



Ottawa County, MI

Michigan Economic Development Corporation



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Lansing, Michigan 48913

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Economy Overview

289,401

Population (2018)

Population **grew by 15,579** over the last 5 years and is projected to **grow by 11,599** over the next 5 years.

139,399

Jobs (2018)

Jobs **grew by 14,412** over the last 5 years and are projected to **grow by 7,920** over the next 5 years.

\$61.4K

Median Household Income (2016)

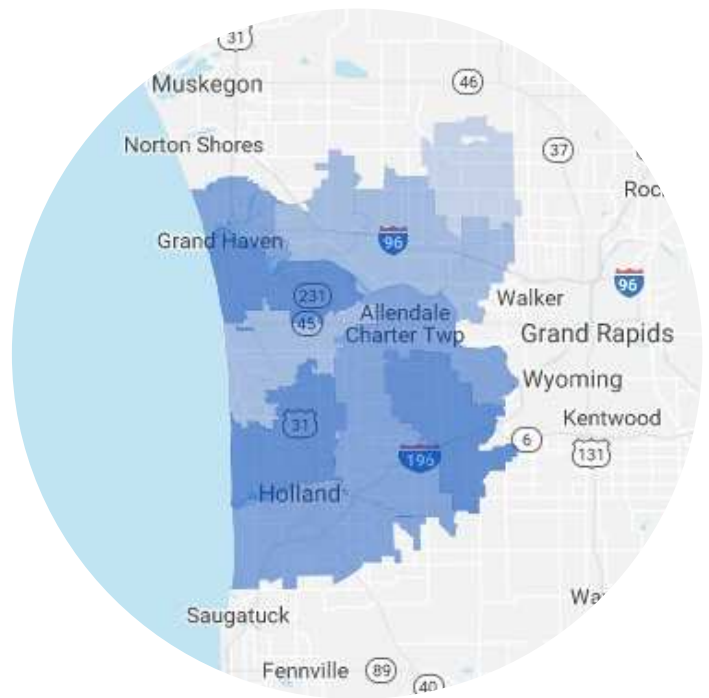
Median household income is **\$6.0K above** the national median household income of \$55.3K.

As of 2018 the region's population **increased by 5.7%** since 2013, growing by 15,579. Population is expected to **increase by 4.0%** between 2018 and 2023, adding 11,599.

From 2013 to 2018, jobs **increased by 11.5%** in Ottawa County, MI from 124,987 to **139,399**. This change **outpaced the national growth rate of 7.4% by 4.1%**. As the number of jobs increased, the **labor force participation rate increased from 67.2% to 69.3% between 2013 and 2018**.

Concerning educational attainment, **20.8% of Ottawa County, MI residents possess a Bachelor's Degree** (2.2% above the national average), and **8.3% hold an Associate's Degree** (0.3% above the national average).

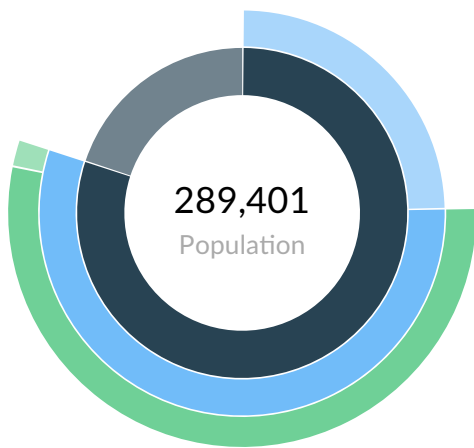
The top three industries in 2018 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Semiconductor and Other Electronic Component Manufacturing.



	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	289,401	160,340	139,399	93.4	\$14.92B	\$20.65B	\$21.07B
State	9,970,606	4,950,181	4,704,127	90.6	\$507.06B	\$432.35B	\$494.63B
Nation	328,038,851	163,733,789	161,636,598	100.0	\$19.28T	\$0	\$8.38T

Economy Overview - Cont.

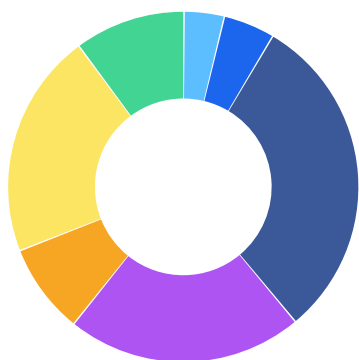
2018 Labor Force Breakdown



	Population
● Total Working Age Population	231,518
● Not in Labor Force (15+)	71,178
● Labor Force	160,340
● Employed	154,920
● Unemployed	5,420
● Under 15	57,884

Educational Attainment

Concerning educational attainment, **20.8% of Ottawa County, MI residents possess a Bachelor's Degree** (2.2% above the national average), and **8.3% hold an Associate's Degree** (0.3% above the national average).

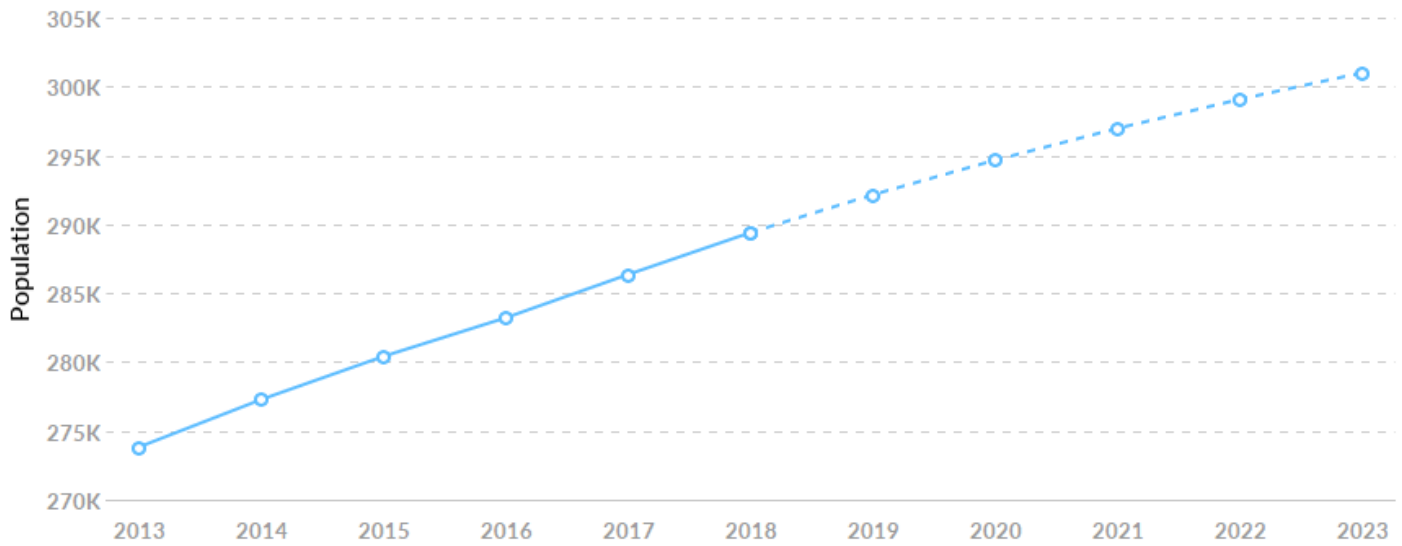


	% of Population	Population
● Less Than 9th Grade	3.7%	6,724
● 9th Grade to 12th Grade	4.8%	8,626
● High School Diploma	30.4%	55,177
● Some College	21.8%	39,495
● Associate's Degree	8.3%	15,126
● Bachelor's Degree	20.8%	37,696
● Graduate Degree and Higher	10.2%	18,533

Historic & Projected Trends

Population Trends

As of 2018 the region's population **increased by 5.7%** since 2013, growing by 15,579. Population is expected to **increase by 4.0%** between 2018 and 2023, adding 11,599.

