



# Benchmarking

# Livingston County - 2022

An Economic Competitiveness Assessment



JUNE 2022

# Contents

Executive Summary	3
Key Findings: Livingston County, MI	5
<b>Setting the Stage</b>	
I. Population	8
II. Land Area	10
How to Read this Report	11
<b>Metrics</b>	
I. Population Movement	13
II. Median House Value	14
III. Median Household Income	15
IV. Housing Affordability	16
V. State Equalized Value	17
VI. Commercial Property Listings	18
VII. The Labor Market	19
VIII. Employees per Business	21
IX. Average Pay in All Industries	22
X. Manufacturing	23
XI. Educational Attainment	25
XII. Poverty and ALICE	26
Appendix	27

# Executive Summary

## Takeaways and Major Changes for 2022

The goal of this report is to continue to take the pulse of the Livingston County in comparison to a specific competitive set of counties in Michigan and across the United States. The objective is not to make policy recommendations, but to provide clear, unbiased data with regional analysis on a series of metrics that are often applied without context.

Ann Arbor SPARK worked with various groups of stakeholders to produce the initial list of regions and metrics in 2020. This 2022 update has the same goal: develop a comprehensive, accurate picture of the region in comparison to competitor regions. It's important to note that, for the most part, the data used in this report does not include the effects from the coronavirus pandemic. Therefore, it can be used as a snapshot of the region before it hit, and perhaps as a baseline to aim for after the fact. The data and analysis for each metric answer some questions but may pose new ones.

For most metrics, Livingston County has maintained its regional and national rankings. This is the case even when Livingston County has improved on a metric over time, as competitive counties have improved at a comparable or greater rate. In addition, there is often a large difference between Livingston County's regional and national rankings. This is important to keep in mind when marketing Livingston County to businesses from within and outside of the state of Michigan.

**Population:** 8<sup>th</sup> of 8 regional counties, 4<sup>th</sup> of 8 national counties

- Definition: The number of people living in a particular area, in this case, county.
- Livingston County's population is 193,866 with a population density of 320.2 people per square mile.

**Land Area:** 5<sup>th</sup> of 8 regional counties, 4<sup>th</sup> of 8 national counties

- Definition: the area in square miles within a set geographical parameter
- Livingston County has an area of 569.25 square miles.

**Population Movement:** 8<sup>th</sup> of 8 regional counties

- Definition: The flow of annual movers between counties, between states, and the net movement.
- Livingston County has experienced a net outflow of 1.1% of its population between 2015 and 2019. A net of 0.4% of the population migrated to a different state and a net of 0.7% of the population migrated to a different county within Michigan.

**Median House Value:** 2<sup>nd</sup> of 8 regional counties, 5<sup>th</sup> of 8 national counties

- Definition: The median value for all owner-occupied housing units in a given county.
- Livingston County has maintained its National and Regional rankings since the last AAS Report.

**Median Household Income:** 1<sup>st</sup> of 8 regional counties, 5<sup>th</sup> of 8 national counties

- Definition: The median income for all households in a given county.
- Livingston County has declined in its National ranking and maintained its Regional since the last AAS Report.

**Housing Affordability:** 6<sup>th</sup> of 8 regional counties, 4<sup>th</sup> of 8 national counties

- Definition: The Housing Affordability Index is the ratio of Median House Value to Median Household Income (i.e., Median House Value is X times greater than Median Household Income).
- Livingston County has maintained in its National and Regional rankings since the last AAS Report. Additionally, its affordability of approximately 2.9 has remained consistent, as well.

**State Equalized Value:** 7<sup>th</sup> of 8 regional counties

- Definition: the total assessed value for all personal and real property, adjusted following County and State equalization.
- Although Livingston County's state equalized value has increased by 25.4% since 2017, it continues to lag behind comparable counties in Michigan.

## Executive Summary continued

### **Commercial Property Listings:** 8th of 8 regional counties

- Definition: The number of commercial property listings posted on CPIX on February 22, 2022.
- The number of commercial property listings in each regional county has remained relatively stable since 2017, so Livingston County remains ranked last among the set of Michigan counties.

### **Labor Force Participation Rate:** 3<sup>rd</sup> of 8 regional counties, 8<sup>th</sup> of 8 national counties

- Definition: The percentage of the civilian noninstitutionalized population 16 years old and over that is either currently working or actively seeking work.
- Livingston County has a higher labor force participation rate than the average of both Michigan and nationally. Over the past 5 years, Livingston County's labor force participation rate has remained relatively constant at 65.9% in 2019.

### **Unemployment Rate:** 7<sup>th</sup> of 8 regional counties, 2<sup>nd</sup> of 8 national counties

- Definition: The percentage of people in the labor force who are not currently employed but who are actively seeking employment.
- The unemployment rate in Livingston County is below the average of both Michigan and nationally. Over the last 5 years, Livingston County's unemployment rate has remained relatively constant at 3.7% in 2019.

### **Employees per Business:** 8<sup>th</sup> of 8 regional counties; 6<sup>th</sup> of 8 national counties

- Definition: the average number of employees at each business in a region
- In 2019, over half of Livingston County businesses employed 4 or fewer individuals.
- Livingston County's average business size has increased somewhat over time, but it is still smaller than that of comparable national and regional counties.

### **Average Pay in All Industries:** 8th of 8 regional counties; 6th of 8 national counties

- Definition: the average wage for all industries
- Livingston County ranked lowest compared to Michigan overall and the national average.

### **Manufacturing Employment:** 6<sup>th</sup> of 8 regional counties; 3<sup>rd</sup> of 8 national counties

- Definition: The percentage of the total workforce in a region that is employed in the manufacturing industry
- At 16.93%, Livingston County's manufacturing employment rate is high relative to the national average but smaller than that of most comparable Michigan counties.

### **Manufacturing Wages:** 7<sup>th</sup> of 8 regional counties; 2<sup>nd</sup> of 8 national counties

- Definition: the average annual income for an individual worker employed in the manufacturing industry
- Even though manufacturing employment has remained stable since 2015, the average annual pay for workers in the industry has increased.
- At just over \$68,000/year, Livingston County's average annual manufacturing wage is nationally competitive but low in comparison to other Michigan counties

### **Educational Attainment:** 4th of 8 regional counties; 8th of 8 national counties

- Definition: The percentage of the population, 25 years and old, with a Bachelor's Degree or higher.
- Livingston County has a higher rate of educational attainment than the average of both Michigan and nationally.

### **Poverty:** 1st of 8 regional counties, 1st of 8 national counties

- Definition: Poverty is used to describe households who live at or below the federal poverty line.
- Livingston County has the lowest level of poverty in the national comparison and tied for the lowest in the regional.

### **ALICE:** 1st of 8 regional counties

- Definition: Asset-Limited-Income-Constrained-Employed group (ALICE) is a metric outlined by United Way representing the percentage of the population in each county where households earn above the federal poverty level but not enough to afford a bare-bones household budget.
- Livingston County has the lowest percentage of ALICE households in the regional comparison.

## Key Findings: Livingston County, MI

### Trend: Rank Improvement

Metric	Regional Rank	National Rank	Current Level
Employees per Business	8 <sup>th</sup>	6 <sup>th</sup>	13.3 employees
Poverty	1 <sup>st</sup>	1 <sup>st</sup>	3.9%

### Trend: Rank Maintenance

Metric	Regional Rank	National Rank	Current Level
Population Movement	N/A	8 <sup>th</sup>	-1.1% of pop.
Median House Value	2 <sup>nd</sup>	5 <sup>th</sup>	\$247,100
Median Household Income	1 <sup>st</sup>	5 <sup>th</sup>	\$84,221
Housing Affordability	6 <sup>th</sup>	4 <sup>th</sup>	2.9
State Equalized Value	7 <sup>th</sup>	N/A	\$13,109 million
Commerical Property Listings	8 <sup>th</sup>	N/A	333
Manufacturing Wages	7 <sup>th</sup>	2 <sup>nd</sup>	\$68,034
Educational Attainment	4 <sup>th</sup>	8 <sup>th</sup>	35.7%

### Trend: Rank Decline

Metric	Regional Rank	National Rank	Current Level
Labor Force Participation	3 <sup>rd</sup>	8 <sup>th</sup>	65.9%
Unemployment	2 <sup>nd</sup>	7 <sup>th</sup>	3.7%
Average Pay	8 <sup>th</sup>	6 <sup>th</sup>	\$49,557
Manufacturing Employment	6 <sup>th</sup>	3 <sup>rd</sup>	16.93%

# Setting the Stage

Population and Land Area

# Benchmarking *Communities*

## Regional Set

- Livingston County, MI
- Genesee County, MI
- Ingham County, MI
- Ottawa County, MI
- Macomb County, MI
- Oakland County, MI
- Washtenaw County, MI
- Wayne County, MI



## National Set

- Shelby County, AL
- Litchfield County, CT
- Hendricks County, IN
- Carroll County, MD
- Saratoga County, NY
- Warren County, OH
- Ozaukee County, WI

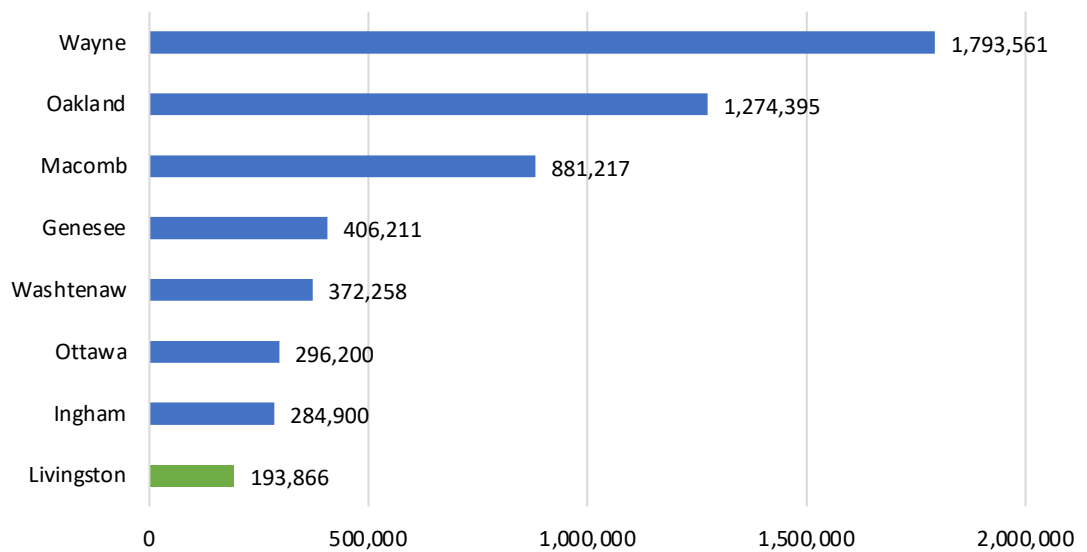


*Communities selected for the regional set are in close proximity to Livingston County. Communities selected for the national set are similar in character as Livingston County. These communities were selected using three metrics that are intrinsic to Livingston County's identity: population density, average commute time, and median household income*

