

Chapter 2 – Demographic and Economic Characteristics

One of the most important steps in understanding the future needs of a community is an analysis of population, households, housing, income, education and employment characteristics. Most of the information presented in this chapter is derived from the U. S. Census Bureau.

Population by Municipality

According to the 2000 U.S. Census, the year round population in South Branch Township was 1,842 persons (954 male and 888 female); representing a population density of 17.1 persons per square mile. By comparison, the population density for the State as a whole was significantly higher at 172.7 persons per square mile. Over the last decade the Township experienced a 33.5 percent growth rate, adding 462 persons to its year round population. **Table 2.1** shows the population in 1990 and 2000 for Township, City and County. In percent growth rate, South Branch was the second fastest growing community in the county. Additionally, the Township had the second largest numeric increase in population between 1990 and 2000. South Branch Township accounted for 23 percent of the County's population increase from 1990 to 2000.

Municipality	1990 Pop.	2000 Pop.	% Change '90-'00
South Branch Twp.	1,380	1,842	33.5%
Beaver Creek Twp.	1,175	1,486	26.5%
Frederic Twp.	1,287	1,401	8.9%
Grayling Twp.	5,647	6,516	15.4%
Lovells Twp.	420	578	37.6%
Maple Forest Twp.	407	498	22.4%
City of Grayling	1,944	1,952	0.4%
Crawford Co.	12,260	14,273	16.4%

Source: U.S. Bureau of the Census

Seasonal Population

It is important to note the U. S. Census population figures did not include the seasonal population of the Township. Since the census was taken in April, seasonal and part time residents were not counted in South Branch Township. The figures presented for housing characteristics showed that 52.7 percent or 851 housing units were listed as seasonal, recreational or occasional use homes. Therefore, the Township's resident population can significantly increase during peak periods in the summer months. Using the 2.51 persons per household for South Branch Township and the 851 seasonal homes, peak seasonal population could increase by approximately 2,136 persons.

Age Distribution and Racial Composition

A community should consider the age distribution of its population when planning for community-wide services and special services targeting certain age groups. For example, younger families typically require access to affordable housing, schools and recreational

facilities as first homebuyers. An elderly population may need access to public transportation, senior housing facilities, nursing homes and in-home health care.

Age distribution statistics for South Branch Township and Crawford County from the 2000 Census is compared in **Table 2.2**. Data shows the median age for Township residents was 2.1 years older than the median age of residents of the County. When compare to the State's median age of 35.5, South Branch Township was 7.2 years older. Whereas, approximately 26.8 percent of the State's population and 22.3 percent of the County's population was 60 years and older, 17.3 percent of the Township's residents were in their retirement years. The 25-44 year age category is typically associated with child rearing and can equate to a higher need for schools and recreational facilities. The percent of the Township's residents in this age category was 2.3 percent lower than Crawford County and 5.5 percent lower than the State of Michigan.

According to the 2000 U. S. Census, the racial make up of the Township and County population was relatively homogeneous. Ninety-nine percent of the Township and 96 percent of the County population was classified as white as compared to 80.2 percent of the State's population. **Table 2.3** compares the Township's racial composition to that of Crawford County. Of the 1,842 residents of South Branch Township 1,830 were White, two were American Indian, two were Asian, two were Filipino, one Black or African American and seven were of two or more races.

Table 2.2 Age Distribution South Branch Township and Crawford County - 2000													
	< 5 Yrs	%*	5-17 Yrs	%*	18- 24 Yrs	%*	25-44 Yrs	%*	45-64 Yrs	%*	>65 Yrs	%*	Median Age
South Branch Twp.	100	5.4	342	18.6	102	5.5	448	24.3	531	28.8	319	17.3	42.7
City of Grayling	133	6.8	377	19.3	151	7.7	479	24.5	372	19.1	440	22.5	39.5
Beaver Creek Twp.	85	5.7	250	16.8	95	6.4	395	26.6	426	28.7	235	15.8	41.9
Frederic Twp.	73	5.2	282	20.1	83	5.9	344	24.6	405	28.9	217	15.5	40.8
Grayling Twp.	348	5.3	1,313	20.2	229	3.5	1,879	28.8	1,639	25.1	1,108	17.0	38.9
Lovells Twp.	20	3.5	69	11.9	17	2.8	117	20.2	183	31.7	172	29.8	52.2
Maple Forest Twp.	18	3.6	87	17.5	27	5.4	136	27.3	150	30.1	80	16.1	42.7
Crawford Co.	777	5.4	2,720	19.1	900	6.3	3,798	26.6	3,706	30.0	2,372	16.6	40.6
Source: U.S. Bureau of the Census *Figure shows the percentage each age grouping represents of the local unit's total population.													

