



DEMOGRAPHIC AND ECONOMIC PROJECTIONS
July 2021

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 2025 through 2050 (population) and 2021 through 2025 (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.

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

Population Forecast 2025 to 2050

| Lake County | Actual Census Figures | | | | Forecasted Population* | | | | | |
|--------------------------|-----------------------|--------|--------|--------|------------------------|--------|--------|--------|--------|--------|
| | 1990 | 2000 | 2010 | 2019 | 2025 | 2030 | 2035 | 2040 | 2045 | 2050 |
| Total Population | 8,583 | 11,333 | 11,539 | 11,853 | 12,059 | 12,233 | 12,409 | 12,589 | 12,770 | 12,955 |
| Chase Township | 999 | 1,194 | 1,137 | 1,186 | 1,207 | 1,224 | 1,242 | 1,260 | 1,278 | 1,296 |
| Cherry Valley Township | 248 | 368 | 396 | 416 | 423 | 429 | 436 | 442 | 448 | 455 |
| Dover Township | 318 | 332 | 395 | 411 | 418 | 424 | 430 | 437 | 443 | 449 |
| Eden Township | 235 | 377 | 487 | 512 | 521 | 528 | 536 | 544 | 552 | 560 |
| Elk Township | 580 | 900 | 985 | 1,022 | 1,040 | 1,055 | 1,070 | 1,085 | 1,101 | 1,117 |
| Ellsworth Township | 622 | 821 | 817 | 855 | 870 | 882 | 895 | 908 | 921 | 934 |
| Lake Township | 700 | 849 | 862 | 891 | 906 | 920 | 933 | 946 | 960 | 974 |
| Newkirk Township | 586 | 719 | 632 | 654 | 665 | 675 | 685 | 695 | 705 | 715 |
| Peacock Township | 344 | 445 | 492 | 514 | 523 | 530 | 538 | 546 | 554 | 562 |
| Pinora Township | 414 | 643 | 717 | 752 | 765 | 776 | 787 | 799 | 810 | 822 |
| Pleasant Plains Township | 1,464 | 1,535 | 1,581 | 1,625 | 1,653 | 1,677 | 1,701 | 1,726 | 1,751 | 1,776 |
| Sauble Township | 297 | 323 | 333 | 346 | 352 | 357 | 362 | 367 | 373 | 378 |
| Sweetwater Township | 223 | 238 | 245 | 258 | 262 | 266 | 270 | 274 | 278 | 282 |
| Webber Township | 968 | 1,875 | 1,699 | 1,621 | 1,649 | 1,673 | 1,697 | 1,722 | 1,746 | 1,772 |
| Yates Township | 585 | 714 | 761 | 790 | 804 | 815 | 827 | 839 | 851 | 863 |
| Villages** | | | | | | | | | | |
| Baldwin | 821 | 1,107 | 1,208 | 1,079 | 1,098 | 1,114 | 1,130 | 1,146 | 1,163 | 1,179 |
| Luther | 343 | 339 | 318 | 324 | 330 | 334 | 339 | 344 | 349 | 354 |

*This set of future projections is developed at the County level.

As a result of this, population shifts and population increases in suburban and rural areas tend to be understated.

** 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**

Population Forecast 2025 to 2050

| Mason County | Actual Census Figures | | | 2019 | Forecasted Population* | | | | | |
|-------------------------|------------------------------|-------------|-------------|-------------|-------------------------------|-------------|-------------|-------------|-------------|-------------|
| | 1990 | 2000 | 2010 | | 2025 | 2030 | 2035 | 2040 | 2045 | 2050 |
| Total Population | 25,537 | 28,274 | 28,705 | 29,144 | 29,437 | 29,684 | 29,932 | 30,183 | 30,435 | 30,690 |
| Amber Township | 1,684 | 2,054 | 2,535 | 2,599 | 2,625 | 2,647 | 2,669 | 2,692 | 2,714 | 2,737 |
| Branch Township | 973 | 1,181 | 1,328 | 1,355 | 1,369 | 1,380 | 1,392 | 1,403 | 1,415 | 1,427 |
| Custer Township | 1,176 | 1,307 | 1,254 | 1,271 | 1,284 | 1,295 | 1,305 | 1,316 | 1,327 | 1,338 |
| Eden Township | 491 | 555 | 582 | 595 | 601 | 606 | 611 | 616 | 621 | 627 |
| Free Soil Township | 860 | 809 | 822 | 818 | 826 | 833 | 840 | 847 | 854 | 861 |
| Grant Township | 749 | 850 | 909 | 926 | 935 | 943 | 951 | 959 | 967 | 975 |
| Hamlin Township | 2,597 | 3,192 | 3,408 | 3,486 | 3,521 | 3,551 | 3,580 | 3,610 | 3,640 | 3,671 |
| Logan Township | 203 | 329 | 312 | 322 | 325 | 328 | 331 | 333 | 336 | 339 |
| Meade Township | 142 | 287 | 181 | 182 | 184 | 185 | 187 | 188 | 190 | 192 |
| Pere Marquette Township | 2,065 | 2,228 | 2,366 | 2,440 | 2,465 | 2,485 | 2,506 | 2,527 | 2,548 | 2,569 |
| Riverton Township | 1,115 | 1,335 | 1,153 | 1,165 | 1,177 | 1,187 | 1,197 | 1,207 | 1,217 | 1,227 |
| Sheridan Township | 837 | 969 | 1,072 | 1,095 | 1,106 | 1,115 | 1,125 | 1,134 | 1,144 | 1,153 |
| Sherman Township | 952 | 1,090 | 1,186 | 1,214 | 1,226 | 1,236 | 1,247 | 1,257 | 1,268 | 1,278 |
| Summit Township | 815 | 1,021 | 924 | 945 | 955 | 962 | 971 | 979 | 987 | 995 |
| Victory Township | 1,084 | 1,444 | 1,383 | 1,412 | 1,426 | 1,438 | 1,450 | 1,462 | 1,475 | 1,487 |
| Cities | | | | | | | | | | |
| Ludington | 8,507 | 8,357 | 8,076 | 8,108 | 8,190 | 8,258 | 8,327 | 8,397 | 8,467 | 8,538 |
| Scottville | 1,287 | 1,266 | 1,214 | 1,211 | 1,223 | 1,233 | 1,244 | 1,254 | 1,265 | 1,275 |
| Villages** | | | | | | | | | | |
| Custer | 312 | 318 | 284 | 285 | 288 | 290 | 293 | 295 | 298 | 300 |
| Fountain | 165 | 175 | 193 | 198 | 200 | 202 | 203 | 205 | 207 | 209 |
| Freesoil | 148 | 177 | 144 | 144 | 145 | 147 | 148 | 149 | 150 | 152 |

*This set of future projections is developed at the County level.

