

NEWAYGO COUNTY GOVERNMENT SUMMIT

Regional Economic and Demographic Projections

October 17, 2009

**Sandeep Dey, Executive Director
West Michigan shoreline Regional Development
Commission**

New Global Economy/Trends

- Restructuring of the U.S. Economy.
- Loss of low wage, low skill manufacturing jobs.
- Rise of BRIC countries.
- Collapse of financial markets.
- New era of global competition.

New U.S. Economy/Trends

- Knowledge-based economy.
- Based on new innovations/entrepreneurs.
- Higher wage, higher skill jobs.
- Education key to future economy.
- Investment in R&D and communities.

Michigan/West Michigan Economy and Trends

- One million (1) manufacturing jobs lost during the past decade in Michigan.
- Michigan is epicenter of global economic restructuring.
- No economic development strategy, leadership.
- Assets: Great Lakes, natural resources, great world class universities, workforce.
- West Michigan a more diversified economy.
- Great Lakes Association of Regional Councils.

Newaygo County Economy/Trends

- Characteristics of the economy.
- Growth sectors.
- Assets: quality of life, outdoors, mostly rural setting, proximity to metropolitan areas, others.
- Infrastructure: industrial parks (Fremont, White Cloud, Newaygo), transportation, business center, others.
- Home of Gerber (baby food capital of the world).
- Growth in population.

Great Lakes Association of Regional Councils

- Regional councils in the Great Lakes states working together to promote and foster regional development in the region.
- Involved in advocacy, training, and education based on our commonality of interests: economic history, the Great Lakes, and a vision for the future.
- Players in the era of global competition between mega regions.
- A unique collaboration of large metropolitan and rural regions, tied together through a common history and future destiny.
- A Great Lakes Region

Newaygo County Demographic Projections

- Projections.
- Demographic Profile.
- State population.

West Michigan Shoreline Regional Development Commission Demographic Projections

Population Forecast 2010 to 2035

Newaygo County	Actual Census Figures				Census Estimate	Forecasted Population					
	1970	1980	1990	2000	2008	2010	2015	2020	2025	2030	2035
Total Population	27,992	34,917	38,202	47,874	48,897	49,771	52,026	54,382	56,846	59,421	62,112

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	2,581	2,627	2,746	2,871	3,001	3,136	3,279
Barton Township	482	558	624	820	838	853	892	932	974	1,018	1,064
Beaver Township	356	443	417	608	613	624	652	682	713	745	779
Big Prairie Township	698	1,202	1,731	2,465	2,485	2,529	2,644	2,764	2,889	3,020	3,157
Bridgeton Township	870	1,562	1,574	2,098	2,399	2,442	2,552	2,668	2,789	2,915	3,047
Brooks Township	1,330	2,349	2,728	3,671	3,626	3,691	3,858	4,033	4,215	4,406	4,606
Croton Township	872	1,556	1,965	3,042	3,408	3,469	3,626	3,790	3,962	4,141	4,329
Dayton Township	1,910	1,938	1,971	2,002	1,978	2,013	2,105	2,200	2,300	2,404	2,513
Denver Township	1,362	1,422	1,532	1,971	1,985	2,020	2,112	2,208	2,308	2,412	2,521
Ensley Township	1,152	1,461	1,984	2,474	2,652	2,699	2,822	2,950	3,083	3,223	3,369
Everett Township	844	1,360	1,519	1,985	2,004	2,040	2,132	2,229	2,330	2,435	2,546
Garfield Township	1,448	1,822	2,067	2,464	2,466	2,510	2,624	2,743	2,867	2,997	3,132
Goodwell Township	374	387	358	551	590	601	628	656	686	717	749
Grant Township	1,719	2,274	2,558	3,130	3,135	3,191	3,336	3,487	3,645	3,810	3,982
Home Township	132	185	202	261	287	292	305	319	334	349	365
Lilley Township	429	568	565	788	793	807	844	882	922	964	1,007
Lincoln Township	490	885	969	1,338	1,348	1,372	1,434	1,499	1,567	1,638	1,712
Merrill Township	376	508	451	590	596	607	634	663	693	724	757
Monroe Township	120	263	247	324	347	353	369	386	403	422	441
Norwich Township	416	450	499	557	609	620	648	677	708	740	774
Sheridan Township	2,477	2,465	2,252	2,423	2,377	2,419	2,529	2,644	2,763	2,889	3,019
Sherman Township	1,411	1,810	1,866	2,159	2,254	2,294	2,398	2,507	2,620	2,739	2,863
Troy Township	80	199	173	243	286	291	304	318	332	348	363
Wilcox Township	519	772	831	1,145	1,173	1,194	1,248	1,305	1,364	1,425	1,490

Cities											
Fremont	3,465	3,672	3,875	4,224	4,195	4,270	4,463	4,666	4,877	5,098	5,329
Grant	772	683	764	881	856	871	911	952	995	1,040	1,087
Newaygo	1,381	1,271	1,336	1,670	1,626	1,655	1,730	1,808	1,890	1,976	2,065
White Cloud	1,044	1,101	1,147	1,420	1,390	1,415	1,479	1,546	1,616	1,689	1,766

Village*											
Hesperia (Part)	352	347	260	364	353	359	376	393	410	429	448

*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 2010 to 2035

Lake County	Actual Census Figures				Census Estimate 2008	Forecasted Population					
	1970	1980	1990	2000		2010	2015	2020	2025	2030	2035
Total Population	5,661	7,711	8,583	11,333	11,014	11,231	11,793	12,382	13,001	13,651	14,334

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	858	999	1,194	1,198	1,222	1,283	1,347	1,414	1,485	1,559
Cherry Valley Township	172	272	248	368	375	382	402	422	443	465	488
Dover Township	201	293	318	332	344	351	368	387	406	426	448
Eden Township	116	174	235	377	377	384	404	424	445	467	491
Elk Township	325	538	580	900	880	897	942	989	1,039	1,091	1,145
Ellsworth Township	376	542	622	821	824	840	882	926	973	1,021	1,072
Lake Township	341	516	700	849	822	838	880	924	970	1,019	1,070
Newkirk Township	426	608	586	719	727	741	778	817	858	901	946
Peacock Township	144	278	344	445	437	446	468	491	516	542	569
Pinora Township	249	348	414	643	658	671	705	740	777	816	856
Pleasant Plains Township	1,211	1,401	1,464	1,535	1,489	1,518	1,594	1,674	1,758	1,846	1,938
Sauble Township	194	260	297	323	323	329	346	363	381	400	420
Sweetwater Township	115	206	223	238	246	251	263	277	290	305	320
Webber Township	614	865	968	1,875	1,616	1,648	1,730	1,817	1,908	2,003	2,103
Yates Township	425	552	585	714	698	712	747	785	824	865	908

