LABOR MARKET REPORT

WIN
WORKFORCE
INTELLIGENCE
NETWORK

JAN - DEC 2024
WININTELLIGENCE.ORG

GENESEE & SHIAWASSEE COUNTIES

2024

CONTENTS

OCCUPATION GROUPS

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WIN WORKFORCE INTELLIGENCE NETWORK

INTRODUCTION
Genesee & Shiawassee Counties

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 across a 19-county region 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, along with the City of Detroit.

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 report focused on the city of Detroit 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 Genesee and Shiawassee 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. This data is used to provide real-time demand and job posting information for both employers and job seekers. This report analyzes the 2024 labor market information from Genesee and Shiawassee counties for the Business and Finance, Engineers and Designers, Health Care, Information Technology (IT), and Skilled Trades 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. For more information about jobseeker resources and our partners, please visit www.micareertraining.org.
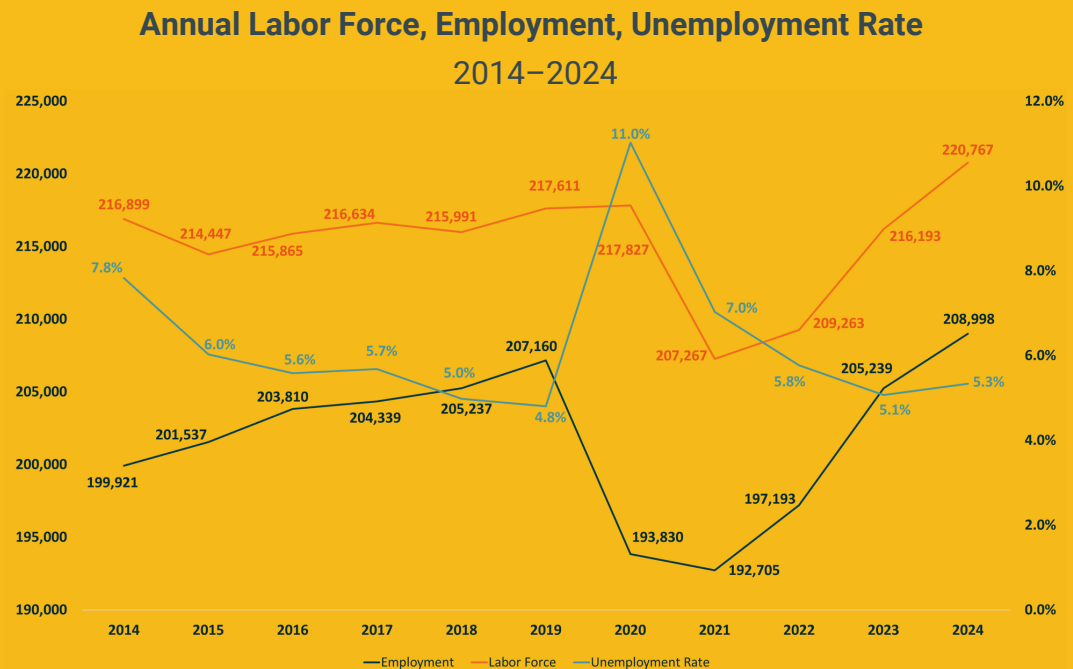
2024 GENESEE & SHIAWASSEE COUNTIES

GENESEE SHIAWASSEE

Annual State of the Labor Market

In 2024, the labor force grew by 4,574 individuals (2.1 percent) while employment increased by 3,758 individuals (1.8 percent) from 2023. Unemployment increased by 815 workers and the unemployment rate worsened somewhat, increasing nearly 0.3 percentage points from 5.1 percent in 2023 to 5.3 percent in 2024. Registered Nurses tops the list as the most demanded occupation in 2024, accounting for 2,502 job postings followed by Retail Salespersons with 1,599 postings. The Health Care occupation group continues to be heavily demanded in Genesee and Shiawassee county.

Annual Labor Market Information

The labor force in Genesee and Shiawassee counties grew in 2024, increasing by 4,574 individuals (2.1 percent) from the prior year. Employment also increased by 3,758 workers (1.8 percent) over 2024, while unemployment increased by 815 workers (7.4 percent) for a total of 11,769 unemployed workers in 2024. The unemployment rate also increased 0.3 percent in 2024 to 5.3 percent.

Annual Labor Force, Employment, Unemployment Rate 2014–2024

Data: Workforce Intelligence Network

Quarterly Employer Demand Overview

The last three quarters of 2024 shows that employer remained consistent between 6,458 to 6,550 postings. In Q4 2024, there were a monthly average of 6,508 unique postings in Genesee and Shiawassee counties, a decrease of 42 postings from the monthly average 6,550 postings recorded in Q3. The first quarter had the highest recorded postings in 2024 with 6,937 average postings, an increase of 948 postings (15.8 percent) since Q4 2023. The consistency of demand through 2024 might be a signal that the workforce has finally stabilized post-pandemic.

Average Quarterly Posting Analysis Genesee & Shiawassee Q3 2023 - Q4 2024

2024 ANNUAL WORKFORCE INDICATORS

GENESEE SHIAWASSEE

Key Findings

6.6% — Employer demand decreased by 6.6 percent, a loss of 2,545 job postings since 2023.
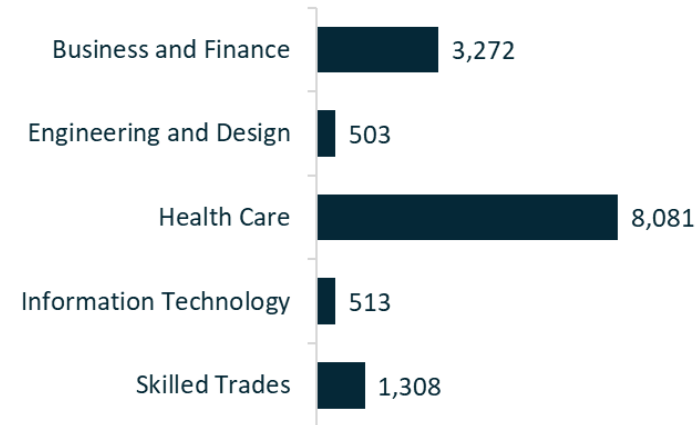
High School Diploma — Most in-demand minimum education level during 2024

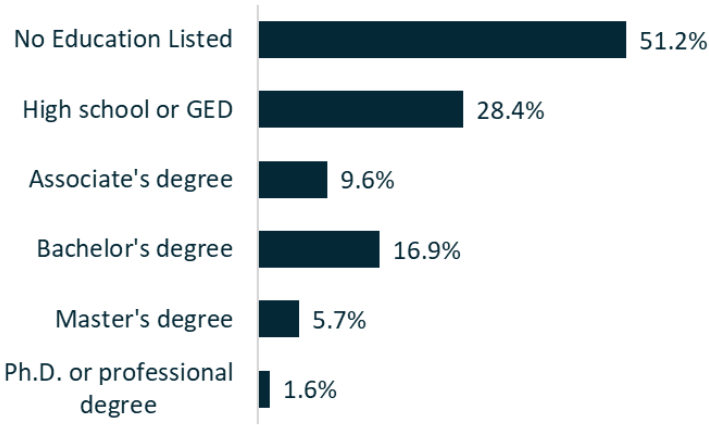In Q4 2024, employment totaled **209,978** an increase of 863 workers since Q4 2023

During 2024, there were 36,194 unique job postings in Genessee and Shiawassee counties, a decrease of 2,545 from 2023. The first quarter in 2024 saw the highest demand for the year with 6,937 postings, a 15.8 percent increase over Q4 2023. The top posted job occupations in 2024 include Registered Nurses, Retail Salespersons, First-Line Supervisors of Retail Sales Workers, Heavy and Tractor-Trailer Truck Drivers, and Fast Food and Counter Workers. More information about in-demand job postings is available on page 7.

Of the 36,194 postings in Genesee and Shiawassee counties during 2024, 10,283 (28.4 percent) required a High School diploma or equivalent, while 9,582 postings (26.5 percent) required a College degree. An additional 2,636 postings (7.3 percent) required an advanced degree. The high demand for Health Care and entry-level service workers within the counties drives this need for workers with various skill sets.

Top 5 Posting Occupation Groups
2024

Occupation Group	Postings
Business and Finance	3,272
Engineering and Design	503
Health Care	8,081
Information Technology	513
Skilled Trades	1,308

Education Levels In-Demand
2024

Education Level	Percent
No Education Listed	51.2%
High school or GED	28.4%
Associate's degree	9.6%
Bachelor's degree	16.9%
Master's degree	5.7%
Ph.D. or professional degree	1.6%

Each quarter in 2024 experienced a slight increase from from the previous in the labor force while employment and unemployment varied more each quarter. Unemployment increased by 2,863 workers from the fourth quarter in 2023 and the unemployment rate increased by 1.2 percent over the same period. The labor force numbers peaked in Q4 2024 with a high of 222,320 individuals. Total unemployment fluctuated through each quarter of 2024 and the unemployment rate ended the year at 5.6 percent. For more information about this year's unemployment rate and other labor market indicators are on page 4.

Quarterly Labor Market Data

	4th Quarter 2023	1st Quarter 2024	2nd Quarter 2024	3rd Quarter 2024	4th Quarter 2024	Change from 3rd Quarter 2024	Percent Change from 3rd Quarter 2024	Change from 4th Quarter 2023	Percent Change from 4th Quarter 2023
Labor Force	218,595	217,841	221,181	221,724	222,320	597	0.3%	3,725	1.7%
Employment	209,116	206,948	210,021	209,042	209,978	936	0.4%	863	0.4%
Jnemployment	9,479	10,893	11,159	12,681	12,342	-339	-2.7%	2,863	30.2%
Unemployment Rate	4.3%	5.0%	5.0%	5.7%	5.6%	-0.2%	na	1.2%	na

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

LABOR FORCE, EMPLOYMENT, AND UNEMPLOYMENT

Following labor force fluctuations throughout 2024, labor force participation totaled 220,767 individuals, an increase of 4,574 individuals since 2023. Employment is up to 208,998 workers in 2024, an increase of 3,758 workers. Both unemployment and the unemployment rate increased slightly. Unemployment also increased to 11,769, much lower than the high of 23,997 workers recorded in 2020. Similarly, the unemployment rate increased by 0.3 percentage points for a 2024 unemployment rate of 5.3 percent. As the labor force grew in Genessee and Shiawassee throughout 2024, the unemployment rate also increased, signaling an economy still recovering from the pandemic throughout the counties.

Annual Labor Market Data
2014-2024

	2014 Annual	2015 Annual	2016 Annual	2017 Annual	2018 Annual	2019 Annual	2020 Annual	2021 Annual	2022 Annual	2023 Annual	2024 Annual	Change from 2023 to 2024	Percent Change from 2023 to 2024
Labor Force	216,899	214,447	215,865	216,634	215,991	217,611	217,827	207,267	209,263	216,193	220,767	4,574	2.1%
Employment	199,921	201,537	203,810	204,339	205,237	207,160	193,830	192,705	197,193	205,239	208,998	3,758	1.8%
Unemployment	16,978	12,910	12,055	12,296	10,755	10,451	23,997	14,562	12,070	10,954	11,769	815	7.4%
Unemployment Rate	7.8%	6.0%	5.6%	5.7%	5.0%	4.8%	11.0%	7.0%	5.8%	5.1%	5.3%	0.3%	na

Data: Bureau of Labor Statistics

CENSUS 2023 LABOR FORCE DEMOGRAPHICS

During 2023, the most recent census year, there were about 221,443 people in the labor force, either working or seeking employment in Genesee and Shiawassee counties. Resident employment totals 204,382 workers or just under half, 43.3 percent, of the total population in Genesee and Shiawassee counties. The highest unemployment rates in 2023 were seen in those aged 24 years old or younger, accounting for an unemployment rate of 35.6 percent for males and 30.2 percent for females. Overall, males and females in the counties have the same unemployment rate 7.7 percent. Black or African American job seekers have a difficult time finding employment, facing an unemployment rate of 16.0 percent.