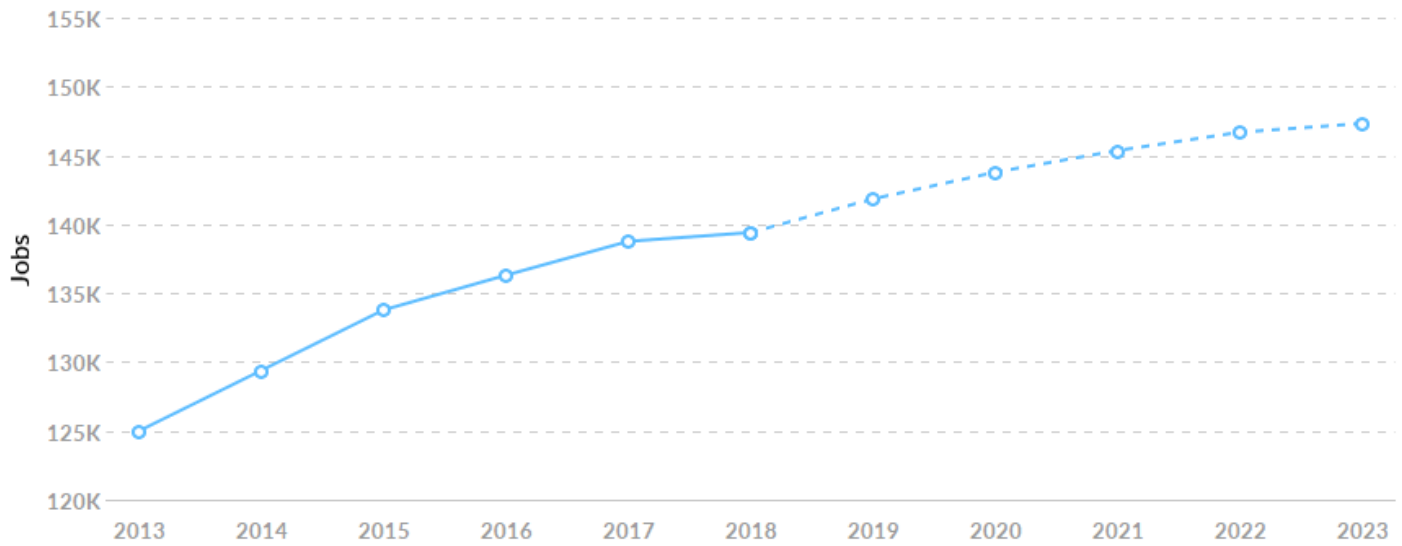


Timeframe	Population
2013	273,823
2014	277,275
2015	280,410
2016	283,214
2017	286,355
2018	289,401
2019	292,145
2020	294,657
2021	296,963
2022	299,073
2023	301,000

Historic & Projected Trends - Cont.

Job Trends

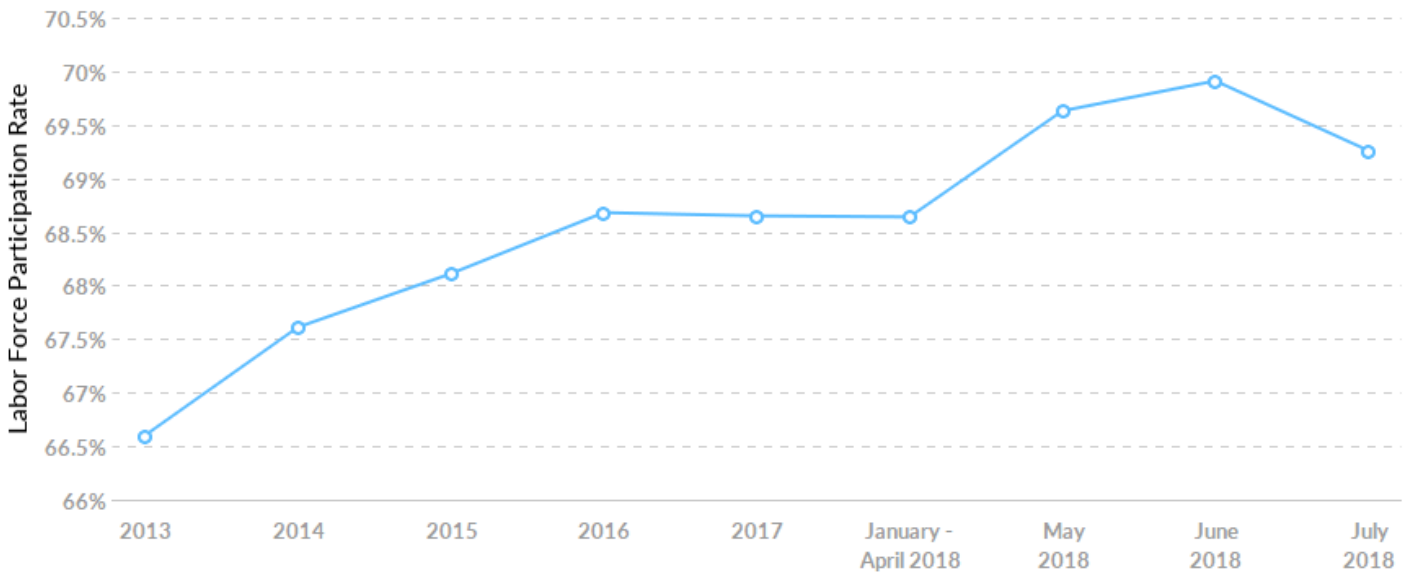
From 2013 to 2018, jobs increased by **11.5%** in Ottawa County, MI from 124,987 to **139,399**. This change **outpaced the national growth rate of 7.4%** by **4.1%**.



Timeframe	Jobs
2013	124,987
2014	129,384
2015	133,778
2016	136,299
2017	138,759
2018	139,399
2019	141,841
2020	143,779
2021	145,355
2022	146,683
2023	147,319

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

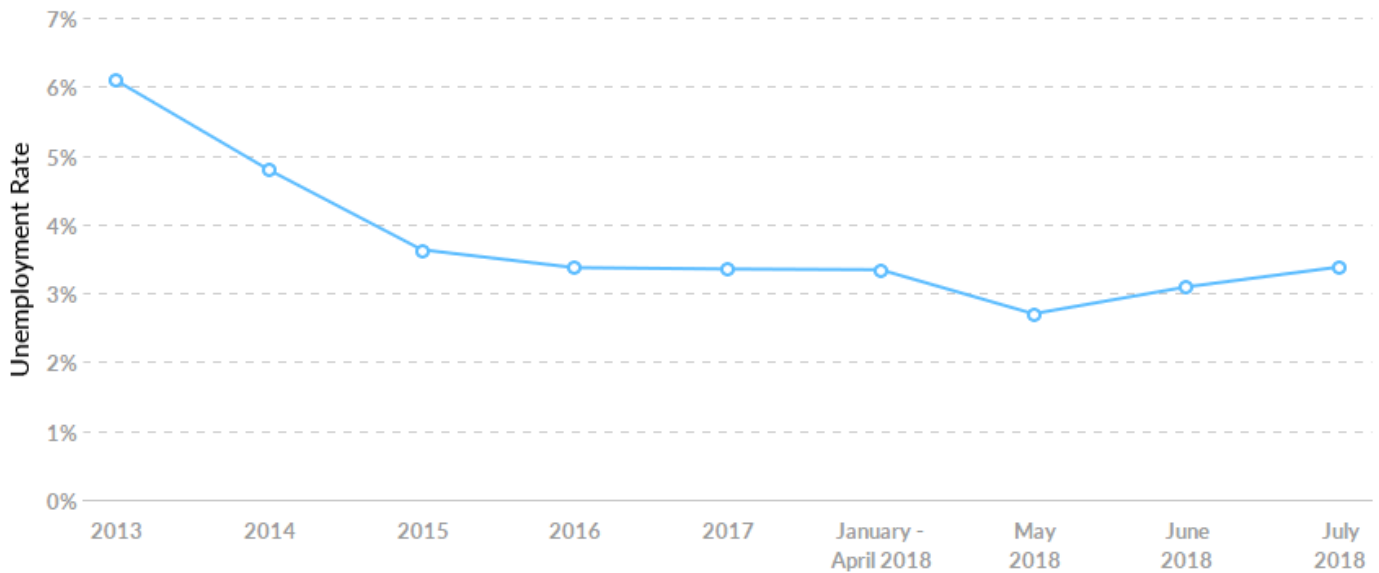


Timeframe	Labor Force Participation Rate
2013	66.60%
2014	67.61%
2015	68.11%
2016	68.68%
2017	68.65%
January - April 2018	68.64%
May 2018	69.63%
June 2018	69.91%
July 2018	69.26%

Historic & Projected Trends - Cont.

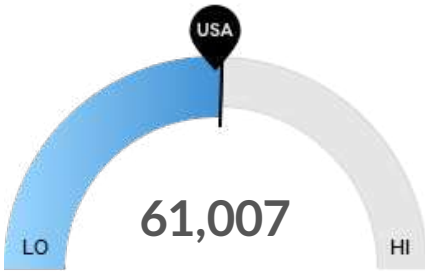
Unemployment Rate Trends

Ottawa County, MI had a July 2018 unemployment rate of 3.38%, **decreasing from 6.09%** 5 years before.



