

WIN

WORKFORCE
INTELLIGENCE
NETWORK



Research. Engagement. Solutions



LABOR MARKET REPORT LAPEER, HURON, TUSCOLA & SANILAC COUNTIES

January - December 2023

INTRODUCTION

Lapeer, Huron, Tuscola,
& Sanilac Counties

2023



About This Report

The Workforce Intelligence Network for Southeast Michigan (WIN) is a workforce collaborative comprised of seven Michigan Works! Agencies (MWAs) and ten community colleges in a 19-county region representing approximately 63% of the total labor force in Michigan. The counties in the WIN partnership include Clinton, Eaton, Genesee, Hillsdale, Huron, Ingham, Jackson, Lapeer, Lenawee, Livingston, Macomb, Monroe, Oakland, St. Clair, Sanilac, Shiawassee, Tuscola, Washtenaw, and Wayne.

The WIN data and research team analyzes job posting data at the occupation level within eleven customized occupation groups built using specific Standard Occupational Classification (SOC) codes to provide more contextualized information. Occupation groups combine data for jobs with similar skillsets, educational attainment, and experience requirements, which provides a more in-depth snapshot of the current labor market when compared to traditional industry data based upon North American Industry Classification System (NAICS) codes. Occupation outlook sections utilize these metrics to identify and display the top in-demand jobs, entry-level requirements, and earning potential.

WIN produces a quarterly 19-county WIN region report using data from all eleven occupation groups. A city of Detroit report is also produced quarterly, focusing on five occupation groups related to the Detroit labor market. County reports are produced annually and focus on five occupation groups chosen to reflect the labor market specific to the county.

This report highlights labor market information and real-time job posting data for the Thumb Region, which includes Lapeer, Huron, Tuscola, and Sanilac counties, including a workforce overview that identifies key components of the area's labor market such as labor force status, demographic, and commuting data. WIN's analysis of online job postings, a proxy for employer demand, is a pioneering method for tracking the labor market's health. The data is used to provide real-time demand and job posting information for both employers and job seekers. This report analyzes the 2023 labor market information from the Thumb Region for the Agriculture, Customer Service, Health Care, Skilled Trades, and TDL occupation groups.

For more information about the southeast Michigan labor market, custom occupation groups, and workforce-related data projects, please visit www.WINintelligence.org or contact the data and research team directly at research@WINintelligence.org.

REPORT CONTENTS

- 2 - State of the Labor Market
- 3 - Key Findings
- 4 - Workforce Overview
- 7 - Real-Time Demand Overview

Occupation Groups

- 8 - Agriculture
- 11 - Customer Service
- 14 - Health Care
- 17 - Skilled Trades and Technicians
- 20 - Transportation, Distribution, and Logistics

VISIT

winintelligence.org

EMAIL

info@winintelligence.org

FOLLOW



@workforce
intelligence
network



@win-semich



@workforce
intelligence
network (win)

State of the Labor Market in Lapeer, Huron, Tuscola and Sanilac Counties

The uncertainty that the coronavirus pandemic once brought to labor markets all but dissipated in 2023. Over the course of CY2023, the labor force gained 1,233 individuals (1.3 percent) while employment increased by 1,277 individuals (1.4 percent) from 2022. Unemployment decreased by 45 workers and the unemployment rate continued its decline from 2022, decreasing a further 0.1 percentage points, to 4.7 percent in 2023. Quarterly postings data shows shifts in hiring and skills demanded. Registered Nurses tops the list as the most demanded occupation in 2023, accounting for 699 job postings followed closely by Retail Salespersons with 592 postings. The Health Care and Customer Service occupation groups continue to be heavily demanded in the Thumb region.

Annual Labor Market Information

The labor force in the Thumb region showed gains in 2023, increasing by 1,233 individuals (1.3 percent) from the prior year. Employment increased by 1,277 workers (1.4 percent) over the same period, while unemployment decreased by 45 workers (1.0 percent) for a total of 4,603 unemployed workers in 2023. The unemployment rate decreased in 2023 to 4.7 percent, a fall of 5.9 percentage points since the 10.6 percent spike in 2020. During the height of the pandemic and shutdown measures in March 2020, the highest monthly unemployment rate occurred in April 2020, with an unemployment rate of 30.4 percent in the Thumb region.

Annual Labor Force, Employment, Unemployment Rate
2013-2023



Data: BLS | Analysis: Workforce Intelligence Network

Quarterly Posting Analysis
2023

Quarterly Employer Demand Overview

The fourth quarter of 2023 shows that employer demand has decreased since the end of Q3 2023. In Q4 2023, there was a monthly average of 1,383 unique postings per month in the Thumb region, a decrease of 613 monthly postings from the 1,996 monthly average postings recorded in Q3. The second quarter had the highest recorded average monthly postings in 2023, with an increase of 621 postings (35.3 percent) over Q1 2023.



2023

ANNUAL WORKFORCE INDICATORS

Key Findings

4%

Employer demand
decreased by 3.6
percent, a loss of
353 job postings
since 2022

High School Diploma

Most in-demand minimum
education level during 2023

In Q4 2023, employment totaled

96,010

an increase of 2,622 workers
(2.8 percent) since Q4 2022

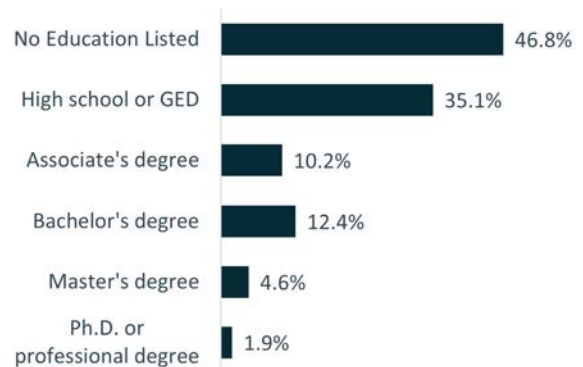
During 2023, there were 9,334 job postings, 353 fewer than the 9,687 postings made during 2022 in the Thumb region. The second quarter saw the highest demand for the year with 2,382 average monthly postings, a 35.3 percent increase since Q1 2023. The top posted job occupations in 2023 include Registered Nurses, Retail Salespersons, First-Line Supervisors of Retail Sales Workers, Fast Food and Counter Workers, and Laborers and Freight, Stock, and Material Movers, Hand. For more information about in-demand job postings, see page 7.

Of the 9,334 unique postings in the Thumb region during 2023, including 3,278 (35.1 percent) which required a High School diploma or equivalent, while 2,103 postings (22.5 percent) required a College degree. An additional 605 postings (6.5 percent) required an advanced degree. The high demand for Customer Service and Healthcare jobs in the region drives this high demand for workers with various skill sets.

Top 5 Posting Occupation Groups
2023



Education Levels In-Demand
2023



The quarterly labor market shifts that were observed during the height of the coronavirus pandemic have further stabilized in 2023. Through the first three quarters of 2022, there were improvements in labor force and employment, while unemployment and the unemployment rate fluctuated. The labor force and employment numbers peaked in Q3 with a high of 100,678 individuals and 96,224 workers respectively, while unemployment fell all the way to 4,120 workers in Q4. The lowest unemployment rate was achieved in Q4, despite a slight increase in total unemployment from Q2. The unemployment rate at the end of 2023 was 4.1 percent. For more information about this year's unemployment rate and other labor market indicators, refer to page 4.

Quarterly Labor Market Data

	4th Quarter 2022	1st Quarter 2023	2nd Quarter 2023	3rd Quarter 2023	4th Quarter 2023	Change from 3rd Quarter 2023	Percent Change from 3rd Quarter 2023	Change from 4th Quarter 2022	Percent Change from 4th Quarter 2022
Labor Force	97,358	96,356	98,606	100,678	100,130	-548	-0.5%	2,772	2.8%
Employment	93,388	90,629	94,498	96,224	96,010	-214	-0.2%	2,622	2.8%
Unemployment	3,970	5,727	4,109	4,454	4,120	-334	-7.5%	150	3.8%
Unemployment Rate	4.1%	5.9%	4.2%	4.4%	4.1%	-0.3%	na	0.0%	na

Note: Monthly data averaged by quarter Data: Bureau of Labor Statistics Data: Lightcast | Analysis: Workforce Intelligence Network

LABOR FORCE, EMPLOYMENT, AND UNEMPLOYMENT

Despite fluctuations throughout 2023, labor force participation totaled 98,943 individuals, an increase of 1,233 individuals since 2022. Employment is up to 94,340 workers in 2023, an increase of 1,277 workers. Both unemployment and the unemployment rate decreased marginally, corresponding with the economic recovery. Unemployment decreased to 4,603 workers, down by 5,947 workers since the high of 10,550 workers recorded in 2020. Similarly, the unemployment rate declined by 0.1 percentage points for a 2023 unemployment rate of 4.7 percent.

Annual Labor Market Data 2013-2023

	2013 Annual	2014 Annual	2015 Annual	2016 Annual	2017 Annual	2018 Annual	2019 Annual	2020 Annual	2021 Annual	2022 Annual	2023 Annual	Change from 2022 to 2023	Percent Change from 2022 to 2023
Labor Force	101,009	101,093	100,002	100,236	100,346	99,941	101,511	99,697	96,542	97,710	98,943	1,233	1.3%
Employment	90,372	92,312	93,346	94,066	94,603	94,675	96,456	89,148	91,598	93,063	94,340	1,277	1.4%
Unemployment	10,637	8,781	6,656	6,171	5,743	5,265	5,055	10,550	4,943	4,647	4,603	-45	-1.0%
Unemployment Rate	10.5%	8.7%	6.7%	6.2%	5.7%	5.3%	5.0%	10.6%	5.1%	4.8%	4.7%	-0.1%	na

Data: Bureau of Labor Statistics

CENSUS 2022 LABOR FORCE DEMOGRAPHICS

During 2022, the most recent census year, there were about 100,595 people in the labor force, meaning that these individuals were either working or seeking employment in the Thumb region. Slightly less than half of the population, 94,829 individuals (44.3 percent) living in the region were actively working. The highest unemployment rates were seen in those age 24 years old or younger. Males under the age of 25 face an unemployment rate of 31.5 percent, while females under the age of 25 report an unemployment rate of 24.7 percent. Those job seekers who identify as Two or more races have a difficult time finding employment, facing an unemployment rate of 10.5 percent.