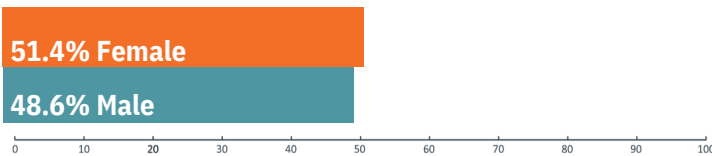| Civilian Labor Force by Demographic Group				
Demographic Group	Civilian Labor Force	Total Employment	Total Unemployment	Unemployment Rate
Total Population 16 +	221,443	204,382	17,061	7.7%
Sex				
Male 16+	112,924	104,219	8,705	7.7%
16-19	4,842	3,871	971	20.1%
20-24	10,877	9,190	1,687	15.5%
25-54	71,866	67,053	4,813	6.7%
55-64	19,433	18,523	910	4.7%
65 Plus	5,906	5,582	324	5.5%
Female 16+	108,519	100,163	8,356	7.7%
16-19	5,694	4,582	1,112	19.5%
20-24	11,572	10,334	1,238	10.7%
25-54	67,795	63,020	4,775	7.0%
55-64	18,059	17,096	963	5.3%
65 Plus	5,399	5,131	268	5.0%
Race				
White	171,602	161,417	10,185	5.9%
Black / African	34,830	29,255	5,575	16.0%
Native American	600	587	13	2.2%
Asian	2,209	2,023	187	8.4%
Native Hawaiian / Pacific Islander	40	10	30	75.0%
Some Other Race	2,172	1,981	190	8.8%
Two or More Races	10,623	9,673	950	8.9%
Ethnicity				
Hispanic	8,957	8,029	928	10.4%

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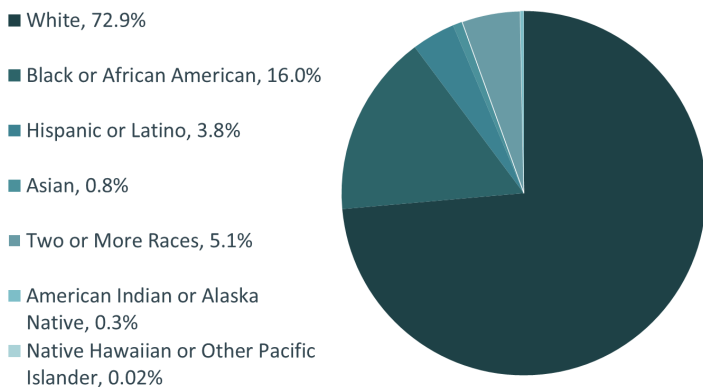
POPULATION DEMOGRAPHICS

2023 Census Population

According to the data from the Census Bureaus' most recent 2023 ACS Five Year estimates, during 2023, 472,148 people were living in Genesee and Shiawassee counties. The gender of the populace was split almost evenly, with 51.4 percent of the population identifying as female, and the other 48.6 percent identifying as male. A majority of the population identified as White (72.9 percent) with the second largest number of individuals identifying as Black or African American (16.0 percent). Both counties are facing an aging population; 32.7 percent of the population was over the age of 54, compared to 30.3 percent under the age of 25.

2024 Current Workforce

In 2024, the workforce had a total of 154,528 individuals working in Genesee and Shiawassee counties. A slight majority, 52.3 percent (80,866 workers) were female, while 47.7 percent (73,662 workers) of the workforce was male. Most workers in the county identified as White, accounting for 77.4 percent of the workforce, while Black or African American workers totaled 13.4 percent of the workforce. Those identifying as having a Hispanic or Latino ethnicity accounted for 4.3 percent. A significant concentration of the workforce in Genesee and Shiawassee Counties is between the age of 25 and 54 (61.4 percent), while 22.6 percent of workers are 55 and older.

Population Gender Demographics

51.4% Female
48.6% Male

| 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

Workforce Gender Demographics

52.3% Female
47.7% Male

| 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

Population Race Demographics

- White, 72.9%
- Black or African American, 16.0%
- Hispanic or Latino, 3.8%
- Asian, 0.8%
- Two or More Races, 5.1%
- American Indian or Alaska Native, 0.3%
- Native Hawaiian or Other Pacific Islander, 0.02%
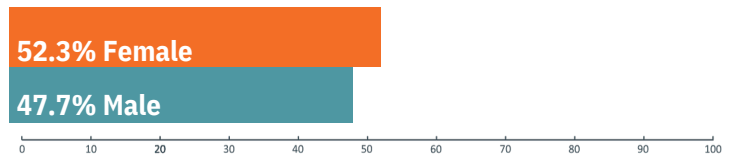
Workforce Race and Ethnicity Demographics

- White, 77.4%
- Black or African American, 13.4%
- Hispanic or Latino, 4.3%
- Asian, 2.4%
- Two or More Races, 2.2%
- American Indian or Alaska Native, 0.4%
- Native Hawaiian or Other Pacific Islander, 0.02%

Population Age Demographics

| Age 14 and Under 18.1% | Age 15-24 12.2% | Age 25-54 36.9% | Age 55+ 32.7% |
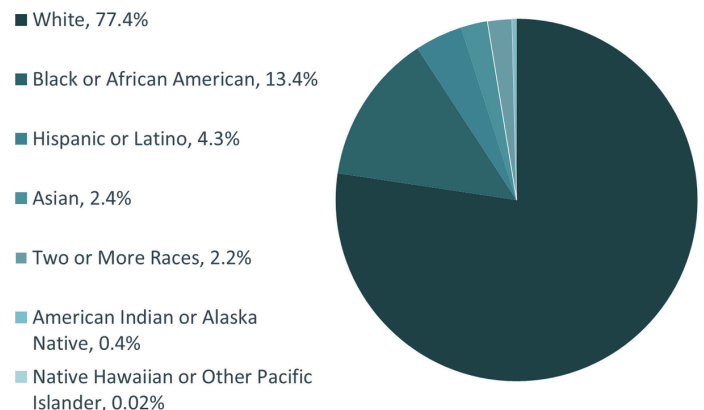
Workforce Age Demographics

| Age 14-24 16.0% | Age 25-54 61.4% | Age 55+ 22.6% |

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

Data: Lightcast | Analysis: Workforce Intelligence Network

2024 REGIONAL COMMUTING PATTERNS

GENESEE SHIAWASSEE

According to the most recent OnTheMap data set available from the Census Bureau, during 2021, the region's workforce consisted of 171,121 residents. There were 79,716 (46.6 percent) residents living and working within the two-county region, while the remaining 91,405 residents (53,4 percent) traveled outside of the region for work. There were 133,336 workers employed in the region during 2021. Of those, 53,620 workers (40.2 percent) lived outside of the region's border and commuted in for work. Based up this information, it can be concluded that Genesee and Shiawassee counties are a net exporter of jobs, with more workers leaving the area for employment than inwardly commuting.

Where Genesee & Shiawassee Residents Work

Source: U.S. Census OnTheMap, 2021
Analysis: Workforce Intelligence Network
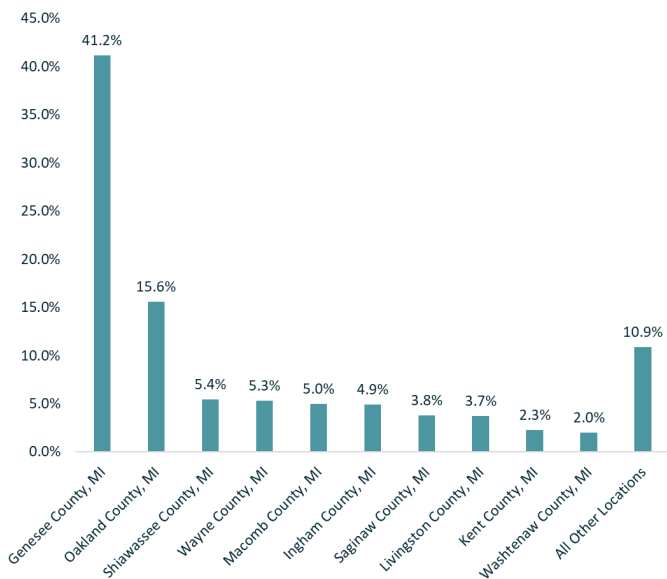
Where Genessee & Shiawassee Workers Live
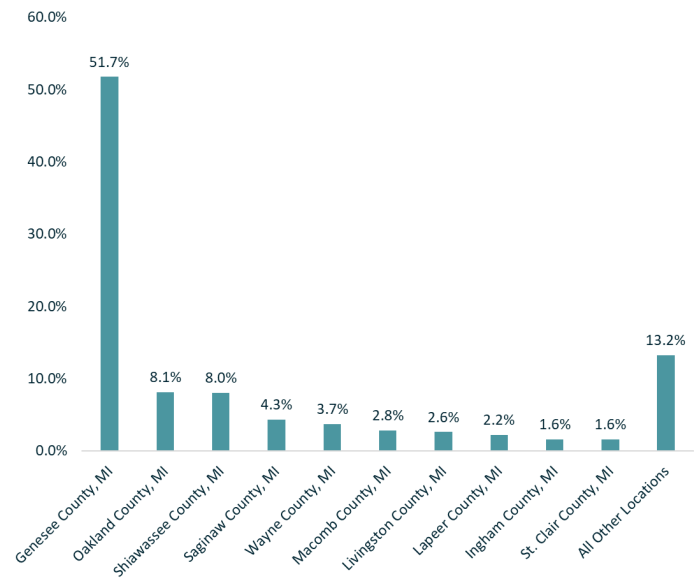
Source: U.S. Census OnTheMap, 2021
Analysis: Workforce Intelligence Network

Job Postings by City

1. Flint: 16,647 Postings
2. Grand Blanc: 5,143 Postings
3. Fenton: 3,358 Postings
4. Owosso: 2,319 Postings
5. Burton: 1,734 Postings
6. Davison: 1,598 Postings
7. Swartz Creek: 764 Postings
8. Flushing: 653 Postings
9. Clio: 448 Postings
10. Durand: 424 Postings