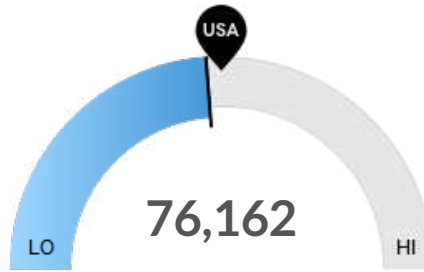
Timeframe	Unemployment Rate
2013	6.09%
2014	4.79%
2015	3.63%
2016	3.37%
2017	3.35%
January - April 2018	3.34%
May 2018	2.70%
June 2018	3.09%
July 2018	3.38%

Population Characteristics



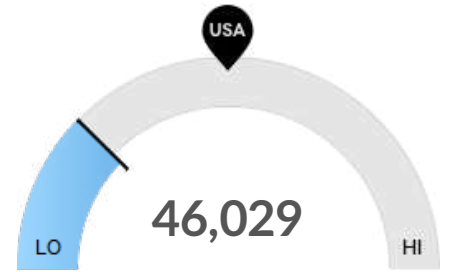
Millennials

Ottawa County, MI has 61,007 millennials (ages 20-34). The national average for an area this size is 59,308.



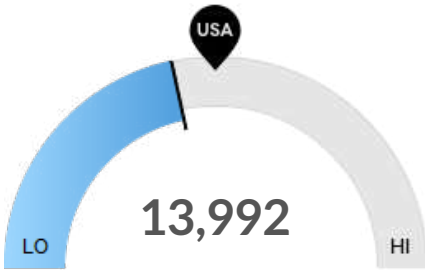
Retiring Soon

Retirement risk is about average in Ottawa County, MI. The national average for an area this size is 81,633 people 55 or older, while there are 76,162 here.



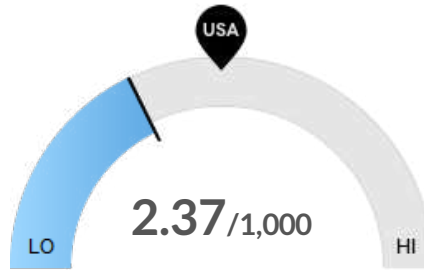
Racial Diversity

Racial diversity is low in Ottawa County, MI. The national average for an area this size is 112,457 racially diverse people, while there are 46,029 here.



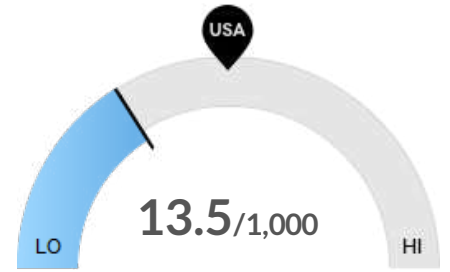
Veterans

Ottawa County, MI has 13,992 veterans. The national average for an area this size is 17,108.



Violent Crime

Ottawa County, MI has 2.37 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



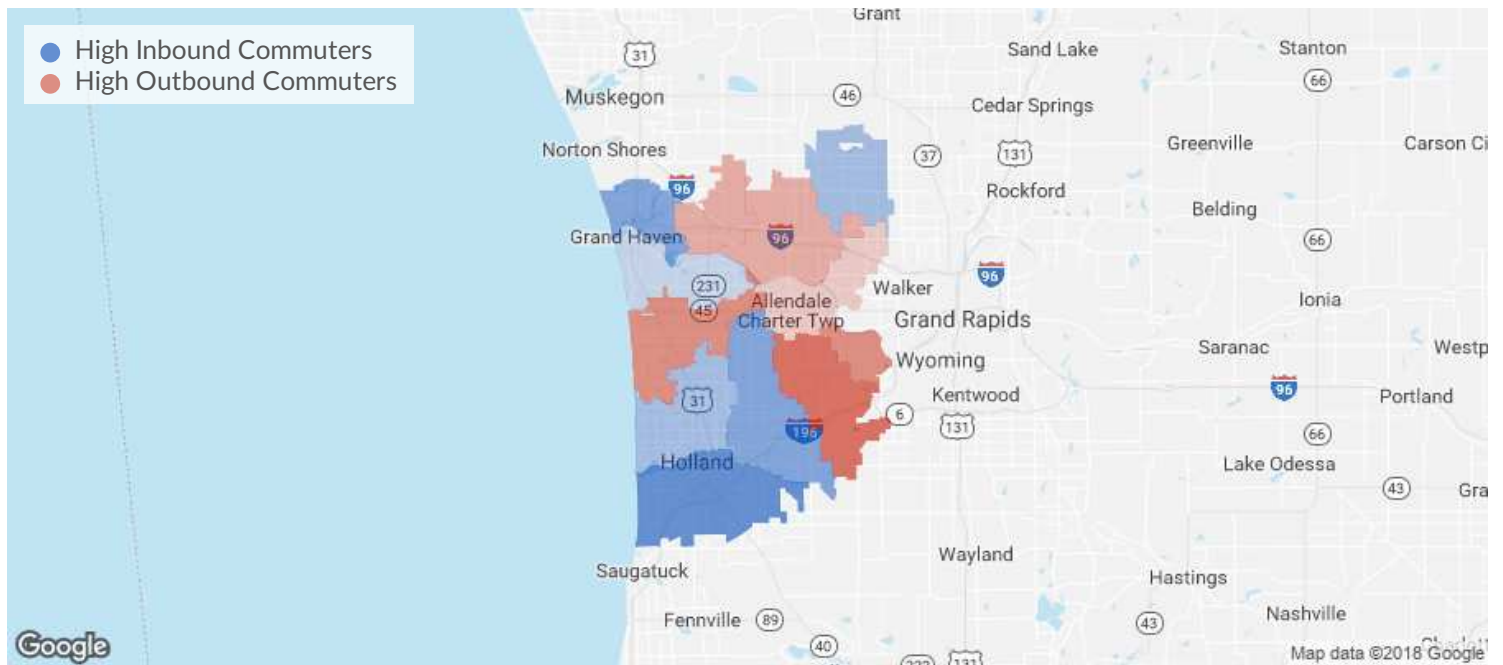
Property Crime

Ottawa County, MI has 13.5 property crimes per 1,000 people. The national rate is 24.21 per 1,000 people.

Population Characteristics - Cont.

Place of Work vs Place of Residence

Understanding where talent in Ottawa County, MI currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #2 for resident workers. The top ZIP for resident workers is 49424.



Where Talent Works

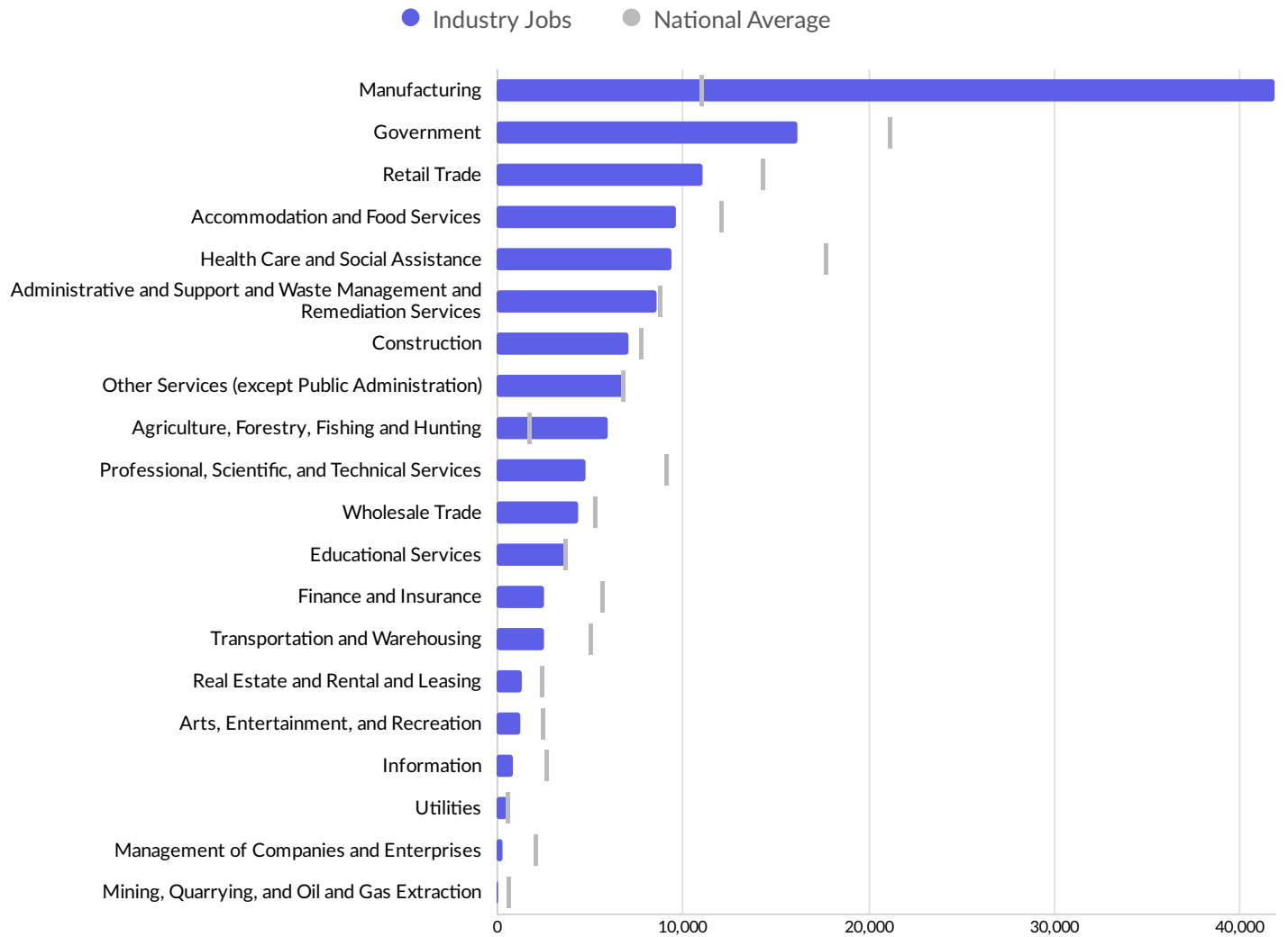
ZIP	Name	2018 Employment
49423	Holland, MI (in Ottawa...)	28,632
49424	Holland, MI (in Ottawa...)	24,179
49464	Zeeland, MI (in Ottawa...)	17,601
49417	Grand Haven, MI (in O...)	16,594
49456	Spring Lake, MI (in Ott...)	13,831

