

LABOR MARKET REPORT

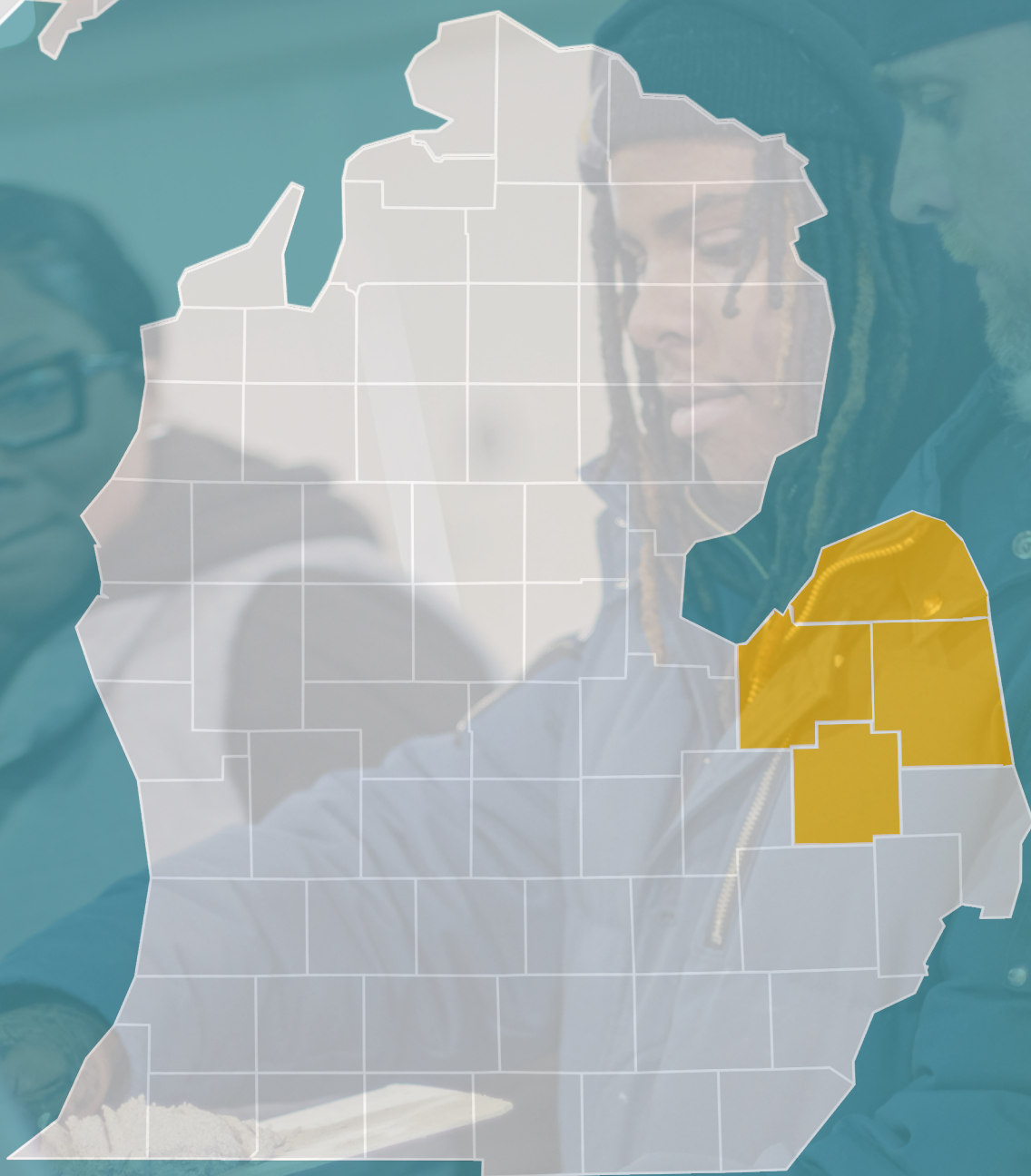
WIN

WORKFORCE
INTELLIGENCE
NETWORK



JAN - DEC
2024

WININTELLIGENCE.ORG



LAPEER, HURON, TUSCOLA & SANILAC COUNTIES

2024

CONTENTS

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

OCCUPATION GROUPS

9 - Business and Finance
12 - Energy
15 - Healthcare
18 - Information Technology
21-Skilled Trades and Technicians

CONNECT

+313.744.2946

info@winintelligence.org

25363 Eureka Rd, Taylor, MI 48180

winintelligence.org

@workforce intelligence network

@win-semich

@workforce intelligence network (WIN)



INTRODUCTION

Lapeer, Huron, Tuscola, & Sanilac 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 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 2024 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.

2024

LAPEER, HURON,
TUSCOLA &
SANILAC

LAPEER, HURON, TUSCOLA, & SANILAC COUNTIES

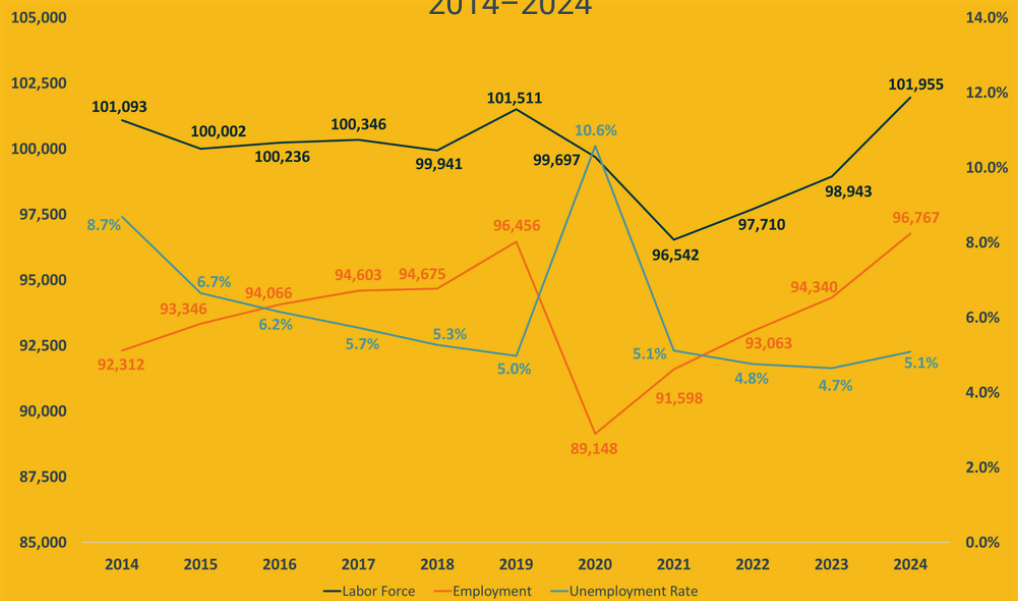
Annual State of the Labor Market

Over the course of CY2024, the labor force gained 3,013 individuals (3.0 percent) while employment increased by 2,427 individuals (2.6 percent) from 2023. Unemployment increased by 586 workers and the unemployment rate increased 0.4 percentage points, to 5.1 percent in 2024. Quarterly postings data shows shifts in hiring and skills demanded. Registered Nurses tops the list as the most demanded occupation in 2024, accounting for 593 job postings followed closely by Retail Salespersons with 358 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 2024, increasing by 3,013 individuals (3.0 percent) from the prior year. Employment increased by 2,427 workers (2.6 percent) over the same period, while unemployment increased by 586 workers (0.4 percent) for a total of 5,189 unemployed workers in 2024. The unemployment rate also increased in 2024 to 5.1 percent.

Annual Labor Force, Employment, Unemployment Rate
2014–2024

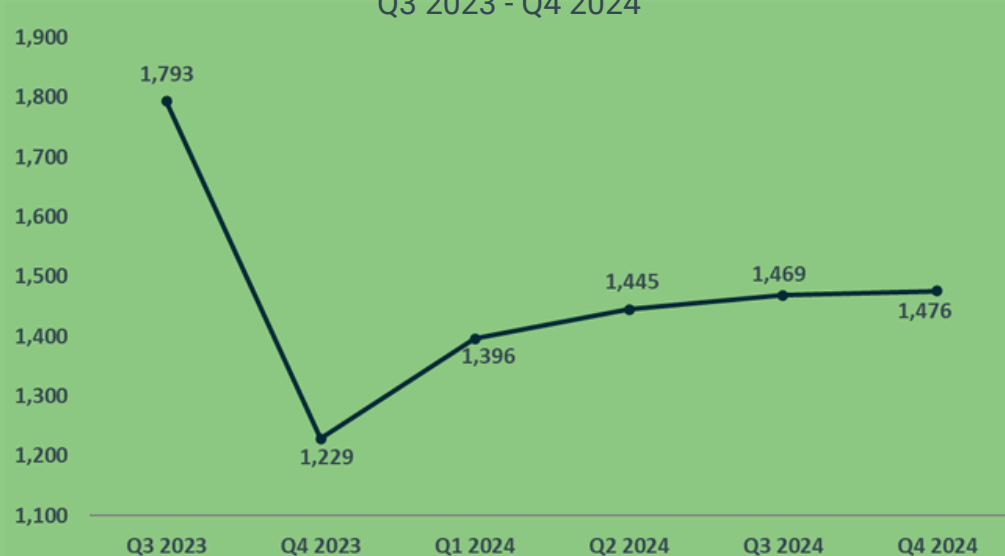


Data: Workforce Intelligence Network

Quarterly Employer Demand Overview

The fourth quarter of 2024 shows that employer demand has increased marginally since the end of Q3 2024. In Q4 2023, there was a monthly average of 1,476 unique postings per month in the Thumb region, an increase of 7 monthly postings from the 1,469 monthly average postings recorded in Q3. The fourth quarter also had the highest recorded average monthly postings in 2024, with an increase of 80 postings (5.7 percent) over Q1 2024.

