

**2013 COMPREHENSIVE ECONOMIC  
DEVELOPMENT STRATEGY DATA  
FOR  
GRATIOT COUNTY, MI.**



**Prepared by:  
East Michigan Council of Governments  
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# East MI Council of Governments

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## General Facts About Gratiot County

County Seat: City of Ithaca  
 Land Area: 570.13 square miles  
 Local Governments: 3 cities, 3 villages, 16 townships  
 2010 Population: 42,476  
 Population Density: 74.5 persons per square mile  
 Median Age: 38.7

**Table 1: Business Establishments In Gratiot County<sup>1</sup>**

| Type of Establishment              | Self Employed & Stage 1 |                 |                   |                 | Total      | Percent |
|------------------------------------|-------------------------|-----------------|-------------------|-----------------|------------|---------|
|                                    | (1-9)                   | Stage 2 (10-99) | Stage 3 (100-499) | Stage 4 (500 +) |            |         |
| Natural Resource & Mining          | 5                       | 3               |                   |                 | 8          | 1.1%    |
| Construction                       | 53                      | 3               | 3                 |                 | 56         | 7.6%    |
| Manufacturing                      | 23                      | 23              | 8                 |                 | 54         | 7.3%    |
| Trade, Transportation, Utilities   | 143                     | 50              | 2                 |                 | 195        | 26.5%   |
| Information                        | 8                       | 5               |                   |                 | 13         | 1.8%    |
| Financial Activities               | 57                      | 10              |                   |                 | 67         | 9.1%    |
| Professional and Business Services | 48                      | 9               | 2                 |                 | 59         | 8.0%    |
| Educational & Health Services      | 78                      | 35              | 3                 | 2               | 118        | 16.0%   |
| Leisure & Hospitality              | 42                      | 35              |                   |                 | 77         | 10.4%   |
| Public Adm. & Other Services       | 75                      | 15              |                   |                 | 90         | 12.2%   |
| <b>Total</b>                       | <b>532</b>              | <b>188</b>      | <b>215</b>        | <b>2</b>        | <b>737</b> |         |

Source: Compiled by EMCOG from U.S. Census Selected Statistics by Economic Sector, based on 2011 County Business Patterns

## POPULATION TRENDS

Past, present and future growth patterns are a driving force and indicator of the future health and sustainability of a region. They help to define existing problems along with available socio economic resources and represent the current and future demands for those available resources. The sustainability of a region is dependent on how well the region meets the future needs of its residents. Future needs depend on a myriad of things including changes in population and households (both numbers and the details of those numbers) combined with existing development patterns and policy choices.

Table 2 presents a population history of Gratiot County. Between 1980 and 2000 the County experienced a 4.5% population increase from 40,448 persons in 1980 to 42,476 persons in 2000. The County's population growth was greater than the experience of the EMCOG Region and less than the State of Michigan. The 2010 U.S. Census results show that Gratiot County continued to grow with a modest population increase of 0.5% since 2000 while both the EMCOG Region and the State as a whole lost population.

<sup>1</sup> The County Business Data in Table 1 is lower than the same type of data in Tables 8 and 9 due to the different sources for the data: Table 1 data is based upon ES-202 filings as compiled by the Bureau of Labor Statistics; Tables 8 and 9 data are based upon National Establishment Time-Series [NETS] as compiled by Walls and Associates using Dun & Bradstreet's Market identifier files. The NETS data includes businesses and jobs that the ES-202 data does not capture such as many smaller businesses and part time proprietors and jobs. Further information on the differences in the two data sources can be found at <http://youreconomy.org/pages/insights.lasso#insights-NETS%20versus%20ES-202>

**Table 2: Historic Population**

| Jurisdiction          | Census<br>1980 | Census<br>1990 | Census<br>2000 | Census<br>2010 | % Change<br>1980 - 2000 | % Change<br>2000 - 2010 |
|-----------------------|----------------|----------------|----------------|----------------|-------------------------|-------------------------|
| <b>Gratiot County</b> | <b>40,448</b>  | <b>38,982</b>  | <b>42,283</b>  | <b>42,476</b>  | <b>4.5%</b>             | <b>0.5%</b>             |
| State                 | 9,262,078      | 9,295,297      | 9,938,823      | 9,883,640      | 7.3%                    | -0.6%                   |
| EMCOG Region          | 769,929        | 753,723        | 796,598        | 780,869        | 3.5%                    | -2.0%                   |

Source: Compiled by EMCOG from U. S. Census

Table 3 presents population estimates for Gratiot County through the year 2040. These population estimates are based on a combination of average growth trends over the last four Decennial Censuses (1980, 1990, 2000 and 2010) and population estimates provided by the Michigan Department of Transportation.<sup>2</sup>

The average annual growth rate from 2010 to 2040 is shown on the right side of the table. Based on the population estimates Gratiot County will experience an increase in population from the year 2010 to 2040 of 0.25% per year.

What is interesting to note in Table 3 are the Population subsets that make up the projections. In Gratiot County there is a projected population increase from all of the population subsets. The largest growth in population is forecast in the “Natural Increase” (births – deaths) subset followed by the “Domestic Migration Under Age 65” subset. These population changes in Gratiot County contrast with the EMCOG Region and the State as a whole.

**Table 3: Population Projections: 2010 - 2040**

| Jurisdiction                | Census<br>2010<br>(1,000's) | MDOT<br>2020<br>(1,000's) | MDOT<br>2030<br>(1,000's) | MDOT<br>2040<br>(1,000's) | Change<br>2010-2040<br>(1,000's) | Percent<br>Change<br>2010-2040 | Annual<br>Growth<br>Rate<br>2010-2040 |
|-----------------------------|-----------------------------|---------------------------|---------------------------|---------------------------|----------------------------------|--------------------------------|---------------------------------------|
| <b>Gratiot County</b>       | <b>42.5</b>                 | <b>44.2</b>               | <b>45.4</b>               | <b>45.8</b>               | <b>3.3</b>                       | <b>7.8%</b>                    | <b>0.25%</b>                          |
| <b>Population Subsets</b>   |                             |                           |                           |                           |                                  |                                |                                       |
| Natural Increase            |                             | 0.8                       | 0.6                       | 0.1                       | 1.5                              |                                |                                       |
| International Migration     |                             | 0.2                       | 0.2                       | 0.3                       | 0.7                              |                                |                                       |
| Domestic Migration 65+      |                             | 0.1                       | -                         | 0.1                       | 0.2                              |                                |                                       |
| Domestic Migration Under 65 |                             | 0.8                       | 0.2                       | -                         | 0.9                              |                                |                                       |
| <b>EMCOG</b>                | 780.8                       | 774.0                     | 766.1                     | 773.7                     | -7.1                             | -0.9%                          | -0.03%                                |
| <b>Population Subsets</b>   |                             |                           |                           |                           |                                  |                                |                                       |
| Natural Increase            |                             | 5.9                       | -3.4                      | -16.0                     | -13.5                            |                                |                                       |
| International Migration     |                             | 5.6                       | 7.0                       | 8.6                       | 21.2                             |                                |                                       |
| Domestic Migration 65+      |                             | -0.2                      | .06                       | 0.9                       | 0.8                              |                                |                                       |
| Domestic Migration Under 65 |                             | -21.6                     | -0.05                     | 6.1                       | -15.6                            |                                |                                       |

Source: Compiled by EMCOG from Michigan Department of Transportation Planning

<sup>2</sup> The population numbers are shown in 1,000s for ease of reading the table.

Table 4 provides further detail of population forecasts for each city/village/township within Gratiot County. The percent changes in population from 2010 to 2020 and from 2020 to 2040 are shown on the right side of the table. Based on population estimates all local units in Gratiot County are estimated to experience an increase in population from the 2010 Census to 2020, ranging from a low of 0.2% (City of St Louis) to a high of 12.5% (Bethany Township). The population for all local units except the City of St Louis will grow from 2020 to 2040 by as much as 17.7% in Bethany Township.