As a result of this, population shifts and population increases in suburban and rural areas tend to be understated.

** 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**

Population Forecast 2025 to 2050

| Muskegon County | Actual Census Figures | | | Forecasted Population* | | | | | | |
|------------------------|------------------------------|-------------|-------------|-------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | 1990 | 2000 | 2010 | 2019 | 2025 | 2030 | 2035 | 2040 | 2045 | 2050 |
| Total Population | 158,983 | 170,200 | 172,188 | 173,566 | 174,520 | 175,319 | 176,121 | 176,927 | 177,737 | 178,550 |
| Blue Lake Township | 1,235 | 1,990 | 2,399 | 2,459 | 2,473 | 2,484 | 2,495 | 2,507 | 2,518 | 2,530 |
| Casnovia Township | 2,361 | 2,652 | 2,805 | 2,907 | 2,923 | 2,936 | 2,950 | 2,963 | 2,977 | 2,990 |
| Cedar Creek Township | 2,846 | 3,109 | 3,186 | 3,321 | 3,339 | 3,355 | 3,370 | 3,385 | 3,401 | 3,416 |
| Dalton Township | 6,276 | 8,047 | 9,300 | 9,377 | 9,429 | 9,472 | 9,515 | 9,559 | 9,602 | 9,646 |
| Egelston Township | 7,640 | 9,537 | 9,909 | 10,325 | 10,382 | 10,429 | 10,477 | 10,525 | 10,573 | 10,622 |
| Fruitland Township | 4,391 | 5,235 | 5,543 | 5,738 | 5,770 | 5,796 | 5,822 | 5,849 | 5,876 | 5,903 |
| Fruitport Township | 11,485 | 12,533 | 13,598 | 14,386 | 14,465 | 14,531 | 14,598 | 14,665 | 14,732 | 14,799 |
| Holton Township | 2,318 | 2,532 | 2,515 | 2,614 | 2,628 | 2,640 | 2,652 | 2,665 | 2,677 | 2,689 |
| Laketon Township | 6,538 | 7,363 | 7,563 | 7,661 | 7,703 | 7,738 | 7,774 | 7,809 | 7,845 | 7,881 |
| Montague Township | 1,429 | 1,637 | 1,600 | 1,631 | 1,640 | 1,647 | 1,655 | 1,663 | 1,670 | 1,678 |
| Moorland Township | 1,543 | 1,616 | 1,575 | 1,694 | 1,703 | 1,711 | 1,719 | 1,727 | 1,735 | 1,743 |
| Muskegon Township | 15,302 | 17,737 | 17,840 | 18,000 | 18,099 | 18,182 | 18,265 | 18,349 | 18,433 | 18,517 |
| Ravenna Township | 2,354 | 2,856 | 2,905 | 2,981 | 2,997 | 3,011 | 3,025 | 3,039 | 3,053 | 3,067 |
| Sullivan Township | 2,230 | 2,477 | 2,441 | 2,574 | 2,588 | 2,600 | 2,612 | 2,624 | 2,636 | 2,648 |
| Whitehall Township | 1,464 | 1,648 | 1,739 | 2,574 | 2,588 | 2,600 | 2,612 | 2,624 | 2,636 | 2,648 |
| White River Township | 1,250 | 1,338 | 1,335 | 1,391 | 1,399 | 1,405 | 1,411 | 1,418 | 1,424 | 1,431 |
| Cities | | | | | | | | | | 0 |
| Montague | 2,276 | 2,407 | 2,361 | 2,361 | 2,374 | 2,385 | 2,396 | 2,407 | 2,418 | 2,429 |
| Muskegon | 40,283 | 40,105 | 38,401 | 36,565 | 36,766 | 36,934 | 37,103 | 37,273 | 37,444 | 37,615 |
| Muskegon Heights | 13,176 | 12,049 | 10,856 | 10,736 | 10,795 | 10,844 | 10,894 | 10,944 | 10,994 | 11,044 |
| North Muskegon | 3,919 | 4,031 | 3,786 | 3,793 | 3,814 | 3,831 | 3,849 | 3,866 | 3,884 | 3,902 |
| Norton Shores | 21,755 | 22,527 | 23,994 | 24,664 | 24,800 | 24,913 | 25,027 | 25,142 | 25,257 | 25,372 |
| Roosevelt Park | 3,885 | 3,890 | 3,831 | 3,796 | 3,817 | 3,834 | 3,852 | 3,870 | 3,887 | 3,905 |
| Whitehall | 3,027 | 2,884 | 2,706 | 2,832 | 2,848 | 2,861 | 2,874 | 2,887 | 2,900 | 2,913 |
| Villages** | | | | | | | | | | |
| Casnovia (part) | 187 | 139 | 143 | 147 | 148 | 148 | 149 | 150 | 151 | 151 |
| Fruitport | 1,090 | 1,124 | 1,093 | 1,149 | 1,155 | 1,161 | 1,166 | 1,171 | 1,177 | 1,182 |
| Lakewood Club | 659 | 1,006 | 1,291 | 1,292 | 1,299 | 1,305 | 1,311 | 1,317 | 1,323 | 1,329 |
| Ravenna | 919 | 1,206 | 1,219 | 1,274 | 1,281 | 1,287 | 1,293 | 1,299 | 1,305 | 1,311 |

*This set of future projections is developed at the County level.

As a result of this, population shifts and population increases in suburban and rural areas tend to be understated.

