

CHAPTER 2 DEMOGRAPHICS

Our Community: Who is Fillmore Township?

Like any process or plan, consideration of whom the plan serves is of utmost importance, as these persons collectively have the authority to the making of policy and governance through local elections.

A thorough review of the community's demographics provides a snapshot in time of the number and type of people, lifestyles and basic human condition within the area. Combining this information with larger scale development trends and historical data can provide insight helpful into predicting future needs and desires for the community. There are several different tools to glean this information, but the gold standard is the U.S. Census, which is performed every decade. On a smaller scale, but one which provides data on an annual basis, is the American Community Survey. This survey is also conducted and controlled by the U.S. Census Bureau. Both have unique qualities and inherent flaws; the rigor and thoroughness of the Census is unparalleled in the country, however the decade stretch fails to provide current information as each decade wanes. The American Community Survey ("ACS") provides more "to the minute" information, however the smaller sample size and larger variety of topics covered can return a larger margin of error. This Plan will use both tools and will be noted as sources in each data set provided herein.

POPULATION

Figure 2.1 below illustrates that, between 1960 and 2020, Fillmore Township experienced a population increase of 901 residents, growing from 1,877 in the former to 2,778 in the latter. The average growth by decade approximates 150 residents and 6.97% of total population, with only the 2000s recording a loss with 75 residents and 2.72% of the total population. This places Fillmore Township in similar statistical standing with other West Allegan County townships like Heath, Manlius, and Overisel.

Figure 2.2 "Population (% change)"

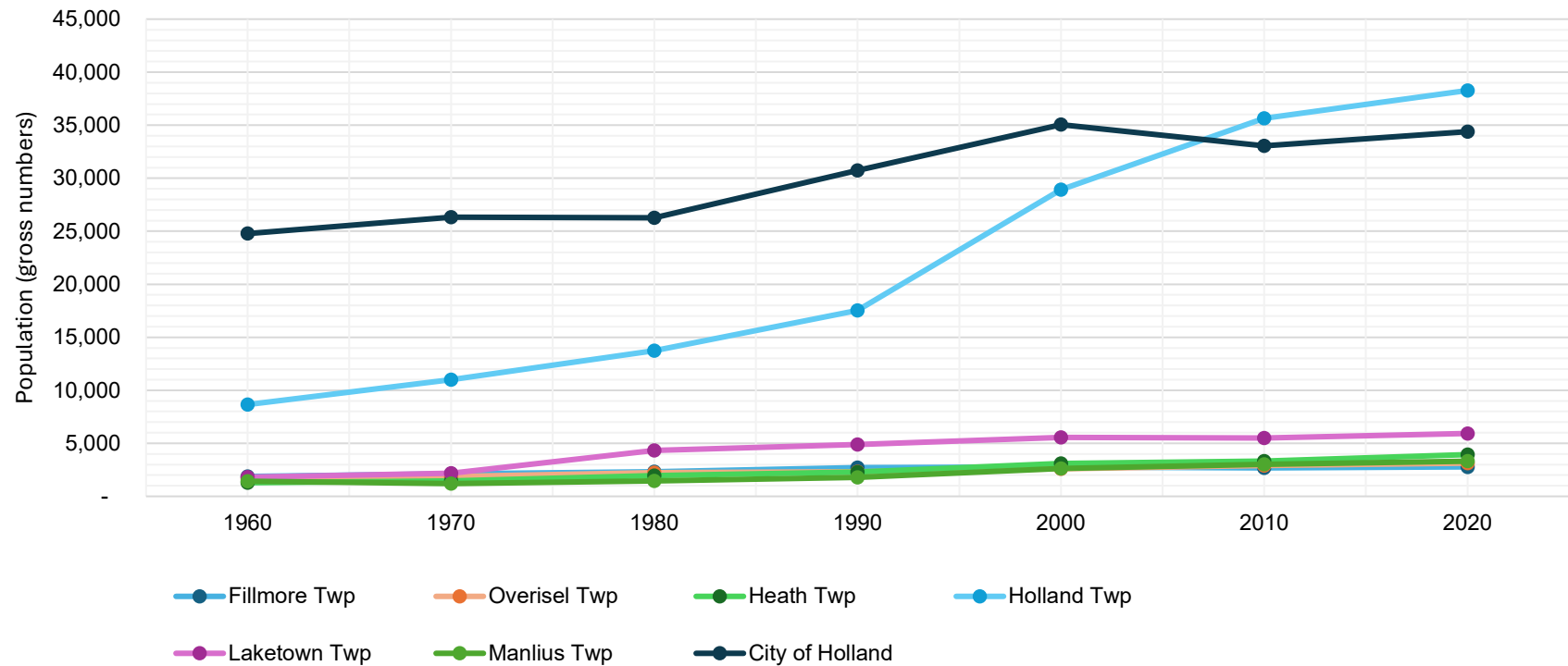
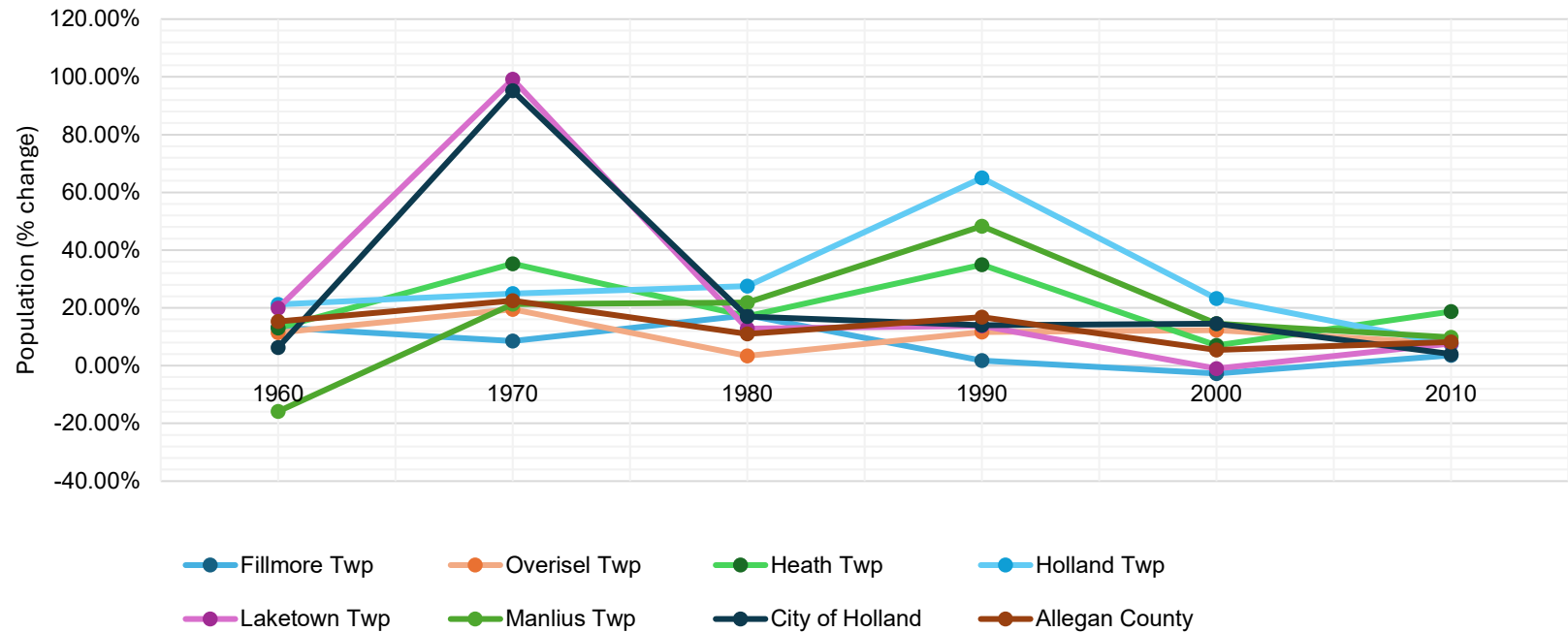


