



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.

140,140

Jobs (2018)

Jobs **grew by 15,168** over the last 5 years and are projected to **grow by 8,044** over the next 5 years.

\$64.0K

Median Household Income (2017)

Median household income is **\$6.3K above** the national median household income of \$57.7K.

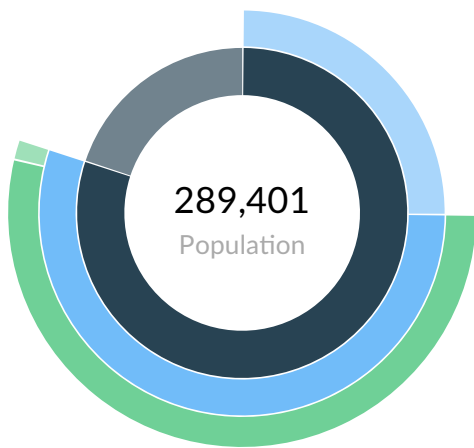
Takeaways

- 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 12.1%** in Ottawa County, MI from 124,972 to **140,140**. This change **outpaced the national growth rate of 7.8% by 4.3%**. As the number of jobs increased, the **labor force participation rate increased from 66.7% to 68.7% 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	158,984	140,140	93.4	\$15.46B	\$21.15B	\$21.49B
MEDC Region 4 West Central Michigan	1,606,562	828,490	797,200	89.6	\$80.18B	\$85.71B	\$84.86B
Michigan	9,970,606	4,907,170	4,729,239	90.6	\$523.93B	\$438.48B	\$520.05B
United States	328,038,851	162,722,799	162,139,168	100.0	\$19.94T	\$0	\$8.59T

Economy Overview - Cont.

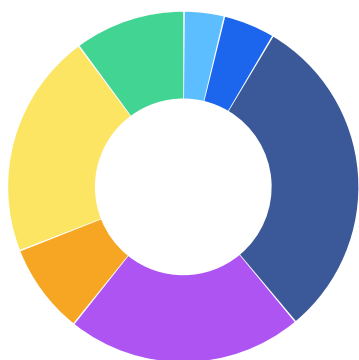
2018 Labor Force Breakdown



	Population
● Total Working Age Population	231,518
● Not in Labor Force (15+)	72,534
● Labor Force	158,984
● Employed	154,941
● Unemployed	4,043
● 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).

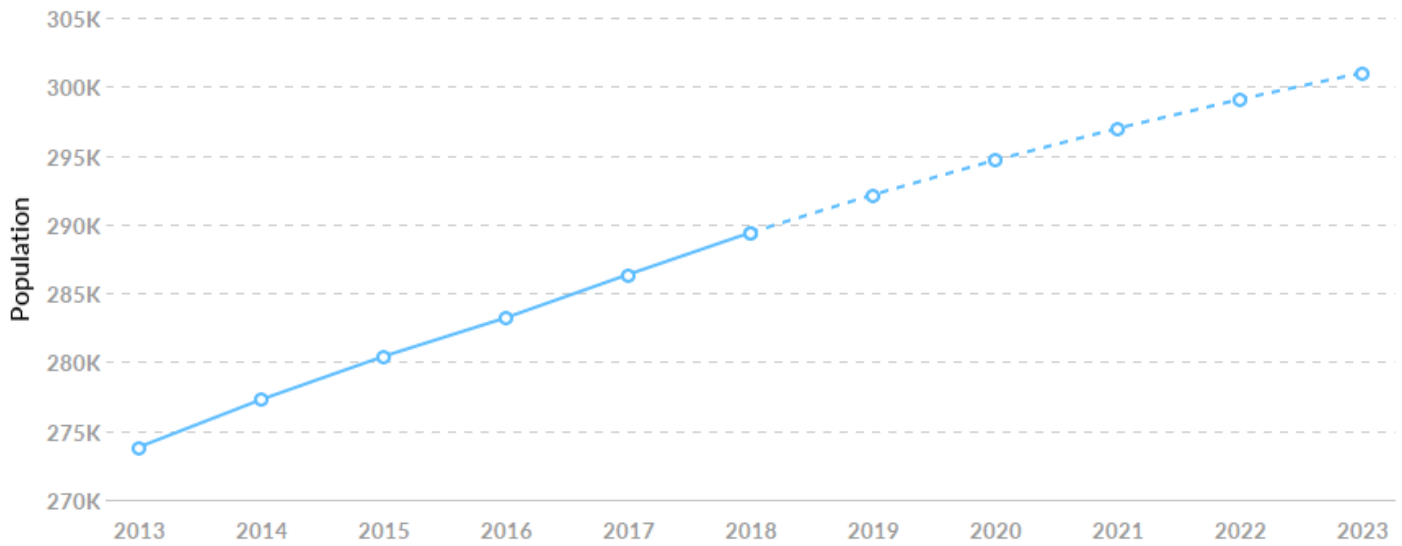


	% of Population	Population
● Less Than 9th Grade	3.7%	6,724
● 9th Grade to 12th Grade	4.8%	8,626
● High School Diploma	30.4%	55,177
● Some College	21.8%	39,495
● Associate's Degree	8.3%	15,126
● Bachelor's Degree	20.8%	37,696
● Graduate Degree and Higher	10.2%	18,533

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.

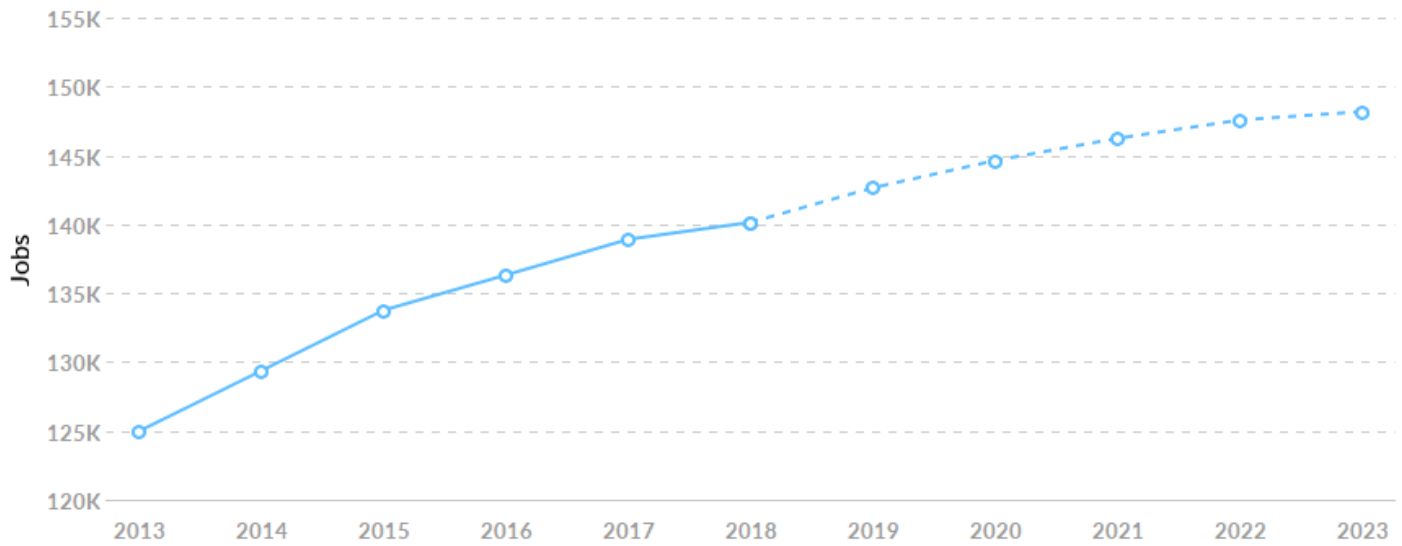


Timeframe	Population
2013	273,823
2014	277,275
2015	280,410
2016	283,214
2017	286,355
2018	289,401
2019	292,145
2020	294,657
2021	296,963
2022	299,073
2023	301,000

Historic & Projected Trends - Cont.