Villages*	1970	1980	1990	2000	Census Estimate 2008	2010	2015	2020	2025	2030	2035
Baldwin	502	674	821	1,107	1,171	1,194	1,254	1,316	1,382	1,451	1,524
Luther	129	414	343	339	322	328	345	362	380	399	419

*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 2010 to 2035

Mason County	Actual Census Figures				Census Estimate	Forecasted Population					
	1970	1980	1990	2000	2008	2010	2015	2020	2025	2030	2035
Total Population	22,612	26,365	25,537	28,274	28,782	28,999	29,548	30,107	30,677	31,258	31,850

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	2,099	2,115	2,155	2,196	2,237	2,280	2,323
Branch Township	635	1,021	973	1,181	1,213	1,222	1,245	1,269	1,293	1,317	1,342
Custer Township	1,204	1,338	1,176	1,307	1,358	1,368	1,394	1,421	1,447	1,475	1,503
Eden Township	414	511	491	555	601	606	617	629	641	653	665
Free Soil Township	731	925	860	809	851	857	874	890	907	924	942
Grant Township	419	747	749	850	924	931	949	967	985	1,003	1,022
Hamlin Township	1,778	2,616	2,597	3,192	3,198	3,222	3,283	3,345	3,409	3,473	3,539
Logan Township	154	177	203	329	356	359	365	372	379	387	394
Meade Township	59	135	142	287	182	183	187	190	194	198	201
Pere Marquette Township	1,846	2,068	2,065	2,228	2,355	2,373	2,418	2,463	2,510	2,558	2,606
Riverton Township	1,151	1,177	1,115	1,335	1,393	1,403	1,430	1,457	1,485	1,513	1,541
Sheridan Township	433	828	837	969	992	999	1,018	1,038	1,057	1,077	1,098
Sherman Township	867	996	952	1,090	1,150	1,159	1,181	1,203	1,226	1,249	1,273
Summit Township	557	922	815	1,021	1,024	1,032	1,051	1,071	1,091	1,112	1,133
Victory Township	863	1,170	1,084	1,444	1,512	1,523	1,552	1,582	1,612	1,642	1,673

Cities											
Ludington	9,021	8,937	8,507	8,357	8,324	8,387	8,545	8,707	8,872	9,040	9,211
Scottville	1,202	1,241	1,287	1,266	1,250	1,259	1,283	1,308	1,332	1,358	1,383

Villages*											
Custer	320	341	312	318	315	317	323	330	336	342	349
Fountain	156	195	165	175	174	175	179	182	185	189	193
Freesoil	186	212	148	177	176	177	181	184	188	191	195

*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

August 2009

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

Population Forecast 2010 to 2035

Muskegon County	Actual Census Figures				Census Estimate 2008	Forecasted Population					
	1970	1980	1990	2000		2010	2015	2020	2025	2030	2035
Total Population	157,426	157,589	158,983	170,200	174,344	176,017	180,271	184,627	189,088	193,657	198,337

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	2,475	2,499	2,559	2,621	2,684	2,749	2,816
Casnovia Township	1,879	2,158	2,361	2,652	2,764	2,791	2,858	2,927	2,998	3,070	3,144
Cedar Creek Township	1,467	2,454	2,846	3,109	3,473	3,506	3,591	3,678	3,767	3,858	3,951
Dalton Township	5,361	5,897	6,276	8,047	9,270	9,359	9,585	9,817	10,054	10,297	10,546
Egelston Township	6,690	7,310	7,640	9,537	9,786	9,880	10,119	10,363	10,614	10,870	11,133
Fruitland Township	3,200	4,168	4,391	5,235	5,654	5,708	5,846	5,987	6,132	6,280	6,432
Fruitport Township	10,214	10,646	11,485	12,533	12,991	13,116	13,433	13,757	14,090	14,430	14,779
Holton Township	1,499	2,022	2,318	2,532	2,607	2,632	2,696	2,761	2,827	2,896	2,966
Laketon Township	5,440	6,327	6,538	7,363	7,883	7,959	8,151	8,348	8,550	8,756	8,968
Montague Township	1,147	1,359	1,429	1,637	1,664	1,680	1,721	1,762	1,805	1,848	1,893
Moorland Township	1,488	1,521	1,543	1,616	1,925	1,943	1,990	2,039	2,088	2,138	2,190
Muskegon Township	13,754	14,557	15,302	17,737	18,296	18,472	18,918	19,375	19,843	20,323	20,814
Ravenna Township	2,403	2,471	2,354	2,856	2,855	2,882	2,952	3,023	3,096	3,171	3,248
Sullivan Township	2,051	2,356	2,230	2,477	2,525	2,549	2,611	2,674	2,739	2,805	2,872
Whitehall Township	1,064	1,341	1,464	1,648	1,639	1,655	1,695	1,736	1,778	1,821	1,865
White River Township	1,016	1,215	1,250	1,338	1,425	1,439	1,473	1,509	1,546	1,583	1,621

Cities											
Montague	2,396	2,332	2,276	2,407	2,294	2,316	2,372	2,429	2,488	2,548	2,610
Muskegon	44,631	40,823	40,283	40,105	39,401	39,779	40,740	41,725	42,733	43,766	44,823
Muskegon Heights	17,304	14,611	13,176	12,049	11,623	11,735	12,018	12,309	12,606	12,911	13,223
North Muskegon	4,243	4,024	3,919	4,031	3,915	3,953	4,048	4,146	4,246	4,349	4,454
Norton Shores	22,271	22,025	21,755	22,527	23,307	23,531	24,099	24,682	25,278	25,889	26,514
Roosevelt Park	4,176	4,015	3,885	3,890	3,769	3,805	3,897	3,991	4,088	4,187	4,288
Whitehall	3,017	2,856	3,027	2,884	2,803	2,830	2,898	2,968	3,040	3,114	3,189

Villages*											
Casnovia (Part)	198	181	187	139	136	137	141	144	148	151	155
Fruitport	1,409	1,143	1,090	1,124	1,080	1,090	1,117	1,144	1,171	1,200	1,229
Lakewood Club	590	695	659	1,006	1,353	1,366	1,399	1,433	1,467	1,503	1,539
Ravenna	1,048	951	919	1,206	1,211	1,223	1,252	1,282	1,313	1,345	1,378

