



County SNAPSHOT

Grand Traverse County, MI

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01 overview

Grand Traverse County, MI

Overview

Lakes to Land Regional Initiative Region

Grand Traverse county is a part of the Lakes to Land Regional Initiative Region.

This region is comprised of four Michigan counties. U.S. 31 passes through the western part of the region and connects to I-75 located at the eastern edge of the region.

- Benzie
- Grand Traverse
- Kalkaska
- Manistee



02 demography

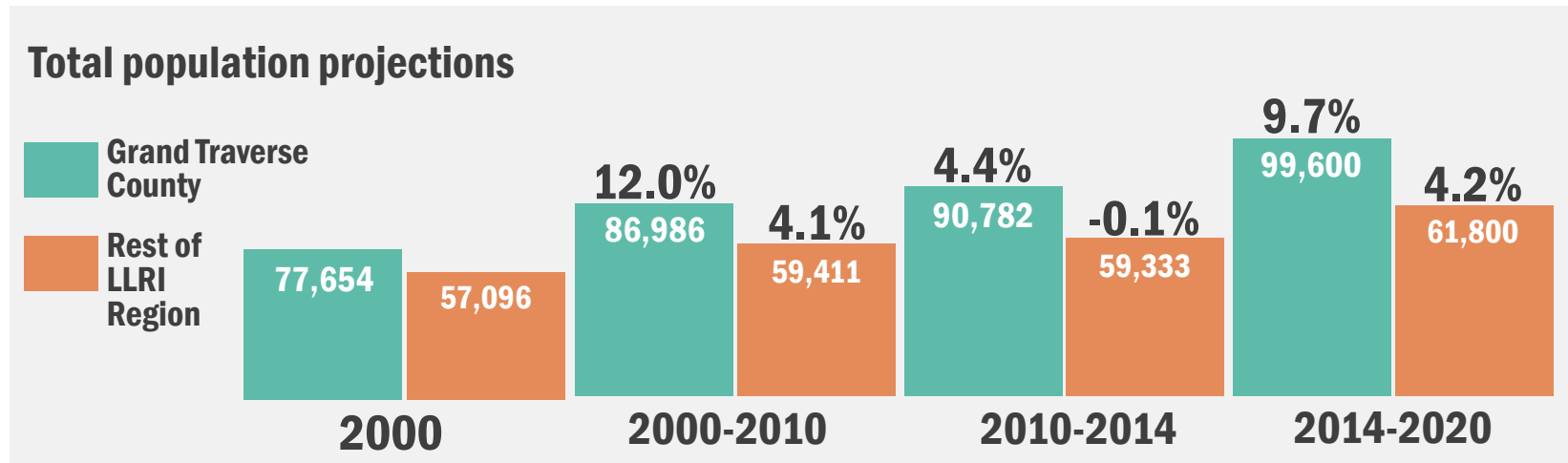
Population change

Age structure

Income and poverty

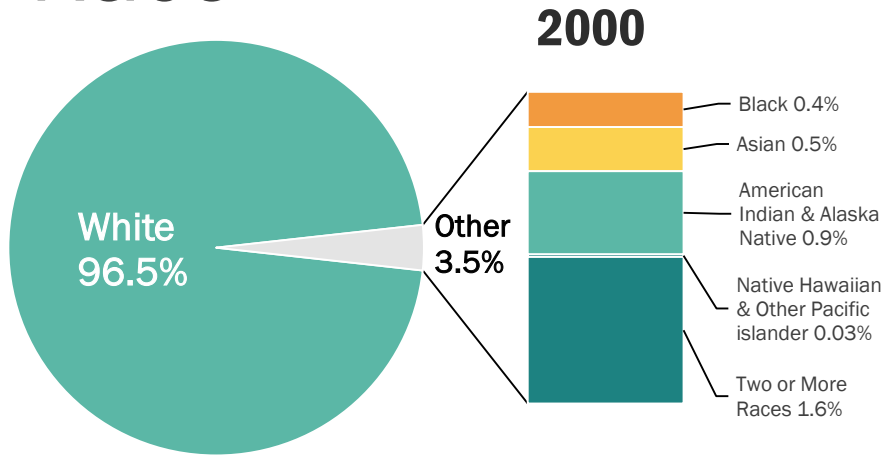
Demography

Population change



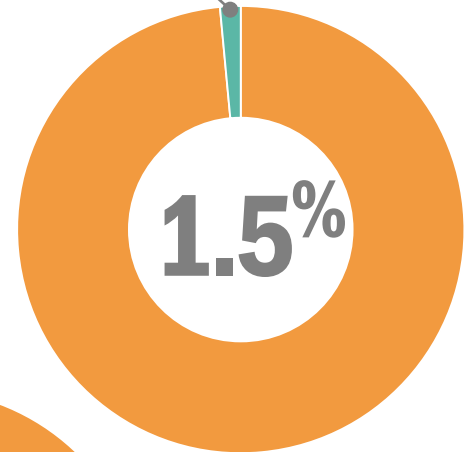
Demography

Race

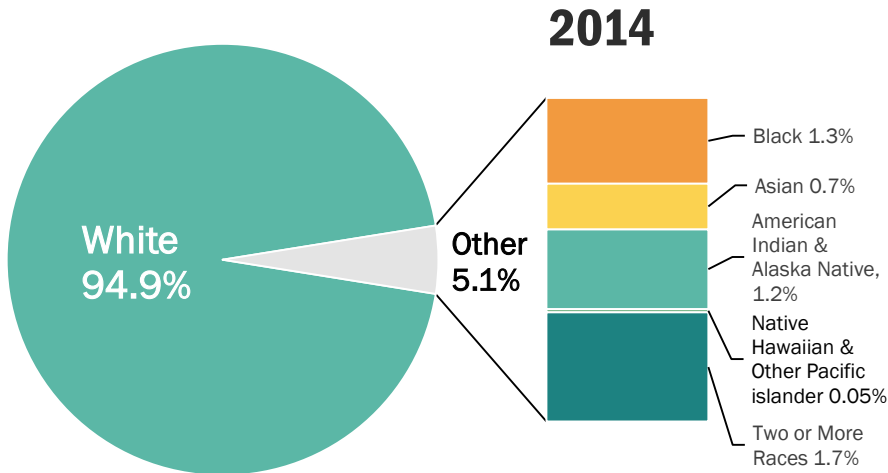
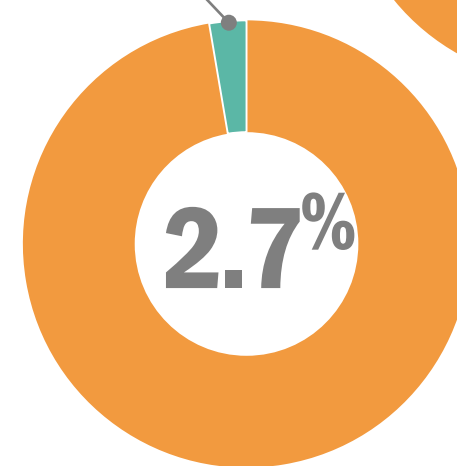