Job Trends

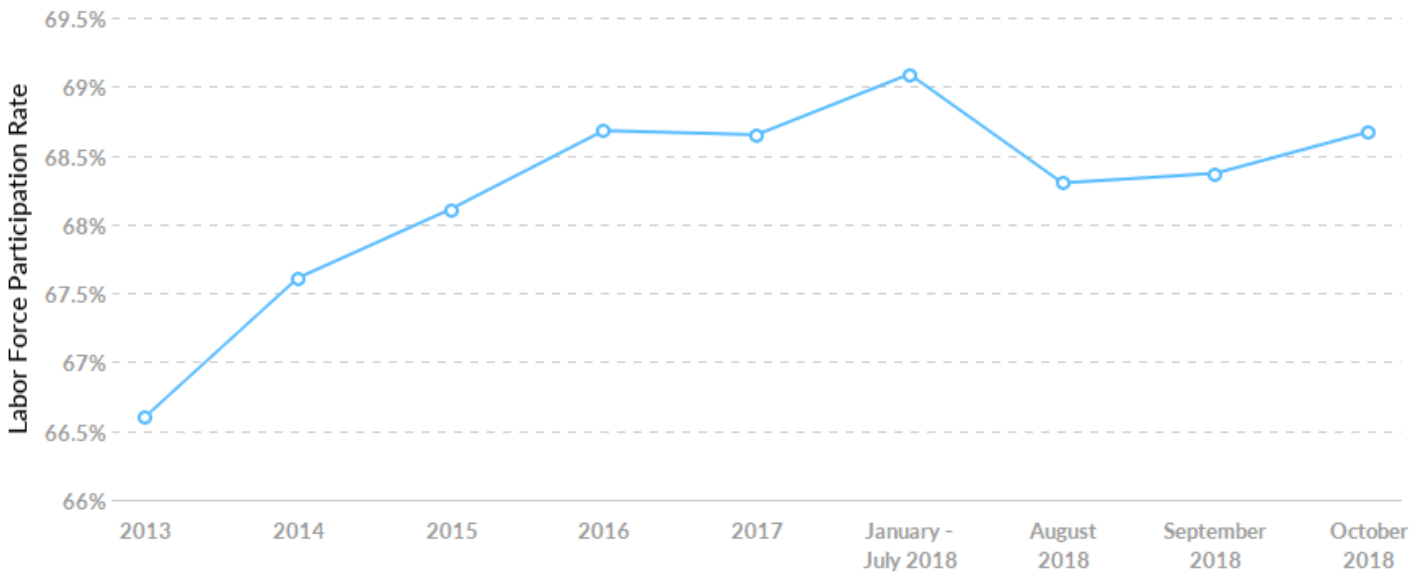
From 2013 to 2018, jobs increased by 12.1% in Ottawa County, MI from 124,972 to 140,140. This change outpaced the national growth rate of 7.8% by 4.3%.



Timeframe	Jobs
2013	124,972
2014	129,362
2015	133,759
2016	136,314
2017	138,906
2018	140,140
2019	142,649
2020	144,629
2021	146,239
2022	147,568
2023	148,184

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

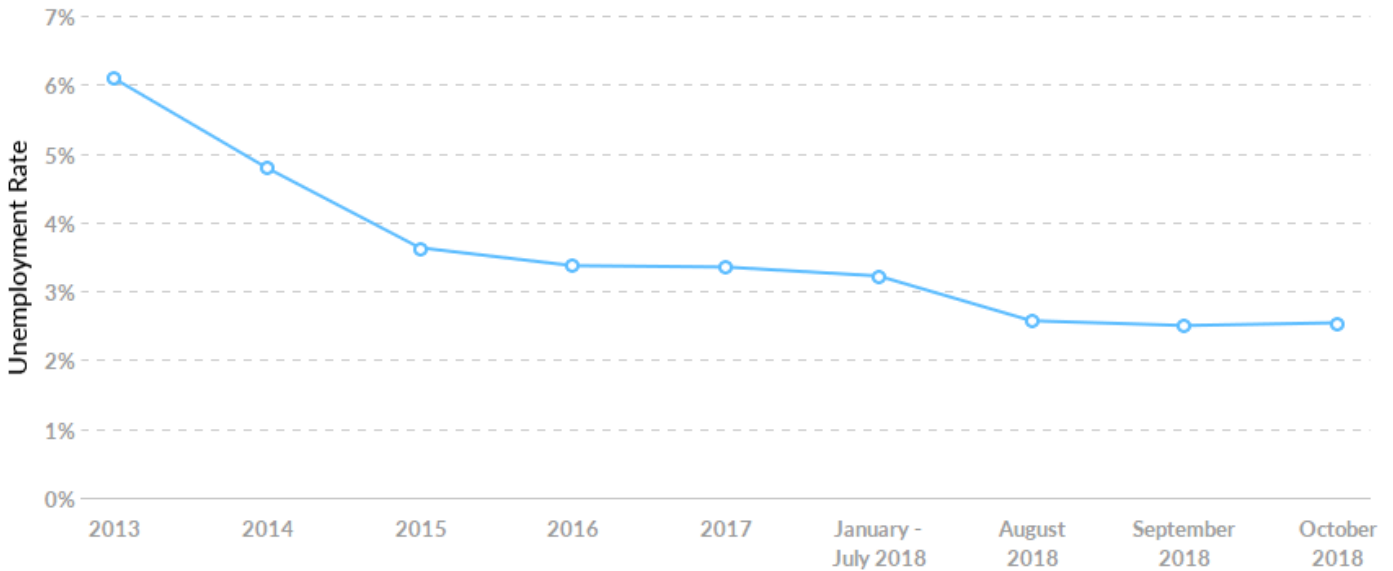


Timeframe	Labor Force Participation Rate
2013	66.60%
2014	67.61%
2015	68.11%
2016	68.68%
2017	68.65%
January - July 2018	69.09%
August 2018	68.30%
September 2018	68.37%
October 2018	68.67%

Historic & Projected Trends - Cont.

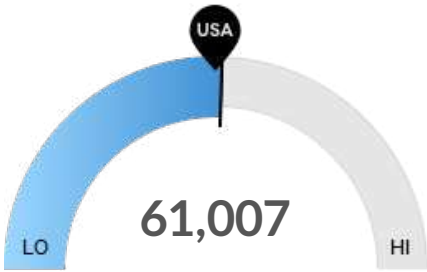
Unemployment Rate Trends

Ottawa County, MI had an October 2018 unemployment rate of 2.54%, **decreasing from 6.09%** 5 years before.



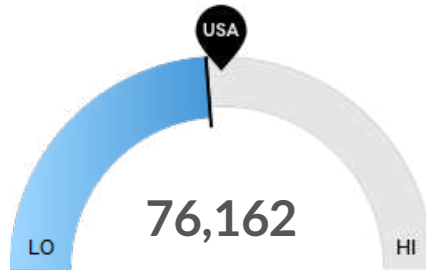
Timeframe	Unemployment Rate
2013	6.09%
2014	4.79%
2015	3.63%
2016	3.37%
2017	3.35%
January - July 2018	3.22%
August 2018	2.57%
September 2018	2.50%
October 2018	2.54%

Population Characteristics



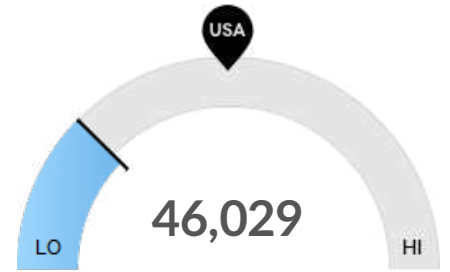
Millennials

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



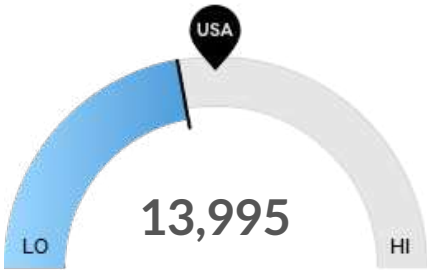
Retiring Soon

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.



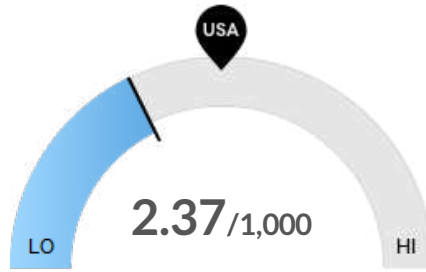
Racial Diversity

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.