*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 2010 to 2035

Oceana County	Actual Census Figures				Census Estimate 2008	Forecasted Population					
	1970	1980	1990	2000		2010	2015	2020	2025	2030	2035
Total Population	17,984	22,002	22,454	26,873	27,598	28,188	29,718	31,332	33,033	34,827	36,718

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	1,533	1,566	1,651	1,740	1,835	1,935	2,040
Claybanks Township	557	733	679	831	846	864	911	960	1,013	1,068	1,126
Colfax Township	222	328	374	574	593	606	639	673	710	748	789
Crystal Township	453	602	658	832	877	896	944	996	1,050	1,107	1,167
Elbridge Township	799	899	820	1,233	1,286	1,313	1,385	1,460	1,539	1,623	1,711
Ferry Township	719	898	1,033	1,296	1,341	1,370	1,444	1,522	1,605	1,692	1,784
Golden Township	871	1,358	1,302	1,810	1,806	1,845	1,945	2,050	2,162	2,279	2,403
Grant Township	1,587	2,366	2,578	2,932	3,263	3,333	3,514	3,704	3,906	4,118	4,341
Greenwood Township	575	815	915	1,154	1,212	1,238	1,305	1,376	1,451	1,529	1,613
Hart Township	1,525	1,801	1,513	2,026	2,051	2,095	2,209	2,328	2,455	2,588	2,729
Leavitt Township	773	848	804	845	886	905	954	1,006	1,060	1,118	1,179
Newfield Township	1,551	1,968	2,144	2,483	2,509	2,563	2,702	2,848	3,003	3,166	3,338
Otto Township	196	426	404	662	720	735	775	817	862	909	958
Pentwater Township	1,154	1,424	1,422	1,513	1,495	1,527	1,610	1,697	1,789	1,887	1,989
Shelby Township	3,352	3,506	3,692	3,951	3,963	4,048	4,267	4,499	4,743	5,001	5,273
Weare Township	695	939	1,041	1,261	1,302	1,330	1,402	1,478	1,558	1,643	1,732

City											
Hart	2,139	1,888	1,942	1,950	1,915	1,956	2,062	2,174	2,292	2,417	2,548

Villages*											
Hesperia (Part)	525	529	586	590	596	619	652	688	725	765	806
New Era	466	534	520	461	456	484	510	537	567	597	630
Pentwater	993	1,165	1,050	958	942	1,005	1,059	1,117	1,178	1,242	1,309
Rothbury	394	522	407	416	433	436	460	485	511	539	568
Shelby	1,703	1,624	1,871	1,914	1,885	2,008	2,117	2,232	2,353	2,481	2,615
Walkerville	319	296	262	254	253	266	281	296	312	329	347

*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

August 2009

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

CODE	NEWAYGO COUNTY	Actual Figures					Growth Rate	Estimate 2008	Forecasted Employment				
		2003	2004	2005	2006	2007			2009	2010	2011	2012	2013
	Employment:												
10	Total employment	16,635	17,034	17,246	17,201	17,040	0.61%	17,144	17,249	17,355	17,461	17,567	17,675
	By Type:												
20	Wage and salary	11,893	12,107	12,102	11,966	11,740	-0.31%	11,703	11,666	11,630	11,593	11,557	11,521
40	Proprietors	4,742	4,927	5,144	5,235	5,300	2.83%	5,450	5,604	5,763	5,926	6,093	6,266
50	- Farm	778	774	779	776	770	-0.26%	768	764	762	762	760	758
60	- Nonfarm	3,964	4,153	4,365	4,459	4,530	3.40%	4,684	4,844	5,009	5,179	5,355	5,538
	By Industry:												
70	Farm	1,079	1,086	1,059	1,032	1,067	-0.25%	1,064	1,062	1,059	1,056	1,054	1,051
80	Nonfarm	15,556	15,948	16,187	16,159	15,973	0.67%	16,081	16,189	16,298	16,408	16,518	16,630
90	- Private	12,763	13,184	13,403	13,429	13,330	1.10%	13,477	13,626	13,776	13,929	14,082	14,238
100	- Forestry, fishing, related activities, and other	(D)	(D)	(D)	(D)	402	*	(D)	(D)	(D)	(D)	(D)	(D)
200	- Mining	(D)	(D)	(D)	(D)	28	*	(D)	(D)	(D)	(D)	(D)	(D)
300	- Utilities	(D)	(D)	(D)	(D)	(D)	*	(D)	(D)	(D)	(D)	(D)	(D)
400	- Construction	1,125	1,190	1,232	1,276	1,252	2.75%	1,286	1,322	1,358	1,395	1,434	1,473
500	- Manufacturing	1,918	1,964	1,924	1,916	1,848	-0.90%	1,831	1,815	1,799	1,782	1,766	1,750
600	- Wholesale trade	258	(D)	(D)	(D)	(D)	*	*	*	*	*	*	*
700	- Retail trade	2,033	2,124	2,190	2,124	2,100	0.86%	2,118	2,136	2,155	2,173	2,192	2,211
800	- Transportation and warehousing	(D)	379	389	435	439	*	*	*	*	*	*	*
900	- Information	135	172	84	85	83	-6.23%	78	73	68	64	60	56
1000	- Finance and insurance	591	610	653	725	774	7.01%	828	886	949	1,015	1,086	1,162
1100	- Real estate and rental and leasing	608	663	737	715	698	3.71%	724	751	779	808	837	869
1200	- Professional and technical services	603	(D)	(D)	(D)	530	*	*	*	*	*	*	*
1300	- Management of companies and enterprises	(D)	(D)	(D)	(D)	(D)	*	(D)	(D)	(D)	(D)	(D)	(D)
1400	- Administrative and waste services	(D)	569	564	568	(D)	*	*	*	*	*	*	*
1500	- Education Services	137	140	135	135	142	0.95%	143	145	146	147	149	150
1600	- Health care and social assistance	1,471	1,524	1,561	1,598	1,592	2.01%	1,624	1,657	1,690	1,724	1,758	1,794
1700	- Arts, entertainment, and recreation	272	287	314	310	294	2.12%	300	307	313	320	327	333
1800	- Accommodation and food services	894	903	934	939	933	1.08%	943	953	964	974	985	995
1900	- Other services, except public administration	1,253	1,286	1,340	1,279	1,297	0.92%	1,309	1,321	1,333	1,345	1,358	1,370
2000	- Government and government enterprises	2,793	2,764	2,784	2,740	2,643	-1.36%	2,607	2,572	2,537	2,502	2,468	2,435
2001	- Federal, civilian	89	89	93	103	100	3.08%	103	106	110	113	116	120
2002	- Military	96	95	90	89	89	-1.85%	87	86	84	83	81	80
2010	- State and local	2,608	2,580	2,601	2,548	2,454	-1.50%	2,417	2,381	2,345	2,310	2,276	2,242
2011	- State government	(D)	(D)	170	170	170	*	*	*	*	*	*	*
2012	- Local government	(D)	(D)	2,431	2,378	2,284	*	*	*	*	*	*	*

Source: Regional Economic Information System (REIS), based on the North American Industry Classification System (NAICS)
 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.