** 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**

Population Forecast 2025 to 2050

| Newaygo County | Actual Census Figures | | | | Forecasted Population* | | | | | |
|-----------------------|------------------------------|-------------|-------------|-------------|-------------------------------|-------------|-------------|-------------|-------------|-------------|
| | 1990 | 2000 | 2010 | 2019 | 2025 | 2030 | 2035 | 2040 | 2045 | 2050 |
| Total Population | 38,202 | 47,874 | 48,460 | 48,980 | 49,331 | 49,625 | 49,921 | 50,219 | 50,518 | 50,819 |
| Ashland Township | 1,997 | 2,570 | 2,773 | 2,769 | 2,789 | 2,805 | 2,822 | 2,839 | 2,856 | 2,873 |
| Barton Township | 624 | 820 | 717 | 815 | 821 | 826 | 831 | 836 | 841 | 846 |
| Beaver Township | 417 | 608 | 509 | 510 | 514 | 517 | 520 | 523 | 526 | 529 |
| Big Prairie Township | 1,731 | 2,465 | 2,573 | 2,645 | 2,664 | 2,680 | 2,696 | 2,712 | 2,728 | 2,744 |
| Bridgeton Township | 1,574 | 2,098 | 2,141 | 2,166 | 2,182 | 2,195 | 2,208 | 2,221 | 2,234 | 2,247 |
| Brooks Township | 2,728 | 3,671 | 3,510 | 3,536 | 3,561 | 3,583 | 3,604 | 3,625 | 3,647 | 3,669 |
| Croton Township | 1,965 | 3,042 | 3,228 | 3,289 | 3,313 | 3,332 | 3,352 | 3,372 | 3,392 | 3,413 |
| Dayton Township | 1,971 | 2,002 | 1,949 | 1,954 | 1,968 | 1,980 | 1,992 | 2,003 | 2,015 | 2,027 |
| Denver Township | 1,532 | 1,971 | 1,928 | 1,964 | 1,978 | 1,990 | 2,002 | 2,014 | 2,026 | 2,038 |
| Ensley Township | 1,984 | 2,474 | 2,635 | 2,718 | 2,737 | 2,754 | 2,770 | 2,787 | 2,803 | 2,820 |
| Everett Township | 1,519 | 1,985 | 1,862 | 1,855 | 1,868 | 1,879 | 1,891 | 1,902 | 1,913 | 1,925 |
| Garfield Township | 2,067 | 2,464 | 2,537 | 2,584 | 2,603 | 2,618 | 2,634 | 2,649 | 2,665 | 2,681 |
| Goodwell Township | 358 | 551 | 547 | 551 | 555 | 558 | 562 | 565 | 568 | 572 |
| Grant Township | 2,558 | 3,130 | 3,294 | 3,319 | 3,343 | 3,363 | 3,383 | 3,403 | 3,423 | 3,444 |
| Home Township | 202 | 261 | 232 | 232 | 234 | 235 | 236 | 238 | 239 | 241 |
| Lilley Township | 565 | 788 | 797 | 813 | 819 | 824 | 829 | 834 | 839 | 844 |
| Lincoln Township | 969 | 1,338 | 1,275 | 1,263 | 1,272 | 1,280 | 1,287 | 1,295 | 1,303 | 1,310 |
| Merrill Township | 451 | 590 | 667 | 672 | 677 | 681 | 685 | 689 | 693 | 697 |
| Monroe Township | 247 | 324 | 320 | 323 | 325 | 327 | 329 | 331 | 333 | 335 |
| Norwich Township | 499 | 557 | 607 | 606 | 610 | 614 | 618 | 621 | 625 | 629 |
| Sheridan Township | 2,252 | 2,423 | 2,510 | 2,454 | 2,472 | 2,486 | 2,501 | 2,516 | 2,531 | 2,546 |
| Sherman Township | 1,866 | 2,159 | 2,109 | 2,121 | 2,136 | 2,149 | 2,162 | 2,175 | 2,188 | 2,201 |
| Troy Township | 173 | 243 | 283 | 286 | 288 | 290 | 291 | 293 | 295 | 297 |
| Wilcox Township | 831 | 1,145 | 1,098 | 1,117 | 1,125 | 1,132 | 1,138 | 1,145 | 1,152 | 1,159 |
| Cities | | | | | | | | | | |
| Fremont | 3,875 | 4,224 | 4,081 | 4,080 | 4,109 | 4,134 | 4,158 | 4,183 | 4,208 | 4,233 |
| Grant | 764 | 881 | 894 | 884 | 890 | 896 | 901 | 906 | 912 | 917 |
| Newaygo | 1,336 | 1,670 | 2,036 | 2,067 | 2,082 | 2,094 | 2,107 | 2,119 | 2,132 | 2,145 |
| White Cloud | 1,147 | 1,420 | 1,408 | 1,387 | 1,397 | 1,405 | 1,414 | 1,422 | 1,431 | 1,439 |
| Village** | | | | | | | | | | |
| Hesperia (part) | 260 | 364 | 339 | 421 | 424 | 427 | 429 | 432 | 434 | 437 |

*This set of future projections is developed at the County level.

As a result of this, population shifts and population increases in suburban and rural areas tend to be understated.

**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**

Population Forecast 2025 to 2050

| Oceana County | Actual Census Figures | | | Forecasted Population* | | | | | | |
|----------------------|------------------------------|-------------|-------------|-------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | 1990 | 2000 | 2010 | 2019 | 2025 | 2030 | 2035 | 2040 | 2045 | 2050 |
| Total Population | 22,454 | 26,873 | 26,570 | 26,467 | 26,388 | 26,321 | 26,256 | 26,190 | 26,124 | 26,059 |
| Benona Township | 1,133 | 1,520 | 1,437 | 1,434 | 1,430 | 1,426 | 1,423 | 1,419 | 1,415 | 1,412 |
| Claybanks Township | 679 | 831 | 777 | 776 | 774 | 772 | 770 | 768 | 766 | 764 |
| Colfax Township | 374 | 574 | 462 | 462 | 461 | 459 | 458 | 457 | 456 | 455 |
| Crystal Township | 658 | 832 | 838 | 850 | 847 | 845 | 843 | 841 | 839 | 837 |
| Elbridge Township | 820 | 1,233 | 971 | 980 | 977 | 975 | 972 | 970 | 967 | 965 |
| Ferry Township | 1,033 | 1,296 | 1,292 | 1,295 | 1,291 | 1,288 | 1,285 | 1,281 | 1,278 | 1,275 |
| Golden Township | 1,302 | 1,810 | 1,742 | 1,752 | 1,747 | 1,742 | 1,738 | 1,734 | 1,729 | 1,725 |
| Grant Township | 2,578 | 2,932 | 2,976 | 2,974 | 2,965 | 2,958 | 2,950 | 2,943 | 2,935 | 2,928 |
| Greenwood Township | 915 | 1,154 | 1,184 | 1,184 | 1,180 | 1,177 | 1,175 | 1,172 | 1,169 | 1,166 |
| Hart Township | 1,513 | 2,026 | 1,849 | 1,844 | 1,838 | 1,834 | 1,829 | 1,825 | 1,820 | 1,816 |
| Leavitt Township | 804 | 845 | 887 | 882 | 879 | 877 | 875 | 873 | 871 | 868 |
| Newfield Township | 2,144 | 2,483 | 2,377 | 2,382 | 2,375 | 2,369 | 2,363 | 2,357 | 2,351 | 2,345 |
| Otto Township | 404 | 662 | 845 | 837 | 834 | 832 | 830 | 828 | 826 | 824 |
| Pentwater Township | 1,422 | 1,513 | 1,487 | 1,508 | 1,503 | 1,500 | 1,496 | 1,492 | 1,488 | 1,485 |
| Shelby Township | 3,692 | 3,951 | 4,028 | 4,031 | 4,019 | 4,009 | 3,999 | 3,989 | 3,979 | 3,969 |
| Weare Township | 1,041 | 1,261 | 1,219 | 1,217 | 1,213 | 1,210 | 1,207 | 1,204 | 1,201 | 1,198 |
| City | | | | | | | | | | |
| Hart | 1,942 | 1,950 | 2,126 | 2,068 | 2,062 | 2,057 | 2,051 | 2,046 | 2,041 | 2,036 |
| Villages** | | | | | | | | | | |
| Hesperia (part) | 586 | 590 | 615 | 508 | 506 | 505 | 504 | 503 | 501 | 500 |
| New Era | 520 | 461 | 451 | 440 | 439 | 438 | 436 | 435 | 434 | 433 |
| Pentwater | 1,050 | 958 | 857 | 848 | 845 | 843 | 841 | 839 | 837 | 835 |
| Rothbury | 407 | 416 | 432 | 448 | 447 | 446 | 444 | 443 | 442 | 441 |
| Shelby | 1,871 | 1,914 | 2,065 | 2,012 | 2,006 | 2,001 | 1,996 | 1,991 | 1,986 | 1,981 |
| Walkerville | 262 | 254 | 247 | 260 | 259 | 259 | 258 | 257 | 257 | 256 |