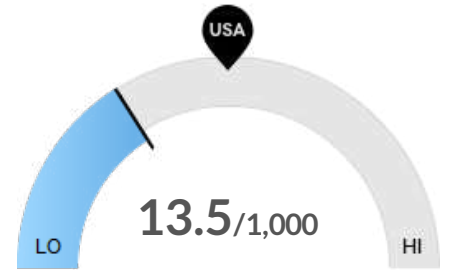
Veterans

Ottawa County, MI has 13,995 veterans. The national average for an area this size is 16,650.



Violent Crime

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



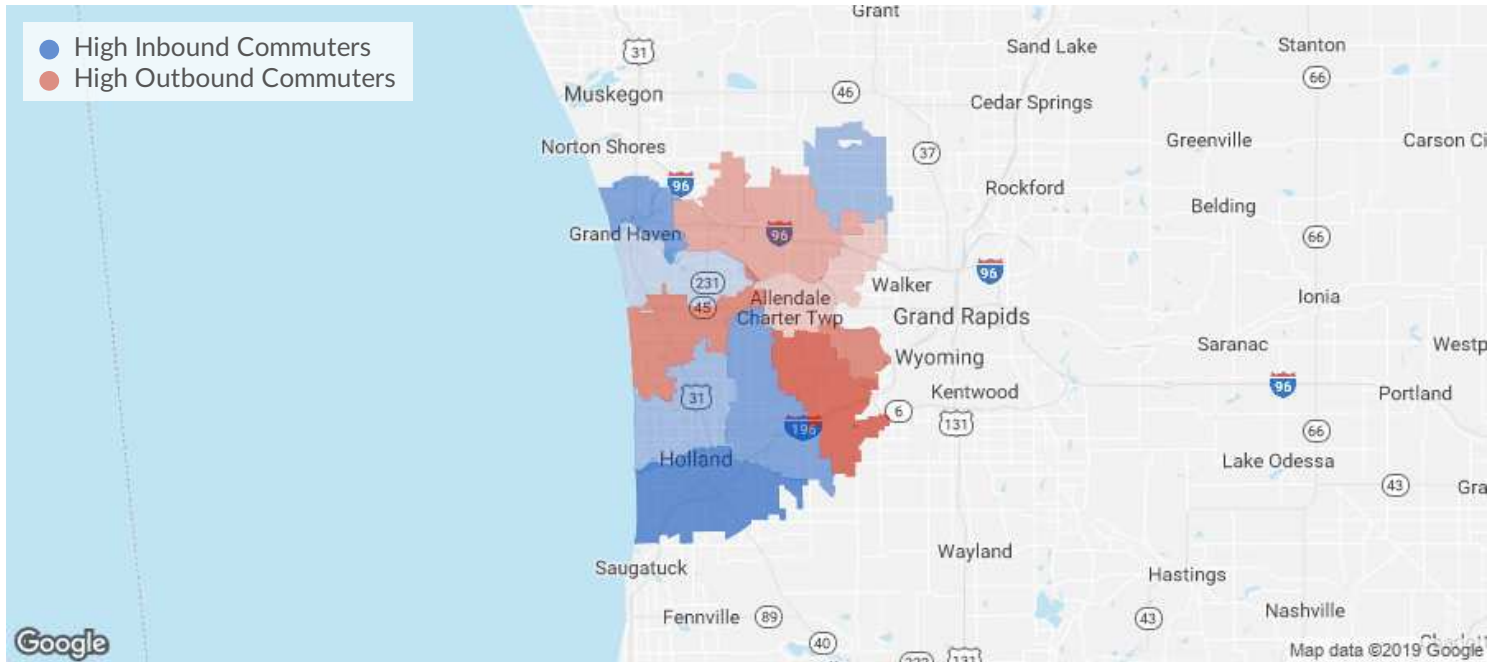
Property Crime

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

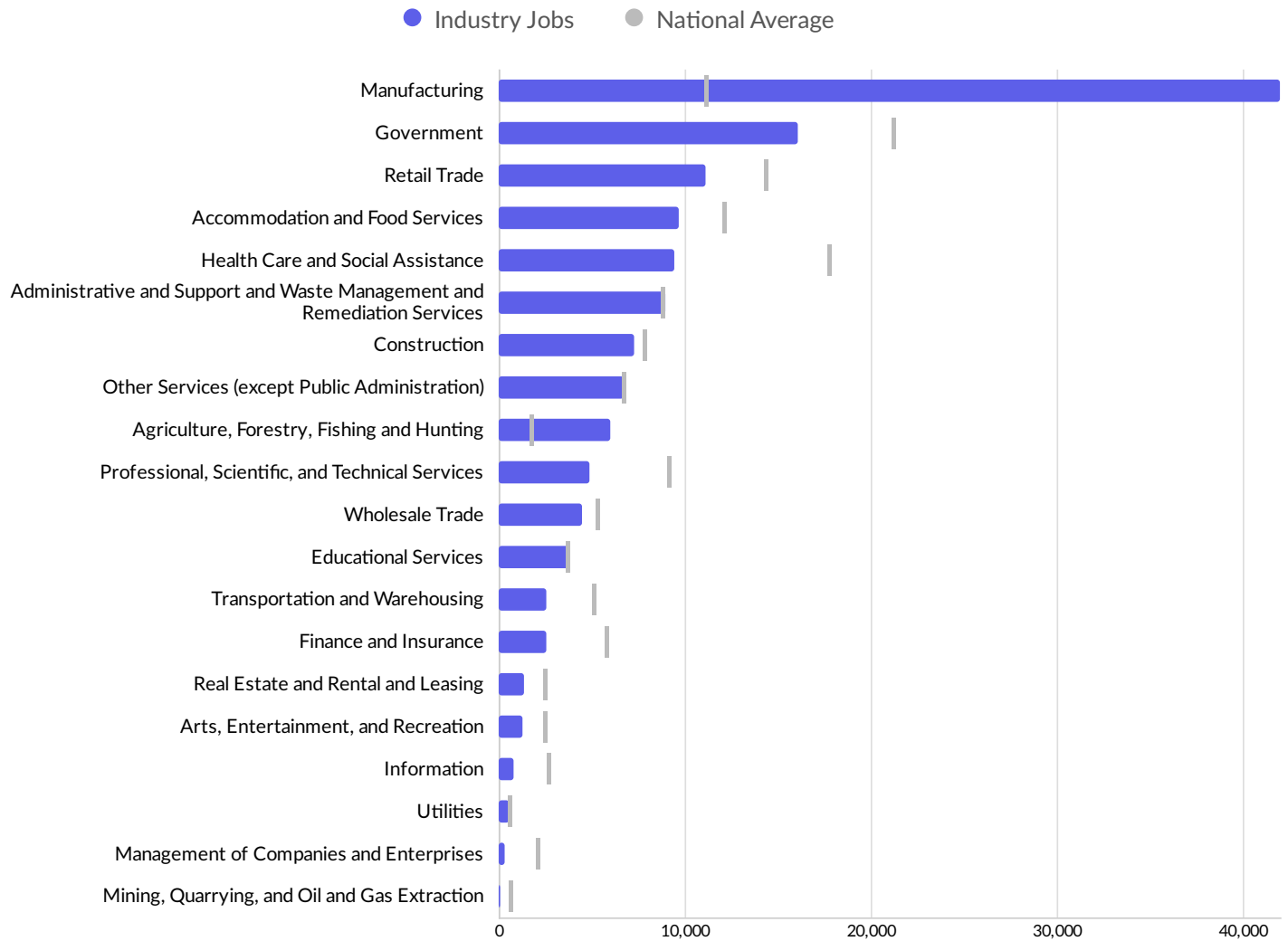
ZIP	Name	2018 Employment
49423	Holland, MI (in Ottawa...)	28,704
49424	Holland, MI (in Ottawa...)	24,164
49464	Zeeland, MI (in Ottawa...)	17,853
49417	Grand Haven, MI (in O...)	16,785
49456	Spring Lake, MI (in Ott...)	13,859

Where Talent Lives

ZIP	Name	2018 Workers
49424	Holland, MI (in Ottawa...)	23,137
49423	Holland, MI (in Ottawa...)	22,580
49426	Hudsonville, MI (in Ott...)	20,392
49417	Grand Haven, MI (in O...)	16,326
49428	Jenison, MI (in Ottawa...)	14,697