Ethnicity

Hispanics - 2000



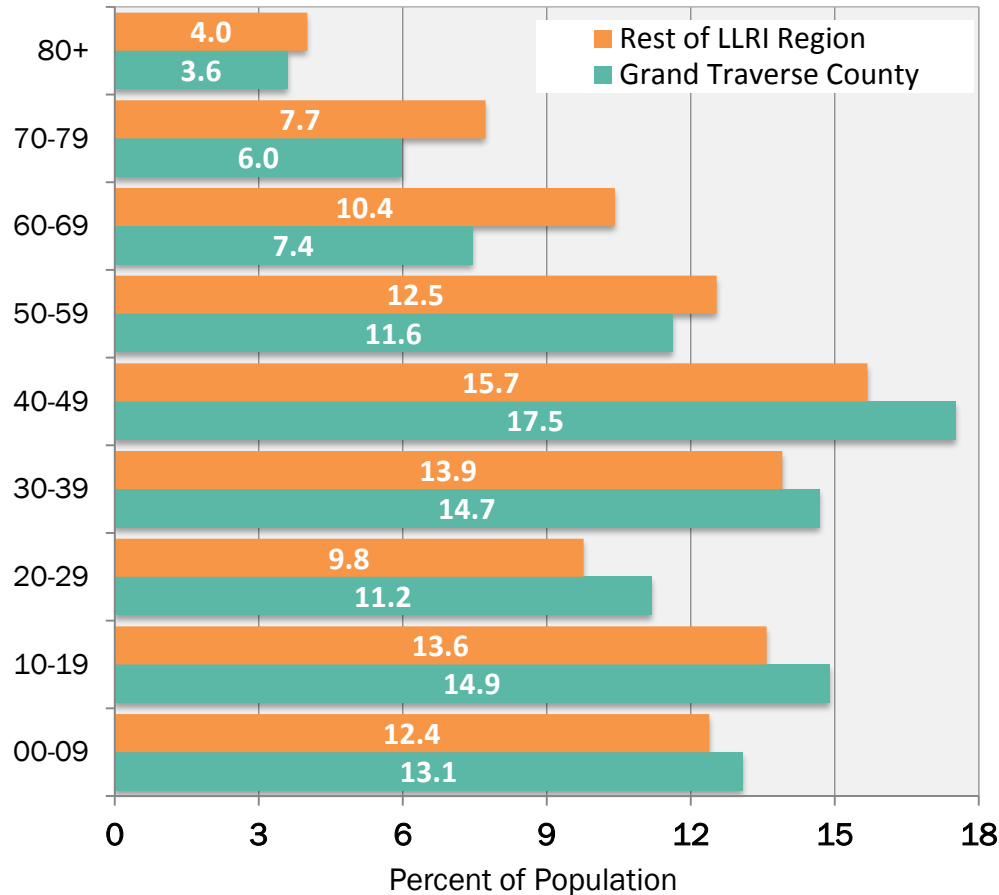
Hispanics - 2014



Demography

Population Age Structure, 2000

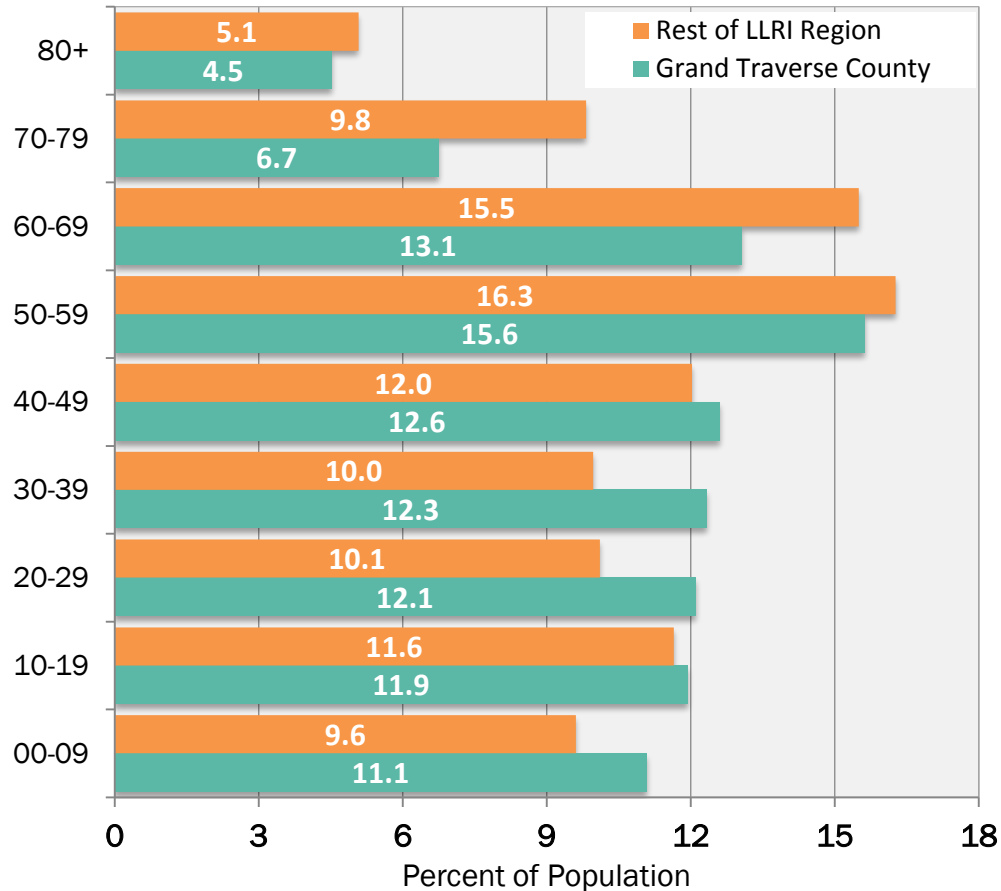
A visual presentation of the age distribution of the population (in percent)



Demography

Population Age Structure, 2014

A visual presentation of the age distribution of the population (in percent)



Demography

Income and poverty

	2003	2008	2013
Total Population in Poverty	7.8%	9.5%	11.6%
Minors (Age 0-17) in Poverty	10.3%	11.8%	15.4%
Real Median Household Income* (\$ 2013)	\$54,466	\$54,256	\$50,755

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* Note: Regional Median Household income is the population-weighted average of median household income values across the EIRPC Region counties.
Source: U.S. Census Bureau – Small Area Income and Poverty Estimates (SAIPE)

