



DEMOGRAPHIC AND ECONOMIC PROJECTIONS

October 2011

The West Michigan Shoreline Regional Development Commission (WMSRDC) is releasing its official demographic and economic projections for Lake, Mason, Muskegon, Newaygo, Oceana, and Northern Ottawa Counties for the years 2015 through 2040 (population) and 2011 through 2015 (employment).

Please note the following:

- Population projections are based on trends only and do not consider projected economic development.
- Population projections are developed at the county level. As a result of this, in-county migration from urban to non-urban areas may be understated.
- Economic and population projections are most accurate in the earliest forecasts listed.
- Population projections are shown for Northern Ottawa County and economic projections were not derived for Northern Ottawa County.

Population Projection Methodology

The population forecasts were developed using variations of the traditional cohort survival technique of population forecasting and historical trends. This method examines trends in population as provided by the U.S. Census Bureau.

To determine the population forecasts for each township, city, and village (local unit), the Proportional Forecasting Technique was used. This technique involves calculating each local unit's population as a percentage of the total county population for a recent representative year in which data is available. This proportion for each local unit is applied to the county level projections, which are provided by the U.S. Census Bureau, to arrive at local unit projections. Caution is advised at the local unit projection level because these projections may not account for in and out migration.

Employment Projection Methodology

The employment projections are by place of employment (not residence), and are based on data from the Regional Economic Information System (REIS) published by the U.S. Department of Commerce, Bureau of Economic Analysis and the Michigan Department of Career Development/Employment Services Agency, Labor Market Analysis Section. The economic projections were also based on data provided by the Institute for Research on Labor, Employment, and the Economy at the University of Michigan through the Regional Economic Models, Inc. (REMI) economic and demographic forecasting and simulation model.

The projection methodology utilizes past trends, existing economic activity, and anticipated growth to estimate employment totals for each county. The county totals are also separated into specific economic sectors.



Regional Economic and Demographic Projections

October 2011



WMSRDC
WEST MICHIGAN SHORELINE
REGIONAL DEVELOPMENT COMMISSION

**WEST MICHIGAN SHORELINE
REGIONAL DEVELOPMENT COMMISSION
(WMSRDC)**

The WMSRDC is a regional council of governments representing 127 local governments in the West Michigan counties of Lake, Mason, Muskegon, Newaygo, Oceana, and Northern Ottawa.

The mission of WMSRDC is to promote and foster regional development in West Michigan... through cooperation amongst local governments.



James Maike, Chairperson
Joe Lenius, Vice-Chairperson
Ken Wenzel, Secretary

Sandeep Dey, Executive Director

Project Staff:

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**West Michigan Shoreline Regional Development Commission
Demographic Projections**

Population Forecast 2015 to 2040

Lake County	Actual Census Figures				Census Estimate	Forecasted Population					
	1970	1980	1990	2000	2010	2015	2020	2025	2030	2035	2040
Total Population	5,661	7,711	8,583	11,333	11,539	11,643	11,749	11,855	11,962	12,071	12,180

Population projections are developed at the County level.

As a result of this, in-county migration from urban to non-urban areas may be understated.

Chase Township	752	999	1,194	1,137	1,147	1,158	1,168	1,179	1,189	1,200	1,559
Cherry Valley Township	172	248	368	396	400	403	407	411	414	418	488
Dover Township	201	318	332	395	399	402	406	409	413	417	448
Eden Township	116	235	377	487	491	496	500	505	509	514	491
Elk Township	325	580	900	985	994	1,003	1,012	1,021	1,030	1,040	1,145
Ellsworth Township	376	622	821	817	824	832	839	847	855	862	1,072
Lake Township	341	700	849	862	870	878	886	894	902	910	1,070
Newkirk Township	426	586	719	632	638	643	649	655	661	667	946
Peacock Township	144	344	445	492	496	501	505	510	515	519	569
Pinora Township	249	414	643	717	723	730	737	743	750	757	856
Pleasant Plains Township	1,211	1,464	1,535	1,581	1,595	1,610	1,624	1,639	1,654	1,669	1,938
Sauble Township	194	297	323	333	336	339	342	345	348	351	420
Sweetwater Township	115	223	238	245	247	249	252	254	256	259	320
Webber Township	614	968	1,875	1,699	1,714	1,730	1,746	1,761	1,777	1,793	2,103
Yates Township	425	585	714	761	768	775	782	789	796	803	908

Villages*											
Baldwin	502	674	821	1,107	1,208	1,219	1,230	1,241	1,252	1,264	1,275
Luther	129	414	343	339	318	321	324	327	330	333	336

*Village population included in Township figures

Sources: Census Bureau, Internal Revenue Service and U.S. Department of Health and Human Services
Forecast by the West Michigan Shoreline Regional Development Commission

**West Michigan Shoreline Regional Development Commission
Demographic Projections**

Population Forecast 2015 to 2040

Mason County	Actual Census Figures				Census Estimate	Forecasted Population					
	1970	1980	1990	2000	2010	2015	2020	2025	2030	2035	2040
Total Population	22,612	26,365	25,537	28,274	28,705	28,923	29,143	29,364	29,587	29,811	30,038

Population projections are developed at the County level.

As a result of this, in-county migration from urban to non-urban areas may be understated.