Figure 2.2 illustrates percent change as a total of overall population. This likewise indicates Fillmore Township has a similar history to its neighboring Townships. However, some experienced more severe change than others. Laketown Township, for instance, experienced a near doubling of its population (99.17% increase) between 1960 and 1970. Manlius and Holland Townships experienced similar but less extreme increases of 65.0% and 48.3%, respectively, between 1980 and 1990. This figure also indicates that even the City of Holland and Allegan County as a whole have both experienced similarly steady population growth throughout the decades.

Figure 2.2 “Population (% change)”



AGE

Figure 2.3 depicts the percent of total Township population organized into five-year age cohorts as measured in both 2014 and 2024. As illustrated by the two-period moving average trendlines, much of the Township's population between the ages of 10 and 24 years in 2014 decreased while those ages 35 to 54 years increased. This static "shift" in the trendline over the course of the decade suggests that many who were of the younger cohorts in 2014 have simply stayed in place and were counted again as part of the older cohorts. Expanding the scope of the trend reveals that, on the even younger end, the Township experienced a net increase in those under the age of 9 years and, on the older end, a net loss of those ages 60 to 74 years.

These shifting demographics overall suggest that while the Township may experience bubbles of similarly aged individuals at any given time, it has not struggled to replace diminishing cohorts over the past few years.

Figure 2.3 “Age by Cohort, 2014 and 2024”