© 2025 Mapbox © OpenStreetMap

2024 TOP POSTED JOBS

GENESEE SHIAWASSEE
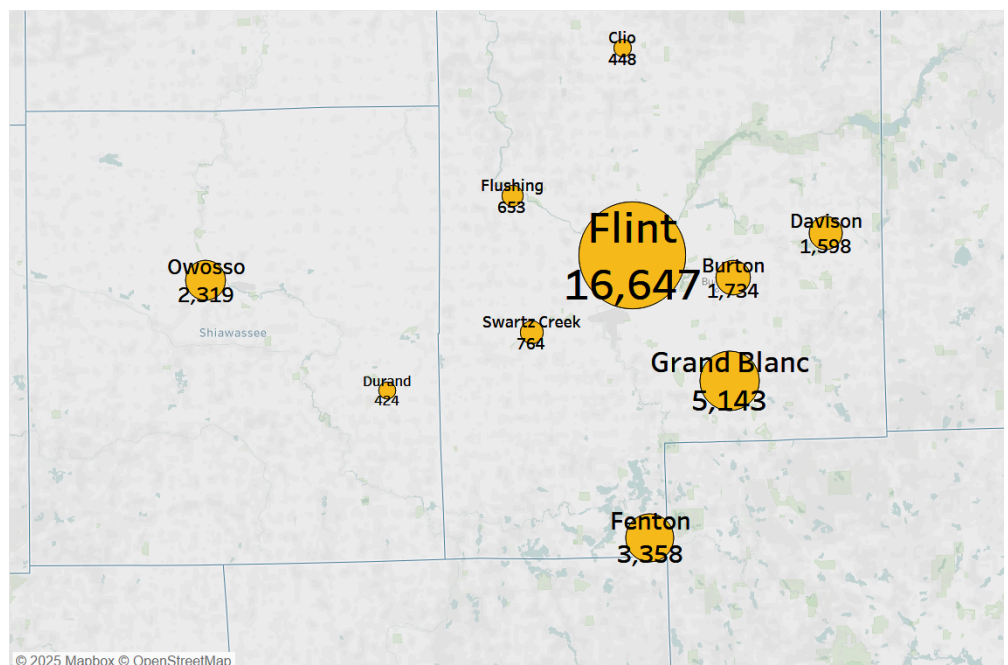
Top Posted Jobs

Registered Nurses is the top posted occupation for 2024, with 2,502 unique online job postings and requires a Bachelor's degree for entry. Retail Salespersons and First-Line Supervisors of Retail Sales Workers round out the top three demanded occupations, with 1,599 postings and 978 postings respectively. Retail Salespersons requires no formal educational credential for entry, while First-Line Supervisors of Retail Sales Workers requires a High School diploma or equivalent. Other in-demand jobs that also require no formal education or a High School diploma or equivalent coupled with short-term on-the-job training include Fast Food and Counter Workers and Home Health and Personal Care Aides.

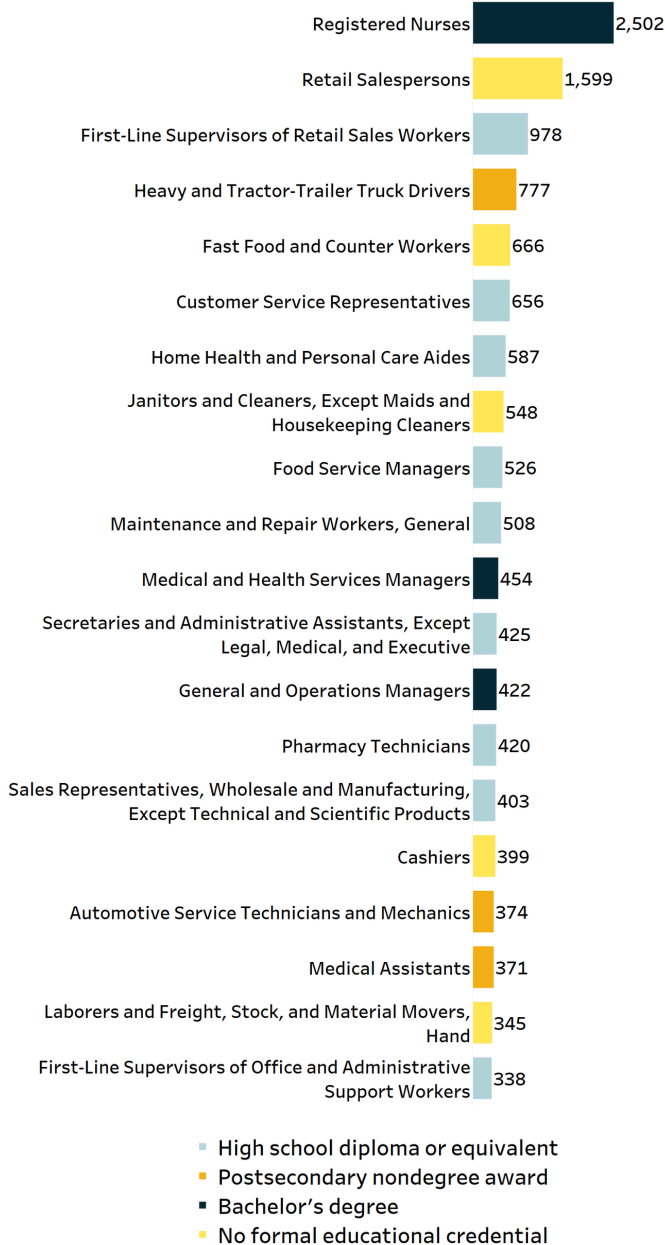| Occupation	Postings
Registered Nurses	2,502
Retail Salespersons	1,599
First-Line Supervisors of Retail Sales Workers	978
Heavy and Tractor-Trailer Truck Drivers	777
Fast Food and Counter Workers	666
Customer Service Representatives	656
Home Health and Personal Care Aides	587
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	548
Food Service Managers	526
Maintenance and Repair Workers, General	508
Medical and Health Services Managers	454
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	425
General and Operations Managers	422
Pharmacy Technicians	420
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	403
Cashiers	399
Automotive Service Technicians and Mechanics	374
Medical Assistants	371
Laborers and Freight, Stock, and Material Movers, Hand	345
First-Line Supervisors of Office and Administrative Support Workers	338

- High school diploma or equivalent
- Postsecondary nondegree award
- Bachelor's degree
- No formal educational credential

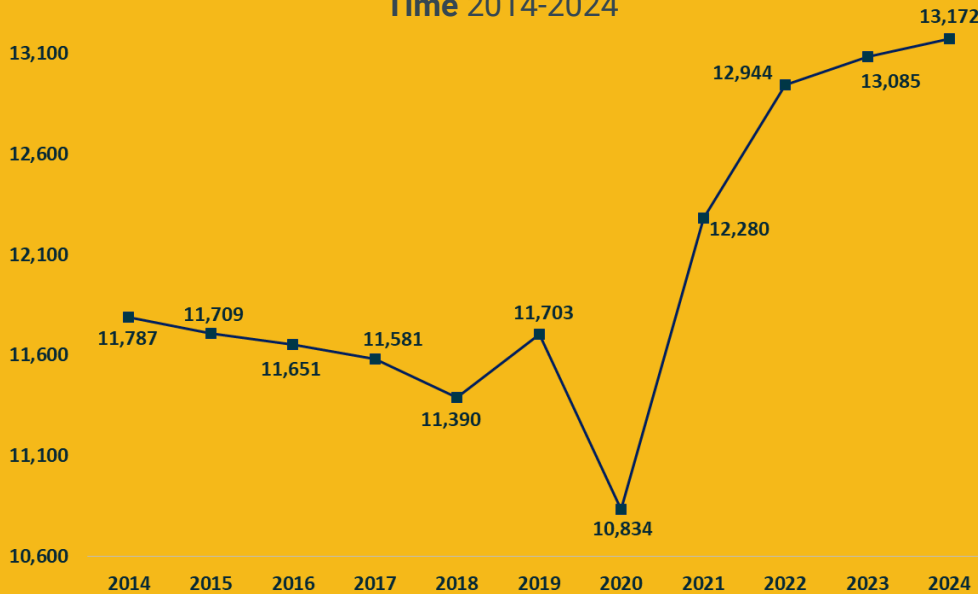## Top Posted Entry-Level Jobs

Entry-level jobs, which usually require zero to two years of previous experience, account for 25.9 percent of the 2024 postings in Genesee and Shiawassee counties. Over half of the top ten entry-level occupations require no formal education or a High School diploma or equivalent. Those who enter the workforce with a High School diploma or equivalent are heavily demanded among entry-level occupations, accounting for 37.5 percent of entry-level postings. Registered Nurses was the top posted entry-level occupation with 1,200 postings requiring a Bachelor's degree, followed by First-Line Supervisors of Retail Sales Workers, requiring a High School diploma or equivalent, with 322 postings.

Occupation	Postings
Registered Nurses	1,200
First-Line Supervisors of Retail Sales Workers	322
Retail Salespersons	260
Customer Service Representatives	241
Heavy and Tractor-Trailer Truck Drivers	223
Medical Assistants	179
Child, Family, and School Social Workers	155
Fast Food and Counter Workers	155
Maintenance and Repair Workers, General	147
Food Service Managers	144
Medical and Health Services Managers	135
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	130
General and Operations Managers	128
Licensed Practical and Licensed Vocational Nurses	126
Automotive Service Technicians and Mechanics	124
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	122
Magnetic Resonance Imaging Technologists	120
Home Health and Personal Care Aides	116
Pharmacy Technicians	107
Counselors, All Other	94

- Associate's degree
- Bachelor's degree
- High school diploma or equivalent
- Master's degree
- No formal educational credential
- Postsecondary nondegree award

2024

GENESEE SHIAWASSEE

BUSINESS AND FINANCE OCCUPATION GROUP

Jobs in the Business and Finance occupation group can be found in nearly every type of establishment/firm throughout the region. These workers need strong mathematical and accounting abilities along with project management and planning skills. Workers in this occupation group are in high demand in southeast Michigan, with about 21,000 job openings annually.

Employment Over Time 2014-2024

Year	Employment
2014	11,787
2015	11,709
2016	11,651
2017	11,581
2018	11,390
2019	11,703
2020	10,834
2021	12,280
2022	12,944
2023	13,085
2024	13,172

87 Business and Finance Workers

0.7% increase from 2023

Business and Finance Worker Demographics

According to 2024 Lightcast data, the Business and Finance occupation group has increased by 87 workers or 0.7 percent since 2023, totaling 13,172 workers in 2024. Over half (51.1 percent) of the working population identify as male, while 85.7 percent of workers identified as White, indicating very little diversity regarding race. Only 4.8 percent of the Business and Finance working population is under the age of 25, compared to the 55+ age group, which accounts for 25.8 percent of the workforce.