*This set of future projections is developed at the County level.

As a result of this, population shifts and population increases in suburban and rural areas tend to be understated.

** 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**

Population Forecast 2025 to 2050

| Northern Ottawa County | Actual Census Figures | | | 2019 | Forecasted Population* | | | | | |
|-------------------------------|------------------------------|-------------|-------------|-------------|-------------------------------|-------------|-------------|-------------|-------------|-------------|
| | 1990 | 2000 | 2010 | | 2025 | 2030 | 2035 | 2040 | 2045 | 2050 |
| Total Population | 45,392 | 49,996 | 52,826 | 56,621 | 59,615 | 62,231 | 64,962 | 67,812 | 70,788 | 73,894 |
| Crockery Township | 3,599 | 3,782 | 3,960 | 4,611 | 4,855 | 5,068 | 5,290 | 5,522 | 5,765 | 6,018 |
| Grand Haven Township | 9,710 | 13,278 | 15,178 | 17,614 | 18,545 | 19,359 | 20,209 | 21,095 | 22,021 | 22,987 |
| Robinson Township | 3,925 | 5,588 | 6,084 | 6,523 | 6,868 | 7,169 | 7,484 | 7,812 | 8,155 | 8,513 |
| Spring Lake Township | 13,288 | 13,140 | 14,300 | 15,100 | 15,899 | 16,596 | 17,324 | 18,085 | 18,878 | 19,706 |
| Cities | | | | | | | | | | |
| Ferrysburg | 2,919 | 3,040 | 2,892 | 3,028 | 3,188 | 3,328 | 3,474 | 3,626 | 3,786 | 3,952 |
| Grand Haven | 11,951 | 11,168 | 10,412 | 11,047 | 11,631 | 12,142 | 12,674 | 13,230 | 13,811 | 14,417 |
| Villages** | | | | | | | | | | |
| Spring Lake | 2,537 | 2,514 | 2,323 | 2,485 | 2,616 | 2,731 | 2,851 | 2,976 | 3,107 | 3,243 |

*This set of future projections is developed at the County level.

As a result of this, population shifts and population increases in suburban and rural areas tend to be understated.

** 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 | | | | |
|------|--|----------------|------|------|------|------|-------------|----------|-----------------------|-------|-------|-------|-------|
| | | 2015 | 2016 | 2017 | 2018 | 2019 | | | 2020 | 2021 | 2022 | 2023 | 2024 |
| | Employment: | | | | | | | | | | | | |
| 10 | Total employment | 2665 | 2926 | 2914 | 2907 | 3051 | 3.52% | 3,159 | 3,270 | 3,385 | 3,504 | 3,628 | 3,756 |
| | By Type: | | | | | | | | | | | | |
| 20 | Wage and salary | 1709 | 1815 | 1799 | 1819 | 1933 | 3.17% | 1,994 | 2,058 | 2,123 | 2,190 | 2,260 | 2,332 |
| 40 | Proprietors | 956 | 1111 | 1115 | 1088 | 1118 | 4.23% | 1,165 | 1,215 | 1,266 | 1,319 | 1,375 | 1,433 |
| 50 | - Farm | 162 | 156 | 151 | 150 | 149 | -2.06% | 146 | 143 | 140 | 137 | 134 | 132 |
| 60 | - Nonfarm | 794 | 955 | 964 | 938 | 969 | 5.46% | 1,022 | 1,078 | 1,136 | 1,198 | 1,264 | 1,333 |
| | By Industry: | | | | | | | | | | | | |
| 70 | Farm | 195 | 187 | 177 | 179 | 180 | -1.94% | 177 | 173 | 170 | 166 | 163 | 160 |
| 80 | Nonfarm | 2470 | 2739 | 2737 | 2728 | 2871 | 3.93% | 2,984 | 3,101 | 3,223 | 3,350 | 3,482 | 3,619 |
| 90 | - Private | 1965 | 2233 | 2237 | 2245 | 2400 | 5.27% | 2,526 | 2,660 | 2,800 | 2,947 | 3,103 | 3,266 |
| 100 | - Forestry, fishing, related activities, and other | 78 | 82 | 87 | 83 | (D) | * | * | * | * | * | * | * |
| 200 | - Mining | 25 | 34 | 27 | 16 | 14 | -9.46% | 13 | 11 | 10 | 9 | 9 | 8 |
| 300 | - Utilities | 1 | 1 | 1 | 1 | 1 | 0.00% | 1 | 1 | 1 | 1 | 1 | 1 |
| 400 | - Construction | 134 | (D) | 203 | 211 | 223 | * | * | * | * | * | * | * |
| 500 | - Manufacturing | 102 | 98 | 98 | 91 | (D) | * | * | * | * | * | * | * |
| 600 | - Wholesale trade | (D) | (D) | (D) | (D) | (D) | * | * | * | * | * | * | * |
| 700 | - Retail trade | 282 | 298 | (D) | (D) | 256 | * | * | * | * | * | * | * |
| 800 | - Transportation and warehousing | (D) | (D) | (D) | 53 | (D) | * | * | * | * | * | * | * |
| 900 | - Information | (D) | (D) | (D) | 10 | 10 | * | * | * | * | * | * | * |
| 1000 | - Finance and insurance | 81 | 84 | 87 | 90 | 89 | 2.40% | 91 | 93 | 96 | 98 | 100 | 103 |
| 1100 | - Real estate and rental and leasing | 116 | 132 | 140 | 138 | 142 | 5.33% | 150 | 158 | 166 | 175 | 184 | 194 |
| 1200 | - Professional and technical services | (D) | (D) | (D) | 96 | (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) | 90 | (D) | * | * | * | * | * | * | * |
| 1500 | - Education Services | 14 | 14 | 12 | 12 | 13 | -1.49% | 13 | 13 | 12 | 12 | 12 | 12 |
| 1600 | - Health care and social assistance | 356 | 420 | 504 | 515 | 533 | 10.91% | 591 | 656 | 727 | 807 | 895 | 992 |
| 1700 | - Arts, entertainment, and recreation | (D) | 52 | 52 | (D) | 58 | * | * | * | * | * | * | * |
| 1800 | - Accommodation and food services | (D) | 225 | 215 | (D) | 249 | * | * | * | * | * | * | * |
| 1900 | - Other services, except public administration | (D) | (D) | (D) | 249 | 262 | * | * | * | * | * | * | * |
| 2000 | - Government and government enterprises | 505 | 506 | 500 | 483 | 471 | -1.72% | 463 | 455 | 447 | 439 | 432 | 424 |
| 2001 | - Federal, civilian | 53 | 56 | 53 | 52 | 47 | -2.80% | 46 | 44 | 43 | 42 | 41 | 40 |
| 2002 | - Military | 19 | 19 | 18 | 18 | 18 | -1.32% | 18 | 18 | 17 | 17 | 17 | 17 |
| 2010 | - State and local | 433 | 431 | 429 | 413 | 406 | -1.59% | 400 | 393 | 387 | 381 | 375 | 369 |
| 2011 | - State government | 89 | 92 | 93 | 93 | 94 | 1.38% | 95 | 97 | 98 | 99 | 101 | 102 |
| 2012 | - Local government | 344 | 339 | 336 | 320 | 312 | -2.40% | 305 | 297 | 290 | 283 | 276 | 270 |