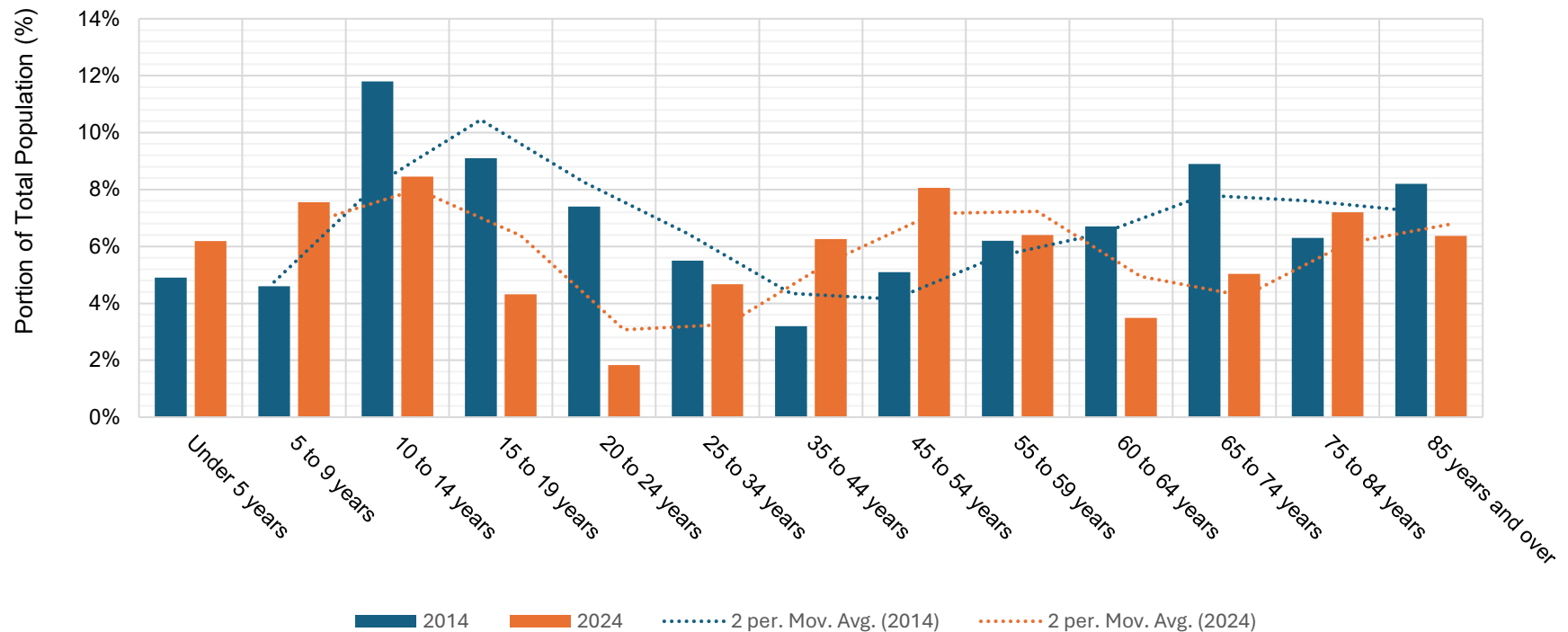
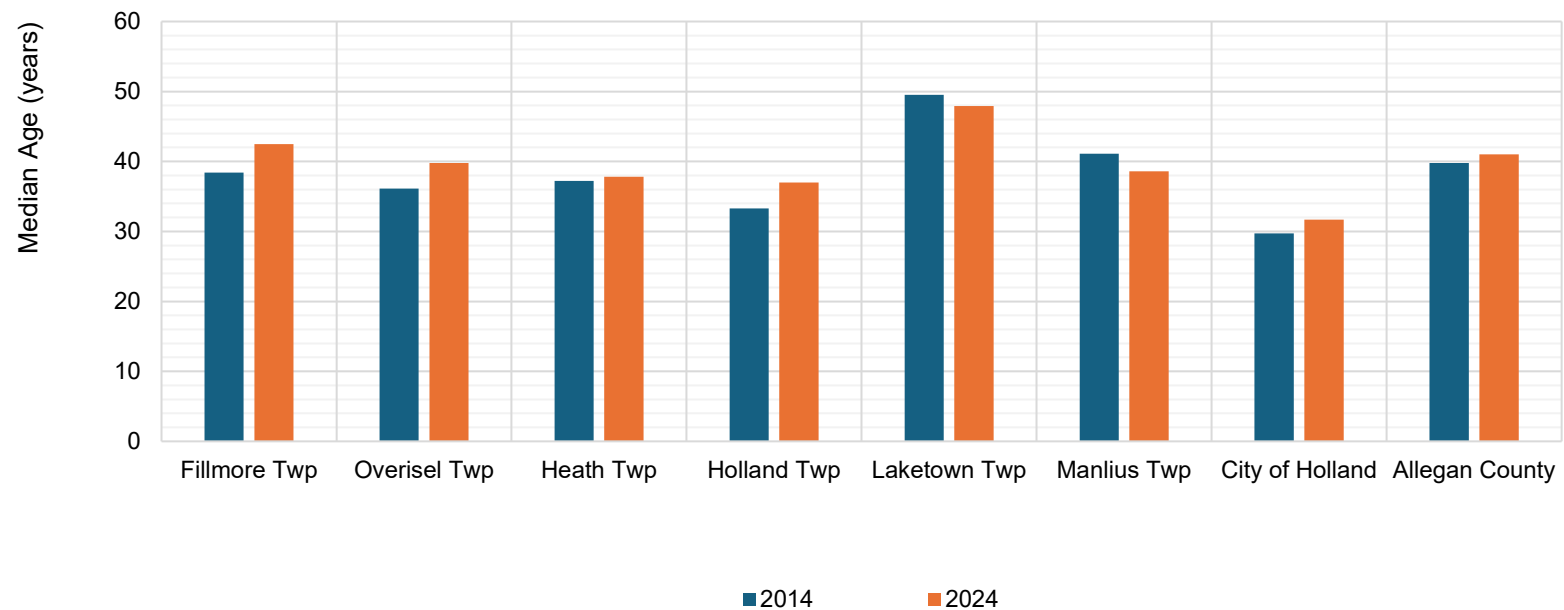


Figure 2.4 exhibits median age in Fillmore Township and surrounding municipalities in both 2014 and 2024. In 2014, the Township ranked third oldest in median age at 38.4 years, behind just Manlius Township (41.1 years) and Laketown Township (49.5 years). As of 2024, it has risen to second oldest with a median age of 42.5 years, now behind only Laketown Township, which saw a slight decrease to 47.9 years.

Despite the relatively advanced position among peer municipalities, the Township's median ages are similar to Allegan County's as a whole. Accounting for County data, it stands as the fourth oldest in 2010, with the counting surpassing it by 1.4 years (39.8 years median). By 2024, the County median had risen to 41 years, with the Township still 1.5 years above.

Figure 2.4 “Median Age, 2014 and 2024”