NOTE: for the purpose of transportation planning the population forecasts as provided by MDOT were done by Traffic Analysis Zone (TAZ) within Gratiot County. A TAZ boundary may include a city or village as well as a township. The Villages of Ashley and Perrinton were embedded within larger TAZs (Elba and Fulton Townships respectively) in the MDOT forecasts. EMCOG prepared forecasts for the villages based on their 2010 Census population and using the same growth assumptions that were used by MDOT for the TAZ in which they are located. The resulting balance of the affected TAZs were adjusted accordingly in the following table.

**Table 4: Gratiot County City, Village and Township  
Population Projections: 2010-2040**

| <b>Local Unit</b>       | <b>Census<br/>2010</b> | <b>MDOT<br/>2020</b> | <b>MDOT<br/>2040</b> | <b>Percent<br/>Change<br/>2010-2020</b> | <b>Percent<br/>Change<br/>2020-2040</b> |
|-------------------------|------------------------|----------------------|----------------------|---|---|
| Alma City               | 9,383                  | 9,644                | 9,739                | 2.8%                                    | 1.0%                                    |
| Arcada Township         | 1,681                  | 1,789                | 1,926                | 6.4%                                    | 7.6%                                    |
| Bethany Township        | 1,407                  | 1,582                | 1,863                | 12.5%                                   | 17.7%                                   |
| Breckenridge village    | 1,328                  | 1,369                | 1,391                | 3.1%                                    | 1.6%                                    |
| Elba Township           | 833                    | 888                  | 959                  | 6.6%                                    | 7.9%                                    |
| Emerson Township        | 952                    | 996                  | 1,039                | 4.6%                                    | 4.3%                                    |
| Fulton Township         | 2,115                  | 2,229                | 2,358                | 5.4%                                    | 5.8%                                    |
| Hamilton Township       | 465                    | 497                  | 540                  | 7.0%                                    | 8.6%                                    |
| Ithaca City             | 2,910                  | 2,987                | 3,009                | 2.7%                                    | 0.7%                                    |
| Lafayette Township      | 591                    | 627                  | 671                  | 6.1%                                    | 7.0%                                    |
| New Haven Township      | 1,004                  | 1,069                | 1,152                | 6.5%                                    | 7.7%                                    |
| Newark Township         | 1,093                  | 1,167                | 1,264                | 6.8%                                    | 8.3%                                    |
| North Shade<br>Township | 665                    | 712                  | 774                  | 7.0%                                    | 8.7%                                    |
| North Star Township     | 888                    | 947                  | 1,024                | 6.7%                                    | 8.1%                                    |
| Pine River Township     | 2,279                  | 2,406                | 2,554                | 5.6%                                    | 6.2%                                    |
| Seville Township        | 2,173                  | 2,307                | 2,474                | 6.2%                                    | 7.2%                                    |
| St. Louis City *        | 7,482                  | 7,499                | 7,201                | 0.2%                                    | -4.0%                                   |
| Sumner Township         | 1,930                  | 2,052                | 2,206                | 6.3%                                    | 7.5%                                    |
| Village of Ashley       | 563                    | 600                  | 648                  | 6.6%                                    | 7.9%                                    |
| Village of Perrinton    | 406                    | 428                  | 453                  | 5.4%                                    | 5.8%                                    |
| Washington<br>Township  | 870                    | 905                  | 936                  | 4.1%                                    | 3.4%                                    |
| Wheeler Township        | 1,458                  | 1,528                | 1,599                | 4.8%                                    | 4.7%                                    |
| <b>Gratiot County</b>   | <b>42,476</b>          | <b>44,230</b>        | <b>45,776</b>        | <b>4.1%</b>                             | <b>3.5%</b>                             |

Source: Compiled by EMCOG from Michigan Department of Transportation Planning;

MDOT Source: Institute for Research, Employment and the Economy, University of Michigan

\* The St Louis Correctional Facility population of 3,836 (2010 Census for group quarters) is included in the city of St Louis population number from the 2010 Census and which is included in the population forecasts through 2040

Another element of population trends is the age of the population as it directly impacts availability of a workforce and the experience of the workforce and types of both public and private services needed by the population. Table 5 identifies the median age<sup>3</sup> for Gratiot County for 4 decennial censuses (1980, 1990, 2000 and 2010).

**Table 5: Median Age 1980 - 2010**

| Jurisdiction          | Census 1980 | Census 1990 | Census 2000 | Census 2010 | Percent Change 1980 - 2000 | Percent Change 2000 - 2010 |
|-----------------------|-------------|-------------|-------------|-------------|----------------------------|----------------------------|
| <b>Gratiot County</b> | <b>28.4</b> | <b>32.7</b> | <b>35.6</b> | <b>38.7</b> | <b>25.4%</b>               | <b>8.7%</b>                |
| EMCOG Region          | 28.8        | 33.2        | 37.2        | 39.7        | 29.2%                      | 6.7%                       |

Source: Compiled by EMCOG from U.S. Census

Table 6 presents household (HH) estimates for the cities, villages and townships within Gratiot County through the year 2040. From 2010 to 2020 the number of households is projected to increase by 5.3% countywide compared to a smaller increase in population of 4.1% indicating a shift to smaller household size. From 2020 to 2040 all of the local units in the County except for the City of St Louis are forecast to experience a further increase in the number of households ranging from 0.7% in the City of Ithaca to a high of 21.9% in Bethany Township

As noted earlier these estimates along with the population estimates in Tables 4 were developed by MDOT for transportation planning purposes and therefore were done by Traffic Analysis Zone (TAZ) within Gratiot County. A TAZ boundary may include a city or village as well as a township. The Villages of Ashley and Perrinton were embedded within Elba and Fulton Townships respectively in the MDOT forecasts. EMCOG prepared forecasts for the villages based on their 2010 Census households and using the same growth assumptions that were used by MDOT for the TAZs in which they are located. The resulting balance of the affected TAZs were adjusted accordingly in the following table.

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<sup>3</sup> The mid-point or the age at which 50% of the population is younger and 50% is older

**Table 6: Gratiot County City, Village and Township Household Projections: 2010-2040**

| <b>Local Unit</b>                              | <b>HH<br/>2010</b> | <b>HH<br/>2020</b> | <b>HH<br/>2040</b> | <b>Percent<br/>Change<br/>2010-2020</b> | <b>Percent<br/>Change<br/>2020-2040</b> |
|--|--------------------|--------------------|--------------------|---|---|
| Alma City                                      | 3,468              | 3,613              | 3,649              | 4.2%                                    | 1.0%                                    |
| Arcada Township                                | 666                | 726                | 794                | 9.0%                                    | 9.4%                                    |
| Bethany Township                               | 524                | 613                | 747                | 16.9%                                   | 21.9%                                   |
| Breckenridge village                           | 535                | 560                | 569                | 4.6%                                    | 1.8%                                    |
| Elba Township                                  | 318                | 347                | 381                | 9.2%                                    | 9.8%                                    |
| Emerson Township                               | 356                | 379                | 399                | 6.5%                                    | 5.3%                                    |
| Fulton Township                                | 806                | 867                | 929                | 7.6%                                    | 7.1%                                    |
| Hamilton Township                              | 189                | 207                | 229                | 9.7%                                    | 10.6%                                   |
| Ithaca City                                    | 1,188              | 1,236              | 1,244              | 4.0%                                    | 0.7%                                    |
| Lafayette Township                             | 220                | 239                | 259                | 8.5%                                    | 8.7%                                    |
| New Haven Township                             | 388                | 423                | 463                | 9.0%                                    | 9.6%                                    |
| Newark Township                                | 411                | 450                | 496                | 9.4%                                    | 10.2%                                   |
| North Shade<br>Township                        | 228                | 250                | 277                | 9.8%                                    | 10.8%                                   |
| North Star Township                            | 349                | 381                | 420                | 9.3%                                    | 10.0%                                   |
| Pine River Township                            | 914                | 986                | 1,061              | 7.9%                                    | 7.6%                                    |
| Seville Township                               | 859                | 933                | 1,016              | 8.6%                                    | 8.9%                                    |
| St. Louis City                                 | 1,491              | 1,522              | 1,479              | 2.1%                                    | -2.9%                                   |
| Sumner Township                                | 719                | 783                | 855                | 8.8%                                    | 9.2%                                    |
| Village of Ashley                              | 195                | 213                | 234                | 9.2%                                    | 9.8%                                    |
| Village of Perrinton<br>Washington<br>Township | 161                | 173                | 186                | 7.6%                                    | 7.1%                                    |
| Washington<br>Township                         | 327                | 346                | 360                | 5.8%                                    | 4.0%                                    |
| Wheeler Township                               | 540                | 577                | 610                | 6.8%                                    | 5.7%                                    |
| <b>Gratiot County</b>                          | <b>14,852</b>      | <b>15,823</b>      | <b>16,658</b>      | <b>6.5%</b>                             | <b>5.3%</b>                             |

Source: Compiled by EMCOG from Michigan Department of Transportation Planning;  
MDOT Source: Institute for Research, Employment and the Economy, University of Michigan.