# Population (Regional)

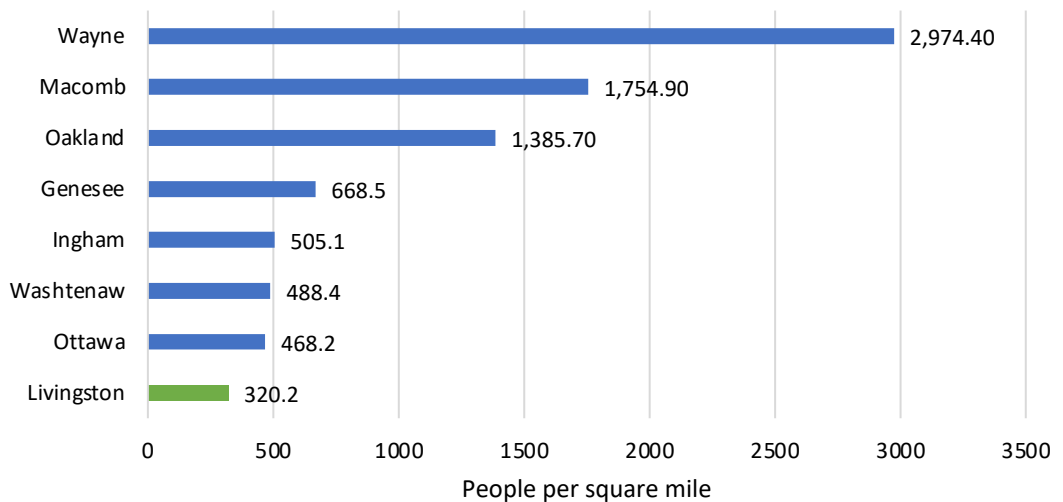
The communities selected in the regional set of comparisons were chosen due to their proximity to Livingston County. While there are many similarities between these communities and Livingston County, it is important to keep in mind that Wayne County, for example, has a population ten times larger than Livingston County. Where possible, data have been normalized for population. However, since this is not always feasible, these population charts serve as helpful reference points.

### 2020 Population: Regional Comparison



*Livingston County has a much larger White population compared to Michigan and the U.S. Additionally, Livingston County has a significantly lower population of all racial and ethnic groups than both Michigan and the U.S.*

### 2020 Population Density: Regional Comparison

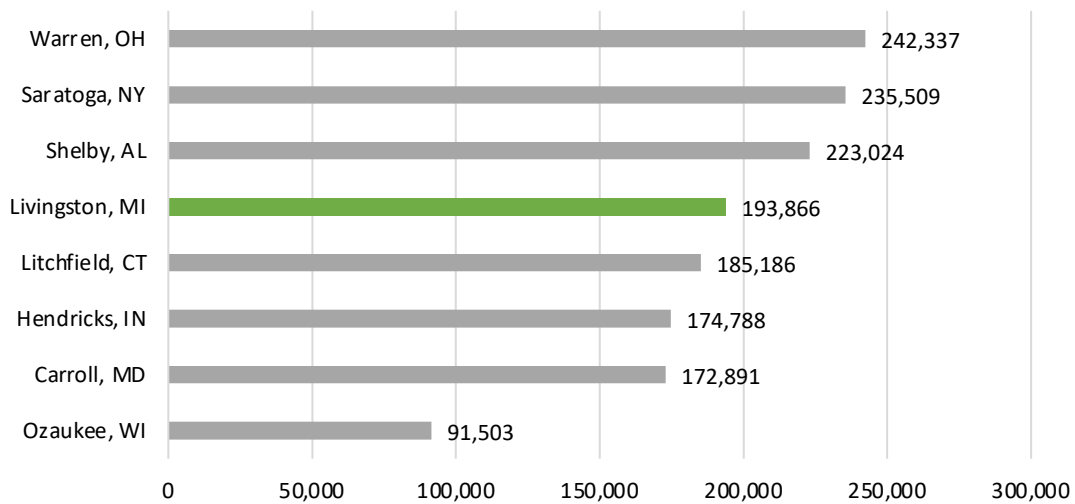




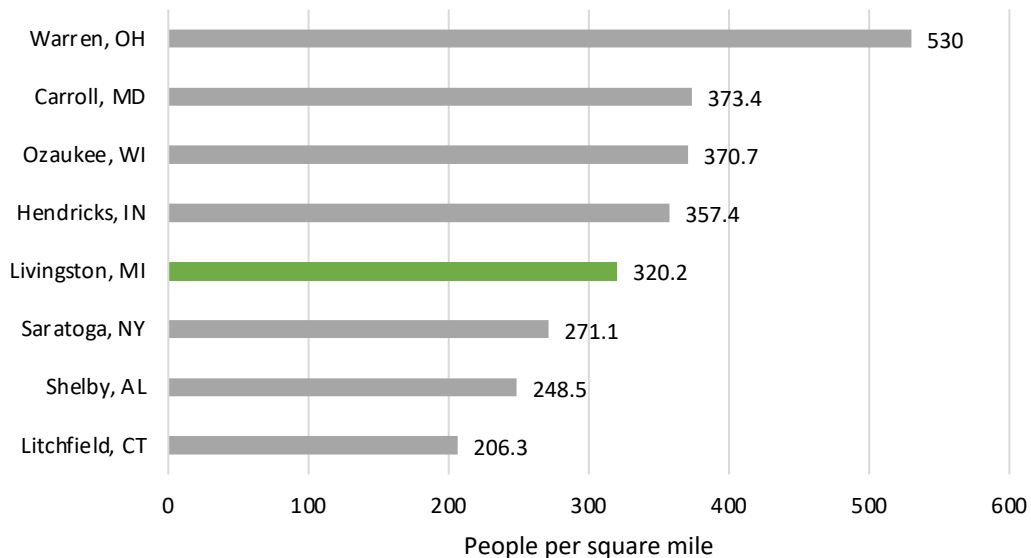
# Population (National)

The communities selected in the set of national comps were chosen due to their performance in three separate metrics: population density, commute time, and income. As a result, there is much less variation in population and population density among the national set of comps than the regional set. Regardless, these population charts serve as helpful reference points when data is not normalized for population.

### 2020 Population: National Comparison



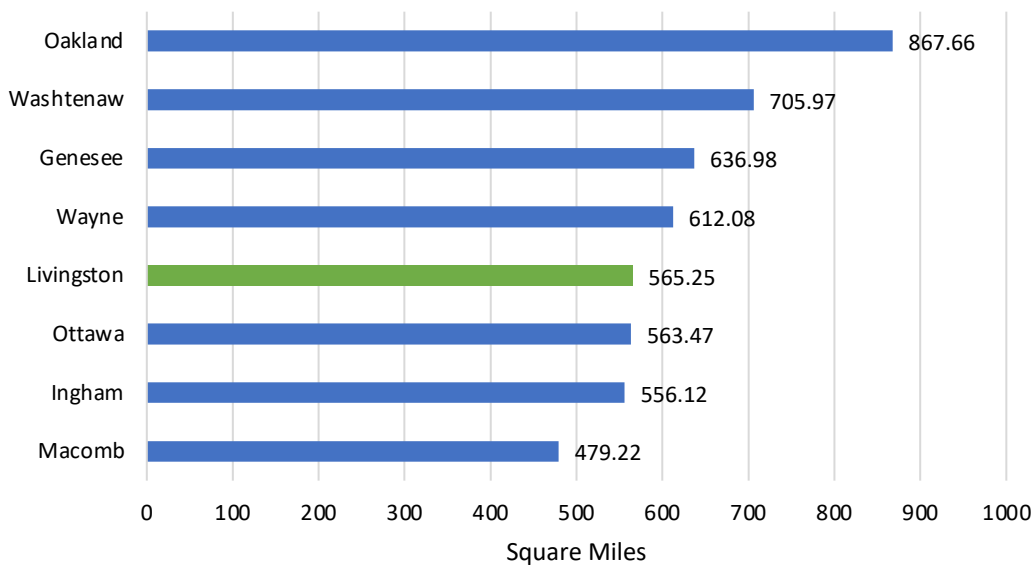
### 2020 Population Density: National Comparison



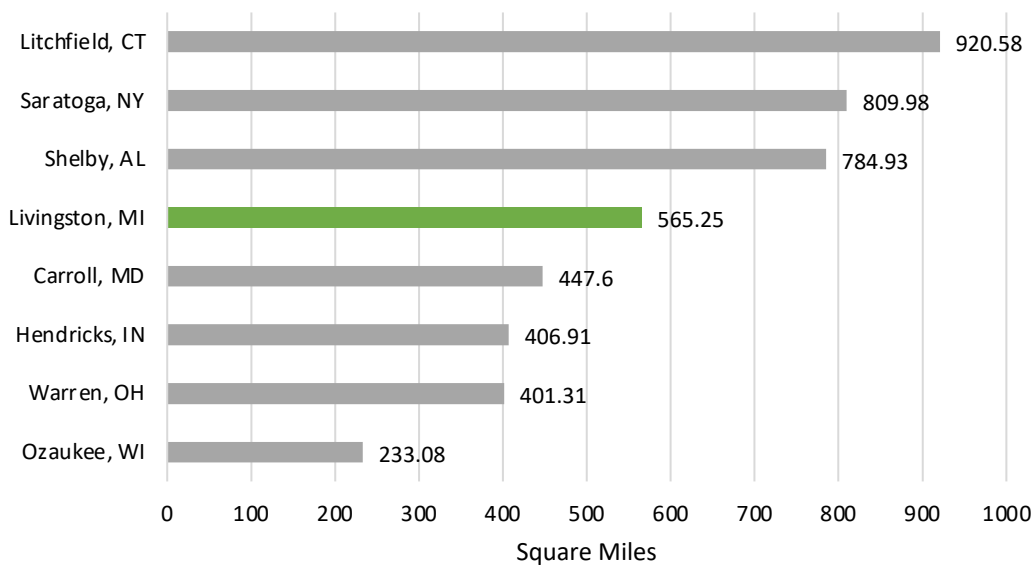
# Land Area

In addition to population, land area is another metric that impacts trends and results for different communities. For example, Oakland County is more than 300 square miles larger than Livingston County - more than twice the size of Detroit or ten times the size of Ann Arbor. The national set of comparison counties have a much greater variation than the regional set - nationally the counties vary by roughly 650 square miles whereas the regional set of comparison counties vary by roughly 400 square miles.

### Land Area: Regional Comparison



### Land Area: National Comparison



# How to Read This Report

Each page represents a single metric or a family of metrics.

Each page also contains a quick reference box spotlighting Livingston County's performance:

*Livingston County's rank among the chosen competitor regions, with #1 being top performance and #8 being worst performance in the category.*

**Rank: 3rd** of 8

Level: 17.1%

Trend (rank): 

*Change in rank since previous report for Livingston County*



Positive



Negative



No Change

*Livingston County's level of performance for the most recent year.*

## Key sections:

- *What it is:* definition of metric
- *Why it matters:* explanation of the significance of metric
- *The trend:* description of longitudinal and/or comparative trends for metric

**Documentation of sources for each metric can be found in the Appendix.**

# Metrics

Key Regional and National Comparisons

# Population Movement

National Rank: 8<sup>th</sup> of 8

Level: -2,050 (-1.1% of pop.)