Where Talent Lives

ZIP	Name	2018 Workers
49424	Holland, MI (in Ottawa...)	23,018
49423	Holland, MI (in Ottawa...)	22,489
49426	Hudsonville, MI (in Ott...)	20,261
49417	Grand Haven, MI (in O...)	16,221
49428	Jenison, MI (in Ottawa...)	14,590

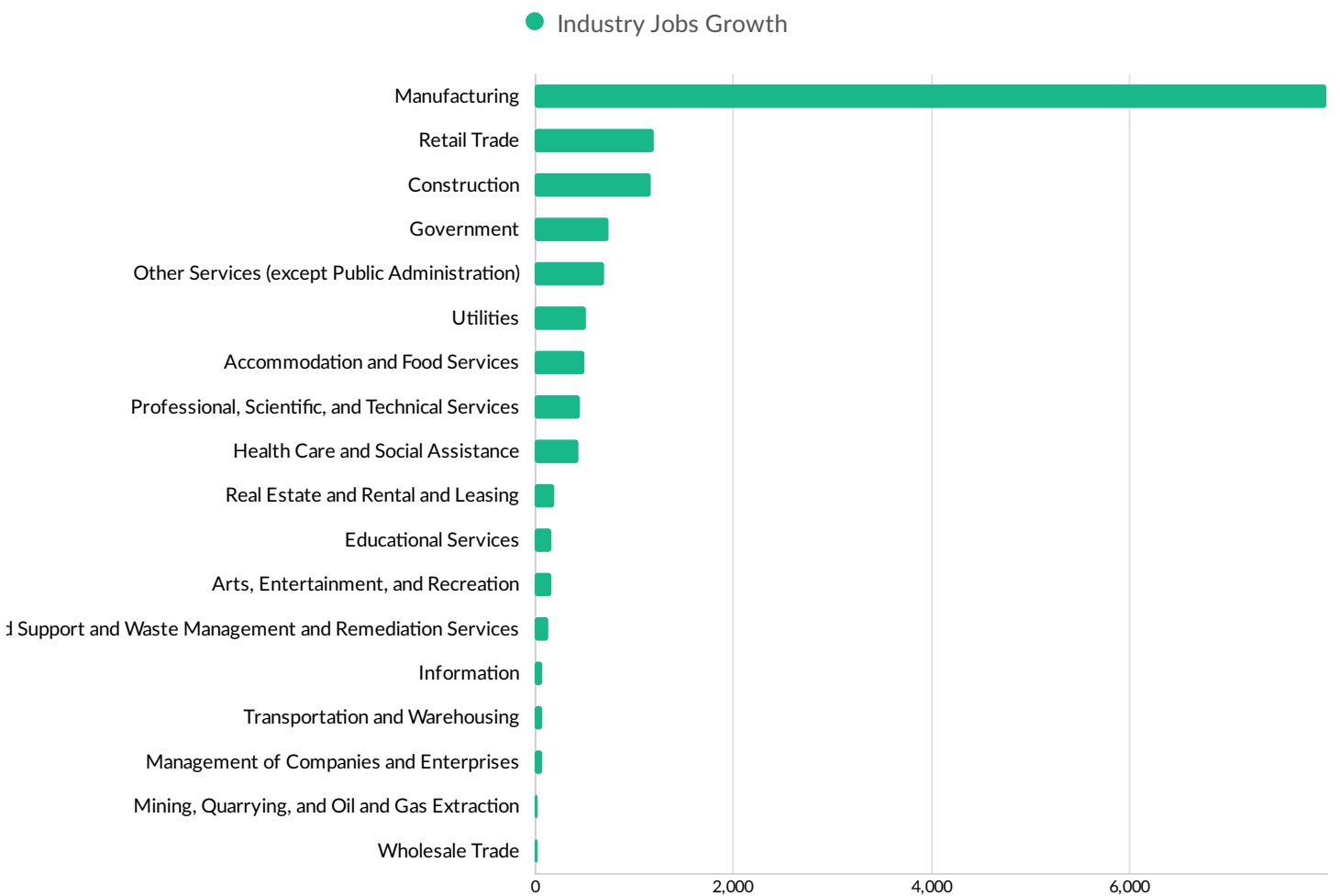
Industry Characteristics

Largest Industries



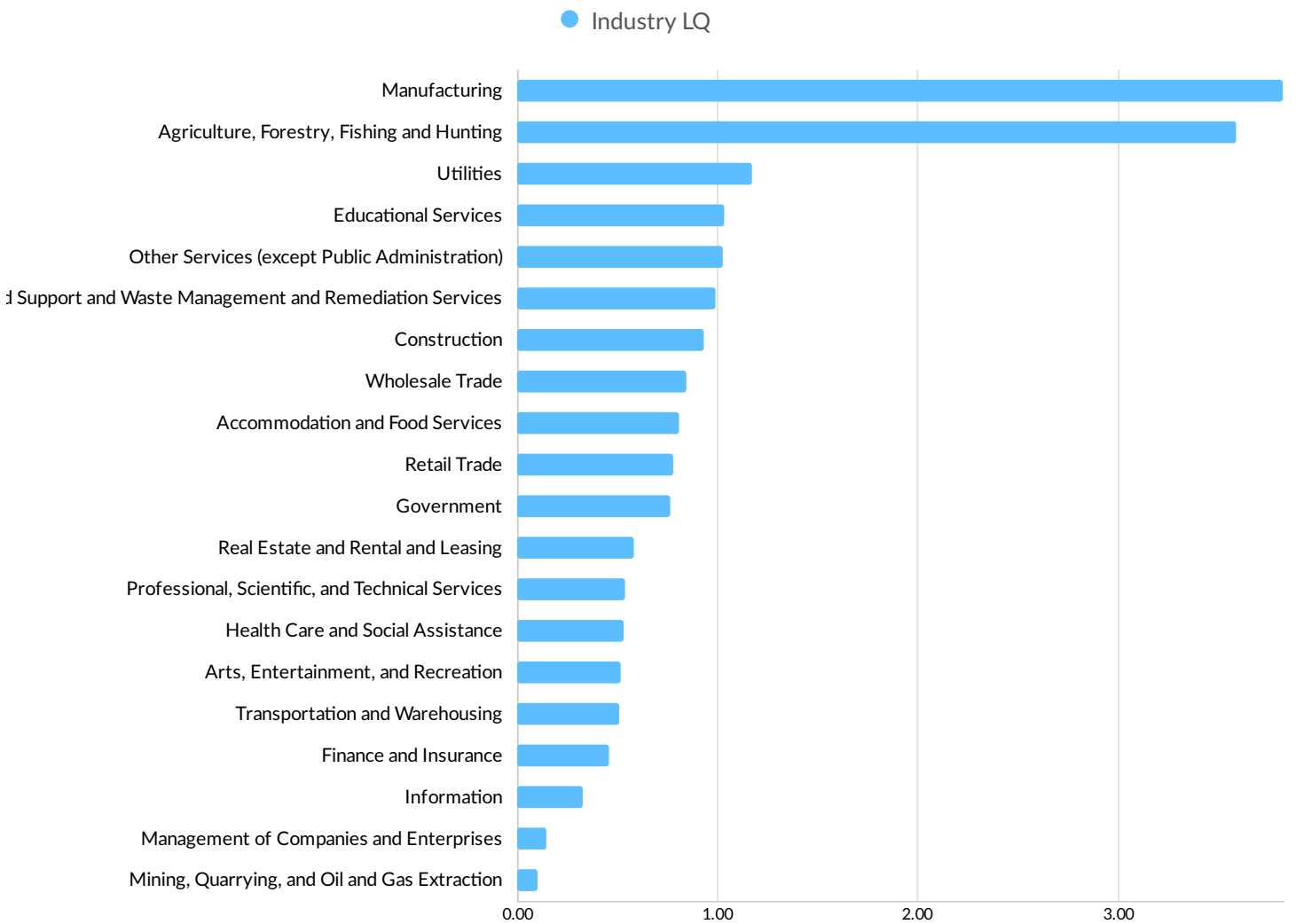
Industry Characteristics - Cont.