Civilian Labor Force by Demographic Group				
Demographic Group	Civilian Labor Force	Total Employment	Total Unemployment	Unemployment Rate
Total Population 16 +	100,595	94,829	5,766	5.7%
Sex				
Male 16+	55,511	52,217	3,294	5.9%
16-19	2,302	1,845	457	19.9%
20-24	5,289	4,673	616	11.6%
25-54	33,079	31,458	1,621	4.9%
55-64	11,252	10,732	520	4.6%
65 Plus	3,589	3,509	80	2.2%
Female 16+	45,084	42,612	2,472	5.5%
16-19	2,251	1,987	264	11.7%
20-24	4,406	3,834	572	13.0%
25-54	26,931	25,705	1,226	4.6%
55-64	9,102	8,786	316	3.5%
65 Plus	2,394	2,300	94	3.9%
Race				
White	95,326	90,025	5,301	5.6%
Black / African American	458	432	26	5.7%
Native American	191	188	3	1.6%
Asian	346	321	25	7.2%
Native Hawaiian / Pacific Islander	5	5	0	0.0%
Some Other Race	997	917	79	8.0%
Two or More Races	3,303	2,957	345	10.5%
Ethnicity				
Hispanic	4,410	4,072	338	7.7%

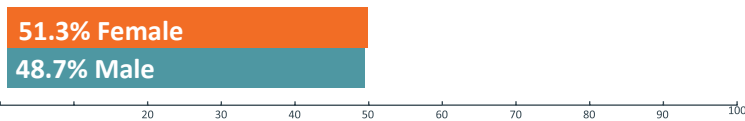
Data: American Community Survey 5-Year Estimates | Analysis: Workforce Intelligence Network

POPULATION DEMOGRAPHICS

2022 Census Population

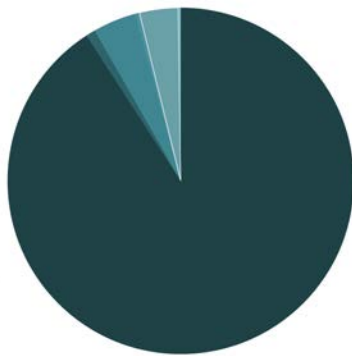
According to data from the most recent Census Bureau 2022 ACS Five-Year estimates, the Thumb Region population increased by about 0.6 percent between 2021 and 2022. During 2022, there were 214,125 people living in the region. The gender of the populace was split evenly, with about 51.3 percent of the population identifying as female and the other 48.7 percent identifying as male. A majority of the population identified as White (90.0 percent) with the second largest number of individuals identifying as Hispanic or Latino (4.0 percent). The region is facing an aging populace; with 37.5 percent of the population over the age of 54, compared to 27.9 percent under the age of 25.

Population Race Demographics



Population Race Demographics

- White, 90.0%
- Black or African American, 0.9%
- Hispanic or Latino, 4.0%
- Asian, 0.4%
- Two or More Races, 3.6%
- American Indian or Alaska Native, 0.2%
- Native Hawaiian or Other Pacific Islander, 0.00%



Population Age Demographics

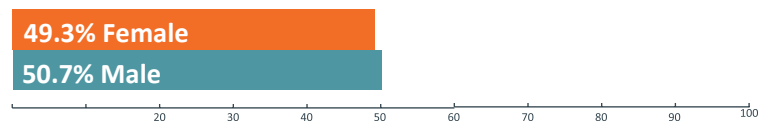


Data: American Community Survey 5-Year Estimates | Analysis: Workforce Intelligence Network

2023 Current Workforce

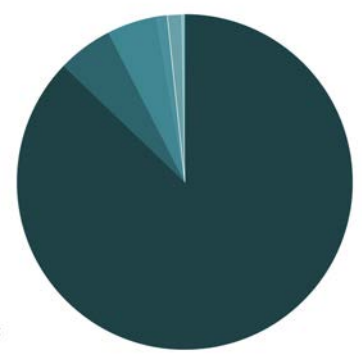
In 2023, the workforce had a total of 56,674 individuals working in the Thumb Region. A slight majority, 50.7 percent (28,152 workers) were male, while 49.3 percent (27,417 workers) of the workforce was female. Most workers in the county identified as White, accounting for 87.2 percent of the workforce, while Black or African American workers totaled 5.3 percent of the workforce. Those identifying as Hispanic or Latino ethnicity accounted for 4.8 percent. A significant concentration of the workforce in the Thumb Region is between the age of 25 and 54 (60.8 percent), while 24.6 percent of workers are 55 and older.

Workforce Gender Demographics

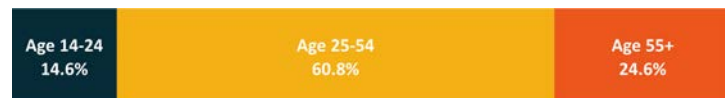


Workforce Race and Ethnicity Demographics

- White, 87.2%
- Black or African American, 5.3%
- Hispanic or Latino, 4.8%
- Asian, 1.1%
- Two or More Races, 1.4%
- American Indian or Alaska Native, 0.3%
- Native Hawaiian or Other Pacific Islander, N/A



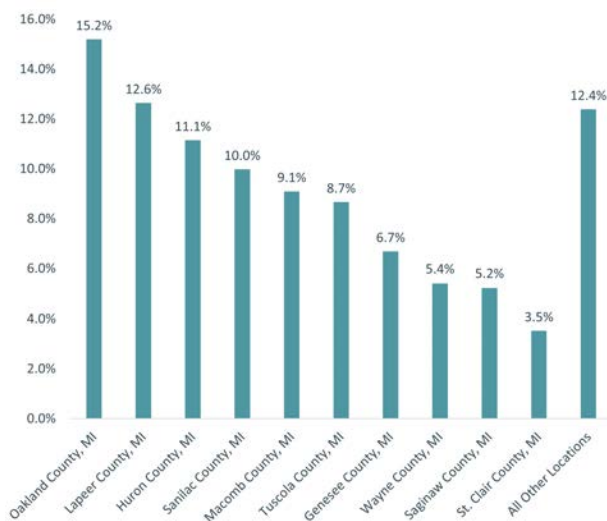
Workforce Age Demographics



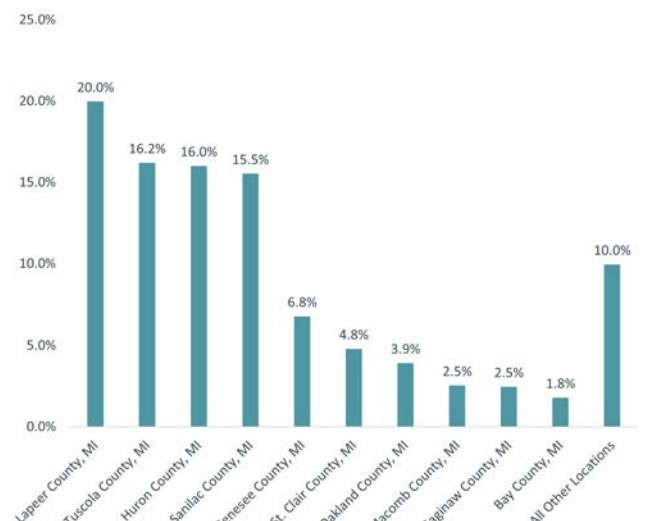
Data: Lightcast | Analysis: Workforce Intelligence Network

According to the most recent OnTheMap data set available from the Census Bureau, during 2021, the Thumb Region's workforce consisted of 80,555 residents. There were 34,181 (42.4 percent) residents living and working within the Thumb Region, while the remaining 46,374 residents (57.6 percent) traveled outside of the Region for work. There were 50,468 workers employed in the region during 2021. Of those, 16,287 workers (32.3 percent) lived outside of the Region's borders and commuted in for work. Based upon this information, it can be concluded that the Thumb Region is a net exporter of jobs, with more workers leaving the area for employment than commuting in.