03 human capital

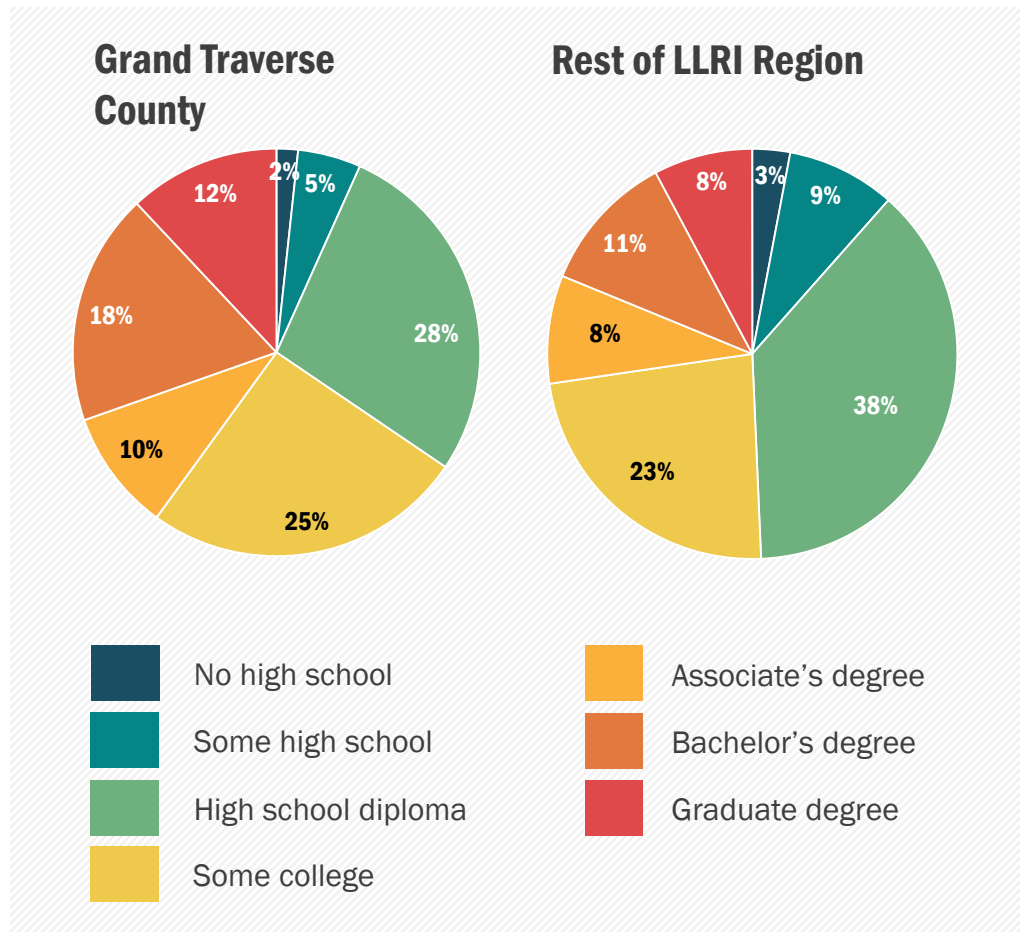
Educational attainment

Graduation rates

Patents

Human capital

Educational attainment, 2013

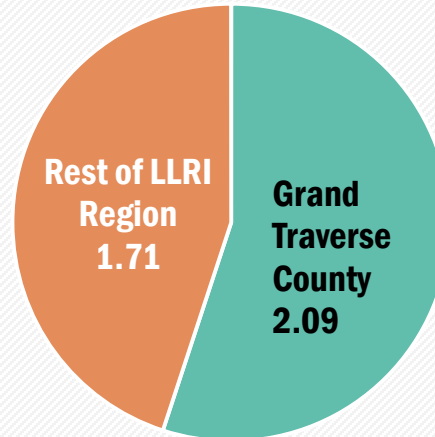


Human capital

Patents

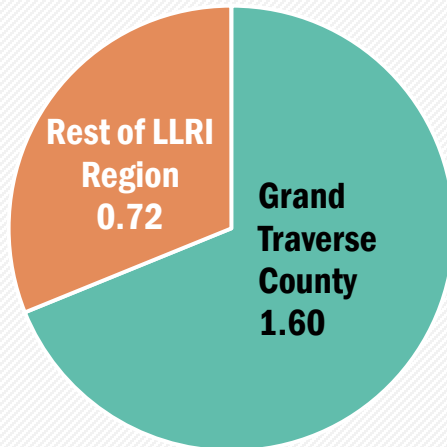
Patents per 10,000 Jobs 2001-2013

From 2001 to 2013, Grand Traverse county was issued patents at a rate of 2.09 per 10,000 jobs, while the remaining counties in LLRI region garnered 1.71 patents per 10,000 jobs.