Amber Township	1,278	1,556	1,684	2,054	2,535	2,554	2,574	2,593	2,613	2,633	2,653
Branch Township	635	1,021	973	1,181	1,328	1,338	1,348	1,358	1,369	1,379	1,390
Custer Township	1,204	1,338	1,176	1,307	1,254	1,264	1,273	1,283	1,293	1,302	1,312
Eden Township	414	511	491	555	582	586	591	595	600	604	609
Free Soil Township	731	925	860	809	822	828	835	841	847	854	860
Grant Township	419	747	749	850	909	916	923	930	937	944	951
Hamlin Township	1,778	2,616	2,597	3,192	3,408	3,434	3,460	3,486	3,513	3,539	3,566
Logan Township	154	177	203	329	312	314	317	319	322	324	326
Meade Township	59	135	142	287	181	182	184	185	187	188	189
Pere Marquette Township	1,846	2,068	2,065	2,228	2,366	2,384	2,402	2,420	2,439	2,457	2,476
Riverton Township	1,151	1,177	1,115	1,335	1,153	1,162	1,171	1,179	1,188	1,197	1,207
Sheridan Township	433	828	837	969	1,072	1,080	1,088	1,097	1,105	1,113	1,122
Sherman Township	867	996	952	1,090	1,186	1,195	1,204	1,213	1,222	1,232	1,241
Summit Township	557	922	815	1,021	924	931	938	945	952	960	967
Victory Township	863	1,170	1,084	1,444	1,383	1,394	1,404	1,415	1,425	1,436	1,447

Cities	1970	1980	1990	2000	2010	2015	2020	2025	2030	2035	2040
Ludington	9,021	8,937	8,507	8,357	8,076	8,137	8,199	8,261	8,324	8,387	8,451
Scottville	1,202	1,241	1,287	1,266	1,214	1,223	1,233	1,242	1,251	1,261	1,270

Villages*	1970	1980	1990	2000	2010	2015	2020	2025	2030	2035	2040
Custer	320	341	312	318	284	286	288	291	293	295	297
Fountain	156	195	165	175	193	194	196	197	199	200	202
Freesoil	186	212	148	177	144	145	146	147	148	150	151

*Village population included in Township figures

Sources: Census Bureau, Internal Revenue Service and U.S. Department of Health and Human Services

Forecast by the West Michigan Shoreline Regional Development Commission

**West Michigan Shoreline Regional Development Commission
Demographic Projections**

Population Forecast 2015 to 2040

Muskegon County	Actual Census Figures				Census Estimate	Forecasted Population					
	1970	1980	1990	2000	2010	2015	2020	2025	2030	2035	2040
Total Population	157,426	157,589	158,983	170,200	172,188	173,191	174,199	175,214	176,234	177,260	178,292

Population projections are developed at the County level.
As a result of this, in-county migration from urban to non-urban areas may be understated.

Blue Lake Township	715	1,101	1,235	1,990	2,399	2,413	2,427	2,441	2,455	2,470	2,484
Casnovia Township	1,879	2,158	2,361	2,652	2,805	2,821	2,838	2,854	2,871	2,888	2,904
Cedar Creek Township	1,467	2,454	2,846	3,109	3,186	3,205	3,223	3,242	3,261	3,280	3,299
Dalton Township	5,361	5,897	6,276	8,047	9,300	9,354	9,409	9,463	9,519	9,574	9,630
Egelston Township	6,690	7,310	7,640	9,537	9,909	9,967	10,025	10,083	10,142	10,201	10,260
Fruitland Township	3,200	4,168	4,391	5,235	5,543	5,575	5,608	5,640	5,673	5,706	5,740
Fruitport Township	10,214	10,646	11,485	12,533	13,598	13,677	13,757	13,837	13,918	13,999	14,080
Holton Township	1,499	2,022	2,318	2,532	2,515	2,530	2,544	2,559	2,574	2,589	2,604
Laketon Township	5,440	6,327	6,538	7,363	7,563	7,607	7,651	7,696	7,741	7,786	7,831
Montague Township	1,147	1,359	1,429	1,637	1,600	1,609	1,619	1,628	1,638	1,647	1,657
Moorland Township	1,488	1,521	1,543	1,616	1,575	1,584	1,593	1,603	1,612	1,621	1,631
Muskegon Township	13,754	14,557	15,302	17,737	17,840	17,944	18,048	18,153	18,259	18,366	18,472
Ravenna Township	2,403	2,471	2,354	2,856	2,905	2,922	2,939	2,956	2,973	2,991	3,008
Sullivan Township	2,051	2,356	2,230	2,477	2,441	2,455	2,470	2,484	2,498	2,513	2,528
Whitehall Township	1,064	1,341	1,464	1,648	1,739	1,749	1,759	1,770	1,780	1,790	1,801
White River Township	1,016	1,215	1,250	1,338	1,335	1,343	1,351	1,358	1,366	1,374	1,382

Cities	1970	1980	1990	2000	2010	2015	2020	2025	2030	2035	2040
Montague	2,396	2,332	2,276	2,407	2,361	2,375	2,389	2,402	2,416	2,431	2,445
Muskegon	44,631	40,823	40,283	40,105	38,401	38,625	38,850	39,076	39,303	39,532	39,762
Muskegon Heights	17,304	14,611	13,176	12,049	10,856	10,919	10,983	11,047	11,111	11,176	11,241
North Muskegon	4,243	4,024	3,919	4,031	3,786	3,808	3,830	3,853	3,875	3,898	3,920
Norton Shores	22,271	22,025	21,755	22,527	23,994	24,134	24,274	24,416	24,558	24,701	24,845
Roosevelt Park	4,176	4,015	3,885	3,890	3,831	3,853	3,876	3,898	3,921	3,944	3,967
Whitehall	3,017	2,856	3,027	2,884	2,706	2,722	2,738	2,754	2,770	2,786	2,802