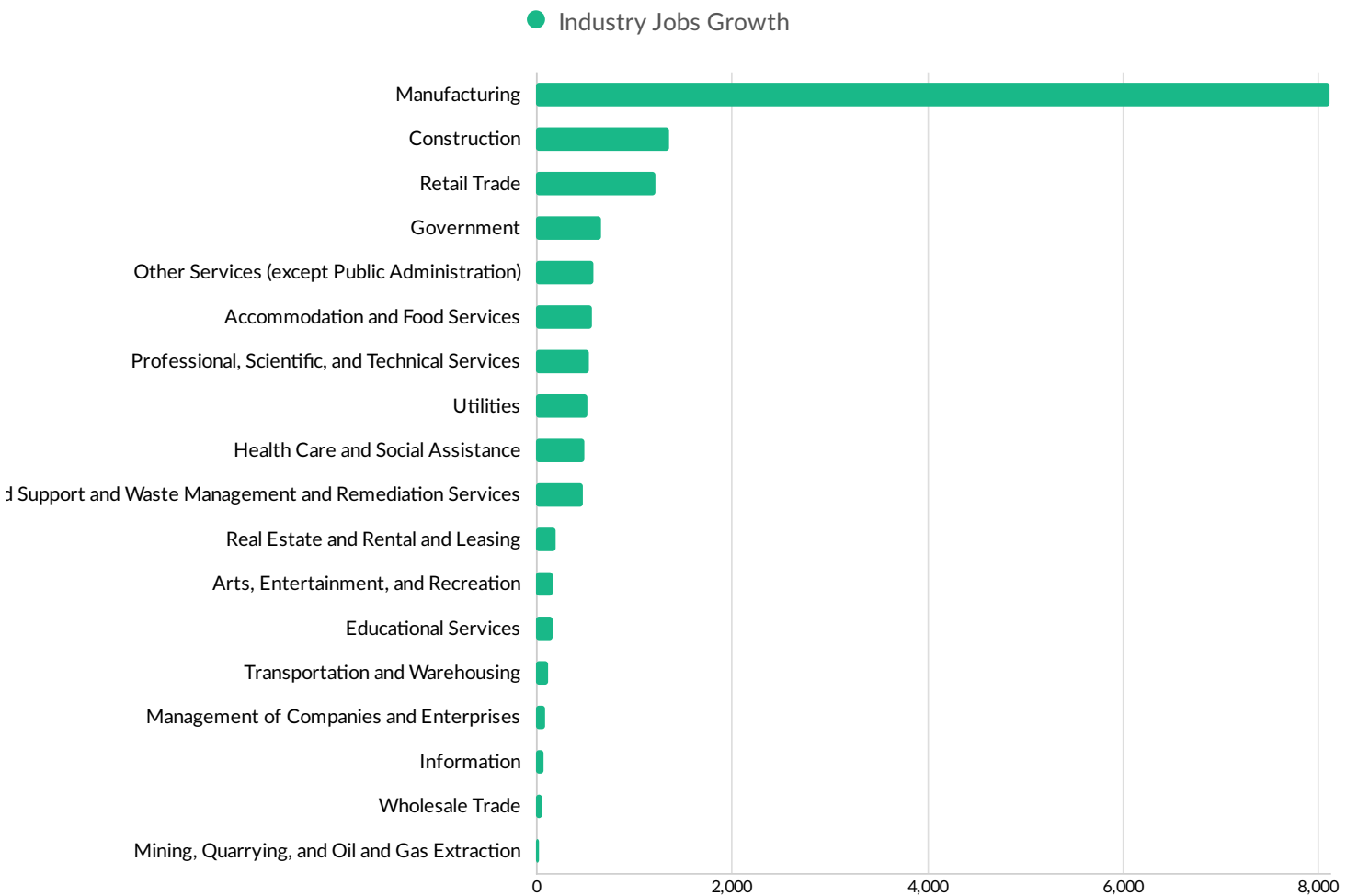
Industry Characteristics

Largest Industries



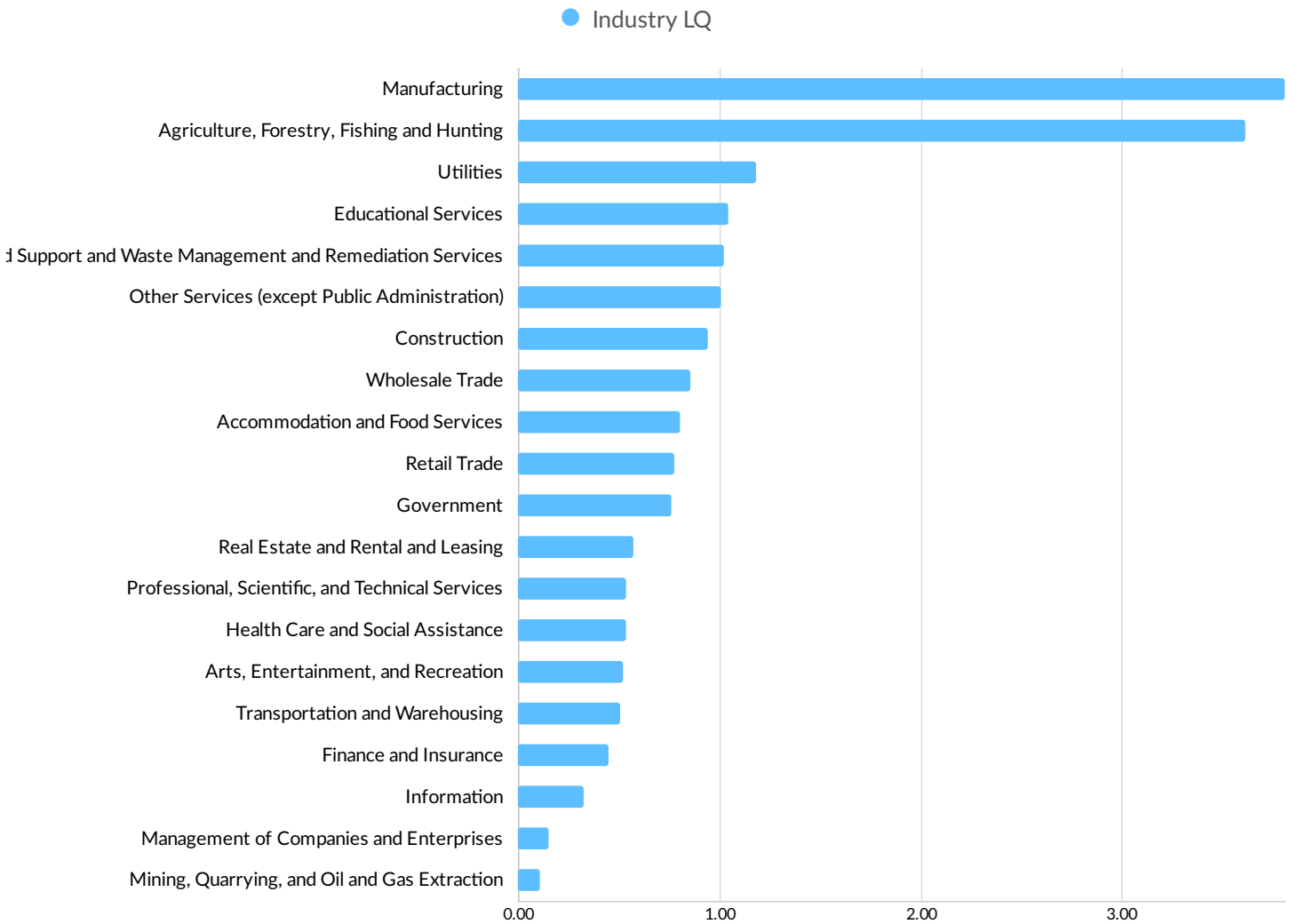
Industry Characteristics - Cont.

Top Growing Industries



Industry Characteristics - Cont.