Average Quarterly Posting Analysis in the Thumb
Q3 2023 - Q4 2024



Data: Workforce Intelligence Network

2024 ANNUAL WORKFORCE INDICATORS

LAPEER, HURON,
TUSCOLA &
SANILAC

Key Findings

14%

Employer demand decreased by 14.0 percent, a loss of 1,312 job postings since 2023

High School Diploma

Most in-demand minimum education level during 2024

In Q4, employment totaled

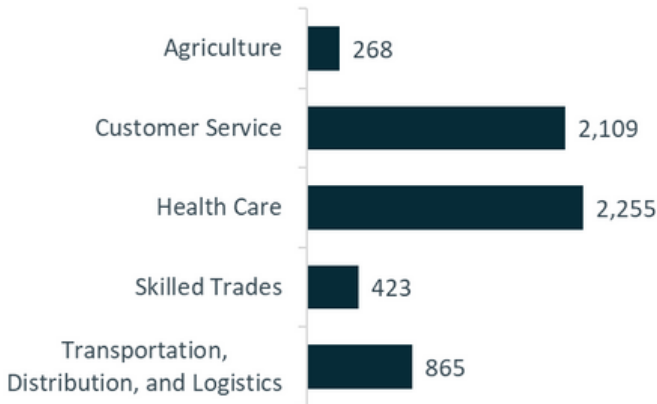
101,442

an increase of 221 workers since Q4 2023

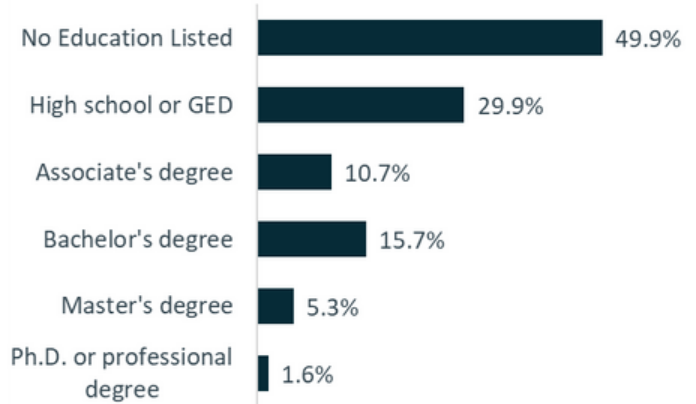
During 2024, there were 8,022 job postings, 1,312 fewer than the 9,334 postings made during 2023 in the Thumb region. The fourth quarter saw the highest demand for the year with 1,476 average monthly postings, a 5.7 percent increase since Q1 2024. The top posted job occupations in 2024 include Registered Nurses, Retail Salespersons, First-Line Supervisors of Retail Sales Workers, Home Health and Personal Care Aides, and Heavy and Tractor-Trailer Truck Drivers. For more information about in-demand job postings, see page 7.

Of the 8,022 unique postings in the Thumb region during 2024, including 2,397 (29.9 percent) which required a High School diploma or equivalent, while 2,114 postings (26.4 percent) required a College degree. An additional 552 postings (6.9 percent) required an advanced degree. The high demand for Customer Service and Health Care jobs in the region drives this high demand for workers with various skill sets.

Top 5 Posting Occupation Groups 2024



Education Levels In-Demand 2024



Through the first three quarters of 2024, 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 103,134 individuals and 97,946 workers respectively, while unemployment fell all the way to 4,922 workers in Q2. The lowest unemployment rate was also achieved in Q3. The unemployment rate at the end of 2024 was 5.1 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 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	100,130	101,098	102,146	103,134	101,442	-1,692	-1.6%	1,312	1.3%
Employment	96,010	95,666	97,224	97,946	96,230	-1,716	-1.8%	221	0.2%
Unemployment	4,120	5,432	4,922	5,188	5,212	24	0.5%	1,092	26.5%
Unemployment Rate	4.1%	5.4%	4.8%	5.0%	5.1%	0.1%	na	1.0%	na

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

2024

LAPEER, HURON,
TUSCOLA &
SANILAC

LABOR FORCE, EMPLOYMENT, AND UNEMPLOYMENT

Despite fluctuations throughout 2024, labor force participation totaled 101,955 individuals, an increase of 3,013 individuals since 2023. Employment is up to 96,767 workers in 2024, an increase of 2,427 workers. Both unemployment and the unemployment rate increased marginally. Unemployment increased to 5,189 workers, while the unemployment rate increased by 0.4 percentage points for a 2024 unemployment rate of 5.1 percent.

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	101,093	100,002	100,236	100,346	99,941	101,511	99,697	96,542	97,710	98,943	101,955	3,013	3.0%
Employment	92,312	93,346	94,066	94,603	94,675	96,456	89,148	91,598	93,063	94,340	96,767	2,427	2.6%
Unemployment	8,781	6,656	6,171	5,743	5,265	5,055	10,550	4,943	4,647	4,603	5,189	586	12.7%
Unemployment Rate	8.7%	6.7%	6.2%	5.7%	5.3%	5.0%	10.6%	5.1%	4.8%	4.7%	5.1%	0.4%	na

Data: Bureau of Labor Statistics

CENSUS 2023 LABOR FORCE DEMOGRAPHICS

During 2023, the most recent census year, there were about 100,426 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, 94,937 individuals (44.4 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 31.7 percent, while females under the age of 25 report an unemployment rate of 25.1 percent. Those job seekers who identify as Native American have a difficult time finding employment, facing an unemployment rate of 9.5 percent.

Civilian Labor Force by Demographic Group				
Demographic Group	Civilian Labor Force	Total Employment	Total Unemployment	Unemployment Rate
Total Population 16 +	100,426	94,937	5,489	5.5%
Sex				
Male 16+	54,869	51,793	3,076	5.6%
16-19	2,201	1,744	457	20.8%
20-24	4,971	4,425	546	11.0%
25-54	32,870	31,420	1,450	4.4%
55-64	11,153	10,619	534	4.8%
65 Plus	3,674	3,585	89	2.4%
Female 16+	45,557	43,144	2,413	5.3%
16-19	2,256	1,966	290	12.9%
20-24	4,347	3,813	534	12.3%
25-54	27,248	26,047	1,201	4.4%
55-64	9,132	8,847	285	3.1%
65 Plus	2,574	2,471	103	4.0%
Race				
White	94,042	89,101	4,941	5.3%
Black / African American	506	486	20	3.9%
Native American	241	218	23	9.5%
Asian	317	292	25	7.9%
Native Hawaiian / Pacific Islander	9	9	0	0.0%
Some Other Race	1,221	1,134	87	7.1%
Two or More Races	4,131	3,763	368	8.9%
Ethnicity				
Hispanic	4,282	3,943	339	7.9%

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

POPULATION DEMOGRAPHICS

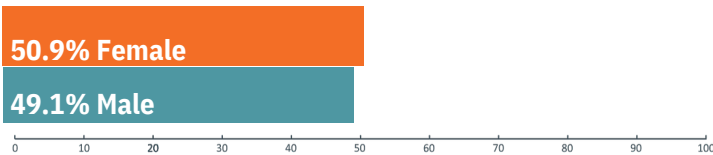
2023 Census Population

According to data from the most recent Census Bureau 2023 ACS Five-Year estimates, the Thumb Region population decreased by about 0.2 percent between 2022 and 2023. During 2023, there were 213,606 people living in the region. The gender of the populace was split evenly, with about 50.9 percent of the population identifying as female and the other 49.1 percent identifying as male. A majority of the population identified as White (89.2 percent) with the second largest number of individuals identifying as Hispanic or Latino (4.0 percent). The region is facing an aging populace; with 37.9 percent of the population over the age of 54, compared to 27.5 percent under the age of 25.

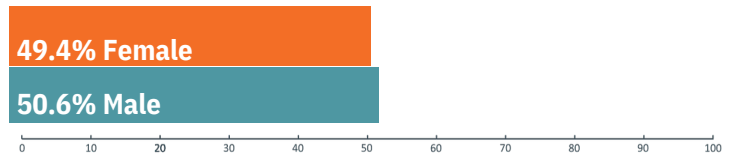
2024 Current Workforce

In 2024, the workforce had a total of 57,771 individuals working in the Thumb Region. A slight majority, 50.6 percent (29,220 workers) were male, while 49.4 percent (28,551 workers) of the workforce was female. Most workers in the county identified as White, accounting for 87.3 percent of the workforce, while Black or African American workers totaled 4.9 percent of the workforce. Those identifying as Hispanic or Latino ethnicity accounted for 4.7 percent. A significant concentration of the workforce in the Thumb Region is between the age of 25 and 54 (60.6 percent), while 24.5 percent of workers are 55 and older.

Population Gender Demographics

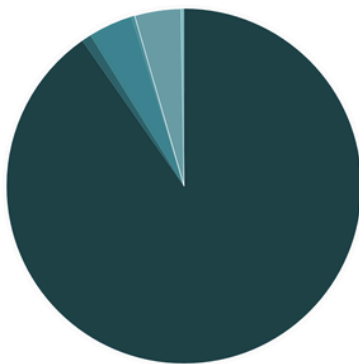


Workforce Gender Demographics



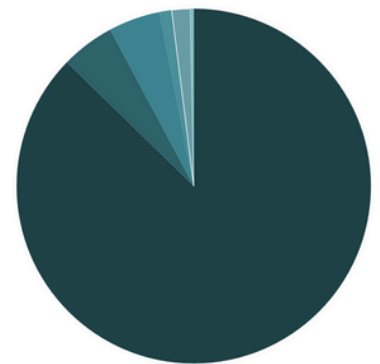
Population Race Demographics

- White, 89.2%
- Black or African American, 0.9%
- Hispanic or Latino, 4.0%
- Asian, 0.3%
- Two or More Races, 4.2%
- American Indian or Alaska Native, 0.2%
- Native Hawaiian or Other Pacific Islander, 0.01%



Workforce Race and Ethnicity Demographics

- White, 87.3%
- Black or African American, 4.9%
- Hispanic or Latino, 4.7%
- Asian, 1.1%
- Two or More Races, 1.7%
- American Indian or Alaska Native, 0.3%
- Native Hawaiian or Other Pacific Islander, N/A