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

CODE	LAKE COUNTY	Actual Figures					Growth Rate	Estimate 2008	Forecasted Employment				
		2003	2004	2005	2006	2007			2009	2010	2011	2012	2013
	Employment:												
10	Total employment	3,674	3,758	3,792	3,639	3,603	-0.46%	3,586	3,570	3,554	3,537	3,521	3,505
	By Type:												
20	Wage and salary	2,016	2,036	1,988	1,792	1,731	-3.66%	1,668	1,607	1,548	1,491	1,437	1,384
40	Proprietors	1,658	1,722	1,804	1,847	1,872	3.09%	1,930	1,989	2,051	2,114	2,180	2,247
50	- Farm	144	142	143	142	141	-0.52%	140	140	139	138	137	137
60	- Nonfarm	1,514	1,580	1,661	1,705	1,731	3.41%	1,790	1,851	1,914	1,980	2,047	2,117
	By Industry:												
70	Farm	155	153	153	152	152	-0.49%	151	151	150	149	148	148
80	Nonfarm	3,519	3,605	3,639	3,487	3,451	-0.46%	3,435	3,420	3,404	3,389	3,373	3,358
90	- Private	2,973	3,058	3,084	2,947	2,919	-0.42%	2,907	2,894	2,882	2,870	2,858	2,846
100	- Forestry, fishing, related activities, and other	114	(D)	(D)	(D)	131	*	*	*	*	*	*	*
200	- Mining	10	(D)	(D)	(D)	10	*	*	*	*	*	*	*
300	- Utilities	0	0	0	0	0	*	(D)	(D)	(D)	(D)	(D)	(D)
400	- Construction	312	320	338	367	348	2.90%	358	368	379	390	401	413
500	- Manufacturing	123	126	117	117	117	-1.18%	116	114	113	112	110	109
600	- Wholesale trade	(D)	(D)	(D)	(D)	(D)	*	(D)	(D)	(D)	(D)	(D)	(D)
700	- Retail trade	(D)	431	436	485	463	*	*	*	*	*	*	*
800	- Transportation and warehousing	71	(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	94	98	99	107	108	*	*	*	*	*	*	*
1100	- Real estate and rental and leasing	238	256	280	253	267	*	*	*	*	*	*	*
1200	- Professional and technical services	98	105	(D)	132	(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)	(D)	(D)	116	(D)	*	*	*	*	*	*	*
1500	- Education Services	(D)	(D)	(D)	(D)	(D)	*	(D)	(D)	(D)	(D)	(D)	(D)
1600	- Health care and social assistance	(D)	(D)	(D)	(D)	(D)	*	(D)	(D)	(D)	(D)	(D)	(D)
1700	- Arts, entertainment, and recreation	71	75	75	76	82	3.72%	85	88	91	95	98	102
1800	- Accommodation and food services	325	324	321	298	281	-3.53%	271	262	252	243	235	227
1900	- Other services, except public administration	286	295	306	303	289	0.32%	290	291	292	293	294	295
2000	- Government and government enterprises	546	547	555	540	532	-0.63%	529	525	522	519	515	512
2001	- Federal, civilian	64	65	66	63	60	-1.55%	59	58	57	56	55	55
2002	- Military	23	23	22	20	20	-3.36%	19	19	18	17	17	16
2010	- State and local	459	459	467	457	452	-0.37%	450	449	447	445	444	442
2011	- State government	123	125	123	123	123	0.01%	123	123	123	123	123	123
2012	- Local government	336	334	344	334	329	-0.50%	327	326	324	322	321	319

Source: Regional Economic Information System (REIS), based on the North American Industry Classification System (NAICS)
 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.

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					
		2003	2004	2005	2006	2007			2008	2009	2010	2011	2012	2013
	Employment:													
10	Total employment	15,463	15,501	15,736	15,256	15,212	-0.39%	15,152	15,092	15,033	14,974	14,914	14,856	
	By Type:													
20	Wage and salary	11,575	11,466	11,506	10,879	10,813	-1.66%	10,633	10,457	10,283	10,112	9,944	9,778	
40	Proprietors	3,888	4,035	4,230	4,377	4,399	3.15%	4,537	4,680	4,828	4,980	5,136	5,298	
50	- Farm	478	476	479	477	473	-0.26%	472	471	469	468	467	466	
60	- Nonfarm	3,410	3,559	3,751	3,900	3,926	3.60%	4,067	4,214	4,366	4,523	4,686	4,854	
	By Industry:													
70	Farm	675	680	662	645	668	-0.23%	666	665	663	662	660	659	
80	Nonfarm	14,788	14,821	15,074	14,611	14,544	-0.40%	14,486	14,428	14,370	14,313	14,255	14,198	
90	- Private	12,651	12,746	12,941	12,571	12,579	-0.13%	12,563	12,547	12,531	12,514	12,498	12,482	
100	- Forestry, fishing, related activities, and other	79	82	89	(D)	(D)	*	*	*	*	*	*	*	
200	- Mining	57	47	48	(D)	(D)	*	*	*	*	*	*	*	
300	- Utilities	81	87	90	90	90	2.71%	92	95	98	100	103	106	
400	- Construction	945	969	1,050	1,125	1,104	4.04%	1,149	1,195	1,243	1,294	1,346	1,400	
500	- Manufacturing	2,523	2,483	2,485	2,085	2,153	-3.59%	2,076	2,001	1,930	1,860	1,794	1,729	
600	- Wholesale trade	208	219	223	225	227	2.23%	232	237	242	248	253	259	
700	- Retail trade	2,370	2,245	2,146	2,182	2,133	-2.56%	2,078	2,025	1,973	1,923	1,873	1,825	
800	- Transportation and warehousing	374	430	414	421	444	*	(D)	(D)	(D)	(D)	(D)	(D)	
900	- Information	185	191	230	218	215	4.27%	224	234	244	254	265	276	
1000	- Finance and insurance	400	408	422	438	438	2.31%	448	458	469	480	491	502	
1100	- Real estate and rental and leasing	595	647	738	706	712	4.83%	746	782	820	860	901	945	
1200	- Professional and technical services	465	472	445	460	446	-0.97%	442	437	433	429	425	421	
1300	- Management of companies and enterprises	0	0	0	0	0	*	0	0	0	0	0	0	
1400	- Administrative and waste services	380	402	429	458	482	6.13%	512	543	576	611	649	689	
1500	- Education Services	(D)	103	115	116	121	*	(D)	(D)	(D)	(D)	(D)	(D)	
1600	- Health care and social assistance	(D)	1,583	1,579	1,595	1,640	*	(D)	(D)	(D)	(D)	(D)	(D)	
1700	- Arts, entertainment, and recreation	328	303	300	295	284	-3.50%	274	264	255	246	238	229	
1800	- Accommodation and food services	1,181	1,204	1,226	1,145	1,093	-1.84%	1,073	1,053	1,034	1,015	996	978	
1900	- Other services, except public administration	869	871	912	867	838	-0.84%	831	824	817	810	804	797	
2000	- Government and government enterprises	2,137	2,075	2,133	2,040	1,965	-2.04%	1,925	1,886	1,847	1,810	1,773	1,737	
2001	- Federal, civilian	108	104	102	103	104	-0.92%	103	102	101	100	99	98	
2002	- Military	67	71	70	69	67	0.06%	67	67	67	67	67	67	
2010	- State and local	1,962	1,900	1,961	1,868	1,794	-2.16%	1,755	1,717	1,680	1,644	1,608	1,573	
2011	- State government	123	125	123	123	123	0.01%	123	123	123	123	123	123	
2012	- Local government	1,839	1,775	1,838	1,745	1,671	-2.31%	1,632	1,595	1,558	1,522	1,487	1,453	