	South Branch Twp	Beaver Creek Twp	Frederic Twp	Grayling Twp	Lovells Twp	Maple Forest Twp	City of Grayling	Crawford County
One Race	99.6%	99.2%	98.5%	98.7%	99.8%	98.6%	99.2%	98.9%
White	99.3%	96.6%	97.1%	94.8%	99.3%	97.8%	96.9%	96.4%
Black	0.1%	0.3%	0.1%	3.0%	0.0%	0.0%	0.5%	1.5%
American Indian	0.1%	0.9%	1.1%	0.5%	0.5%	0.6%	0.9%	0.6%
Asian	0.1%	0.0%	0.1%	0.3%	0.0%	0.2%	0.8%	0.3%
Some other race	0.0%	1.3%	0.0%	0.1%	0.0%	0.0%	0.2%	0.2%
Two or more Races	0.4%	0.8%	1.5%	1.3%	0.2%	1.4%	0.8%	1.1%
Hispanic/Latino Origin*	0.5%	2.0%	1.2%	0.8%	0.3%	0.6%	1.5%	1.0%

Source: US Bureau of the Census

	Disabled Persons 5-20	Percent Disabled 5-20	Disabled Persons 21-64	Percent Disabled 21-64	Percent Disabled 21-64 Employed	Disabled Persons 65+	Percent Disabled 65+
South Branch Twp.	24	6.6%	264	25.3%	40.2%	134	42.4%
City of Grayling	51	10.1%	25	27.7%	49.0%	213	65.5%
Beaver Creek Twp.	46	15.9%	216	24.1%	53.7%	116	50.9%
Frederic Twp.	50	15.3%	182	24.4%	46.7%	106	46.7%
Grayling Twp.	74	5.1%	693	20.1%	47.9%	371	38.8%
Lovells Twp.	7	9.0%	50	17.4%	42.0%	64	39.8%
Maple Forest Twp.	9	8.6%	82	25.4%	35.4%	34	43.0%
Crawford Co.	261	8.4%	1,742	22.7%	46.7%	1,038	45.3%

Source: U.S. Bureau of the Census
*Disability of civilian non-institutionalized persons.

Disability Status

The 2000 U. S. Census contains information on the disability status of non-institutional persons. A review of this data is necessary to assess the need for services such as public transportation and in-home health care. **Table 2.4** shows that the percentage of disabled persons in South Branch Township ages 5-20 and 65+ were lower than the County and for ages 21-64 was higher than the County.

Households

Census data from 2000 showed that South Branch Township had an average of 2.51 persons per household, as compared to 2.45 and 2.56 persons per household for Crawford County and State of Michigan, respectively.

U.S. Census data showed a total of 735 households in South Branch Township, of which 557 were family households and 178 were non-family households. A non-family household is a household with one person or a household with non-relatives living together. Some 65.4 percent of South Branch Township's households were classified as married couple families, whereas married couple families made up 57.6 percent of County households, and married couple families accounted for 51.4 percent of households in Michigan.

Housing Stock and Property Values

Data from the 2000 Census shows a total of 1,642 housing units in South Branch Township which accounted for approximately 16 percent of the housing units in Crawford County. The breakdown of housing types were Single-unit detached – 1,336, Single-unit attached – 10, five-nine units – 3, mobile home – 241 and boat, RV, van, etc. - 52. The median number of rooms per house in South Branch Township was 5.1, which was the same as the County.