Trend (rank): ↔

**What it is:**

Population movement is measured using 5-year estimates that measure where people lived when surveyed (current residence) and where they lived one year prior (residence one year ago). The data is collected continuously over a five-year period (in this case 2015-2019). The flow estimates resemble the annual number of movers between counties, between states, and the net movement (including international movement) over a five-year period in proportion to the population.

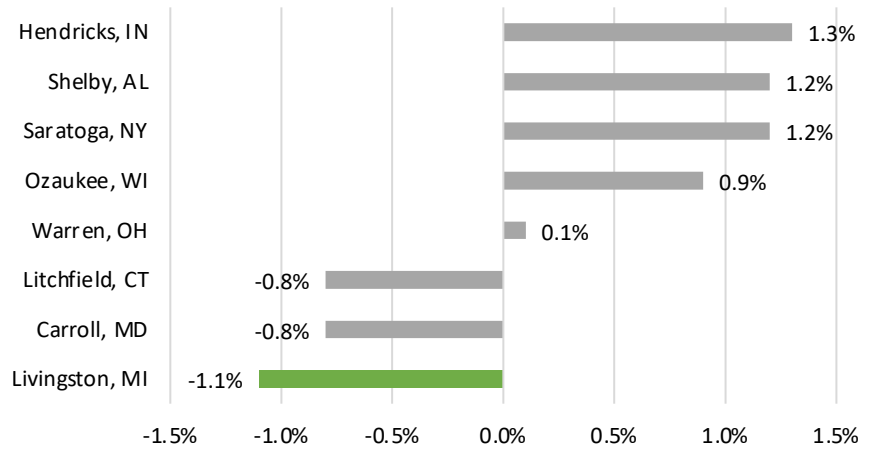
**Why it matters:**

To be considered a major manufacturing hub, the Livingston County must be attractive to outside talent and businesses. Net population movement, both inter and intrastate, can potentially indicate the attractiveness of a region to outside talent.

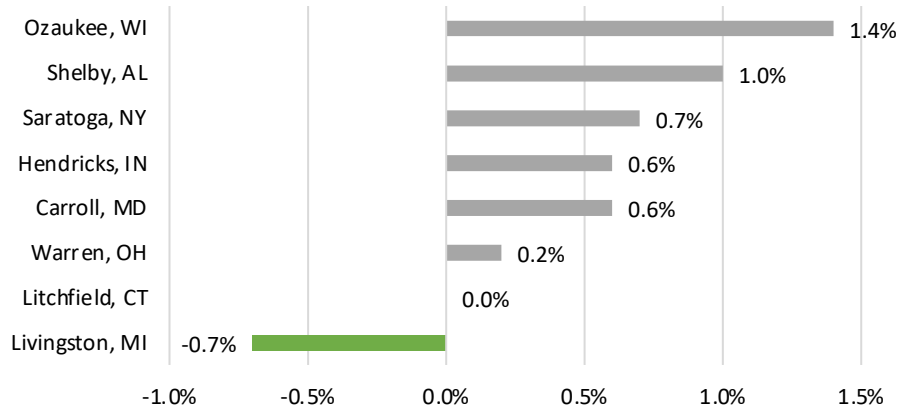
**The trend:**

Livingston County is at a significant disadvantage from intrastate movement (movers to a different county, same state), and is also losing many residents to other states. In terms of net migration, Livingston County sees a lower net outflow than most competitor regions. This may indicate a concerning "brain drain" from the county as talent and economic power leaves.

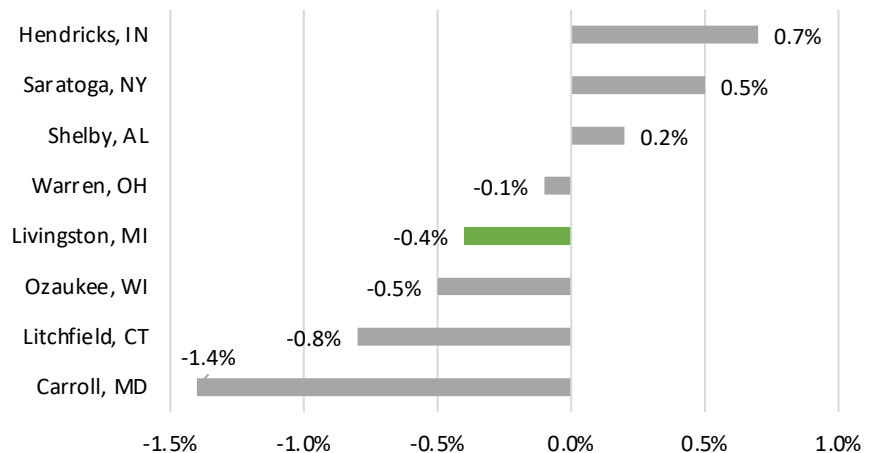
Net Migration (2015-2019)



Movers Between Counties: Same State (2015-2019)



Movers Between States (2015-2019)



# Median House Value

**What it is:**

The median value for all owner-occupied housing units in Livingston County.

**Why it matters:**

This metric serves as a helpful indicator of the real estate market overall- as prices change in the residential market, similar trends are often apparent across all property types.

**The trend:**

Livingston County has maintained its National and Regional rankings since the last AAS Report. However, it has experienced strong growth in median house value.

**National Rank: 5<sup>th</sup>** of 8

Level: \$247,100\*

Trend (rank): ↔

Livingston County has consistently outperformed both the US and State of Michigan, in terms of median house value. This too has remained consistent since the previous AAS Report.

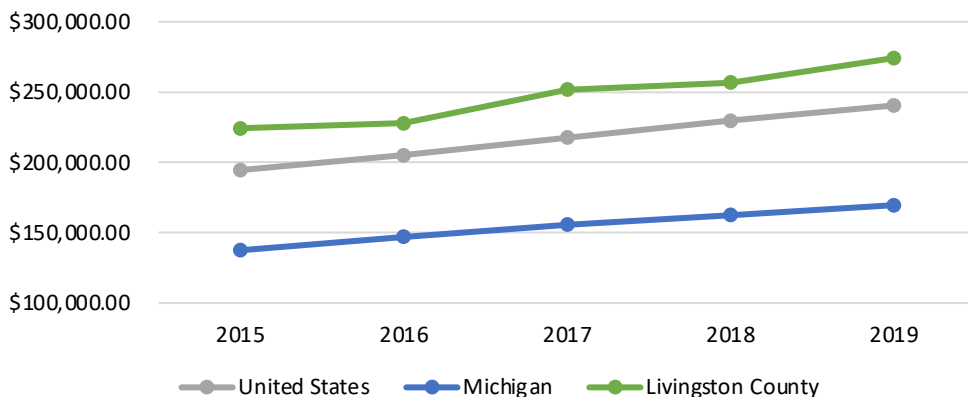
**Regional Rank: 2<sup>nd</sup>** of 8

Level: \$247,100\*

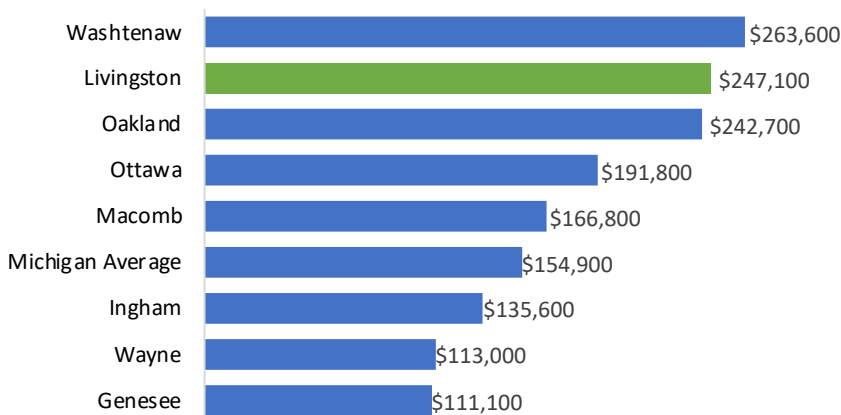
Trend (rank): ↔

\*Longitudinal comparison utilizes 5-year estimates to improve precision, while county comparisons use 1-year estimates, which are more current.

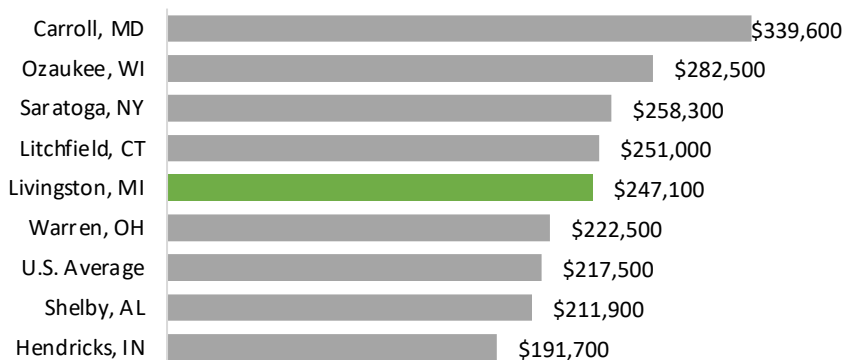
Median House Value for All Owner Occupied Units (2015-2019)



2015-2019 Median House Value: Regional Comparison



2015-2019 Median House Value: National Comparison



# Median Household Income

**What it is:**

The median income for all households in Livingston County.

**Why it matters:**

This metric serves as a helpful indicator of the financial stability of residential households within a given county or community.

**The trend:**

Livingston County has declined in its National ranking. However, it still has experienced strong growth in median household income in comparison to regional surrounding counties.

**National Rank: 5<sup>th</sup> of 8**

Level: \$84,221\*

Trend (rank): ↓

Livingston County has consistently outperformed both the US and State of Michigan, in terms of median household income. This has remained consistent since the previous 2020 Report.

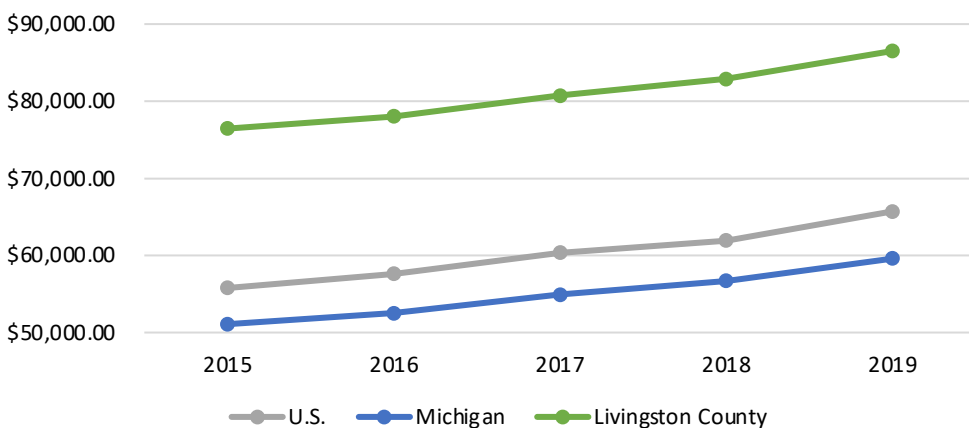
**Regional Rank: 1<sup>st</sup> of 8**

Level: \$84,221\*

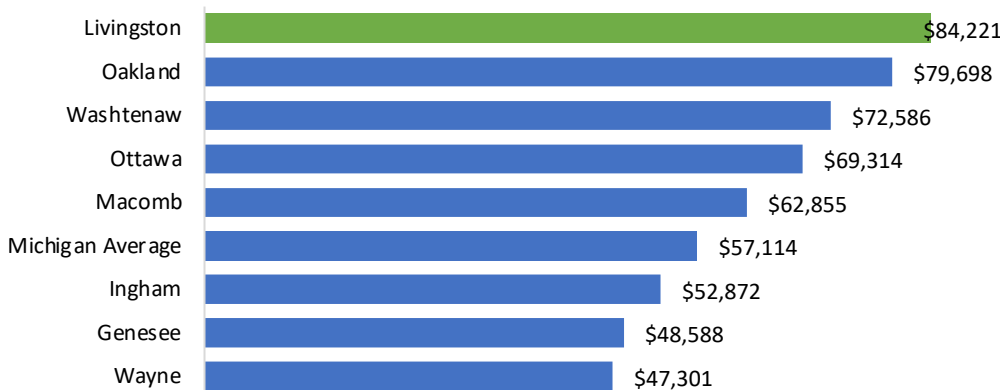
Trend (rank): ↔

\*Longitudinal comparison utilizes 5-year estimates to improve precision, while county comparisons use 1-year estimates, which are more current.

