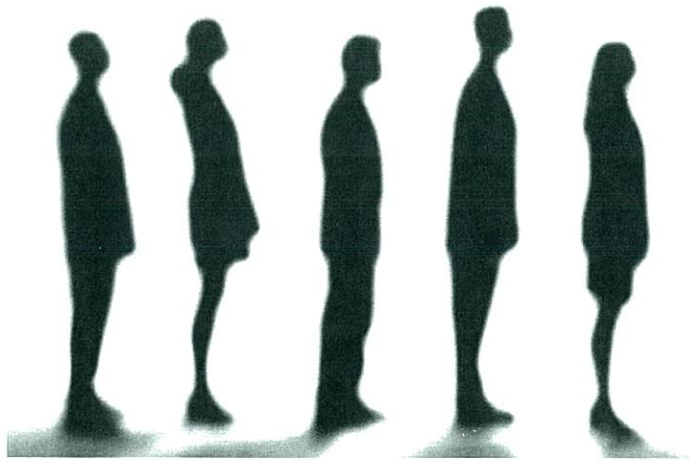




# Regional Economic and Demographic Projections

August 2009



**WMSRDC**  
WEST MICHIGAN SHORELINE  
REGIONAL DEVELOPMENT COMMISSION

**WEST MICHIGAN SHORELINE  
REGIONAL DEVELOPMENT COMMISSION  
(WMSRDC)**

The WMSRDC is a regional council of governments representing 127 local governments in the West Michigan counties of Lake, Mason, Muskegon, Newaygo, Oceana, and Northern Ottawa.

The mission of WMSRDC is to promote and foster regional development in West Michigan... through cooperation amongst local governments.



**James Rynberg**, Chairperson  
**Robert Genson**, Vice-Chairperson  
**James Maike**, Secretary

**Sandeep Dey**, Executive Director

**Project Staff:**

**Amy Haack**, Program Manager

## **DEMOGRAPHIC AND ECONOMIC PROJECTIONS**

**August 2009**

The West Michigan Shoreline Regional Development Commission (WMSRDC) is releasing its official demographic and economic projections for Lake, Mason, Muskegon, Newaygo, Oceana, and Northern Ottawa Counties for the years 2010 through 2035 (population) and 2009 through 2013 (employment).

Please note the following:

- Population projections are based on trends only and do not consider projected economic development.
- Population projections are developed at the county level. As a result of this, in-county migration from urban to non-urban areas may be understated.
- Economic and population projections are most accurate in the earliest forecasts listed.
- Population projections are shown for Northern Ottawa County and economic projections were not derived for Northern Ottawa County.

### **Population Projection Methodology**

The population forecasts were developed using variations of the traditional cohort survival technique of population forecasting and historical trends. This method examines trends in population as provided by the U.S. Census Bureau.

To determine the population forecasts for each township, city, and village (local unit), the Proportional Forecasting Technique was used. This technique involves calculating each local unit's population as a percentage of the total county population for a recent representative year in which data is available. This proportion for each local unit is applied to the county level projections, which are provided by the U.S. Census Bureau, to arrive at local unit projections. Caution is advised at the local unit projection level because these projections may not account for in and out migration.

### **Employment Projection Methodology**

The employment projections are by place of employment (not residence), and are based on data from the Regional Economic Information System (REIS) published by the U.S. Department of Commerce, Bureau of Economic Analysis and the Michigan Department of Career Development/Employment Services Agency, Labor Market Analysis Section.

The projection methodology utilizes past trends, existing economic activity, and anticipated growth to estimate employment totals for each county for the years 2009 through 2013. The county totals are also separated into specific economic sectors.

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

**Population Forecast 2010 to 2035**

Lake County	Actual Census Figures				Census Estimate 2008	Forecasted Population					
	1970	1980	1990	2000		2010	2015	2020	2025	2030	2035
Total Population	5,661	7,711	8,583	11,333	11,014	11,231	11,793	12,382	13,001	13,651	14,334

Population projections are developed at the County level.  
As a result of this, in-county migration from urban to non-urban areas may be understated.

Chase Township	752	858	999	1,194	1,198	1,222	1,283	1,347	1,414	1,485	1,559
Cherry Valley Township	172	272	248	368	375	382	402	422	443	465	488
Dover Township	201	293	318	332	344	351	368	387	406	426	448
Eden Township	116	174	235	377	377	384	404	424	445	467	491
Elk Township	325	538	580	900	880	897	942	989	1,039	1,091	1,145
Ellsworth Township	376	542	622	821	824	840	882	926	973	1,021	1,072
Lake Township	341	516	700	849	822	838	880	924	970	1,019	1,070
Newkirk Township	426	608	586	719	727	741	778	817	858	901	946
Peacock Township	144	278	344	445	437	446	468	491	516	542	569
Pinora Township	249	348	414	643	658	671	705	740	777	816	856
Pleasant Plains Township	1,211	1,401	1,464	1,535	1,489	1,518	1,594	1,674	1,758	1,846	1,938
Sauble Township	194	260	297	323	323	329	346	363	381	400	420
Sweetwater Township	115	206	223	238	246	251	263	277	290	305	320
Webber Township	614	865	968	1,875	1,616	1,648	1,730	1,817	1,908	2,003	2,103
Yates Township	425	552	585	714	698	712	747	785	824	865	908

Villages*											
Baldwin	502	674	821	1,107	1,171	1,194	1,254	1,316	1,382	1,451	1,524
Luther	129	414	343	339	322	328	345	362	380	399	419

\*Village population included in Township figures  
Sources: Census Bureau, Internal Revenue Service and U.S. Department of Health and Human Services  
Forecast by the West Michigan Shoreline Regional Development Commission