



WIN

**WORKFORCE
INTELLIGENCE
NETWORK**



Research. Engagement. Solutions



LABOR MARKET REPORT LAPEER, HURON, TUSCOLA & SANILAC COUNTIES

January - December 2021

INTRODUCTION

Lapeer, Huron, Tuscola,
& Sanilac Counties

2021



About This Report

The Workforce Intelligence Network for Southeast Michigan (WIN) partnership is a collaboration of Michigan Works! Agencies (MWAs) and 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 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 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. This data is used to provide real-time demand and job posting information for both employers and job seekers. This report analyzes the 2021 labor market information from the Thumb region for the Agriculture, Customer Service, Health Care, Skilled Trades, and Transportation, Distribution, and Logistics (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. For more information about jobseeker resources and our partners, please visit www.micareertraining.org.

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info@winintelligence.org

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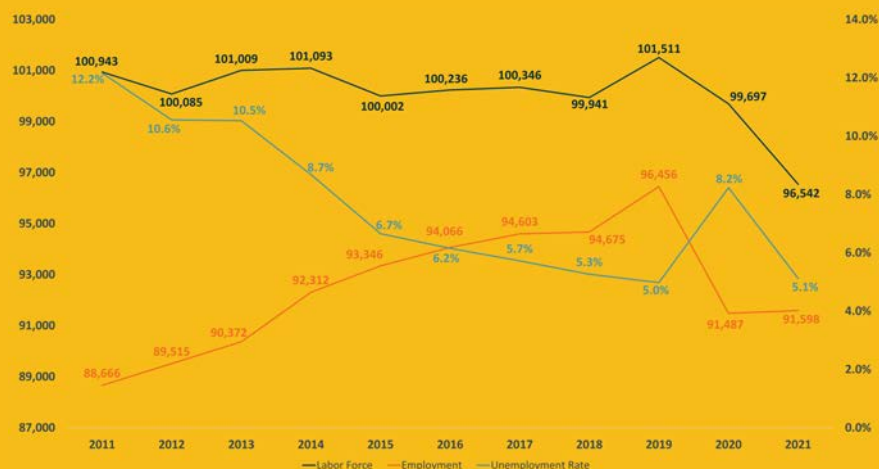
@workforce
intelligence
network (win)

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

The COVID-19 crisis continued to cause major shifts in the labor market this year. In 2021, the labor force declined by 3,156 individuals (3.2 percent) while employment increased by 111 individuals (0.1 percent) from 2020. Unemployment went down by 3,266 workers and the unemployment rate recovered significantly, decreasing 3.1 percentage points from 8.2 percent in 2020 to 5.1 percent in 2021. Monthly postings data shows shifts in hiring and skills demanded as the region continues its recovery. Registered Nurses tops the list as the most demanded occupation in 2021, accounting for 489 job postings followed closely by Retail Salesperson with 436 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 shrunk in 2021, decreasing by 3,156 individuals (3.2 percent) from the prior year. Employment increased by 111 workers (0.1 percent) over the same period, while unemployment decreased by 3,266 workers (39.8 percent) for a total of 4,943 unemployed workers in 2021. The unemployment rate decreased in 2021 to 5.1 percent, a fall of 3.1 percentage points since the 8.2 percent spike in 2020. During the height of the pandemic and shutdown measures in March 2020, the highest monthly unemployment rate occurred in April 2020, with an unemployment rate of 30.4 percent in the Thumb region.

Annual Labor Force, Employment, Unemployment Rate
2011–2021

Data: BLS | Analysis: Workforce Intelligence Network

Quarterly Employer Demand Overview

The fourth quarter of 2021 shows that employer demand has increased since the end of Q3 2021. In Q4 2021, there were 5,683 unique postings in the Thumb region, an increase of 66 postings from the 5,617 postings recorded in Q3. April had the highest recorded postings in 2021 with 1,941 postings, an increase of 525 postings (37.1 percent) since January 2021. The steady increase in the number of online ads is a good indication that employer demand continues to be strong throughout the year.

Monthly Posting Analysis
2021

ANNUAL WORKFORCE INDICATORS

Key Findings

19%

Employer demand
decreased by 19.2
percent, a loss of 1,900
job postings since 2020.

High School Diploma

Most in-demand minimum education
level during 2020.