Median Household Income (2015-2019)



2015-2019 Median Household Income: Regional Comparison



2015-2019 Median Household Income: National Comparison



# Housing Affordability

**What it is:**

The Housing Affordability Index is the ratio of Median House Value to Median Household Income (I.e., Median House Value is X times greater than Median Household Income)

**Why it matters:**

Housing affordability is desirable to accommodate a workforce with a diverse range of skill sets and incomes.

**The trend:**

Livingston County has maintained in its National and Regional rankings since the last AAS Report. Additionally, its affordability of approximately 2.9 has remained consistent, as well.

**National Rank: 4<sup>th</sup> of 8**

**Level: 2.9\***

**Trend (rank):** ↔

Livingston County has consistently outperformed the US in terms of housing affordability. However, it has underperformed the State of Michigan. This has remained consistent since the previous AAS Report.

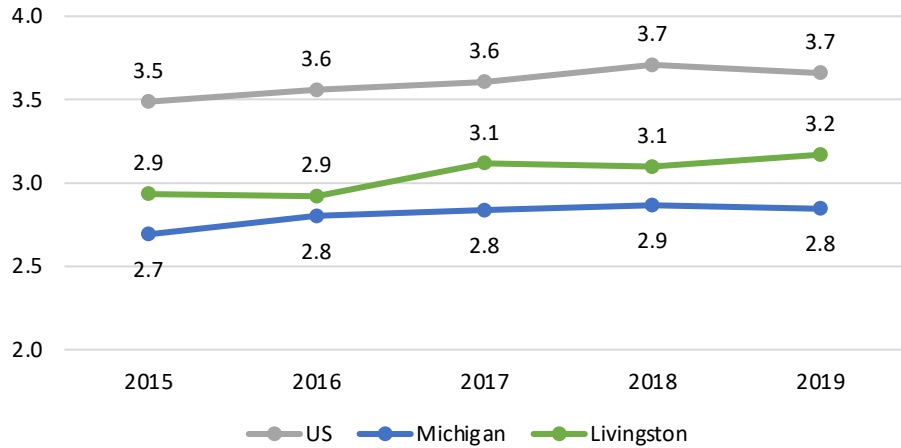
**Regional Rank: 6<sup>th</sup> of 8**

**Level: 2.9\***

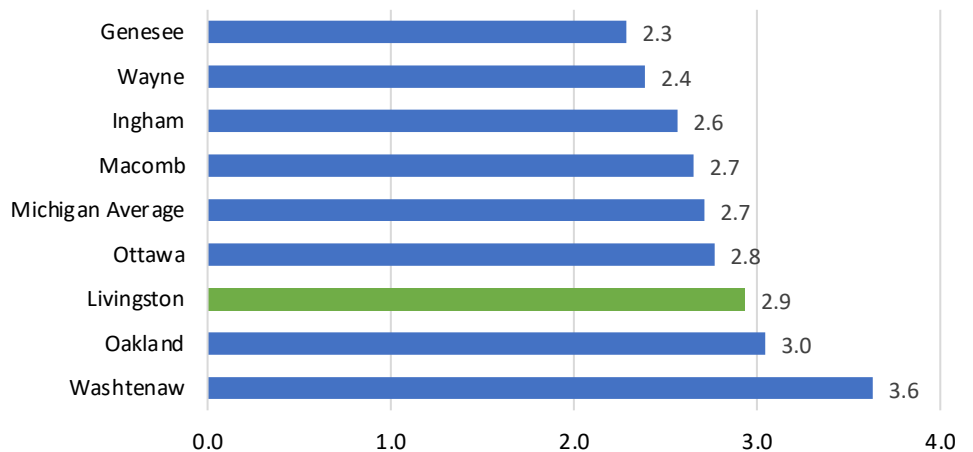
**Trend (rank):** ↔

\*Longitudinal comparison utilizes 1-year estimates to show annual trends, while county comparisons use 5-year estimates to reflect full period since last report.

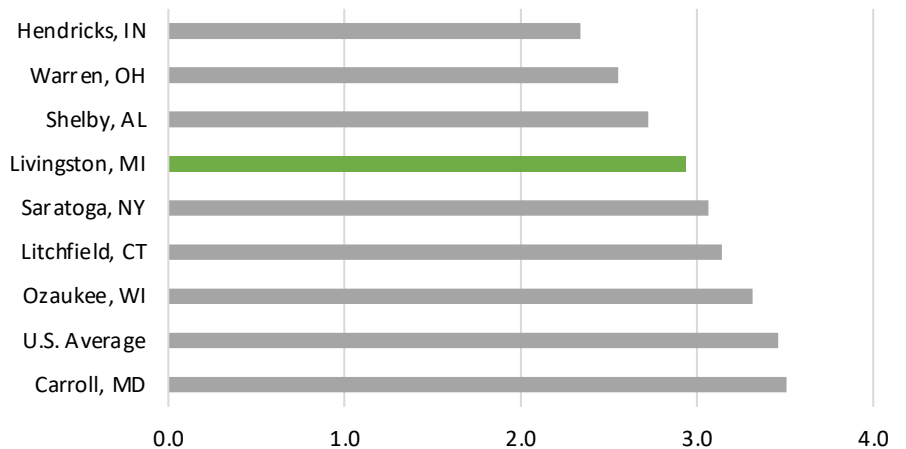
Housing Affordability Index (2015-2019)



2015-2019 Housing Affordability Index: Regional



2015-2019 Housing Affordability Index: National





# State Equalized Value

Regional Rank: 7<sup>th</sup> of 8

Level: \$13,109 million

Trend (rank): 

**What it is:**

The State Equalized Value (SEV) is the total assessed value for all personal and real property, adjusted following County and State equalization.

**Why it matters:**

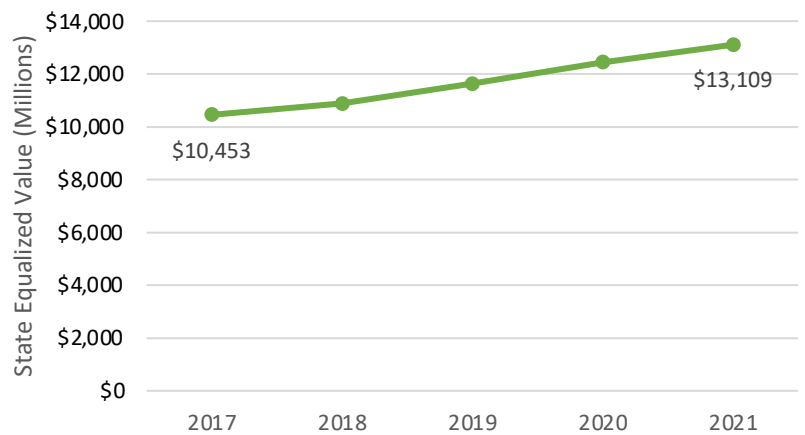
Since State, County, and Municipal assessors total real and personal property value in order to calculate the annual tax levy, the SEV is an indicator of municipal revenue. SEV is also a helpful measure of the health of the local market.

**The trend:**

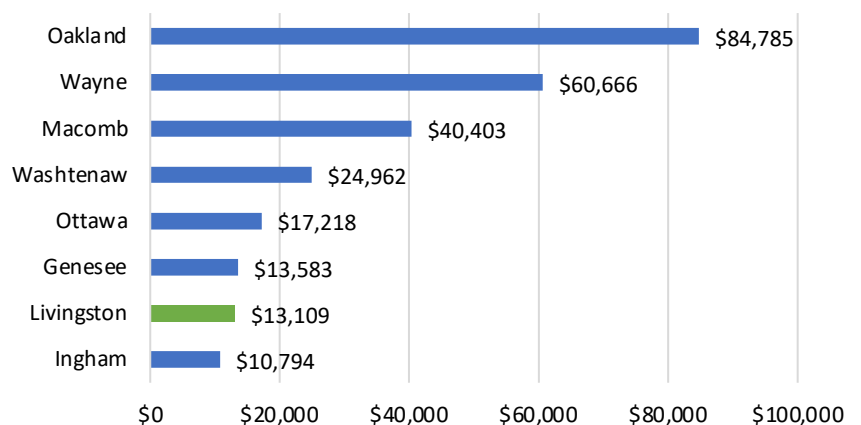
The State Equalized Value of Livingston County has increased steadily over the last five years. Since 2017, its total SEV has increased by 25.4%,

However, other Michigan counties have made comparable or greater gains in SEV during the same period. Consequently, Livingston County remains ranked seventh out of the eight counties in Michigan selected for comparison.

5-Year Trend: Livingston County Total State Equalized Value



2021 Total State Equalized Value in Millions: Regional Comparison



# Commercial Property Listings

Regional Rank: 8<sup>th</sup> of 8

Level: 333

Trend (rank): ↔

**What it is:**

The number of commercial property listings posted on CPIX on February 22, 2022.

**Why it matters:**

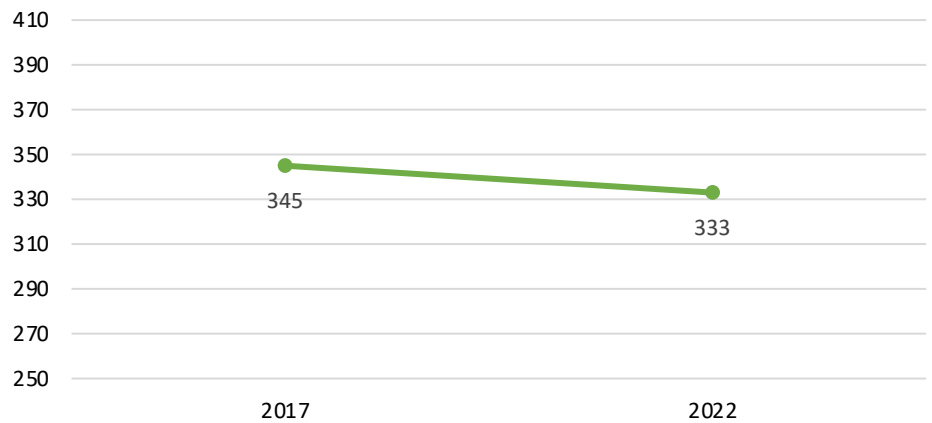
The number of commercial property listings is an indicator of the current real property supply. Livingston County is mainly rural compared to other regional counties and does not have a large or diverse range of properties on the market. This has resulted in a more strategic business attraction and retention effort given the smaller scope in the types of business, resources, and workforce that exist.