As mentioned in the discussion on population, housing characteristics for South Branch Township suggest an increased summer population. The abundant water, woodlands and wildlife have attracted people to the area, many of whom reside in the Township as seasonal and weekend residents. Over 52.7 percent of the housing units in the Township were considered seasonal in 2000 Census. As noted earlier, the population levels in South Branch Township, like many northern Michigan communities, greatly increases during peak summer vacation times. In contrast, only 5.5 percent of the housing statewide is classified as seasonal. **Table 2.5** compares the Township and County, contrasting the total housing units with those designated as seasonal units. Housing stock in South Branch Township tends to be owner-occupied, with renter-occupied housing accounting for 7.9 percent of the total housing units.

Other characteristics of township property value can be obtained by analysis of State Equalized Value (SEV) figures. By law, the SEV, which constitutes a community's tax base, is equal to approximately one-half of the true market value of real property and certain taxable personal properties. The Crawford County Equalization Department compiled the 2004 information presented in **Table 2.7**. In South Branch Township, of the total real property, residential real property accounted for 93.8 percent. The next closest was agricultural real property at 2.9 percent. The township accounts for 16.4 percent of the counties total real and personal property SEV.

The age of housing structures within South Branch Township in **Table 2.6** shows that 63% of housing structures were built before 1980. Seven percent of the homes were built in 1939 or earlier, 22.3% of the homes were built between 1940-1959, and 34% of the homes were built between 1960-1979. This leads to an aging housing market where 29% of the homes are older than 40 years.

Table 2.5								
Crawford County Municipality Housing Characteristics - 2000								
	Total Housing Units	Total Occupied Housing Units	Percent Owner Occupied	Percent Renter Occupied	Total Vacant Housing Units	Percent Seasonal	Percent Vacant Owner	Percent Vacant Renter
South Branch Twp.	1,615	735	92.1%	7.9%	880	52.7%	2.0%	0.0%
City of Grayling	895	828	53.1%	46.9%	67	1.2%	3.3%	6.1%
Beaver Creek Twp.	1,125	603	90%	10%	522	43.9%	1.3%	1.6%
Frederic Twp.	1,092	555	86.3%	13.7%	537	46.1%	1.2%	7.3%
Grayling Twp.	3,945	2,420	85.7%	14.3%	1,525	35.5%	1.4%	7.0%
Lovells Twp.	932	283	91.9%	8.1%	649	68.5%	1.1%	8.0%
Maple Forest Twp.	438	201	90.5%	9.5%	237	49.3%	3.7%	20.8%
Crawford Co.	10,042	5,625	82.8%	17.2%	4,417	40.9%	1.7%	6.3%
Source: U.S. Bureau of the Census Percent of total housing units								

Table 2.6		
Age of Housing Structures - South Branch Township - 2000		
Year Structure Built	# Number	% Percent
1999 to March 2000	73	4.4%
1995 to 1998	116	7.1%
1990 to 1994	172	10.5%
1980 to 1989	241	14.7%
1970 to 1979	394	24.0%
1960 to 1969	165	10.0%
1940 to 1959	366	22.3%
1939 or earlier	115	7.0%
Total	1642	100%
Source: U.S. Bureau of the Census		

Real Property	South Branch Township		Crawford County
	Amount (dollars)	% of County SEV	Amount (dollars)
Agricultural	3,117,500	22.2%	14,024,300
Commercial	2,759,500	5%	55,976,416
Industrial	N/A	N/A	45,208,200
Residential	101,269,900	20%	505,812,310
Timber Cutover	N/A	N/A	2,050,400
Developmental	734,200	100%	734,200
Total Real	107,881,100	17.3%	623,805,826
Personal	3,070,500	6%	51,203,727
TOTAL SEV	110,951,600	16.4%	675,009,553

Source: Michigan Department of Treasury, State Tax Commission

Income and Poverty Status

Income statistics in the 2000 U. S. Census actually reflect income levels for the year of 1999. The median household income for South Branch Township was \$34,537 per year. The median household income for Crawford County was \$33,364 and the State was \$44,667 per year. Median household income includes both family and non-family households. Typical of rural townships in Northeast Michigan, the median household income was \$10,130 lower than the State as a whole but \$1,173 higher than the County.