Source: Regional Economic Information System (REIS), based on the North American Industry Classification System (NAICS)
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.

West Michigan Shoreline Regional Development Commission Regional Economic and Demographic Projections

Muskegon County Employment Projections

CODE	MUSKEGON COUNTY	Actual Figures					Growth Rate	Estimate 2008	Forecasted Employment				
		2003	2004	2005	2006	2007			2008	2009	2010	2011	2012
	Employment:												
10	Total employment	82,411	84,287	84,951	85,418	84,181	0.54%	84,637	85,095	85,556	86,019	86,485	86,953
	By Type:												
20	Wage and salary	67,494	68,691	68,544	68,639	67,148	-0.12%	67,068	66,989	66,909	66,830	66,751	66,672
40	Proprietors	14,917	15,596	16,407	16,780	17,033	3.38%	17,609	18,205	18,821	19,458	20,116	20,797
50	- Farm	465	462	465	463	460	-0.27%	459	458	456	455	454	453
60	- Nonfarm	14,452	15,134	15,942	16,317	16,573	3.49%	17,152	17,752	18,372	19,014	19,679	20,366
	By Industry:												
70	Farm	686	692	671	652	679	-0.21%	678	676	675	673	672	670
80	Nonfarm	81,725	83,595	84,280	84,767	83,502	0.55%	83,960	84,420	84,883	85,348	85,816	86,287
90	- Private	71,725	73,853	74,597	75,127	74,134	0.84%	74,757	75,386	76,020	76,659	77,303	77,953
100	- Forestry, fishing, related activities, and other	(D)	(D)	(D)	(D)	(D)	*	*	*	*	*	*	*
200	- Mining	(D)	(D)	(D)	(D)	(D)	*	*	*	*	*	*	*
300	- Utilities	(D)	(D)	(D)	(D)	(D)	*	(D)	(D)	(D)	(D)	(D)	(D)
400	- Construction	4,236	4,411	4,567	4,497	4,374	0.85%	4,411	4,449	4,486	4,525	4,563	4,602
500	- Manufacturing	13,229	14,108	13,897	13,560	13,230	0.07%	13,240	13,249	13,259	13,268	13,278	13,288
600	- Wholesale trade	1,997	1,685	1,735	1,704	1,664	-4.20%	1,594	1,527	1,463	1,402	1,343	1,287
700	- Retail trade	12,874	13,184	13,518	13,683	13,264	0.77%	13,367	13,470	13,575	13,680	13,786	13,893
800	- Transportation and warehousing	(D)	(D)	(D)	(D)	(D)	*	(D)	(D)	(D)	(D)	(D)	(D)
900	- Information	1,228	1,149	1,183	1,161	1,216	-0.15%	1,214	1,212	1,211	1,209	1,207	1,205
1000	- Finance and insurance	2,074	2,091	2,091	2,059	2,038	-0.43%	2,029	2,020	2,012	2,003	1,994	1,986
1100	- Real estate and rental and leasing	2,837	3,002	3,257	3,193	3,382	4.57%	3,536	3,698	3,867	4,043	4,228	4,421
1200	- Professional and technical services	2,878	2,733	2,634	2,531	2,466	-3.78%	2,373	2,283	2,196	2,113	2,033	1,956
1300	- Management of companies and enterprises	168	165	157	166	173	0.83%	174	176	177	179	180	182
1400	- Administrative and waste services	3,377	3,804	3,965	3,828	3,674	2.35%	3,760	3,849	3,939	4,032	4,126	4,223
1500	- Education Services	1,163	1,199	1,265	1,325	1,421	5.15%	1,494	1,571	1,652	1,737	1,826	1,920
1600	- Health care and social assistance	11,246	11,515	11,631	12,173	12,125	1.92%	12,357	12,594	12,835	13,081	13,332	13,588
1700	- Arts, entertainment, and recreation	1,776	1,764	1,893	1,981	1,842	1.07%	1,862	1,882	1,902	1,922	1,942	1,963
1800	- Accommodation and food services	6,451	6,693	6,398	6,689	6,616	0.70%	6,662	6,709	6,756	6,803	6,851	6,899
1900	- Other services, except public administration	4,273	4,386	4,444	4,449	4,420	0.86%	4,458	4,496	4,535	4,573	4,613	4,652
2000	- Government and government enterprises	10,000	9,742	9,683	9,640	9,368	-1.61%	9,217	9,068	8,922	8,778	8,637	8,497
2001	- Federal, civilian	417	398	379	374	367	-3.13%	356	344	334	323	313	303
2002	- Military	355	354	339	338	341	-0.98%	338	334	331	328	325	321
2010	- State and local	9,228	8,990	8,965	8,928	8,660	-1.57%	8,524	8,391	8,259	8,130	8,002	7,877
2011	- State government	1,181	1,196	1,173	1,176	1,178	-0.06%	1,177	1,177	1,176	1,175	1,175	1,174
2012	- Local government	8,047	7,794	7,792	7,752	7,482	-1.79%	7,348	7,216	7,087	6,960	6,835	6,713

Source: Regional Economic Information System (REIS), based on the North American Industry Classification System (NAICS)
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.