**The trend:**

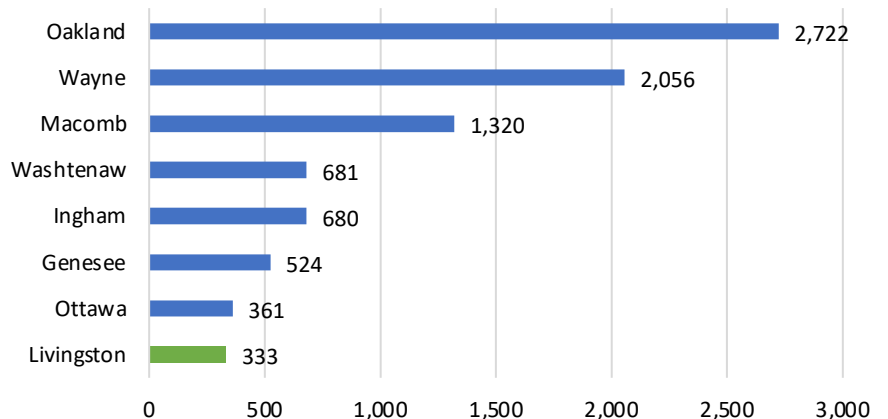
The number of commercial property listings in Livingston County has remained relatively stable over time. In February 2022, there were 333 property listings on CPIX in Livingston County, compared to 345 in June 2017.

Just as in 2017, Livingston County has the lowest number of commercial property listings out of the Michigan counties selected. The number of commercial property listings has also remained stable over time for these counties.

Number of Commercial Property Listings in Livingston County (2017 - 2022)



2022 Number of Commercial Property Listings: Regional Comparison




# The Labor Market: Labor Force Participation

National Rank: 8<sup>th</sup> of 8

Regional Rank: 3<sup>rd</sup> of 8

Level: 65.9%\*

Trend (rank): 

*What it is:*

The labor force participation rate measures the percentage of the civilian noninstitutionalized population 16 years old and over that is either currently working or actively seeking work. The labor force participation rate represents the relative amount of labor resources that are available to produce goods and services.

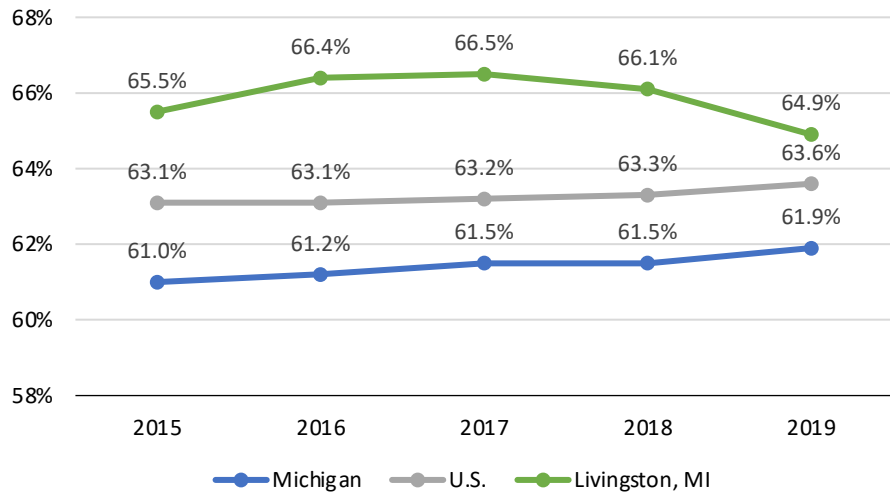
*Why it matters:*

A labor force participation rate of roughly 63% is considered 'normal'. To gain an accurate understanding of the labor market, labor force participation rates and unemployment rates represent important metrics.

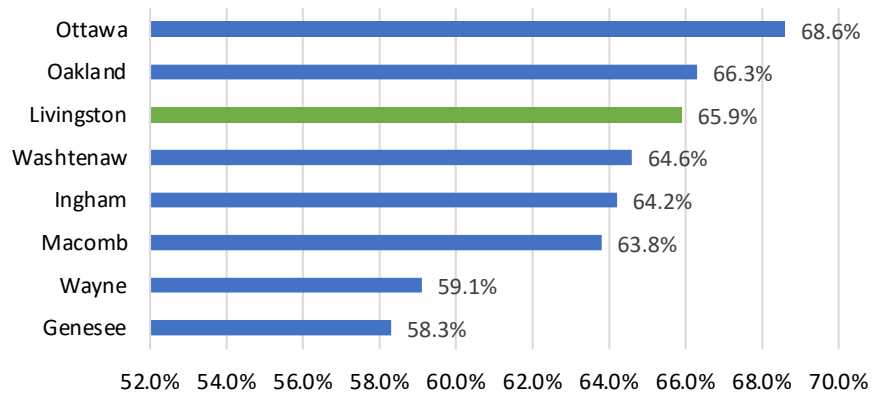
*The trend:*

The COVID-19 pandemic has had a strong impact on the labor force participation rate in 2020. Many people left work as a result of either the economic recession or due to the threat of illness. From 2021 to 2022, labor force participation rates have slightly improved across the United States as the economy re-opened and economic recovery began. However, labor force participation rates continue to be lower in all regions that have a large share of retail, food service, and entertainment than they were pre-COVID-19. Although this data does not account for the impacts of the COVID-19 pandemic, it provides pre-pandemic insights that may serve as useful indicators for current economic recovery efforts.

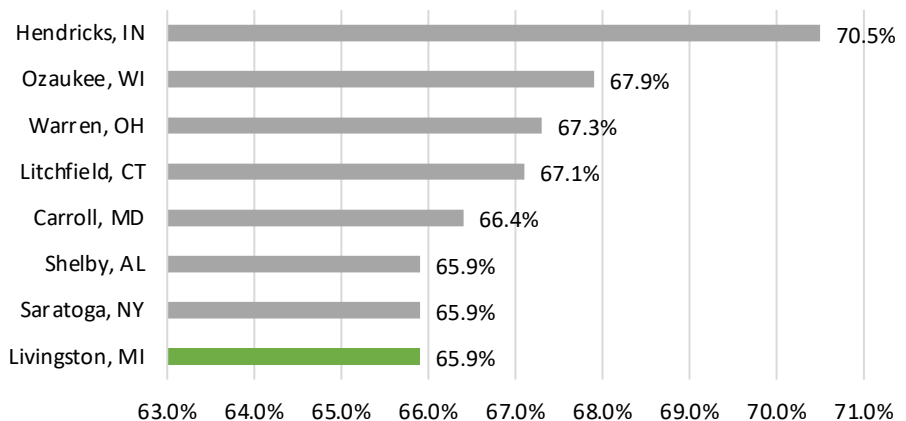
Labor Force Participation Rate 2015-2019



2019 Labor Force Participation Rate: Regional Comparison



2019 Labor Force Participation Rate: National Comparison




\*Longitudinal comparison utilizes 5-year estimates to improve precision, while county comparisons use 1-year estimates, which are more current.

# The Labor Market: Unemployment

National Rank: 7<sup>th</sup> of 8

Regional Rank: 2<sup>nd</sup> of 8

Level: 3.7%\*

Trend (rank): 

**What it is:**

The unemployment rate reflects the percentage of people in the labor force who are not currently employed but who are actively seeking employment.

**Why it matters:**

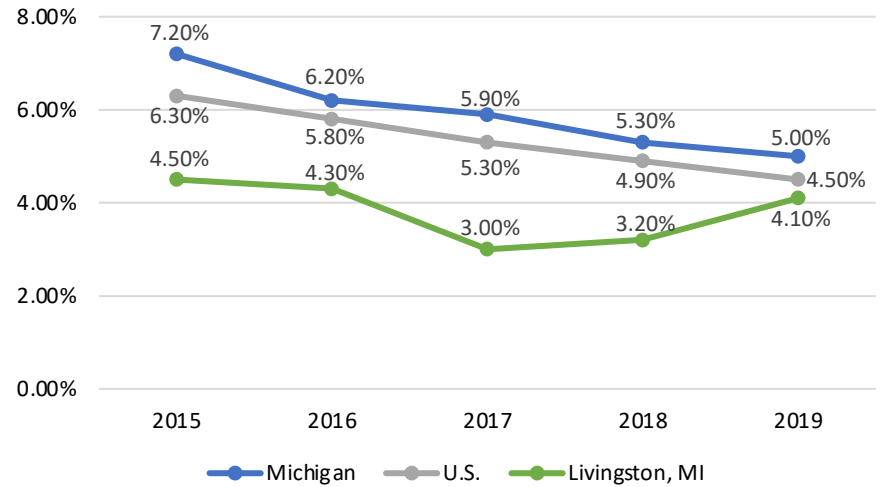
Including both voluntary and involuntary unemployment and involuntary unemployment, the unemployment rate represents a key measure of the labor market when coupled with the labor force participation rate. An unemployment rate between 4% and 5% is considered full employment and not thought to be concerning.

**The trend:**

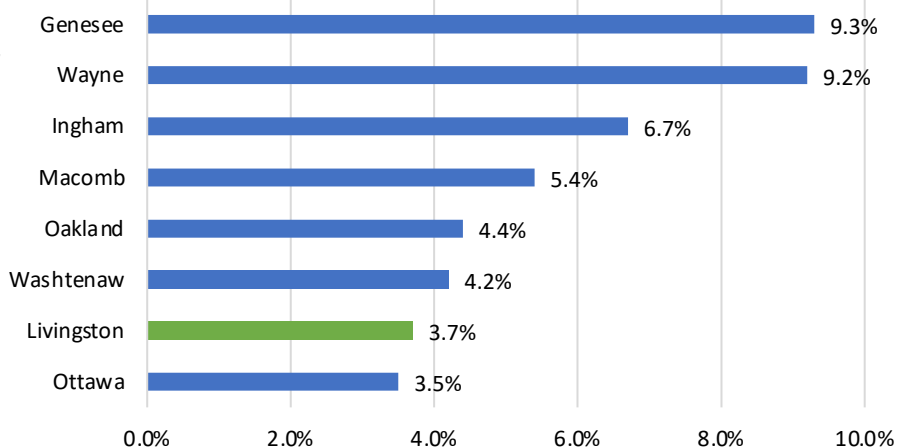
Although this data does not account for the impacts of the COVID-19 pandemic, prior to the pandemic, the unemployment rate in Livingston county had been steadily increasing. This may be cause for additional concern as efforts are made towards economic recovery.

\*Longitudinal comparison utilizes 5-year estimates to improve precision, while county comparisons use 1-year estimates, which are more current.