Worker Gender Demographics

48.9% Female

51.1% Male
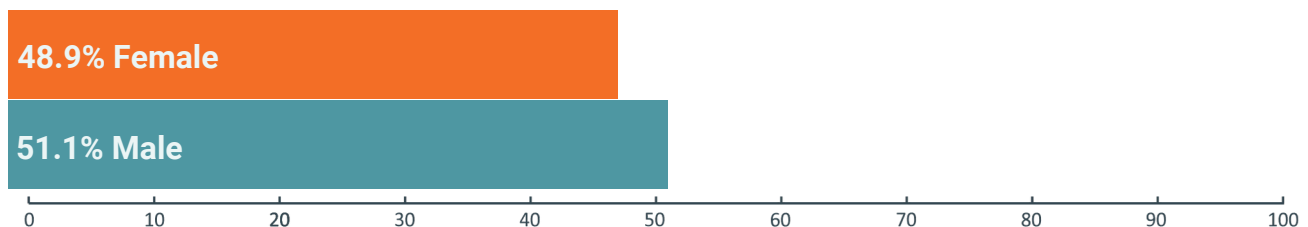
Race and Ethnicity Demographics

85.7% White | 2.5% Hispanic or Latino | 7.9% Black or African-American

Worker Age Demographics

Age 14-24 4.8%
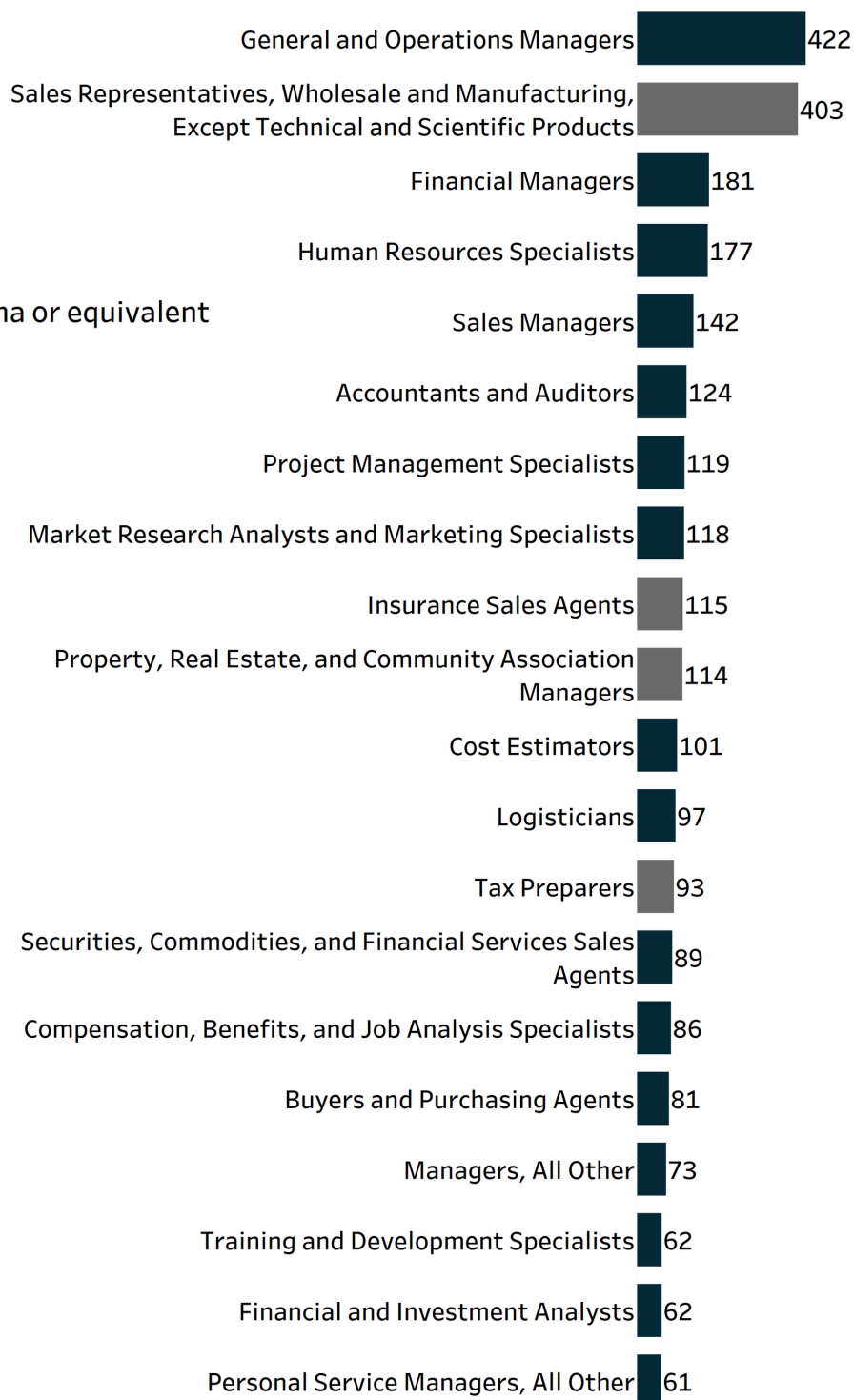
Age 25-54 69.4%

Age 55+ 25.8%

BUSINESS AND FINANCE OCCUPATION GROUP

Top Posted Jobs

General and Operations Managers was the highest in-demand Business and Finance occupation during 2024, with 422 postings. Other top jobs include Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (403 Postings), Financial Managers (181 Postings), Human Resources Specialists (177 Postings), and Sales Managers (142 Postings). While most of the top jobs typically require a Bachelor's degree, Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products, and Insurance Sales Agents, and Property, Real Estate, and Community Association Managers, only require a High School diploma and no work experience, coupled with moderate-term on-the-job training.

- High school diploma or equivalent
- Bachelor's degree

Occupation	Postings
General and Operations Managers	422
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	403
Financial Managers	181
Human Resources Specialists	177
Sales Managers	142
Accountants and Auditors	124
Project Management Specialists	119
Market Research Analysts and Marketing Specialists	118
Insurance Sales Agents	115
Property, Real Estate, and Community Association Managers	114
Cost Estimators	101
Logisticians	97
Tax Preparers	93
Securities, Commodities, and Financial Services Sales Agents	89
Compensation, Benefits, and Job Analysis Specialists	86
Buyers and Purchasing Agents	81
Managers, All Other	73
Training and Development Specialists	62
Financial and Investment Analysts	62
Personal Service Managers, All Other	61

BUSINESS AND FINANCE OCCUPATION GROUP

Wage Overview

Most Business and Finance related jobs offer high wages, making for a lucrative opportunity for job seekers willing to attain the necessary education. The top posted Business and Finance job, General and Operations Managers, offers a median hourly wage of $38.63, translating to annual earnings of approximately $80,350. Another top job, Financial Managers, offers hourly wages of $59.07, or about $122,866 annually.

Wage Overview for Top Posted Business and Finance Jobs in 2024

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
11-1021	General and Operations Managers	$20.63	$27.36	$38.63	$60.80	$89.71
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and	$17.84	$22.77	$30.29	$45.95	$61.61
11-3031	Financial Managers	$32.02	$44.39	$59.07	$78.41	$102.33
13-1071	Human Resources Specialists	$19.14	$23.09	$29.45	$37.88	$46.54
11-2022	Sales Managers	$27.99	$37.80	$58.84	$79.78	$100.56
13-2011	Accountants and Auditors	$20.24	$26.96	$31.13	$38.60	$48.32
13-1082	Project Management Specialists	$24.80	$30.44	$40.62	$50.98	$61.25
13-1161	Market Research Analysts and Marketing Specialists	$16.60	$18.53	$24.47	$34.29	$43.49
41-3021	Insurance Sales Agents	$17.33	$21.37	$30.06	$37.05	$55.70
11-9141	Property, Real Estate, and Community Association Managers	$17.26	$18.67	$23.10	$31.44	$38.34

In-Demand Technical Skills

- Marketing
- Accounting
- Finance
- Auditing
- Project Management

In-Demand Foundational Skills

- Communication
- Sales
- Customer Service
- Management
- Leadership

In-Demand Certifications

- Certified Public Accountant
- Enrolled Agent (EA)
- Master Of Business Administration (MBA)
- Cardiopulmonary Resuscitation (CPR) Certification
- Automotive Service Excellence (ASE) Certification

In-Demand Education Level*

- High School Diploma: 26.6%
- Associate Degree: 11.8%
- Bachelor's Degree: 44.3%
- Master's Degree: 6.5%

Not all job postings indicate the required educational attainment level; the percentages indicated may not equal 100 percent.

Top Posting Employers

- McLaren Health Care
- GPAC
- University of Michigan-Flint
- Genesee County
- H&R Block
- Huntington Bancshares
- AutoZone
- Alleviation Enterprise LLC
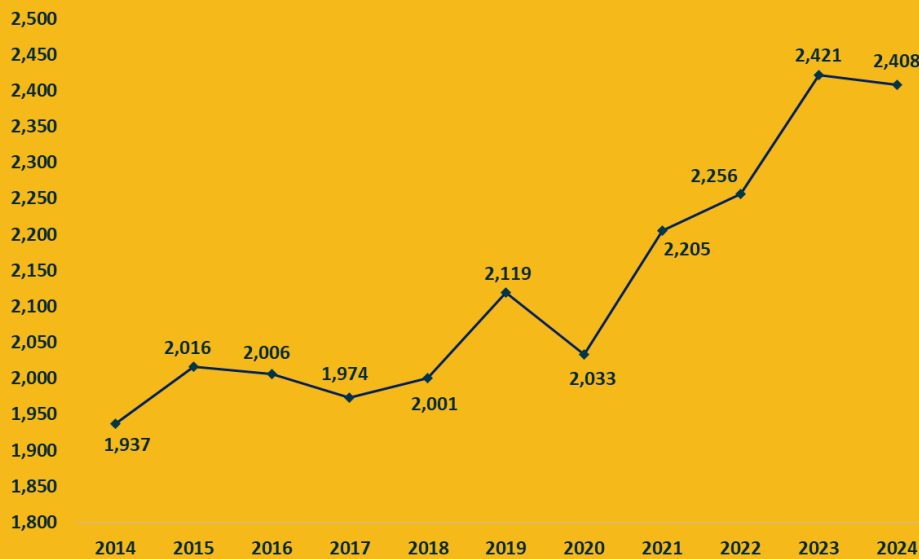- University of Michigan-Flint
- Rxo

Job Postings by City

1. Flint: 1,562 Postings
2. Grand Blanc: 475 Postings
3. Fenton: 308 Postings
4. Burton: 177 Postings
5. Owosso: 174 Postings
6. Davison: 139 Postings
7. Swartz Creek: 80 Postings
8. Flushing: 66 Postings
9. Durand: 45 Postings
10. Perry: 41 Postings

2024

GENESEE SHIAWASSEE

ENGINEERING AND DESIGN OCCUPATION GROUP

Jobs in the manufacturing industry can range from assembly and production, skilled trades and technicians, designers and engineers, and even computer-related occupations such as software development. Demand for engineers in the region has been consistent, and employment has been growing quickly. There are about 8,500 openings annually for engineers in southeast Michigan.

Employment Over Time 2014-2024

Year	Value
2014	1,937
2015	2,016
2016	2,006
2017	1,974
2018	2,001
2019	2,119
2020	2,033
2021	2,205
2022	2,256
2023	2,421
2024	2,408

13 Engineering & Design Workers

0.6% decrease from 2023

Engineering and Design Worker Demographics

According to 2024 Lightcast data, the 2,408 workers in the Engineering and Design group are not particularly diverse. Just 6.4 percent of the related workforce is under 25, likely due to the consistently high educational requirements. Female workers account for 15.3 percent of the current workforce and only 18.5 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

15.3% Female

84.7% Male
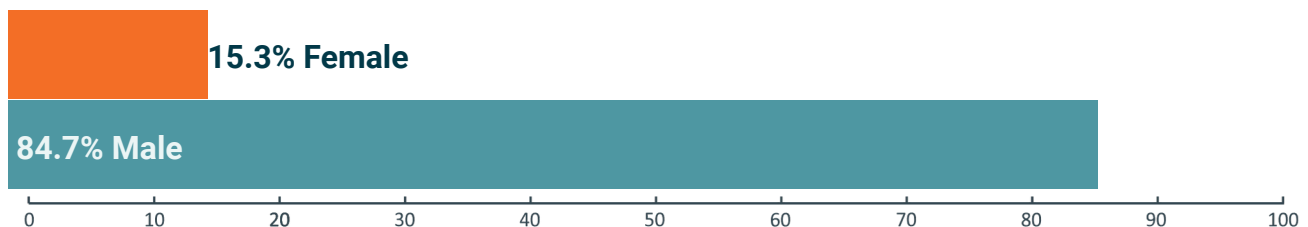
Race and Ethnicity Demographics

