

Michigan State University Extension



Michigan State University Extension (MSUE) helps people improve their lives through an educational process that applies knowledge to critical issues, needs and opportunities.

Since its beginning, Extension in Michigan has focused on bringing knowledge-based educational programs to the people of the state to improve their lives and communities. Today, community based agents supported by on-campus faculty members are serving every county, providing base programs focusing on agriculture and natural resources; children, youth and families; and community and economic development.

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A portrait of **Branch County**



Bringing Knowledge to Life!

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Population

Branch County

Change from 1990 to 2000

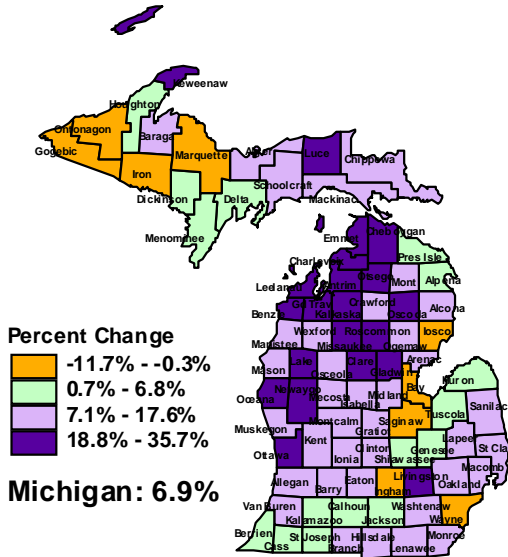
Number Change				Percent Change			
Sherwood -26	Union 145	Girard 116	Butler 171	-23.3% - -1.1%	1.6% - 6.4%	8.1% - 15.6%	24.9% - 32.2%
Matteson 54	Batavia 24	Coldwater 1,117	Quincy 408				
Bronson 79	Bethel 142	Ovid 329	Algansee 202				
Bronson T 130	Noble 39	Gilead 65	Kinderhook 322				
			California 112				

Branch County had 45,787 people in 2000, ranking as the 38th most populous county in Michigan. The population increased by 4,285 persons, or 10.3% since 1990.

Coldwater City showed the largest percentage gain from 1990 to 2000 at 32.2 percent. Coldwater City also showed the largest number gain of 3,090 people.

There were 554 live births in Branch in 1998, of which 84 were to mothers age 19 and under, 426 to mothers age 20 to 34 and 43 to mothers age 35 and over.

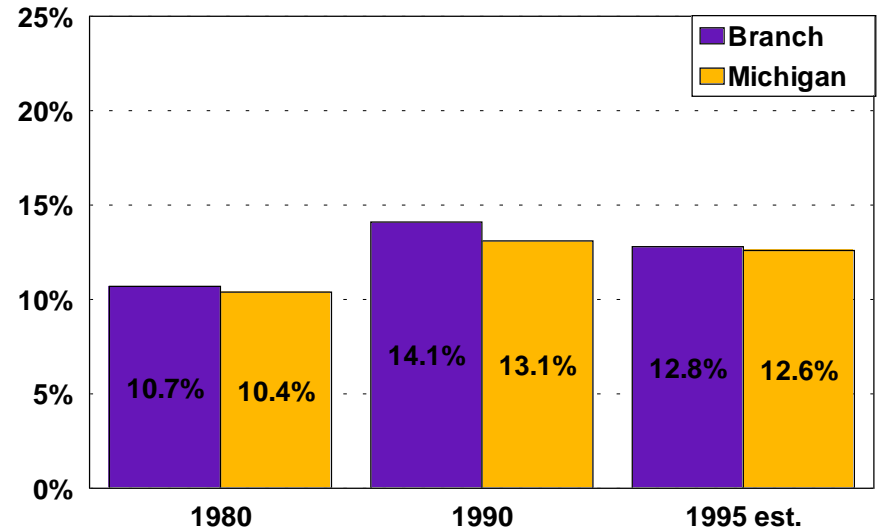
Population change (based on percent change) varied widely across Michigan counties.