Where Thumb Region Residents Work



Where Thumb Region Workers Live

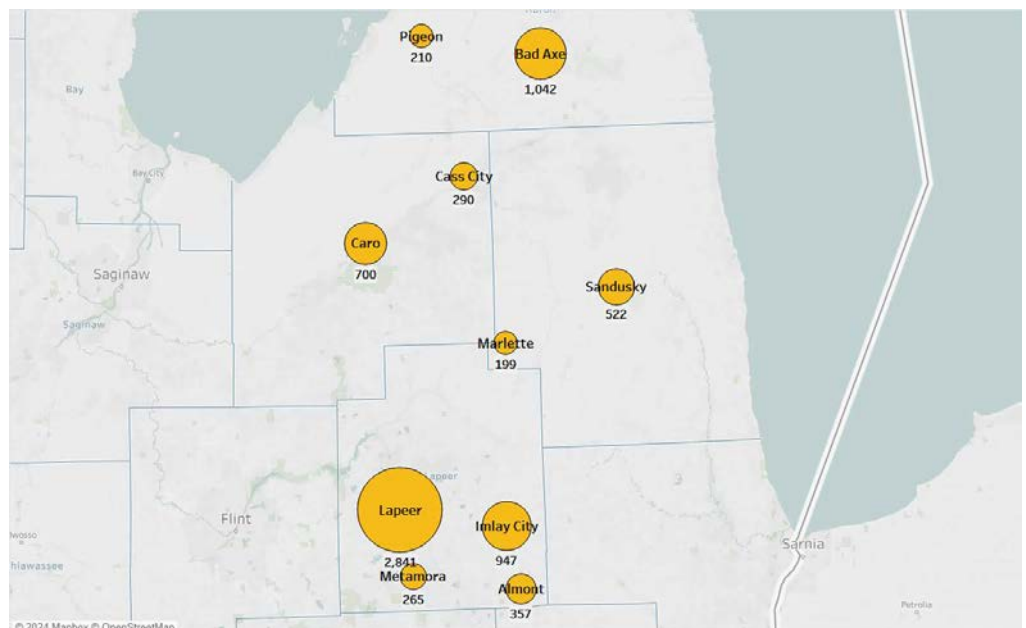


Source: U.S. Census OnTheMap, 2021
Analysis: Workforce Intelligence Network

Source: U.S. Census OnTheMap, 2021
Analysis: Workforce Intelligence Network

Job Postings by City

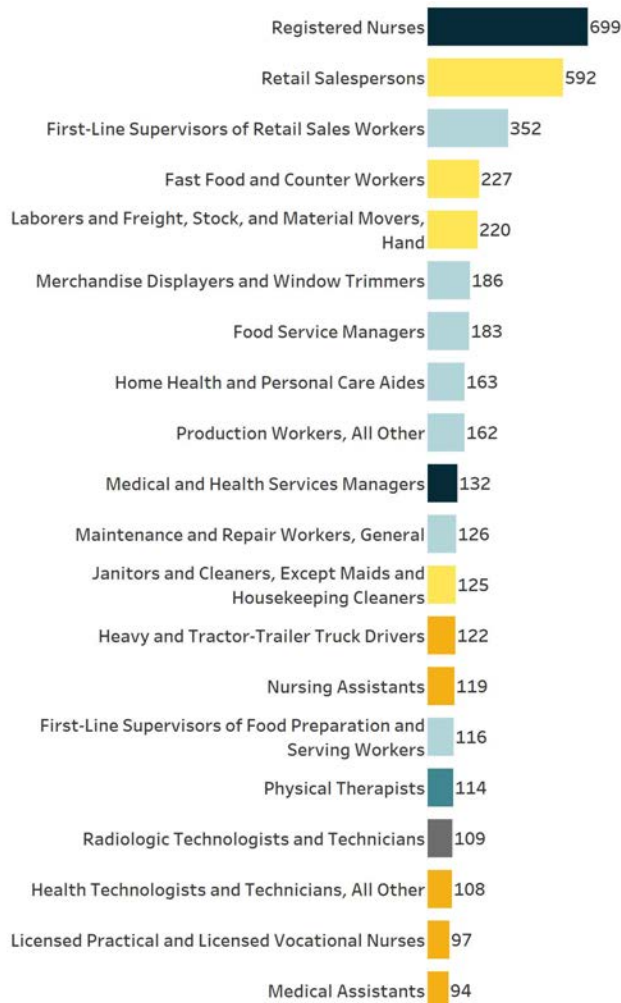
1. Lapeer: 2,841 Postings
2. Bad Axe: 1,042 Postings
3. Imlay City: 947 Postings
4. Caro: 700 Postings
5. Sandusky: 522 Postings
6. Almont: 357 Postings
7. Cass City: 290 Postings
8. Metamora: 265 Postings
9. Pigeon: 210 Postings
10. Marlette: 199 Postings



TOP POSTED JOBS

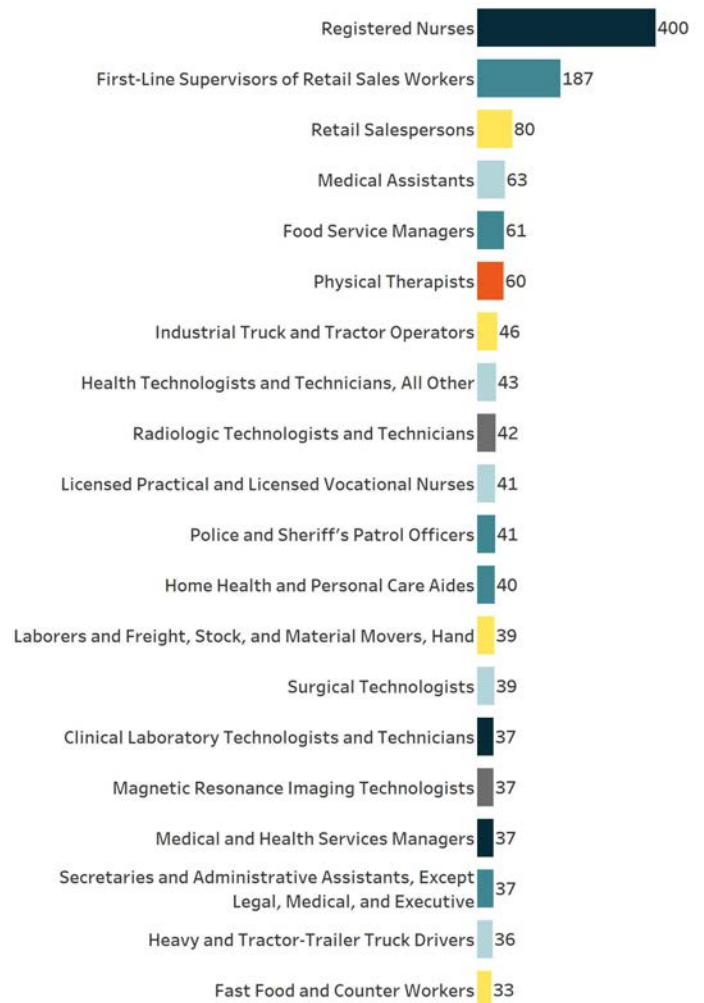
Top Posted Jobs: 2023

Registered Nurses is the top posted occupation for 2023 with 699 unique online job postings, and requires a Bachelor's degree for entry. Retail Salespersons (592 postings) and First-Line Supervisors of Retail Sales Workers (352 postings) round out the top three demanded occupations, requiring no formal educational credential and a High School diploma or equivalent, respectively. Most of the remaining in-demand jobs either require a High School diploma or equivalent, or no formal educational credential, coupled with short-term on-the-job training.



Top Posted Entry-Level Jobs: 2023

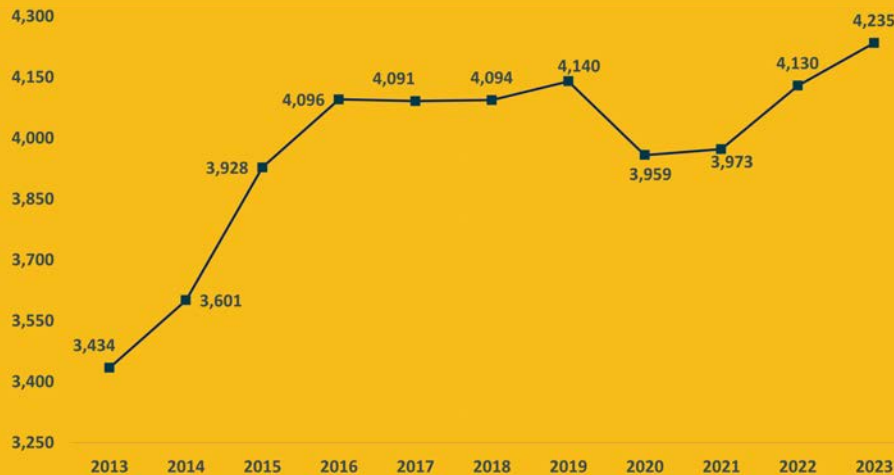
Entry-level jobs, which usually require zero to two years of previous experience, account for 28.7 percent of postings in the Thumb Region. Less than half of the top ten entry-level occupations require a Postsecondary nondegree award. Those who enter the workforce with a High School diploma or equivalent are heavily demanded among entry-level occupations, accounting for 39.8 percent of entry-level postings. Registered Nurses was the top posted entry-level occupation with 400 postings, followed by First-Line Supervisors of Retail Sales Workers with 187 postings.



AGRICULTURE OCCUPATION GROUP

WIN's Agriculture occupation group brings together occupations that require knowledge of farming, livestock, the environment, and natural sciences. Occupations range from Farm Workers, Environmental Engineers, Meat Butchers, or Recreation Workers. There are approximately 10,700 openings for these positions each year in southeast Michigan.

Employment Over Time
2013-2023

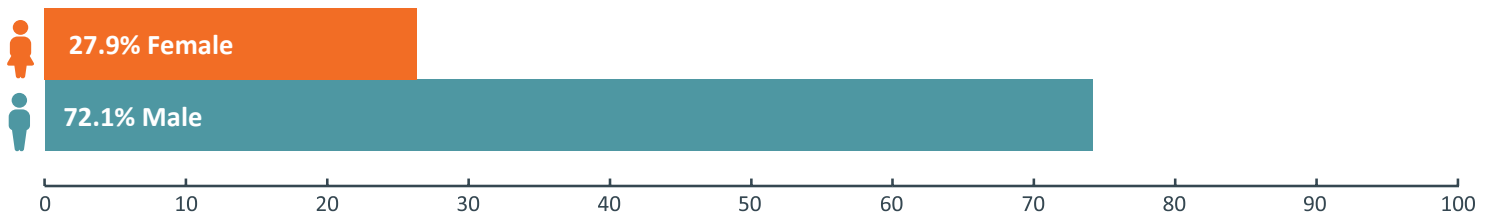


**4,235 Agriculture
Workers**
2.5% Increase
from 2022

Agriculture Worker Demographics

According to 2023 Lightcast data, the 4,235 workers in the Agriculture group are not very diverse. Just 16.7 percent of the related workforce is under 25. Female workers account for 27.9 percent of the current workforce and only 16.4 percent identify as a race other than White. The age distribution is somewhat even, with 16.7 percent of workers under the age of 25 compared to 21.6 percent who are age 55 or older. As the labor force overall continues to change, this field would benefit from seeking a more diverse talent pool.