Population Age Demographics



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

Workforce Age Demographics



Data: Lightcast | Analysis: Workforce Intelligence Network

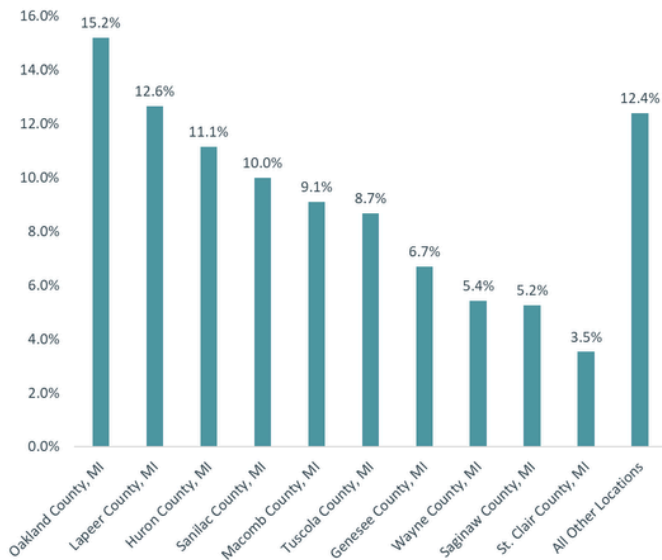
2024

LAPEER, HURON,
TUSCOLA &
SANILAC

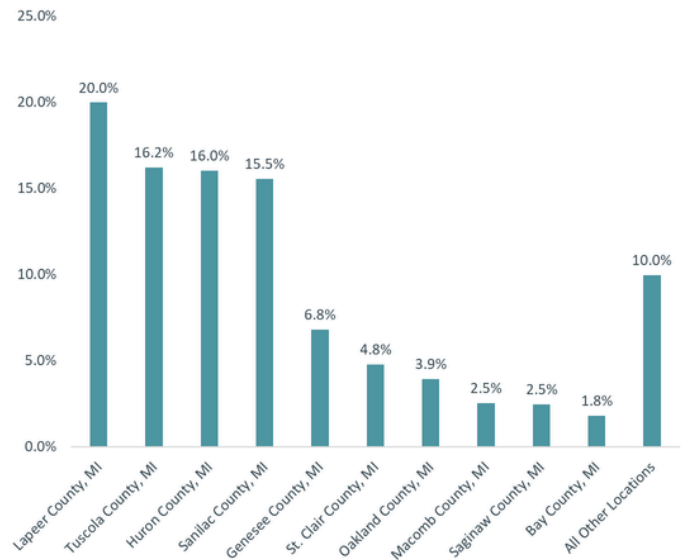
REGIONAL COMMUTING PATTERNS

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

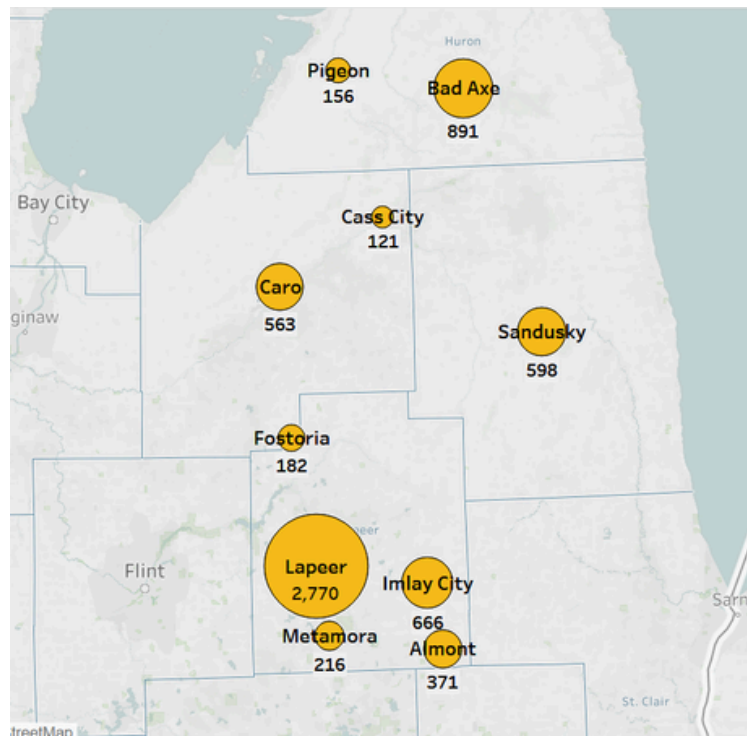


Source: U.S. Census OnTheMap, 2021
Analysis: Workforce Intelligence Network

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

Job Postings by City

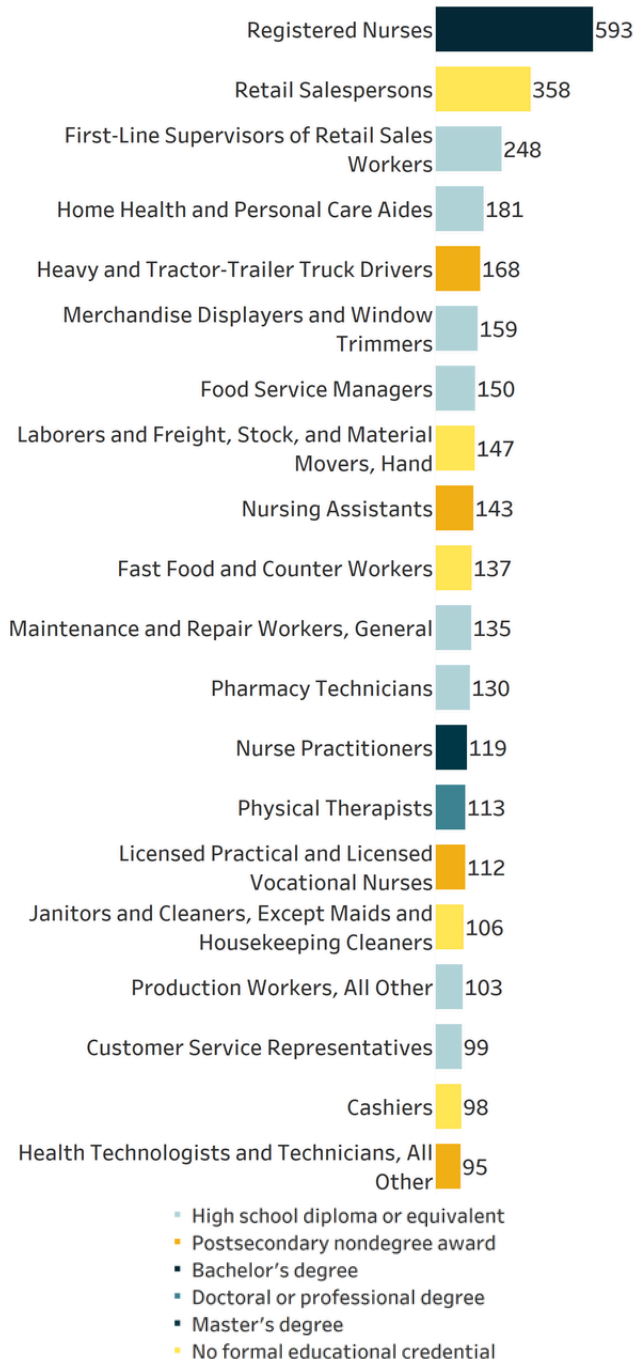
1. Lapeer: 2,770 Postings
2. Bad Axe: 891 Postings
3. Imlay City: 666 Postings
4. Sandusky: 598 Postings
5. Caro: 563 Postings
6. Almont: 371 Postings
7. Metamora: 216 Postings
8. Fostoria: 182 Postings
9. Pigeon: 156 Postings
10. Cass City: 121 Postings



TOP POSTED JOBS

Top Posted Jobs

Registered Nurses is the top posted occupation for 2024 with 593 unique online job postings, and requires a Bachelor's degree for entry. Retail Salespersons (358 postings) and First-Line Supervisors of Retail Sales Workers (248 postings) round out the top three demanded occupations, requiring a No formal educational credential and High School diploma or equivalent, respectively. Among the top 10 in-demand jobs, less than half require a High school diploma or equivalent, while more than half require some level of on-the-job training.



Top Posted Entry-Level Jobs

Entry-level jobs, which usually require zero to two years of previous experience, account for 25.6 percent of postings in Thumb. Less than half of the top ten entry-level occupations require 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 36.1 percent of entry-level postings. Registered Nurses were the top posted entry-level occupation with 334 postings, followed by First-Line Supervisors of Retail Sales Workers with 84 postings.



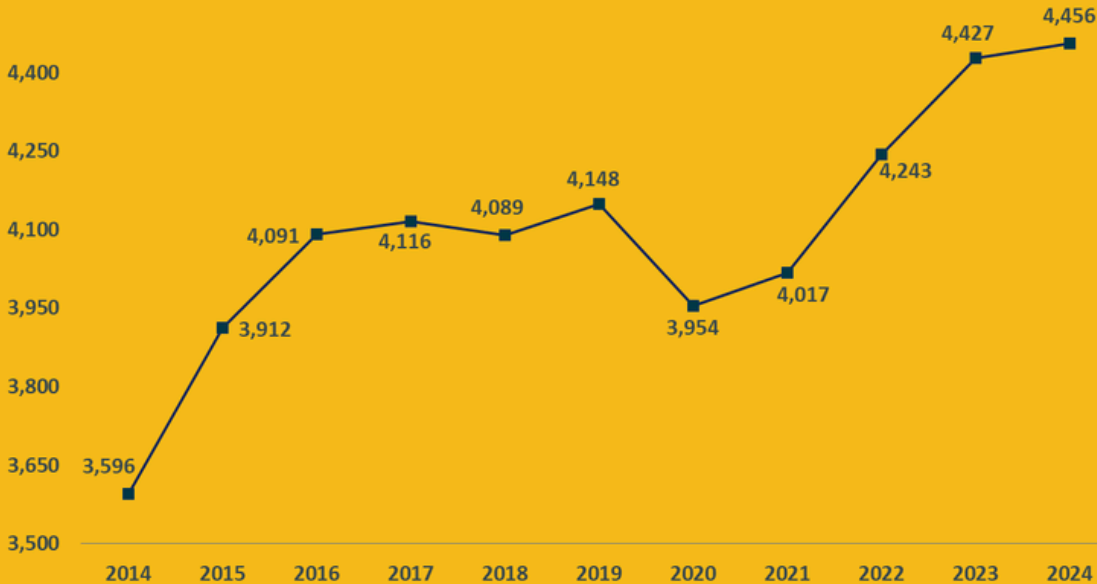
2024

LAPEER, HURON,
TUSCOLA &
SANILAC

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 2014-2024

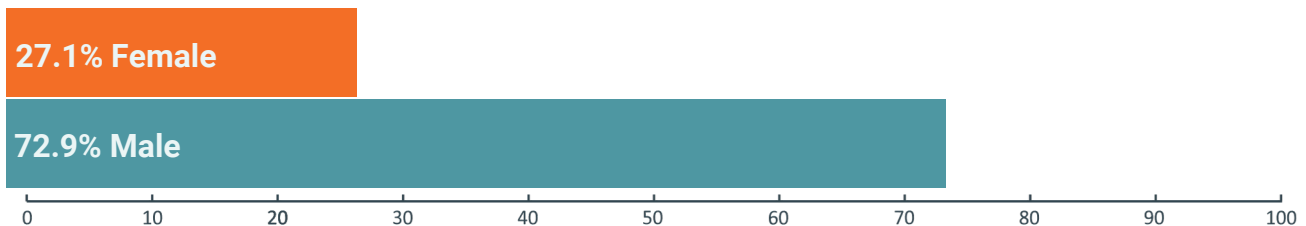


29
Agriculture
Workers
0.7% increase
from 2023

Agriculture Worker Demographics

According to 2024 Lightcast data, the 4,456 workers in the Agriculture group are not particularly diverse. Just 16.6 percent of the related workforce is under 25. Female workers account for 27.1 percent of the current workforce and only 16.2 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