Villages*	1970	1980	1990	2000	2010	2015	2020	2025	2030	2035	2040
Casnovia (Part)	198	181	187	139	143	144	145	146	146	147	148
Fruitport	1,409	1,143	1,090	1,124	1,093	1,099	1,106	1,112	1,119	1,125	1,132
Lakewood Club	590	695	659	1,006	1,291	1,299	1,306	1,314	1,321	1,329	1,337
Ravenna	1,048	951	919	1,206	1,219	1,226	1,233	1,240	1,248	1,255	1,262

*Village population included in Township figures

Sources: Census Bureau, Internal Revenue Service and U.S. Department of Health and Human Services
Forecasted by the West Michigan Shoreline Regional Development Commission

**West Michigan Shoreline Regional Development Commission
Demographic Projections**

Population Forecast 2015 to 2040

Newaygo County	Actual Census Figures				Census Estimate	Forecasted Population					
	1970	1980	1990	2000	2010	2015	2020	2025	2030	2035	2040
Total Population	27,992	34,917	38,202	47,874	48,460	48,756	49,053	49,352	49,654	49,957	50,261

Population projections are developed at the County level.
As a result of this, in-county migration from urban to non-urban areas may be understated.

Ashland Township	1,463	1,751	1,997	2,570	2,773	2,790	2,807	2,824	2,841	2,859	2,876
Barton Township	482	558	624	820	717	721	726	730	735	739	744
Beaver Township	356	443	417	608	509	512	515	518	522	525	528
Big Prairie Township	698	1,202	1,731	2,465	2,573	2,589	2,604	2,620	2,636	2,652	2,669
Bridgeton Township	870	1,562	1,574	2,098	2,141	2,154	2,167	2,180	2,194	2,207	2,221
Brooks Township	1,330	2,349	2,728	3,671	3,510	3,531	3,553	3,575	3,596	3,618	3,640
Croton Township	872	1,556	1,965	3,042	3,228	3,248	3,268	3,287	3,308	3,328	3,348
Dayton Township	1,910	1,938	1,971	2,002	1,949	1,961	1,973	1,985	1,997	2,009	2,021
Denver Township	1,362	1,422	1,532	1,971	1,928	1,940	1,952	1,964	1,975	1,988	2,000
Ensley Township	1,152	1,461	1,984	2,474	2,635	2,651	2,667	2,684	2,700	2,716	2,733
Everett Township	844	1,360	1,519	1,985	1,862	1,873	1,885	1,896	1,908	1,920	1,931
Garfield Township	1,448	1,822	2,067	2,464	2,537	2,552	2,568	2,584	2,599	2,615	2,631
Goodwell Township	374	387	358	551	547	550	554	557	560	564	567
Grant Township	1,719	2,274	2,558	3,130	3,294	3,314	3,334	3,355	3,375	3,396	3,416
Home Township	132	185	202	261	232	233	235	236	238	239	241
Lilley Township	429	568	565	788	797	802	807	812	817	822	827
Lincoln Township	490	885	969	1,338	1,275	1,283	1,291	1,298	1,306	1,314	1,322
Merrill Township	376	508	451	590	667	671	675	679	683	688	692
Monroe Township	120	263	247	324	320	322	324	326	328	330	332
Norwich Township	416	450	499	557	607	611	614	618	622	626	630
Sheridan Township	2,477	2,465	2,252	2,423	2,510	2,525	2,541	2,556	2,572	2,588	2,603
Sherman Township	1,411	1,810	1,866	2,159	2,109	2,122	2,135	2,148	2,161	2,174	2,187
Troy Township	80	199	173	243	283	285	286	288	290	292	294
Wilcox Township	519	772	831	1,145	1,098	1,105	1,111	1,118	1,125	1,132	1,139

Cities											
Fremont	3,465	3,672	3,875	4,224	4,081	4,106	4,131	4,156	4,182	4,207	4,233
Grant	772	683	764	881	894	899	905	910	916	922	927
Newaygo	1,381	1,271	1,336	1,670	1,976	1,988	2,000	2,012	2,025	2,037	2,049
White Cloud	1,044	1,101	1,147	1,420	1,408	1,417	1,425	1,434	1,443	1,451	1,460

Village*											
Hesperia (Part)	352	347	260	364	339	341	343	345	347	349	352

*Village population included in Township figures.
Sources: Census Bureau, Internal Revenue Service and U.S. Department of Health and Human Services
Forecast by the West Michigan Shoreline Regional Development Commission

**West Michigan Shoreline Regional Development Commission
Demographic Projections**

Population Forecast 2015 to 2040

Oceana County	Actual Census Figures				Census Estimate 2010	Forecasted Population					
	1970	1980	1990	2000		2015	2020	2025	2030	2035	2040
Total Population	17,984	22,002	22,454	26,873	26,570	26,420	26,270	26,122	25,974	25,827	25,681

Population projections are developed at the County level.

As a result of this, in-county migration from urban to non-urban areas may be understated.

