

Chapter 4. The People of Cleveland Township

The following section contains a series of tables and accompanying text to describe the Township's population. In general, each table uses data collected on a rolling basis from 2010 through 2014 by the American Community Survey (a product of the United States Census Bureau) to represent current conditions in Cleveland Township. Census data from the 2000 Census is used as a point of comparison, and where appropriate, a change in both number and percentage (using a percent change formula) is also given. Where appropriate, data for Cleveland Township is compared to Leelanau County and the State of Michigan overall.

UNDERSTANDING CENSUS DATA

While the U.S. Census collects information every 10 years (1990 and 2000 data is used here), the American Community Survey, also conducted by the U.S. Census Bureau, collects data on a rolling basis throughout each year. The American Community Survey summarizes data into 5-year ranges. The estimates for 2010 to 2014 are used in this section in order to show the most recent data available. The tables on the next few pages display a number, a percent (where relevant), and a percentage change from the first year (2000 data) to the current conditions (2010 to 2014 data). Current conditions are labeled as 2014 on the tables for readability.

POPULATION GROWTH AND DISTRIBUTION

According to U.S. Census estimates, Cleveland Township had 1,008 permanent residents as of 2014. This number is slightly smaller than the Township's 2000 population of 1,040. Table 4.1 shows the population of Cleveland Township, Leelanau County, and the State of Michigan in 1990, 2000 and 2014. Cleveland Township and Leelanau County grew expansively from 1990 to 2000, growing by 32.8% and 27.8% respectively. This growth tapered off after 2000, with Cleveland Township losing about 3% of its population, or 32 residents, between 2000 and 2014.

For general planning purposes, one may assume that some, though likely not all, seasonal populations are included in these population numbers. In 2000, the U.S. Census counted a seasonal resident in the total population if that resident considered Michigan his/her "usual residence." In 2014, a seasonal resident was counted if s/he spent at least two months of the year in Michigan. Seasonal populations are discussed in Chapter 5 in greater detail.

Table 4.1 Population, 1990-2014

	1990	2000	2014	% Change 1990 to 2000	% Change 2000 to 2014
Cleveland Township	783	1,040	1,008	32.8	-3.1
Leelanau County	16,527	21,119	21,739	27.8	2.9
State of Michigan	9,295,297	9,938,444	9,889,024	6.9	-0.5

Source: U.S. Census Bureau (1990, 2000), American Community Survey (2010-2014)

Population Projections

Although the Township's population has remained relatively stable since 2000, population projections suggest that the Township might grow in the coming years. Table 4.2 shows the population projections for Cleveland Township and Leelanau County.

To determine the projected population for Cleveland Township, the growth rate of Leelanau County for each 5-year period was applied to Cleveland Township's population. Table 4.2 shows that between 2015 and 2020, Leelanau County's projected growth is 5.071%. This percentage was applied to Cleveland Township's 2015 expected population. The second column on Table 4.2 shows the 2014 actual population. The column on the far right explains that the expected percentage increase between the actual population in 2014 and 2030 is 20.7% for both the Township and the County. The impact of a growing population is discussed in more detail in the next chapter.

Table 4.2 Projected Population

	Actual Population		Projected Population			% Change 2014 to 2030
	2014	2015	2020	2025	2030	
Cleveland Township	1,008	1,052	1,105	1,162	1,217	20.7
Leelanau County	21,739	22,697	23,848	25,079	26,237	20.7

Source: American Community Survey (2010-2014), Institute for Research on Labor, Employment, and the Economy, University of Michigan. Prepared for Michigan Department of Transportation, March 2012.

AGE

Perhaps the most striking quality of Cleveland Township's population is its age composition. Table 4.3 shows the age distribution of Cleveland Township's residents in 2000, 2014, and the change between 2000 and 2014. From 2000 to 2014, the number of residents under 54 either decreased or remained stable. The number of residents ages 55 or over increased from 2000 to 2014. Nearly 65% of the Township's population is over the age of 44, while just 20% of the Township's population is under the age of 20.

The cause of this significant change is unclear. However, a number of regional studies suggest that new residents tend to be of retirement age, and younger households with school-aged children have been leaving the area.¹ It may also be true that residents are continuing to live in their homes after children have reached adulthood and moved.