83.8% White | 12.1% Hispanic or Latino | 2.2% Black or African-American

Worker Age Demographics



Data: Lightcast | Analysis: Workforce Intelligence Network

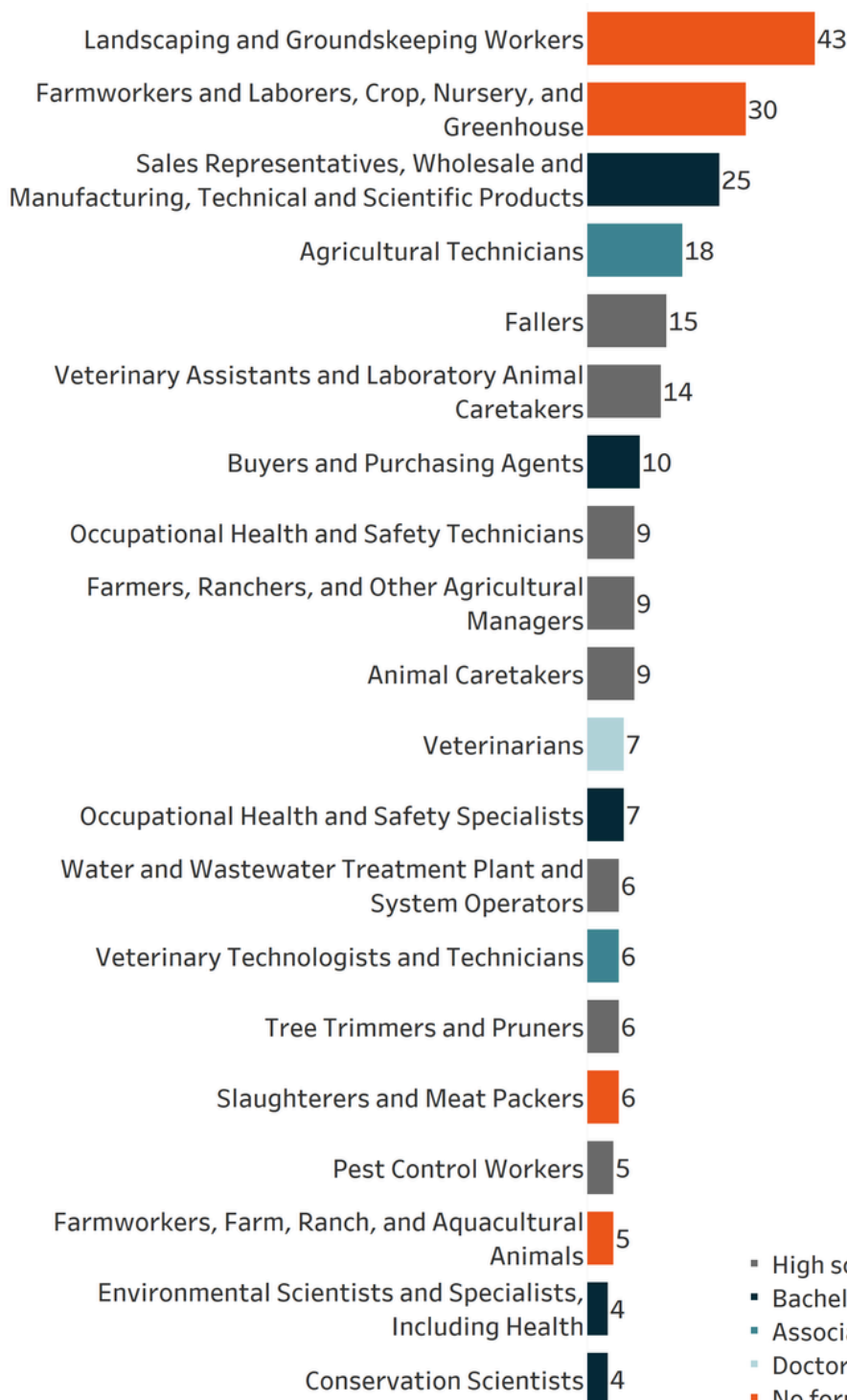
2024

LAPEER, HURON,
TUSCOLA &
SANILAC

AGRICULTURE OCCUPATION GROUP

Top Posted Jobs

In 2024, there were a total of 268 job postings for Agriculture workers, with Landscaping and Groundskeeping Workers as the most sought-after occupation by Agriculture industry employers with 43 postings. Farmworkers and Laborers, Crop, Nursery, and Greenhouse was in the second position with 30 postings. Other top posted jobs include Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (25 postings), Agricultural Technicians (18 postings), and Fallers (15 postings).



- High school diploma or equivalent
- Bachelor's degree
- Associate's degree
- Doctoral or professional degree
- No formal educational credential

2024

LAPEER, HURON,
TUSCOLA &
SANILAC

AGRICULTURE OCCUPATION GROUP

Wage Overview

Wages in the Agriculture field do not necessarily scale with education or experience as seen in other occupations. 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 \$11.46 per hour. Landscaping and Groundskeeping Workers, the top posted Agriculture job, offers a median hourly wage of \$16.75 per hour or an annual salary of about \$34,840.

Wage Overview for Top Posted Agriculture Jobs in 2024

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
37-3011	Landscaping and Groundskeeping Workers	\$13.19	\$14.96	\$16.75	\$20.27	\$23.44
45-2092	Farmworkers and Laborers, Crop, Nursery, and Greenhouse	\$10.10	\$10.95	\$15.01	\$18.57	\$23.06
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	\$23.32	\$33.12	\$47.34	\$65.89	\$82.26
19-4012	Agricultural Technicians	\$13.73	\$15.79	\$18.64	\$27.66	\$38.01
45-4021	Fallers	Insf. Data	Insf. Data	Insf. Data	Insf. Data	Insf. Data
31-9096	Veterinary Assistants and Laboratory Animal Caretakers	\$13.27	\$15.38	\$15.91	\$18.87	\$20.36
13-1028	Buyers and Purchasing Agents	\$19.89	\$24.66	\$31.50	\$39.77	\$48.68
11-9013	Farmers, Ranchers, and Other Agricultural Managers	\$10.10	\$11.56	\$19.58	\$32.61	\$56.92
19-5012	Occupational Health and Safety Technicians	Insf. Data	Insf. Data	Insf. Data	Insf. Data	Insf. Data
39-2021	Animal Caretakers	\$10.53	\$12.20	\$13.46	\$15.01	\$18.59

In-Demand Technical Skills

- Landscaping
- Pruning
- Irrigation (Landscaping And Agriculture)
- Weed Control
- Mowing

In-Demand Education Level*

- High school or GED: 22.0%
- Associate's degree: 4.5%
- Bachelor's degree: 15.7%
- Master's degree: 0.4%

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

In-Demand Foundational Skills

- Communication
- Management
- Customer Service
- Sales
- Operations

Top Posting Employers

- The Davey Tree Expert Company
- State of Michigan
- GPAC
- Michigan Sugar Company
- Kroger
- Flying A Canine Ranch
- Cedar Point
- Sietsema Farms
- The Lodge For Pampered Pets
- Veterinary United

In-Demand Certifications

- Valid Driver's License
- Cardiopulmonary Resuscitation (CPR) Certification
- First Aid Certification
- Commercial Driver's License (CDL)
- Certified Arborist

Job Postings by City

1. Lapeer: 39 Postings
2. Metamora: 30 Postings
3. Attica: 26 Postings
4. Caro: 22 Postings
5. Imlay City: 22 Postings
6. Bad Axe: 13 Postings
7. Cass City: 13 Postings
8. Sandusky: 13 Postings
9. Almont: 12 Postings
10. Owendale: 10 Postings

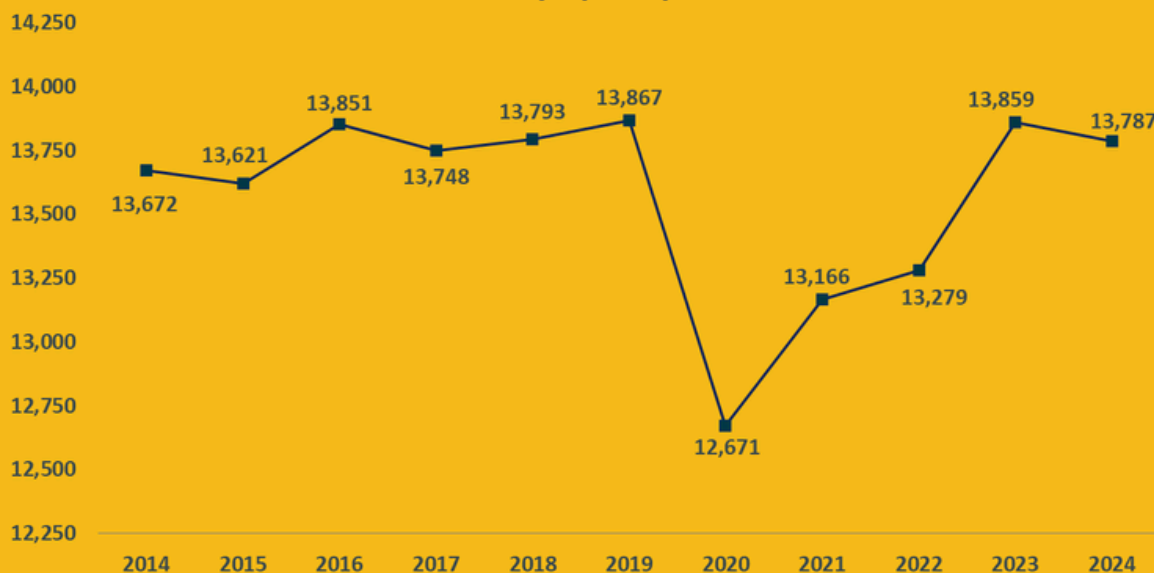
2024

LAPEER, HURON,
TUSCOLA &
SANILAC

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 2014-2024



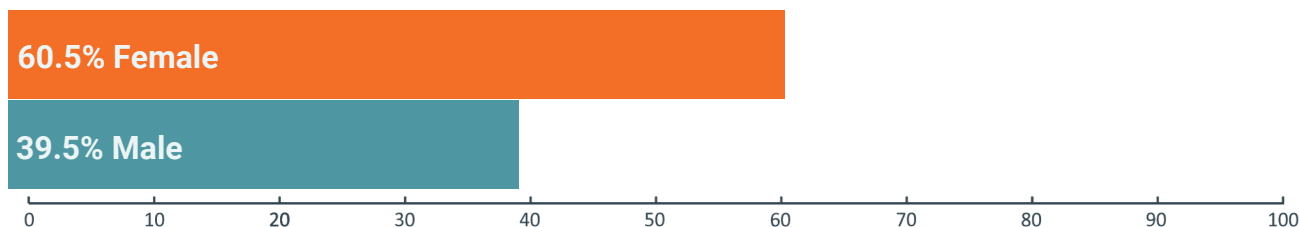
72
Customer Service
Workers

0.5% decrease
from 2023

Customer Service Worker Demographics

In 2024, there were 13,787 workers in the Customer Service occupation group. This group is primarily made up of females (60.5 percent) and between the age of 25 and 54 (49.3 percent), with 39.5 percent of workers identifying as male and just 12.4 percent identifying as a racial minority. Also of note was that 29.1 percent of the workers in the occupation group were under the age of 25, compared to the 21.7 percent 55 years of age or older.