Top Growing Industries



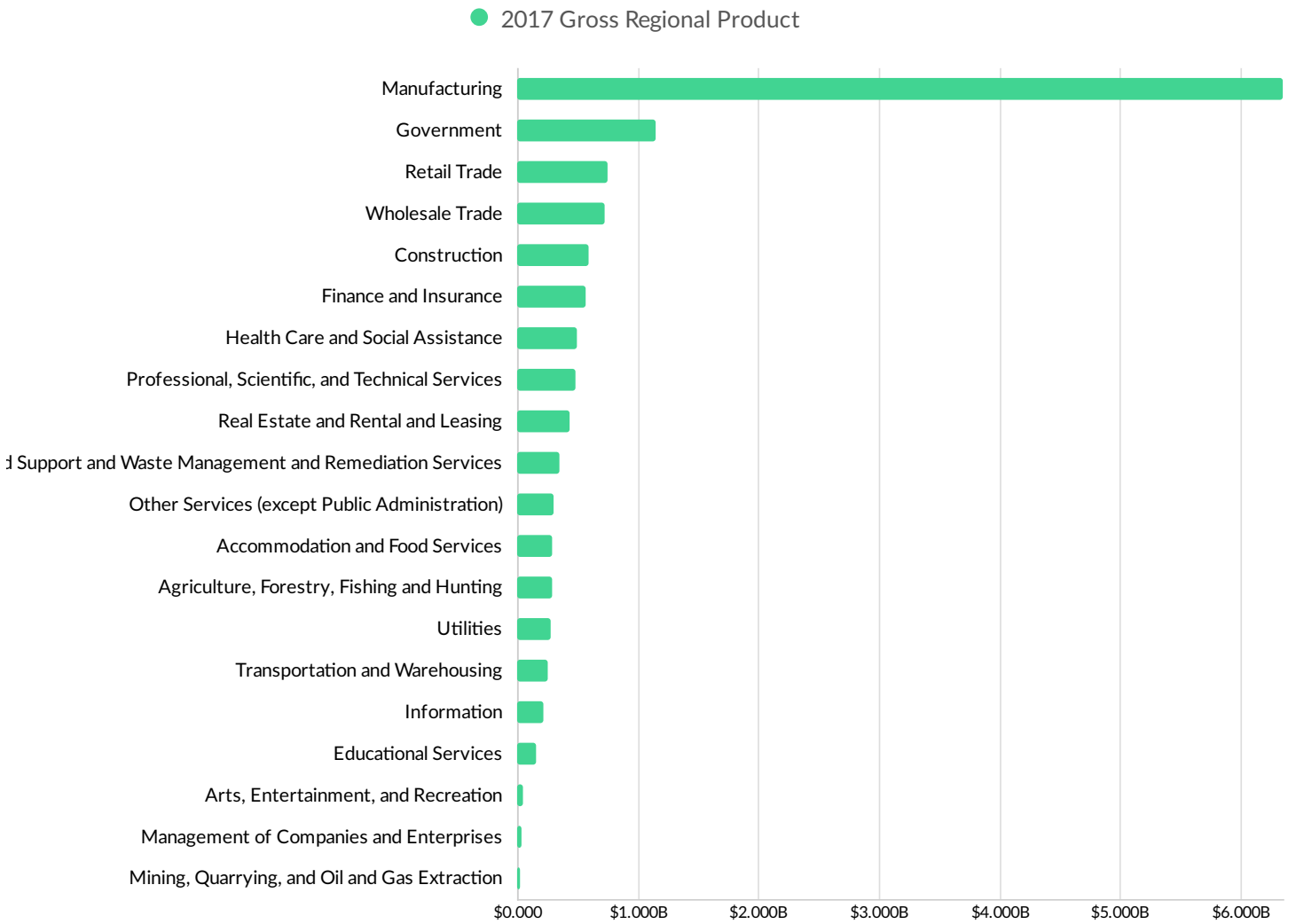
Industry Characteristics - Cont.

Top Industry LQ



Industry Characteristics - Cont.

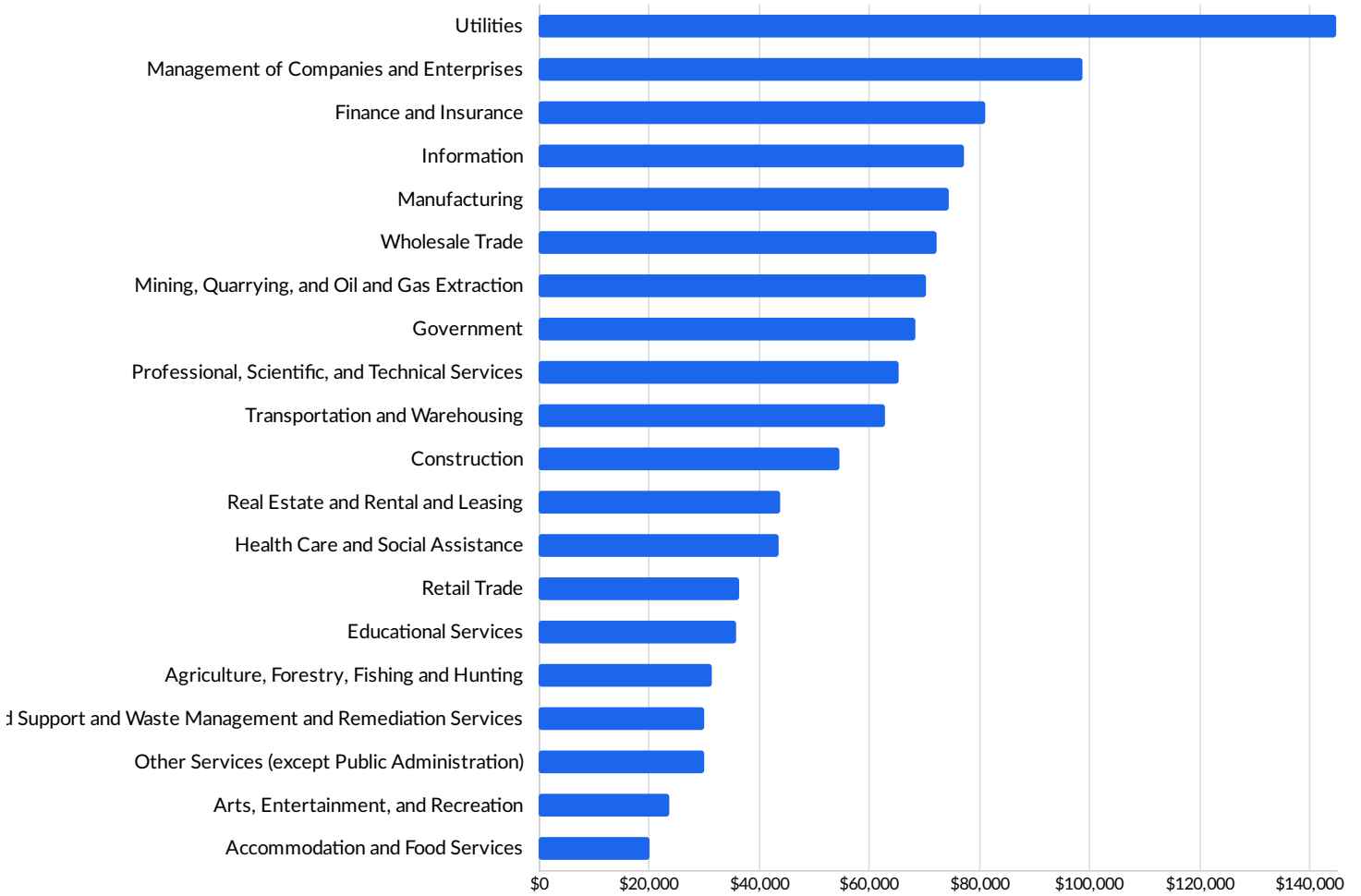
Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings

● 2018 Earnings Per Worker



Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2017 GRP
Manufacturing	33,900	41,894	7,994	+24%	3.83	\$74,385	\$6.35B
Government	15,438	16,189	751	+5%	0.77	\$68,321	\$1.15B
Retail Trade	9,880	11,087	1,207	+12%	0.78	\$36,349	\$748.93M
Accommodation and Food Services	9,152	9,652	500	+5%	0.81	\$20,067	\$293.81M
Health Care and Social Assistance	8,954	9,403	449	+5%	0.53	\$43,461	\$498.60M
Administrative and Support and Waste Management and Remediation Services	8,487	8,619	132	+2%	0.99	\$30,171	\$354.94M
Construction	5,957	7,133	1,176	+20%	0.93	\$54,711	\$588.37M
Other Services (except Public Administration)	6,150	6,858	708	+12%	1.02	\$30,070	\$296.69M
Agriculture, Forestry, Fishing and Hunting	5,996	5,990	-6	0%	3.59	\$31,459	\$292.46M
Professional, Scientific, and Technical Services	4,365	4,827	462	+11%	0.54	\$65,433	\$480.91M
Wholesale Trade	4,379	4,405	26	+1%	0.85	\$72,300	\$729.11M
Educational Services	3,587	3,756	169	+5%	1.04	\$35,856	\$156.50M
Finance and Insurance	2,772	2,555	-217	-8%	0.46	\$81,069	\$568.64M
Transportation and Warehousing	2,440	2,517	77	+3%	0.51	\$62,902	\$259.13M
Real Estate and Rental and Leasing	1,162	1,364	202	+17%	0.58	\$43,906	\$441.09M
Arts, Entertainment, and Recreation	1,091	1,252	161	+15%	0.52	\$23,679	\$46.91M
Information	768	845	77	+10%	0.33	\$77,148	\$221.26M
Utilities	52	567	515	+990%	1.17	\$144,860	\$277.78M
Management of Companies and Enterprises	216	291	75	+35%	0.15	\$98,759	\$31.67M





Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2017 GRP
Mining, Quarrying, and Oil and Gas Extraction	29	56	27	+93%	0.10	\$70,300	\$18.57M

Business Characteristics

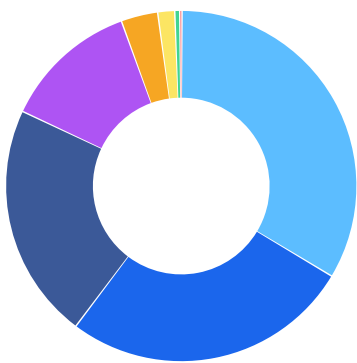
15,290 Companies Employ Your Workers

Online profiles for your workers mention 15,290 companies as employers, with the top 10 appearing below. In the last 12 months, 2,614 companies in Ottawa County, MI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Spectrum Health System	566 	CRST International, Inc.	957 
Grand Valley State University	519 	Spartannash Company	738 
Holland Community Hospital	468 	Lyft, Inc.	656 
Gentex Corporation	462 	Herman Miller, Inc.	572 
Herman Miller, Inc.	391 	Meijer, Inc.	518 
Haworth, Inc.	375 	Shipt LLC	392 
Johnson Controls, Inc.	349 	Adecco Group	339 
Hope College	317 	Grand Valley State University	316 
Meijer, Inc.	221 	Pizza Hut, Inc.	282 
Shape Corp.	203 	Holland	281 

Business Characteristics - Cont.

Business Size

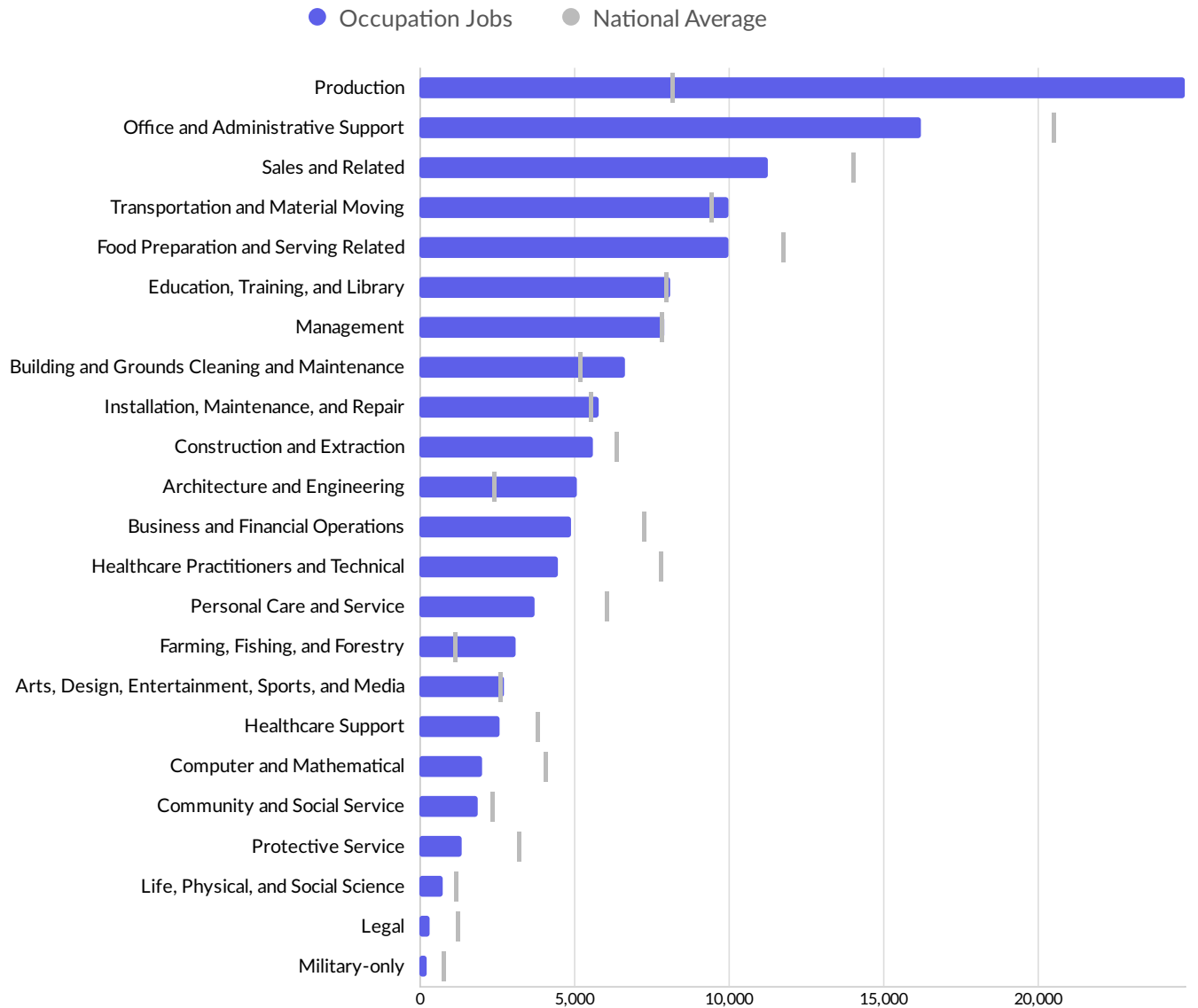


	Percentage	Business Count
● 1 to 4 employees	33.5%	2,878
● 5 to 9 employees	26.7%	2,291
● 10 to 19 employees	21.7%	1,866
● 20 to 49 employees	12.5%	1,070
● 50 to 99 employees	3.4%	291
● 100 to 249 employees	1.6%	134
● 250 to 499 employees	0.5%	39
● 500+ employees	0.2%	18