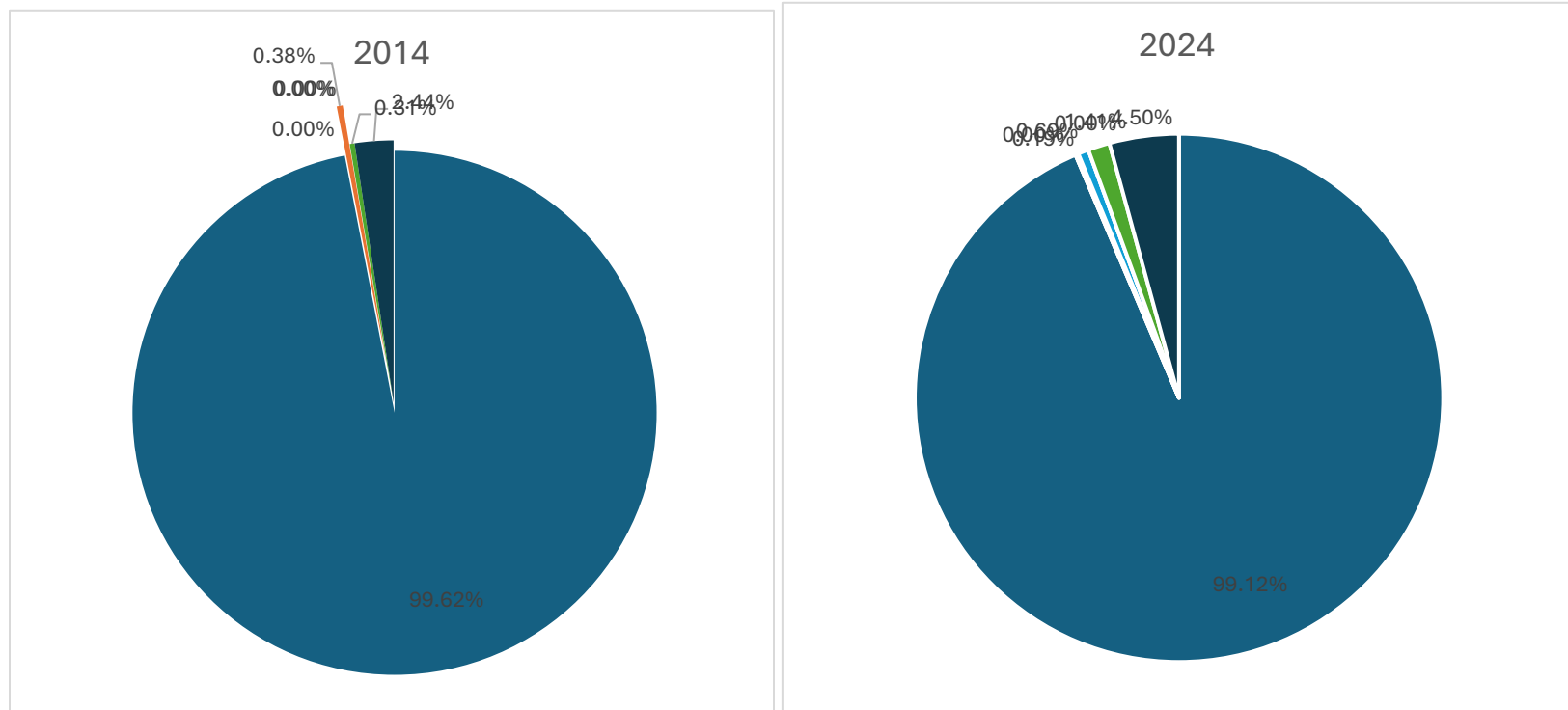


RACE

Figure 2.5 below compares the responses of Fillmore Township residents when asked to identify their race in both 2014 and 2024. As indicated, the majority of the Township identified as white in 2014 (99.62%) and continued to do so in 2024 (99.12%). However, within the remaining percentage of all other nonwhite identifications, the Township’s range of responses grew more diverse. For instance, where in 2014 no (0%) residents identified as American Indian and Alaska Native, 5 residents, or 0.19%, did in 2024. Similarly, 2014’s population identified no Asian residents (0%), while 2024’s identified 18 such residents (0.69%). Finally, while only 8 residents (0.31%) identified as two or more races in 2014, 37 residents (1.41%) identified as such in 2024.

While this small but growing diversity of racial identities may be evidence of a diversifying Township population, it may also be attributable to the increase in racial identity politics seen throughout the 2010s. Many who may have identified simply as white or another single race in 2014 may have been more inclined to further specify their race by identifying as another or multiple races.

Figure 2.5 “Race, 2014 and 2024”