Table 4.3 Age Distribution of Cleveland Township, 2000-2014

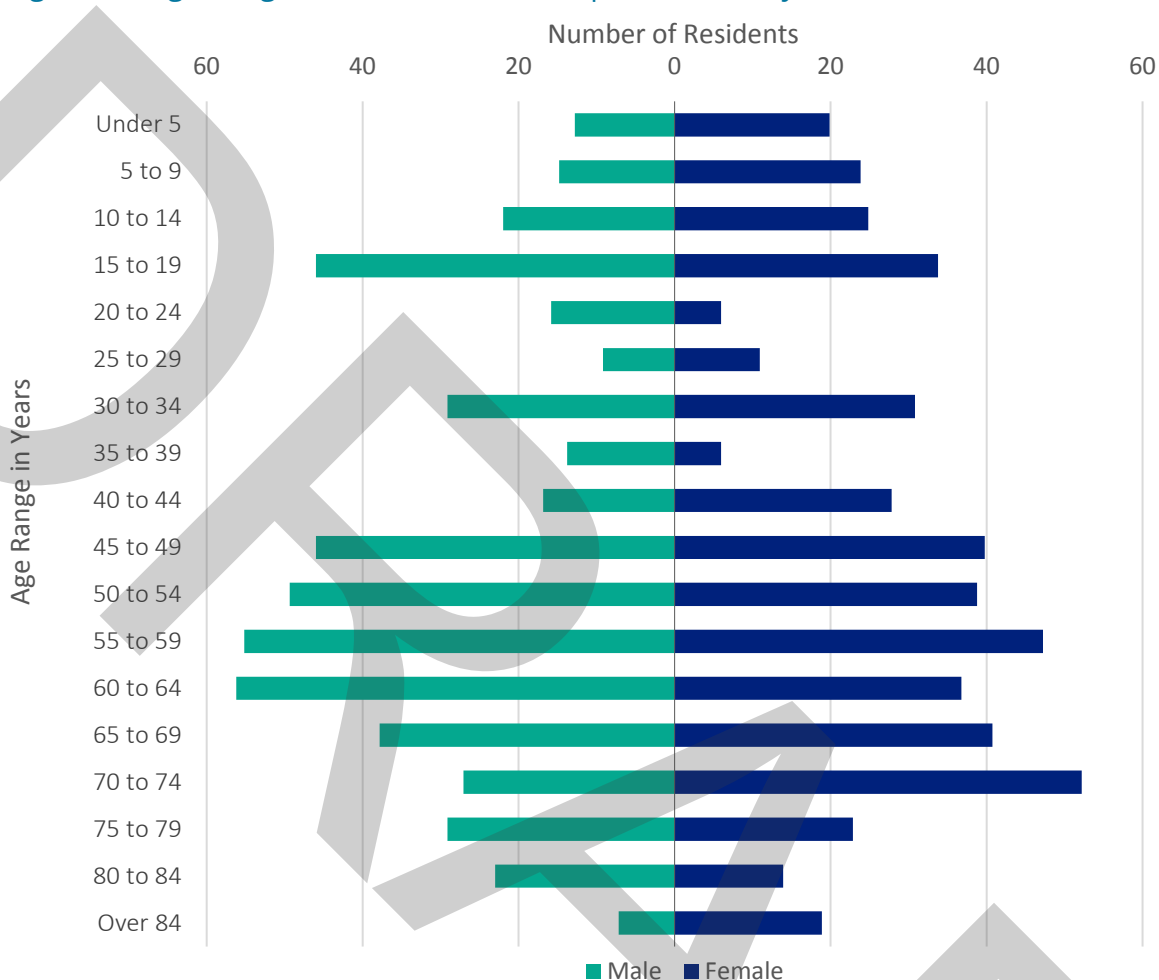
	2000		2014		Change 2000 to 2014	
	#	% of total	#	% of total	#	% Change
5 and under	52	5.0	33	3.3	-19	-36.0
5 to 9	42	4.0	39	3.9	-2	-5.5
10 to 14	88	8.5	47	4.7	-41	-46.4
15 to 19	81	7.8	80	7.9	-1	-1.8
20 to 24	22	2.1	22	2.2	0	1.5
25 to 34	87	8.4	81	8.0	-7	-7.7
35 to 44	160	15.4	66	6.5	-95	-59.1
45 to 54	192	18.5	173	17.2	-19	-9.9
55 to 59	62	6.0	102	10.1	39	63.2
60 to 64	72	6.9	93	9.2	21	29.2
65 to 74	98	9.4	157	15.6	59	60.9
75 to 84	64	6.2	90	8.9	25	39.1
85 and over	20	1.9	26	2.6	6	32.6
Total Population	1,040	100.0	1,008	100.0	-32	-3.1