### **EMPLOYMENT, JOBS AND SALES**

Economic activity and sustainability is reflected to a large degree by the number and types of jobs available. Labor force data indicate the extent to which people are able to find jobs, the rate at which they are dropping out of the labor force, and the percent of people unable to find work. “Labor Force” consists of those employed and those without a job but actively looking for one (unemployed). Those who are without a job and not looking for one and are no longer receiving unemployment compensation and services are not considered a part of the labor force.

Table 7 shows the 24-month average labor force and unemployment data for Gratiot County and the EMCOG Region, along with the State and National data, for the time frame 2011-2012. Gratiot County's unemployment rate of 8.6% was higher than the National and EMCOG rates and the same as the State rate.

**Table 7: 24-Month Labor Force and Unemployment**

| Jurisdiction          | Total Labor Force | Total Employed | Total Unemployed | 24 Month Average Unemployment Rate |
|-----------------------|-------------------|----------------|------------------|------------------------------------|
| <b>Gratiot County</b> | <b>19,010</b>     | <b>17,379</b>  | <b>1,631</b>     | <b>8.6%</b>                        |
| National              | 154,329,000       | 141,769,500    | 12,559,500       | 8.1%                               |
| State                 | 4,650,500         | 4,249,000      | 402,000          | 8.6%                               |
| EMCOG Region          | 356,608           | 309,295        | 29,627           | 8.3%                               |

Source: Compiled by EMCOG from Mich. Department of Labor Market Information 2011 – 2012, Data Explorer

The Gratiot County unemployment rate of 8.6% is lower than the County’s 2010-2011 rate of 9.3%. The unemployment rate is a mathematical calculation of dividing the number of unemployed (those people within the system of looking for work) by the labor force. As noted above, those who are without a job and are no longer in the system for receipt of unemployment and services are not included in the calculation of the unemployment rate. Since 2010-2011 both the labor force and the number of unemployed has decreased disproportionately to the increase in the number of employed. There can be several reasons for the decreased labor force and decreased number of unemployed ranging from an out migration of workers to other areas of Michigan and the Nation for jobs to dropping out of the system as unemployment benefits end.

The following two tables show the working population in Gratiot County and where they work in relation to where they live.

Table 8 shows the impact on the daytime population of workers commuting into and out of Gratiot County as well as a subset for the City of Alma. The 16,604 workers (defined as the amount of the resident population age 16 and older who were employed either full time or part time) who live within Gratiot County (regardless of the location of their employment) is compared to the 15,572 people who work within Gratiot County to derive an estimated daytime population. The result is that Gratiot County’s resident population decreases by **-2.4%** when factoring in workers who commute to work from inside and outside of the county. Even though the overall county daytime population decreases due to the number of workers who commute out of the county to work, data for the City of Alma subset show that workers commute into the city to work resulting in the daytime population estimated to increase by nearly 32% within the city itself.

**Table 8: Commuter Adjusted Daytime Population  
Gratiot County**

| County/MCD (a) | Total County/MCD Resident Population | Total Workers Living in The County/MCD | Total Workers Working in the County/MCD | Estimated Daytime Population In the County/MCD | Daytime Population Change Due to Commuting | Percent of Daytime Population Change Due to Commuting |
|----------------|--------------------------------------|--|---|--|--|---|
| Gratiot County | 42,612                               | 16,604                                 | 15,572                                  | 41,580   | -1,032                                     | -2.4%   |
| City of Alma   | 9,384                                | 3,803                                  | 6,792                                   | 12,373   | 2,989                                      | 31.9%   |

(a) MCD or Minor Civil Divisions are local unit of government with either 2,500 workers living in or 2,500 workers working in. The City of Alma is the only MCD within Gratiot County

Source: Compiled by EMCOG from U.S. 2006-2010 Census Bureau American Community Survey 5 Year Estimates



Table 9 computes the Employment/Resident ratio by comparing the number of workers who both live and work within Gratiot County to the number of workers employed within the County. A subset of the total for Gratiot County is included for the City of Alma. As shown below, there are fewer workers employed in Gratiot County (15,572) than total workers who reside in Gratiot County (16,604). Of the 16,604 working population living in the county, 11,078 actually work in the county which equates to 66.7% of the workforce employed in Gratiot County. This is reflected in the countywide Employment/Resident ratio of 0.94 which indicates that Gratiot County exports workers living within the county for jobs outside of the County. There could be many reasons for this which this data does not provide insight into. Consistent with the data in Table 8 the City of Alma imports workers from outside of the city.

**Table 9: Labor Export/Import Analysis  
Gratiot County**

| County/MCD<br>(a) | Total<br>Workers<br>Working<br>in the<br>County/MCD | Total<br>Workers<br>Living in The<br>County/MCD | Workers<br>Who Both<br>Live and<br>Work in the<br>County/MCD | Percent of<br>Workers<br>Who Both<br>Live and<br>Work in the<br>County/MCD | Employment/<br>Resident<br>Ratio |
|-------------------|---|---|--|--|----------------------------------|
| Gratiot<br>County | 15,572  | 16,604  | 11,078   | 66.7%  | 0.94                             |
| City of Alma      | 6,792   | 3,803   | 2,129  | 56.0%  | 1.79                             |

(a) MCD or Minor Civil Divisions are local unit of government with either 2,500 workers living in or 2,500 workers working in. The City of Alma is the only MCD within Gratiot County

Source: Compiled by EMCOG from U.S. 2006-2010 Census Bureau American Community Survey  
5 Year Estimates

The next three tables focus on the types of business establishments in Gratiot County and the number of jobs these businesses provide. Table 10 includes some further information about the business establishments<sup>4</sup> that are included in Table 1 (see page 1). The data in Table 10 is broken down into the following business sectors:

**Non-Commercial Sectors** are educational institutions, post offices, government agencies, and other nonprofit organizations.

**Non-Resident Sectors** are businesses that are located in the Region but whose headquarters are located in a different state. Note: Residents have more influence on job creation than establishments headquartered outside of the state.

**Resident Sectors** are either stand-alone businesses in the region or businesses with headquarters in either the County or in the state of Michigan.

Non-commercial sectors make up 8% of the businesses in Gratiot County. 2% of the businesses fall into the non-resident sector. The majority of businesses (90%) are in the resident sector. Data for both Gratiot County and EMCOG as a whole is also included in Table 10.

<sup>4</sup> An establishment is defined as an economic unit that produces goods or services at a single physical location.

**Table 10: Business Establishments By Sector**

| Jurisdiction   | Total  | Non-Commercial | Non-Resident | Resident |
|----------------|--------|----------------|--------------|----------|
| Gratiot County | 2,955  | 232            | 60           | 2,663    |
| EMCOG Region   | 53,338 | 3,723          | 1,668        | 47,947   |

Source: Compiled by EMCOG from [www.youreconomy.org](http://www.youreconomy.org) 2009 data

Table 11 provides a different perspective of the resident sector data from Table 10 (i.e., the businesses that are headquartered either within the county or the state). The resident sector businesses are further broken down into the following business stages:

**Self-employed** (1 employee) consists of small-scale business activity that can be conducted in homes (i.e., cottage establishments) as well as sole proprietorships.

**Stage 1 (2-9 employees)** includes partnerships, lifestyle businesses and startups. Stage 1 companies are generally focused on defining a market, developing a product or service, obtaining capital and finding customers.

**Stage 2 (10-99 employees)** are typically at a phase where the company has a proven product, and survival is no longer a daily concern. Stage 2 companies generally begin to develop infrastructure and standardize operational systems. Company leaders delegate more and wear fewer hats.