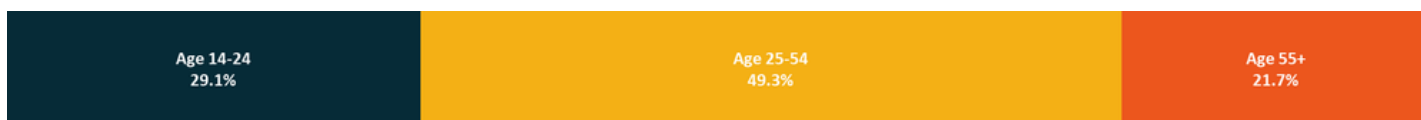
Worker Gender Demographics



Race and Ethnicity Demographics

87.6% White | 4.2% Hispanic or Latino | 5.1% Black or African-American

Worker Age Demographics



Data: Lightcast | Analysis: Workforce Intelligence Network

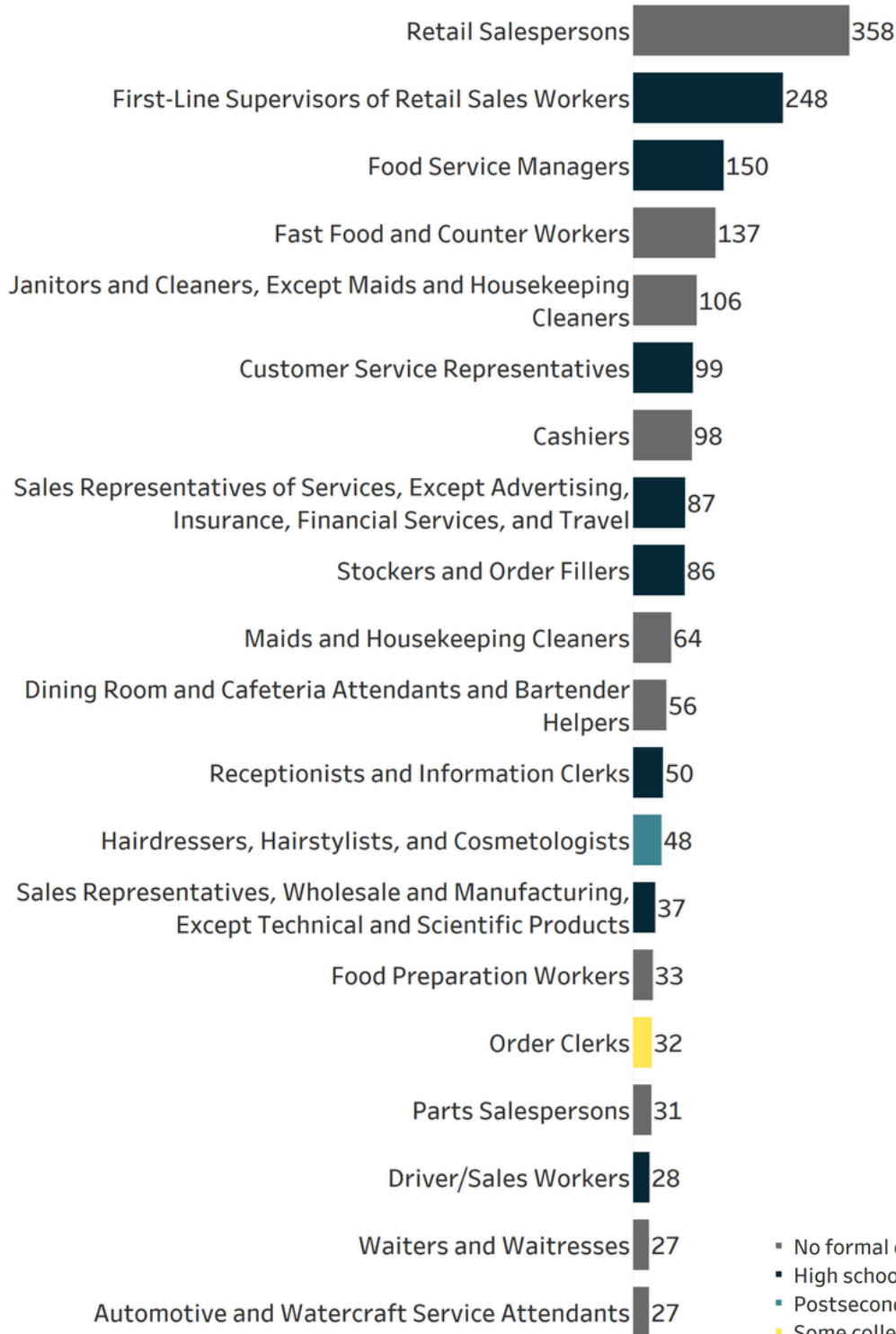
2024

LAPEER, HURON,
TUSCOLA &
SANILAC

CUSTOMER SERVICE OCCUPATION GROUP

Top Posted Jobs

In 2024, there were a total of 2,109 job postings for Customer Service workers, with Retail Salespersons as the most sought-after occupation by Customer Service industry employers with 358 postings. First-Line Supervisors of Retail Sales Workers was in the second position with 248 postings. Other top posted jobs include Food Service Managers (150 postings), Fast Food and Counter Workers (137 postings), and Janitors and Cleaners, Except Maids and Housekeeping Cleaners (106 postings).



- No formal educational credential
- High school diploma or equivalent
- Postsecondary nondegree award
- Some college, no degree

2024

LAPEER, HURON,
TUSCOLA &
SANILAC

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 \$15.39 per hour. Retail Salespersons, the top posted Customer Service job, offers a median hourly wage of \$14.74 per hour or an annual salary of about \$30,659.

Wage Overview for Top Posted Customer Service Jobs in 2024

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
41-2031	Retail Salespersons	\$11.15	\$12.86	\$14.74	\$16.93	\$21.81
41-1011	First-Line Supervisors of Retail Sales Workers	\$13.39	\$16.52	\$20.54	\$25.53	\$32.04
11-9051	Food Service Managers	\$18.68	\$20.97	\$24.19	\$29.90	\$35.87
35-3023	Fast Food and Counter Workers	\$10.41	\$11.64	\$12.85	\$13.52	\$15.69
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$12.39	\$13.54	\$15.39	\$17.23	\$19.76
43-4051	Customer Service Representatives	\$12.85	\$14.75	\$17.69	\$22.04	\$27.53
41-2011	Cashiers	\$10.31	\$11.88	\$12.91	\$14.26	\$15.85
41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	\$16.62	\$21.61	\$30.19	\$41.78	\$60.97
53-7065	Stockers and Order Fillers	\$13.25	\$14.35	\$16.12	\$18.31	\$22.12
37-2012	Maids and Housekeeping Cleaners	\$12.61	\$13.67	\$15.14	\$16.79	\$18.24

In-Demand Technical Skills

- Merchandising
- Cash Register
- General Mathematics
- Cash Handling
- Selling Techniques

In-Demand Foundational Skills

- Customer Service
- Sales
- Communication
- Management
- English Language

In-Demand Certifications

- Valid Driver's License
- Barber License
- ServSafe Certification
- Automotive Service Excellence (ASE) Certification
- Cardiopulmonary Resuscitation (CPR) Certification

In-Demand Education Level*

- High school or GED: 22.0%
- Associate's degree: 4.5%
- Bachelor's degree: 15.7%
- Master's degree: 0.4%

Top Posting Employers

- Walmart
- GPM Investments
- Dollar General
- Kroger
- Meijer
- Taco Bell
- Cedar Point
- AutoZone
- Burger King
- Carrols Corporation

Job Postings by City

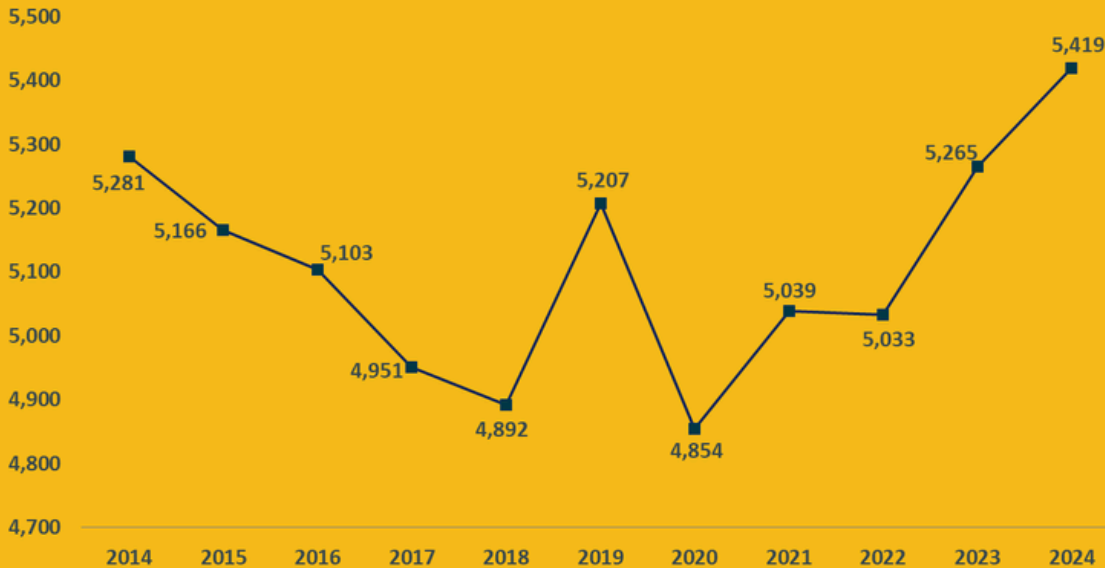
1. Lapeer: 790 Postings
2. Imlay City: 243 Postings
3. Bad Axe: 219 Postings
4. Sandusky: 163 Postings
5. Caro: 145 Postings
6. Almont: 113 Postings
7. Metamora: 36 Postings
8. Marlette: 34 Postings
9. Ubly: 33 Postings
10. Cass City: 31 Postings