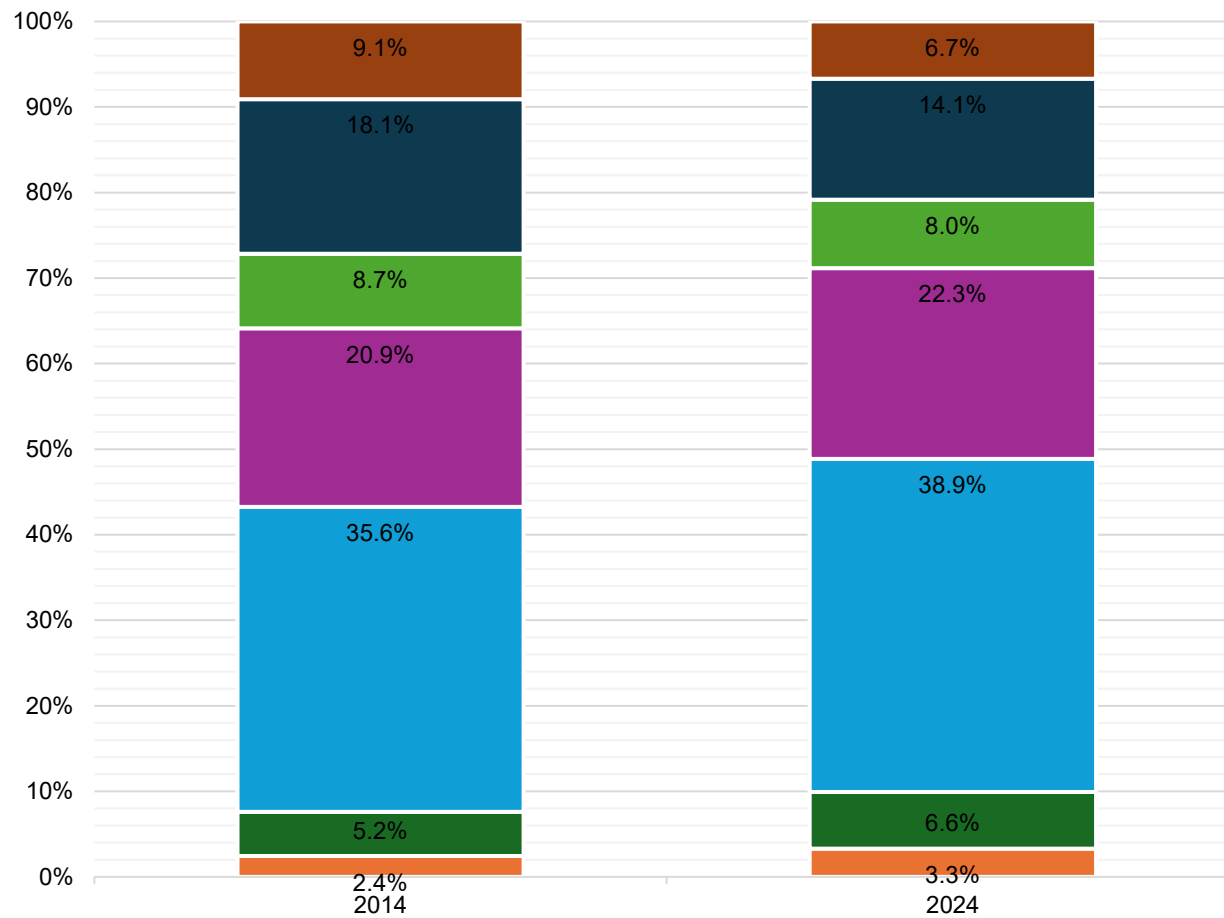


EDUCATION

Figure 2.6 illustrates educational attainment among those ages 25 years and older in Fillmore Township as measured in 2014 and 2024. Educational achievements have slightly increased across the board. For instance, in 2014, high school graduates (or equivalency) comprised 35.6% of all Township residents. By 2024, this number grew to 38.9%. Likewise, those with some college and no degree increased from 20.9% in 2014 to 22.3% in 2024.

This data suggests that while Fillmore Township saw very little change in the amount of educational attainment over the past decade, it may have seen an increase in opportunities to pursue higher education, regardless of whether it led to a degree or not.

Figure 2.6 "Educational Attainment, 2014 and 2024"



- Graduate or professional degree
- Bachelor's degree
- Associate's degree
- Some college, no degree
- High school graduate (includes equivalency)
- 9th to 12th grade, no diploma
- Less than 9th grade

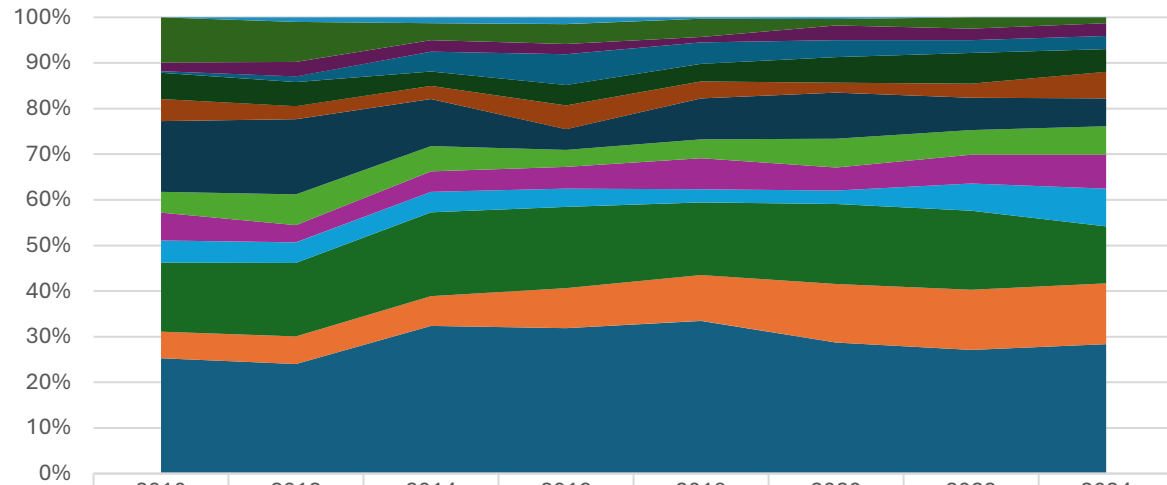
Industry

Figure 2.7 depicts reported industry of employment of Fillmore Township residents from 2010 through 2024. Industry categories are determined by the U.S. Census Bureau, but classification of a respondent's industry of employment is self-determined. Additionally, the following data serves to demonstrate the industries in which Township residents are employed— not necessarily the industries which comprise the economy of Fillmore Township.

As of 2024, Fillmore Township's residents are by far mostly employed within the *manufacturing, construction, and educational services and healthcare and social assistance* industries, with reports combining for over half of all Township resident occupations (54.2%). These categories remained fairly consistent across the 2010s.

As of 2024, the least populous industry of employment in Fillmore Township is *information*, with an estimated 0.0%. This industry peaked in 2016 with a mere 21 residents identifying with the occupation and has been reported as zero (0.0%) in 2010, 2022, and 2024. This dichotomy suggests that many residents of Fillmore Township find work in “blue” or “gray” collar jobs as opposed to traditional office or “white” collar jobs.

Figure 2.7 “Industry by Year, 2010 - 2024”