Patenting trends are an important indicator of the level of innovation in a region.

Commercializing this innovation can lead to long-term growth for regional economies.



Patents per 10,000 residents 2001-2013

From 2001 to 2013, 1.60 patents per 10,000 residents were issued in Grand Traverse county. The rest of LLRI region amassed 0.72 patents per 10,000 residents.

04 labor force

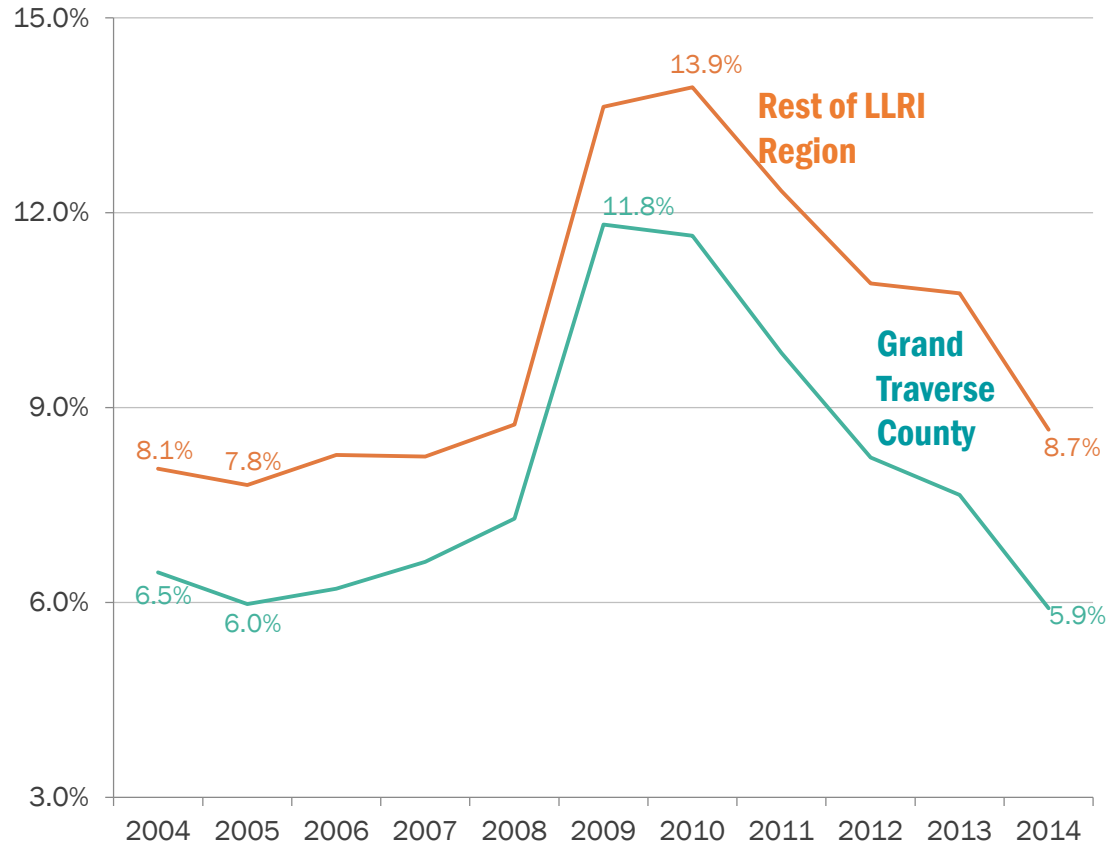
Unemployment rates

Earnings per worker

Source of labor for the region

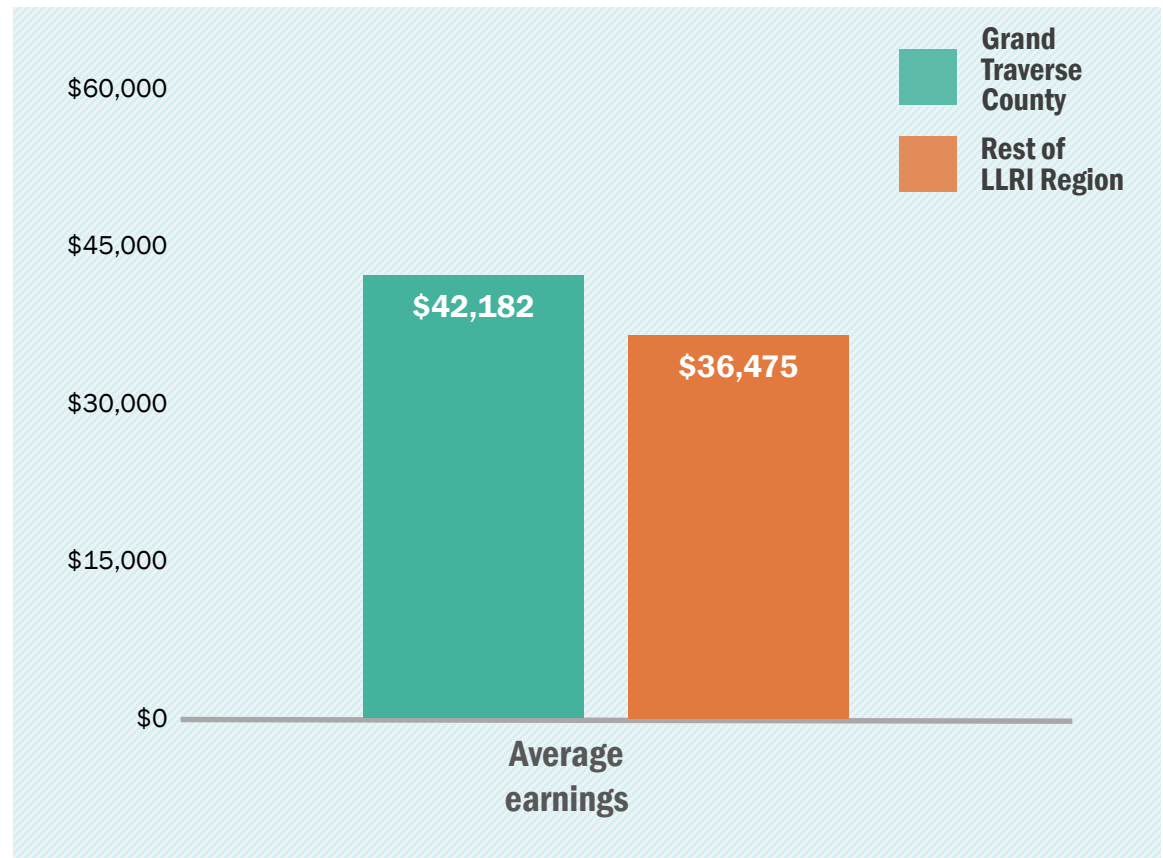
Labor force

Unemployment rates



Labor force

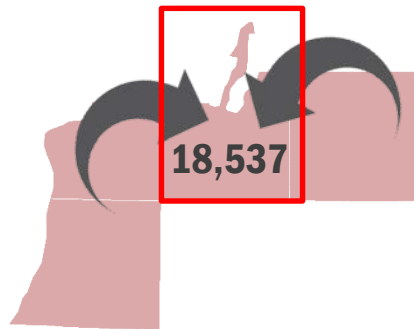
Earnings per worker in 2014



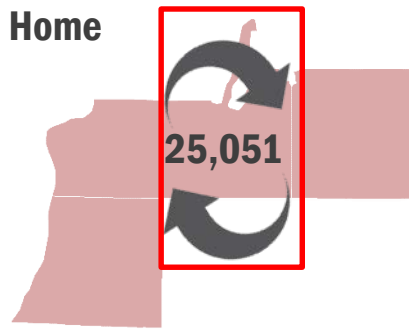
Labor force

Journey to Work: Grand Traverse County

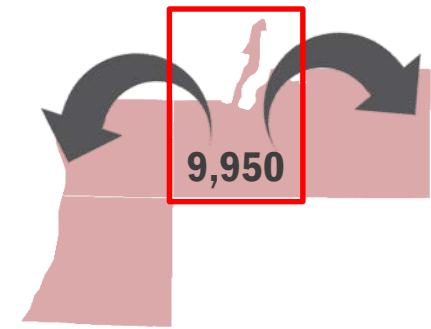
In-Commuters



**Same Work/
Home**



Out-Commuters



Population	2013 Jobs	Proportion
Employed in County	43,588	100.0%
Employed in County but Living Outside	18,537	42.5%
Employed and Living in County	25,051	57.5%

Population	2013 Jobs	Proportion
County Residents	35,001	100.0%
Employed Outside County but Living in County	9,950	28.4%
Employed and Living in County	25,051	71.6%

05 industry and occupation

Establishments

Employment by industry

Cluster analysis

Top occupations

STEM occupations

Industry and occupation

Establishments: Grand Traverse County

Components of Change for Establishments 2000-2011

Establishments Launched	10,565
Establishments Closed	6,393
Net Change	4,172
Net Migration (Establishments moving into minus Establishments moving out of the region)	140
Total Change	4,312
Percent Change	67.7%

An establishment is a physical business location.