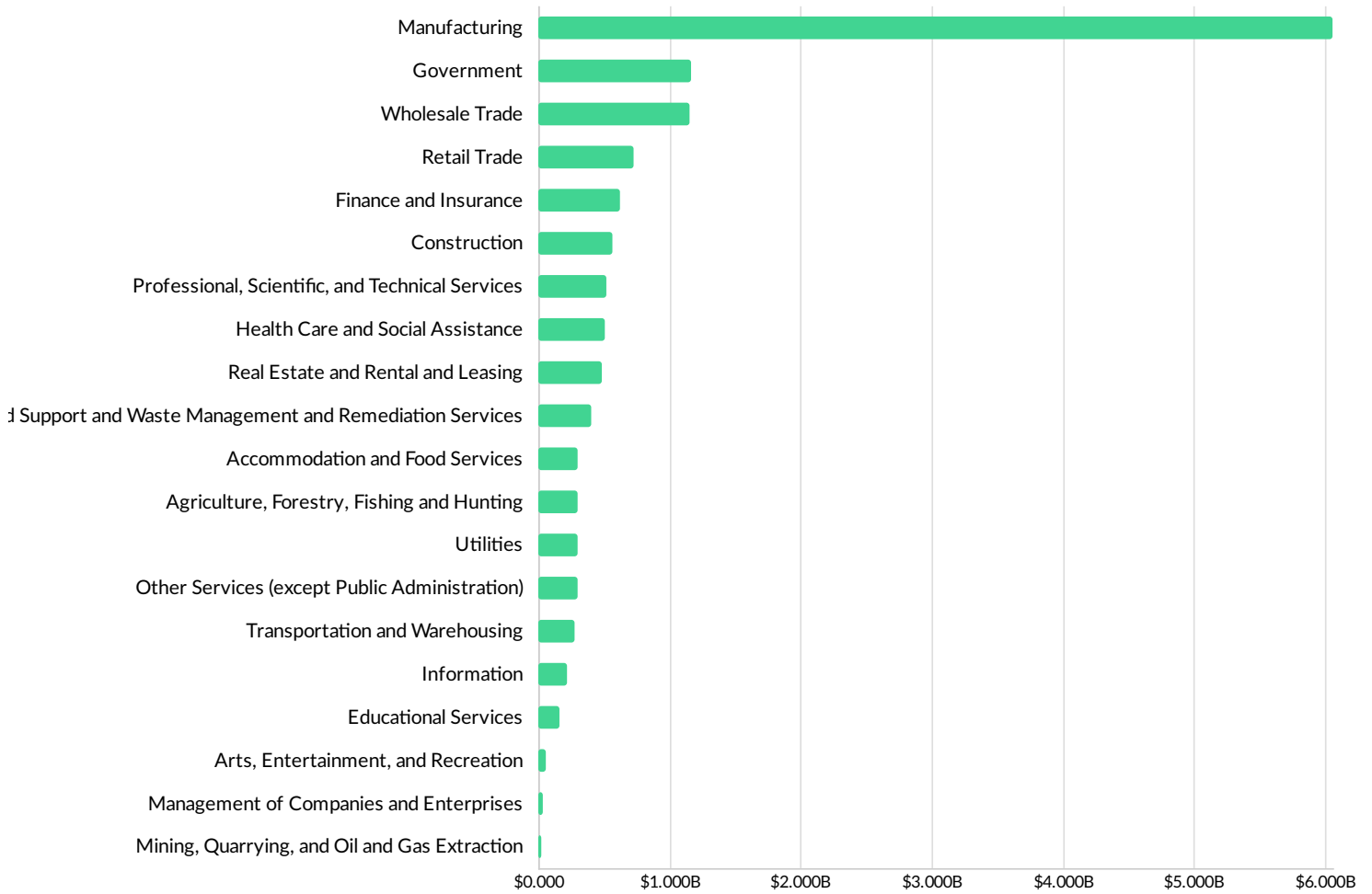
Top Industry LQ



Industry Characteristics - Cont.