Worker Gender Demographics



Race and Ethnicity Demographics

83.6% White | 12.3% Hispanic or Latino | 2.3% Black or African-American

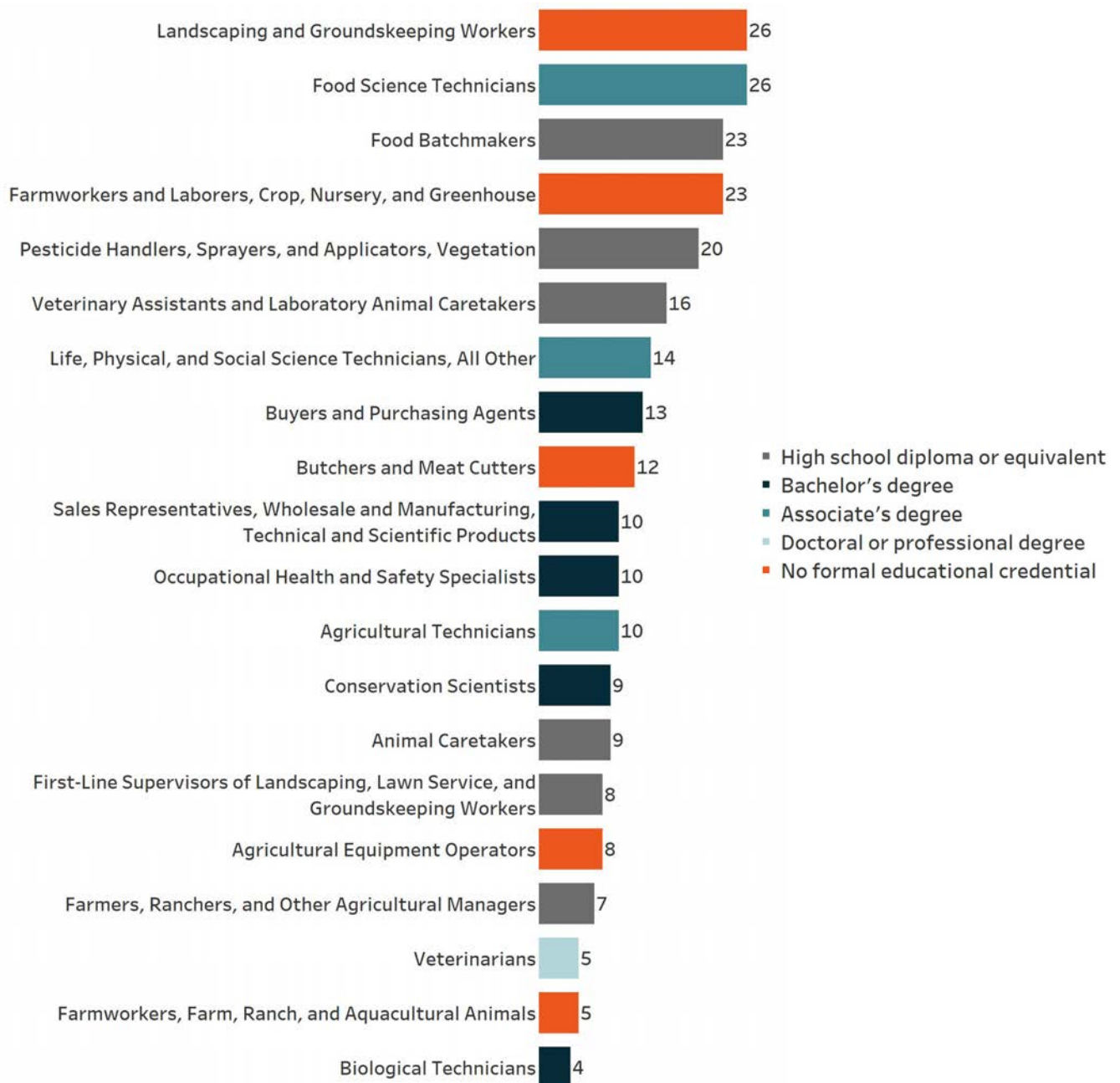
Worker Age Demographics



AGRICULTURE OCCUPATION GROUP

Top Posted Jobs

In 2023, there were a total of 290 job postings for Agriculture workers, with Food Science Technicians tied with Landscaping and Groundskeeping Workers as the most sought-after occupation by Agriculture industry employers with 26 postings each. Other top posted jobs include Farmworkers and Laborers, Crop, Nursery, and Greenhouse (23 postings), Food Batchmakers (23 postings), and Pesticide Handlers, Sprayers, and Applicators, Vegetation (20 postings).



AGRICULTURE OCCUPATION GROUP

Wage Overview

The Agriculture occupation group offers a relatively broad array of entry requirements, and a high volume of jobs are open to candidates with High School diploma or equivalent. Most of the top jobs pay over \$13.48 per hour. Landscaping and Groundskeeping Workers, the top posted Agriculture job, offers a median hourly wage of \$15.76 per hour or an annual salary of about \$32,781.

Wage Overview for Top Posted Agriculture Jobs in 2023

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
19-4013	Food Science Technicians	Insf. Data	Insf. Data	Insf. Data	Insf. Data	Insf. Data
37-3011	Landscaping and Groundskeeping Workers	\$11.98	\$13.42	\$15.76	\$17.87	\$21.18
45-2092	Farmworkers and Laborers, Crop, Nursery, and Greenhouse	\$9.65	\$10.23	\$13.66	\$16.45	\$20.11
51-3092	Food Batchmakers	\$12.09	\$14.29	\$17.97	\$21.64	\$24.88
37-3012	Pesticide Handlers, Sprayers, and Applicators, Vegetation	\$16.53	\$17.72	\$20.39	\$21.64	\$23.18
31-9096	Veterinary Assistants and Laboratory Animal Caretakers	\$12.75	\$13.35	\$15.03	\$16.08	\$18.57
19-4099	Life, Physical, and Social Science Technicians, All Other	Insf. Data	Insf. Data	Insf. Data	Insf. Data	Insf. Data
13-1028	Buyers and Purchasing Agents	\$18.83	\$23.48	\$30.05	\$38.07	\$44.94
51-3021	Butchers and Meat Cutters	\$12.31	\$14.71	\$18.83	\$22.20	\$23.49
19-4012	Agricultural Technicians	\$12.68	\$13.55	\$15.26	\$18.90	\$26.22

In-Demand Technical Skills

- Irrigation (Landscaping And Agriculture)
- Agriculture
- Pruning
- Fertilizers
- Mowing

In-Demand Foundational Skills

- Communication
- Customer Service
- Management
- Lifting Ability
- Packaging And Labeling

In-Demand Certifications

- Pesticide Applicator License
- Commercial Driver's License (CDL)
- CDL Class B License
- CDL Class A License
- Chauffeur License

In-Demand Education Level*

- High school or GED: 25.9%
- Associate degree: 7.9%
- Bachelor's degree: 21.0%
- Master's degree: 0.7%

**Not all job postings indicate the required educational attainment level, therefore the percentages found here may not add up to 100 percent*

Top Posting Employers

- Canapa Valley Farms
- Nutrien
- Walmart
- GPAC
- ConAgra Brands
- Carrols Restaurant Group
- State of Michigan
- Helena Agri Enterprises
- Carrols Corporation
- Burger King

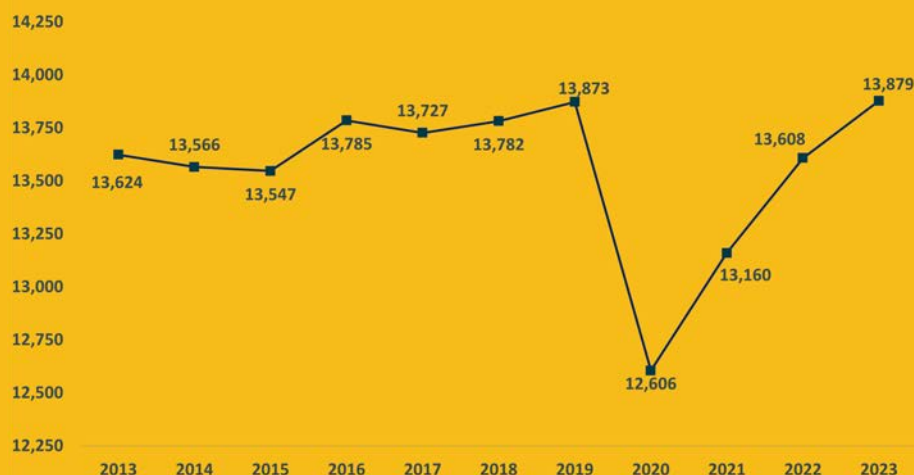
Job Postings by City

1. Imlay City: 42 Postings
2. Lapeer: 37 Postings
3. Almont: 18 Postings
4. Ubyly: 18 Postings
5. Sandusky: 16 Postings
6. Metamora: 15 Postings
7. Caro: 14 Postings
8. Cass City: 11 Postings
9. Pigeon: 11 Postings
10. Bad Axe: 10 Postings

CUSTOMER SERVICE OCCUPATION GROUP

The Customer Service group is the largest occupation group that WIN analyzes, both in terms of employment and online job postings. This group is particularly important to the region because it is often a leading indicator, being the first to grow when the economy expands and the first to contract in a downturn. As defined by WIN, this group encompasses all Customer Service occupations, with skills transferrable across the retail sector, the hotel industry, food and beverage service industry, call centers, and other areas.

Employment Over Time
2013-2023

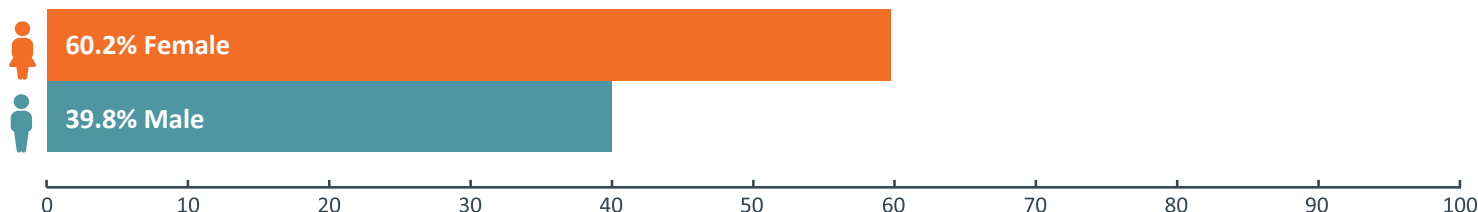


**13,879 Customer
Service Workers**
2.0% Increase
from 2022

Customer Service Worker Demographics

In 2023, there were 13,879 workers in the Customer Service occupation group. This group is primarily made up of females (60.2 percent) between the age of 25 and 54 (49.7 percent), with 39.8 percent of workers identifying as male and just 12.6 percent identifying as a racial minority. Also of note was that 28.5 percent of the workers in the occupation group were under the age of 25, compared to the 21.8 percent 55 years of age or older.