Source: U.S. Census Bureau (2000), American Community Survey (2010-2014)

Figure 4.1 shows the number of residents in each range in the Township in 2014. The figure is separated into male and female for each age range. In general, there are fewer children and young adults than those in older age ranges. The largest group of males are those aged 60 to 64, while the largest group of females are between 70 and 74 years old.

¹ Network Northwest Framework for Health...

Figure 4.1 Age Range of Cleveland Township Residents, by Sex



Source: American Community Survey (2010-2014)

An Aging Population

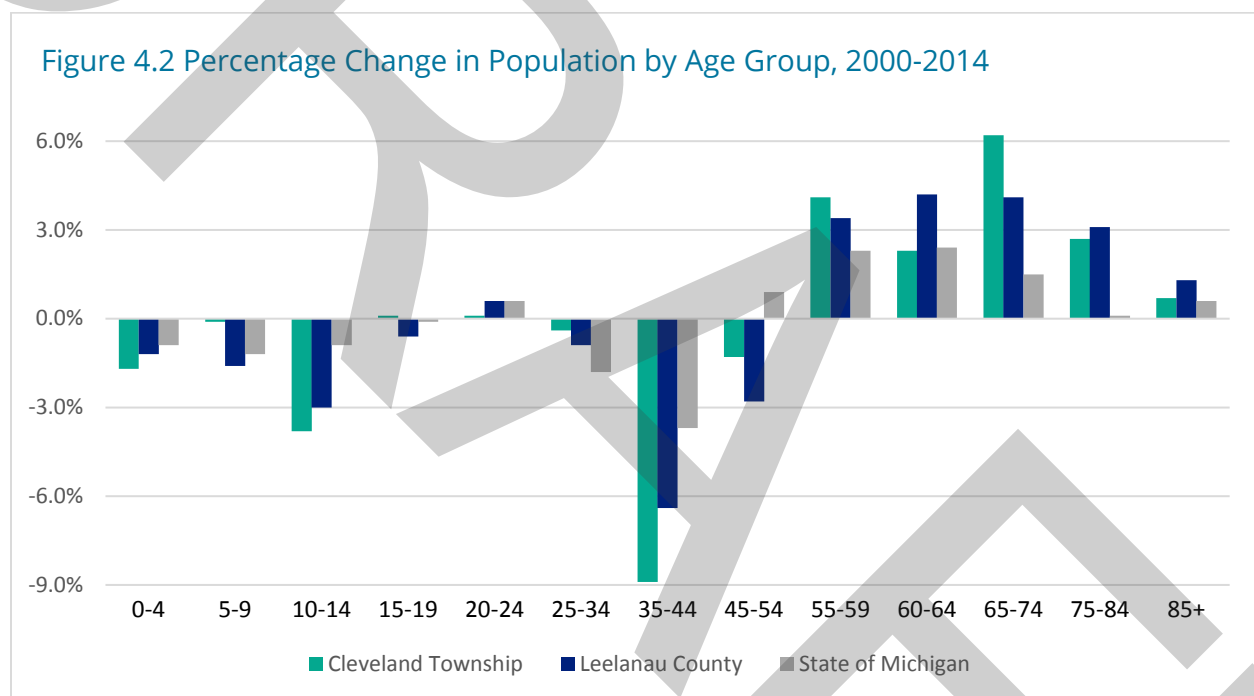
Cleveland Township’s age distribution is consistent with Leelanau County overall. Table 4.4 shows that Leelanau County’s median age is much higher and has increased more over time than the state overall. Cleveland Township’s median age increased from 44.3 in 2000 to 51.9 in 2014, a 17.2 percent increase.