Benona Township	816	1,203	1,133	1,520	1,437	1,429	1,421	1,413	1,405	1,397	1,389
Claybanks Township	557	733	679	831	777	773	768	764	760	755	751
Colfax Township	222	328	374	574	462	459	457	454	452	449	447
Crystal Township	453	602	658	832	838	833	829	824	819	815	810
Elbridge Township	799	899	820	1,233	971	966	960	955	949	944	939
Ferry Township	719	898	1,033	1,296	1,292	1,285	1,277	1,270	1,263	1,256	1,249
Golden Township	871	1,358	1,302	1,810	1,742	1,732	1,722	1,713	1,703	1,693	1,684
Grant Township	1,587	2,366	2,578	2,932	2,976	2,959	2,942	2,926	2,909	2,893	2,876
Greenwood Township	575	815	915	1,154	1,184	1,177	1,171	1,164	1,157	1,151	1,144
Hart Township	1,525	1,801	1,513	2,026	1,853	1,843	1,832	1,822	1,811	1,801	1,791
Leavitt Township	773	848	804	845	891	886	881	876	871	866	861
Newfield Township	1,551	1,968	2,144	2,483	2,401	2,387	2,374	2,361	2,347	2,334	2,321
Otto Township	196	426	404	662	826	821	817	812	807	803	798
Pentwater Township	1,154	1,424	1,422	1,513	1,515	1,506	1,498	1,489	1,481	1,473	1,464
Shelby Township	3,352	3,506	3,692	3,951	4,069	4,046	4,023	4,000	3,978	3,955	3,933
Weare Township	695	939	1,041	1,261	1,210	1,203	1,196	1,190	1,183	1,176	1,170

City											
Hart	2,139	1,888	1,942	1,950	2,126	2,114	2,102	2,090	2,078	2,067	2,055

Villages*											
Hesperia (Part)	525	529	586	590	615	612	608	605	601	598	594
New Era	466	534	520	461	451	448	446	443	441	438	436
Pentwater	993	1,165	1,050	958	857	852	847	843	838	833	828
Rothbury	394	522	407	416	432	430	427	425	422	420	418
Shelby	1,703	1,624	1,871	1,914	2,065	2,053	2,042	2,030	2,019	2,007	1,996
Walkerville	319	296	262	254	247	246	244	243	241	240	239

*Village population included in Township figures

Sources: Census Bureau, Internal Revenue Service and U.S. Department of Health and Human Services
Forecast by the West Michigan Shoreline Regional Development Commission

**West Michigan Shoreline Regional Development Commission
Demographic Projections**

Population Forecast 2015 to 2040

Northern Ottawa County	Actual Census Figures				Census Estimate	Forecasted Population					
	1970	1980	1990	2000	2010	2015	2020	2025	2030	2035	2040
Total Population	35,488	40,314	45,392	49,996	52,826	54,301	55,816	57,374	58,976	60,622	62,314

Population projections are developed at the County level.

As a result of this, in-county migration from urban to non-urban areas may be understated.

Crockery Township	2,861	3,536	3,599	3,782	3,960	4,071	4,184	4,301	4,421	4,544	4,671
Grand Haven Township	5,489	7,238	9,710	13,278	15,178	15,602	16,037	16,485	16,945	17,418	17,904
Robinson Township	2,051	3,018	3,925	5,588	6,084	6,254	6,428	6,608	6,792	6,982	7,177
Spring Lake Township	11,047	12,319	13,288	13,140	14,300	14,699	15,109	15,531	15,965	16,410	16,868

Cities											
Ferrysburg	2,196	2,440	2,919	3,040	2,892	2,973	3,056	3,141	3,229	3,319	3,411
Grand Haven	11,844	11,763	11,951	11,168	10,412	10,703	11,001	11,308	11,624	11,949	12,282

Village*											
Spring Lake	3,034	2,731	2,537	2,514	2,323	2,388	2,454	2,523	2,593	2,666	2,740

*Village population included in Township figures

Sources: Census Bureau, Internal Revenue Service and U.S. Department of Health and Human Services

Forecast by the West Michigan Shoreline Regional Development Commission

West Michigan Shoreline Regional Development Commission
Regional Economic and Demographic Projections
 Lake County
 Employment Projections