**Stage 3 (100-499 employees)** companies are typically at an expansion stage as a company broadens its geographic reach, adds new products and pursues new markets. Stage 3 companies introduce formal processes and procedures, and the founder is less involved in daily operations and more concerned with managing the business culture and change.

**Stage 4 (500+ employees)** companies are typically at the point of dominating their industry and are focused on maintaining and defending their marketing position. Key objectives at this stage are controlling expenses, productivity, globalization and managing market niches.

These stages help to define the needs of businesses to support their growth which can help Gratiot County and the EMCOG Region to better leverage resources. Regardless of their industry sector, companies in the same developmental stage experience similar challenges. Also, as companies move through these stages, not only do their internal needs change but their external needs such as what services they need from the community, also change.

The data in Table 11 shows that 93% of the resident sector businesses in Gratiot County are either self-employed or Stage 1 businesses. The majority of the remaining resident businesses are Stage 2 (6.5%). Stage 3 businesses (100-499 employees) plus Stage 4 businesses (500+ employees) make up 0.5% of total businesses.

**Table 11: Resident Sector Businesses by Stage**

| Jurisdiction          | Self Employed | Stage 1<br>2-9 employees | Stage 2<br>10-99 employees | Stage 3<br>100-499 employees | Stage 4<br>500+ employees |
|-----------------------|---------------|--------------------------|----------------------------|------------------------------|---------------------------|
| <b>Gratiot County</b> | <b>1,101</b>  | <b>1,376</b>             | <b>173</b>                 | <b>12</b>                    | <b>1</b>                  |
| EMCOG Region          | 18,858        | 25,040                   | 3,800                      | 223                          | 26                        |

Source: Compiled by EMCOG from [www.youreconomy.org](http://www.youreconomy.org) 2009 data

The previous two tables (10 and 11) focus on the number of business establishments by sector and by stage for the dominant Resident Sector. The following two tables focus on the jobs that these business sectors and stages provide.

Table 12 shows the allocation of jobs by business sector (i.e., non-commercial, non-resident and resident) in Gratiot County and for the EMCOG Region as a whole. The data is consistent with the findings in Table 10: the majority of jobs within Gratiot County are in the resident sector (70%). The smallest portion of jobs (10%) is associated with businesses in the non-resident sector.

**Table 12: Resident Jobs By Business Sector**

| Local                 | Total Jobs    | Jobs<br>Non-Commercial | Jobs<br>Non-Resident | Jobs<br>Resident |
|-----------------------|---------------|------------------------|----------------------|------------------|
| <b>Gratiot County</b> | <b>17,291</b> | <b>3,571</b>           | <b>1,668</b>         | <b>12,052</b>    |
| EMCOG Region          | 349,831       | 59,136                 | 44,101               | 246,594          |

Source: Compiled by EMCOG from [www.youreconomy.org](http://www.youreconomy.org) 2009 data

In Table 13 the resident sector jobs are further broken down by business stage (see the text for Table 11 for an explanation of Business Stages).

The majority of jobs from resident businesses in Gratiot County are at Stage 1 and Stage 2 companies (67% combined) while 16.6% of jobs are from Stage 3 businesses (100 to 499 employees) and 7.5% are from Stage 4 businesses (500+ employees). Just over 9% of jobs are through self employment.

**Table 13: Resident Business Jobs By Stage**

| Jurisdiction          | Self Employed Jobs | Stage 1 Jobs<br>2-9 employees | Stage 2 Jobs<br>10-99 employees | Stage 3 Jobs<br>100-499 employees | Stage 4 Jobs<br>500+ employees |
|-----------------------|--------------------|-------------------------------|---------------------------------|-----------------------------------|--------------------------------|
| <b>Gratiot County</b> | <b>1,101</b>       | <b>4,185</b>                  | <b>3,871</b>                    | <b>1,995</b>                      | <b>900</b>                     |
| EMCOG Region          | 18,858             | 77,210                        | 87,808                          | 39,893                            | 22,825                         |

Source: Compiled by EMCOG from [www.youreconomy.org](http://www.youreconomy.org) 2009 data

The next two tables (14 and 15) show the annual sales (2009) by business type in Gratiot County. Table 14 identifies sales by business sector. Resident Businesses make up 90% of businesses (see Table 10) and generate 77% of sales within Gratiot County.

**Table 14: Sales by Business Sector**

| Local                 | Total Sales<br>(1,000s) | Sales Non-Commercial<br>(1,000s) | Sales Non-Resident<br>(1,000s) | Sales Resident<br>(1,000s) |
|-----------------------|-------------------------|----------------------------------|--------------------------------|----------------------------|
| <b>Gratiot County</b> | <b>1,782,286.7</b>      | <b>153,580.9</b>                 | <b>258,435.0</b>               | <b>1,370,270.8</b>         |
| EMCOG Region          | 37,113,736.1            | 2,596,650.7                      | 6,846,775.5                    | 27,670,309.9               |

Source: Compiled by EMCOG from [www.youreconomy.org](http://www.youreconomy.org) 2009 data

In Table 15 the Resident Business sector sales are broken down by Stage. Stage 2 businesses make up 28.2% of sales within Gratiot County. The Self-Employed and Stage 1 businesses make up over 32% of all sales; while the Stage 3 and 4 businesses make up over 39% of sales. These numbers demonstrate the importance of the self-employed and smaller businesses (less than 10 employees) to the County's economy.

**Table 15: Resident Sales by Stage**

| Jurisdiction          | Self Employed Sales<br>(1,000s) | Stage 1 Sales<br>(1,000s)<br>2-9 employees | Stage 2 Sales<br>(1,000s)<br>10-99 employees | Stage 3 Sales<br>(1,000s)<br>100-499 employees | Stage 4 Sales<br>(1,000s)<br>500+ employees |
|-----------------------|---------------------------------|--|--|--|---|
| <b>Gratiot County</b> | <b>76,792.0</b>                 | <b>376,557.0</b>                           | <b>386,192.0</b>                             | <b>437,953.0</b>                               | <b>101,776.7</b>                            |
| EMCOG Region          | 1,352,333.2                     | 6,893,406.6                                | 10,550,013.8                                 | 5,476,659.6                                    | 3,397,897.7                                 |

Source: Compiled by EMCOG from [www.youreconomy.org](http://www.youreconomy.org) 2009 data

Table 16 demonstrates how businesses in Gratiot County have fared regarding their sales during the economic downturn from 2006 through 2009 by showing the percent change in sales during this four year period. The numbers are red (negative) for the Stage 2 companies indicating a reduction in sales of over **-22%**. The remaining businesses, including the Self Employed experienced growth in sales during this period. The Stage 4 businesses in Gratiot County experienced the strongest growth in sales (over 20%) followed by the Self Employed with nearly 7% in growth in sales. ***The majority of the counties within the EMCOG Region experienced very slight reductions in sales from smaller companies (less than 10 employees) and in some cases sales for these smaller companies grew during the 2006-2009 timeframe.***

**Table 16: Percent Change from 2006-2009: Resident Sales by Stage**

| Jurisdiction          | Self Employed Sales | Stage 1 Sales<br>2-9 employees | Stage 2 Sales<br>10-99 employees | Stage 3 Sales<br>100-499 employees | Stage 4 Sales<br>500+ employees |
|-----------------------|---------------------|--------------------------------|----------------------------------|------------------------------------|---------------------------------|
| <b>Gratiot County</b> | <b>6.9%</b>         | <b>2.2%</b>                    | <b>-22.2%</b>                    | <b>5.9%</b>                        | <b>19.7%</b>                    |
| EMCOG Region          | -0.3%               | -1.1%                          | -10.1%                           | -21.9%                             | -21.0%                          |

Source: Compiled by EMCOG from [www.youreconomy.org](http://www.youreconomy.org) 2009 data

Tables 17 through 19 present business establishment data for openings and closures; expansions and downsizing; and movement of businesses in and out of Gratiot County during the period 2006 – 2009.

Table 17 presents the number of establishments that opened and closed from 2006 through 2009 and calculates the net increase of establishments.