Table 4.4 Median Age, 2000-2014

	2000	2014	% Increase, 2000 to 2014
Cleveland Township	44.3	51.9	17.2
Leelanau County	42.6	52.5	23.2
State of Michigan	35.5	39.3	10.7

Source: U.S. Census Bureau (2000), American Community Survey (2010-2014)

Figure 4.2 shows the percentage change of each age group from 2000 to 2014 in Cleveland Township, Leelanau County, and the State of Michigan. The relative length of the bars indicate that Cleveland Township and Leelanau County have experienced similar changes in age distribution. Fewer children and young adults tend to live in the Township and the County in 2014 than in 2000. The exception is young adults aged 20-24, an age range that grew by a small number in the Township and County between 2000 and 2014. This may be caused by students or post-college adults returning to live with parents, a move that may be temporary. Figure 4.2 also shows the increase in populations over 55. Notably, the Township saw a greater increase in residents ages 65-74 than either the County or the State of Michigan.



Source: American Community Survey (2010-2014)

Networks Northwest, a regional workforce development and planning organization for 10 counties in the region, notes that these trends hold true across Northwest Lower Michigan. “Natural age increases that are occurring as the Baby Boomer generation reaches retirement age are compounded by large numbers of retirees that are relocating to rural or shoreline areas in Northwest Michigan post-retirement. At the same time, Michigan’s recent recession and the lack of employment or higher education opportunities in many communities have resulted in a significant decline in the number of younger individuals

and families.”² The aging population of Cleveland Township is likely to increase demand for a number of services, and the Township is taking proactive steps to address these needs. For example, the Township is participating in the Cedar Area Fire and Rescue Department to protect the quality of life of residents. This topic was one key theme of the public meetings for this Master Plan and are discussed further in Chapter 6.

RACE

Both Cleveland Township and Leelanau County became more racially diverse between 2000 and 2014. Tables 4.5 and 4.6 show the racial distribution of Leelanau County and Cleveland Township respectively from 2000 to 2014. Overall minority populations are growing in Leelanau County and the Township. More Hispanic, African American, Asian, and other minorities live in Leelanau County in 2014 than in 2000. The Township has more residents that identify as Hispanic, Native American, and two or more races.

Table 4.5 Race Distribution in Leelanau County

	2000		2014	
	#	% of total	#	% of total
White Alone	19,424	92.0	19,723	90.7
Hispanic	694	3.3	834	3.8
Native American or Alaskan	724	3.4	603	2.8
African American	49	0.2	118	0.5
Asian	48	0.2	141	0.6
Other Race Alone	10	0.0	36	0.2
Two or More Races	170	0.8	284	1.3
Total Population	21,119	100.0	21,739	100.0

Source: U.S. Census Bureau (2000), American Community Survey (2010-2014)

Table 4.6 Race Distribution in Cleveland Township

	2000		2014	
	#	% of total	#	% of total
White Alone	1,018	97.9	940	93.3
Hispanic	5	0.5	21	2.1
Native American or Alaskan	5	0.5	32	3.2
African American	2	0.2	0	0.0
Asian	1	0.1	0	0.0
Other Race Alone	0	0.0	0	0.0
Two or More Races	9	0.9	15	1.5
Total Population	1,040	100.0	1,008	100.0

Source: U.S. Census Bureau (2000), American Community Survey (2010-2014)

² *Networks Northwest, A Framework for Healthy Communities in Northwest Michigan, 2014.*
<http://www.networksnorthwest.org/userfiles/filemanager/3188/>

INCOME

Household income is one measurement of the economic condition of a community. Income helps determine how much a household can afford to spend on housing, retail, and other local investments. Table 4.7 shows the median household income for Cleveland Township, Leelanau County, and the State overall from 2000 to 2014. The median household income for the years 2000 and 2010 were adjusted for inflation in order to allow comparisons between years. Overall, median household income has decreased, more so in the State of Michigan than in Leelanau County and Cleveland Township. From 2000 to 2014, Cleveland Township's median household income decreased nearly 19 percent from \$64,832 to \$52,632.