CODE	LAKE COUNTY	Actual Figures					Growth Rate	Estimate	Forecasted Employment				
		2005	2006	2007	2008	2009		2010	2011	2012	2013	2014	2015
	Employment:												
10	Total employment	3,798	3,669	3,671	3,620	3,627	0.35%	3,640	3,652	3,665	3,678	3,691	3,704
	By Type:												
20	Wage and salary	1,973	1,784	1,731	1,710	1,721	-1.30%	1,699	1,677	1,655	1,633	1,612	1,591
40	Proprietors	1,825	1,885	1,940	1,910	1,906	1.95%	1,943	1,981	2,020	2,059	2,099	2,140
50	- Farm	160	157	166	161	160	-0.35%	159	159	158	158	157	157
60	- Nonfarm	1,665	1,728	1,774	1,749	1,746	2.20%	1,784	1,824	1,864	1,905	1,947	1,990
	By Industry:												
70	Farm	175	175	191	182	182	-0.31%	181	181	180	180	179	179
80	Nonfarm	3,623	3,494	3,480	3,438	3,445	0.35%	3,457	3,469	3,481	3,493	3,506	3,518
90	- Private	3,068	2,954	2,947	2,906	2,910	0.31%	2,919	2,928	2,937	2,946	2,955	2,965
100	- Forestry, fishing, related activities, and other	(D)	(D)	106	(D)	(D)	*	*	*	*	*	*	*
200	- Mining	(D)	(D)	11	15	22	*	*	*	*	*	*	*
300	- Utilities	0	0	(L)	(L)	(L)	*	(D)	(D)	(D)	(D)	(D)	(D)
400	- Construction	343	350	325	318	300	3.70%	311	323	335	347	360	373
500	- Manufacturing	112	136	140	(D)	(D)	*	*	*	*	*	*	*
600	- Wholesale trade	(D)	(D)	(D)	(D)	(D)	*	(D)	(D)	(D)	(D)	(D)	(D)
700	- Retail trade	487	484	466	426	403	*	*	*	*	*	*	*
800	- Transportation and warehousing	(D)	(D)	(D)	(D)	(D)	*	(D)	(D)	(D)	(D)	(D)	(D)
900	- Information	(D)	(D)	(D)	(D)	(D)	*	(D)	(D)	(D)	(D)	(D)	(D)
1000	- Finance and insurance	101	108	122	136	(D)	*	*	*	*	*	*	*
1100	- Real estate and rental and leasing	286	310	290	285	(D)	*	*	*	*	*	*	*
1200	- Professional and technical services	(D)	130	(D)	139	(D)	*	*	*	*	*	*	*
1300	- Management of companies and enterprises	0	0	0	0	0	0.00%	0	0	0	0	0	0
1400	- Administrative and waste services	(D)	116	(D)	132	(D)	*	*	*	*	*	*	*
1500	- Education Services	(D)	(D)	(D)	(D)	19	*	*	*	*	*	*	*
1600	- Health care and social assistance	(D)	(D)	(D)	(D)	(D)	*	(D)	(D)	(D)	(D)	(D)	(D)
1700	- Arts, entertainment, and recreation	67	74	85	87	86	1.50%	87	89	90	91	93	94
1800	- Accommodation and food services	315	298	283	272	326	1.38%	331	335	340	344	349	354
1900	- Other services, except public administration	281	289	279	285	286	0.47%	287	289	290	291	293	294
2000	- Government and government enterprises	555	540	533	532	535	0.35%	537	539	541	543	544	546
2001	- Federal, civilian	66	63	60	65	67	0.90%	68	68	69	69	70	71
2002	- Military	21	20	20	20	20	0.95%	20	20	21	21	21	21
2010	- State and local	468	457	453	447	448	0.10%	448	449	449	450	450	451
2011	- State government	123	123	123	123	124	1.00%	125	126	128	129	130	132
2012	- Local government	345	334	330	324	324	-0.010	321	318	314	311	308	305

Source: Regional Economic Information System (REIS), based on the North American Industry Classification System (NAICS) and Regional Economic Models, Inc. (REMI).
 Estimates and Projections by: West Michigan Shoreline Regional Development Commission

(D) - According to NAICS data source, data not shown to avoid disclosure of confidential information, but the estimates for this item are included in the totals.

(L) - Less than 10 jobs, but the estimates for this item are included in the totals.

(*) - Data not available due to the lack of historical trends in this category.

Numbers may not add due to rounding.

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West Michigan Shoreline Regional Development Commission
Regional Economic and Demographic Projections
Mason County
Employment Projections

CODE	MASON COUNTY	Actual Figures					Growth Rate	Estimate	Forecasted Employment				
		2005	2006	2007	2008	2009			2010	2011	2012	2013	2014
	Employment:												
10	Total employment	15,237	15,140	15,160	15,155	14,577	0.30%	14,621	14,665	14,709	14,753	14,797	14,841
	By Type:												
20	Wage and salary	11,005	10,790	10,733	10,741	10,127	-0.85%	10,041	9,956	9,871	9,787	9,704	9,621
40	Proprietors	4,232	4,350	4,427	4,414	4,450	2.90%	4,579	4,712	4,848	4,989	5,134	5,283
50	- Farm	403	384	391	382	378	-0.23%	377	376	375	375	374	373
60	- Nonfarm	3,829	3,966	4,036	4,032	4,072	3.23%	4,204	4,339	4,479	4,624	4,774	4,928
	By Industry:												
70	Farm	574	553	597	557	561	-0.20%	560	559	558	557	555	554
80	Nonfarm	14,663	14,587	14,563	14,598	14,016	0.30%	14,058	14,100	14,143	14,185	14,228	14,270
90	- Private	12,541	12,547	12,582	12,597	11,996	0.63%	12,072	12,148	12,224	12,301	12,379	12,457
100	- Forestry, fishing, related activities, and other	89	(D)	(D)	(D)	90	*	*	*	*	*	*	*
200	- Mining	45	(D)	(D)	(D)	126	*	*	*	*	*	*	*
300	- Utilities	90	90	95	96	92	1.20%	93	94	95	96	98	99
400	- Construction	1,055	1,093	1,053	972	889	2.80%	914	939	966	993	1,021	1,049
500	- Manufacturing	2,106	2,085	2,154	2,191	1,808	1.50%	1,835	1,863	1,891	1,919	1,948	1,977
600	- Wholesale trade	215	223	222	229	223	0.90%	225	227	229	231	233	235
700	- Retail trade	2,224	2,153	2,112	2,097	2,009	-0.50%	1,999	1,989	1,979	1,969	1,959	1,949
800	- Transportation and warehousing	427	415	443	477	447	0.80%	451	454	458	461	465	469
900	- Information	219	216	216	136	133	1.50%	135	137	139	141	143	145
1000	- Finance and insurance	431	440	483	561	601	2.00%	613	625	638	651	664	677
1100	- Real estate and rental and leasing	812	841	763	752	748	1.30%	758	768	778	788	798	808
1200	- Professional and technical services	421	450	468	458	(D)	*	*	*	*	*	*	*
1300	- Management of companies and enterprises	0	0	0	0	(D)	*	0	0	0	0	0	0
1400	- Administrative and waste services	419	459	474	506	501	0.90%	506	510	515	519	524	529
1500	- Education Services	104	116	115	115	118	1.70%	120	122	124	126	128	131
1600	- Health care and social assistance	1,537	1,566	1,633	1,640	1,626	1.10%	1,644	1,662	1,680	1,699	1,717	1,736
1700	- Arts, entertainment, and recreation	300	288	291	290	317	1.00%	320	323	327	330	333	337
1800	- Accommodation and food services	1,205	1,143	1,094	1,104	1,056	0.10%	1,057	1,058	1,059	1,060	1,061	1,062
1900	- Other services, except public administration	842	833	810	795	761	0.60%	766	770	775	779	784	789
2000	- Government and government enterprises	2,122	2,040	1,981	2,001	2,020	0.30%	2,026	2,032	2,038	2,044	2,050	2,057
2001	- Federal, civilian	102	103	104	105	106	3.00%	109	112	116	119	123	127
2002	- Military	69	69	67	66	67	0.40%	67	68	68	68	68	69
2010	- State and local	1,951	1,868	1,810	1,830	1,847	0.20%	1,851	1,854	1,858	1,862	1,866	1,869
2011	- State government	123	123	123	123	124	0.50%	125	125	126	126	127	128
2012	- Local government	1,828	1,745	1,687	1,707	1,723	0.10%	1,725	1,726	1,728	1,730	1,732	1,733