Within Gratiot County 706 business establishments opened and 545 closed. The closed establishments equal 77% of the opened establishments, resulting in a net gain of 23% opened establishments. In other words, for every 1 establishment that opened in Gratiot County 0.77 establishments closed. Gratiot County's experience is better than the experience of the EMCOG Region and the State as a whole which both experienced close to a 1 to 1 ratio.

**Table 17: Establishments Opened and Closed 2006 - 2009**

| Jurisdiction          | Opened<br>2006-2009 | Closed<br>2006-2009 | Net Opened<br>2006-2009 | Net Percent<br>Opened<br>2006-2009 |
|-----------------------|---------------------|---------------------|-------------------------|------------------------------------|
| <b>Gratiot County</b> | <b>706</b>          | <b>-545</b>         | <b>161</b>              | <b>23%</b>                         |
| State of Michigan     | 213,007             | -201,869            | 11,138                  | 5%                                 |
| EMCOG Region          | 13,038              | -12,621             | 417                     | 3%                                 |

Source: Compiled by EMCOG from [www.youreconomy.org](http://www.youreconomy.org)

Establishments: non commercial, non resident, resident

Net Opened = the difference between openings and closings of establishments

Table 18 presents the number of establishments that either expanded (i.e., increased jobs) or contracted (i.e., downsized/reduced the labor force) from 2006 through 2009, and calculates the net increase of business expansions.

Within Gratiot County 203 business establishments expanded while 100 contracted during 2006–2009. The contracted (downsized) establishments equal 49% of the expanded establishments resulting in a net gain of 51% of expanded establishments. In other words, for every 1 establishment that expanded in Gratiot County, 0.49 establishments contracted or downsized. The EMCOG Region experienced 0.5 business contractions per 1 business expansion and the State experienced 0.4 businesses contractions per 1 business expansion.

**Table 18: Establishments Expanded or Contracted 2006 - 2009**

| Jurisdiction          | Expanded<br>2006-2009 | Contracted<br>2006-2009 | Net Expanded<br>2006-2009 | Net Percent<br>Expanded<br>2006-2009 |
|-----------------------|-----------------------|-------------------------|---------------------------|--------------------------------------|
| <b>Gratiot County</b> | <b>203</b>            | <b>-100</b>             | <b>103</b>                | <b>51%</b>                           |
| State of Michigan     | 58,800                | -25,818                 | 32,982                    | 56%                                  |
| EMCOG Region          | 3,718                 | -1,949                  | 1,769                     | 48%                                  |

Source: Compiled by EMCOG from [www.youreconomy.org](http://www.youreconomy.org)

Establishments: non commercial, non resident, resident

Net Expanded = the difference between establishments that increased jobs and those that downsized.

Table 19 shows a different data set for business activity during the 2006 – 2009 timeframe: the number of establishments that either moved in or out of Gratiot County.

Within Gratiot County 39 business establishments moved in and 37 moved out during 2006 – 2009 for a net gain of 2 business establishments. In other words, for every 1 business

establishment that moved into the County 0.95 moved out. The County's experience is the opposite of both the EMCOG Region and the State which both experienced a net loss of businesses (i.e., more businesses moved out than moved in).

**Table 19: Establishments Moving Into and Out of the Area 2006 - 2009**

| Jurisdiction          | Move In<br>2006-2009 | Move Out<br>2006-2009 | Net Move In<br>2006-2009 | Net Percent Move In<br>2006-2009 |
|-----------------------|----------------------|-----------------------|--------------------------|----------------------------------|
| <b>Gratiot County</b> | <b>39</b>            | <b>-37</b>            | <b>2</b>                 | <b>5%</b>                        |
| State of Michigan     | 1,687                | -2,927                | -1,240                   | -74%                             |
| EMCOG Region          | 618                  | -702                  | -84                      | -14%                             |

Source: Compiled by EMCOG from www.youreconomy.org

Establishments: non commercial, non resident, resident

Net Moved In = the difference between establishments that moved in and those that moved out.

Tables 20 through 22 present the **job impact** of business establishment activity regarding openings and closures; expansions and downsizing; and moving in and out of the area (from Tables 17 through 19)

Table 20 shows the number of jobs impacted by the opening and closing of business establishments from 2006 through 2009 (from Table 17) and calculates the net increase of jobs.

Within Gratiot County 1,497 jobs were created due to opened business establishments and 2,702 jobs were lost due to business closures. The job losses due to closures equal 180% of the jobs created resulting in a net loss of **-80%** of the opened establishment jobs. In other words, for every 1 job gained by a business opening, 1.8 jobs were lost due to business closures. Gratiot County's experience of net job loss is better than the experience for EMCOG (2.2 jobs lost for every 1 job gained) and the State as a whole (2.1 jobs lost for every 1 job gained) during the same time period.

**Table 20: Jobs Impacted By Opening and Closing Establishments 2006 - 2009**

| Jurisdiction          | Opened Jobs<br>2006-2009 | Closed Jobs<br>2006-2009 | Net Opened Jobs<br>2006-2009 | Net Percent<br>Opened Jobs<br>2006-2009 |
|-----------------------|--------------------------|--------------------------|------------------------------|---|
| <b>Gratiot County</b> | <b>1,497</b>             | <b>-2,702</b>            | <b>-1,205</b>                | <b>-80%</b>                             |
| State of Michigan     | 551,322                  | -1,138,029               | -586,707                     | -106%                                   |
| EMCOG Region          | 28,168                   | -62,488                  | -34,320                      | -122%                                   |

Source: Compiled by EMCOG from www.youreconomy.org

Establishments: non commercial, non resident, resident

Net Opened Jobs = the difference between jobs created from opened establishments and jobs lost due to closures.

Table 21 shows the number of jobs impacted by the expansion and contraction (downsizing) of business establishments from 2006 through 2009.

Within Gratiot County 698 jobs were created due to expansion of business establishments while 686 jobs were lost due to business downsizing. The job losses equal 98% of the jobs created, resulting in a net increase of 2% of the expanded establishment jobs. In other words, for every 1 job created 0.98 jobs were lost. The County's experience of a very small net increase is less than for the EMCOG Region (0.46 jobs lost for every 1 job created) and the State (0.6 jobs lost for every 1 job created).

**Table 21: Job Impact of Establishment Expansions and Contractions (downsizing)  
2006 - 2009**

| Jurisdiction          | Expanded Jobs<br>2006-2009 | Contracted (downsized) Jobs<br>2006-2009 | Net                        |  |
|-----------------------|----------------------------|--|----------------------------|--|
|                       |                            |  | Expanded Jobs<br>2006-2009 | Net Percent Expanded Jobs<br>2006-2009 |
| <b>Gratiot County</b> | <b>698</b>                 | <b>-686</b>                              | <b>12</b>                  | <b>2%</b>                              |
| State of Michigan     | 437,688                    | -246,613                                 | 191,075                    | 44%                                    |
| EMCOG Region          | 22,383                     | -10,196                                  | 12,187                     | 54%                                    |

Source: Compiled by EMCOG from www.youreconomy.org

Establishments: non commercial, non resident, resident

Net Expanded Jobs = the difference between jobs impacted by expansion and downsizing of establishments

Table 22 shows the impact that the number of establishments either moving in or out of the County had on jobs during 2006 – 2009.

Within Gratiot County 105 jobs were created by business establishments moving in. At the same time 82 jobs were lost by businesses moving out. In other words, for every 1 job created due to a business moving in to the County, 0.78 jobs were lost due to a businesses moving out. The County's experience of net job loss is slightly better than both EMCOG and the State which experienced about 1 job lost for every 1 job created during the same time period.

**Table 22: Jobs Impacted By Establishments Moving In and Out of the Region  
2006 - 2009**

| Jurisdiction          | Move In Jobs<br>2006-2009 | Move Out Jobs<br>2006-2009 | Net Move In Jobs<br>2006-2009 | Net Percent               |
|-----------------------|---------------------------|----------------------------|-------------------------------|---------------------------|
|                       |                           |                            |                               | Move In Jobs<br>2006-2009 |
| <b>Gratiot County</b> | <b>105</b>                | <b>-82</b>                 | <b>23</b>                     | <b>22%</b>                |
| State of Michigan     | 26,734                    | -26,727                    | 7                             | 0%                        |
| EMCOG Region          | 2,806                     | -3,063                     | -257                          | -9%                       |

Source: Compiled by EMCOG from www.youreconomy.org

Establishments: non commercial, non resident, resident

Net Move In Jobs = the difference between jobs from business moving in and out of the region.