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.

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 | | | | | |
|------|--|----------------|-------|-------|-------|-------|-------------|----------|-----------------------|--------|--------|--------|--------|------|
| | | 2015 | 2016 | 2017 | 2018 | 2019 | | | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
| | Employment: | | | | | | | | | | | | | |
| 10 | Total employment | 14998 | 14852 | 14803 | 14927 | 14818 | -0.30% | 14,818 | 14,774 | 14,730 | 14,685 | 14,642 | 14,598 | |
| | By Type: | | | | | | | | | | | | | |
| 20 | Wage and salary | 11241 | 11199 | 11102 | 11222 | 11019 | -0.49% | 10,965 | 10,911 | 10,857 | 10,804 | 10,751 | 10,698 | |
| 40 | Proprietors | 3757 | 3653 | 3701 | 3705 | 3799 | 0.30% | 3,810 | 3,822 | 3,833 | 3,844 | 3,856 | 3,867 | |
| 50 | - Farm | 364 | 355 | 345 | 341 | 341 | -1.61% | 336 | 330 | 325 | 320 | 314 | 309 | |
| 60 | - Nonfarm | 3393 | 3298 | 3356 | 3364 | 3458 | 0.50% | 3,475 | 3,493 | 3,510 | 3,527 | 3,545 | 3,563 | |
| | By Industry: | | | | | | | | | | | | | |
| 70 | Farm | 537 | 519 | 479 | 492 | 504 | -1.48% | 497 | 489 | 482 | 475 | 468 | 461 | |
| 80 | Nonfarm | 14461 | 14333 | 14324 | 14435 | 14314 | -0.25% | 14,278 | 14,242 | 14,206 | 14,170 | 14,134 | 14,098 | |
| 90 | - Private | 12418 | 12270 | 12361 | 12393 | 12400 | -0.03% | 12,396 | 12,392 | 12,387 | 12,383 | 12,379 | 12,375 | |
| 100 | - Forestry, fishing, related activities, and other | (D) | (D) | (D) | (D) | 145 | * | * | * | * | * | * | * | |
| 200 | - Mining | (D) | (D) | (D) | (D) | 179 | * | * | * | * | * | * | * | |
| 300 | - Utilities | 111 | 107 | 108 | 109 | 111 | 0.02% | 111 | 111 | 111 | 111 | 111 | 111 | |
| 400 | - Construction | 893 | 866 | 939 | 931 | 976 | 2.35% | 999 | 1,022 | 1,046 | 1,071 | 1,096 | 1,122 | |
| 500 | - Manufacturing | 2097 | 2145 | 2166 | 2209 | 2202 | 1.23% | 2,229 | 2,257 | 2,285 | 2,313 | 2,341 | 2,370 | |
| 600 | - Wholesale trade | 221 | 200 | 207 | 216 | 211 | -0.99% | 209 | 207 | 205 | 203 | 201 | 199 | |
| 700 | - Retail trade | 1880 | 1886 | 1872 | 1804 | 1785 | -1.28% | 1,762 | 1,740 | 1,717 | 1,696 | 1,674 | 1,653 | |
| 800 | - Transportation and warehousing | 535 | 472 | 459 | 479 | 483 | -2.33% | 472 | 461 | 450 | 439 | 429 | 419 | |
| 900 | - Information | 161 | 161 | 144 | 148 | 160 | 0.08% | 160 | 160 | 160 | 161 | 161 | 161 | |
| 1000 | - Finance and insurance | 427 | 445 | 434 | 458 | 476 | 2.80% | 489 | 503 | 517 | 532 | 547 | 562 | |
| 1100 | - Real estate and rental and leasing | 528 | 540 | 577 | 601 | 622 | 4.19% | 648 | 675 | 704 | 733 | 764 | 796 | |
| 1200 | - Professional and technical services | (D) | (D) | (D) | (D) | (D) | * | * | * | * | * | * | * | |
| 1300 | - Management of companies and enterprises | (D) | (D) | (D) | (D) | (D) | * | * | * | * | * | * | * | |
| 1400 | - Administrative and waste services | 801 | 760 | 757 | 717 | 650 | -5.04% | 617 | 586 | 557 | 529 | 502 | 477 | |
| 1500 | - Education Services | 144 | 147 | (D) | 117 | 120 | * | * | * | * | * | * | * | |
| 1600 | - Health care and social assistance | 1492 | 1466 | 1396 | 1405 | 1395 | -1.65% | 1,372 | 1,349 | 1,327 | 1,305 | 1,284 | 1,263 | |
| 1700 | - Arts, entertainment, and recreation | 313 | 299 | 306 | 322 | 333 | 1.63% | 338 | 344 | 350 | 355 | 361 | 367 | |
| 1800 | - Accommodation and food services | 1116 | 1128 | 1158 | 1131 | 1143 | 0.62% | 1,150 | 1,157 | 1,164 | 1,171 | 1,179 | 1,186 | |
| 1900 | - Other services, except public administration | 908 | 863 | 877 | 871 | 894 | -0.34% | 891 | 888 | 885 | 882 | 879 | 876 | |
| 2000 | - Government and government enterprises | 2043 | 2063 | 1963 | 2042 | 1914 | -1.53% | 1,885 | 1,856 | 1,828 | 1,800 | 1,772 | 1,745 | |
| 2001 | - Federal, civilian | 95 | 99 | 76 | 68 | 69 | -7.02% | 64 | 60 | 55 | 52 | 48 | 45 | |
| 2002 | - Military | 64 | 63 | 58 | 53 | 47 | -7.36% | 44 | 40 | 37 | 35 | 32 | 30 | |
| 2010 | - State and local | 1884 | 1901 | 1829 | 1921 | 1798 | -1.06% | 1,779 | 1,760 | 1,741 | 1,723 | 1,704 | 1,686 | |
| 2011 | - State government | 226 | 234 | 238 | 239 | 241 | 1.63% | 245 | 249 | 253 | 257 | 261 | 265 | |
| 2012 | - Local government | 1658 | 1667 | 1591 | 1682 | 1557 | -1.43% | 1,535 | 1,513 | 1,491 | 1,470 | 1,449 | 1,428 | |