The median family income in 1999 for the Township was \$38,690 **Table 2.8** compares median household income, median family income, per capita income and poverty levels for South Branch Township, municipalities, County and State. The per capita income (income averaged per person) was \$17,763 in South Branch Township, \$5,405 less than the per capita income for the State of Michigan. **Figure 2.1** and **Figure 2.2** compare income by type and median household income for the United States, Crawford County and municipalities.

Governmental Unit	Median Household Income	Median Family Income	Per Capita Income	Percent of Families Below Poverty Level 1999
South Branch Twp.	\$34,537	\$38,690	\$16,763	9.2%
Crawford County	\$33,364	\$37,056	\$16,903	10.0%
State of Michigan	\$44,667	\$53,457	\$22,168	7.4%

Source: U.S. Bureau of the Census

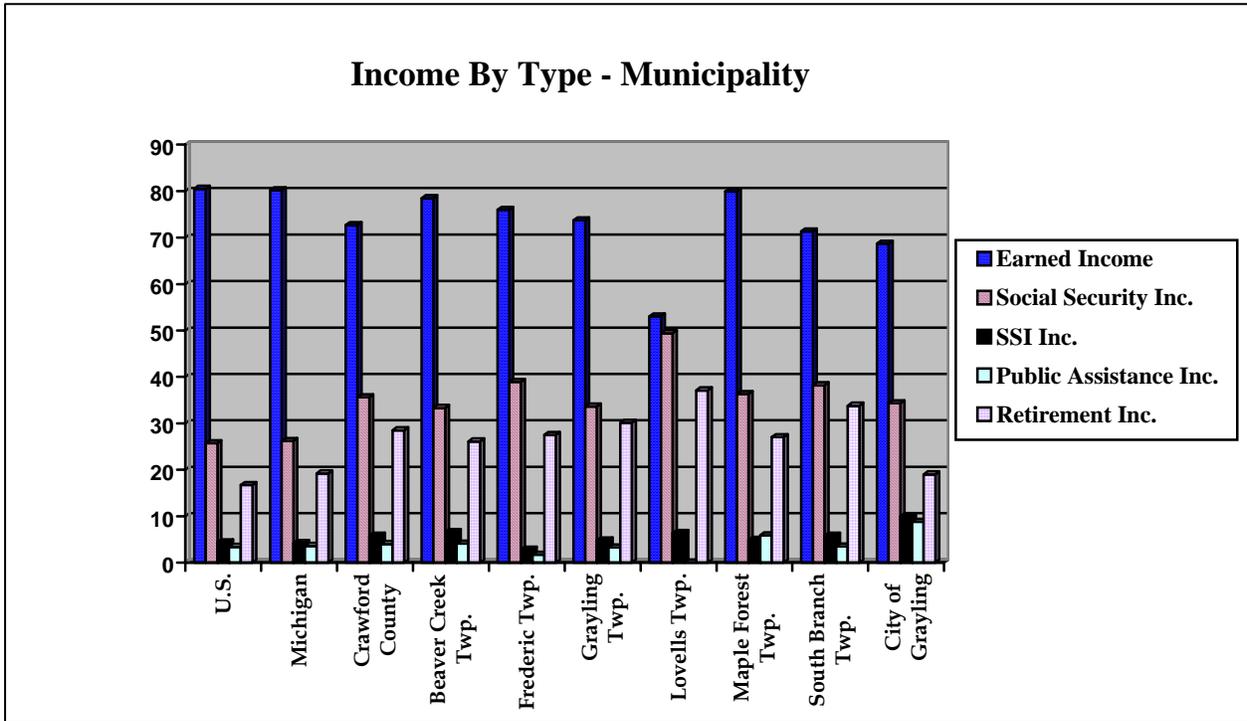


Figure 2.1

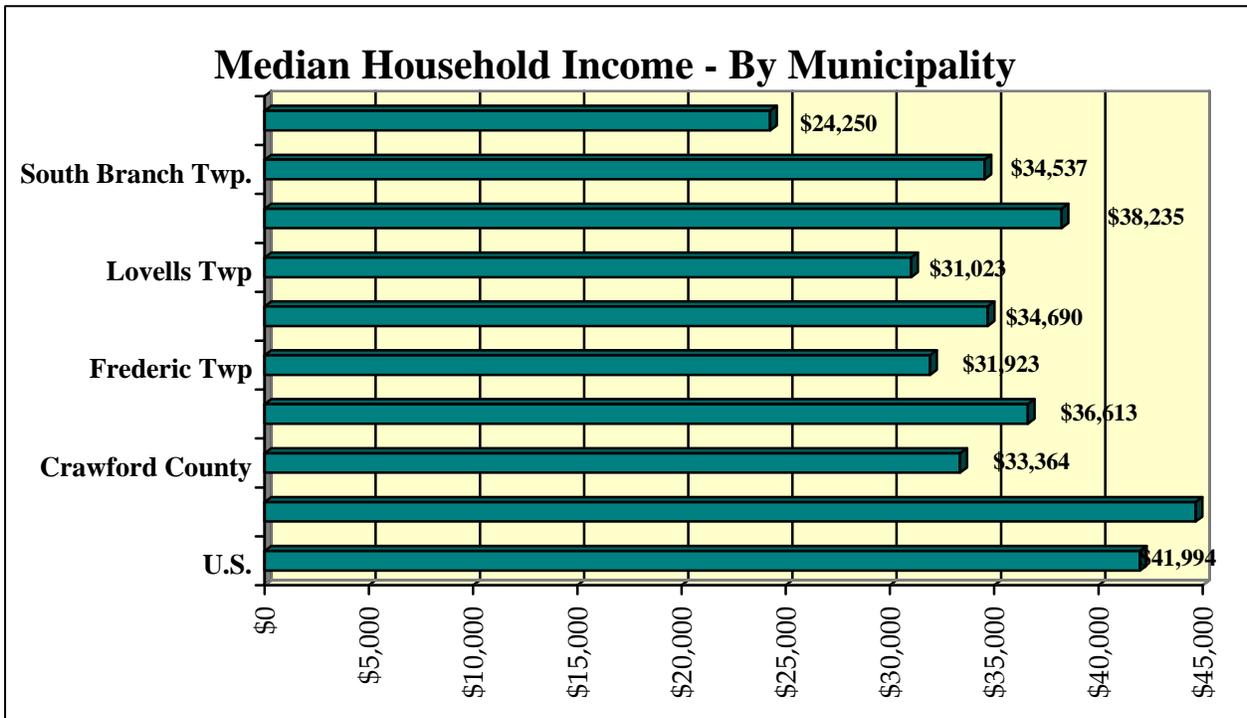


Figure 2.2

In 1999, 9.2 percent of the families in South Branch Township were living below poverty level as compared to 10.0 and 7.4 for the County and State respectively, shown in **Table 2.9**. In the Township, families with related children under 18 years old, some 14.6 percent were living below poverty level. For families with related children under five years old the percent was even higher. **Table 2.10** compares poverty by municipality for females with children less than 18 years old and people age 65 and over below poverty level for the years of 1990 and 2000.

	South Branch Township	Crawford Co	Michigan
Percent of families below poverty	9.2%	10.0%	7.4%
Percent with related children < 18 yrs.	14.6%	16.0%	11.3%
Percent of female headed households below poverty	35.9%	31.3%	24.0%
Percent with related children < 18 yrs.	46.7%	40.4%	31.5%
Percent with related children 0 – 5 yrs.	80.0%	62.3%	44.2%
Percent of individuals below poverty	12.5%	12.7%	10.5%
Percent 18 yrs. Old and >	10.0%	10.6%	9.3%
Percent 65 yrs. Old and >	8.9%	7.6%	8.2%