The next set of tables shows employment forecasts for the following occupational categories:

Table 23: Manufacturing

Table 24: Other Basic (farm, forestry/fish/agriculture and mining)

Table 25: Retail

Table 26: Wholesale

Table 27: Other (utilities, construction, transport, warehouse, information, finance, insurance, real estate, government)

Table 28: Services

Table 29: Total for All Categories

The forecasts are for the 30-year period 2010 to 2040. Each Table shows growth rates by type of occupation. Employment within Gratiot County is forecast to increase by 11.8% within the 30 year period 2010–2040 compared to a 10.7% increase within the EMCOG Region and a 13.6% increase Statewide (Table 29). The occupational sector with the highest forecast of growth in

Gratiot County from 2010 to 2040 is “Services” at 15.8% from 2010 to 2020 and an additional growth of 14.8% from 2020 to 2040 for a 30 year growth of 33% (Table 28). Four of the occupational sectors, Manufacturing (Table 23), Other Basic (Table 24), Retail (Table 25) and Wholesale (Table 26) are forecast with reductions in employment over the 30 year time frame.

**Table 23: Occupational Employment Forecasts 2010 - 2040**

**MANUFACTURING**

| <b>Jurisdiction</b>   | <b>2010</b>  | <b>2020</b>  | <b>2040</b>  | <b>Percent Change 2010-2020</b> | <b>Percent Change 2020-2040</b> |
|-----------------------|--------------|--------------|--------------|---------------------------------|---------------------------------|
| Michigan              | 503,751      | 499,375      | 450,679      | -0.9%                           | -9.8%                           |
| EMCOG Region          | 33,223       | 32,310       | 28,946       | -2.7%                           | -10.4%                          |
| <b>Gratiot County</b> | <b>2,013</b> | <b>2,019</b> | <b>1,944</b> | <b>0.3%</b>                     | <b>-3.7%</b>                    |

Source: Compiled by EMCOG from MDOT Planning; MDOT Source: Institute for Research, Employment and the Economy, University of Michigan, 2013

**Table 24: Occupational Employment Forecasts 2010 - 2040**

**OTHER BASIC**

| <b>Jurisdiction</b>   | <b>2010</b>  | <b>2020</b>  | <b>2040</b>  | <b>Percent Change 2010-2020</b> | <b>Percent Change 2020-2040</b> |
|-----------------------|--------------|--------------|--------------|---------------------------------|---------------------------------|
| Michigan              | 97,511       | 90,828       | 82,498       | -6.9%                           | -9.2%                           |
| EMCOG Region          | 15,963       | 14,698       | 13,137       | -7.9%                           | -10.6%                          |
| <b>Gratiot County</b> | <b>1,395</b> | <b>1,284</b> | <b>1,144</b> | <b>-8.0%</b>                    | <b>-10.9%</b>                   |

Source: Compiled by EMCOG from MDOT Planning; MDOT Source: Institute for Research, Employment and the Economy, University of Michigan, 2013

**Table 25: Occupational Employment Forecasts 2010 - 2040**

**RETAIL**

| <b>Jurisdiction</b>   | <b>2010</b>  | <b>2020</b>  | <b>2040</b>  | <b>Percent Change 2010-2020</b> | <b>Percent Change 2020-2040</b> |
|-----------------------|--------------|--------------|--------------|---------------------------------|---------------------------------|
| Michigan              | 541,315      | 511,317      | 495,708      | -5.5%                           | -3.1%                           |
| EMCOG Region          | 44,768       | 42,029       | 40,202       | -6.1%                           | -4.3%                           |
| <b>Gratiot County</b> | <b>1,745</b> | <b>1,626</b> | <b>1,519</b> | <b>-6.8%</b>                    | <b>-6.6%</b>                    |

Source: Compiled by EMCOG from MDOT Planning; MDOT Source: Institute for Research, Employment and the Economy, University of Michigan, 2013



**Table 26: Occupational Employment Forecasts 2010 - 2040  
WHOLESALE**

| Jurisdiction          | 2010       | 2020       | 2040       | Percent      | Percent      |
|-----------------------|------------|------------|------------|--------------|--------------|
|                       |            |            |            | Change       | Change       |
|                       |            |            |            | 2010-2020    | 2020-2040    |
| Michigan              | 166,559    | 162,998    | 154,786    | -2.1%        | -5.0%        |
| EMCOG Region          | 8,607      | 8,169      | 7,638      | -5.1%        | -6.5%        |
| <b>Gratiot County</b> | <b>574</b> | <b>548</b> | <b>513</b> | <b>-4.5%</b> | <b>-6.4%</b> |

Source: Compiled by EMCOG from MDOT Planning; MDOT Source: Institute for Research, Employment and the Economy, University of Michigan, 2013

**Table 27: Occupational Employment Forecasts 2010 - 2020  
OTHER**

| Jurisdiction          | 2010         | 2020         | 2040         | Percent     | Percent     |
|-----------------------|--------------|--------------|--------------|-------------|-------------|
|                       |              |              |              | Change      | Change      |
|                       |              |              |              | 2010-2020   | 2020-2040   |
| Michigan              | 1,536,596    | 1,623,614    | 1,697,672    | 5.7%        | 4.6%        |
| EMCOG Region          | 109,826      | 114,316      | 119,908      | 4.1%        | 4.9%        |
| <b>Gratiot County</b> | <b>5,478</b> | <b>5,595</b> | <b>5,854</b> | <b>2.1%</b> | <b>4.6%</b> |

Source: Compiled by EMCOG from MDOT Planning; MDOT Source: Institute for Research, Employment and the Economy, University of Michigan, 2013

**Table 28: Occupational Employment Forecasts 2010 - 2040  
SERVICES**

| Jurisdiction          | 2010         | 2020         | 2040         | Percent      | Percent      |
|-----------------------|--------------|--------------|--------------|--------------|--------------|
|                       |              |              |              | Change       | Change       |
|                       |              |              |              | 2010-2020    | 2020-2040    |
| Michigan              | 2,194,496    | 2,496,969    | 2,842,633    | 13.8%        | 4.6%         |
| EMCOG Region          | 141,039      | 158,728      | 181,560      | 12.5%        | 14.4%        |
| <b>Gratiot County</b> | <b>7,370</b> | <b>8,535</b> | <b>9,799</b> | <b>15.8%</b> | <b>14.8%</b> |

Source: Compiled by EMCOG from MDOT Planning; MDOT Source: Institute for Research, Employment and the Economy, University of Michigan, 2013

**Table 29: Occupational Employment Forecasts 2010 - 2040  
ALL OCCUPATIONS**

| Jurisdiction          | 2010          | 2020          | 2040          | Percent     | Percent      |
|-----------------------|---------------|---------------|---------------|-------------|--------------|
|                       |               |               |               | Change      | Change       |
|                       |               |               |               | 2010-2020   | 2020-2040    |
| Michigan              | 5,040,226     | 5,385,100     | 5,723,975     | 6.8%        | 6.3%         |
| EMCOG Region          | 353,426       | 370,250       | 391,390       | 4.8%        | 5.7%         |
| <b>Gratiot County</b> | <b>18,575</b> | <b>19,607</b> | <b>20,772</b> | <b>5.6%</b> | <b>15.9%</b> |

Source: Compiled by EMCOG from MDOT Planning; MDOT Source: Institute for Research, Employment and the Economy, University of Michigan, 2013

## INCOME, POVERTY AND EDUCATION

Per capita personal income (PCPI) is widely used as an indicator of the economic wellbeing of residents in an area. Changes in PCPI provide a statistical measurement of an area's wealth and sustainability compared to regional or national benchmarks. PCPI is measured by totaling all income sources, wages and salaries, asset income and transfer payments and dividing that total by the total population.

Table 30 presents the National, State and Gratiot County PCPI for December of 2011. The State and County is compared to the National PCPI of \$41,560. The PCPI for Gratiot County and the State of Michigan are both below the National average.