81.5% White | 6.8% Asian | 6.9% Black or African-American

Worker Age Demographics

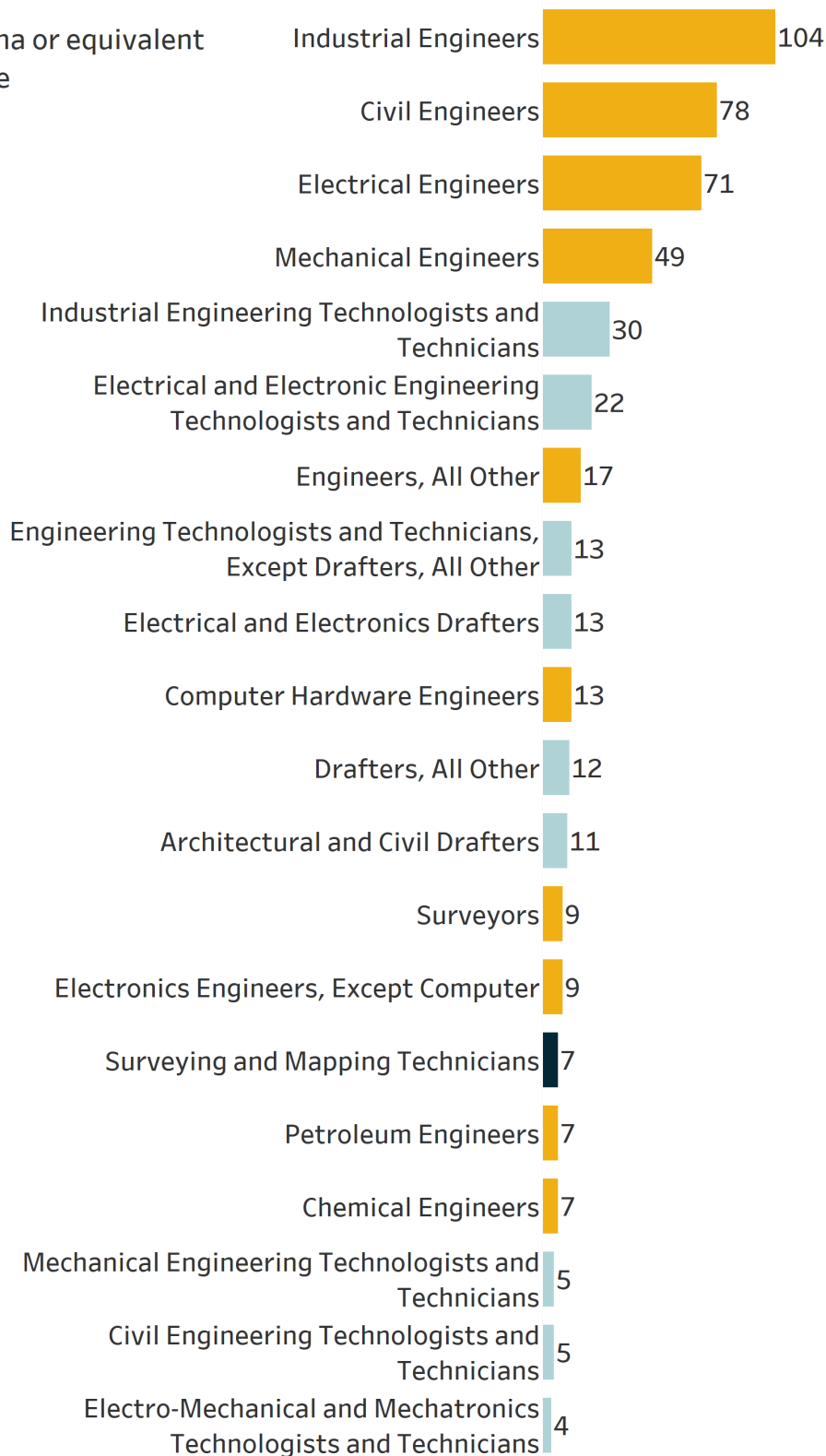| Age 14-24 6.4% | Age 25-54 68.1% | Age 55+ 25.4% |

ENGINEERING AND DESIGN OCCUPATION GROUP

Top Posted Jobs

Industrial Engineers was the highest in-demand Engineering and Design occupation during 2024, with 104 postings. Civil Engineers were also in high demand with 78 postings, putting its demand second highest within the occupation group. Six of the top ten in-demand occupations typically require a Bachelor's degree, indicating the importance of higher education as a requirement to enter this occupation group.

- High school diploma or equivalent
- Associate's degree
- Bachelor's degree

Occupation	Postings
Industrial Engineers	104
Civil Engineers	78
Electrical Engineers	71
Mechanical Engineers	49
Industrial Engineering Technologists and Technicians	30
Electrical and Electronic Engineering Technologists and Technicians	22
Engineers, All Other	17
Engineering Technologists and Technicians, Except Drafters, All Other	13
Electrical and Electronics Drafters	13
Computer Hardware Engineers	13
Drafters, All Other	12
Architectural and Civil Drafters	11
Surveyors	9
Electronics Engineers, Except Computer	9
Surveying and Mapping Technicians	7
Petroleum Engineers	7
Chemical Engineers	7
Mechanical Engineering Technologists and Technicians	5
Civil Engineering Technologists and Technicians	5
Electro-Mechanical and Mechatronics Technologists and Technicians	4

ENGINEERING AND DESIGN OCCUPATION GROUP

Wage Overview

Most Engineering and Design related jobs offer high wages, providing a lucrative opportunity to job seekers willing to meet the minimum education requirements related to these jobs. The top posted Engineering and Design job, Industrial Engineers, offers a median hourly wage of $44.85. This reflects an annual salary of approximately $93,288.

Wage Overview for Top Posted Engineering and Design Jobs in 2024

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
17-2112	Industrial Engineers	$31.87	$36.58	$44.85	$55.37	$62.73
17-2051	Civil Engineers	$27.43	$31.16	$39.20	$50.25	$60.79
17-2071	Electrical Engineers	$31.58	$36.60	$46.49	$60.35	$60.47
17-2141	Mechanical Engineers	$30.70	$35.52	$45.25	$56.45	$59.47
17-3026	Industrial Engineering Technologists and Technicians	$22.23	$26.64	$36.83	$37.69	$37.69
17-3023	Electrical and Electronic Engineering Technologists and Technicians	$18.28	$21.98	$28.64	$36.15	$43.87
17-2199	Engineers, All Other	$30.15	$37.37	$45.00	$62.54	$64.08
17-2061	Computer Hardware Engineers	$38.54	$49.81	$58.22	$69.89	$84.50
17-3012	Electrical and Electronics Drafters	Insf. Data	Insf. Data	Insf. Data	Insf. Data	Insf. Data
17-3029	Engineering Technologists and Technicians, Except Drafters, All Other	$14.59	$19.00	$26.60	$32.76	$42.91

In-Demand Technical Skills

- AutoCAD
- Project Management
- Electrical Engineering
- Mechanical Engineering
- Computer-Aided Design

In-Demand Foundational Skills

- Communication
- Problem Solving
- Management
- Planning
- Operations

In-Demand Certifications

- Professional Engineer (PE) License
- CompTIA A+
- Microsoft Certified Professional
- Microsoft Certified Systems Engineer
- Engineer in Training

In-Demand Education Level*

- High School Diploma: 13.7%
- Associate Degree: 12.7%
- Bachelor's Degree: 54.7%
- Master's Degree: 4.2%

Not all job postings indicate the required educational attainment level; the percentages indicated may not equal 100 percent.

Top Posting Employers

- Actalent
- General Motors
- Wade Trim
- GPAC
- Fleis & Vandenbrink
- McLaren Health Care
- Molex
- Miller Industries
- Insight Global
- Gast Manufacturing

Job Postings by City

1. Flint: 334 Postings
2. Grand Blanc: 43 Postings
3. Fenton: 38 Postings
4. Owosso: 30 Postings
5. Burton: 15 Postings
6. Davison: 14 Postings
7. Swartz Creek: 7 Postings
8. Flushing: 5 Postings
9. Grand Blanc Township: 3 Postings
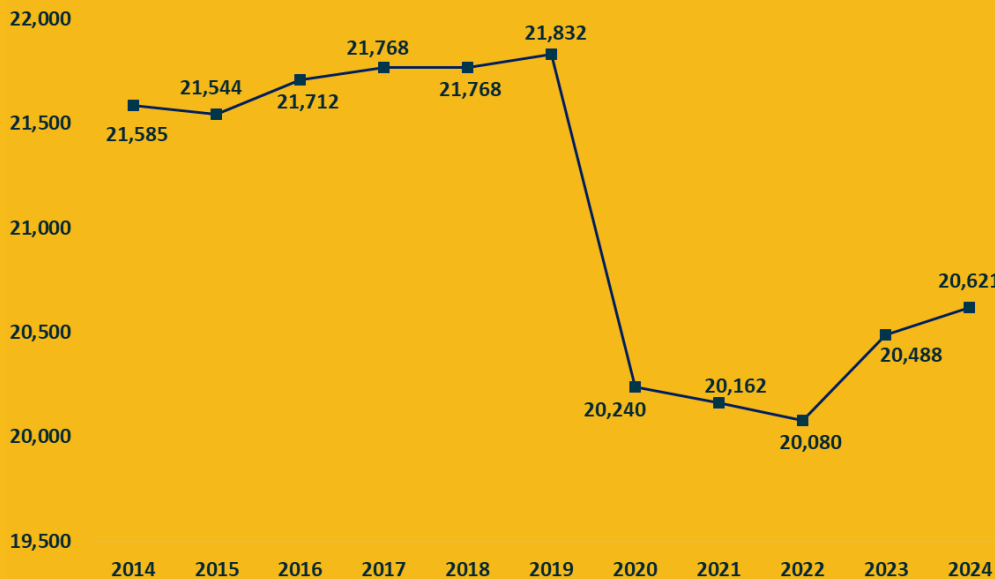10. Corunna: 2 Postings

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 2014-2024

Year	Employment
2014	21,585
2015	21,544
2016	21,712
2017	21,768
2018	21,768
2019	21,832
2020	20,240
2021	20,162
2022	20,080
2023	20,488
2024	20,621

**133
Health Care
Workers**

**0.6% increase
from 2023**

Health Care Worker Demographics

According to 2024 Lightcast data, the Health Care occupation group employed 20,621 workers in Genesee and Shiawassee counties, who are overwhelmingly female (80.7 percent) and between the ages of 25 and 54 (69.0 percent), although 21.5 percent of workers are over 54. The healthcare occupation group is primarily White, with 73.8 percent of workers identifying as White, 16.1 percent identifying as Black or African American, and 10.1 percent identifying otherwise.
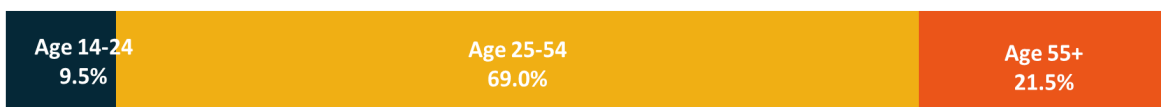
Worker Gender Demographics

80.7% Female

19.3% Male
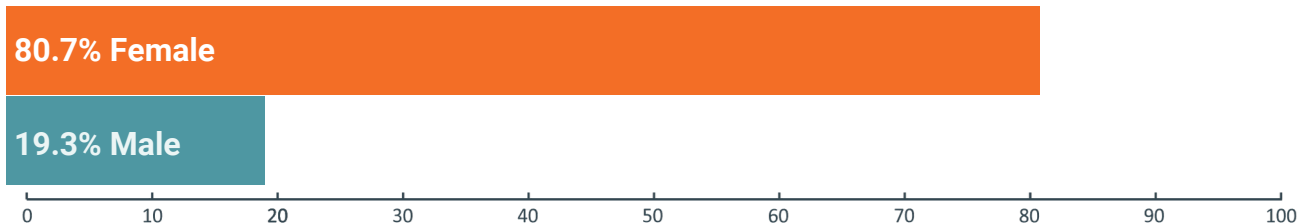
Race and Ethnicity Demographics

