With 67,000 people, Montcalm County is the second most populous partner county. The county saw population growth of 6.4 percent over the last decade with much of that growth occurring from 2020 onward. Meetings with Montcalm County companies found nearly all reporting increasing or stable sales, with 30 percent indicating plans to expand. Talent attraction, facility issues, and talent retention remain the most commonly cited challenges for growth.

**NOTABLE STATISTICS**

- **Population**: 67,149
- **Gross Regional Product**: $1.42B
- **Associates Degree & Higher of Population**: 17.3%
- **Labor Force**: 27,993**
- **Unemployment Rate**: 3.9**
- **Median Age**: 40.8
- **Median Household Income**: $52,390***
- **Cost of Living Index**: 88.1

**MONTCALM COUNTY TOP INDUSTRIES BY JOBS**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Number of Jobs</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education &amp; Hospitals (Local Government)</td>
<td>1,567</td>
<td>9.94%</td>
</tr>
<tr>
<td>General Medical &amp; Surgical Hospitals</td>
<td>1,369</td>
<td>8.68%</td>
</tr>
<tr>
<td>Restaurants &amp; Other Eating Places</td>
<td>1,163</td>
<td>7.38%</td>
</tr>
<tr>
<td>Motor Vehicle Parts Manufacturing</td>
<td>1,046</td>
<td>6.63%</td>
</tr>
<tr>
<td>General Merchandise Stores, including Warehouse Clubs &amp; Supercenters</td>
<td>808</td>
<td>5.12%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15,766</strong></td>
<td></td>
</tr>
</tbody>
</table>

**MONTCALM COUNTY TOTAL POPULATION (2012-2022)**

**Rate as of September 2022**

***Data last collected 2020***
MONTCALM COUNTY EDUCATIONAL ATTAINMENT

- Less than 9th Grade
- 9th Grade to 12th Grade
- High School Diploma
- Some College
- Associate’s Degree
- Bachelor’s Degree
- Graduate Degree & Higher

LOCAL BUSINESS INSIGHTS

- 94.6% are seeing INCREASING/STABLE SALES TRENDS
- 29.7% have plans to EXPAND THEIR BUSINESS
- 45.9% of businesses are experiencing RECRUITMENT CHALLENGES
- 21.6% of businesses are INCREASING INVESTMENT IN TRAINING

Top Pinch Points:
- Talent Attraction
- Facility Issues
- Talent Retention

TOP FIVE EMPLOYERS

1. Corewell Health and Kensey Hospitals
2. Dicastal North America
3. Sparrow Carson Hospital
4. Federal Mogul Corp.
5. Marvel Refrigeration

Source: GazelleAI & The Right Place Internal Data