Top Industry GRP

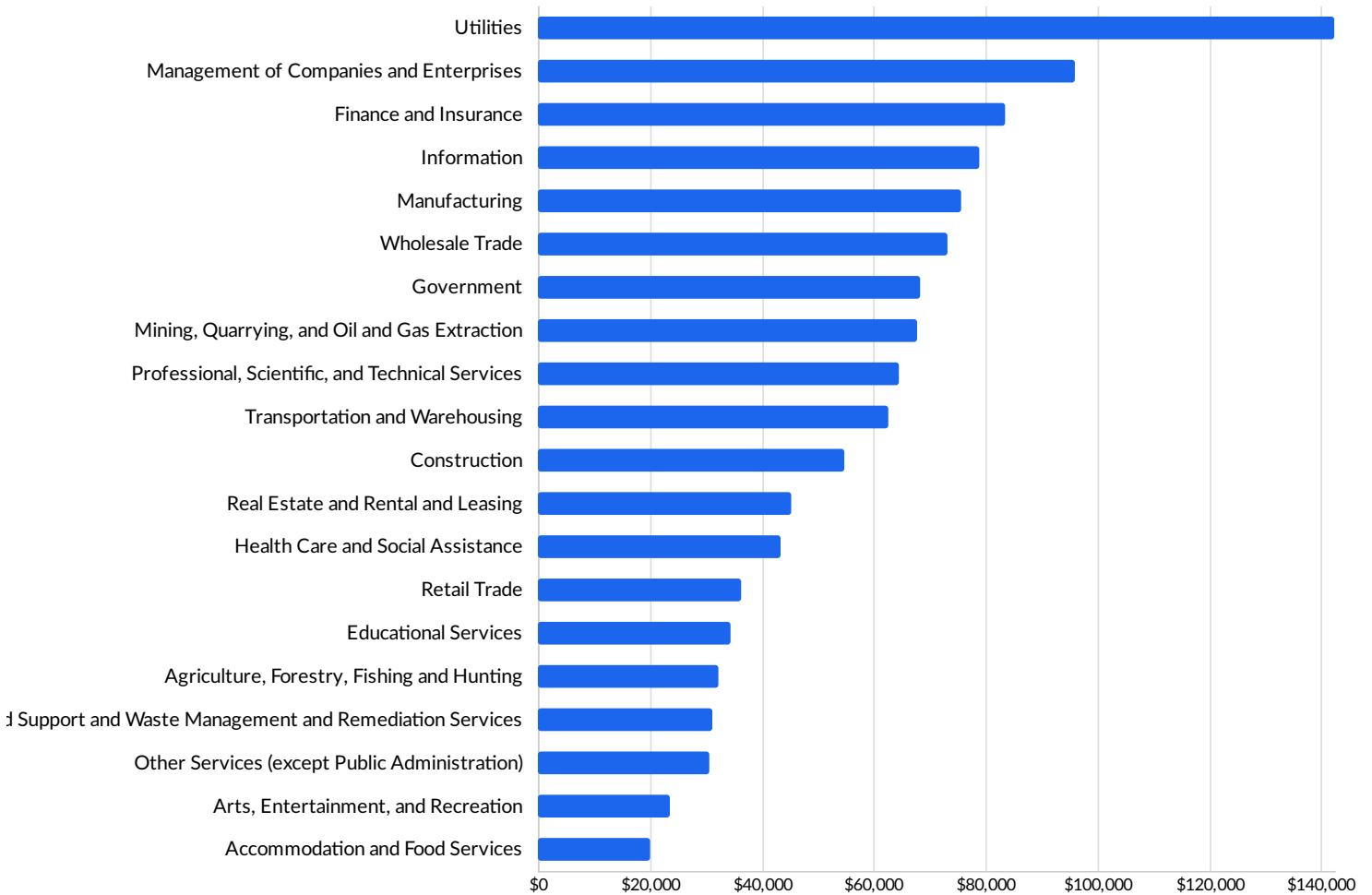
● 2018 Gross Regional Product



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	2018 GRP
Manufacturing	33,900	42,020	8,120	+24%	3.81	\$75,559	\$6.06B
Government	15,439	16,110	671	+4%	0.76	\$68,346	\$1.17B
Retail Trade	9,880	11,095	1,215	+12%	0.78	\$36,359	\$722.61M
Accommodation and Food Services	9,152	9,721	569	+6%	0.81	\$20,160	\$304.37M
Health Care and Social Assistance	8,953	9,449	496	+6%	0.53	\$43,460	\$511.36M
Administrative and Support and Waste Management and Remediation Services	8,487	8,971	484	+6%	1.03	\$31,055	\$398.78M
Construction	5,947	7,312	1,365	+23%	0.94	\$54,693	\$569.44M
Other Services (except Public Administration)	6,150	6,737	587	+10%	1.01	\$30,602	\$294.73M
Agriculture, Forestry, Fishing and Hunting	5,995	5,982	-13	0%	3.62	\$32,208	\$303.41M
Professional, Scientific, and Technical Services	4,364	4,902	538	+12%	0.54	\$64,492	\$513.80M
Wholesale Trade	4,379	4,445	66	+2%	0.86	\$73,262	\$1.16B
Educational Services	3,587	3,753	166	+5%	1.05	\$34,369	\$166.91M
Transportation and Warehousing	2,440	2,560	120	+5%	0.51	\$62,739	\$278.69M
Finance and Insurance	2,771	2,538	-233	-8%	0.45	\$83,541	\$621.24M
Real Estate and Rental and Leasing	1,160	1,363	203	+18%	0.58	\$45,186	\$479.92M
Arts, Entertainment, and Recreation	1,091	1,264	173	+16%	0.52	\$23,690	\$54.81M
Information	768	838	70	+9%	0.33	\$78,791	\$220.64M
Utilities	52	573	521	+1,002%	1.18	\$142,321	\$296.78M
Management of Companies and Enterprises	216	306	90	+42%	0.15	\$96,032	\$34.35M








Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Mining, Quarrying, and Oil and Gas Extraction	29	64	35	+121%	0.11	\$67,871	\$22.19M

Business Characteristics

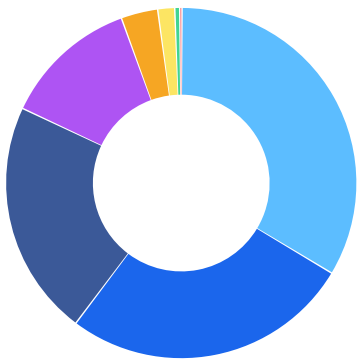
15,290 Companies Employ Your Workers

Online profiles for your workers mention 15,290 companies as employers, with the top 10 appearing below. In the last 12 months, 2,752 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.	922 
Grand Valley State University	519 	Spartannash Company	608 
Holland Community Hospital	468 	Lyft, Inc.	580 
Gentex Corporation	462 	Herman Miller, Inc.	545 
Herman Miller, Inc.	391 	Adecco Group	497 
Haworth, Inc.	375 	Meijer, Inc.	473 
Johnson Controls, Inc.	349 	Shipt LLC	456 
Hope College	317 	McDonald's Corporation	341 
Meijer, Inc.	220 	J.B. Hunt Transport Services, In...	340 
Shape Corp.	203 	Grand Valley State University	334 

Business Characteristics - Cont.

Business Size

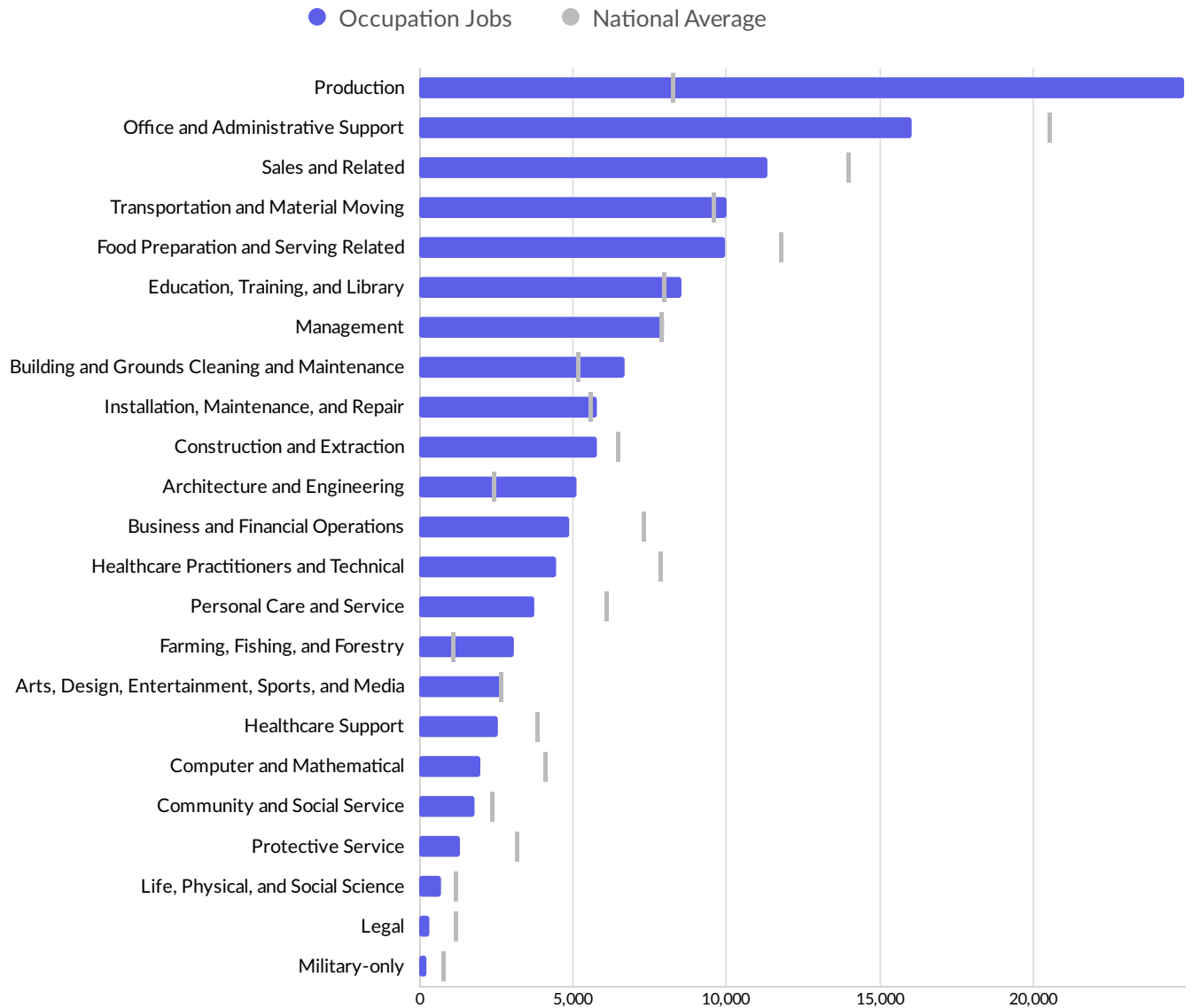


	Percentage	Business Count
1 to 4 employees	33.5%	2,878
5 to 9 employees	26.7%	2,291
10 to 19 employees	21.7%	1,866
20 to 49 employees	12.5%	1,070
50 to 99 employees	3.4%	291
100 to 249 employees	1.6%	134
250 to 499 employees	0.5%	39
500+ employees	0.2%	18