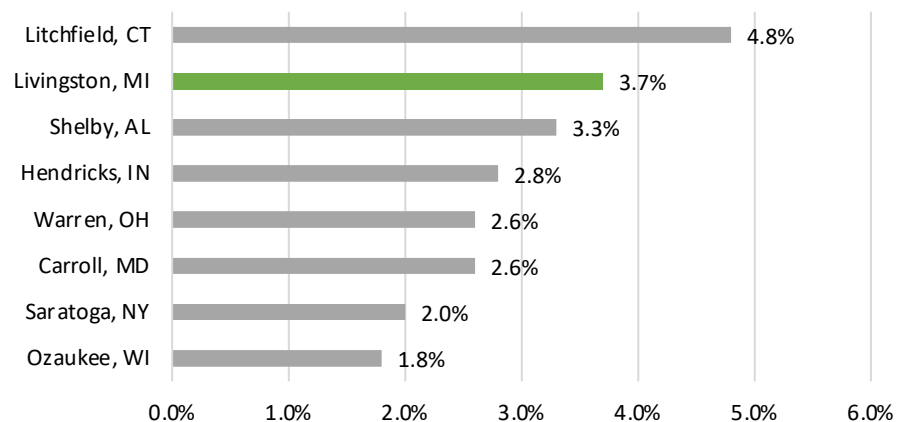
Unemployment Rate: 2015-2019



2019 Unemployment Rate: Regional Comparison



2019 Unemployment Rate: National Comparison



# Employees per Business

National Rank: 6<sup>th</sup> of 8

Regional Rank: 8<sup>th</sup> of 8

Level: 13.3 employees

Trend (rank): 

**What it is:**

Employees per business is the average number of employees at each business in a given region.

**Why it matters:**

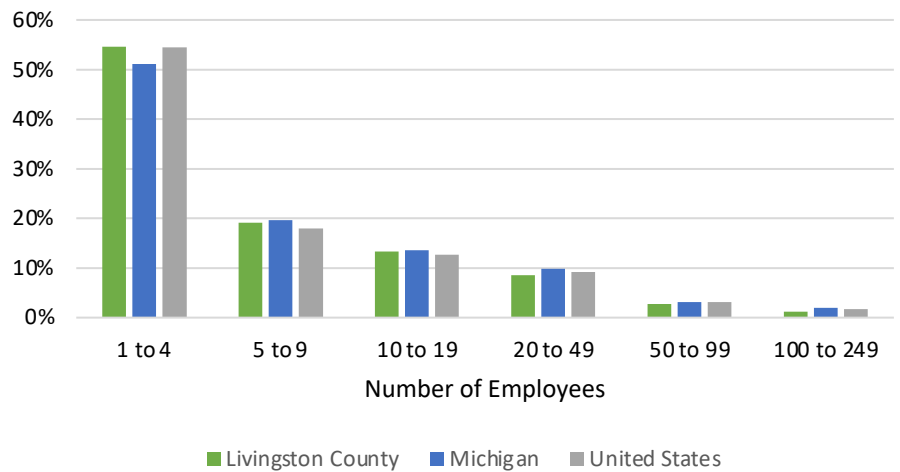
A low average number of employees per business indicates that there is a large number of small businesses and sole proprietors in the region.

**The trend:**

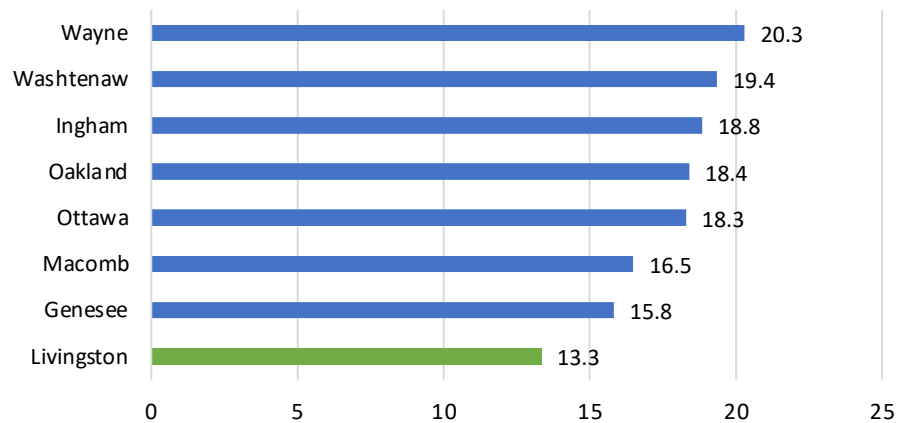
Livingston County has the lowest average number of employees per business among the national set and the third lowest average number of employees per business among the national set.

As of 2019, 54.61% of establishments in Livingston County had 1 to 4 employees, a slight decline from 56.8% in 2014. Thus, the average size of businesses in Livingston County has grown slightly over time.

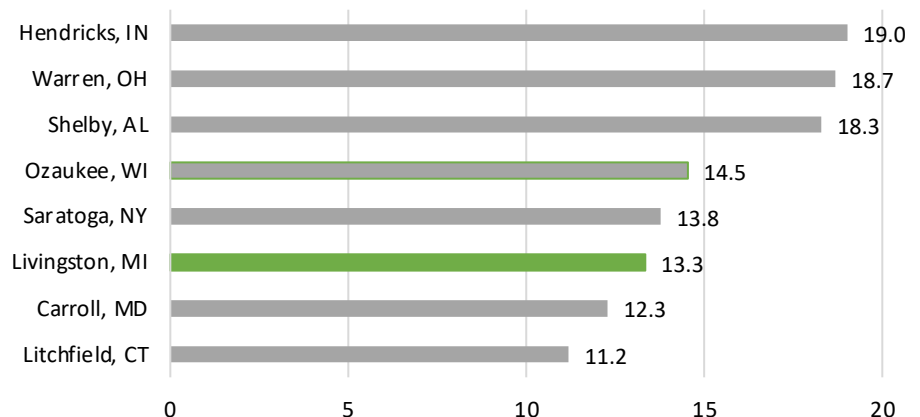
Establishments by Number of Employees (2019)



2019 Average Number of Employees per Business: Regional Comparison



2019 Average Number of Employees per Business: National Comparison



# Average Pay in All Industries

National Rank: 6<sup>th</sup> of 8

Regional Rank: 8<sup>th</sup> of 8

Level: \$49,557

Trend (rank): 

### What it is:

The annual average wage for all industries.

### Why it matters:

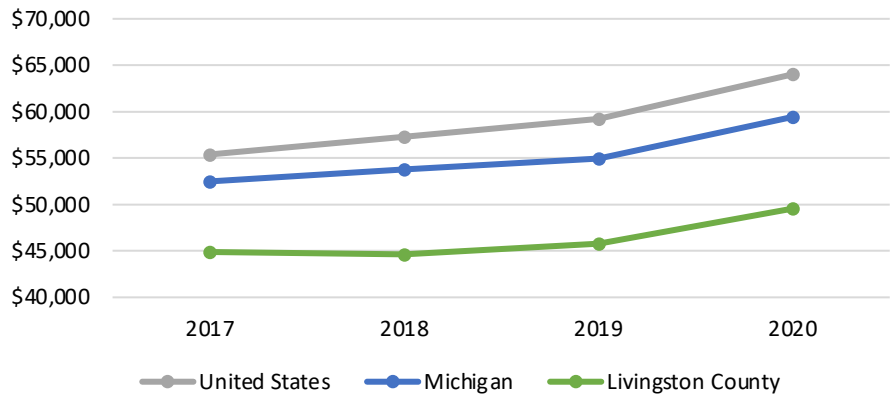
Competitive wages are necessary to attract and retain a talented workforce.

### The trend:

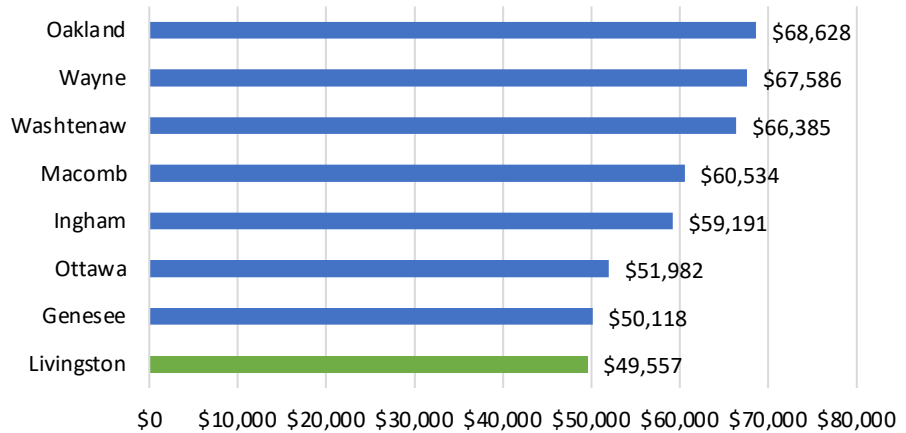
Livingston County was more competitive in the national comparison than the regional where it is ranked last. Livingston County ranked lowest compared to Michigan overall and the US average due to the skilled positions available. There is a robust workforce interested in permanent full-time positions versus the alternative.

Driving industries in Livingston County are retail and hospitality, which on average, pay lower than other industries.

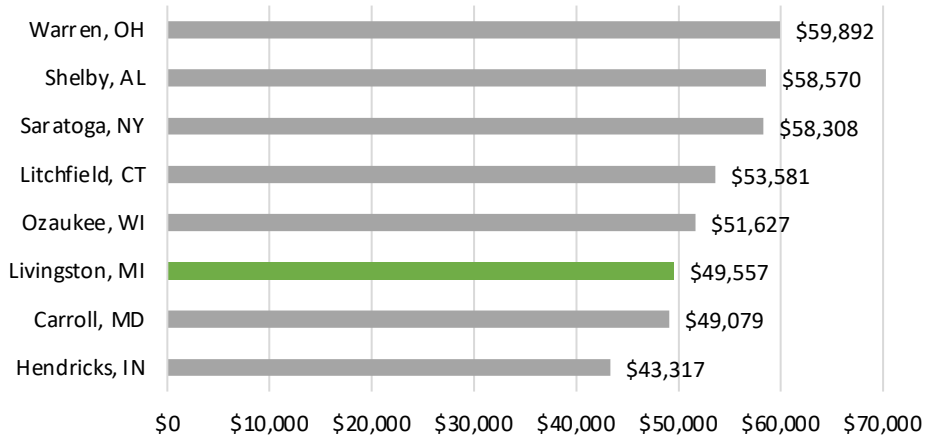
Average Annual Pay in 2020 (All Industries)



Average Annual Pay in 2020 (All Industries): Regional Comparison



Average Annual Pay in 2020 (All Industries): National Comparison




# Manufacturing Employment

National Rank: 3<sup>rd</sup> of 8

Regional Rank: 6<sup>th</sup> of 8

Level: 16.93%\*

Trend (rank): 

## What it is:

The percentage of the total workforce that is employed in the manufacturing industry in a region.

## Why it matters:

The manufacturing industry is an integral part of Livingston County's economy. It is therefore important to understand how employment in the manufacturing industry compares across Livingston County and comparable regions.