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

CODE	OCEANA COUNTY	Actual Figures					Growth Rate	Estimate 2008	Forecasted Employment				
		2003	2004	2005	2006	2007			2009	2010	2011	2012	2013
	Employment:												
10	Total employment	10,820	11,048	11,185	10,652	10,639	-0.39%	10,598	10,557	10,517	10,476	10,436	10,396
	By Type:												
20	Wage and salary	8,379	8,522	8,551	7,996	7,963	-1.21%	7,866	7,771	7,676	7,583	7,491	7,400
40	Proprietors	2,441	2,526	2,634	2,656	2,676	2.34%	2,739	2,803	2,868	2,935	3,004	3,074
50	- Farm	651	647	652	650	645	-0.23%	644	642	641	639	638	636
60	- Nonfarm	1,790	1,879	1,982	2,006	2,031	3.23%	2,097	2,164	2,234	2,306	2,381	2,457
	By Industry:												
70	Farm	1,000	1,009	977	948	991	-0.18%	989	988	986	984	982	981
80	Nonfarm	9,820	10,039	10,208	9,704	9,648	-0.40%	9,609	9,571	9,533	9,494	9,456	9,419
90	- Private	8,141	8,404	8,537	8,095	7,973	-0.47%	7,936	7,899	7,862	7,825	7,788	7,752
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	858	914	919	754	718	-3.91%	690	663	637	612	588	565
500	- Manufacturing	1,189	1,430	1,634	2,053	2,009	14.51%	2,300	2,634	3,016	3,454	3,955	4,529
600	- Wholesale trade	(D)	149	(D)	(D)	(D)	*	*	*	*	*	*	*
700	- Retail trade	1,092	1,068	1,041	1,091	1,003	-2.00%	983	963	944	925	907	889
800	- Transportation and warehousing	205	(D)	231	244	285	*	*	*	*	*	*	*
900	- Information	54	53	52	(D)	(D)	*	*	*	*	*	*	*
1000	- Finance and insurance	163	177	177	168	165	0.43%	166	166	167	168	169	169
1100	- Real estate and rental and leasing	402	411	386	354	354	-3.03%	343	333	323	313	303	294
1200	- Professional and technical services	320	220	216	205	192	-11.13%	171	152	135	120	106	95
1300	- Management of companies and enterprises	(D)	(D)	0	(D)	(D)	*	*	*	*	*	*	*
1400	- Administrative and waste services	(D)	(D)	(D)	223	(D)	*	*	*	*	*	*	*
1500	- Education Services	55	55	43	44	45	-4.30%	43	41	39	38	36	35
1600	- Health care and social assistance	540	563	571	528	504	-1.60%	496	488	480	473	465	458
1700	- Arts, entertainment, and recreation	259	247	223	221	227	-3.13%	220	213	206	200	194	188
1800	- Accommodation and food services	1,173	1,198	1,216	1,237	1,299	2.59%	1,333	1,367	1,403	1,439	1,476	1,515
1900	- Other services, except public administration	605	618	611	591	(D)	*	*	*	*	*	*	*
2000	- Government and government enterprises	1,679	1,635	1,671	1,609	1,675	-0.01%	1,675	1,675	1,675	1,675	1,674	1,674
2001	- Federal, civilian	65	62	70	75	146	27.52%	186	237	303	386	492	628
2002	- Military	55	54	51	50	51	-1.83%	50	49	48	47	46	46
2010	- State and local	1,559	1,519	1,550	1,484	1,478	-1.30%	1,459	1,440	1,421	1,403	1,385	1,367
2011	- State government	123	125	123	123	123	0.01%	123	123	123	123	123	123
2012	- Local government	1,436	1,394	1,427	1,361	1,355	-1.41%	1,336	1,317	1,299	1,280	1,262	1,245

Source: Regional Economic Information System (REIS), based on the North American Industry Classification System (NAICS)
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.

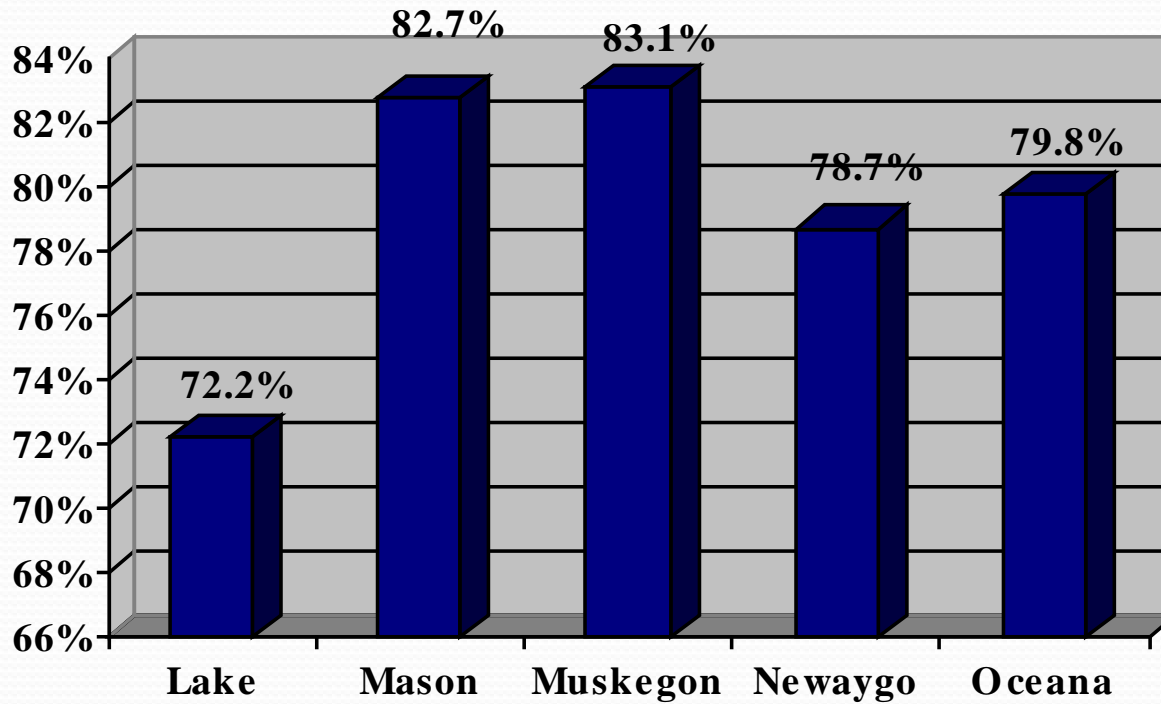
(*) - Data not available due to the lack of historical trends in this category.