**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.*

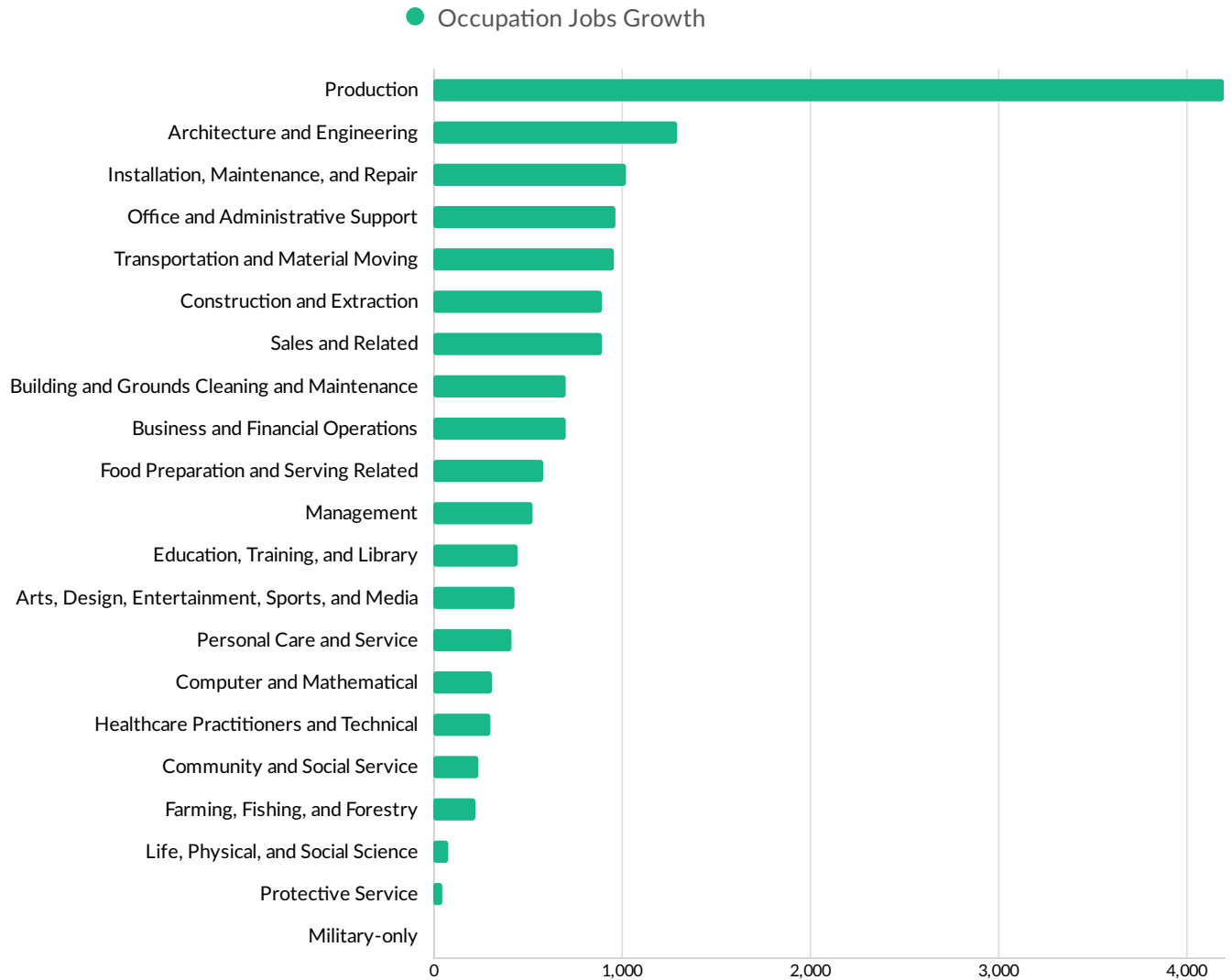
Workforce Characteristics

Largest Occupations



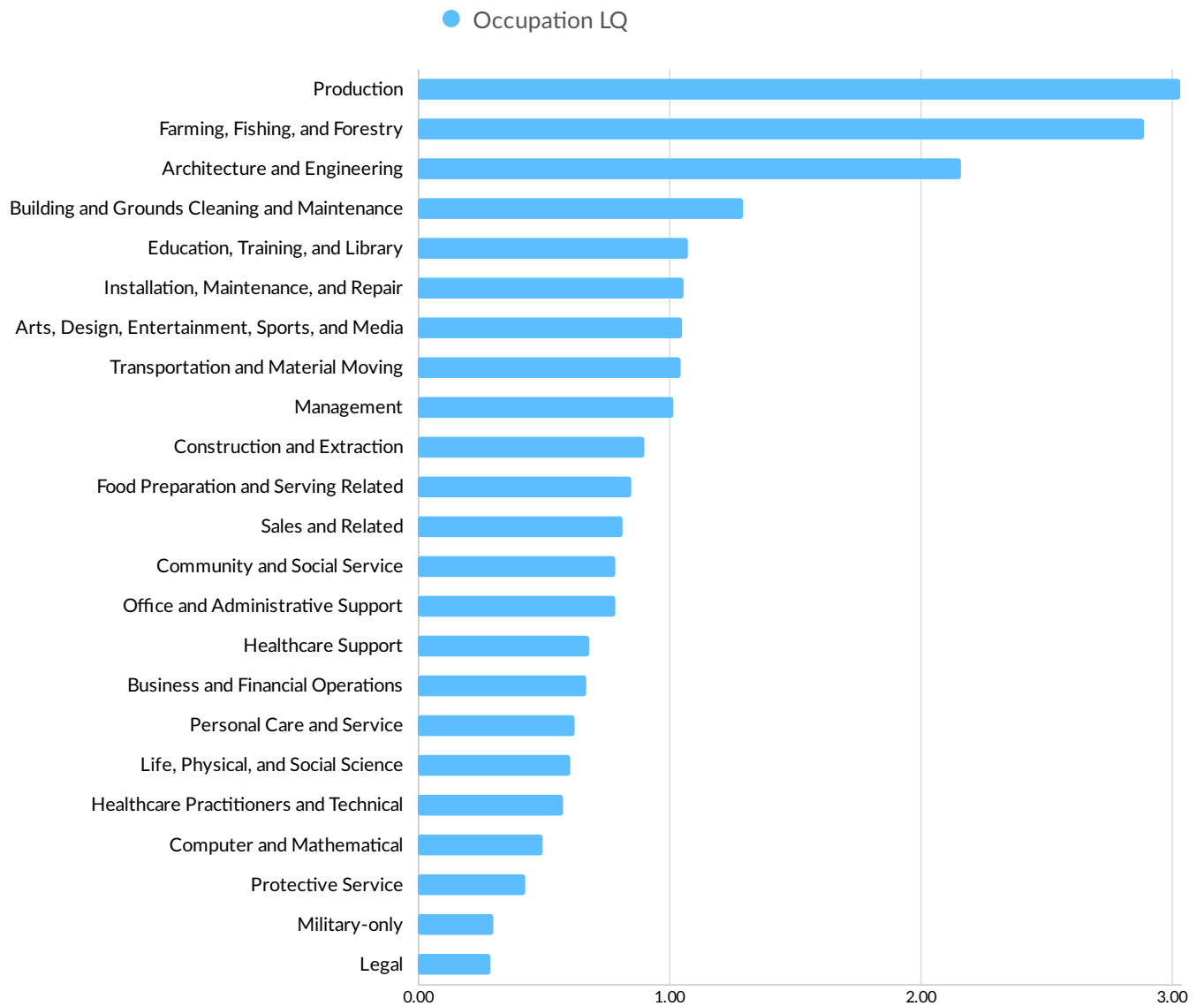
Workforce Characteristics - Cont.