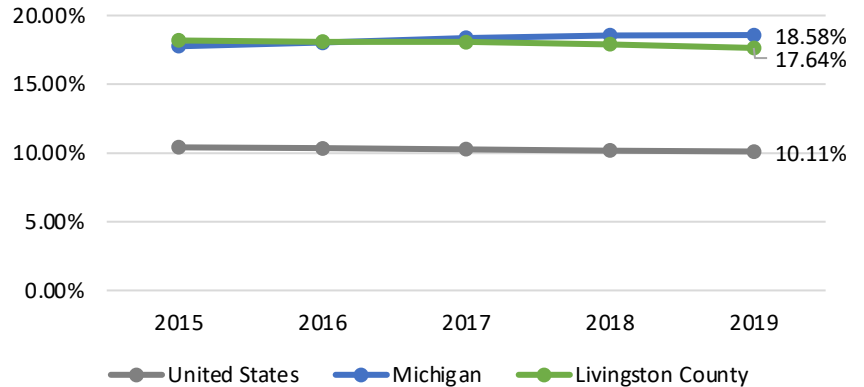
## The trend:

Employment in the manufacturing industry has remained stable in Livingston County, as well as in Michigan and the United States as a whole.

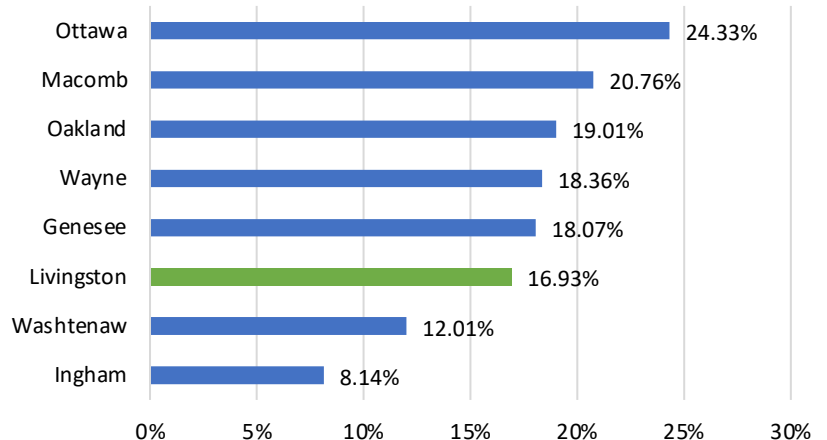
Livingston County outperforms many national comparison counties yet ranks lower than many regional comparison counties in terms of employment in the manufacturing industry due to rural and lower number of established manufacturing companies throughout the county.

\*Longitudinal comparison utilizes 5-year estimates to improve precision, while county comparisons use 1-year estimates, which are more current.

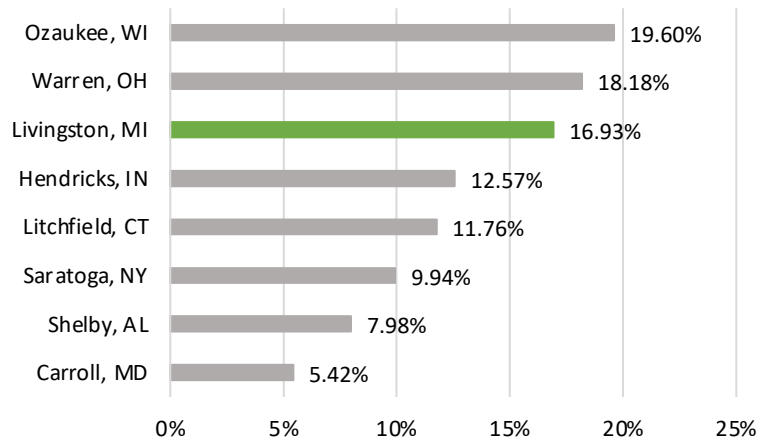
5-Year Trends: Manufacturing Industry Employment



2019 Manufacturing Industry Employment: Regional Comparison



2019 Manufacturing Industry Employment: National Comparison



# Manufacturing Wages

National Rank: 2<sup>nd</sup> of 8

Regional Rank: 7<sup>th</sup> of 8

Level: \$68,034

Trend (rank): 

**What it is:**

The average annual manufacturing wage is the average annual income for an individual worker employed in the manufacturing industry in each region.

**Why it matters:**

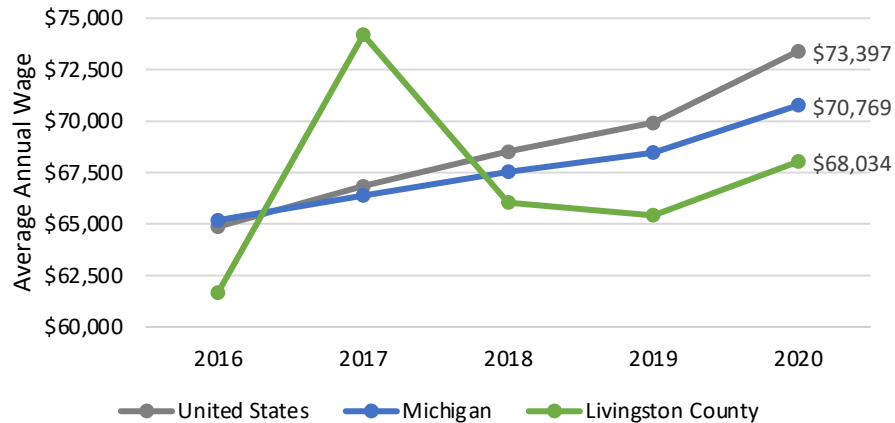
A considerable proportion of individuals in Livingston County are employed in the manufacturing industry. Therefore, it is important to understand how the average annual wage of these workers compares to that of manufacturing workers in other regions.

**The trend:**

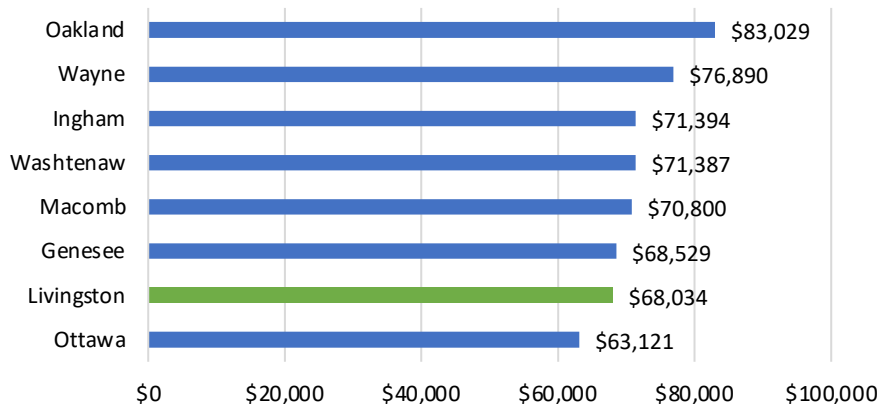
Apart from a spike in 2017, average annual manufacturing has risen modestly in Livingston County, Michigan, and the United States over the last five years.

Although Livingston County's average annual manufacturing wage lags behind that of other counties in Michigan, it is competitive among comparable national counties.

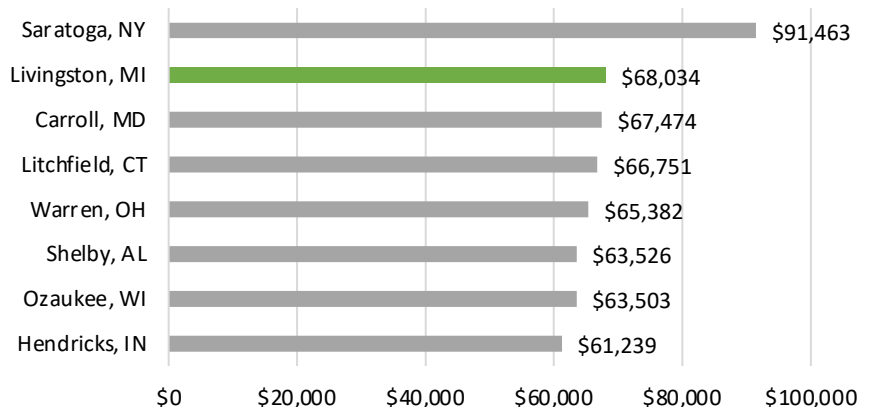
5-Year Trends: Average Annual Manufacturing Wage



2020 Average Annual Manufacturing Wage: Regional Comparison



2020 Average Annual Manufacturing Wage: National Comparison





# Educational Attainment

National Rank: 8<sup>th</sup> of 8

Regional Rank: 4<sup>th</sup> of 8

Level: 35.7%

Trend (rank): 

**What it is:**

The percentage of the population, 25 years and old, with a Bachelor's Degree or higher.

**Why it matters:**

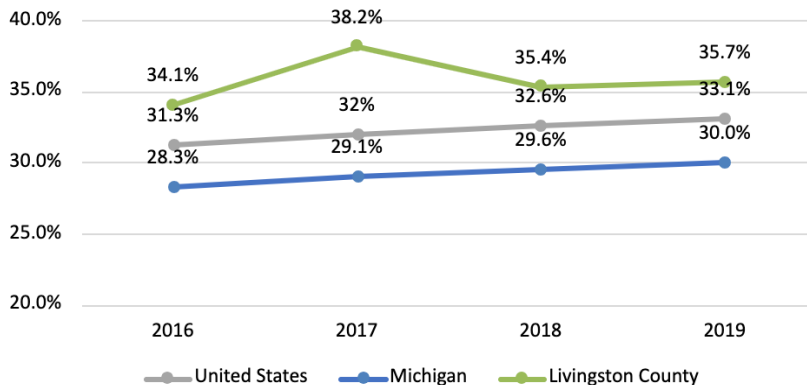
Educational attainment is a key indicator of the skill level of the local workforce. High educational attainment metrics are desirable for business attraction.

**Trend:**

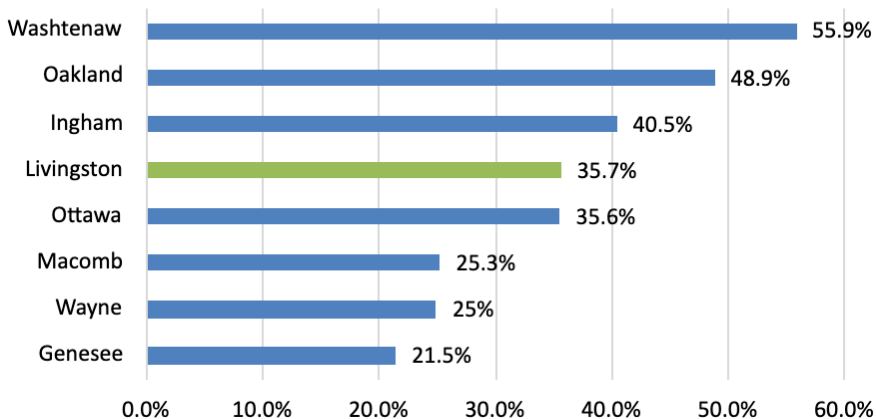
Educational attainment is higher in Livingston County than in Michigan and the United States as a whole.

Livingston County outperforms many regional comparison counties yet ranks last in comparison to national counties in terms of educational attainment.