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.

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

| CODE | MUSKEGON COUNTY | Actual Figures | | | | | Growth Rate | Estimate 2020 | Forecasted Employment | | | | |
|------|--|----------------|-------|-------|-------|-------|-------------|---------------|-----------------------|--------|--------|--------|--------|
| | | 2015 | 2016 | 2017 | 2018 | 2019 | | | 2021 | 2022 | 2023 | 2024 | 2025 |
| | Employment: | | | | | | | | | | | | |
| 10 | Total employment | 80448 | 79879 | 81163 | 81388 | 80904 | 0.15% | 81,022 | 81,140 | 81,258 | 81,376 | 81,495 | 81,614 |
| | By Type: | | | | | | | | | | | | |
| 20 | Wage and salary | 65682 | 65414 | 66360 | 66574 | 65666 | 0.00% | 65,665 | 65,665 | 65,664 | 65,664 | 65,663 | 65,663 |
| 40 | Proprietors | 14766 | 14465 | 14803 | 14814 | 15238 | 0.81% | 15,361 | 15,485 | 15,611 | 15,737 | 15,864 | 15,992 |
| 50 | - Farm | 427 | 419 | 409 | 403 | 403 | -1.43% | 397 | 392 | 386 | 380 | 375 | 370 |
| 60 | - Nonfarm | 14339 | 14046 | 14394 | 14411 | 14835 | 0.87% | 14,965 | 15,095 | 15,227 | 15,360 | 15,494 | 15,630 |
| | By Industry: | | | | | | | | | | | | |
| 70 | Farm | 689 | 667 | 611 | 632 | 650 | -1.33% | 641 | 633 | 624 | 616 | 608 | 600 |
| 80 | Nonfarm | 79759 | 79212 | 80552 | 80756 | 80254 | 0.16% | 80,382 | 80,510 | 80,638 | 80,767 | 80,896 | 81,024 |
| 90 | - Private | 71711 | 71224 | 72555 | 72804 | 72284 | 0.20% | 72,432 | 72,580 | 72,729 | 72,878 | 73,027 | 73,176 |
| 100 | - Forestry, fishing, related activities, and other | (D) | 190 | 192 | 198 | 198 | * | * | * | * | * | * | * |
| 200 | - Mining | (D) | 133 | 114 | 93 | 89 | * | * | * | * | * | * | * |
| 300 | - Utilities | (D) | (D) | (D) | (D) | (D) | * | * | * | * | * | * | * |
| 400 | - Construction | 3485 | 3602 | 3712 | 3931 | 4043 | 3.79% | 4,196 | 4,355 | 4,520 | 4,692 | 4,869 | 5,054 |
| 500 | - Manufacturing | 14075 | 14115 | 14121 | 14316 | 14292 | 0.38% | 14,347 | 14,402 | 14,458 | 14,513 | 14,569 | 14,625 |
| 600 | - Wholesale trade | 1924 | 1795 | 1843 | 1837 | 1842 | -1.02% | 1,823 | 1,805 | 1,786 | 1,768 | 1,750 | 1,732 |
| 700 | - Retail trade | 12480 | 12465 | 12610 | 12658 | 12518 | 0.08% | 12,528 | 12,538 | 12,548 | 12,558 | 12,568 | 12,578 |
| 800 | - Transportation and warehousing | (D) | (D) | (D) | (D) | (D) | * | * | * | * | * | * | * |
| 900 | - Information | 946 | 941 | 968 | 473 | 508 | -10.35% | 455 | 408 | 366 | 328 | 294 | 264 |
| 1000 | - Finance and insurance | 1919 | 1996 | 1984 | 1966 | 1997 | 1.02% | 2,017 | 2,038 | 2,059 | 2,080 | 2,101 | 2,122 |
| 1100 | - Real estate and rental and leasing | 2897 | 3002 | 3007 | 3072 | 3161 | 2.21% | 3,231 | 3,302 | 3,375 | 3,450 | 3,526 | 3,605 |
| 1200 | - Professional and technical services | 2153 | 2226 | 2482 | 2567 | 2685 | 5.73% | 2,839 | 3,001 | 3,173 | 3,355 | 3,547 | 3,750 |
| 1300 | - Management of companies and enterprises | 150 | 155 | 161 | 177 | 187 | 5.70% | 198 | 209 | 221 | 233 | 247 | 261 |
| 1400 | - Administrative and waste services | 3944 | 3439 | 3530 | 3358 | 2709 | -8.59% | 2,476 | 2,264 | 2,069 | 1,891 | 1,729 | 1,580 |
| 1500 | - Education Services | 1346 | 1225 | 1112 | 1123 | 1095 | -4.93% | 1,041 | 990 | 941 | 895 | 850 | 809 |
| 1600 | - Health care and social assistance | 11768 | 11643 | 12148 | 12173 | 11945 | 0.40% | 11,993 | 12,041 | 12,090 | 12,138 | 12,187 | 12,236 |
| 1700 | - Arts, entertainment, and recreation | 1654 | 1779 | 1806 | 1816 | 1910 | 3.70% | 1,981 | 2,054 | 2,130 | 2,209 | 2,291 | 2,375 |
| 1800 | - Accommodation and food services | 6366 | 6739 | 6880 | 6872 | 6856 | 1.90% | 6,986 | 7,119 | 7,254 | 7,392 | 7,533 | 7,676 |
| 1900 | - Other services, except public administration | 4753 | 4409 | 4429 | 4592 | 4608 | -0.69% | 4,576 | 4,545 | 4,513 | 4,482 | 4,451 | 4,421 |
| 2000 | - Government and government enterprises | 8048 | 7988 | 7997 | 7952 | 7970 | -0.24% | 7,951 | 7,931 | 7,912 | 7,893 | 7,874 | 7,855 |
| 2001 | - Federal, civilian | 338 | 348 | 360 | 365 | 356 | 1.33% | 361 | 366 | 370 | 375 | 380 | 385 |
| 2002 | - Military | 307 | 301 | 291 | 277 | 281 | -2.16% | 275 | 269 | 263 | 257 | 252 | 246 |
| 2010 | - State and local | 7403 | 7339 | 7346 | 7310 | 7333 | -0.24% | 7,316 | 7,298 | 7,281 | 7,264 | 7,247 | 7,230 |
| 2011 | - State government | 1485 | 1541 | 1561 | 1569 | 1582 | 1.60% | 1,607 | 1,633 | 1,659 | 1,686 | 1,713 | 1,740 |
| 2012 | - Local government | 5918 | 5798 | 5785 | 5741 | 5751 | -0.71% | 5,710 | 5,670 | 5,629 | 5,589 | 5,550 | 5,510 |