Branches, standalones and headquarters are all considered types of establishments.



Definition of Company Stages



Industry and occupation

Establishments

Number of Establishments by Company Stages

	2000		2011	
Stage	Establishments	Proportion	Establishments	Proportion
Stage 0	1,828	28.7%	3,884	36.4%
Stage 1	3,442	54.1%	5,678	53.2%
Stage 2	1,032	16.2%	1,054	9.9%
Stage 3	57	0.9%	59	0.6%
Stage 4	9	0.1%	5	0.0%
Total	6,368	100.0%	10,680	100.0%

Industry and occupation

Establishments

Number of Jobs by Company Stages

Year	2000	2011	% Change
Stage 0	1,828	3,884	112.5%
Stage 1	13,082	17,399	33.0%
Stage 2	24,998	26,944	7.8%
Stage 3	9,744	10,610	8.9%
Stage 4	9,776	5,902	-39.6%
Total	59,428	64,739	8.9%

Sales (\$ 2012) by Company Stages

Year	2000	2011	% Change
Stage 0	\$292,057,691	\$308,860,398	5.8%
Stage 1	\$1,993,093,288	\$1,493,539,297	-25.1%
Stage 2	\$3,427,510,323	\$2,799,455,607	-18.3%
Stage 3	\$1,063,799,425	\$1,007,060,568	-5.3%
Stage 4	\$1,067,755,271	\$529,685,871	-50.4%
Total	\$7,844,215,998	\$6,138,601,741	-21.7%

Industry and occupation

Top ten industry sector employment growth: Grand Traverse County

NAICS	Description	2009 Jobs	2014 Jobs	Change	Change (%)	Regional Change (%)
55	Management of Companies and Enterprises	33	44	11	33%	33%
48	Transportation and Warehousing	777	1,033	256	33%	20%
61	Educational Services	1,321	1,601	280	21%	17%
31	Manufacturing	4,190	4,982	792	19%	13%
72	Accommodation and Food Services	5,195	6,173	978	19%	17%
71	Arts, Entertainment, and Recreation	1,348	1,590	242	18%	15%
42	Wholesale Trade	1,246	1,455	209	17%	13%
53	Real Estate and Rental and Leasing	2,944	3,277	333	11%	13%
52	Finance and Insurance	3,560	3,955	395	11%	12%
62	Health Care and Social Assistance	9,146	10,067	921	10%	9%