73.8% White | 2.9% Hispanic or Latino | 16.1% Black or African-American

Worker Age Demographics

Age 14-24	Age 25-54	Age 55+
9.5%	69.0%	21.5%

Data: Lightcast | Analysis: Workforce Intelligence Network
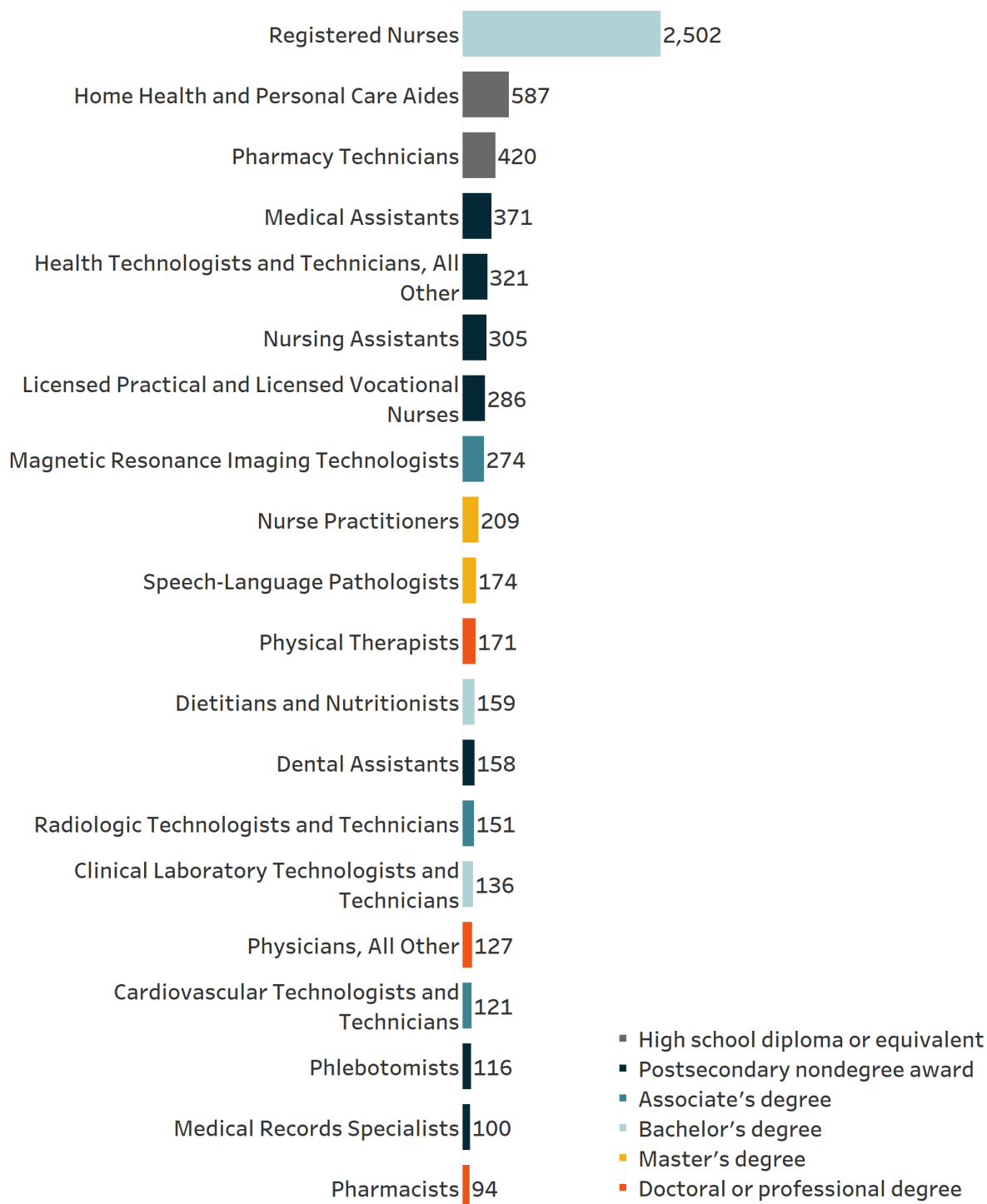
HEALTH CARE OCCUPATION GROUP

Top Posted Jobs

Registered Nurses were by far the highest in-demand Health Care occupation throughout 2024, both in these counties and across the region, with 2,502 postings. Other top posted jobs include Home Health and Personal Care Aides (587 postings), Pharmacy Technicians (420 Postings), Medical Assistants (371 postings), Health Technologists and Technicians, All Other (321 postings), and Nursing Assistants (305 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 only require a High School diploma or equivalent for entry, coupled with short to moderate-term on-the-job training.

Occupation	Postings
Registered Nurses	2,502
Home Health and Personal Care Aides	587
Pharmacy Technicians	420
Medical Assistants	371
Health Technologists and Technicians, All Other	321
Nursing Assistants	305
Licensed Practical and Licensed Vocational Nurses	286
Magnetic Resonance Imaging Technologists	274
Nurse Practitioners	209
Speech-Language Pathologists	174
Physical Therapists	171
Dietitians and Nutritionists	159
Dental Assistants	158
Radiologic Technologists and Technicians	151
Clinical Laboratory Technologists and Technicians	136
Physicians, All Other	127
Cardiovascular Technologists and Technicians	121
Phlebotomists	116
Medical Records Specialists	100
Pharmacists	94

Legend:
- High school diploma or equivalent
- Postsecondary nondegree award
- Associate's degree
- Bachelor's degree
- Master's degree
- Doctoral or professional degree

2024

GENESEE SHIAWASSEE

HEALTH CARE OCCUPATION GROUP

Wage Overview

Wages in the high-demand 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 less than a Bachelor's degree. Most of the top-posted jobs pay over $20.00 per hour. Registered Nurses, the top posted Health Care job, offers a median hourly wage of $40.78 per hour or an annual salary of about $84,822.

Wage Overview for Top Posted Health Care Jobs in 2024

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
29-1141	Registered Nurses	$31.15	$38.03	$40.78	$46.70	$50.81
31-1128	Home Health and Personal Care Aides	$13.01	$13.55	$14.24	$16.40	$18.04
29-2052	Pharmacy Technicians	$14.56	$16.44	$17.48	$21.53	$23.13
31-9092	Medical Assistants	$15.27	$16.72	$17.66	$18.84	$21.71
29-2099	Health Technologists and Technicians, All Other	$16.94	$17.56	$20.49	$24.32	$37.95
31-1131	Nursing Assistants	$15.21	$17.09	$18.42	$20.01	$21.35
29-2061	Licensed Practical and Licensed Vocational Nurses	$24.34	$27.99	$29.56	$32.17	$36.70
29-2035	Magnetic Resonance Imaging Technologists	$19.46	$21.26	$36.54	$38.86	$40.03
29-1171	Nurse Practitioners	$48.14	$50.56	$55.87	$60.74	$65.53
29-1127	Speech-Language Pathologists	$26.83	$31.82	$38.08	$47.15	$49.36

In-Demand Technical Skills

- Nursing
- Medical Records
- Vital Signs
- Nursing Care
- Treatment Planning

In-Demand Foundational Skills

- Communication
- Customer Service
- Leadership
- Interpersonal Communications
- Planning

In-Demand Certifications

- Registered Nurse (RN)
- Basic Life Support (BLS) Certification
- Cardiopulmonary Resuscitation (CPR) Certification
- Valid Driver's License
- Licensed Practical Nurse (LPN)

In-Demand Education Level*

- High School Diploma: 24.6%
- Associate Degree: 16.7%
- Bachelor's Degree: 11.5%
- Master's Degree: 5.1%

Not all job postings indicate the required educational attainment level; the percentages indicated may not equal 100 percent.

Top Posting Employers

- McLaren Health Care
- Ascension
- Henry Ford Health
- Mclaren Flint
- Care New England Health System
- Agency Insight
- Walmart
- Walgreens Boots Alliance
- DaVita
- Aya Healthcare

Job Postings by City

1. Flint: 3,669 Postings
2. Grand Blanc: 1,935 Postings
3. Owosso: 652 Postings
4. Fenton: 417 Postings
5. Davison: 345 Postings
6. Burton: 220 Postings
7. Linden: 107 Postings
8. Flushing: 96 Postings
9. Swartz Creek: 81 Postings
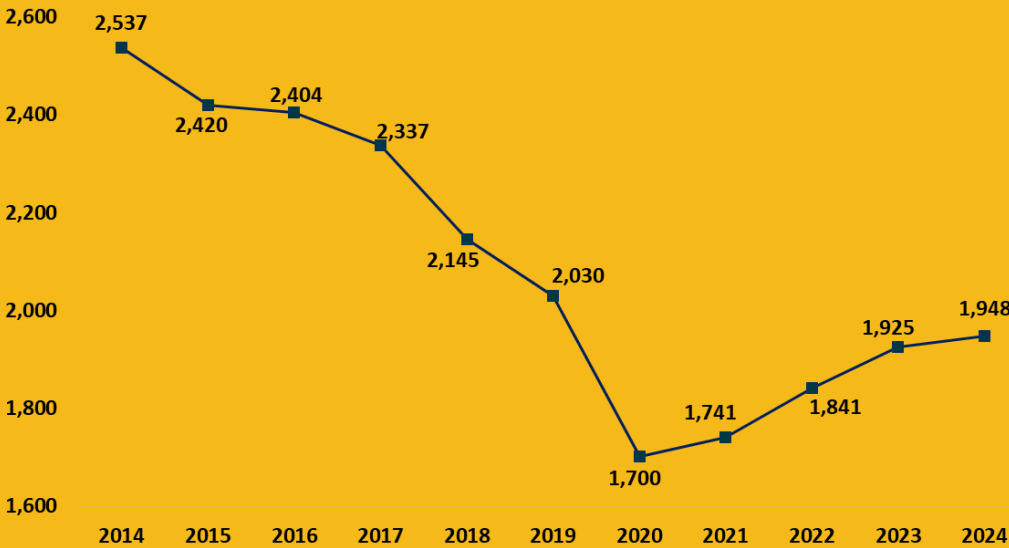10. Mount Morris: 68 Postings

2024 INFORMATION TECHNOLOGY OCCUPATION GROUP

GENESEE SHIAWASSEE

Information Technology (IT) jobs include occupations that are associated with entry-level, technical, and professional careers related to the design, development, support and management of hardware, software, multimedia, and systems integration services. While the Information Technology group does not currently employ as many individuals as the other groups here, it is quickly growing, and about 7,000 job openings are reported annually.

Employment Over Time 2014-2024

Year	Employment
2014	2,537
2015	2,420
2016	2,404
2017	2,337
2018	2,145
2019	2,030
2020	1,700
2021	1,741
2022	1,841
2023	1,925
2024	1,948

23 Information Technology Workers

1.2% increase from 2023

Information Technology Worker Demographics

According to 2024 Lightcast data, Genesee and Shiawassee counties have 1,948 IT workers who are primarily male (71.7 percent). Roughly 75.9 percent of the workforce is between the ages of 25 and 54. Workers aged 55 years and older account for 16.7 percent, while only 7.1 percent are 24 years old or younger. Around 79.1 percent of the workforce identify as White, with workers who identify as Black or African American making up 7.9 percent of the workforce.