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

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

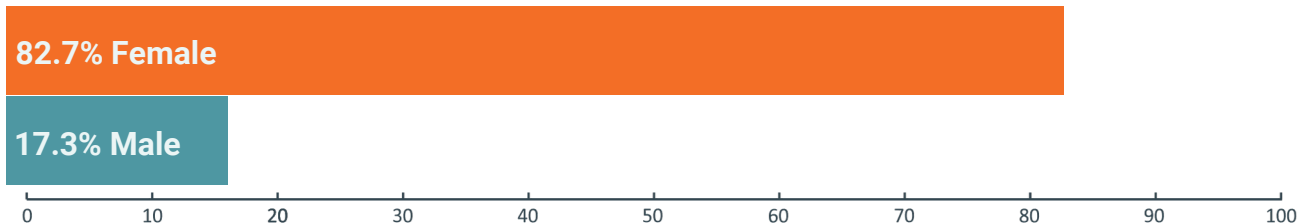


153
Health Care
Workers
2.9% increase
from 2023

Health Care Worker Demographics

According to 2024 Lightcast data, the 5,419 workers in the Health Care group are not particularly diverse. Just 10.5 percent of the related workforce is under 25. Male workers account for just 17.3 percent of the current workforce and only 10.3 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

89.7% White | **2.9% Hispanic or Latino** | **3.2% Black or African-American**

Worker Age Demographics



Data: Lightcast | Analysis: Workforce Intelligence Network

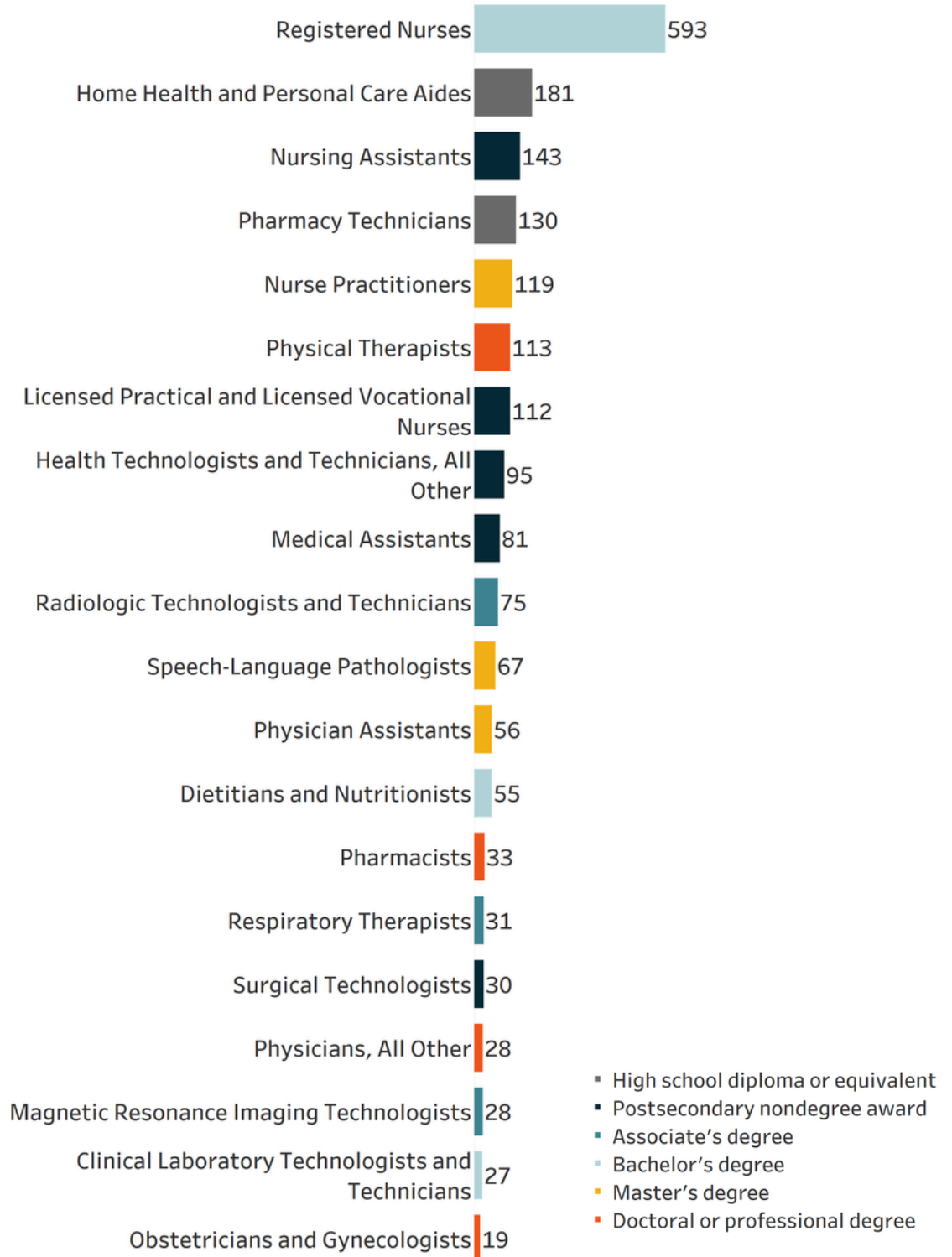
2024

LAPEER, HURON,
TUSCOLA &
SANILAC

HEALTH CARE OCCUPATION GROUP

Top Posted Jobs

In 2024, there were a total of 2,255 job postings for Health Care workers, with Registered Nurses as the most sought-after occupation by Health Care industry employers with 593 postings. Home Health and Personal Care Aides was in the second position with 181 postings. Other top posted jobs include Nursing Assistants (143 postings), Pharmacy Technicians (130 postings), and Nurse Practitioners (119 postings).



2024

LAPEER, HURON,
TUSCOLA &
SANILAC

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, though a high volume of jobs are open to candidates with less than a Bachelor's degree. At least half of the top jobs pay over \$18.83 per hour. Registered Nurses, the top posted Health Care job, offers a median hourly wage of \$39.41 per hour or an annual salary of about \$81,973.

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	\$31.89	\$36.35	\$39.41	\$42.30	\$48.39
31-1128	Home Health and Personal Care Aides	\$10.71	\$12.72	\$14.60	\$17.05	\$19.55
31-1131	Nursing Assistants	\$16.48	\$17.64	\$18.71	\$20.25	\$21.37
29-2052	Pharmacy Technicians	\$14.01	\$15.45	\$16.73	\$19.89	\$21.98
29-1171	Nurse Practitioners	\$45.62	\$48.20	\$52.48	\$57.79	\$61.44
29-1123	Physical Therapists	\$36.59	\$38.68	\$42.46	\$50.59	\$54.99
29-2061	Licensed Practical and Licensed Vocational Nurses	\$23.68	\$26.81	\$29.37	\$32.36	\$35.69
29-2099	Health Technologists and Technicians, All Other	\$16.28	\$17.42	\$18.83	\$26.05	\$34.52
31-9092	Medical Assistants	\$13.77	\$15.78	\$16.94	\$19.00	\$20.00
29-2034	Radiologic Technologists and Technicians	\$25.67	\$28.78	\$31.90	\$35.91	\$39.11

In-Demand Technical Skills

- Nursing
- Nursing Care
- Medical Records
- Vital Signs
- Electronic Medical Record

In-Demand Education Level*

- High school or GED: 27.2%
- Associate's degree: 19.7%
- Bachelor's degree: 14.5%
- Master's degree: 6.0%

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

In-Demand Foundational Skills

- Communication
- Customer Service
- Management
- Leadership
- Professionalism

Top Posting Employers

- McLaren Health Care
- Theoria Medical
- ProMedica
- McLaren Lapeer Region
- Courtney Manor
- Walmart
- McLaren Thumb Region
- Trilogy Health Services
- Scheurer Hospital
- Laurel Healthcare Co

In-Demand Certifications

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

Job Postings by City

1. Lapeer: 798 Postings
2. Bad Axe: 431 Postings
3. Caro: 153 Postings
4. Sandusky: 136 Postings
5. Metamora: 104 Postings
6. Almont: 74 Postings
7. Pigeon: 73 Postings
8. Imlay City: 64 Postings
9. Fostoria: 59 Postings
10. Deckerville: 43 Postings

2024

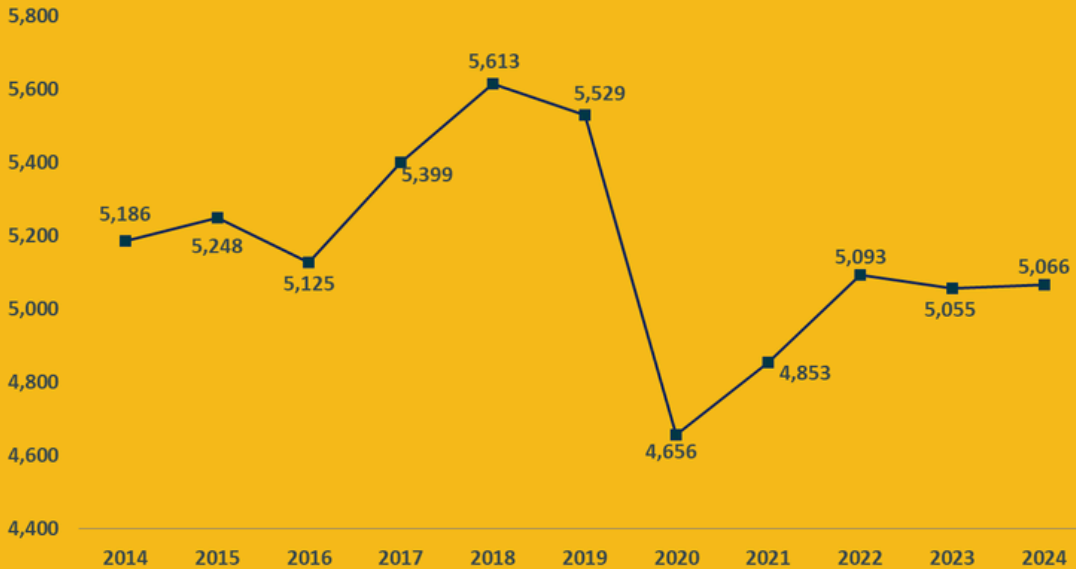
LAPEER, HURON,
TUSCOLA &
SANILAC

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



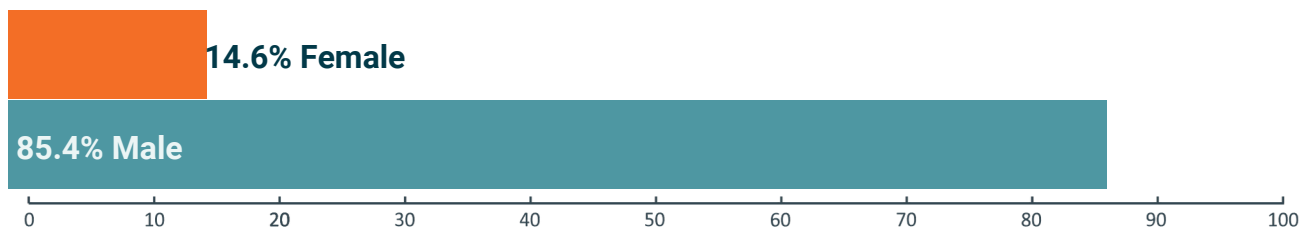
11
Skilled Trades
Workers

0.2% increase
from 2023

Skilled Trades Worker Demographics

In 2024, there were 5,066 workers in the Skilled Trades occupation group. This group is primarily made up of males (85.4 percent) and between the age of 25 and 54 (63.2 percent), with 14.6 percent of workers identifying as female and just 10.9 percent identifying as a racial minority. Also of note was that 7.1 percent of the workers in the occupation group were under the age of 25, compared to the 29.7 percent 55 years of age or older.