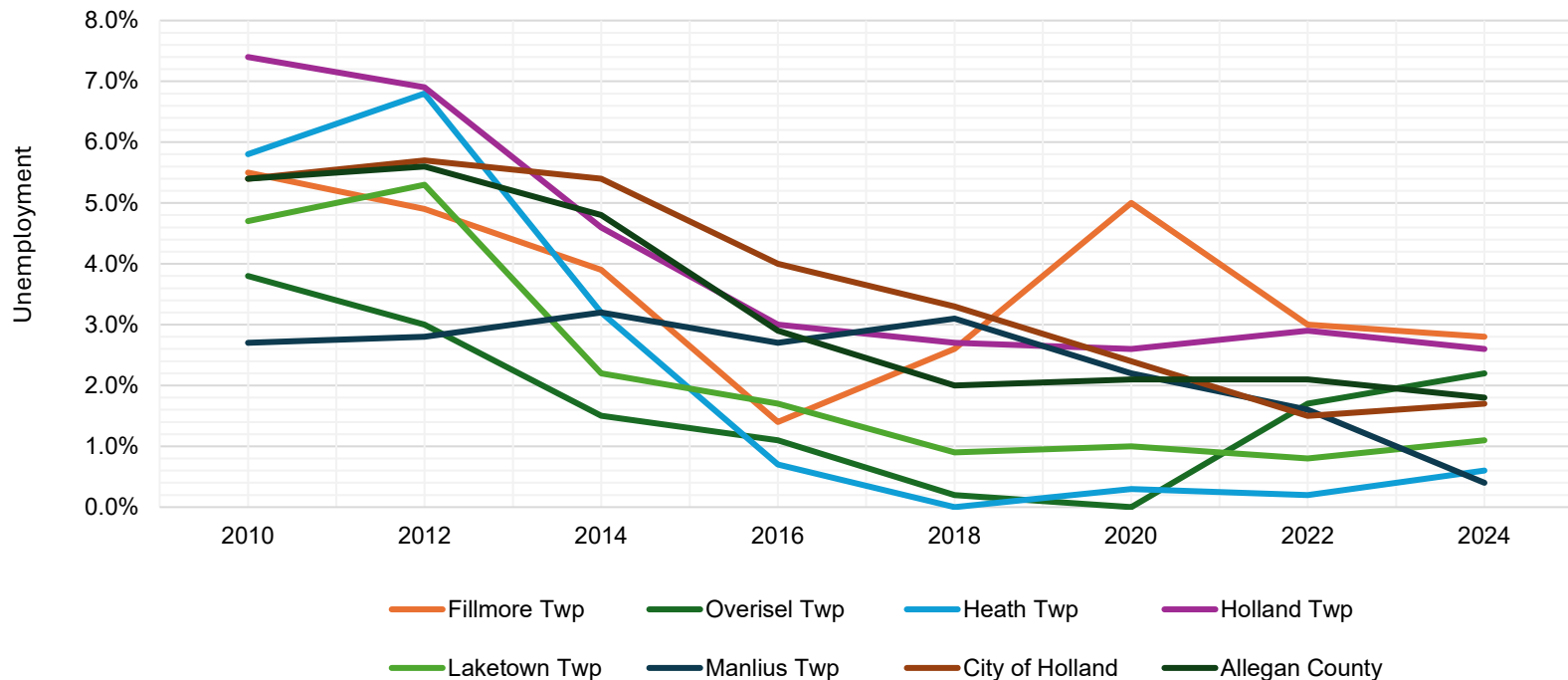


	2010	2012	2014	2016	2018	2020	2022	2024
Information	-	13	17	21	4	5	-	-
Finance and insurance, and real estate and rental and leasing	133	114	49	63	56	19	33	16
Public administration	25	42	33	32	16	43	33	35
Wholesale trade	5	16	57	97	66	49	37	36
Professional, scientific, and management, and administrative and waste management services	77	69	41	64	53	75	88	62
Transportation and warehousing, and utilities	65	37	38	75	52	29	41	73
Retail trade	208	215	135	65	125	135	93	76
Agriculture, forestry, fishing and hunting, and mining	61	88	73	53	57	84	71	78
Other services, except public administration	82	49	59	69	95	67	83	93
Arts, entertainment, and recreation, and accommodation and food services	65	59	59	57	40	39	78	103
Educational services, and health care and social assistance	204	210	241	256	221	234	228	156
Construction	78	79	85	126	140	171	174	167
Manufacturing	339	313	425	457	465	383	356	354

Unemployment

Figure 2.8 below depicts unemployment trends as a percentage of the labor force in the Holland municipal area, including Allegan County as a whole. The aftermath of the 2008 financial crisis resulted in inflated unemployment rates across the board, with Fillmore Township being approximately in the middle at 5.5%. Rates of all included jurisdictions gradually recovered over the remainder of the 2010s with Fillmore Township bottoming at just 1.4% in 2016. However, unemployment spiked sharply in the Township in 2020, reaching 5.0% or nearly twice that of the next highest municipality (Holland Township, 2.6%). While this is likely attributable to the COVID-19 pandemic of 2020-2021, it is notable that most other measured municipalities do not share this extreme spike. As of 2024, Fillmore Township unemployment measures at 2.8%, the highest of all measured municipalities, but down to nearly half its peak in 2020.