Worker Gender Demographics

28.3% Female
71.7% Male
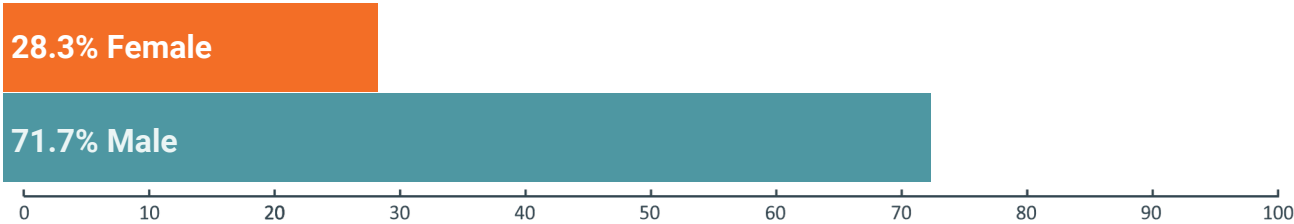
Race and Ethnicity Demographics

79.1% White | 8.0% Asian | 7.9% Black or African-American

Worker Age Demographics

Age 14-24 7.1% | Age 25-54 75.9% | Age 55+ 16.7%

Data: Lightcast | Analysis: Workforce Intelligence Network
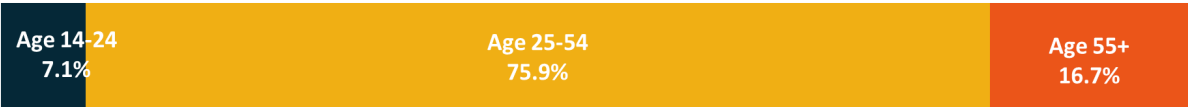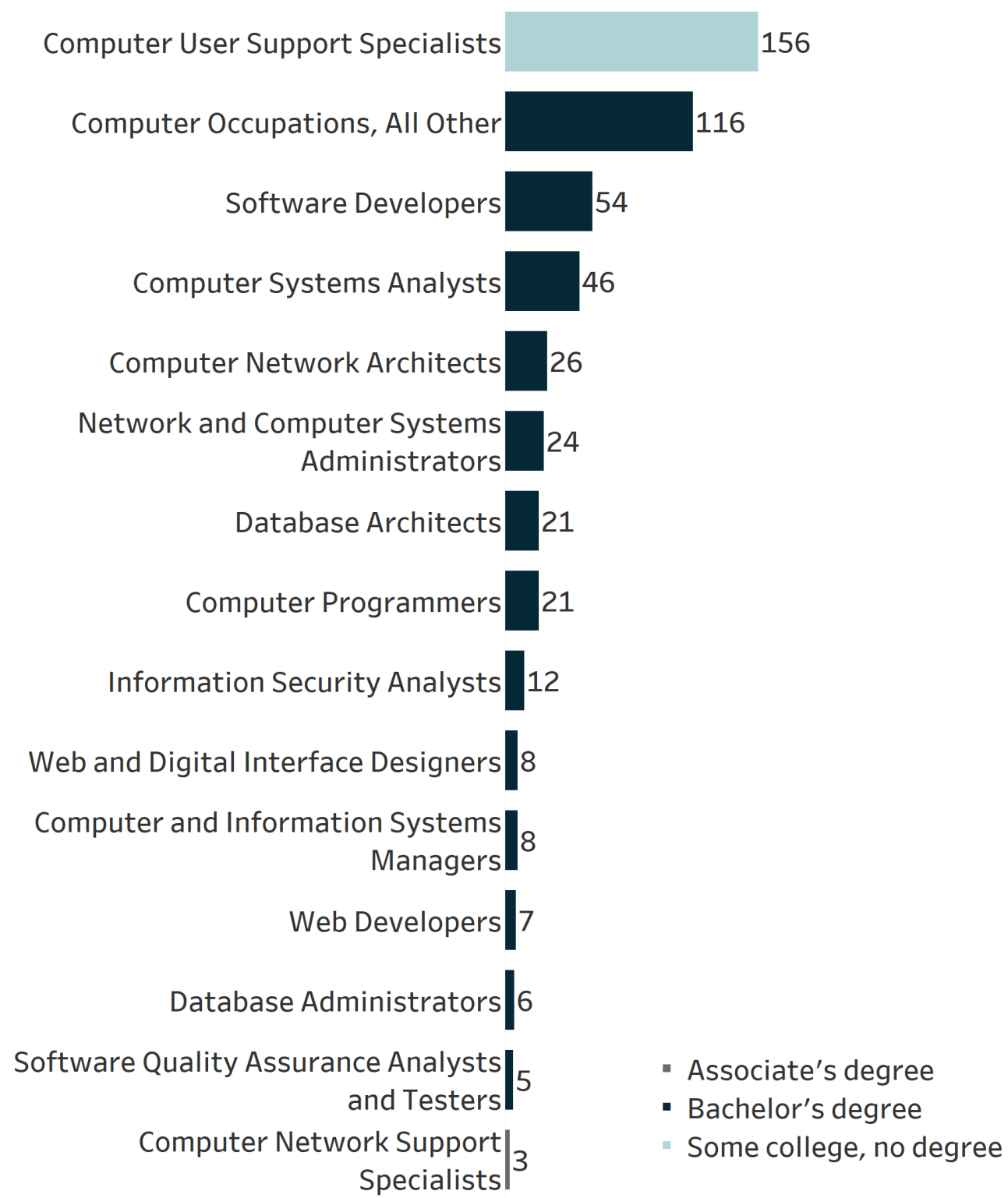
INFORMATION TECHNOLOGY OCCUPATION GROUP

Top Posted Jobs

In 2024, there were 513 postings for IT workers in Genesee and Shiawassee counties. Computer User Support Specialists was the most in-demand occupation with 156 postings, closely followed by Computer Occupations, All Other, with 116 postings. Software Developers was also in high demand with 54 postings. Although the top IT jobs generally require a Bachelor's degree, Computer User Support Specialists typically require some college, but no degree.

Occupation	Postings
Computer User Support Specialists	156
Computer Occupations, All Other	116
Software Developers	54
Computer Systems Analysts	46
Computer Network Architects	26
Network and Computer Systems Administrators	24
Database Architects	21
Computer Programmers	21
Information Security Analysts	12
Web and Digital Interface Designers	8
Computer and Information Systems Managers	8
Web Developers	7
Database Administrators	6
Software Quality Assurance Analysts and Testers	5
Computer Network Support Specialists	3

- Associate's degree
- Bachelor's degree
- Some college, no degree

19

INFORMATION TECHNOLOGY OCCUPATION GROUP
Wage Overview

In-demand IT occupations provide high wages, even for those at entry-level and with fewer credentials. Computer User Support Specialists, the top in-demand occupation, offers a median hourly wage of $ $25.76 per hour or $53,581 per year. Computer and Information Systems Managersearn the highest median wage at $65.24 per hour or nearly $135,699 per year. Other occupations that have fewer qualifications, such as Computer Network Support Specialists, earn $32.58 an hour.

Wage Overview for Top Posted Information Technology Jobs in 2024

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
15-1232	Computer User Support Specialists	$15.65	$19.98	$25.76	$31.45	$37.19
15-1299	Computer Occupations, All Other	$20.26	$25.87	$37.14	$52.80	$66.32
15-1252	Software Developers	$30.46	$37.81	$47.89	$59.15	$69.62
15-1211	Computer Systems Analysts	$28.08	$35.37	$44.93	$49.36	$63.43
15-1241	Computer Network Architects	$32.38	$37.55	$46.69	$57.80	$75.93
15-1244	Network and Computer Systems Administrators	$27.56	$32.60	$38.46	$45.18	$52.20
15-1243	Database Architects	$21.96	$37.72	$53.18	$58.71	$71.80
15-1251	Computer Programmers	$22.04	$28.21	$34.22	$39.06	$49.67
15-1212	Information Security Analysts	$19.73	$26.65	$41.84	$52.74	$66.28
11-3021	Computer and Information Systems Managers	$40.56	$48.60	$65.24	$78.99	$98.92

In-Demand Technical Skills

- Computer Science
- Information Systems
- Help Desk Support
- Technical Support
- Auditing

In-Demand Foundational Skills

- Communication
- Management
- Troubleshooting
- Information Technology
- Customer Service

In-Demand Certifications

- CompTIA A+
- CompTIA Network+
- Microsoft Certified Professional
- Project Management Professional Certification
- Valid Driver's License

In-Demand Education Level*

- High School Diploma: 19.3%
- Associate Degree: 27.1%
- Bachelor's Degree: 44.8%
- Master's Degree: 9.7%

Not all job postings indicate the required educational attainment level; the percentages indicated may not equal 100 percent.

Top Posting Employers

- McLaren Health Care
- Trillium Staffing
- University of Michigan-Flint
- Genesee County
- Covenant Eyes
- University of Michigan-Flint
- The Judge Group
- TEKsystems
- Robert Half
- DevCare Solutions

Job Postings by City

1. Flint: 249 Postings
2. Grand Blanc: 144 Postings
3. Owosso: 27 Postings
4. Fenton: 22 Postings
5. Burton: 19 Postings
6. Genesee: 8 Postings
7. Byron: 6 Postings
8. Flushing: 6 Postings
9. Davison: 5 Postings
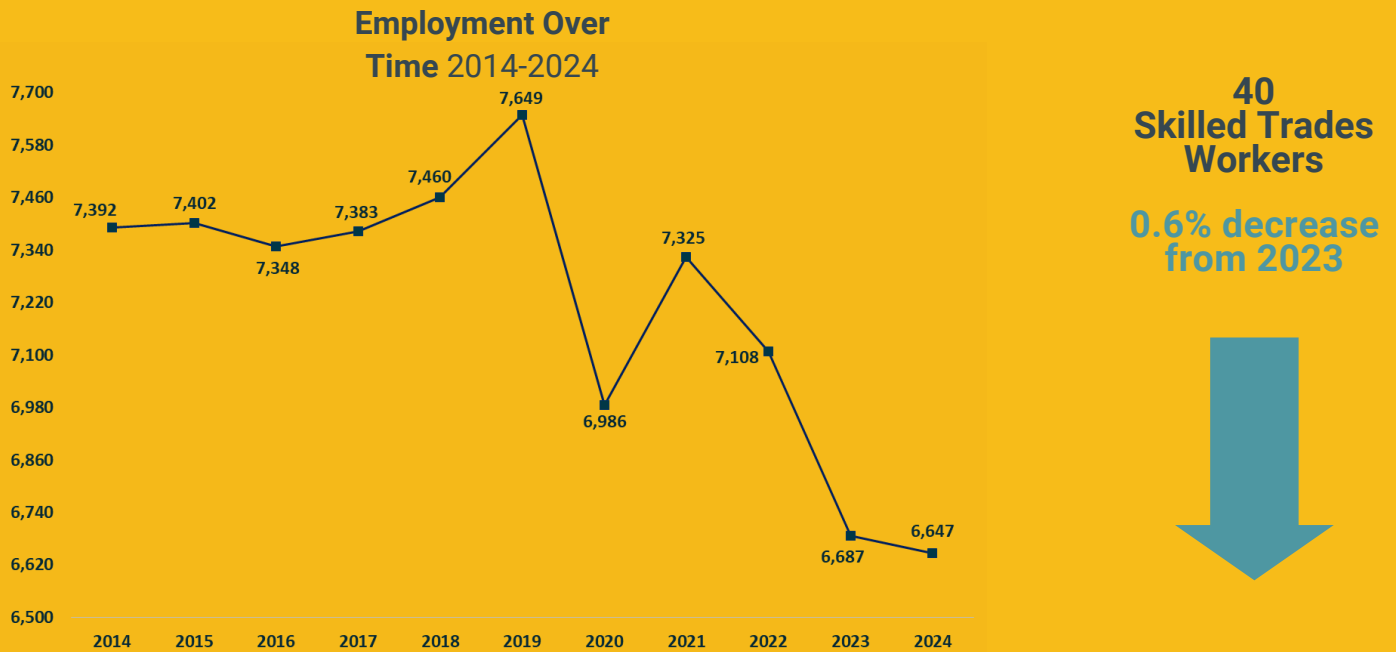10. Swartz Creek: 4 Postings

2024

GENESEE SHIAWASSEE

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 2014-2024

- 2014: 7,392
- 2015: 7,402
- 2016: 7,348
- 2017: 7,383
- 2018: 7,460
- 2019: 7,649
- 2020: 6,986
- 2021: 7,325
- 2022: 7,108
- 2023: 6,687
- 2024: 6,647

40 Skilled Trades Workers

0.6% decrease from 2023

Skilled Trades Worker Demographics

According to 2024 Lightcast data, the Skilled Trades occupation group employed about 6,647 workers in Genesee and Shiawassee counties. The majority of Skilled Trades workers are males (87.8 percent) between the ages of 25 and 54 (65.2 percent). Due to the aging workforce, additional outreach will be necessary as 27.9 percent are 55 years of age or older.