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.

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

| CODE | NEWAYGO COUNTY | Actual Figures | | | | | Growth Rate | Forecasted Employment | | | | | |
|------|--|----------------|-------|-------|-------|-------|-------------|-----------------------|--------|--------|--------|--------|--------|
| | | 2015 | 2016 | 2017 | 2018 | 2019 | | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
| | Employment: | | | | | | | | | | | | |
| 10 | Total employment | 17651 | 18397 | 18289 | 18276 | 18662 | 1.42% | 18,927 | 19,196 | 19,468 | 19,745 | 20,025 | 20,310 |
| | By Type: | | | | | | | | | | | | |
| 20 | Wage and salary | 12900 | 13199 | 13076 | 13078 | 13340 | 0.85% | 13,454 | 13,568 | 13,684 | 13,800 | 13,917 | 14,036 |
| 40 | Proprietors | 4751 | 5198 | 5213 | 5198 | 5322 | 2.95% | 5,479 | 5,640 | 5,807 | 5,978 | 6,154 | 6,336 |
| 50 | - Farm | 785 | 774 | 753 | 743 | 743 | -1.36% | 733 | 723 | 713 | 703 | 694 | 684 |
| 60 | - Nonfarm | 3966 | 4424 | 4460 | 4455 | 4579 | 3.76% | 4,751 | 4,930 | 5,115 | 5,307 | 5,507 | 5,714 |
| | By Industry: | | | | | | | | | | | | |
| 70 | Farm | 1201 | 1168 | 1076 | 1107 | 1136 | -1.28% | 1,121 | 1,107 | 1,093 | 1,079 | 1,065 | 1,051 |
| 80 | Nonfarm | 16450 | 17229 | 17213 | 17169 | 17526 | 1.62% | 17,809 | 18,097 | 18,390 | 18,687 | 18,989 | 19,296 |
| 90 | - Private | 14129 | 14870 | 14859 | 14811 | 15153 | 1.79% | 15,424 | 15,700 | 15,981 | 16,267 | 16,558 | 16,854 |
| 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) | * | * | * | * | * | * | * |
| 400 | - Construction | 990 | 1096 | 1137 | 1191 | 1238 | 5.79% | 1,310 | 1,385 | 1,466 | 1,550 | 1,640 | 1,735 |
| 500 | - Manufacturing | 2632 | 2757 | 2746 | 2670 | 2541 | -0.81% | 2,520 | 2,500 | 2,480 | 2,459 | 2,439 | 2,420 |
| 600 | - Wholesale trade | (D) | (D) | (D) | (D) | (D) | * | * | * | * | * | * | * |
| 700 | - Retail trade | 2454 | 2573 | 2439 | 2393 | 2669 | 2.32% | 2,731 | 2,794 | 2,859 | 2,926 | 2,994 | 3,063 |
| 800 | - Transportation and warehousing | 426 | 447 | 435 | 421 | 451 | 1.54% | 458 | 465 | 472 | 479 | 487 | 494 |
| 900 | - Information | 83 | 102 | 95 | 79 | 79 | -0.20% | 79 | 79 | 79 | 78 | 78 | 78 |
| 1000 | - Finance and insurance | 1033 | 1070 | 1096 | 1106 | 1120 | 2.05% | 1,143 | 1,166 | 1,190 | 1,215 | 1,239 | 1,265 |
| 1100 | - Real estate and rental and leasing | 603 | 619 | 641 | 655 | 675 | 2.86% | 694 | 714 | 735 | 756 | 777 | 799 |
| 1200 | - Professional and technical services | 648 | 673 | 679 | (D) | 807 | * | * | * | * | * | * | * |
| 1300 | - Management of companies and enterprises | (D) | (D) | (D) | (D) | (D) | * | * | * | * | * | * | * |
| 1400 | - Administrative and waste services | (D) | (D) | (D) | 682 | (D) | * | * | * | * | * | * | * |
| 1500 | - Education Services | 174 | 180 | 176 | 172 | 176 | 0.32% | 177 | 177 | 178 | 178 | 179 | 179 |
| 1600 | - Health care and social assistance | 1336 | 1370 | 1422 | 1461 | 1392 | 1.09% | 1,407 | 1,423 | 1,438 | 1,454 | 1,470 | 1,486 |
| 1700 | - Arts, entertainment, and recreation | 238 | 258 | 277 | 261 | 268 | 3.17% | 276 | 285 | 294 | 304 | 313 | 323 |
| 1800 | - Accommodation and food services | 927 | 940 | 960 | 915 | 911 | -0.40% | 907 | 904 | 900 | 897 | 893 | 889 |
| 1900 | - Other services, except public administration | 1270 | 1369 | 1375 | 1323 | 1355 | 1.72% | 1,378 | 1,402 | 1,426 | 1,451 | 1,475 | 1,501 |
| 2000 | - Government and government enterprises | 2321 | 2359 | 2354 | 2358 | 2373 | 0.56% | 2,386 | 2,400 | 2,413 | 2,426 | 2,440 | 2,454 |
| 2001 | - Federal, civilian | 72 | 73 | 73 | 72 | 71 | -0.34% | 71 | 71 | 70 | 70 | 70 | 70 |
| 2002 | - Military | 80 | 78 | 76 | 75 | 77 | -0.93% | 76 | 76 | 75 | 74 | 73 | 73 |
| 2010 | - State and local | 2169 | 2208 | 2205 | 2211 | 2225 | 0.64% | 2,239 | 2,254 | 2,268 | 2,283 | 2,297 | 2,312 |
| 2011 | - State government | 304 | (D) | 320 | (D) | (D) | * | * | * | * | * | * | * |
| 2012 | - Local government | 1865 | (D) | 1885 | (D) | (D) | * | * | * | * | * | * | * |

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.