Source: U.S. Bureau of the Census 2000

	Females With Children < 18 Below Poverty					Age 65 and Over Below Poverty				
	1990		2000		Percent Change	1990		2000		Percent Change
	#	%	#	%		#	%	#	%	
South Branch Twp.	8	36.4%	14	46.7%	75.0%	26	10.8%	28	8.9%	7.7%
Beaver Creek Twp.	11	55.0%	4	7.4%	-63.6%	11	6.5%	10	4.4%	-9.1%
Frederic Twp.	12	85.7%	15	39.5%	25.0%	12	7.2%	27	11.9%	125.0%
Grayling Twp.	21	25.9%	70	42.9%	233.3%	51	7.8%	42	4.4%	-17.6%
Lovells Twp.	5	71.4%	0	0%	-100%	21	15.9%	10	6.2%	-52.4%
Maple Forest Twp.	0	0%	0	0%	0%	2	4.4%	0	0%	-100%
City of Grayling	57	59.4%	67	52.3%	17.5%	76	27.4%	57	17.5%	-25.0%
Crawford Co.	114	47.3%	170	40.4%	49.1%	199	11.8%	174	7.6%	-12.6%

Source: U.S. Bureau of the Census

Education

Education is an important factor in analyzing the capabilities of the local work force and future income potential. The U.S. Census Bureau tracks educational attainment for persons 25 years of age or older. Statistics from the 2000 Census indicate that 76.9 percent of South Branch Township residents were high school graduates or higher, as compared to 80.9 percent for Crawford County and 83.4 percent for the State as a whole. Approximately 12 percent of the Township residents had a bachelor's degree or higher. See **Table 2.11** and **Figure 2.3** for a comparison of educational attainment between the Township, County and State.

Table 2.11							
Education Attainment – South Branch, Crawford County, Michigan, and U.S. 2000							
	<9th Grade	9th - 12th Grade	High School Graduate	Some College	Associate Degree	Bachelor's Degree	Graduate/ Professional Degree
South Branch Twp	5.8%	17.3%	76.9%	23.1%	5%	7.2%	4.9%
Crawford County	4.5%	14.8%	80.9%	23.8%	6.5%	8.6%	4.4%
Michigan	4.6%	11.9%	83.4%	23.3%	7%	13.7%	8.1%
U.S.	7.5%	12.1%	84%	21.1%	6.3%	15.5%	8.9%