Poverty

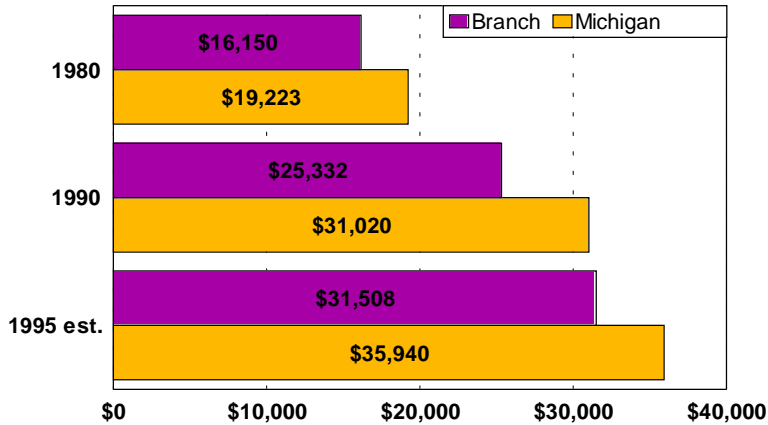
- In 1995, 5,394 persons in Branch County were below the poverty line, decreasing from 5,600 persons in 1990.
- The poverty threshold for a family of four in 1995 was \$15,569. In 1990, it was \$13,360.
- Branch County ranked 39th among all Michigan counties on the number of persons in poverty in 1995 and 45th on the poverty rate.
- Children represent the highest poverty rate of any age group. 2,274 kids (ages 0-17) in Branch County were below the poverty level in 1995. This represents one child in five. In 1990, 2,362 kids were poor.
- The poverty rate for Seniors (persons age 65 and over) in 1990 was 11.4 percent. This was down from the previous decade when the poverty rate for Seniors was 12.4 percent.

Poverty Rates of All Persons



Household Income

Median Household Income



- Between 1990 and 1995, households in Branch County experienced an increase in real median income of 6.7 percent, from \$29,538 to \$31,508. Real income is adjusted for inflation based on changes in the Consumer Price Index.
- Compared to other Michigan counties, Branch County ranked 42nd in 1995 in median household income.
- Michigan leads most other Mid-West states in median household income at \$38,127 (1996 est.) ranking 4th among the 12 states in the region. Nationally, we rank in the top third. The U.S. median income was \$35,492.
- Per Capita income in Branch County in 1998 was \$19,306, compared to \$18,031 in 1990 (in 1998 dollars), a 7.1 percent increase.

Household Income Distribution*

	\$ 0 - \$24,999	\$25,000 - 49,999	\$50,000 +
Branch County	49.3%	36.1%	14.6%
Michigan	40.6%	34.1%	25.5%

* 1990 Census of Population & Housing

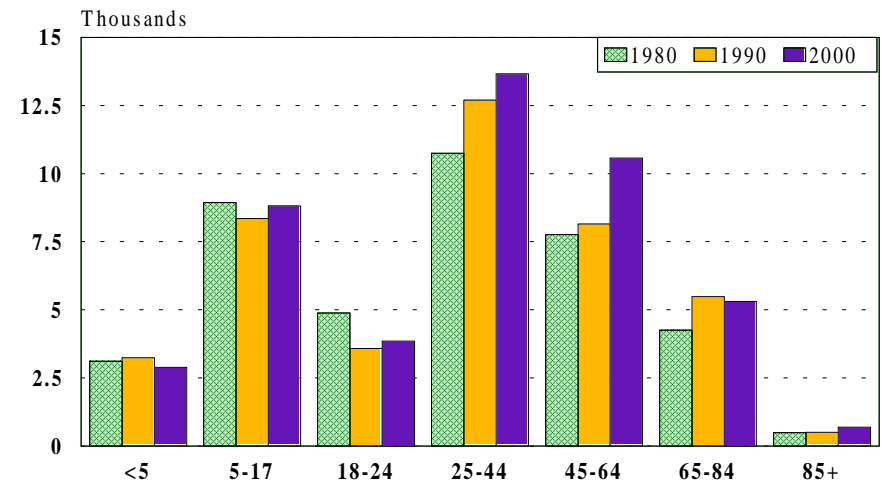
Age

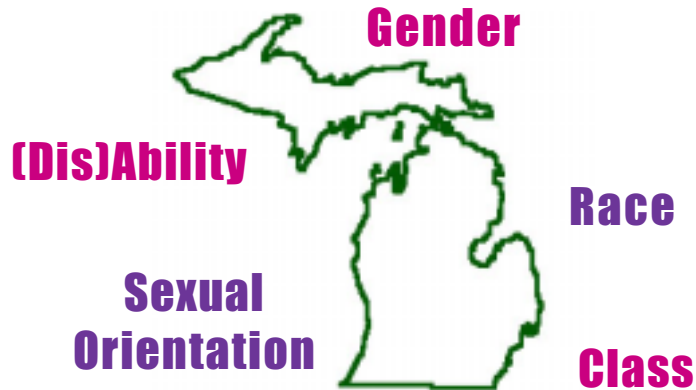
The Median age of Branch residents continues to go up:

	1980	1990	2000
Branch	29.9	33.4	36.7
Michigan	28.8	32.6	35.5
U.S.	30.0	33.0	35.3

- Of the 45,787 people who lived in Branch in 2000, 61.3 percent were between 18 and 64 years of age; the remaining 38.7 percent included 6.3 percent children under the age of 5, 19.2 percent youth ages 5 to 17 and 13.1 percent over the age of 65.
- The fastest growing age group is the 45 to 64 year -olds, which includes the oldest of the “baby boomers.” This group grew by 2,429 or 29.8 percent since 1990.
- “Seasoned citizens,” those age 65 and over, grew by 513 or 9.3 percent since 1990. One in seven Branch residents is age 65 or older.

Age Distribution in Branch County





- .. In 2000, Branch County's population included 23,173 males and 22,614 females, or 50.6 percent and 49.4 percent respectively. For Michigan, males represent 48.7 percent and females 51.3 percent.
- .. Of the 16,349 households living in Branch County in 2000, 12,905 or 78.9 percent owned their own home and 3,444 or 21.1 percent rented. For Michigan, the rate of home ownership was 73.8 percent and 26.2 percent rented.
- .. Six to ten percent of the U.S. population are gay, lesbian, bisexual or transgendered persons according to the *Cultural Diversity Sourcebook*.
- .. One out of five Michigan citizens, approximately two million people, experience a disability according to the Michigan Centers for Independent Living.

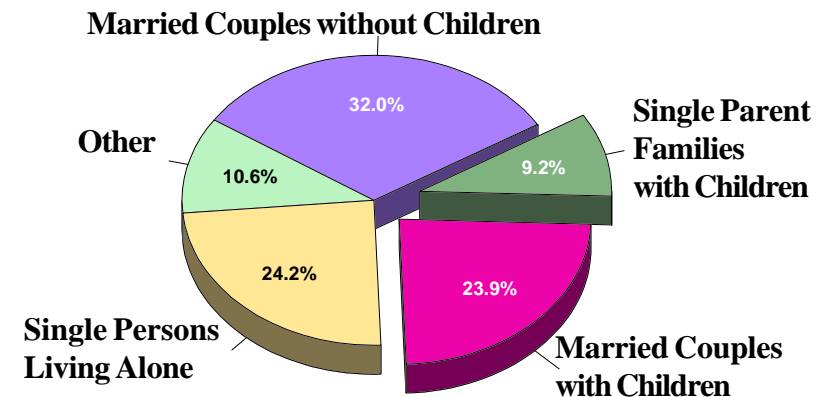
Racial and Hispanic or Latino Origin: 2000

	Branch County		Michigan
	Number	Percent	Percent
White*	42,134	92.0	78.6
Black*	1,187	2.6	14.1
American Indian*	195	0.4	0.5
Asian*	179	0.4	1.8
Other*	42	0.1	0.1
Two or more races*	685	1.5	1.6
Hispanic or Latino	1,365	3.0	3.3

* Not Hispanic or Latino

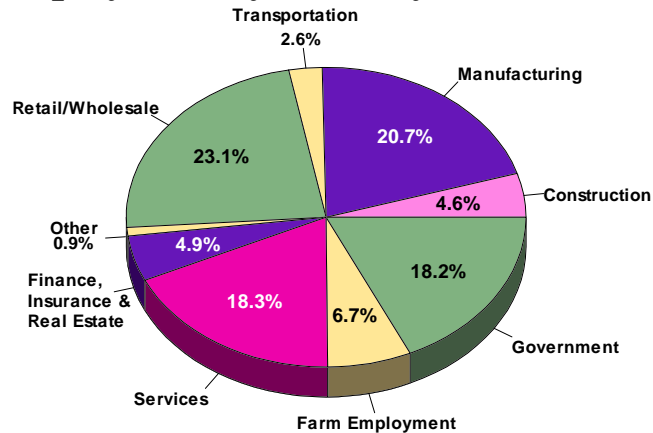
- .. There were 315 marriages in Branch County during 1998, down from 1990 when 378 marriages occurred. Across the state, marriage numbers and rates have fallen since the '70s.
- .. In Michigan, median age at marriage continues to go up, from age 25 for males and 23 for females in the mid '70s, to age 28 for males and 26 for females in 1998.
- .. 65.1 percent of all marriages in Michigan in 1998 were first marriages, down from 66.8 percent a decade earlier.
- .. The divorce rate in Branch County in 1990 was 11.0 when 228 divorces occurred. In 1998, the rate was 8.8 when 192 marriages ended in divorce.
- .. In 1998, 37,210 Michigan children were impacted by divorce of their parents. These numbers have declined since 1976 when Michigan reached a peak of 49,555 children involved in divorce.
- .. In 1990, 2,122 children in Branch County under age 18 lived with a single parent. This represented 18.3 percent of all children in Branch. In Michigan, 22.5 percent of all children lived in single parent families.