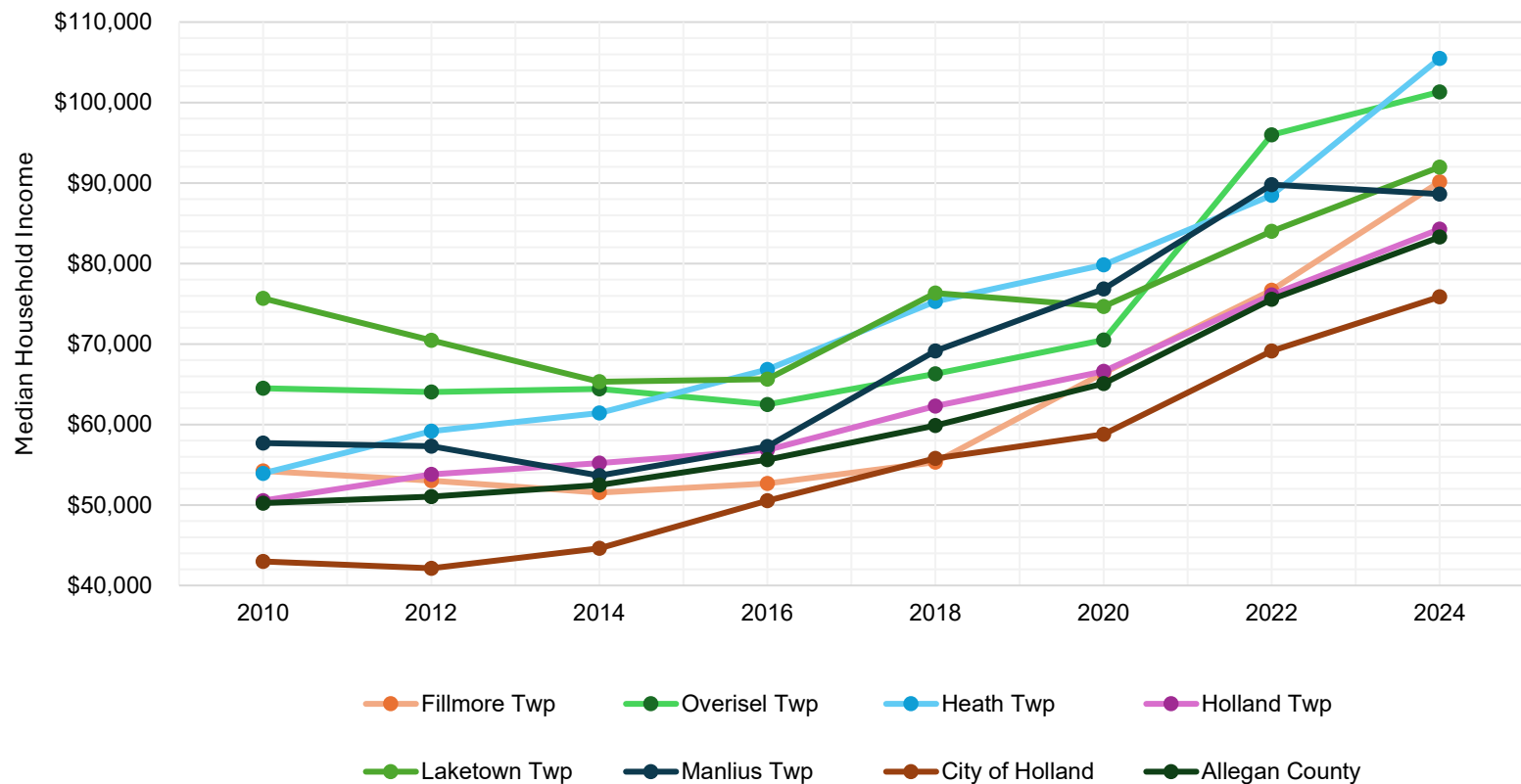
Figure 2.8 "Unemployment by Year, 2010 - 2024"



Income

Figure 2.9 features median household income from 2010 to 2024 within the Holland metropolitan area and Allegan County as a whole. Throughout the 2010s Fillmore Township's median household income stagnated, increasing from just \$54,245 in 2010 to \$55,302 in 2018, well below inflation. While beginning in the middle of the distribution during that period, it ended up as the lowest by its end. However, since then, the Township's median household income has recovered and largely outpaced many of its peer municipalities. As of 2024, it has overtaken the City of Holland, Allegan County, Holland Township, and Manlius Township to once again reside among the middle of the distribution.

Figure 2.9 "Median Household Income by Year, 2010 - 2024"

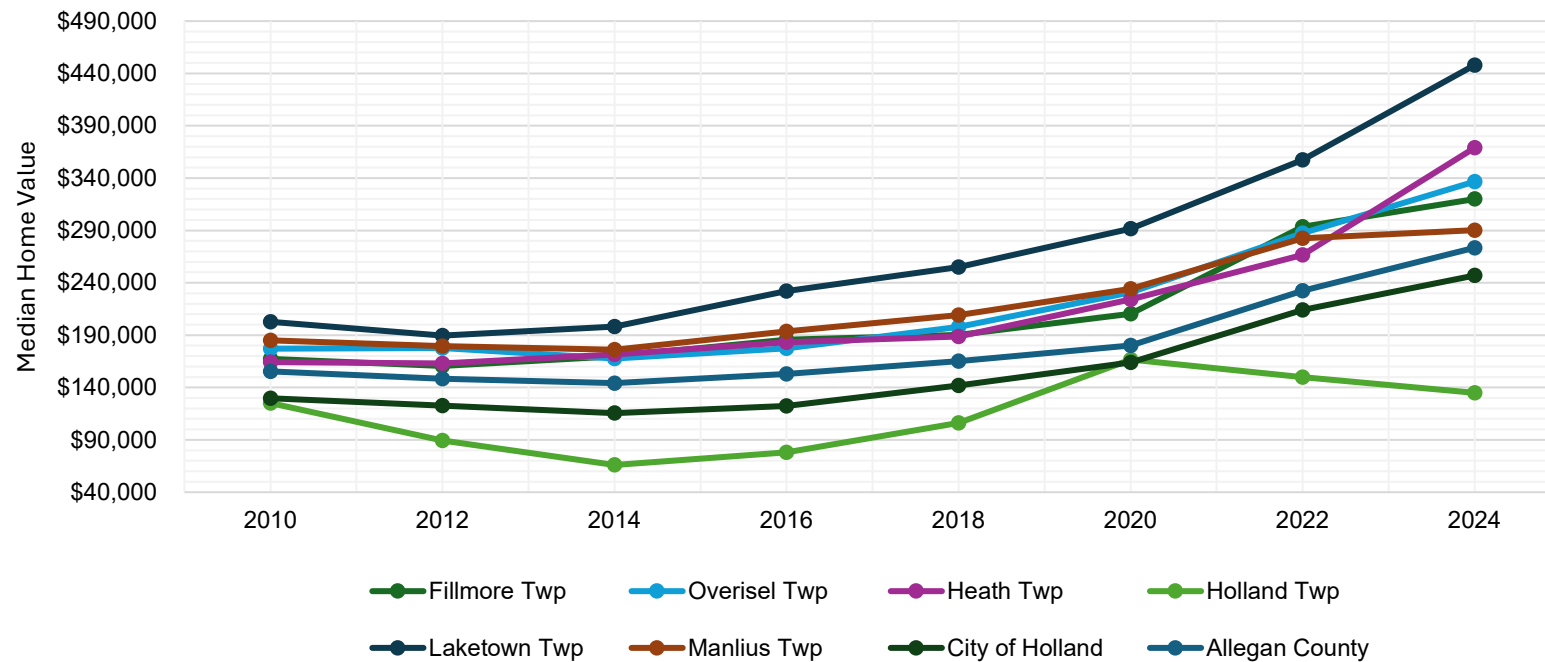


Home value

Figure 2.10 exhibits median mortgaged home values from 2010 to 2024 within the Holland metropolitan area and Allegan County as a whole. Similarly to Figure 2.8's median household income, Fillmore Township stays broadly in the middle of its counterparts, with values in 2024 exceeding the County median, but still short of neighboring Heath and Laketown Townships.

