#### Housing Breakdown by Value

- **Total Owner Occupied Units**: 4,870
- **$107,100** (2017)
- **$112,300** (2010)

#### Median Unit Value

- **2010**: $112,300
- **2017**: $107,100

#### Total Housing Unit Building Permits

- 2014: 19
- 2015: 20
- 2016: 20
- 2017: 22
- 2018: 21

#### Economic Environment

#### Top Industries, Percentage of Population Employed

- **Retail trade**: 17%
- **Health care and social assistance**: 17%
- **Manufacturing**: 17%
- **Accommodation and food services**: 9%
- **Transportation and warehousing**: 9%

#### Unemployment Rate

- **2010**: 12.7%
- **2018**: 5.0%

#### Labor Force

- **7,033**
  - Source: Bureau of Economic Analysis

#### Gross Regional Product for all industries

- **$284M**
  - 2015
  - Source: Bureau of Economic Analysis

#### A.L.I.C.E.

- **48%**
  - Asset Limited, Income Constrained, Employed
  - Source: American Association of Michigan United Ways

#### Commute Time in Minutes

- **2010**: 22.3
- **2017**: 21.4

#### For more information go to www.benchmarksnorthwest.org
Wexford County

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**

25,102
26,416
30,521
32,735
33,276

Growth from 2010 - 2017

- Wexford: 4.0%
- U.S.: 1.7%
- Michigan: 0.4%

**Median Household Income Growth**

- 2010: $39,997
- 2017: $42,793


**Percent of Persons Age 25 years + with a Degree**

- Associate Degree
- Bachelor’s Degree
- Graduate, Professional or Doctorate Degree

- Wexford: 27% Total
- Michigan: 37% Total
- U.S.: 39% Total

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

For more information go to www.benchmarksnorthwest.org
### Economic Environment

**Median Unit Value**

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$111,500</td>
</tr>
<tr>
<td>2017</td>
<td>$96,500</td>
</tr>
</tbody>
</table>

**Housing Ownership Rate**

- **76.4% Own**
  - Michigan: 71.0%  | U.S.: 63.8%

**Top Industries, Percentage of Population Employed**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing</td>
<td>26%</td>
</tr>
<tr>
<td>Retail trade</td>
<td>17%</td>
</tr>
<tr>
<td>Health care and social assistance</td>
<td>15%</td>
</tr>
<tr>
<td>Accommodation and food services</td>
<td>10%</td>
</tr>
<tr>
<td>Administrative and support services</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Unemployment Rate**

<table>
<thead>
<tr>
<th>Year</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>14.4%</td>
</tr>
<tr>
<td>2018</td>
<td>4.7%</td>
</tr>
</tbody>
</table>

**2015 Gross Regional Product for all industries**

- **$1.1B**

**Labor Force**

- **14,776**

**A.L.I.C.E.**

- **48%**
  - Asset Limited, Income Constrained, Employed

**89.7% of Population has health insurance**

**Commute Time in Minutes**

<table>
<thead>
<tr>
<th>Year</th>
<th>Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>21.4</td>
</tr>
<tr>
<td>2017</td>
<td>21.0</td>
</tr>
</tbody>
</table>

**Source:**
- U.S. Census Bureau, 2016 County Business Patterns
- Bureau of Economic Analysis
- American Association of Michigan United Ways
TALENT, BUSINESS, AND COMMUNITY CONNECT NORTHWEST MICHIGAN. WE HELP.