



**IOSCO COUNTY FACT SHEET
FOR IOSCO COUNTY BUSINESS DEVELOPMENT**

Located on the “Sunrise Side” of Lake Huron, Iosco County sits in the northeast quarter of Michigan’s Lower Peninsula. The county reaches more than 361k acres and extends approximately 565 square miles, with significant portions encompassing public, national, and state forests. Most of the county’s residents live along the Lake Huron shoreline of US-23, including the towns of East Tawas, Tawas City and Oscoda. Another group of residents live in Iosco County’s west side along M-65 north of M-55, including the communities of Hale, Plainfield Township, and Whittemore.

<u>OUR RESIDENTS</u>	<u>Jul-19</u>	<u>Apr-10</u>
<u>Population</u>		
Population estimates	25,127	25,893
Census	25,237	25,887
Change 2010 to 2019		-3%
<u>Age Groups</u>		
Persons under 5 years, percent	4.70%	
Persons under 18 years, percent	16.60%	
Persons 65 years and over, percent	30.10%	
<u>Gender/Race/Ethnicities</u>		
Female persons, percent	50.40%	
White alone, percent	95.30%	
Black or African American alone, percent	0.80%	
American Indian and Alaska Native alone, percent	1.00%	
Asian alone, percent	0.80%	
Native Hawaiian and Other Pacific Islander alone, percent	0.10%	
Two or More Races, percent	2.10%	
Hispanic or Latino, percent	2.60%	
White alone, not Hispanic or Latino, percent	93.20%	
Language other than English spoken at home, percent of persons age 5 years+, 2015-2019	3.80%	
Foreign born persons, percent, 2015-2019	2.50%	
<u>Education Levels</u>		
High school graduate or higher, percent of persons age 25 years+, 2015-2019	88.90%	
Bachelor’s degree or higher, percent of persons age 25 years+, 2015-2019	15.90%	
<u>Military Status</u>		
Veterans, 2015-2019	3,099	
<u>Disability Status</u>		

With a disability, under age 65 years, percent, 2015-2019	16.80%	
Persons without health insurance, under age 65 years, percent	9.00%	
WHERE WE LIVE		
<u>Housing</u>		
Housing units, July 1, 2019, (V2019)	20,573	
Owner-occupied housing unit rate, 2015-2019	79.90%	
Median value of owner-occupied housing units, 2015-2019	\$92,600	
Median selected monthly owner costs -with a mortgage, 2015-2019	\$867	
Median selected monthly owner costs -without a mortgage, 2015-2019	\$345	
Median gross rent, 2015-2019	\$652	
OUR HOUSEHOLDS		
<u>Households</u>		
Households, 2015-2019	11,669	
Persons per household, 2015-2019	2.13	
Living in same house 1 year ago, percent of persons aged 1 year+, 2015-2019	86.90%	
<u>Household Income</u>		
Median household income (in 2019 dollars), 2015-2019	\$43,678	
Per capita income in past 12 months (in 2019 dollars), 2015-2019	\$25,264	
Persons in poverty, percent	14.20%	
OUR ACCESS TO RESOURCES		
<u>Connectivity Access</u>		
Households with a computer, percent, 2015-2019	85.90%	
Households with a broadband Internet subscription, percent, 2015-2019	78.90%	
OUR WORKFORCE		
<u>Employment Status</u>		
In civilian labor force, total, percent of population age 16 years+, 2015-2019	45.50%	
In civilian labor force, female, percent of population age 16 years+, 2015-2019	40.70%	
<u>Commuting</u>		
Mean travel time to work (minutes), workers aged 16 years+, 2015-2019	20.6	
OUR EMPLOYERS		
<u>Sales by Business Type</u>		
Total accommodation and food services sales, 2012 (\$1,000)	33,963	



Total health care and social assistance receipts/revenue, 2012 (\$1,000)	81,465	
Total manufacturers' shipments, 2012 (\$1,000)	226,666	
Total retail sales, 2012 (\$1,000)	327,152	
Total retail sales per capita, 2012	\$12,902	
<u>Employment</u>		
Total employer establishments, 2019	600	
Total employment, 2019	6,411	
Total annual payroll, 2019 (\$1,000)	239,147	
Total employment, percent change, 2018-2019	-2.50%	
Total non-employer establishments, 2018	1,530	
<u>Business Types</u>		
All firms, 2012	1,857	
Men-owned firms, 2012	932	
Women-owned firms, 2012	711	
Minority-owned firms, 2012	63	
Nonminority-owned firms, 2012	1,730	
Veteran-owned firms, 2012	194	
Nonveteran-owned firms, 2012	1,581	
OUR COMMUNITIES		
<u>Geography</u>		
Population per square mile, 2010	47.1	
Land area in square miles, 2010	549.1	
<u>Cities/Towns/Villages</u>		
East Tawas		
Hale		
Oscoda		
Tawas City		
Whittemore		
<u>Construction</u>		
Building permits, 2020	59	
<u>Zip Codes</u>		
East Tawas		
Hale	48730	
Long Lake	48739	
National City	48743	
Oscoda	48748	
Tawas City	48750	
Tawas City	48763	



Whittemore	48764	
South Branch	48770	
	48761	
OUR COUNTY		
Revenues, 2020	\$37.35m	
Expenditures, 2020	\$34.54m	
<u>Analytics</u>	<u>Ranking</u>	<u>Percentile*</u>
General Fund Health	68th of 81	16th
General Fund Ratio	69th of 81	15th
General Fund Cash Ratio	59th of 81	27th
Pension Health	2nd of 81	98th
Property Tax Health	25th of 83	70th
Debt Health	12th of 78	85th
Governmental Net Position Ratio	37th of 81	54th
*Percentiles are calculated by ranking all local units of the same type that submitted data for the given year on a scale of 1-100, with a higher percentile value (or lower ranking) indicating a stronger position in that measurement.		

Sources

1. <https://www.census.gov/quickfacts/ioscocoountymichigan>
2. <http://micommunityfinancials.michigan.gov/#!/dashboard/COUNTY/26069?lat=44.617643890205755&lng=-82.88039151234511&zoom=6.353245371337091&showSidebar=yes>