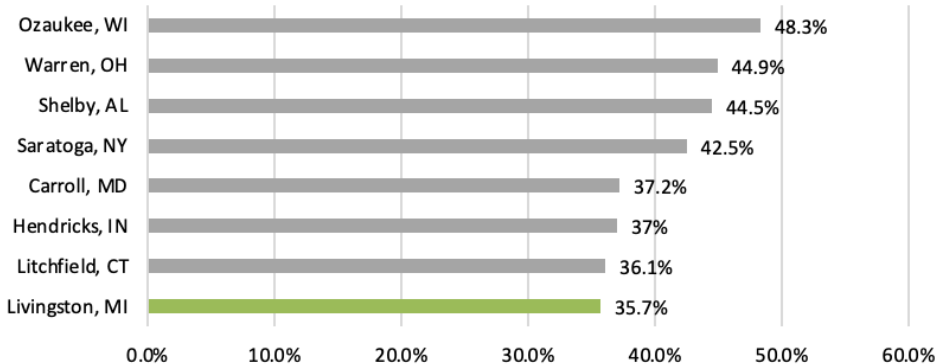
Percent of Population 25 Years and Over with a Bachelor's Degree or Higher



2019 Population 25+ Years with a Bachelor's Degree or Higher: Regional Comparison



2019 Population 25+ Years with a Bachelor's Degree or Higher: National Comparison



# Poverty and ALICE

## Poverty

National Rank: 1<sup>st</sup> of 8

Regional Rank: 1<sup>st</sup> of 8

### What it is:

Asset-Limited-Income-Constrained-Employed group (ALICE) is a metric outlined by United Way representing the percentage of the population in each county where households earn above the federal poverty level but not enough to afford a bare-bones household budget. Poverty is used to describe households who live at or below the federal poverty line.

## ALICE

Regional Rank: 1<sup>st</sup> of 8

### Why it matters:

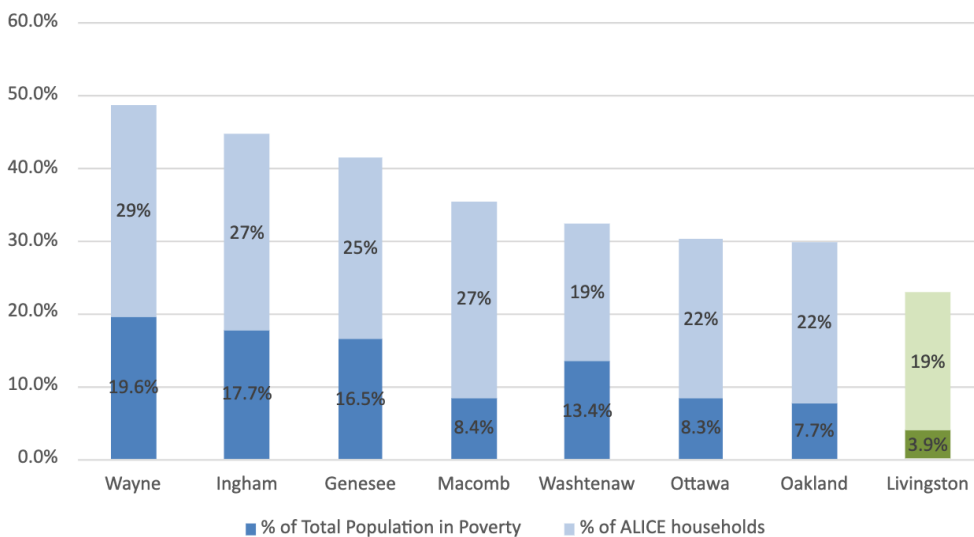
Understanding varying levels of economic hardship for families is important to understand possible outcomes for the community.

The percentage of ALICE households is just as important to highlight as the level of poverty because it is a segment of the population that are often overlooked. This group receives far less government aid but is not in the position to drastically improve their situation.

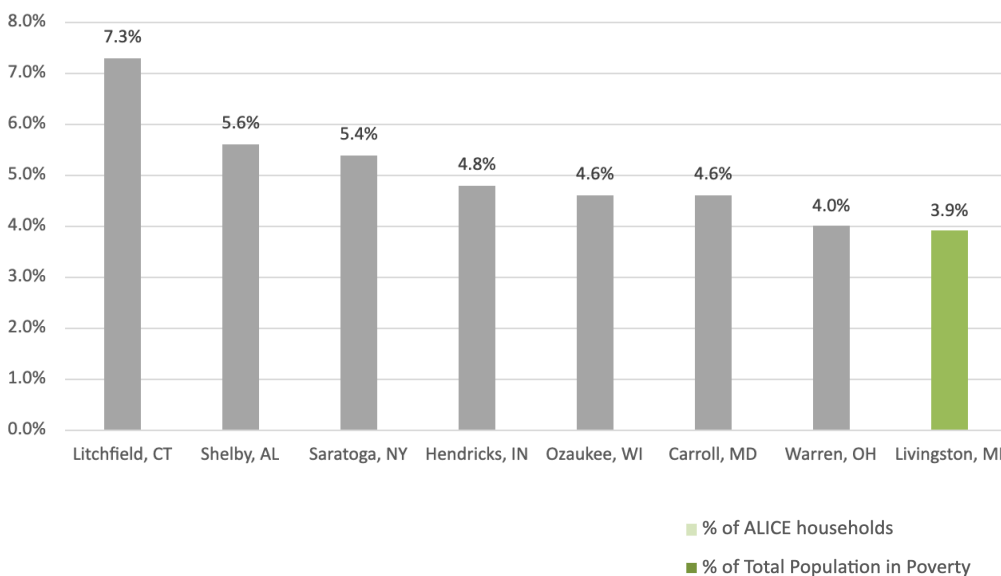
### The trend:

Livingston County has the lowest level of poverty in the national comparison and tied for the lowest in the regional. It also has the lowest percentage of ALICE households compared to other Michigan counties.

Percentage of Population in Poverty or ALICE in 2019



Percentage of the Population in Poverty



# Appendix

# Key Findings: Regional Set

Full dashboard 2022

County	Median House Value	Median Household Income	Housing Affordability	State Equalized Value	Commercial Property Listings	Labor Force Participation Rate	Unemployment Rate	Employees per Business	Average Pay in All Industries	Manufacturing Employment	Manufacturing Wages	Educational Attainment	Poverty & ALICE
Livingston County, MI	2nd	1st	6th	7th	8th	3rd	2nd	8th	8th	6th	7th	4th	8th
Genesee County, MI	8th	7th	1st	6th	6th	8th	8th	7th	7th	5th	6th	8th	3rd
Ingham County, MI	6th	6th	3rd	8th	5th	5th	6th	3rd	5th	8th	3rd	3rd	2nd
Ottawa County, MI	4th	4th	5th	5th	7th	1st	1st	5th	6th	1st	8th	4th	6th
Macomb County, MI	5th	5th	4th	3rd	3rd	6th	5th	6th	4th	2nd	5th	5th	4th
Oakland County, MI	3rd	2nd	7th	1st	1st	2nd	4th	4th	1st	3rd	1st	2nd	7th
Washtenaw County, MI	1st	3rd	8th	4th	4th	4th	3rd	2nd	3rd	7th	4th	1st	5th
Wayne County, MI	7th	8th	2nd	2nd	2nd	7th	7th	1st	2nd	4th	2nd	7th	1st

# Key Findings: National Set

Full dashboard 2022

County	Population Movement	Median House Value	Median Household Income	Housing Affordability	Labor Force Participation Rate	Unemployment Rate	Employees per Business	Average Pay in All Industries	Manufacturing Employment	Manufacturing Wages	Educational Attainment	Poverty & ALICE
Livingston County, MI	8th	5th	5th	4th	8th	7th	6th	6th	3rd	2nd	8th	8th
Shelby County, AL	2nd	7th	8th	3rd	6th	6th	3rd	2nd	7th	6th	3rd	2nd
Litchfield County, CT	6th	4th	7th	6th	4th	8th	8th	4th	5th	4th	7th	1st
Hendricks County, IN	1st	8th	6th	1st	1st	5th	1st	8th	4th	8th	6th	4th
Carroll County, MD	7th	1st	1st	8th	5th	3rd	7th	7th	8th	3rd	5th	6th
Saratoga County, NY	3rd	3rd	4th	5th	7th	2nd	5th	3rd	6th	1st	4th	3rd
Warren County, OH	5th	6th	2nd	2nd	3rd	4th	2nd	1st	2nd	5th	2nd	7th
Ozaukee County, WI	4th	2nd	3rd	7th	2nd	1st	4th	5th	1st	7th	1st	5th

# Sources

## Raw Population

- 2020 U.S. Decennial Census

## Population Density

- Raw population divided by land area
- Raw population: 2020 U.S. Decennial Census
- Land Area: 2010 U.S. Decennial Census

## Population by Race

- 2020 U.S. Decennial Census

## Land Area

- 2010 U.S. Decennial Census

## Population Movement

- U.S. County Migration Census Flows Mapper (2015-2019)

## Median House Value

- For regional and national county comparisons: American Community Survey, 2019
- For Michigan and United States Comparison: American Community Survey 5-Year Estimates 2015-2019

## Median Household Income

- For regional and national county comparisons: American Community Survey 5-Year Estimates, 2019
- For Michigan and United States Comparison: American Community Survey 1-year estimates, 2015-2019

## Racial Disparities in Housing Affordability

- Median house value divided by median household income for different racial groups
- Median house value: American Community Survey, 2019
- Median Household income: American Community Survey 5-Year Estimates, 2019

## State Equalized Value

- Livingston County Board of Commissioners, Reports of Total Real and Personal Property Valuations, 2017-2021
- Genesee County Department of Equalization State Equalized Value Report, 2021
- Ingham County Department of Equalization Equalization Report, 2021
- Macomb County Equalization Department Equalization Report, 2021
- Oakland County Department of Management and Budget Equalization Report, 2021
- Ottawa County Equalization Department Equalization Report, 2021
- Washtenaw County Equalization Department Equalization Report, 2021
- Wayne County Commission Equalization Report, 2021

## Commercial Property Listings

- Commercial Property Information Exchange, June 14, 2017
- Commercial Property Information Exchange, February 22, 2022

## Labor Force Participation

- American Community Survey, 2015-2019

## Unemployment

- For regional and national county comparisons: American Community Survey, 2019
- For Michigan and United States Comparison: American Community Survey 5-Year Estimates 2015-2019

## Racial Disparities in Economic Well-being

- American Community Survey, 2019 5-Year Estimates

## Employees per Business

- U.S. Census Bureau County Business Patterns, 2019

## Average Pay in All Industries

- Bureau of Labor Statistics Quarterly Census of Employment and Wages, 2016-2020

## Manufacturing Employment

- For regional and national county comparisons: American Community Survey, 2019
- For Michigan and United States Comparison: American Community Survey 5-Year Estimates 2015-2019

## Annual Average Manufacturing Wage

- Bureau of Labor Statistics Quarterly Census of Employment and Wages, 2016-2020

## Educational Attainment

- American Community Survey, 2016-2019

## Poverty

- American Community Survey, 2019

## ALICE

- United for Alice County Profiles, 2019

## Racial Disparities in Poverty and ALICE

- United for Alice County Profiles, 2019

*This report was prepared by University of Michigan students enrolled in the capstone course for the Quantitative Methods in the Social Sciences minor:*

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## Benchmarking Livingston County — 2022

an Economic Competitiveness Assessment

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