Top Growing Occupations



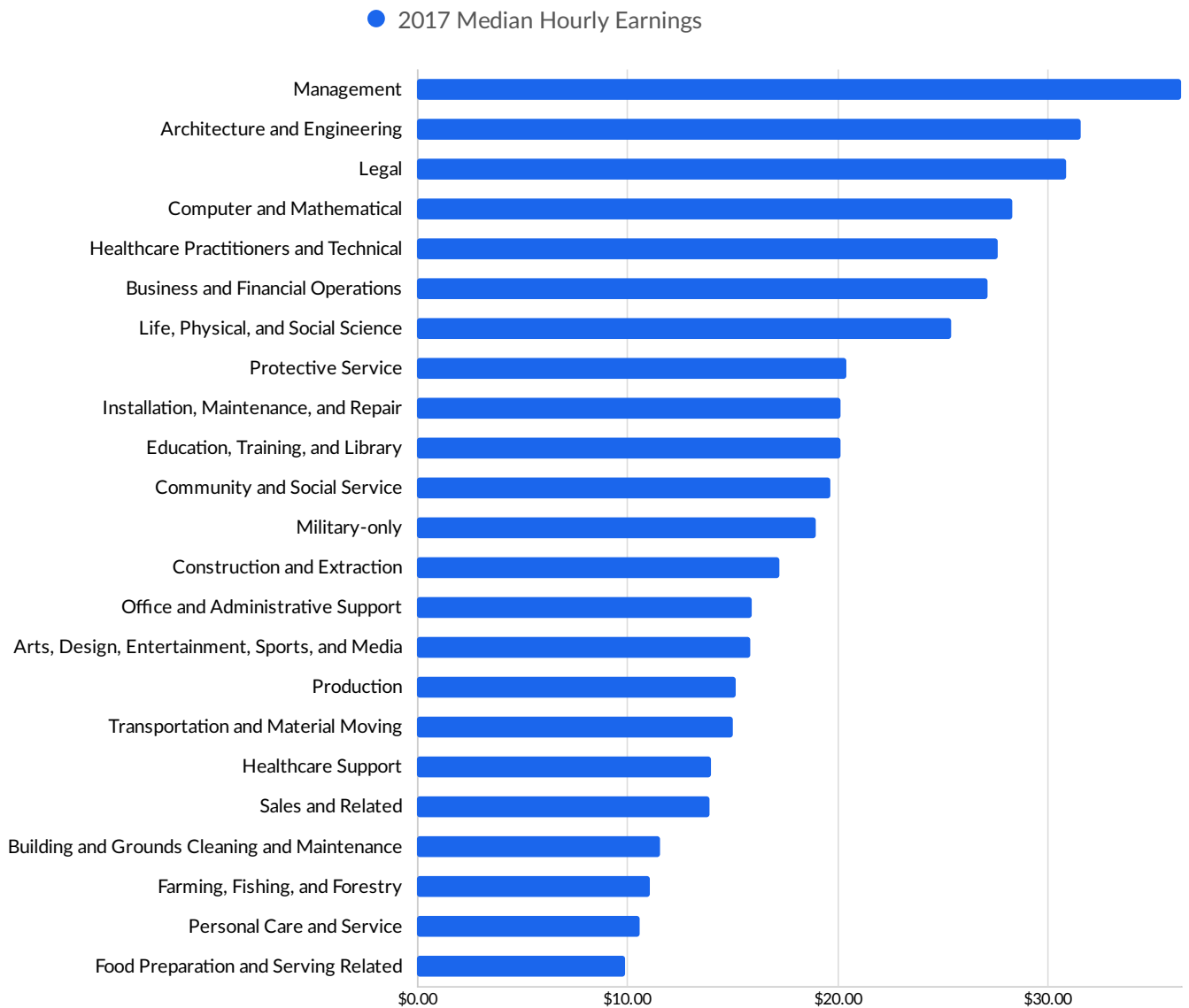
Workforce Characteristics - Cont.

Top Occupation LQ



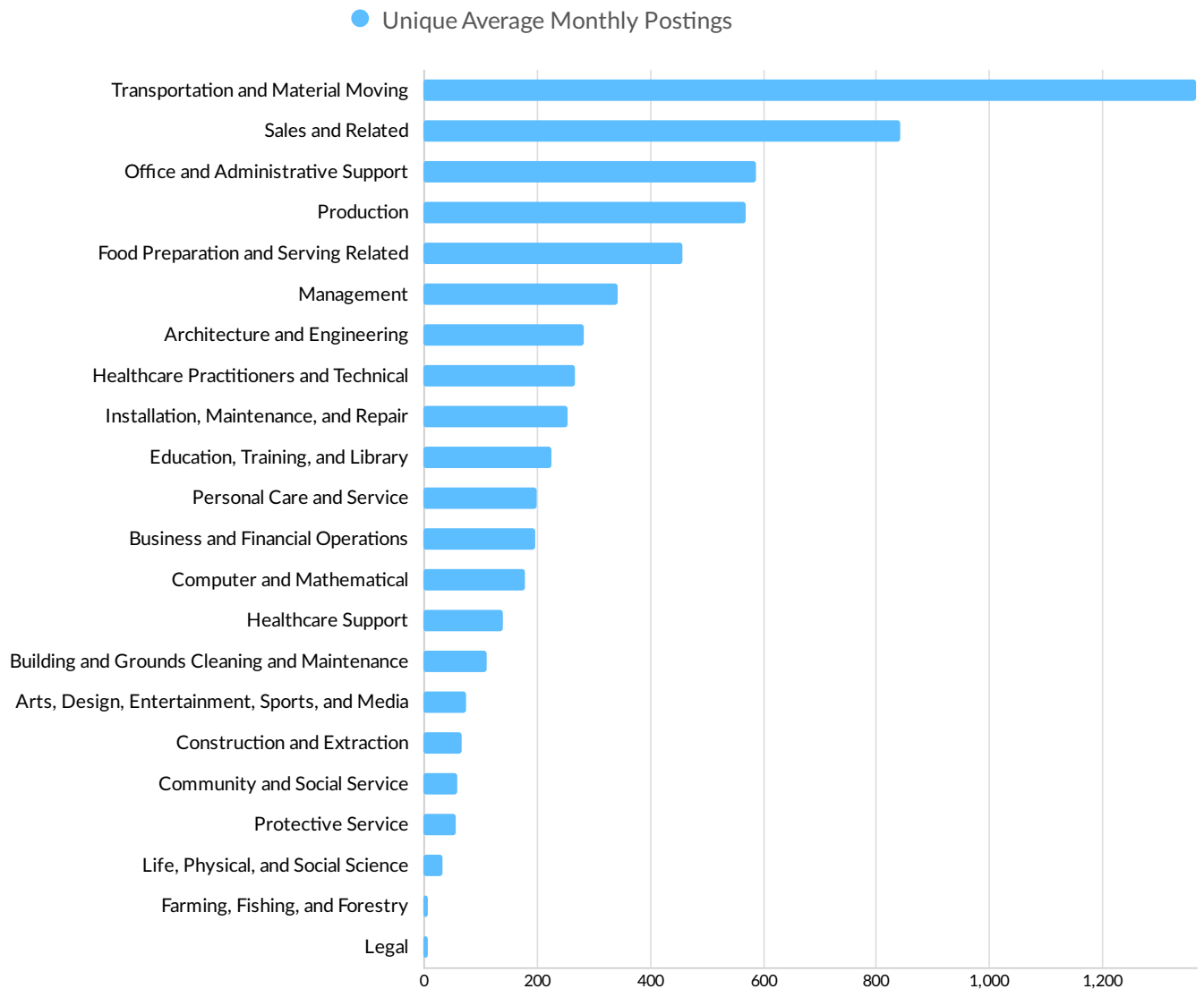
Workforce Characteristics - Cont.

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 Median Hourly Earnings	Mar 2018 - Feb 2019 Unique Average Monthly Postings
Production	20,745	24,942	4,197	+20%	3.03	\$15.15	569
Office and Administrative Support	15,073	16,042	969	+6%	0.78	\$15.92	589
Sales and Related	10,439	11,332	893	+9%	0.81	\$13.91	844
Transportation and Material Moving	9,045	10,002	957	+11%	1.05	\$15.07	1,366
Food Preparation and Serving Related	9,402	9,986	584	+6%	0.85	\$9.92	457
Education, Training, and Library	8,107	8,554	447	+6%	1.08	\$20.18	226
Management	7,446	7,972	526	+7%	1.01	\$36.39	343
Building and Grounds Cleaning and Maintenance	5,973	6,680	707	+12%	1.30	\$11.59	112
Installation, Maintenance, and Repair	4,781	5,808	1,027	+21%	1.06	\$20.20	254
Construction and Extraction	4,881	5,779	898	+18%	0.90	\$17.23	69
Architecture and Engineering	3,852	5,145	1,293	+34%	2.16	\$31.59	284
Business and Financial Operations	4,169	4,872	703	+17%	0.67	\$27.16	199
Healthcare Practitioners and Technical	4,172	4,475	303	+7%	0.58	\$27.65	269
Personal Care and Service	3,333	3,746	413	+12%	0.62	\$10.62	201
Farming, Fishing, and Forestry	2,840	3,066	226	+8%	2.89	\$11.07	8
Arts, Design, Entertainment, Sports, and Media	2,298	2,729	431	+19%	1.05	\$15.85	75

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Mar 2018 - Feb 2019 Unique Average Monthly Postings
Healthcare Support	2,671	2,584	-87	-3%	0.68	\$14.01	141
Computer and Mathematical	1,705	2,013	308	+18%	0.50	\$28.35	179
Community and Social Service	1,576	1,815	239	+15%	0.78	\$19.68	60
Protective Service	1,287	1,338	51	+4%	0.43	\$20.45	58
Life, Physical, and Social Science	623	704	81	+13%	0.61	\$25.41	35
Legal	337	335	-2	-1%	0.29	\$30.91	8
Military-only	217	220	3	+1%	0.30	\$19.02	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