Worker Gender Demographics



Race and Ethnicity Demographics

87.4% White | **5.3% Black or African-American** | **4.2% Hispanic or Latino**

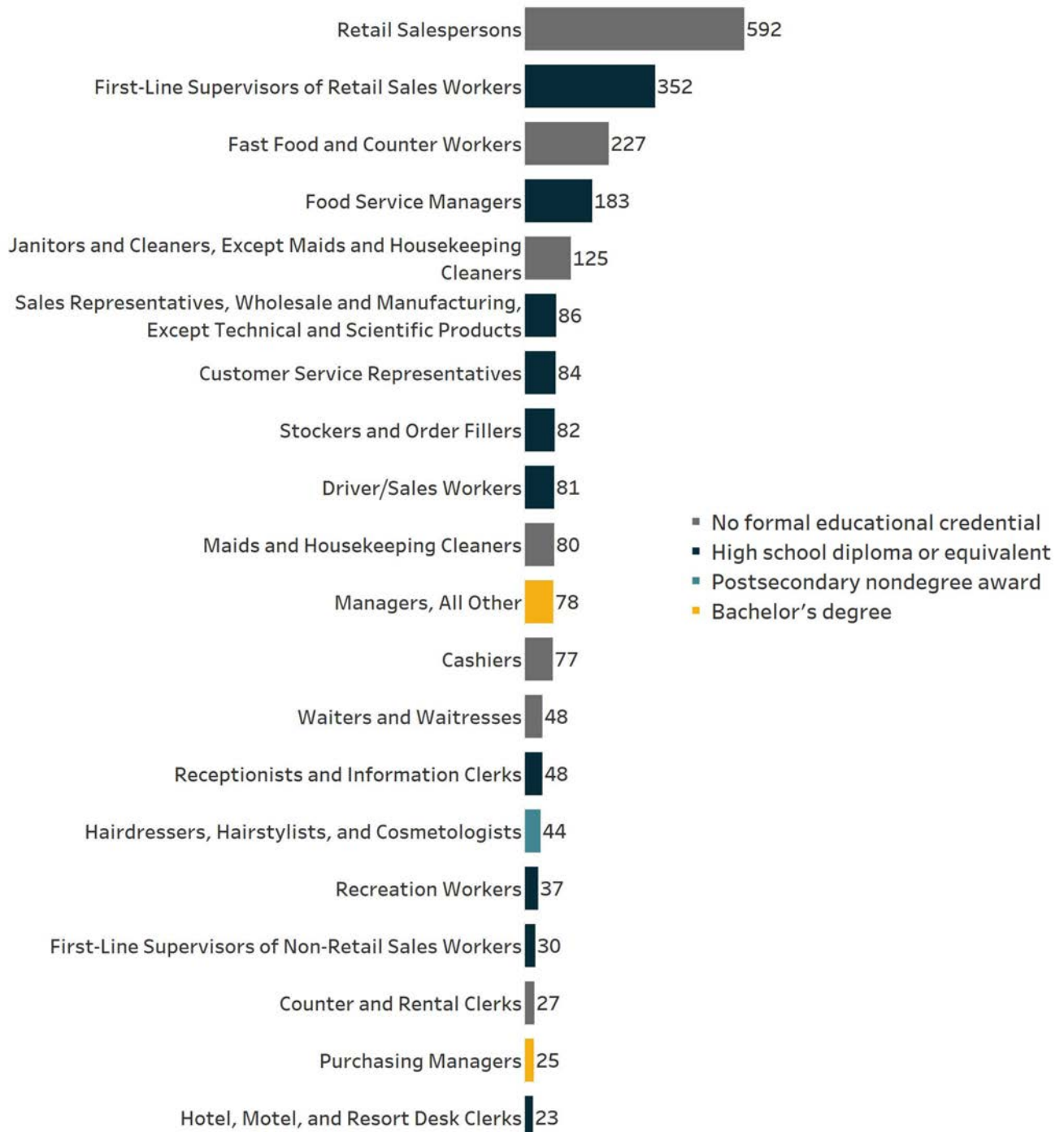
Worker Age Demographics



CUSTOMER SERVICE OCCUPATION GROUP

Top Posted Jobs

In 2023, there were a total of 2,589 job postings for Customer Service workers, with Retail Salespersons as the most sought-after occupation by Customer Service industry employers with 592 postings. First-Line Supervisors of Retail Sales Workers was in the second position with 352 postings. Other top posted jobs include Fast Food and Counter Workers (227 postings), Food Service Managers (183 postings), and Janitors and Cleaners, Except Maids and Housekeeping Cleaners (125 postings).



CUSTOMER SERVICE OCCUPATION GROUP

Wage Overview

Wages in the Customer Service field do not necessarily scale with education or experience as seen in other occupations. The Customer Service occupation group offers a relatively broad array of entry requirements, and a high volume of jobs are open to candidates with High School diploma or equivalent. At least half of the top jobs pay over \$14.10 per hour. Retail Salespersons, the top posted Customer Service job, offers a median hourly wage of \$13.98 per hour or an annual salary of about \$29,078. With interest in gaining additional experience and training, workers can transition to positions such as First Line Supervisors of Retail Sales Workers, which has a median wage of \$19.67 per hour or \$40,913 annually.

Wage Overview for Top Posted Customer Service Jobs in 2023

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
41-2031	Retail Salespersons	\$10.65	\$12.12	\$13.98	\$16.47	\$21.71
41-1011	First-Line Supervisors of Retail Sales Workers	\$13.19	\$15.78	\$19.67	\$25.42	\$32.39
35-3023	Fast Food and Counter Workers	\$10.29	\$10.83	\$11.96	\$12.73	\$13.62
11-9051	Food Service Managers	\$18.80	\$23.04	\$26.88	\$30.89	\$36.19
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$11.10	\$12.63	\$14.10	\$16.48	\$18.50
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$16.40	\$21.58	\$30.47	\$43.24	\$59.09
43-4051	Customer Service Representatives	\$12.13	\$13.63	\$16.61	\$19.78	\$24.42
53-7065	Stockers and Order Fillers	\$11.95	\$13.30	\$14.88	\$17.59	\$21.16
53-3031	Driver/Sales Workers	\$9.99	\$10.59	\$13.22	\$18.75	\$25.25
37-2012	Maids and Housekeeping Cleaners	\$10.67	\$12.09	\$13.60	\$15.45	\$16.92

In-Demand Technical Skills

- Merchandising
- Cash Register
- Cash Handling
- Stocking Merchandise
- Restaurant Operation

In-Demand Foundational Skills

- Customer Service
- Communication
- Management
- Leadership
- Lifting Ability

In-Demand Certifications

- Barber License
- ServSafe Certification
- Automotive Service Excellence (ASE) Certification
- Bachelor Of Science In Business
- Chauffeur License

In-Demand Education Level*

- High school or GED: 44.4%
- Associate degree: 4.8%
- Bachelor's degree: 8.1%
- Master's degree: 1.5%

**Not all job postings indicate the required educational attainment level, therefore the percentages found here may not add up to 100 percent*

Top Posting Employers

- Dollar General
- Walmart
- Taco Bell
- Pizza Hut
- AutoZone
- Meijer
- GPM Investments
- McDonald's
- Compass Group
- Family Dollar

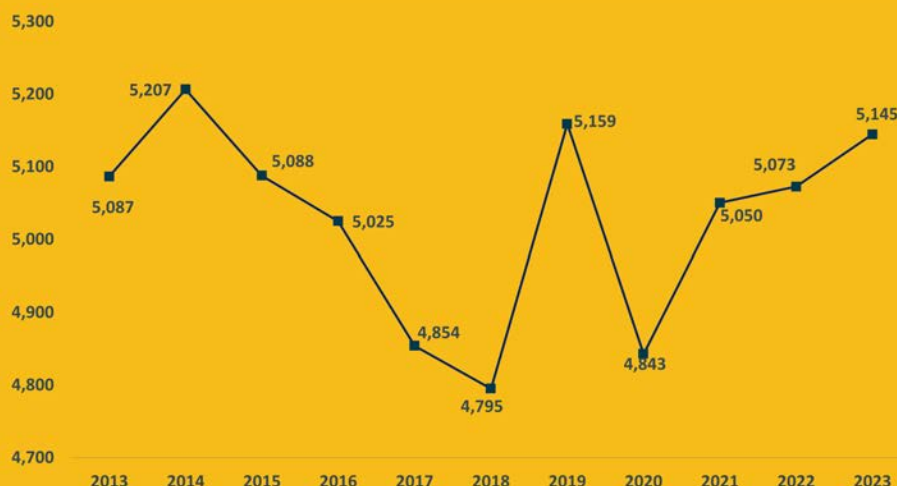
Job Postings by City

1. Lapeer: 818 Postings
2. Imlay City: 282 Postings
3. Bad Axe: 249 Postings
4. Caro: 207 Postings
5. Sandusky: 172 Postings
6. Almont: 110 Postings
7. Metamora: 64 Postings
8. Vassar: 60 Postings
9. Marlette: 58 Postings
10. Cass City: 48 Postings

HEALTH CARE OCCUPATION GROUP

WIN's Health Care occupation group includes jobs related to Health Care support and practitioners. Employment in this group has been consistently growing, with more Health Care workers needed to care for Michigan's aging population. Registered Nurses are routinely the most in-demand job in this group. Annually, there are about 23,600 job openings for these positions across southeast Michigan, and this is projected to continue increasing.

Employment Over Time
2013-2023

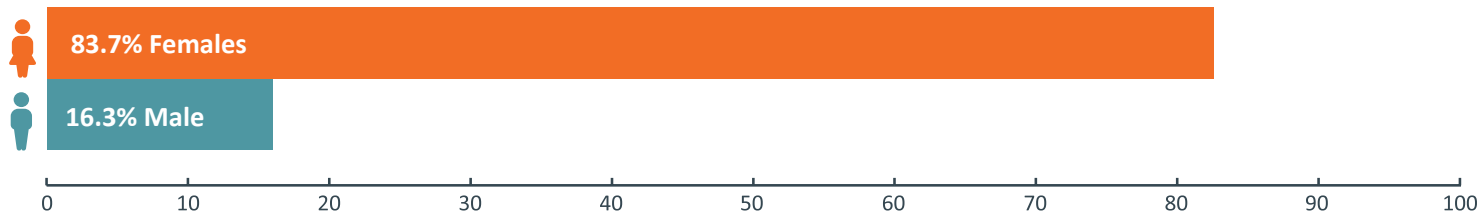


**5,145 Health
Care Workers**
1.4%
**Increase from
2022**

Health Care Worker Demographics

According to 2023 Lightcast data, the 5,145 workers in the Health Care group are overwhelmingly female (83.7 percent). Just 9.8 percent of the related workforce is under 25. Male workers account for 16.3 percent of the current workforce and only 11.9 percent identify as a race other than White. As the labor force overall continues to change, this field would benefit from seeking a more diverse talent pool.