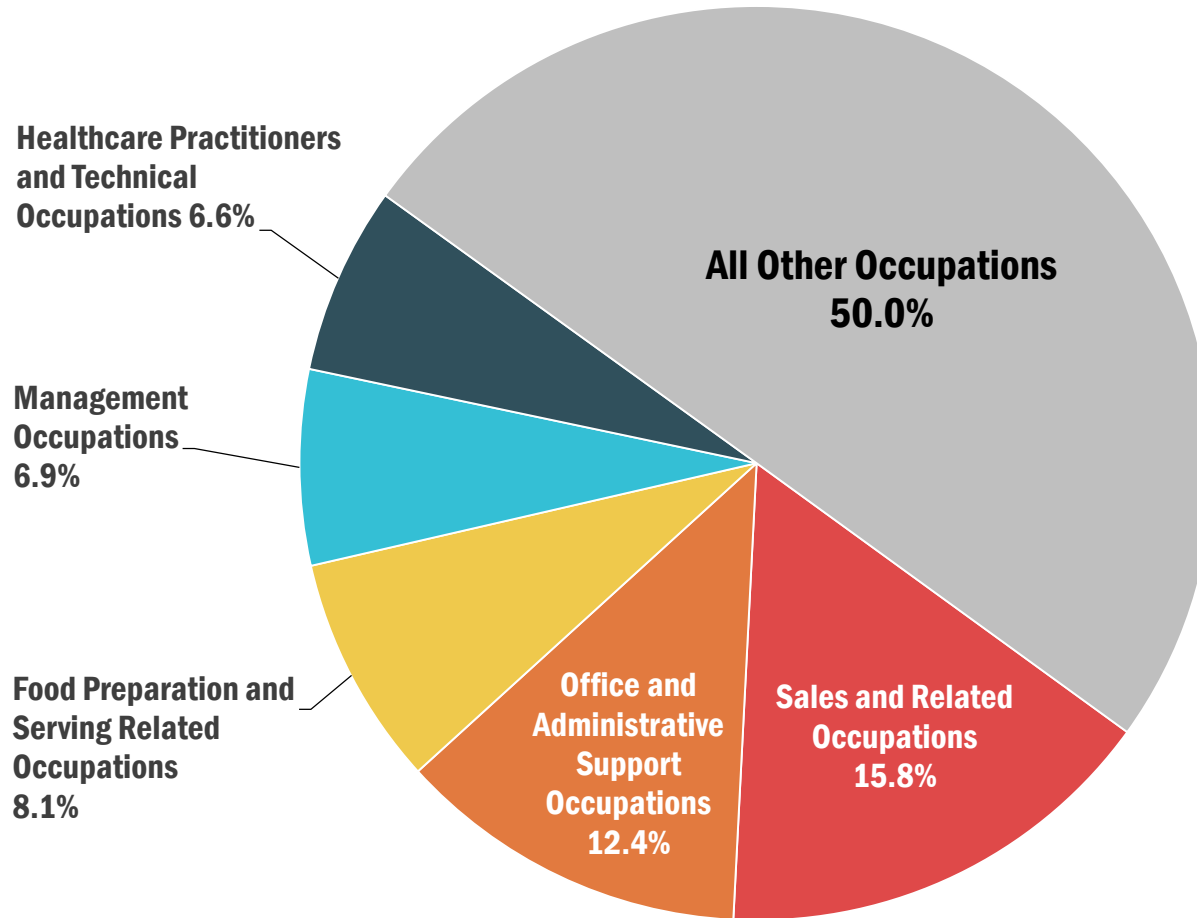
Industry and occupation

Top six industry sector employment decline: Grand Traverse County

NAICS	Description	2009 Jobs	2014 Jobs	Change	Change (%)	Regional Change (%)
51	Information	1,221	1,060	-161	-13%	-9%
90	Government	6,508	6,072	-436	-7%	-8%
23	Construction	3,801	3,660	-141	-4%	-5%
22	Utilities	239	234	-5	-2%	-10%
54	Professional, Scientific, and Technical Services	4,004	3,926	-78	-2%	1%
44	Retail Trade	8,247	8,175	-72	-1%	-1%

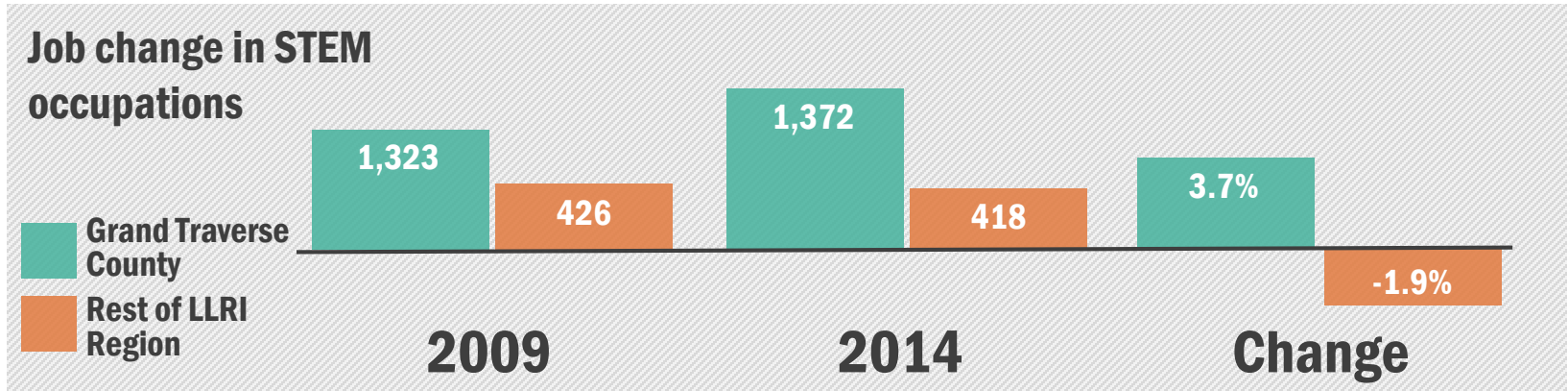
Industry and occupation

Top five occupations in 2014: Grand Traverse County



Industry and occupation

Science, Technology, Engineering & Math



*Note: STEM and STEM-related occupation definitions from BLS (2010)

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Report Contributors

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