**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

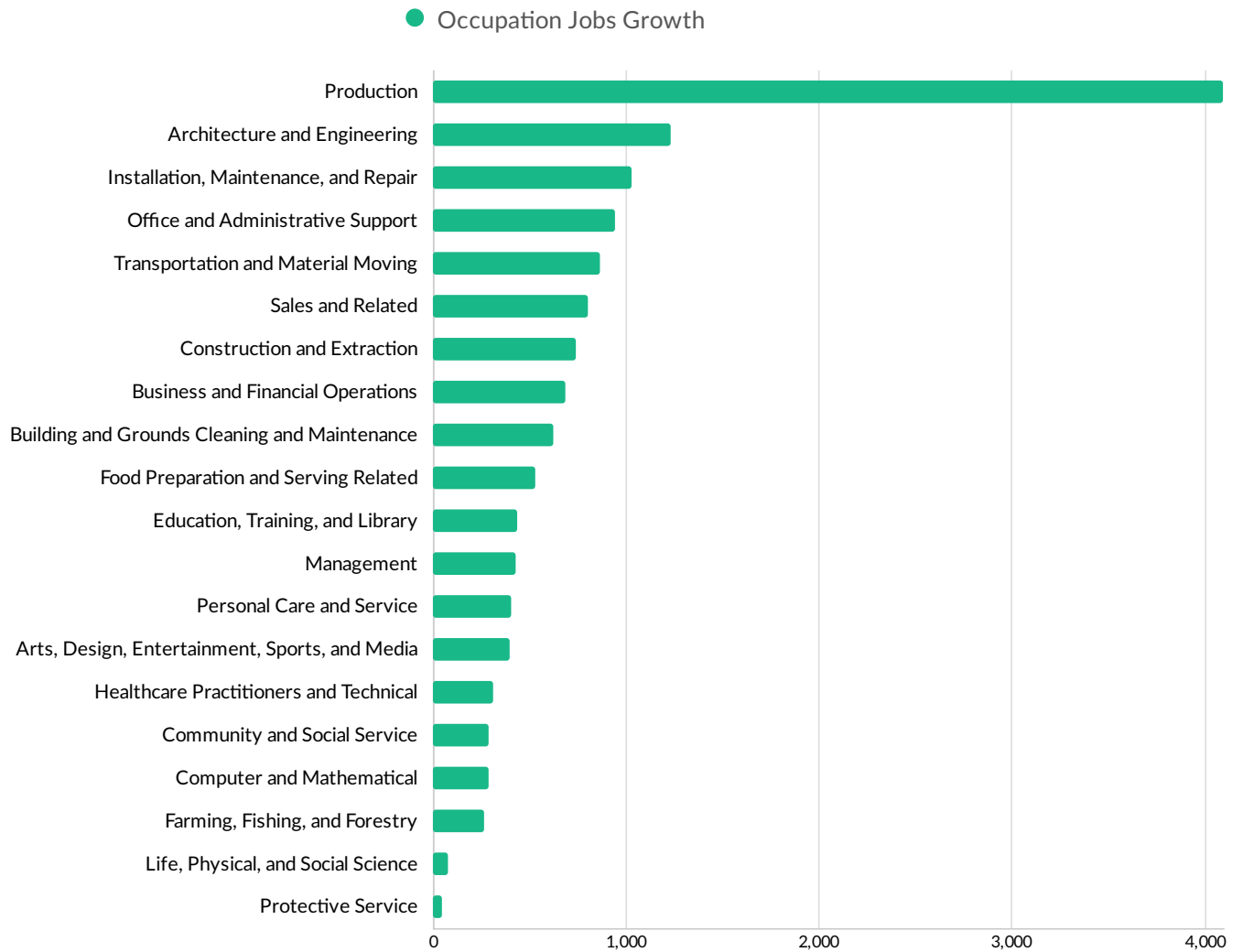
Workforce Characteristics

Largest Occupations



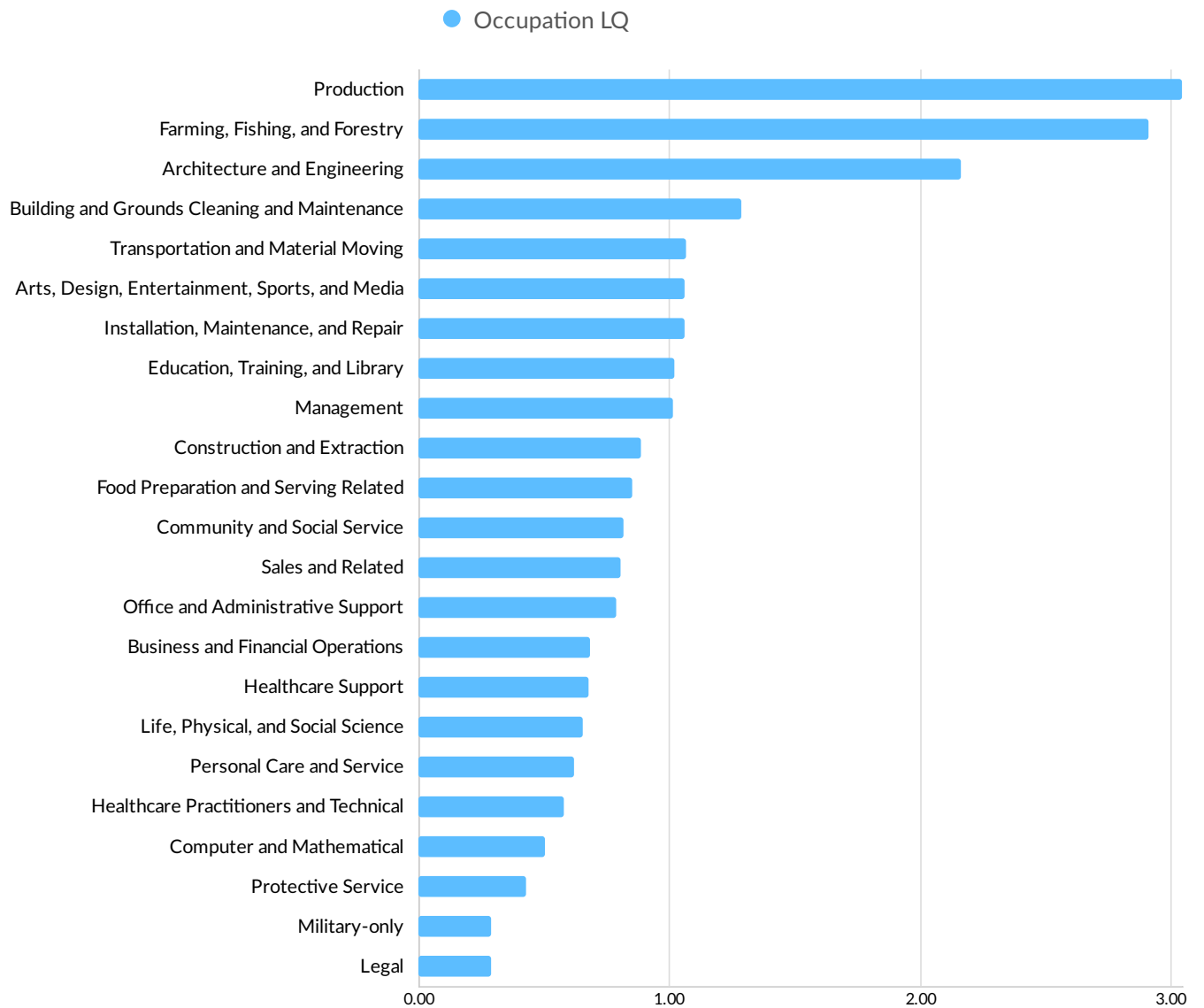
Workforce Characteristics - Cont.