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.

% of Population 25 Years & Older with at least a High School Education, 2000



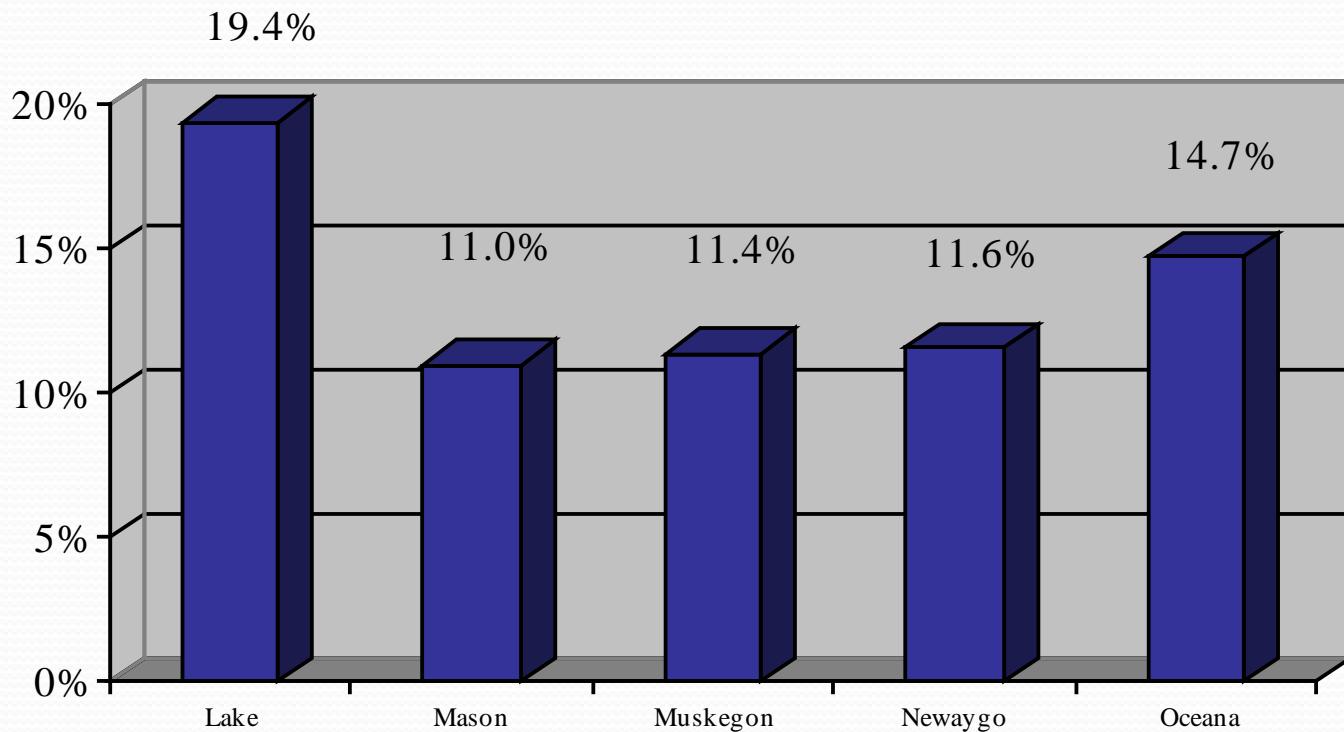
Per Capita Income

County	1980	1990	2000	% Change 1980 – 1990	% Change 1990 – 2000
Lake	4,640	8,195	14,457	76.6%	76.4%
Mason	6,192	10,848	17,713	75.2%	63.3%
Muskegon	6,358	11,315	17,967	78.4%	58.4%
Newaygo	5,696	10,307	16,976	81.0%	64.7%
Oceana	5,627	9,582	15,878	70.3%	65.7%
	7,688	14,154	22,168	84.1%	56.6%

Median Family Income					
County	1980	1990	2000	% Change 1980 – 1990	% Change 1990 – 2000
Lake	11,210	18,333	32,086	63.5%	75.0%
Mason	16,924	26,271	41,654	55.2%	58.6%
Muskegon	18,716	30,152	45,710	61.1%	51.6%
Newaygo	16,468	26,601	42,498	61.5%	59.8%
Oceana	16,334	25,786	40,602	57.9%	57.5%
	22,108	36,652	53,457	65.8%	45.9%

Source: Census Bureau

Percent of Persons Below Poverty Level in 2000



■ Percent of Persons in Poverty

Civilian Labor Force by County 1998 – 2008

County	1998	1999	2000	2001	2002	2003	2004*	2005*	2006*	2007*	2008*
Lake	3,233	3,442	3,683	3,701	3,704	3,843	4,481	4,408	4,240	4,135	3,941
Mason	13,918	14,229	15,126	15,854	15,734	15,827	15,212	15,281	15,172	15,077	14,878
Muskegon	81,921	84,102	84,984	84,821	83,521	83,506	89,683	90,505	91,040	90,075	89,064
Newaygo	20,510	20,645	21,715	21,639	21,537	22,212	23,068	23,543	23,566	23,662	22,856
Oceana	13,872	14,217	14,356	14,657	14,530	14,720	13,930	14,466	14,840	14,552	14,154