Types of Households in Branch County



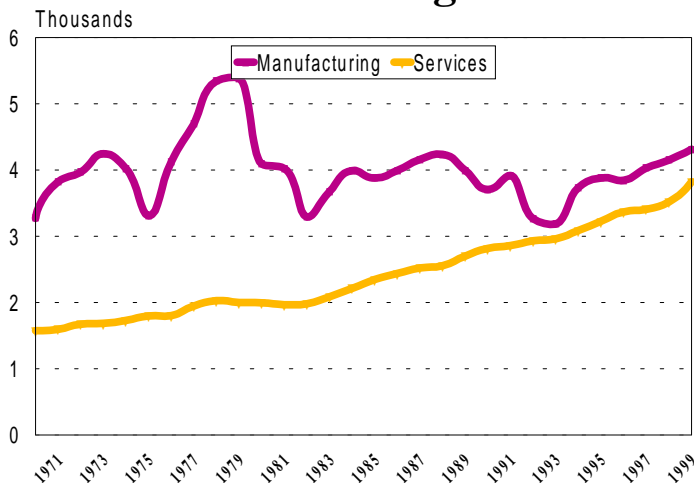
2000 Census of Population and Housing

1999 Employment by Industry Branch County



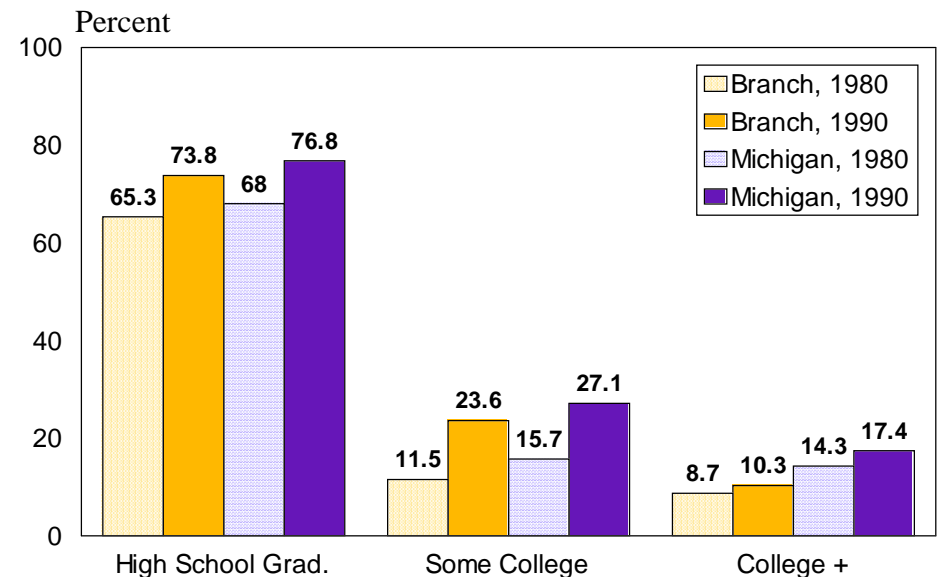
- .. The total number of full- and part-time jobs has increased in Branch County from 16,921 in 1990 to 20,871 in 1999, a 23.3 percent increase.
- .. Retail and Wholesale Trade accounted for 23.1% of all employment in 1999, leading Manufacturing by 2.5 percentage points. Jobs in Retail and Wholesale Trade have risen the fastest of all industries, climbing 59.0 percent since 1990.