Top Growing Occupations



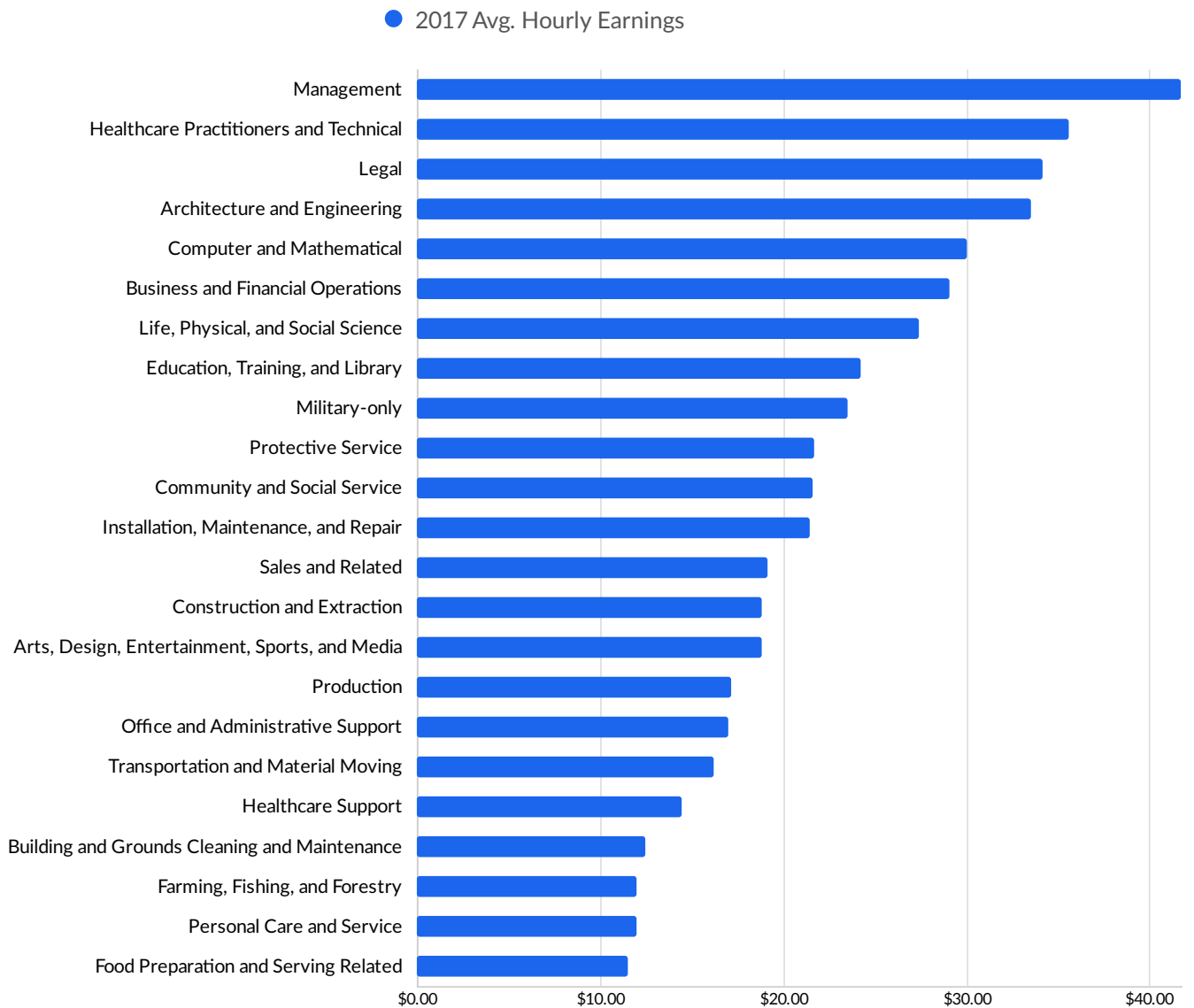
Workforce Characteristics - Cont.

Top Occupation LQ



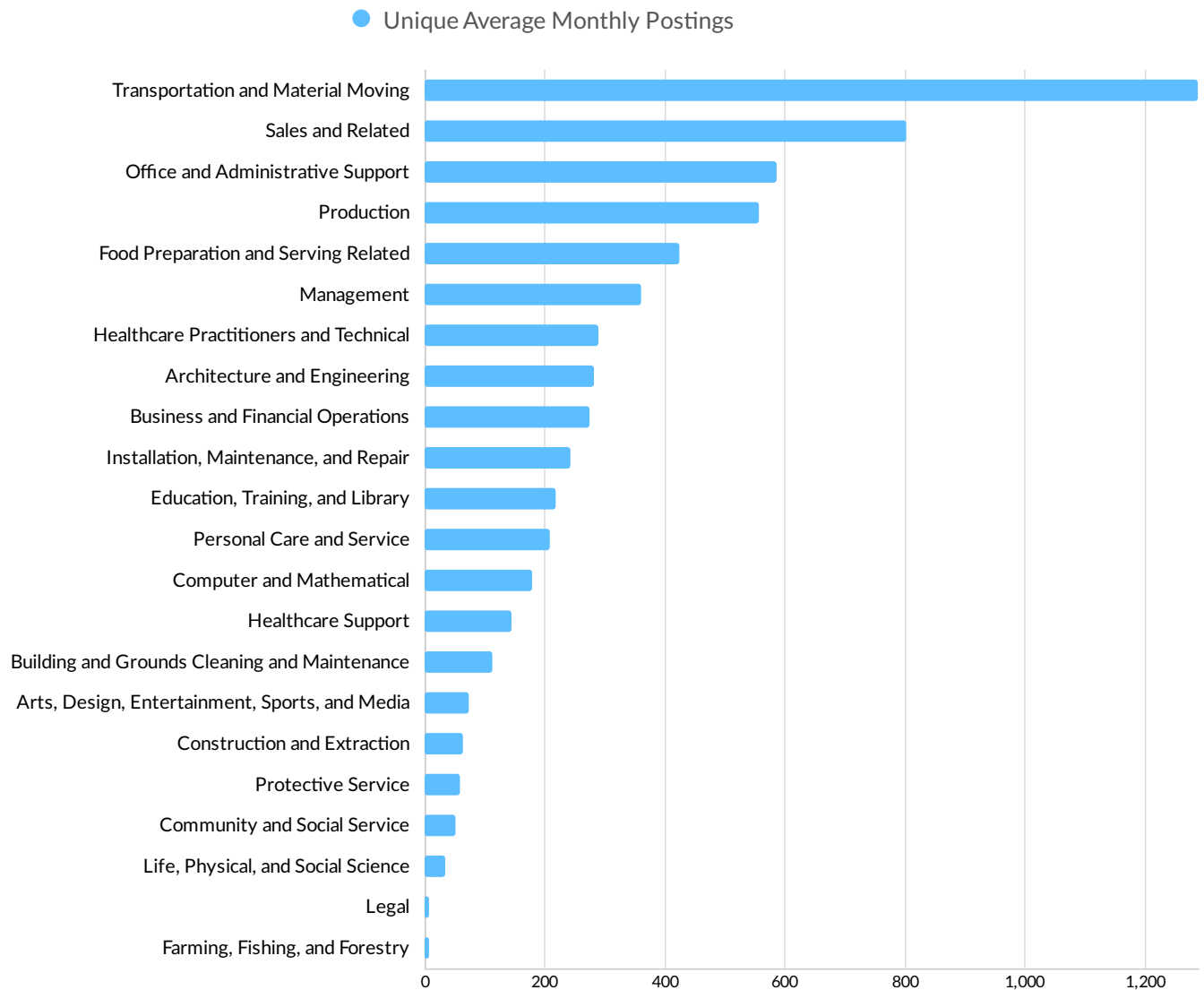
Workforce Characteristics - Cont.

Top Occupation Earnings



Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.








Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Dec 2017 - Nov 2018 Unique Average Monthly Postings
Production	20,648	24,745	4,097	+20%	3.05	\$17.15	558
Office and Administrative Support	15,260	16,207	947	+6%	0.79	\$16.98	588
Sales and Related	10,462	11,265	803	+8%	0.81	\$19.12	802
Transportation and Material Moving	9,124	9,989	865	+9%	1.07	\$16.25	1,290
Food Preparation and Serving Related	9,444	9,973	529	+6%	0.85	\$11.52	426
Education, Training, and Library	7,667	8,106	439	+6%	1.02	\$24.23	219
Management	7,493	7,920	427	+6%	1.02	\$41.71	361
Building and Grounds Cleaning and Maintenance	6,020	6,647	627	+10%	1.29	\$12.50	114
Installation, Maintenance, and Repair	4,776	5,810	1,034	+22%	1.06	\$21.45	243
Construction and Extraction	4,886	5,628	742	+15%	0.89	\$18.85	63
Architecture and Engineering	3,848	5,083	1,235	+32%	2.16	\$33.56	282
Business and Financial Operations	4,234	4,922	688	+16%	0.68	\$29.06	275
Healthcare Practitioners and Technical	4,172	4,482	310	+7%	0.58	\$35.58	290
Personal Care and Service	3,297	3,705	408	+12%	0.62	\$12.02	209
Farming, Fishing, and Forestry	2,829	3,094	265	+9%	2.91	\$12.03	7
Arts, Design, Entertainment, Sports, and Media	2,319	2,716	397	+17%	1.06	\$18.81	74

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Dec 2017 - Nov 2018 Unique Average Monthly Postings
Healthcare Support	2,670	2,575	-95	-4%	0.68	\$14.48	144
Computer and Mathematical	1,732	2,019	287	+17%	0.50	\$30.05	178
Community and Social Service	1,600	1,889	289	+18%	0.82	\$21.59	51
Protective Service	1,299	1,344	45	+3%	0.43	\$21.66	60
Life, Physical, and Social Science	652	732	80	+12%	0.65	\$27.45	35
Legal	340	335	-5	-1%	0.29	\$34.15	8
Military-only	217	213	-4	-2%	0.29	\$23.53	1

Educational Pipeline

In 2017, there were 7,314 graduates in Ottawa County, MI. This pipeline has grown by 7% over the last 5 years. The highest share of these graduates come from "Psychology, General", Pre-Medicine/Pre-Medical Studies, and Registered Nursing/Registered Nurse.

School	Total Graduates (2017)	Graduate Trend (2013 - 2017)
Grand Valley State University	6,412 	
Hope College	841 	
French Academy of Cosmetology	43 	
Western Theological Seminary	18	

● Certificate
 ● Associate's
 ● Bachelor's
 ● Master's or Higher