**Table 30: Per Capita Personal Income  
and  
Percent of National Average**

| Area                  | December 2011<br>PCPI | Percent of National<br>PCPI |
|-----------------------|-----------------------|-----------------------------|
| National              | 41,560                |                             |
| <b>Gratiot County</b> | <b>30,647</b>         | <b>73.7%</b>                |
| State                 | 36,264                | 87.3%                       |

Source: Compiled by EMCOG from STATS America, January, 2013

Poverty is another strong indicator of the economic health and sustainability of the population of an area. Table 31 shows the level of poverty within Gratiot County for the years 2000 and 2011 as compared to the EMCOG Region, the State and the Nation.

As a point of reference when reviewing Table 31, the 2012 preliminary estimated average U. S. Census poverty thresholds for annual income within the 48 contiguous states based on the size of the family unit are as follows:

| Size of Family Unit               | Annual Income |
|-----------------------------------|---------------|
| One person (unrelated individual) | \$ 11,722     |
| Under 65 Years                    | 11,945        |
| 65 Years and Over                 | 11,011        |
| Two People                        | 14,960        |
| Householder Under 65 Years        | 15,452        |
| Householder 65 Years and Over     | 13,891        |
| Three People                      | 18,287        |
| Four People                       | 23,497        |
| Five People                       | 27,815        |
| Six People                        | 31,485        |
| Seven People                      | 35,811        |
| Eight People                      | 39,872        |

Source: [www/census.gov](http://www/census.gov)

As shown in the numbers shown below, the National percentage of the population at the poverty level has increased by 2.8 percentage points since 2000 compared to 9.2 percentage points in Gratiot County and 6.5 percentage points for the Region. Neither the Nation, the State of Michigan, the EMCOG Region nor Gratiot County has experienced a reduction in the poverty rate since the 2000 Census. The number of people in poverty is the equivalent of 1 out of every 5.1 persons in Gratiot County.

**Table 31: Percent of Population At Poverty Level 2000 – 2011**

| Area                  | 2000<br>Percent of<br>Population | 2011<br>Percent of<br>Population | 2011 Ratio of<br>Persons in<br>Poverty |
|-----------------------|----------------------------------|----------------------------------|--|
| <b>Gratiot County</b> | <b>10.3%</b>                     | <b>19.5%</b>                     | <b>1 Out of Every 5.1 Persons</b>      |
| National              | 12.2%                            | 15.0%                            | 1 Out of Every 6.7 Persons             |
| Michigan              | 11.3%                            | 17.5%                            | 1 Out of Every 5.7 Persons             |
| EMCOG Region          | 12.3%                            | 18.8%                            | 1 Out of Every 5.3 Persons             |

Source: Compiled by EMCOG from U. S. Census Bureau American FactFinder

Another indicator of the economic viability of an area is the educational attainment of the population living there. Table 32 presents a comparison of Gratiot County's educational attainment for 2000 and 2011 by identifying the percent of the population age 25 and older that does not have a high school diploma and the percent of the same population that has a degree (high school diploma or higher).

For Gratiot County, as well as the EMCOG Region and the State, the numbers have been going in a positive direction for the past eleven years. The portion of population without a high school diploma has decreased while the educational attainment at all levels has increased.

**Table 32: Education Attainment of Population 25 and Older 2000 - 2011**

| Area                  | 2000<br>Percent<br>Without<br>High School<br>Diploma | 2011<br>Percent<br>Without<br>High<br>School<br>Diploma | 2000<br>Percent With<br>Diploma<br>Or Higher | 2011<br>Percent<br>With<br>Diploma<br>or Higher | 2000<br>Percent<br>with<br>Bachelors<br>or Higher | 2011<br>Percent<br>with<br>Bachelors<br>or Higher |
|-----------------------|--|---|--|---|---|---|
| <b>Gratiot County</b> | <b>16.5%</b>   | <b>12.6%</b>  | <b>83.5%</b>                                 | <b>87.4%</b>                                    | <b>12.9 %</b>                                     | <b>13.1%</b>                                      |
| Michigan              | 16.6%  | 11.6%   | 83.4%  | 88.4%   | 21.8%   | 25.3%   |
| EMCOG                 | 18.3%  | 13.1%   | 81.7%  | 86.9%   | 15.2%   | 17.7%   |

Source: Compiled by EMCOG from Factfinder.census.gov

## **TAXABLE VALUES, TAX RATES AND HOUSING**

The economic health of a community is, in many ways, tied to the health of its tax base. Without a healthy tax base essential services are difficult to deliver and the quality of life amenities that keep residents and businesses and attract new, become threatened. Without a sustainable tax base, bonds and tax initiatives for everything from public safety, education, local roads to water and sewer, are also be at risk.

Table 33 presents a comparison of taxable values for Gratiot County, the EMCOG Region, and Michigan for the years 2000, 2005 and 2011. During the period 2000–2005 Gratiot County’s taxable value increase of 25.1% was greater than the increase for the EMCOG Region and for the State as a whole. During the years 2005–2011 the rate of growth of taxable value slowed for Gratiot County (19.2%). However, as is shown in Table 33 the Gratiot County rate of growth in tax valuation was significantly higher in recent years (2005-2011) compared to Michigan’s rate of growth of less than 1%, indicating more sustainability and growth in the County.

**Table 33: Property Tax Valuation 2000 - 2011**

| Jurisdiction          | 2000<br>Taxable<br>Valuation<br>(million’s) | 2005<br>Taxable<br>Valuation<br>(million’s) | Percent<br>Change<br>2000 - 2005 | 2011<br>Taxable<br>Valuation<br>(million’s) | Percent<br>Change<br>2005 - 2011 |
|-----------------------|---|---|----------------------------------|---|----------------------------------|
| <b>Gratiot County</b> | <b>623.5</b>                                | <b>780.2</b>                                | <b>25.1%</b>                     | <b>929.8</b>                                | <b>19.2%</b>                     |
| State                 | 240,647.5                                   | 321,653.1                                   | 33.7%                            | 323,615.6                                   | 0.6%                             |
| EMCOG Region          | 17,393.6                                    | 22,078.3                                    | 26.9%                            | 24,285.3                                    | 10.0%                            |

Source: Compiled by EMCOG from 2000, 2005, and 2011 Ad Valorem Property Tax Report, Michigan Department of Treasury

Table 34 presents a comparison of the average tax rates levied for Gratiot County, the EMCOG Region and for Michigan for the years 2000, 2005 and 2011. The tax rates are a calculation that represents an overall average millage rate based on total taxable values and total taxes levied. Tax millage rates are based on \$1.00 per \$1,000 of assessed valuation.

During the years 2000–2005 the County's overall millage rate increased by 3.4% compared to a decrease of **-1.7%** in EMCOG and an increase of 1.4% for the State. During the next six years (2005–2011) the millage rate within the County increased by 4.5% compared to modest increases in the tax millage rates for both the EMCOG Region and the State.

**Table 34: Property Tax Rates 2000 - 2011**

| Jurisdiction          | 2000<br>Average<br>Tax Rate | 2005<br>Average<br>Tax Rate | Percent<br>Change<br>2000 - 2005 | 2011<br>Average<br>Tax Rate | Percent<br>Change<br>2005 - 2011 |
|-----------------------|-----------------------------|-----------------------------|----------------------------------|-----------------------------|----------------------------------|
| <b>Gratiot County</b> | <b>32.74</b>                | <b>33.86</b>                | <b>3.4%</b>                      | <b>35.37</b>                | <b>4.5%</b>                      |
| State                 | 39.32                       | 39.88                       | 1.4%                             | 40.00                       | <b>0.3%</b>                      |
| EMCOG Region          | 35.58                       | 34.99                       | <b>-1.7%</b>                     | 35.05                       | <b>0.2%</b>                      |

Source: Compiled by EMCOG from 2000, 2005, and 2011 Ad Valorem Property Tax Report, Michigan Department of Treasury  
Average Tax Rate: calculation based on total taxes levied and total taxable valuation

Another indicator of the economic health of an area is the status of the growth of the housing stock and vacancy rates. Table 35 shows the 2000 and 2011 housing units and the rate of growth in housing units since the 2000 Census for Gratiot County, the EMCOG Region, and the State. During this eleven-year period Gratiot County experienced a 5.4% increase in housing units, which is greater than the increase in the EMCOG Region as a whole (4.7%) and but less than the statewide increase of 7.0%

**Table 35: Housing Units 2000 - 2011**

| Jurisdiction          | 2000 Total<br>Housing Units | 2011 Total<br>Housing Units | Percent Change<br>2000 - 2011 |
|-----------------------|-----------------------------|-----------------------------|-------------------------------|
| <b>Gratiot County</b> | <b>15,516</b>               | <b>16,353</b>               | <b>5.4%</b>                   |
| State                 | 4,234,279                   | 4,532,215                   | 7.0%                          |
| EMCOG Region          | 345,374                     | 396,223                     | 4.7%                          |

Source: Compiled by EMCOG from U.S. Census StatsAmerica 2007-2011 Estimates

While Gratiot County experienced modest gains in housing units during the past 11 years, the vacancy rate data in Table 36 provides further information: the number of vacant housing units in 2000 and 2011 and the percent those vacant units are of the total housing for the same time period.