Source: Regional Economic Information System (REIS), based on the North American Industry Classification System (NAICS) and Regional Economic Models, Inc. (REMI).
Estimates and Projections by: West Michigan Shoreline Regional Development Commission

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(L) - Less than 10 jobs, but the estimates for this item are included in the totals.

(*) - Data not available due to the lack of historical trends in this category.

Numbers may not add due to rounding.

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West Michigan Shoreline Regional Development Commission
Regional Economic and Demographic Projections
Muskegon County
Employment Projections

CODE	MUSKEGON COUNTY	Actual Figures					Growth Rate	Estimate 2010	Forecasted Employment				
		2005	2006	2007	2008	2009			2011	2012	2013	2014	2015
	Employment:												
10	Total employment	84,283	85,214	84,331	83,190	78,292	0.20%	78,449	78,605	78,763	78,920	79,078	79,236
	By Type:												
20	Wage and salary	67,997	68,189	66,767	65,557	60,486	-0.79%	60,011	59,540	59,073	58,609	58,149	57,692
40	Proprietors	16,286	17,025	17,564	17,633	17,806	3.50%	18,429	19,074	19,742	20,433	21,148	21,888
50	- Farm	462	442	452	444	440	-0.27%	439	438	436	435	434	433
60	- Nonfarm	15,824	16,583	17,112	17,189	17,366	3.60%	17,991	18,639	19,310	20,005	20,725	21,471
	By Industry:												
70	Farm	772	742	809	747	757	-0.27%	755	753	751	749	747	745
80	Nonfarm	83,511	84,472	83,522	82,443	77,535	0.22%	77,706	77,877	78,048	78,220	78,392	78,564
90	- Private	73,845	74,832	74,127	73,369	68,561	0.25%	68,732	68,904	69,076	69,249	69,422	69,596
100	- Forestry, fishing, related activities, and other	(D)	(D)	(D)	(D)	(D)	*	(D)	(D)	(D)	(D)	(D)	(D)
200	- Mining	(D)	(D)	(D)	(D)	(D)	*	(D)	(D)	(D)	(D)	(D)	(D)
300	- Utilities	(D)	(D)	(D)	(D)	(D)	*	(D)	(D)	(D)	(D)	(D)	(D)
400	- Construction	4,711	4,368	4,183	3,965	3,540	2.60%	3,632	3,726	3,823	3,923	4,025	4,129
500	- Manufacturing	13,813	13,551	13,214	12,872	10,390	-1.00%	10,286	10,183	10,081	9,981	9,881	9,782
600	- Wholesale trade	1,709	1,694	1,637	1,648	1,547	1.00%	1,562	1,578	1,594	1,610	1,626	1,642
700	- Retail trade	13,228	13,491	13,096	12,964	12,344	0.20%	12,369	12,393	12,418	12,443	12,468	12,493
800	- Transportation and warehousing	(D)	(D)	(D)	(D)	(D)	*	(D)	(D)	(D)	(D)	(D)	(D)
900	- Information	1,159	1,155	1,227	1,161	1,013	-0.30%	1,010	1,007	1,004	1,001	998	995
1000	- Finance and insurance	2,032	2,072	2,314	2,706	2,932	0.30%	2,941	2,950	2,958	2,967	2,976	2,985
1100	- Real estate and rental and leasing	3,576	3,776	3,621	3,636	3,557	0.80%	3,585	3,614	3,643	3,672	3,702	3,731
1200	- Professional and technical services	2,418	2,470	2,572	2,564	2,485	2.30%	2,542	2,601	2,660	2,722	2,784	2,848
1300	- Management of companies and enterprises	155	159	159	156	146	0.00%	146	146	146	146	146	146
1400	- Administrative and waste services	3,903	3,842	3,652	3,427	3,200	0.60%	3,219	3,239	3,258	3,277	3,297	3,317
1500	- Education Services	1,234	1,322	1,395	1,399	1,419	1.70%	1,443	1,468	1,493	1,518	1,544	1,570
1600	- Health care and social assistance	11,384	11,943	12,049	12,294	12,144	1.80%	12,363	12,585	12,812	13,042	13,277	13,516
1700	- Arts, entertainment, and recreation	1,817	1,906	1,839	1,788	1,827	0.60%	1,838	1,849	1,860	1,871	1,882	1,894
1800	- Accommodation and food services	6,385	6,687	6,625	6,411	5,913	0.20%	5,925	5,937	5,949	5,960	5,972	5,984
1900	- Other services, except public administration	4,304	4,291	4,288	4,206	4,061	0.70%	4,089	4,118	4,147	4,176	4,205	4,235
2000	- Government and government enterprises	9,666	9,640	9,395	9,074	8,974	-0.35%	8,943	8,911	8,880	8,849	8,818	8,787
2001	- Federal, civilian	379	373	366	362	366	-0.23%	365	364	363	363	362	361
2002	- Military	337	339	341	343	343	0.32%	344	345	346	347	349	350
2010	- State and local	8,950	8,928	8,688	8,369	8,265	-0.25%	8,244	8,224	8,203	8,183	8,162	8,142
2011	- State government	1,171	1,176	1,178	1,179	1,186	0.20%	1,188	1,191	1,193	1,196	1,198	1,200
2012	- Local government	7,779	7,752	7,510	7,190	7,079	-0.30%	7,058	7,037	7,015	6,994	6,973	6,953