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

| CODE | OCEANA COUNTY | Actual Figures | | | | | Growth Rate | Estimate 2020 | Forecasted Employment | | | | | |
|------|--|----------------|-------|-------|-------|-------|-------------|---------------|-----------------------|--------|--------|--------|--------|--|
| | | 2015 | 2016 | 2017 | 2018 | 2019 | | | 2021 | 2022 | 2023 | 2024 | 2025 | |
| | Employment: | | | | | | | | | | | | | |
| 10 | Total employment | 10853 | 10844 | 10755 | 10800 | 10965 | 0.26% | 10,994 | 11,022 | 11,051 | 11,080 | 11,109 | 11,138 | |
| | By Type: | | | | | | | | | | | | | |
| 20 | Wage and salary | 7489 | 7550 | 7542 | 7615 | 7702 | 0.70% | 7,756 | 7,811 | 7,866 | 7,921 | 7,977 | 8,033 | |
| 40 | Proprietors | 3364 | 3294 | 3213 | 3185 | 3263 | -0.74% | 3,239 | 3,215 | 3,191 | 3,167 | 3,144 | 3,121 | |
| 50 | - Farm | 540 | 537 | 527 | 519 | 519 | -0.98% | 514 | 509 | 504 | 499 | 494 | 489 | |
| 60 | - Nonfarm | 2824 | 2757 | 2686 | 2666 | 2744 | -0.69% | 2,725 | 2,706 | 2,687 | 2,669 | 2,650 | 2,632 | |
| | By Industry: | | | | | | | | | | | | | |
| 70 | Farm | 1315 | 1272 | 1128 | 1196 | 1252 | -0.97% | 1,240 | 1,228 | 1,216 | 1,204 | 1,192 | 1,181 | |
| 80 | Nonfarm | 9538 | 9572 | 9627 | 9604 | 9713 | 0.46% | 9,757 | 9,802 | 9,847 | 9,892 | 9,937 | 9,982 | |
| 90 | - Private | 8095 | 8114 | 8160 | 8145 | 8268 | 0.53% | 8,312 | 8,356 | 8,401 | 8,445 | 8,490 | 8,535 | |
| 100 | - Forestry, fishing, related activities, and other | (D) | (D) | (D) | (D) | (D) | * | * | * | * | * | * | * | |
| 200 | - Mining | 80 | 88 | 77 | 66 | 60 | -6.47% | 56 | 52 | 49 | 46 | 43 | 40 | |
| 300 | - Utilities | (D) | (D) | (D) | (D) | (D) | * | * | * | * | * | * | * | |
| 400 | - Construction | 678 | 711 | 713 | 715 | 722 | 1.60% | 734 | 745 | 757 | 769 | 782 | 794 | |
| 500 | - Manufacturing | 1566 | 1670 | 1795 | 1802 | 1741 | 2.78% | 1,789 | 1,839 | 1,890 | 1,943 | 1,997 | 2,053 | |
| 600 | - Wholesale trade | 527 | 548 | 503 | 483 | 467 | -2.88% | 454 | 440 | 428 | 416 | 404 | 392 | |
| 700 | - Retail trade | 1055 | 982 | 947 | 946 | 1087 | 1.08% | 1,099 | 1,111 | 1,123 | 1,135 | 1,147 | 1,159 | |
| 800 | - Transportation and warehousing | (D) | (D) | (D) | (D) | (D) | * | * | * | * | * | * | * | |
| 900 | - Information | 65 | (D) | 37 | (D) | 30 | * | * | * | * | * | * | * | |
| 1000 | - Finance and insurance | 257 | 292 | 272 | 268 | 269 | 1.42% | 273 | 277 | 281 | 285 | 289 | 293 | |
| 1100 | - Real estate and rental and leasing | 572 | 554 | 551 | 589 | 604 | 1.44% | 613 | 622 | 630 | 640 | 649 | 658 | |
| 1200 | - Professional and technical services | 256 | 236 | 264 | 266 | 289 | 3.36% | 299 | 309 | 319 | 330 | 341 | 352 | |
| 1300 | - Management of companies and enterprises | 0 | 0 | 32 | 41 | (D) | * | * | * | * | * | * | * | |
| 1400 | - Administrative and waste services | 203 | 202 | 237 | 227 | (D) | * | * | * | * | * | * | * | |
| 1500 | - Education Services | (D) | 82 | 67 | 69 | 69 | * | * | * | * | * | * | * | |
| 1600 | - Health care and social assistance | (D) | 436 | 432 | 405 | 374 | * | * | * | * | * | * | * | |
| 1700 | - Arts, entertainment, and recreation | 222 | 221 | 197 | 187 | 186 | -4.23% | 178 | 171 | 163 | 156 | 150 | 144 | |
| 1800 | - Accommodation and food services | 951 | 913 | 932 | 915 | 939 | -0.28% | 936 | 934 | 931 | 929 | 926 | 923 | |
| 1900 | - Other services, except public administration | 619 | 593 | 565 | 573 | 577 | -1.70% | 567 | 558 | 548 | 539 | 530 | 521 | |
| 2000 | - Government and government enterprises | 1443 | 1458 | 1467 | 1459 | 1445 | 0.04% | 1,446 | 1,446 | 1,447 | 1,447 | 1,448 | 1,448 | |
| 2001 | - Federal, civilian | 152 | 155 | 166 | 169 | 172 | 3.16% | 177 | 183 | 189 | 195 | 201 | 207 | |
| 2002 | - Military | 44 | 43 | 42 | 41 | 42 | -1.14% | 42 | 41 | 41 | 40 | 40 | 39 | |
| 2010 | - State and local | 1247 | 1260 | 1259 | 1249 | 1231 | -0.32% | 1,227 | 1,223 | 1,219 | 1,215 | 1,212 | 1,208 | |
| 2011 | - State government | 232 | 241 | 244 | 245 | 247 | 1.59% | 251 | 255 | 259 | 263 | 267 | 271 | |
| 2012 | - Local government | 1015 | 1019 | 1015 | 1004 | 984 | -0.77% | 976 | 969 | 961 | 954 | 947 | 939 | |

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.