Worker Gender Demographics



Race and Ethnicity Demographics

89.1% White | 4.5% Hispanic or Latino | 4.3% Black or African-American

Worker Age Demographics



Data: Lightcast | Analysis: Workforce Intelligence Network

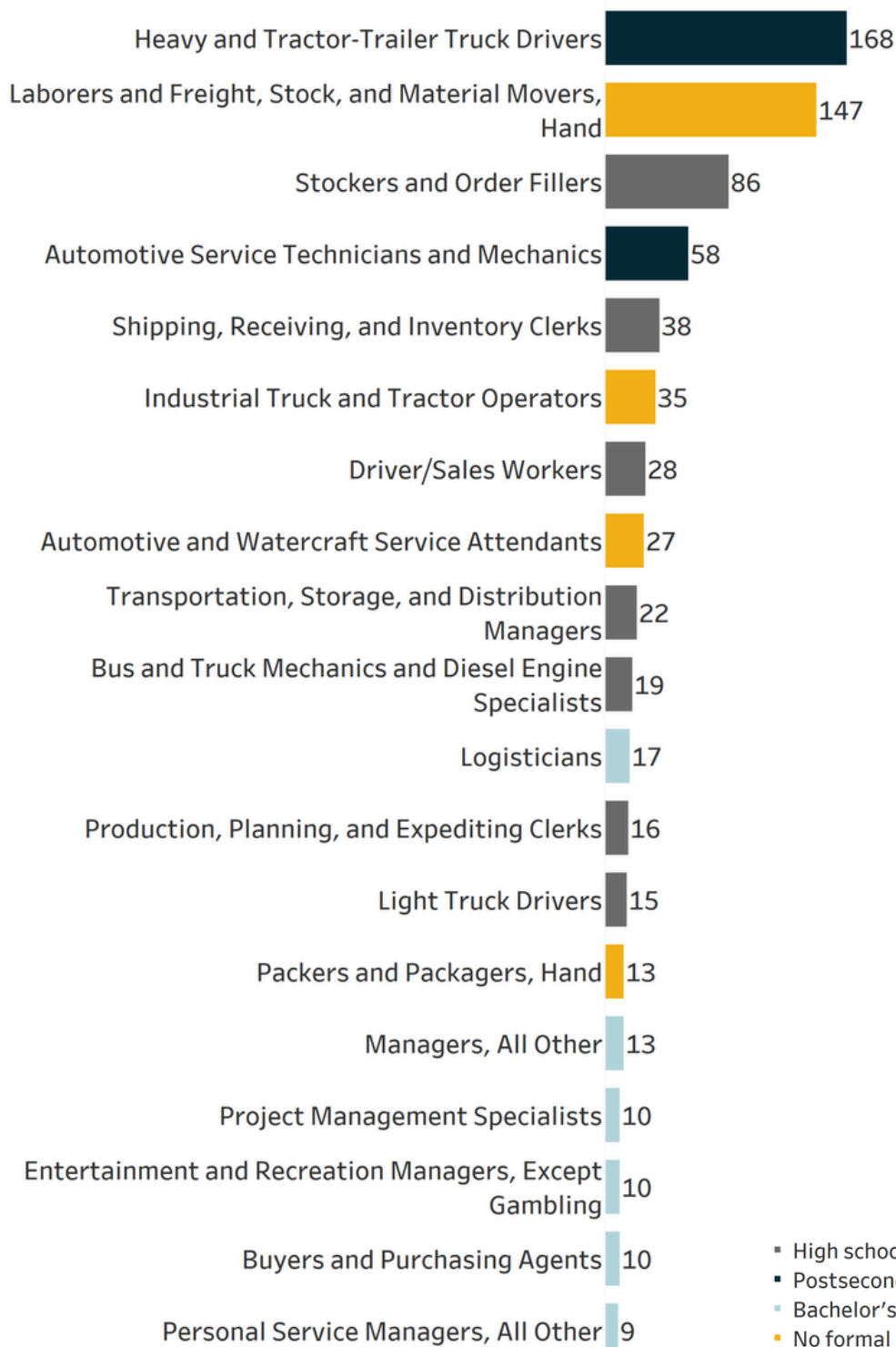
2024

LAPEER, HURON,
TUSCOLA &
SANILAC

SKILLED TRADES AND TECHNICIANS OCCUPATION GROUP

Top Posted Jobs

In 2024, there were a total of 423 job postings for Skilled Trades workers, with Maintenance and Repair Workers, General as the most sought-after occupation by Skilled Trades industry employers with 135 postings. Production Workers, All Other was in the second position with 103 postings. Other top posted jobs include First-Line Supervisors of Production and Operating Workers (49 postings), Machinists (29 postings), and Industrial Production Managers (26 postings).



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

2024

LAPEER, HURON,
TUSCOLA &
SANILAC

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 relatively 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 \$20.15 per hour. Maintenance and Repair Workers, General, the top posted Skilled Trades job, offers a median hourly wage of \$19.76 per hour or an annual salary of about \$41,101.

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	\$13.40	\$16.06	\$19.76	\$24.76	\$28.82
51-9199	Production Workers, All Other	\$13.86	\$14.94	\$16.00	\$17.68	\$21.85
51-1011	First-Line Supervisors of Production and Operating Workers	\$20.43	\$23.03	\$28.69	\$35.26	\$43.43
51-4041	Machinists	\$15.65	\$17.48	\$20.67	\$24.23	\$29.92
11-3051	Industrial Production Managers	\$33.26	\$41.56	\$50.10	\$60.07	\$75.13
51-9161	Computer Numerically Controlled Tool Operators	\$15.11	\$16.38	\$19.40	\$23.33	\$27.31
17-3026	Industrial Engineering Technologists and Technicians	\$20.53	\$21.98	\$26.55	\$33.19	\$37.20
17-3024	Electro-Mechanical and Mechatronics Technologists and Technicians	Insf. Data	Insf. Data	Insf. Data	Insf. Data	Insf. Data
51-4033	Grinding, Lapping, Polishing, and Buffing Machine Tool Setters, Operators, and Tenders, Metal and Plastic	\$14.19	\$16.17	\$19.16	\$21.72	\$25.15
51-4191	Heat Treating Equipment Setters, Operators, and Tenders, Metal and Plastic	\$16.48	\$17.34	\$20.54	\$22.08	\$23.96

In-Demand Technical Skills

- Machinery
- Machine Operation
- Machining
- Hand Tools
- Power Tool Operation

In-Demand Foundational Skills

- Operations
- Communication
- Troubleshooting
- Detail Oriented
- Lifting Ability

In-Demand Certifications

- Valid Driver's License
- Pesticide Applicator License
- Commercial Driver's License (CDL)
- Forklift Certification
- Cardiopulmonary Resuscitation (CPR) Certification

In-Demand Education Level*

- High school or GED: 40.4%
- Associate's degree: 6.6%
- Bachelor's degree: 5.2%
- Master's degree: 1.2%

Top Posting Employers

- Trillium Staffing
- Conagra Brands
- Loc Performance Products
- Delta Faucet Company
- Gale Building Products
- Aerotek
- Express Employment Professionals
- U.s. Tsubaki Power Transmission
- Lapeer Plating And Plastics
- Kamax Lp

Job Postings by City

1. Lapeer, MI: 191 Postings
2. Imlay City, MI: 54 Postings
3. Almont, MI: 36 Postings
4. Sandusky, MI: 27 Postings
5. Elkton, MI: 16 Postings
6. Metamora, MI: 11 Postings
7. Caro, MI: 10 Postings
8. Fostoria, MI: 10 Postings
9. Sebawaing, MI: 9 Postings
10. Pigeon, MI: 8 Postings

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

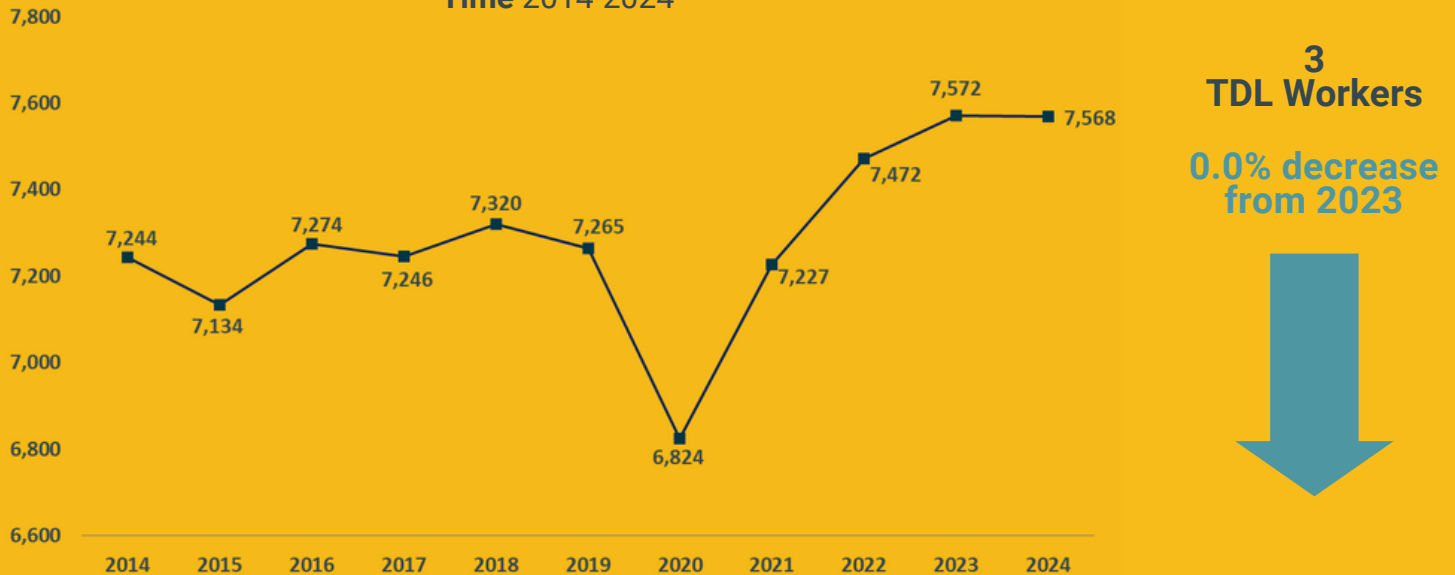
2024

LAPEER, HURON,
TUSCOLA &
SANILAC

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.