Table 4.7 Median Household Income (\$)

	2000*	2010*	2014	% Change 2000 to 2014
Cleveland Township	64,832	58,177	52,632	-18.8
Leelanau County	66,874	61,369	56,521	-15.5
State of Michigan	63,471	52,580	49,087	-22.7

*Adjusted to 2014 Dollars using the Bureau of Labor Statistics Inflation Calculator
Source: U.S. Census Bureau (2000), American Community Survey (2006-2010, 2010-2014)

EDUCATIONAL ATTAINMENT

Numerous studies have shown that educational attainment is related to an individual's earning capacity. In other words, people with more education tend to make higher total incomes over their lifetime. A community's average educational achievement, therefore, can be one indicator of economic capacity. Table 4.8 shows the percentage of adults (defined as ages 25 and over) with a Bachelor's degree or higher in Cleveland Township, Leelanau County, and the State of Michigan overall.

Table 4.8 Percentage of the Population Ages 25 and Over with at Least a Bachelor's Degree

Year	2000	2014	% Change 2000 to 2014
Cleveland Township	28.9	28.1	-0.8
Leelanau County	31.4	39.5	8.1
State of Michigan	21.8	26.4	4.6

Source: U.S. Census Bureau (2000), American Community Survey (2010-2014)

POVERTY

In general, the information in Table 4.9 shows that poverty has increased in the Township by 40%, or about 26 individuals, between 2000 and 2014. However, the poverty rate in Leelanau County has more than doubled since 2000, with an additional 1,263 residents living in poverty in 2014. About 9% of Cleveland Township’s population lives in poverty, compared to 11% in Leelanau County and 17% in the State of Michigan.

Figure 4.3 shows the age distribution of the total population living in poverty in 2014. Just over 10% of the Township’s youth (ages 17 and under) lived in poverty in 2014. Less than 5% of the senior population (65 years and over) lived in poverty in the Township. Cleveland Township has a smaller share of each age range in poverty than either Leelanau County or the State of Michigan overall.

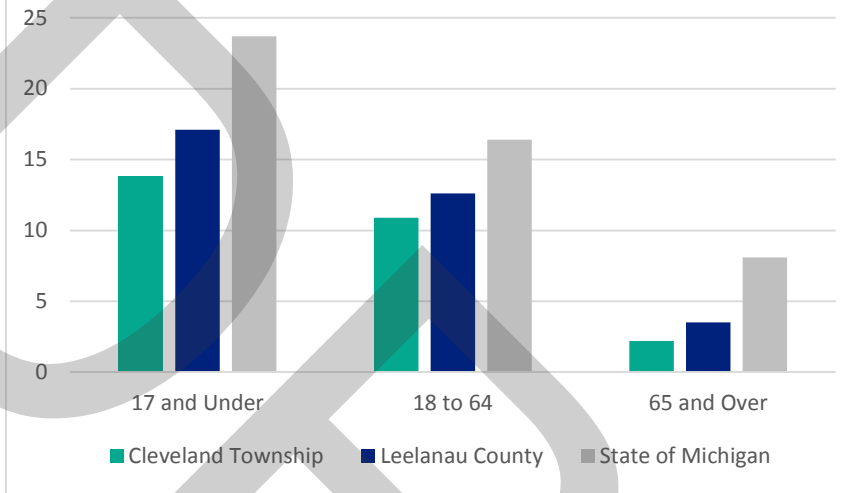
Table 4.9 and Figure 4.3 rely on the U.S. Census Bureau’s definition of poverty. The U.S. Census uses one measurement of poverty, but government aid programs and other organizations may define poverty differently. The U.S. Census Bureau determines dollar value thresholds that vary according to family size, age of the householder, and family composition. If a family’s total income is less than the dollar value threshold, then every individual in the family is considered in poverty. Additionally, non-related persons living with an individual or family in poverty are not considered in poverty.

Table 4.9 Individuals in Poverty, 2000 to 2014

	2000		2014		Change (2000 to 2014)	
	#	% of total population	#	% of total population	#	% change
Cleveland Township	65	6.2	91	9.1	26	40.0
Leelanau County	1,128	5.4	2,391	11.1	1,263	112.0
State of Michigan	1,021,605	10.5	1,633,316	16.9	611,711	59.9

Source: U.S. Census Bureau (2000), American Community Survey (2010-2014)

Figure 4.3 Percentage of Age Range in Poverty, 2014



Source: American Community Survey (2010-2014)