Source: Bureau of the Census 2000

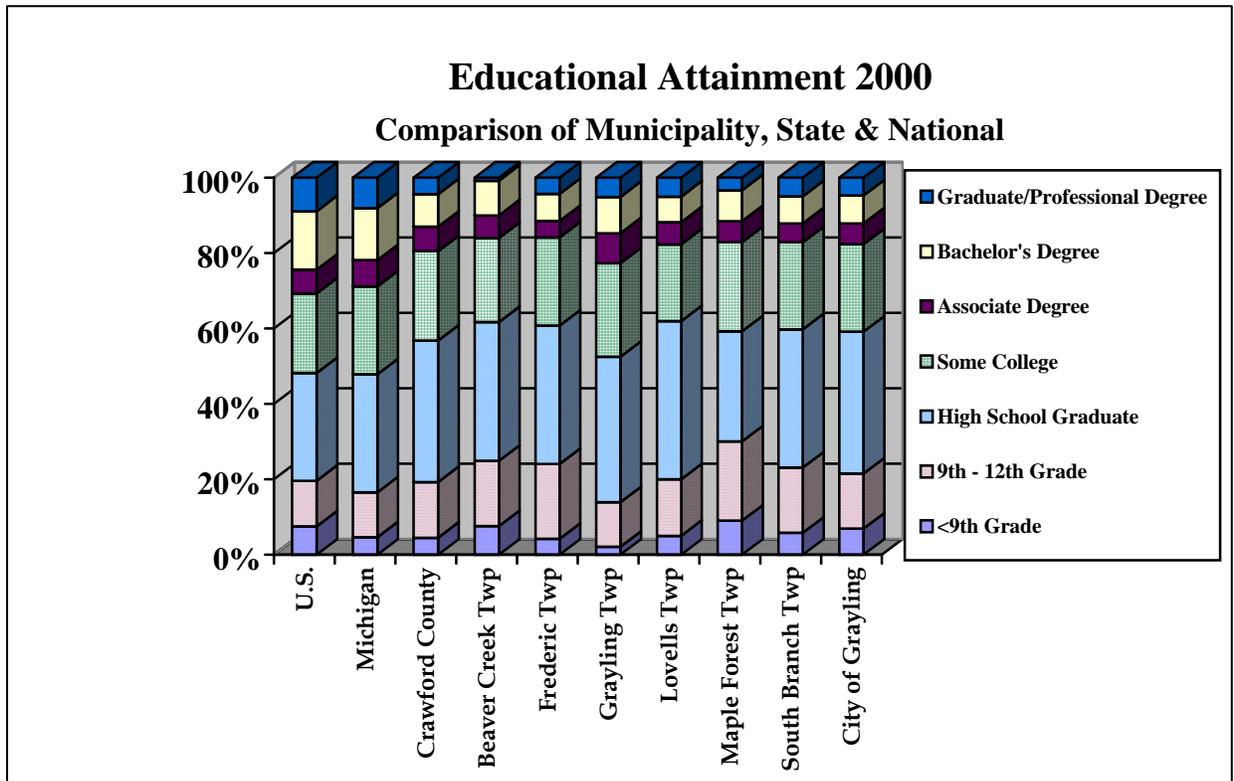


Figure 2.3

Employment

The employment data presented in this section reflects place of residence, not location of employment. The Michigan Employment Services Agency (ESA) publishes annual employment data and unemployment data on the civilian labor force. This is presented in **Table 2.12**, which compares South Branch Township, Crawford County and the State of Michigan for the years 2001-2003. The unemployment rate for Crawford County ranged between 6.7% and 8.9% for those years, whereas, statewide unemployment rates ranged between 5.3% and 8.3%. The percent unemployment rate for South Branch Township was consistently lower than the County and in-line with the State’s unemployment rate.

Table 2.13 shows employment by occupation for residents of the Township and County. The source of this data is the U. S. Bureau of Census, 2000 Census. These figures showed that percentage-wise, residents of South Branch Township were in the same occupational groupings as the County. By placing the occupational groupings into the categories of "executive, administrative & managerial", "sales occupation" and "production, transportation & material moving", one finds that approximately 71.8 percent of the residents of South Branch Township worked in one of these three categories, while a small percentage 28.2 percent worked in "construction, extraction & maintenance", "service workers" and "farming, forestry & fishing".

Table 2.12 Civilian Labor Force Comparisons South Branch Township, Crawford County, State of Michigan - 2001 – 2003									
	Township			County			State (in 1,000s)		
	2001	2002	2003	2001	2002	2003	2001	2002	2003
Labor Force	550	550	550	5675	5500	5575	5157	5001	5042
Employed	525	500	500	5300	5075	5075	4886	4691	4674
Unemployed	25	25	50	375	450	500	271	310	368
Unemployment .Rate	5.5%	6.6%	7.3%	6.7%	8.1%	8.9%	5.3%	6.0%	7.3%
Note: All numbers rounded to the nearest 25. Source: Michigan Dept. of Career Dev., Employment Services Agency									

Table 2.13 Employment by Occupational Group and Place of Residence - 2000				
Occupation	South Branch Township		Crawford County	
	2000		2000	
	#Number	%Percent	#Number	%Percent
Executive, Administrative, & Managerial	191	26.3%	1,429	24.3%
Sales Occupation	150	20.6%	1,450	24.7%
Construction, Extraction and Maintenance	96	13.2	667	11.4%
Service Workers, including Private Households	103	14.3%	1,233	21.0%
Farming, Forestry, and Fishing	6	0.8%	59	1.0%
Production, Transportation and Material Moving	181	24.9%	1,031	17.6%
Total	727	100%	5869	100%
Source: U.S. Bureau of Census				