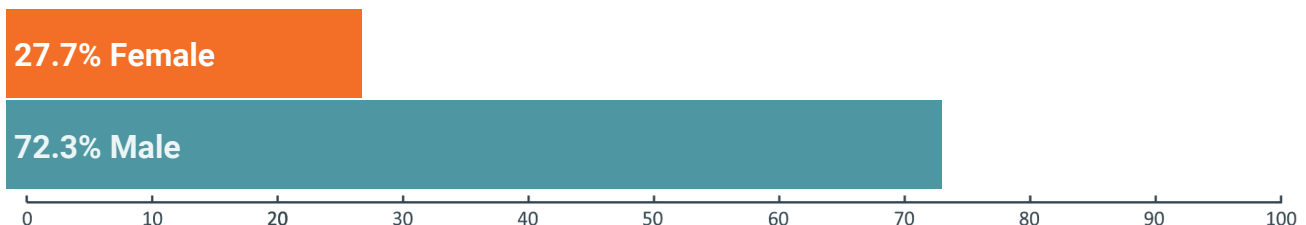
Employment Over
Time 2014-2024



TDL Worker Demographics

In 2024, there were 7,568 workers in the TDL occupation group. This group is primarily made up of males (72.3 percent) and between the age of 25 and 54 (60.6 percent), with 27.7 percent of workers identifying as female and just 13.8 percent identifying as a racial minority. Also of note was that 12.6 percent of the workers in the occupation group were under the age of 25, compared to the 26.9 percent 55 years of age or older.

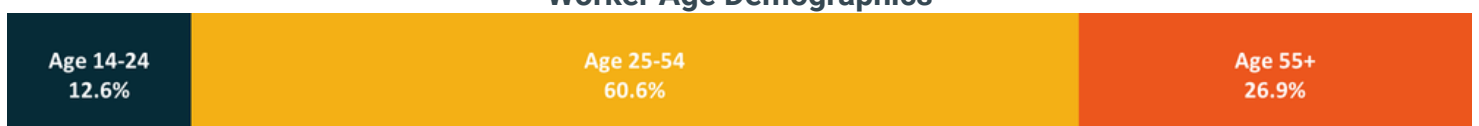
Worker Gender Demographics



Race and Ethnicity Demographics

86.2% White | 4.3% Hispanic or Latino | 6.9% Black or African-American

Worker Age Demographics



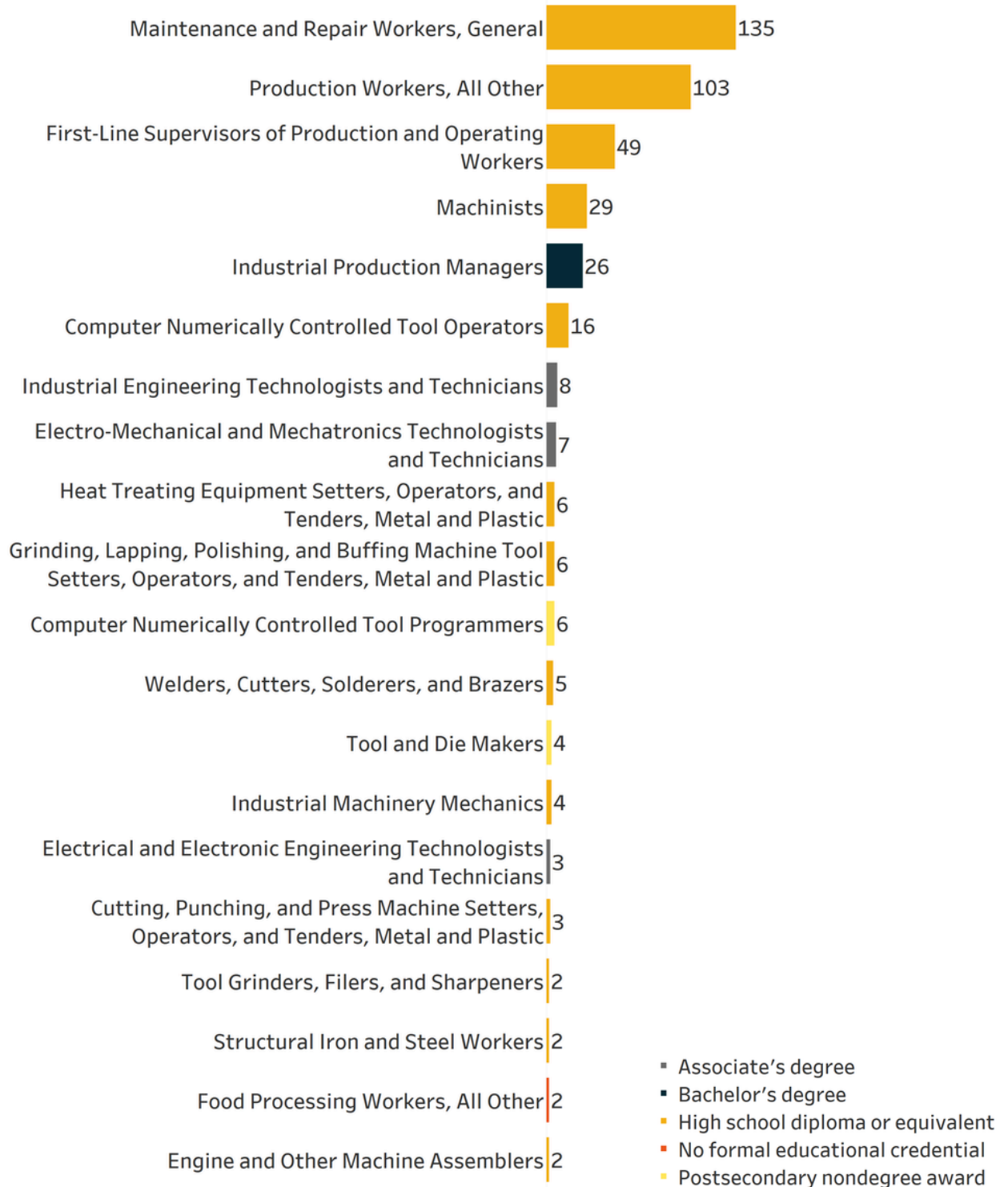
2024

LAPEER, HURON,
TUSCOLA &
SANILAC

TRANSPORTATION, DISTRIBUTION, AND LOGISTICS OCCUPATION GROUP

Top Posted Jobs

In 2024, there were a total of 865 job postings for TDL workers, with Heavy and Tractor-Trailer Truck Drivers as the most sought-after occupation by TDL industry employers with 168 postings. Laborers and Freight, Stock, and Material Movers, Hand was in the second position with 147 postings. Other top posted jobs include Stockers and Order Fillers (86 postings), Automotive Service Technicians and Mechanics (58 postings), and Shipping, Receiving, and Inventory Clerks (38 postings).



2024

LAPEER, HURON,
TUSCOLA &
SANILAC

TRANSPORTATION, DISTRIBUTION, AND LOGISTICS OCCUPATION GROUP

Wage Overview

Wages in the TDL field do not necessarily scale with education or experience as seen in other occupations. The TDL occupation group offers a relatively 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 \$18.62 per hour. Heavy and Tractor-Trailer Truck Drivers, the top posted TDL job, offers a median hourly wage of \$23.01 per hour or an annual salary of about \$47,861.

Wage Overview for Top Posted TDL Jobs in 2024

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
53-3032	Heavy and Tractor-Trailer Truck Drivers	\$16.64	\$20.43	\$23.01	\$27.28	\$32.04
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	\$13.60	\$15.31	\$17.08	\$20.11	\$22.87
53-7065	Stockers and Order Fillers	\$13.25	\$14.35	\$16.12	\$18.31	\$22.12
49-3023	Automotive Service Technicians and Mechanics	\$14.07	\$16.38	\$20.83	\$26.11	\$31.32
43-5071	Shipping, Receiving, and Inventory Clerks	\$14.41	\$15.99	\$18.62	\$21.78	\$25.83
53-7051	Industrial Truck and Tractor Operators	\$16.25	\$17.35	\$20.40	\$25.83	\$27.11
43-4151	Order Clerks	\$14.72	\$16.34	\$18.74	\$22.11	\$25.15
53-3031	Driver/Sales Workers	\$10.51	\$11.98	\$16.39	\$21.56	\$27.10
53-6031	Automotive and Watercraft Service Attendants	\$12.53	\$12.74	\$13.61	\$15.05	\$16.36
11-3071	Transportation, Storage, and Distribution Managers	\$26.38	\$31.96	\$40.21	\$53.48	\$69.30

In-Demand Technical Skills

- Forklift Truck
- Merchandising
- Warehousing
- Machinery
- Palletizing

In-Demand Foundational Skills

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

In-Demand Certifications

- Valid Driver's License
- Commercial Driver's License (CDL)
- CDL Class A License
- Automotive Service Excellence (ASE) Certification
- CDL Class B License

In-Demand Education Level*

- High school or GED: 22.5%
- Associate's degree: 8.9%
- Bachelor's degree: 16.6%
- Master's degree: 1.0%

Top Posting Employers

- Walmart
- Kroger
- Michigan Sugar Company
- Express Employment Professionals
- Gulfside Supply
- Conagra Brands
- Crossmark
- AutoZone
- Aerotek
- Cedar Point

Job Postings by City

1. Lapeer: 227 Postings
2. Imlay City: 107 Postings
3. Sandusky: 104 Postings
4. Bad Axe: 72 Postings
5. Caro: 64 Postings
6. Almont: 58 Postings
7. Fostoria: 50 Postings
8. Sebawaing: 21 Postings
9. Cass City: 17 Postings
10. Metamora: 15 Postings

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



WIN

WORKFORCE INTELLIGENCE NETWORK



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

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