Jobs in Manufacturing & Services

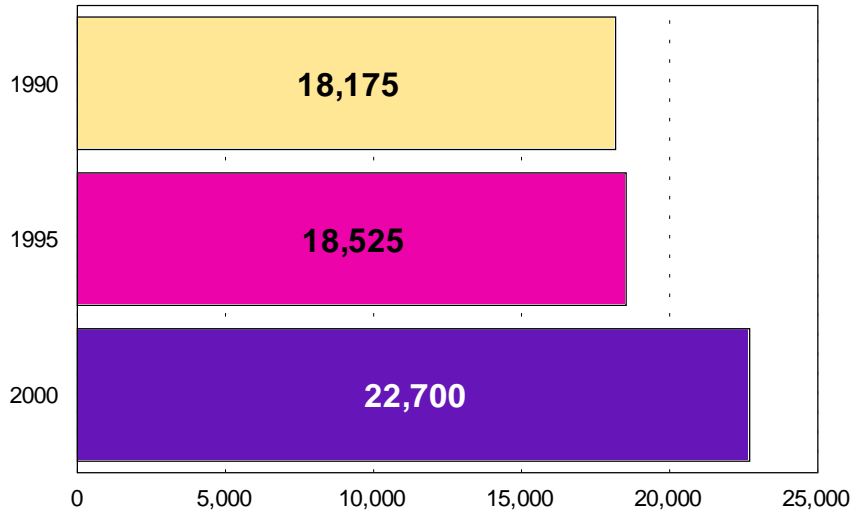


- .. High school graduation rates increased significantly from 1980 to 1990 for persons age twenty-five and over – by 8.4 percentage points in Branch County and 8.8 percentage points in Michigan. This is due largely to the fact that a much higher rate of young adults (age 25-29) has completed high school than those in older age groups.
- .. Branch County lags behind Michigan for those persons age 25 and over with a college degree. In 1990, 17.4 percent in Michigan had a college degree; in Branch County the rate was 10.3 percent. Branch ranks 55 among Michigan's 83 counties for persons age 25 and over with a college degree.
- .. 79 students dropped out of high school in Branch County during the 1997-98 school year for a rate of 4.3 percent. This is up from 1990-91 when 66 students dropped out (4.0 percent).

Educational Attainment Persons 25 and Over



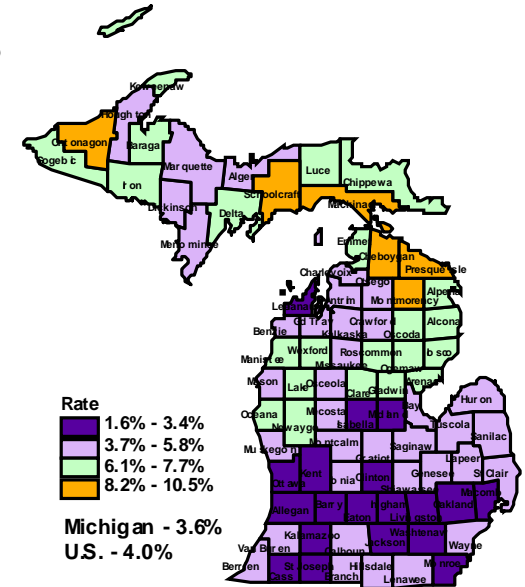
Total Number of Persons Employed in Branch County



- The Labor Force consists of those who are employed and those currently unemployed but seeking employment. Branch's labor force has grown from 19,650 in 1990 to 23,675 in 2000.
- In 1990, 92.5 percent of the labor force was employed; in 2000 that increased to 95.9 percent employed.
- 66.7 percent of Branch's population age 16 and over were in the labor force in 2000, up from 63.1 percent in 1990.
- Eighty-one percent of all women with school age children worked in 1990, over 9 percentage points higher than in 1980. Over six out of ten women with children under age six were in the work force in 1990, compared to five out of ten in 1980.

2000 Unemployment Rate

- Even though Michigan's overall unemployment rate was low in 2000, many counties continue to experience high rates.
- Branch County's annual average unemployment rate in 2000 was 4.1 percent, compared to 3.6 percent in 1999 and 7.5 percent in 1990. 975 people were unemployed in 2000, compared to 1,475 in 1990.
- Michigan experienced high unemployment rates during the early '90s. In 1994 for the first time Michigan's rate was lower than the U.S. rate.



Unemployment Rate: 1980 - 2000