The median home value of every measured municipality has largely increased over the years, partially due to inflation and partially due to skyrocketing demand in the aftermath of 2020-2021's COVID-19 pandemic. The only measured municipality reporting a decline in home values following the phenomenon is Holland Township, which likewise accounts for the lowest home values across nearly the entire fourteen-year distribution.

Figure 2.10 "Median Home Value by Year, 2010 - 2024"

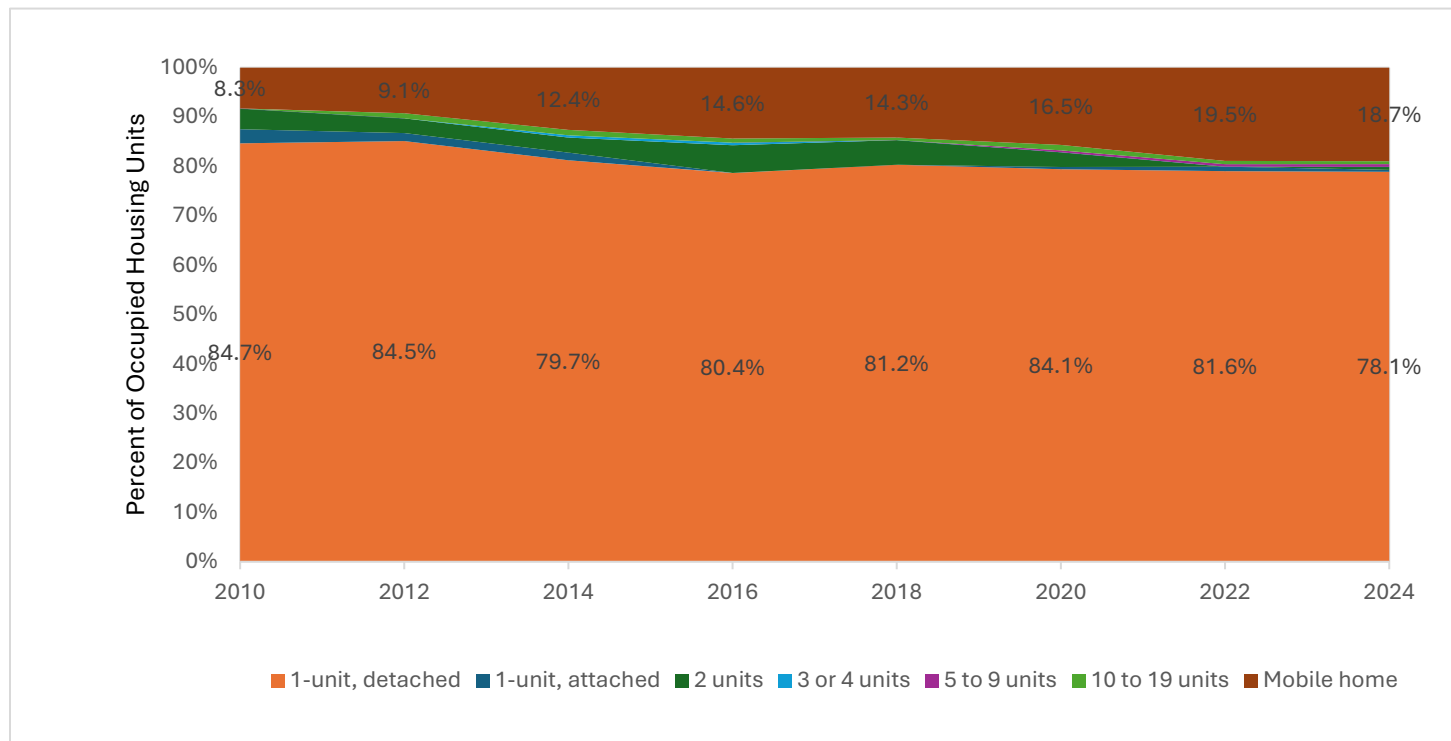


Home type- construction

Figure 2.11 below illustrates the distribution of dwelling types throughout the Township as a percentage of all occupied housing units from 2010 to 2024. The vast majority of occupied housing within the Township is some type of single-family dwelling, whether they be traditional single-family homes or mobile homes. These two categories combined account for more than 92% of all units in any measured year, with the next two most populous types, one-unit attached and two-unit dwellings, comprising anything from the next 7% to 1%. While the data indicates this proportion of Township housing stock has declined over the years, its miniscule numbers fall well within the margin of error, making the bi-yearly fluctuations depicted just as likely to be negligible artifacts of the sampling process.

However, the steady decline of traditional detached single-family homes in favor of mobile homes is more likely to be statistically significant, given the metrics involved. In 2010, mobile homes comprised approximately 8.3% of total Township housing stock. That number has steadily increased to 18.7% in 2024.

Figure 2.11 “Housing Type by Year, 2010 - 2024”



Home type rental vs owned

Similarly to the previous graphic, Figure 2.12 depicts occupant tenure as a percentage of all occupied dwelling units from 2010 to 2024. In contrast to the decline of traditional single-family homes in favor of mobile homes seen in the previous figure, the data here indicates a gradual decline of renter-occupied dwellings. While 16.8% of all occupied dwellings in the Township were rented in 2010, that number diminished to just 8.9% by 2024. While the trends between the two figures are strikingly similar, there is no basis for concluding causation between them.

Figure 2.12 “Occupant Tenure by Year, 2010 - 2024”