Source: Regional Economic Information System (REIS), based on the North American Industry Classification System (NAICS) and Regional Economic Models, Inc. (REMI).
Estimates and Projections by: West Michigan Shoreline Regional Development Commission

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(L) - Less than 10 jobs, but the estimates for this item are included in the totals.

(*) - Data not available due to the lack of historical trends in this category.

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West Michigan Shoreline Regional Development Commission
Regional Economic and Demographic Projections
 Newaygo County
 Employment Projections

CODE	NEWAYGO COUNTY	Actual Figures					Growth Rate	Estimate 2010	Forecasted Employment				
		2005	2006	2007	2008	2009			2011	2012	2013	2014	2015
	Employment:												
10	Total employment	17,138	17,364	17,263	17,038	16,624	0.30%	16,674	16,724	16,774	16,824	16,875	16,925
	By Type:												
20	Wage and salary	11,989	12,076	11,820	11,628	11,200	-0.50%	11,144	11,088	11,033	10,978	10,923	10,868
40	Proprietors	5,149	5,288	5,443	5,410	5,424	2.00%	5,532	5,643	5,756	5,871	5,989	6,108
50	- Farm	819	801	838	816	809	-0.27%	807	805	802	800	798	796
60	- Nonfarm	4,330	4,487	4,605	4,594	4,615	2.40%	4,726	4,839	4,955	5,074	5,196	5,321
	By Industry:												
70	Farm	1,164	1,134	1,233	1,151	1,160	-0.24%	1,157	1,154	1,152	1,149	1,146	1,143
80	Nonfarm	15,974	16,230	16,030	15,887	15,464	0.30%	15,510	15,557	15,604	15,650	15,697	15,744
90	- Private	13,189	13,490	13,386	13,319	12,953	0.30%	12,992	13,031	13,070	13,109	13,148	13,188
100	- Forestry, fishing, related activities, and other	(D)	(D)	302	(D)	(D)	*	*	*	*	*	*	*
200	- Mining	(D)	(D)	30	(D)	(D)	*	*	*	*	*	*	*
300	- Utilities	(D)	(D)	(D)	(D)	(D)	*	(D)	(D)	(D)	(D)	(D)	(D)
400	- Construction	1,242	1,226	1,178	1,107	1,007	2.60%	1,033	1,060	1,088	1,116	1,145	1,175
500	- Manufacturing	1,929	1,940	1,841	1,732	1,455	-1.00%	1,440	1,426	1,412	1,398	1,384	1,370
600	- Wholesale trade	(D)	(D)	(D)	(D)	(D)	*	*	*	*	*	*	*
700	- Retail trade	2,132	2,319	2,303	2,226	2,168	0.20%	2,172	2,177	2,181	2,185	2,190	2,194
800	- Transportation and warehousing	421	430	441	411	376	1.40%	381	387	392	398	403	409
900	- Information	83	84	85	97	99	-0.30%	99	98	98	98	98	97
1000	- Finance and insurance	657	725	835	985	1,098	0.30%	1,101	1,105	1,108	1,111	1,115	1,118
1100	- Real estate and rental and leasing	831	857	753	739	734	0.80%	740	746	752	758	764	770
1200	- Professional and technical services	(D)	(D)	551	(D)	568	*	*	*	*	*	*	*
1300	- Management of companies and enterprises	(D)	(D)	(D)	(D)	(D)	*	(D)	(D)	(D)	(D)	(D)	(D)
1400	- Administrative and waste services	562	570	(D)	557	(D)	*	*	*	*	*	*	*
1500	- Education Services	139	135	137	139	138	1.70%	140	143	145	148	150	153
1600	- Health care and social assistance	1,527	1,579	1,602	1,628	1,618	1.80%	1,647	1,677	1,707	1,738	1,769	1,801
1700	- Arts, entertainment, and recreation	298	305	302	297	279	0.60%	281	282	284	286	287	289
1800	- Accommodation and food services	921	939	935	931	1,017	0.20%	1,019	1,021	1,023	1,025	1,027	1,029
1900	- Other services, except public administration	1,266	1,237	1,267	1,282	1,256	0.70%	1,265	1,274	1,283	1,292	1,301	1,310
2000	- Government and government enterprises	2,785	2,740	2,644	2,568	2,511	-1.00%	2,486	2,461	2,436	2,412	2,388	2,364
2001	- Federal, civilian	93	103	100	100	115	-1.50%	113	112	110	108	107	105
2002	- Military	89	89	90	89	89	0.35%	89	90	90	90	91	91
2010	- State and local	2,603	2,548	2,454	2,379	2,307	-0.90%	2,286	2,266	2,245	2,225	2,205	2,185
2011	- State government	170	170	170	170	171	0.40%	172	172	173	174	174	175
2012	- Local government	2,433	2,378	2,284	2,209	2,136	-1.00%	2,115	2,093	2,073	2,052	2,031	2,011

Source: Regional Economic Information System (REIS), based on the North American Industry Classification System (NAICS) and Regional Economic Models, Inc. (REMI).
 Estimates and Projections by: West Michigan Shoreline Regional Development Commission

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(L) - Less than 10 jobs, but the estimates for this item are included in the totals.