Worker Gender Demographics



Race and Ethnicity Demographics

88.1% White | **5.2% Black or African-American** | **4.3% Hispanic or Latino**

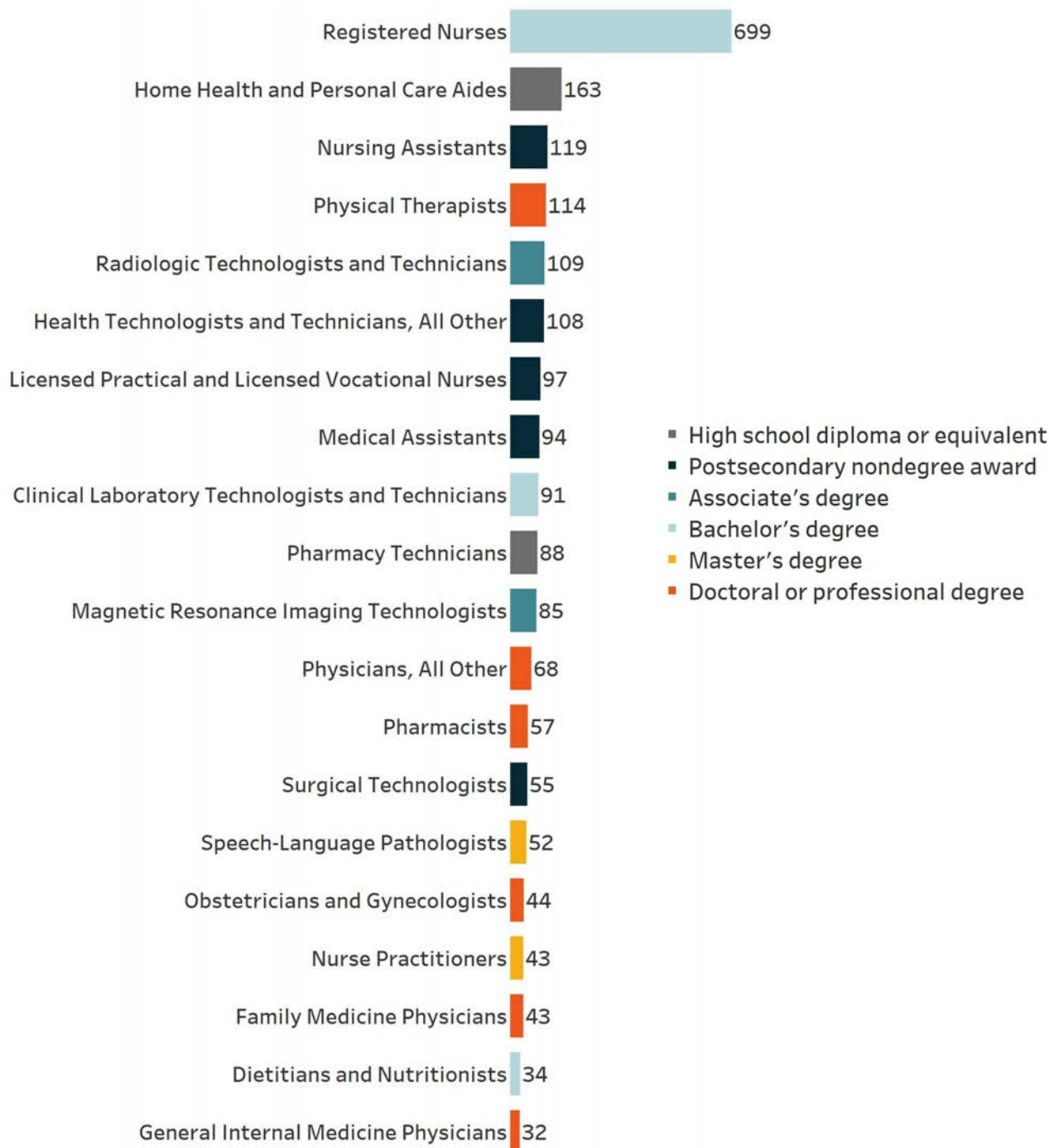
Worker Age Demographics



HEALTH CARE OCCUPATION GROUP

Top Posted Jobs

In 2023, there were a total of 2,643 job postings for Health Care workers, with Registered Nurses as the most sought-after occupation by Health Care industry employers with 699 postings. Home Health and Personal Care Aides was in the second position with 163 postings. Other top posted jobs include Nursing Assistants (119 postings), Physical Therapists (114 postings), and Radiologic Technologists and Technicians (109 postings). Top occupations in Health Care are available at many education levels, and employment for some roles, such as Home Health and Personal Care Aides and Pharmacy Technicians (88 postings), only require a high school diploma or equivalent, coupled with short to moderate-term on-the-job training.



HEALTH CARE OCCUPATION GROUP

Wage Overview

Wages in the Health Care field tend to scale with both education and experience. The Health Care occupation group offers a relatively broad array of entry requirements, and a high volume of jobs are open to candidates with Doctoral or professional degree. At least half of the top jobs pay over \$18.23 per hour. Registered Nurses, the top posted Health Care job, offers a median hourly wage of \$37.96 per hour or an annual salary of about \$78,957.

Wage Overview for Top Posted Health Care Jobs in 2023

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
29-1141	Registered Nurses	\$30.76	\$32.76	\$37.96	\$41.73	\$43.83
31-1128	Home Health and Personal Care Aides	\$10.25	\$11.74	\$13.95	\$16.10	\$18.49
31-1131	Nursing Assistants	\$15.08	\$16.02	\$17.91	\$18.87	\$19.58
29-1123	Physical Therapists	\$31.79	\$36.42	\$41.38	\$49.69	\$54.32
29-2034	Radiologic Technologists and Technicians	\$24.84	\$26.44	\$29.77	\$33.32	\$36.32
29-2099	Health Technologists and Technicians, All Other	\$14.82	\$16.13	\$18.23	\$26.43	\$31.81
29-2061	Licensed Practical and Licensed Vocational Nurses	\$23.05	\$24.86	\$27.83	\$29.31	\$31.17
31-9092	Medical Assistants	\$13.13	\$14.63	\$16.31	\$17.44	\$18.98
29-2018	Clinical Laboratory Technologists and Technicians	\$15.69	\$17.55	\$28.10	\$32.49	\$37.27
29-2052	Pharmacy Technicians	\$12.89	\$14.27	\$16.07	\$18.42	\$20.64

In-Demand Technical Skills

- Nursing
- Nursing Care
- Vital Signs
- Nursing Process
- Treatment Planning

In-Demand Foundational Skills

- Communication
- Customer Service
- Management
- Professionalism
- Leadership

In-Demand Certifications

- Registered Nurse (RN)
- Basic Life Support (BLS) Certification
- Advanced Cardiovascular Life Support (ACLS) Certification
- Licensed Practical Nurse (LPN)
- Cardiopulmonary Resuscitation (CPR) Certification

In-Demand Education Level*

- High school or GED: 24.6%
- Associate degree: 18.9%
- Bachelor's degree: 10.1%
- Master's degree: 5.0%

**Not all job postings indicate the required educational attainment level, therefore the percentages found here may not add up to 100 percent*

Top Posting Employers

- McLaren Health Care
- ProMedica
- McLaren Thumb Region
- McLaren Lapeer Region
- Trilogy Health Services
- Rite Aid
- Prestige Health Care
- Sebawaing Health Center
- Walmart
- State of Michigan

Job Postings by City

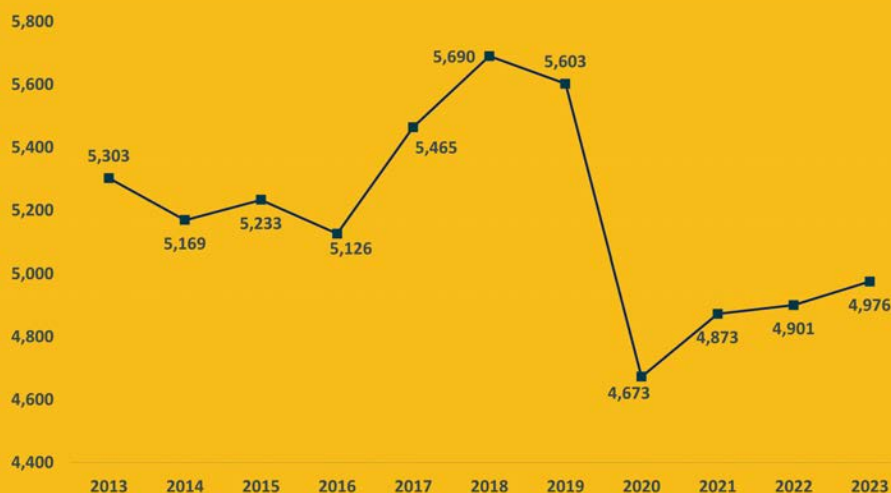
1. Lapeer: 887 Postings
2. Bad Axe: 545 Postings
3. Caro: 220 Postings
4. Cass City: 135 Postings
5. Pigeon: 123 Postings
6. Sandusky: 118 Postings
7. Metamora: 103 Postings
8. Imlay City: 75 Postings
9. Marlette: 56 Postings
10. Almont: 49 Postings

SKILLED TRADES AND TECHNICIANS OCCUPATION GROUP

WIN's Skilled Trades and Technicians group includes jobs related to Advanced Manufacturing. Southeast Michigan has more demand for Skilled Trades labor, such as CNC Machinists and Welders, than almost anywhere else in the country. There are about 21,000 openings for these workers on an annual basis.

NOTE: Skilled trades related to construction and assembly are not included in this cluster, as the focus is on advanced manufacturing only.