Worker Gender Demographics

12.2% Female

87.8% Male
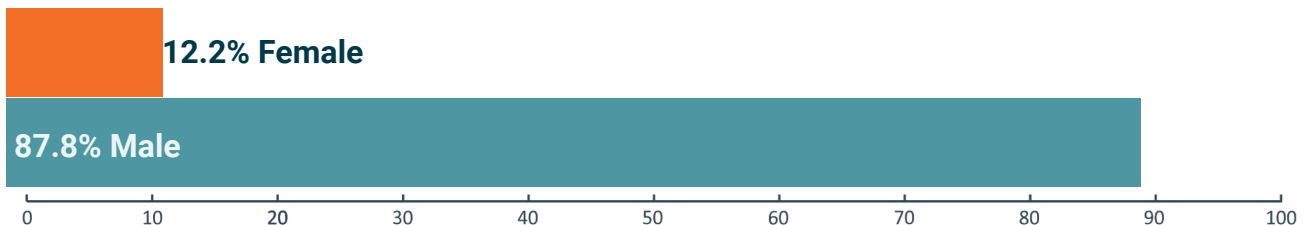
Race and Ethnicity Demographics

81.6% White | 3.8% Hispanic or Latino | 11.3% Black or African-American

Worker Age Demographics

| Age 14-24 6.9% | Age 25-54 65.2% | Age 55+ 27.9% |

Data: Lightcast | Analysis: Workforce Intelligence Network

2024

GENESEE SHIAWASSEE
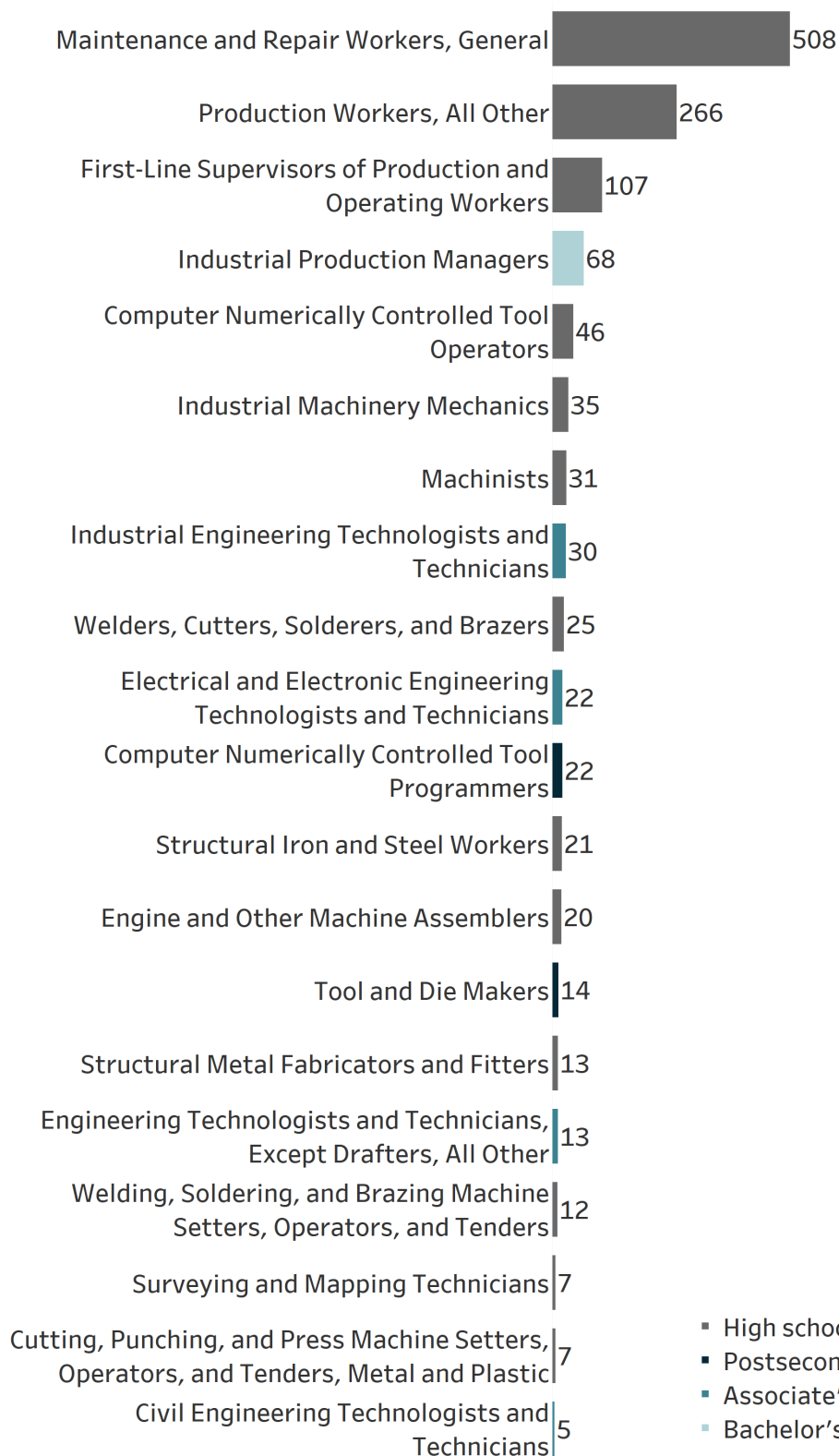
SKILLED TRADES AND TECHNICIANS OCCUPATION GROUP
Top Posted Jobs

Maintenance and Repair Workers, General was the highest in-demand Skilled Trades occupation during 2024, with 508 postings. Production Workers, All Other (266 postings), First-Line Supervisors of Production and Operating Workers (107 postings), Computer Numerically Controlled Tool Operators (46 postings), and Quality Control Systems Managers (38 Postings).

Occupation	Postings
Maintenance and Repair Workers, General	508
Production Workers, All Other	266
First-Line Supervisors of Production and Operating Workers	107
Industrial Production Managers	68
Computer Numerically Controlled Tool Operators	46
Industrial Machinery Mechanics	35
Machinists	31
Industrial Engineering Technologists and Technicians	30
Welders, Cutters, Solderers, and Brazers	25
Electrical and Electronic Engineering Technologists and Technicians	22
Computer Numerically Controlled Tool Programmers	22
Structural Iron and Steel Workers	21
Engine and Other Machine Assemblers	20
Tool and Die Makers	14
Structural Metal Fabricators and Fitters	13
Engineering Technologists and Technicians, Except Drafters, All Other	13
Welding, Soldering, and Brazing Machine Setters, Operators, and Tenders	12
Surveying and Mapping Technicians	7
Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic	7
Civil Engineering Technologists and Technicians	5

- High school diploma or equivalent
- Postsecondary nondegree award
- Associate's degree
- Bachelor's degree

2024

GENESEE SHIAWASSEE

SKILLED TRADES AND TECHNICIANS OCCUPATION GROUP

Wage Overview

Half of the top ten in-demand Skilled Trades occupations have median wages above $27.00 per hour. Maintenance and Repair Workers, General, the top posted skilled trades job in 2024, offers a median hourly wage of $18.94, which translates to an annual salary of about $39,395.

Wage Overview for Top Posted Skilled Trades Jobs in 2024

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
49-9071	Maintenance and Repair Workers, General	$13.66	$16.97	$18.94	$23.33	$29.04
51-9199	Production Workers, All Other	$14.68	$15.84	$16.82	$19.50	$25.26
51-1011	First-Line Supervisors of Production and Operating Workers	$18.35	$22.46	$29.12	$35.91	$43.55
11-3051	Industrial Production Managers	$38.23	$42.45	$49.46	$62.16	$76.86
51-9161	Computer Numerically Controlled Tool Operators	$15.08	$16.50	$19.13	$22.29	$27.59
49-9041	Industrial Machinery Mechanics	$18.60	$22.17	$27.86	$34.59	$39.14
51-4041	Machinists	$16.57	$17.84	$22.21	$35.58	$36.52
17-3026	Industrial Engineering Technologists and Technicians	$22.23	$26.64	$36.83	$37.69	$37.69
51-4121	Welders, Cutters, Solderers, and Brazers	$16.72	$17.86	$20.81	$23.30	$29.81
17-3023	Electrical and Electronic Engineering Technologists and Technicians	$18.28	$21.98	$28.64	$36.15	$43.87

In-Demand Technical Skills

- Plumbing
- HVAC
- Carpentry
- Machinery
- Power Tool Operation

In-Demand Foundational Skills

- Troubleshooting
- Communication
- Operations
- Management
- Problem Solving

In-Demand Certifications

- Valid Driver's License
- HVAC Certification
- EPA 608 Technician Certification
- Commercial Driver's License (CDL)
- Automotive Service Excellence (ASE) Certification

In-Demand Education Level*

- High School Diploma: 36.7%
- Associate Degree: 5.0%
- Bachelor's Degree: 6.5%
- Master's Degree: 0.9%

Not all job postings indicate the required educational attainment level; the percentages indicated may not equal 100 percent.

Top Posting Employers

- Aerotek
- General Motors
- GPAC
- Kelly Services
- Miller Industries
- Girl Friday Associates
- Terex
- Edward Rose & Sons
- Entech Staffing Solutions
- ResourceMFG

Job Postings by City

1. Flint: 572 Postings
2. Fenton: 183 Postings
3. Grand Blanc: 135 Postings
4. Owosso: 90 Postings
5. Davison: 80 Postings
6. Burton: 59 Postings
7. Swartz Creek: 50 Postings
8. Durand: 35 Postings
9. Flushing: 25 Postings
10. Laingsburg: 15 Postings

MAGMA
Michigan Alliance for Greater Mobility Advancement

INDUSTRYINFINITY

MI APPRENTICESHIP

HCA
HEALTH CAREERS ALLIANCE
FOR SOUTHEAST MICHIGAN

ADVANCE MICHIGAN
CENTER FOR APPRENTICESHIP INNOVATION

WIN
WORKFORCE
INTELLIGENCE
NETWORK