Source: Michigan Department of Energy, Labor and Economic Growth

* not seasonally adjusted

Employed Persons by County 1998 – 2008

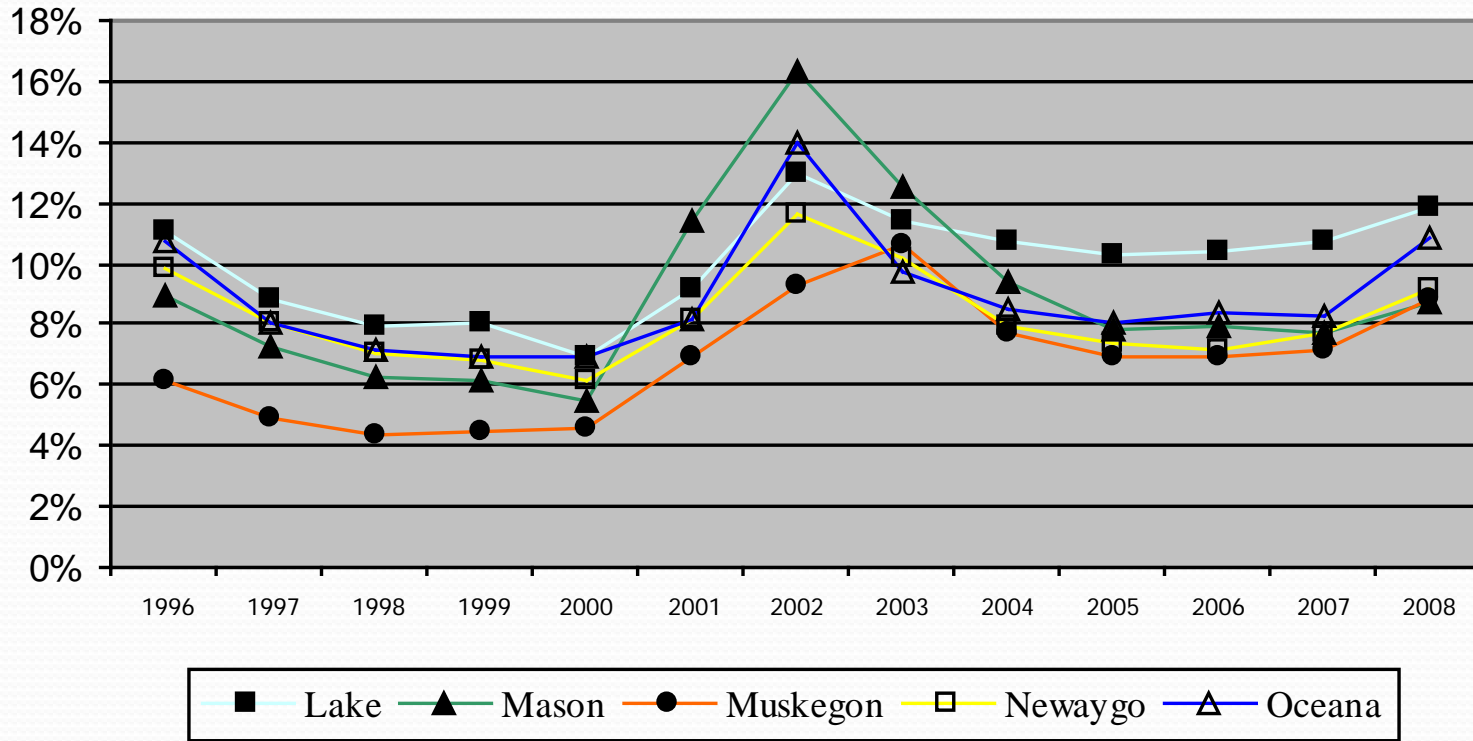
County	1998	1999	2000	2001	2002	2003	2004*	2005*	2006*	2007*	2008*
Lake	2,988	3,189	3,437	3,381	3,355	3,425	4,001	3,957	3,801	3,692	3,475
Mason	13,074	13,437	14,333	14,195	13,819	13,945	13,782	14,096	13,977	13,919	13,581
Muskegon	78,547	80,542	81,159	79,261	75,956	75,030	82,784	84,241	84,799	83,647	81,196
Newaygo	19,140	19,334	20,426	20,008	19,639	20,053	21,252	21,795	21,880	21,851	20,746
Oceana	12,907	13,272	13,401	13,562	13,259	13,352	12,751	13,300	13,592	13,341	12,630

Source: Michigan Department of Labor and Economic Growth

* not seasonally adjusted

Unemployment Rate by County

1995 - 2008



Newaygo County Employment By Sector 2001 & 2007

Sector	2001	2007	% of Total 2001	% of Total 2007
Government	2,858	2,643	17.1%	15.5%
Retail Trade	2,077	2,100	12.4%	12.3%
Manufacturing	2,364	1,848	14.1%	10.9%
Health Care and Social Assistance	1,398	1,592	8.4%	9.3%
Other Services, except Public Administration	1,143	1,297	6.8%	7.6%
Construction	1,135	1,252	6.8%	7.4%
Accommodations/Food Services	910	933	5.4%	5.5%
Finance and Insurance	567	774	3.4%	4.5%
Administrative & Waste Services	(D)	(D)	N/A	N/A
Real Estate/Rental and Leasing	536	698	3.2%	4.1%
Total Employment	16,706	17,040		

Source: Regional Economic Information System

Michigan Employment By Sector 2001 & 2007

Sector	2001	2007	% of Total 2001	% of Total 2007
Manufacturing	843,743	646,007	15.2%	11.8%
Government	699,496	671,033	12.6%	12.3%
Retail Trade	654,619	606,496	11.8%	11.1%
Health Care and Social Assistance	551,775	634,675	10.0%	11.6%
Accommodation/Food Services	350,383	365,562	6.3%	6.7%
Professional and Technical Services	366,306	356,850	6.6%	6.5%
Administrative/Waste Services	322,152	361,517	5.8%	6.6%
Other Services, except Public Administration	285,445	296,283	5.2%	5.4%
Construction	304,276	289,280	5.5%	5.3%
Finance and Insurance	207,866	217,113	3.8%	4.0%
Total Employment	5,539,887	5,454,613		

Source: Regional Economic Information System

United States Employment By Sector 2001 & 2007

Sector	2001	2007	% of Total 2001	% of Total 2007
Government	23,180,000	24,257,000	13.9%	13.4%
Retail Trade	18,528,000	19,282,000	11.1%	10.7%
Health Care and Social Assistance	15,611,400	18,204,900	9.3%	10.1%
Manufacturing	16,994,600	14,517,000	10.2%	8.0%
Accommodation/Food Services	10,825,200	12,253,000	6.5%	6.8%
Professional and Technical Services	10,575,800	11,866,300	6.3%	6.6%
Administrative/Waste Services	9,621,000	11,180,300	5.8%	6.2%
Construction	9,846,700	11,641,100	5.9%	6.4%
Other Services, except Public Administration	9,049,600	10,140,700	5.4%	5.6%
Finance and Insurance	7,839,600	8,429,700	4.7%	4.7%
Total Employment	167,014,700	180,943,800		

Source: Regional Economic Information System