Employment Over Time
2013-2023

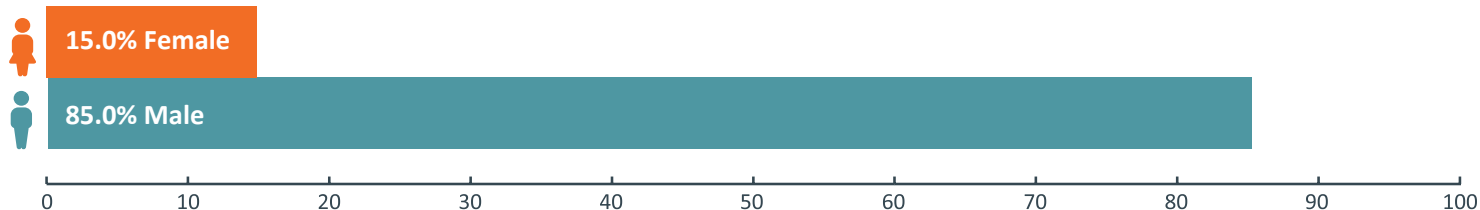


**4,976 Skilled
Trades Workers**
1.5% Increase
from 2022

Skilled Trades Worker Demographics

According to 2023 Lightcast data, the Skilled Trades occupation group employed about 4,976 workers in the Thumb Region. Just 7.3 percent of the related workforce is under 25 and female workers account for only 15.0 percent of the current workforce, while 11.0 percent identify as a race other than White. As the labor force overall continues to change, this field would benefit from seeking a more diverse talent pool.

Worker Gender Demographics



Race and Ethnicity Demographics

89.0% White | 4.4% Black or African-American | 4.3% Hispanic or Latino

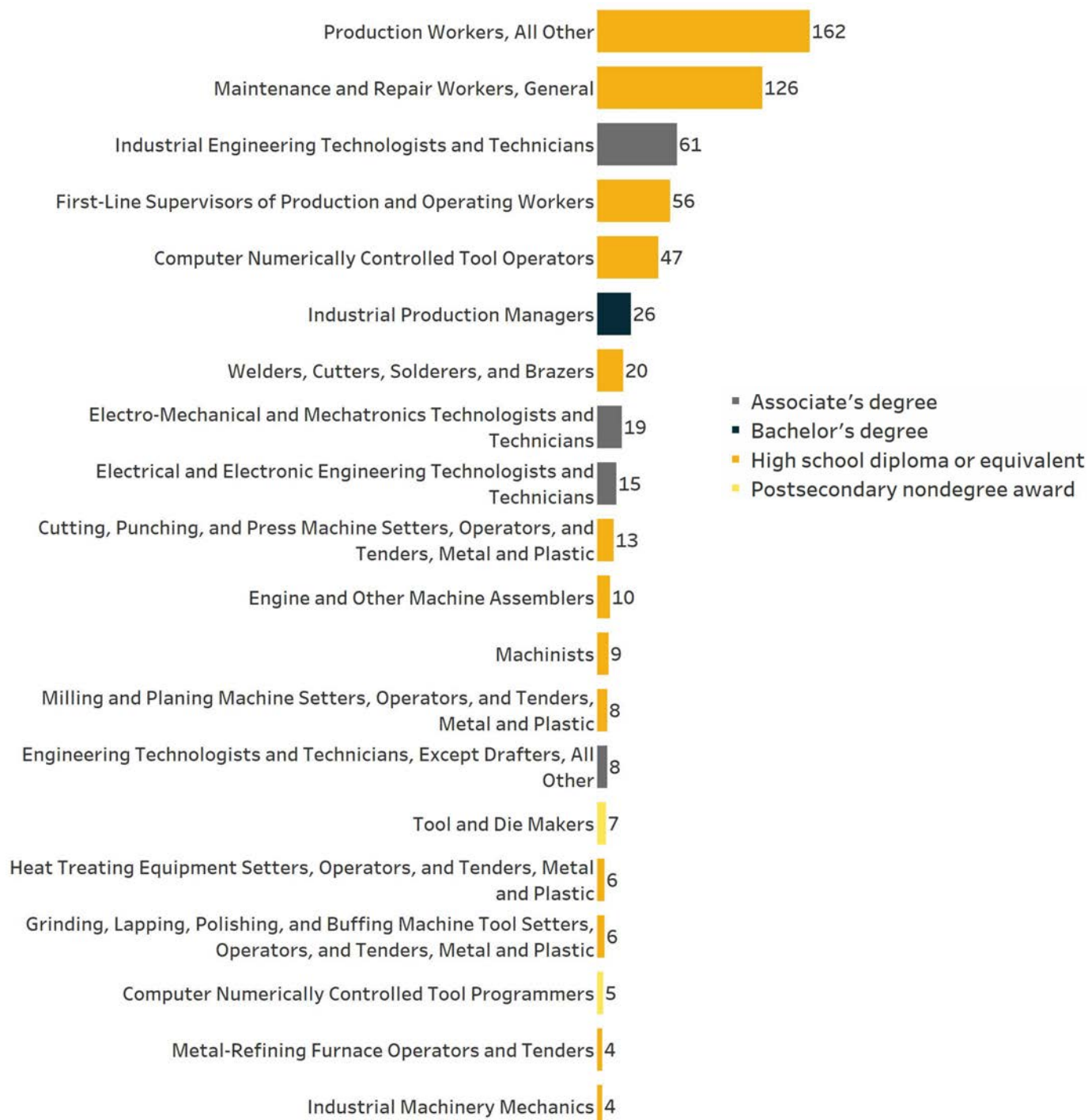
Worker Age Demographics



SKILLED TRADES AND TECHNICIANS OCCUPATION GROUP

Top Posted Jobs

In 2023, there were a total of 631 job postings for Skilled Trades workers, with Production Workers, All Other as the most sought-after occupation by Skilled Trades industry employers with 162 postings. Maintenance and Repair Workers, General was in the second position with 126 postings. Other top posted jobs include Industrial Engineering Technologists and Technicians (61 postings), First-Line Supervisors of Production and Operating Workers (56 postings), and Computer Numerically Controlled Tool Operators (47 postings).



SKILLED TRADES AND TECHNICIANS OCCUPATION GROUP

Wage Overview

Wages in the Skilled Trades field do not necessarily scale with education or experience as seen in other occupations. The Skilled Trades occupation group offers a broad array of entry requirements, though a majority of jobs require a High School diploma or equivalent. At least half of the top jobs pay over \$18.75 per hour. Production Workers, All Other, the top posted Skilled Trades job, offers a median hourly wage of \$15.34 per hour or an annual salary of about \$31,907.

Wage Overview for Top Posted Skilled Trades Jobs in 2023

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
51-9199	Production Workers, All Other	\$13.39	\$14.03	\$15.34	\$16.96	\$20.32
49-9071	Maintenance and Repair Workers, General	\$12.30	\$14.72	\$18.47	\$22.50	\$27.37
17-3026	Industrial Engineering Technologists and Technicians	\$19.36	\$21.82	\$27.47	\$34.13	\$42.23
51-1011	First-Line Supervisors of Production and Operating Workers	\$18.79	\$22.36	\$28.13	\$34.43	\$39.98
51-9161	Computer Numerically Controlled Tool Operators	\$14.38	\$15.19	\$18.56	\$22.52	\$25.89
11-3051	Industrial Production Managers	\$31.32	\$39.37	\$46.92	\$58.45	\$72.81
51-4121	Welders, Cutters, Solderers, and Brazers	\$14.22	\$16.08	\$18.94	\$22.91	\$28.17
17-3024	Electro-Mechanical and Mechatronics Technologists and Technicians	Insf. Data	Insf. Data	Insf. Data	Insf. Data	Insf. Data
17-3023	Electrical and Electronic Engineering Technologists and Technicians	\$12.31	\$21.60	\$27.99	\$34.28	\$40.46
51-4031	Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic	\$14.56	\$15.94	\$17.77	\$23.05	\$28.39

In-Demand Technical Skills

- Machinery
- Housekeeping
- Machine Operation
- Machining
- Hand Tools

In-Demand Foundational Skills

- Communication
- Troubleshooting (Problem Solving)
- Operations
- Lifting Ability
- Management

In-Demand Certifications

- CDL Class A License
- Commercial Driver's License (CDL)
- 30-Hour OSHA General Industry Card
- 10-Hour OSHA General Industry Card
- Cardiopulmonary Resuscitation (CPR) Certification

In-Demand Education Level*

- High school or GED: 46.4%
- Associate degree: 5.7%
- Bachelor's degree: 10.5%
- Master's degree: 0.5%

**Not all job postings indicate the required educational attainment level, therefore the percentages found here may not add up to 100 percent*

Top Posting Employers

- Aerotek
- CornerStone Staffing
- Centene
- Lapeer Plating And Plastics
- ConAgra Brands
- Delta Faucet Company
- Qualified Staffing
- The Scotts Company
- Kamax Lp
- Cssi

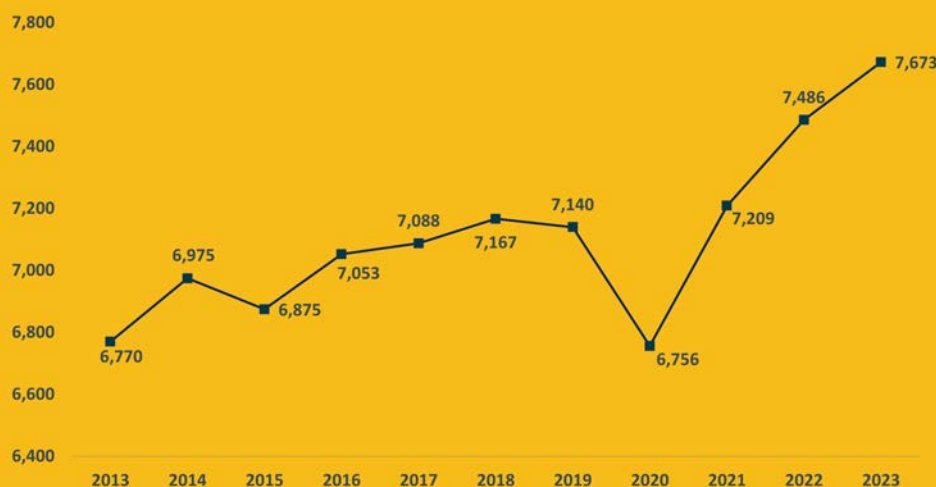
Job Postings by City

1. Lapeer: 220 Postings
2. Imlay City: 106 Postings
3. Almont: 32 Postings
4. Bad Axe: 23 Postings
5. Cass City: 19 Postings
6. Elkton: 19 Postings
7. Ubly: 19 Postings
8. Sandusky: 18 Postings
9. Metamora: 16 Postings
10. North Branch: 14 Postings

TRANSPORTATION, DISTRIBUTION, AND LOGISTICS OCCUPATION GROUP

Transportation, Distribution, and Logistics (TDL) workers help efficiently move materials, whether it is from one company to another or directly to consumers. Logistics workers range from materials movers to logistics analysts, coordinating and analyzing material and goods movement. For all TDL workers, there are over 37,000 job openings annually in southeast Michigan.