Note: the vacancy rates are based on U. S. Census data. The Census determines a housing unit as vacant *if no one is living in it at the time of the interview, unless its occupants are only temporarily absent. A vacant unit may be one which is entirely occupied by persons who have a usual residence elsewhere* ([www.census.gov](http://www.census.gov)). Based on this definition, second homes are counted as vacant.

As shown below, the increase in housing in Gratiot County (5.4% from Table 35) is greater than the increase in vacancies (3.5 percentage points) for the County. The overall vacancy rate for Gratiot County has grown from 6.5% in 2000 to 10.0% in 2011.

**Table 36: Housing Vacancies 2000 - 2011**

| Jurisdiction          | 2000 Vacant<br>Housing Units | 2000<br>Vacancy<br>Rate | 2011 Vacant<br>Housing Units | 2011<br>Vacancy<br>Rate | Change In Housing<br>Vacancy Rate<br>Percentage Points<br>2000 - 2011 |
|-----------------------|------------------------------|-------------------------|------------------------------|-------------------------|---|
| <b>Gratiot County</b> | <b>1,015</b>                 | <b>6.5%</b>             | <b>1,636</b>                 | <b>10.0%</b>            | <b>3.5</b>  |
| State                 | 448,618                      | 10.6%                   | 707,033                      | 15.6%                   | 5.0   |
| EMCOG Region          | 70,702                       | 18.7%                   | 88,348                       | 22.3%                   | 3.6   |

Source: Compiled by EMCOG from U.S. Census StatsAmerica 2007-2011 Estimates

## SUMMARY OF DATA FOR GRATIOT COUNTY

The following is a list of highlights of findings of the economic data for Gratiot County:

### POPULATION TRENDS

- Gratiot County's population grew by 0.5% since 2000 (Table 2).
- Population is forecast to increase through 2040 at a rate of 0.25% per year (Table 3).
- All of the four population subsets are forecast to increase by the year 2040. The largest growth is forecast to occur in the "Natural Increase" (births – deaths) population subset (Table 3).
- The rate of population growth is forecast to increase by 4.1% from 2010-2020 and another 3.5% from 2020-2040 (Table 4).
- Gratiot County's population is getting older. The median age has increased from 28.4 in 1980 to 38.4 in 2010 (Table 5).
- The number of households is forecast to increase from 2010-2040 at a greater rate than the population growth, indicating a trend to a smaller household size (Table 6).

### EMPLOYMENT AND JOBS

- The 24-month (2011-2012) average unemployment rate for Gratiot County of 8.6% is the same as the State rate but higher than the National and EMCOG rates. (Table 7).
- Gratiot County's population is estimated to decrease by **-2.4%** during the daytime due to the net impact of workers commuting to jobs within and outside of the County (Table 8).
- Overall, workers are exported to outside of Gratiot County to work. (Table 9)
- Resident sector businesses (i.e., either stand alone businesses or businesses headquartered with the County or state) make up 90% of businesses within Gratiot County (Table 10).
- Approximately 93% of the resident sector businesses in Gratiot County are either self-employed (1 employee) or Stage 1 (2-9 employees) (Table 11).

- Stage 2 companies (10-99 employees) make up 6.5% of businesses in Gratiot County (Table 11).
- 70% of jobs in Gratiot County come from resident sector businesses; the least amount of jobs (10%) are from the non-resident sector (Table 12).
- 67% of resident sector jobs in Gratiot County are from either Stage 1 or Stage 2 businesses (Table 13).
- Resident businesses generate 90% of sales within Gratiot County (Table 14).
- The Self-Employed and Stage 1 businesses (2-9 employees) generate over 32% of sales within Gratiot County (Table 15).
- Stage 2 businesses (10-99 employees) generate over 28% of sales within Gratiot County (Table 15).
- During the four year period 2006 – 2009 the Self-Employed businesses in Gratiot County experienced growth in sales of nearly 7% while Stage 1 businesses experienced a smaller increase of 2.2%. (Table 16).
- During the four year period 2006 – 2009 the Stage 2 businesses in Gratiot County experienced a decrease in sales of **-22.2%**. (Table 16).
- Stage 3 businesses which make up less than 0.5% of businesses and 7.5% of jobs in Gratiot County experienced a 5.9% increase in sales during the same 4 year period (2006-2009. (Table 16).
- Stage 4 businesses In Gratiot County experienced the largest growth in sales during the 2006-2009 timeframe of 17.7% (Table 16)
- From 2006 to 2009 the following business activity occurred in Gratiot County:
  - For every 1 business that opened, 0.77 businesses closed (Table 17).
  - For every 1 job created from businesses opening, 1.8 jobs were lost due to business closures (Table 20).
  - For every 1 business that expanded, 0.49 businesses downsized (Table 18).
  - For every 1 job created from business expansion, 0.98 jobs were lost due to business downsizing (Table 21).

- For every 1 business that moved in to the County, 0.95 businesses moved out of the County (Table 19).
  - For every 1 job created from businesses moving in to the County, 0.78 jobs were lost due to businesses moving out of the County (Table 22).
- Employment Sector Forecasts: 2010-2040
  - The largest employee occupation sector is “Services” (Table 28).
  - The second largest employee occupation sector is “Other” (Table 27).
  - The largest forecast increase in jobs at 33% is “Services” (Table 28).
  - The employment sectors in Gratiot County that are forecast to lose jobs by 2040 are “Manufacturing” (Table 23), “Other Basic” (Table 24), “Retail” (Table 25) and “Wholesale” (Table 26).

#### **INCOME, POVERTY AND EDUCATION**

- Gratiot County's 24-month 2011 PCPI (per capita personal income) is 73.7% of the National average. (Table 30).
- 19.5% of Gratiot County's population (2011) is at the poverty level, an increase of 9.2 percentage points since 2000 (Table 31).
- The portion of Gratiot County's population with a high school diploma has been increasing steadily since 2000 (Table 32).
- The portion of Gratiot County's population that has a college degree or higher has been increasing steadily since 2000 (Table 32)

#### **TAXABLE VALUES, TAX RATES AND HOUSING**

- Taxable values in Gratiot County grew from 2000 to 2005 but have grown at a slightly slower rate since 2005 (Table 33).
- Taxable values in Gratiot County grew at a significantly higher rate than the EMCOG Region and the State as a whole (Table 33).
- The overall tax levy rate for Gratiot County has increased by 4.5% since 2005 (Table 34).



- The number of housing units in Gratiot County grew by 5.4% from 2000 to 2011. This growth rate is lower than the growth rate for the State and but higher than the growth rate for the EMCOG Region (Table 34).
- The housing vacancy rate <sup>5</sup> for Gratiot County is 10% (an increase of 3.5 percentage points since 2000); a lower vacancy rate than for both the EMCOG Region and the State as a whole. (Table 36).

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<sup>5</sup> According to the U. S. Census a housing unit is considered vacant if no one is living in it at the time of the interview, unless its occupants are only temporarily absent. A vacant unit may be one which is entirely occupied by persons who have a usual residence elsewhere.