(*) - Data not available due to the lack of historical trends in this category.

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West Michigan Shoreline Regional Development Commission
Regional Economic and Demographic Projections
 Oceana County
 Employment Projections

CODE	OCEANA COUNTY	Actual Figures					Growth Rate	Estimate 2010	Forecasted Employment					
		2005	2006	2007	2008	2009			2011	2012	2013	2014	2015	
	Employment:													
10	Total employment	11,092	10,877	10,872	10,484	10,107	0.20%	10,127	10,147	10,168	10,188	10,208	10,229	
	By Type:													
20	Wage and salary	8,564	8,295	8,244	7,889	7,524	-1.00%	7,449	7,374	7,301	7,228	7,155	7,084	
40	Proprietors	2,528	2,582	2,628	2,595	2,583	3.70%	2,679	2,778	2,880	2,987	3,098	3,212	
50	- Farm	566	545	562	553	549	-0.23%	548	546	545	544	543	541	
60	- Nonfarm	1,962	2,037	2,066	2,042	2,034	3.23%	2,100	2,168	2,238	2,310	2,384	2,461	
	By Industry:													
70	Farm	1,182	1,102	1,184	1,081	1,102	-0.20%	1,100	1,098	1,095	1,093	1,091	1,089	
80	Nonfarm	9,910	9,775	9,688	9,403	9,005	0.20%	9,023	9,041	9,059	9,077	9,095	9,114	
90	- Private	8,239	8,166	8,014	7,700	7,261	0.33%	7,285	7,309	7,333	7,357	7,382	7,406	
100	- Forestry, fishing, related activities, and other	(D)	(D)	(D)	(D)	(D)	*	(D)	(D)	(D)	(D)	(D)	(D)	
200	- Mining	(D)	(D)	(D)	(D)	(D)	*	(D)	(D)	(D)	(D)	(D)	(D)	
300	- Utilities	(D)	(D)	(D)	(D)	(D)	*	(D)	(D)	(D)	(D)	(D)	(D)	
400	- Construction	910	735	690	618	574	2.80%	590	607	624	641	659	677	
500	- Manufacturing	1,618	2,079	2,009	1,777	1,536	1.50%	1,559	1,582	1,606	1,630	1,655	1,680	
600	- Wholesale trade	(D)	(D)	(D)	349	335	*	*	*	*	*	*	*	
700	- Retail trade	1,082	1,080	994	952	921	-0.50%	916	912	907	903	898	894	
800	- Transportation and warehousing	235	242	285	(D)	(D)	*	*	*	*	*	*	*	
900	- Information	47	(D)	(D)	(D)	(D)	*	*	*	*	*	*	*	
1000	- Finance and insurance	171	168	176	198	213	2.00%	217	222	226	231	235	240	
1100	- Real estate and rental and leasing	421	427	382	376	373	1.30%	378	383	388	393	398	403	
1200	- Professional and technical services	205	202	201	(D)	(D)	*	*	*	*	*	*	*	
1300	- Management of companies and enterprises	0	(D)	(D)	0	0	*	*	*	*	*	*	*	
1400	- Administrative and waste services	(D)	224	(D)	223	213	*	*	*	*	*	*	*	
1500	- Education Services	41	44	43	44	44	1.70%	45	46	46	47	48	49	
1600	- Health care and social assistance	539	507	498	495	495	1.10%	500	506	512	517	523	529	
1700	- Arts, entertainment, and recreation	208	210	222	214	209	1.00%	211	213	215	217	220	222	
1800	- Accommodation and food services	1,210	1,235	1,297	1,131	1,012	0.10%	1,013	1,014	1,015	1,016	1,017	1,018	
1900	- Other services, except public administration	586	574	(D)	505	526	*	*	*	*	*	*	*	
2000	- Government and government enterprises	1,671	1,609	1,674	1,703	1,744	-0.60%	1,734	1,723	1,713	1,703	1,692	1,682	
2001	- Federal, civilian	70	75	145	172	175	0.00%	175	175	175	175	175	175	
2002	- Military	50	50	51	50	50	-0.50%	50	50	49	49	49	49	
2010	- State and local	1,551	1,484	1,478	1,481	1,519	-0.50%	1,511	1,504	1,496	1,489	1,481	1,474	
2011	- State government	123	123	123	123	124	0.00%	124	124	124	124	124	124	
2012	- Local government	1,428	1,361	1,355	1,358	1,395	-0.50%	1,388	1,381	1,374	1,367	1,360	1,354	

Source: Regional Economic Information System (REIS), based on the North American Industry Classification System (NAICS) and Regional Economic Models, Inc. (REMI).
 Estimates and Projections by: West Michigan Shoreline Regional Development Commission

(D) - According to NAICS data source, data not shown to avoid disclosure of confidential information, but the estimates for this item are included in the totals.

(L) - Less than 10 jobs, but the estimates for this item are included in the totals.

(*) - Data not available due to the lack of historical trends in this category.

Numbers may not add due to rounding.

Growth rates are based on actual years of figures, as shown.

Growth rates are computed only if more than 2 years of data is present.

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