Employment Over Time
2013-2023

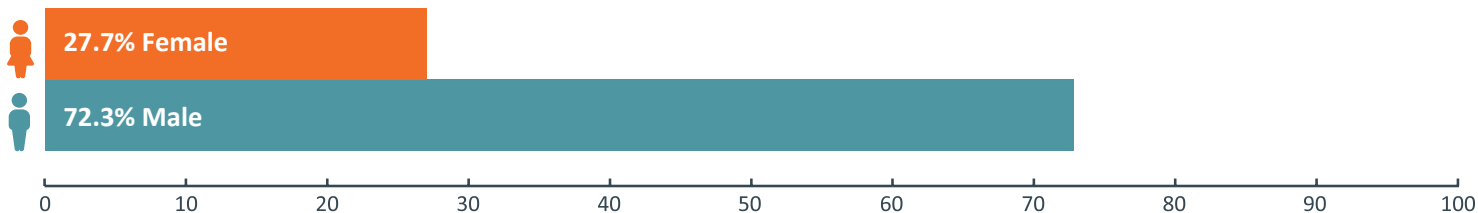


7,673 TDL Workers
2.5% Increase from 2022

TDL Worker Demographics

The TDL occupation group has a large workforce, employing 7,673 individuals in 2023. This group is primarily made up of males (72.3 percent) between the age of 25 and 54 (60.2 percent), with 27.7 percent of workers identifying as female and just 14.1 percent identifying as a racial minority. Only 12.6 percent of the workers in the occupation group were under the age of 25, compared to the 27.2 percent 55 years of age or older.

Worker Gender Demographics



Race and Ethnicity Demographics

85.9% White | 7.1% Black or African-American | 4.5% Hispanic or Latino

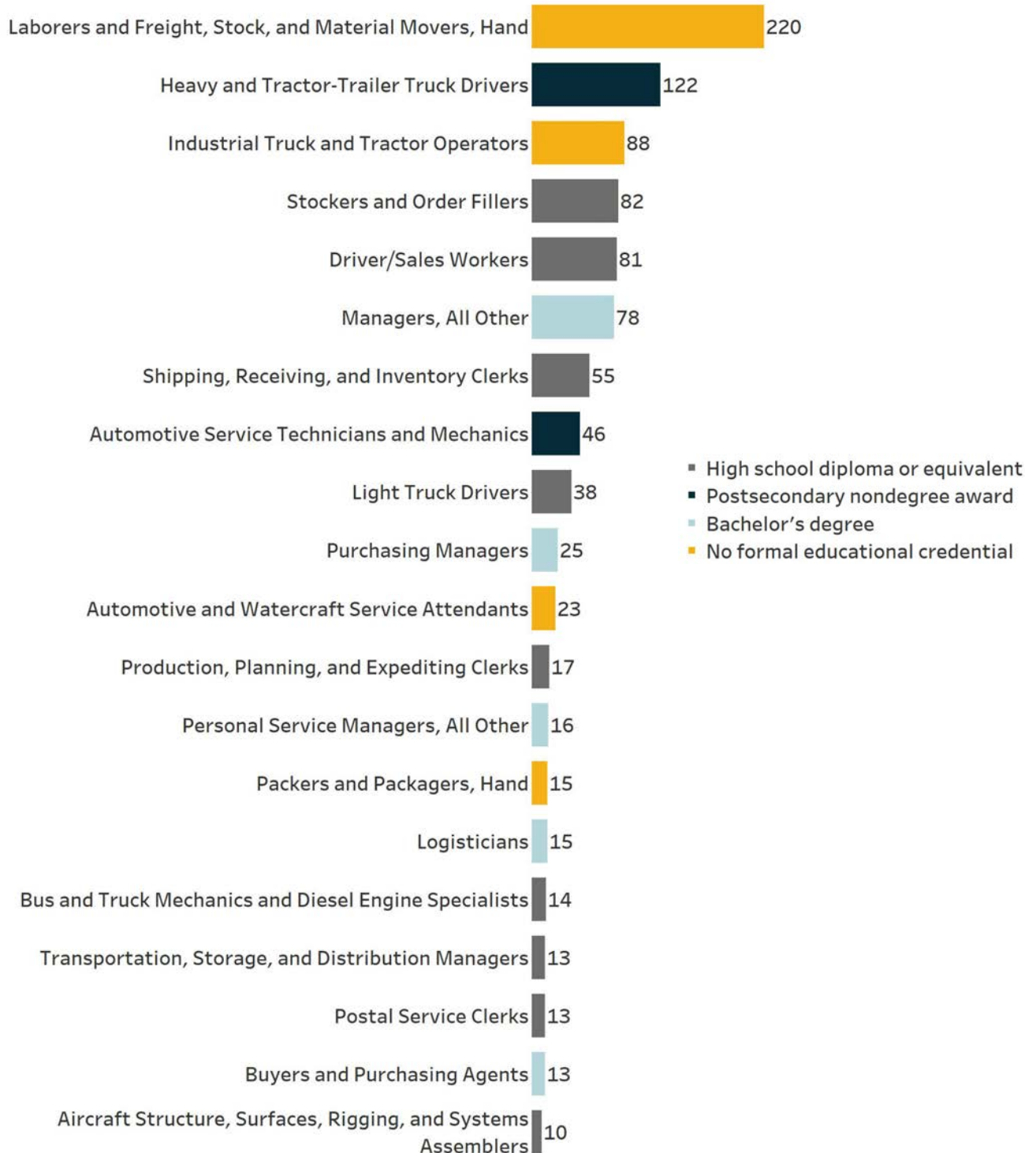
Worker Age Demographics



TRANSPORTATION, DISTRIBUTION, AND LOGISTICS OCCUPATION GROUP

Top Posted Jobs

Demand for TDL occupations totaled 1,097 posting in 2023, with Laborers and Freight, Stock, and Material Movers, Hand as the most sought-after occupation by TDL industry employers with 220 postings. Heavy and Tractor-Trailer Truck Drivers was in the second position with 122 postings. Other top posted jobs include Industrial Truck and Tractor Operators (88 postings), Stockers and Order Fillers (82 postings), and Driver/Sales Workers (81 postings).



TRANSPORTATION, DISTRIBUTION, AND LOGISTICS OCCUPATION GROUP

Wage Overview

The TDL occupation group offers a broad array of entry requirements, though a majority of jobs require a High School diploma or equivalent. At least half of the top jobs pay over \$17.48 per hour. Laborers and Freight, Stock, and Material Movers, Hand, the top posted TDL job, offers a median hourly wage of \$16.34 per hour or an annual salary of about \$33,987. Supervisory roles that require additional education, such as First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors, typically offer even higher wages.

Wage Overview for Top Posted TDL Jobs in 2023

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	\$12.86	\$14.25	\$16.34	\$20.15	\$22.27
53-3032	Heavy and Tractor-Trailer Truck Drivers	\$16.36	\$19.44	\$22.45	\$26.47	\$32.45
53-7051	Industrial Truck and Tractor Operators	\$14.94	\$16.65	\$20.02	\$22.81	\$23.95
53-7065	Stockers and Order Fillers	\$11.95	\$13.30	\$14.88	\$17.59	\$21.16
53-3031	Driver/Sales Workers	\$9.99	\$10.59	\$13.22	\$18.75	\$25.25
11-9199	Managers, All Other	\$24.28	\$33.30	\$48.64	\$63.17	\$75.50
43-5071	Shipping, Receiving, and Inventory Clerks	\$13.73	\$15.58	\$17.48	\$20.93	\$24.43
49-3023	Automotive Service Technicians and Mechanics	\$13.28	\$15.91	\$19.94	\$24.69	\$29.97
53-3033	Light Truck Drivers	\$11.23	\$13.73	\$16.20	\$20.81	\$30.71
11-3061	Purchasing Managers	\$33.26	\$41.07	\$53.46	\$66.35	\$80.03

In-Demand Technical Skills

- Forklift Truck
- Palletizing
- Warehousing
- Merchandising
- Production Line

In-Demand Foundational Skills

- Communication
- Lifting Ability
- Customer Service
- Operations
- English Language

In-Demand Certifications

- Commercial Driver's License (CDL)
- CDL Class A License
- Forklift Certification
- Hazmat Endorsement
- CDL Class B License

In-Demand Education Level*

- High school or GED: 29.7%
- Associate degree: 6.8%
- Bachelor's degree: 10.3%
- Master's degree: 1.5%

**Not all job postings indicate the required educational attainment level, therefore the percentages found here may not add up to 100 percent*

Top Posting Employers

- Walmart
- Aerotek
- ConAgra Brands
- Meijer
- Gulfside Supply
- Iscientia
- Michigan Sugar Company
- Nutrien
- Kroger
- The Home Depot

Job Postings by City

1. Imlay City: 257 Postings
2. Lapeer: 240 Postings
3. Bad Axe: 79 Postings
4. Sandusky: 77 Postings
5. Almont: 73 Postings
6. Caro: 73 Postings
7. Cass City: 29 Postings
8. Sebawaing: 27 Postings
9. Croswell: 21 Postings
10. North Branch: 20 Postings



**EV Jobs
Academy**



WIN

WORKFORCE
INTELLIGENCE
NETWORK



**SEMCA Workforce Intelligence Network
for Southeast Michigan (WIN)**

25363 Eureka Rd.
Taylor, MI 48180
WINintelligence.org
info@WINintelligence.org