In Q4 2021, employment totaled

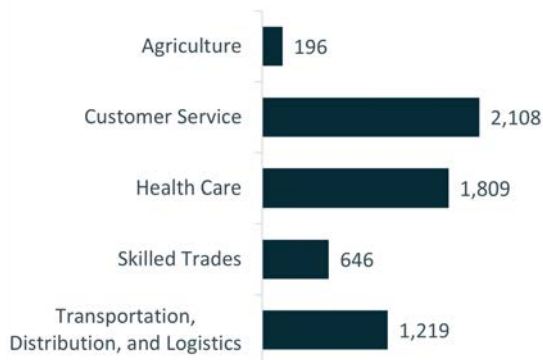
70,244

an increase of 496 workers
(0.7 percent) since Q4 2020

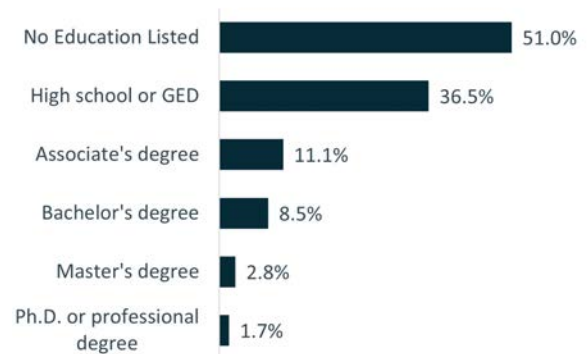
During 2021, there were 7,988 job postings, 1,900 less than the 9,888 postings made during 2020 in the Thumb region. April 2021 saw the highest demand for the year with 1,941 postings, a 37.1 percent increase since January 2021. The top posted job titles in 2021 include Retail Merchandisers, Registered Nurses, Medical Assistants, Machine Operators, and Lead Sales Associates. For more information about in-demand job postings, see page 7.

Of the 7,988 unique postings in the Thumb region during 2021, 2,916 (36.5 percent) required a high school diploma or equivalent, while 1,567 postings (19.6 percent) required a college degree. An additional 356 postings (4.5 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
2021



Education Levels In-Demand
2021



The quarterly labor market shifts that were seen in 2020, following the outbreak of COVID-19, have remained fairly flat in 2021. The first quarter of 2021 saw an initial decrease in the labor force and employment, while unemployment increased slightly by 23 workers causing the unemployment rate to increase by 0.3 percentage points to an annual high of 6.1 percent. The labor force and employment numbers peaked in Q3 with a high of 98,345 individuals and 93,583 workers respectively. The market continued to realign toward pre-pandemic levels, showing a decrease in unemployment and the unemployment rate through Q4 2021. The unemployment rate at the end of Q4 2021 was 4.5 percent. For more information about this year's unemployment rate and other labor market indicators, see page 4.

Quarterly Labor Market Data

| | 4th Quarter 2020 | 1st Quarter 2021 | 2nd Quarter 2021 | 3rd Quarter 2021 | 4th Quarter 2021 | Change from 3rd Quarter 2021 | Percent Change from 3rd Quarter 2021 | Change from 4th Quarter 2020 | Percent Change from 4th Quarter 2020 |
|-------------------|------------------|------------------|------------------|------------------|------------------|------------------------------|--------------------------------------|------------------------------|--------------------------------------|
| Labor Force | 98,846 | 95,060 | 95,914 | 98,345 | 96,847 | -1,498 | -1.5% | -1,999 | -2.0% |
| Employment | 93,092 | 89,283 | 91,006 | 93,583 | 92,521 | -1,062 | -1.1% | -572 | -0.6% |
| Unemployment | 5,754 | 5,777 | 4,908 | 4,763 | 4,327 | -436 | -9.2% | -1,427 | -24.8% |
| Unemployment Rate | 5.8% | 6.1% | 5.1% | 4.8% | 4.5% | -0.4% | na | -1.4% | na |

Note: Monthly data averaged by quarter Data: Bureau of Labor Statistics

Data: Emsi | Analysis: Workforce Intelligence Network

LABOR FORCE, EMPLOYMENT, AND UNEMPLOYMENT

Following labor force fluctuations throughout 2021, labor force participation totaled 96,542 individuals, a decrease of 3,156 individuals since 2020. Employment is up to 91,598 workers in 2021, an increase of 111 workers. Both unemployment and the unemployment rate decreased, corresponding with the economic recovery. Unemployment decreased to 4,943 workers, down by 3,266 workers since the high of 8,210 workers recorded in 2020. Similarly, the unemployment rate declined by 3.1 percentage points for a 2021 unemployment rate of 5.1 percent.

Annual Labor Market Data 2011-2021

| | 2011 Annual | 2012 Annual | 2013 Annual | 2014 Annual | 2015 Annual | 2016 Annual | 2017 Annual | 2018 Annual | 2019 Annual | 2020 Annual | 2021 Annual | Change from 2020 to 2021 | Percent Change from 2020 to 2021 |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-----------------------------|--|
| Labor Force | 100,943 | 100,085 | 101,009 | 101,093 | 100,002 | 100,236 | 100,346 | 99,941 | 101,511 | 99,697 | 96,542 | -3,156 | -3.2% |
| Employment | 88,666 | 89,515 | 90,372 | 92,312 | 93,346 | 94,066 | 94,603 | 94,675 | 96,456 | 91,487 | 91,598 | 111 | 0.1% |
| Unemployment | 12,278 | 10,570 | 10,637 | 8,781 | 6,656 | 6,171 | 5,743 | 5,265 | 5,055 | 8,210 | 4,943 | -3,266 | -39.8% |
| Unemployment Rate | 12.2% | 10.6% | 10.5% | 8.7% | 6.7% | 6.2% | 5.7% | 5.3% | 5.0% | 8.2% | 5.1% | -3.1% | na |

Data: Bureau of Labor Statistics

CENSUS 2020 LABOR FORCE DEMOGRAPHICS

During 2020, the most recent census year, there were about 100,280 people in the labor force, meaning they were either working or looking for work, in the Thumb region. Slightly less than half of the population, 94,280 individuals (44.3 percent) living in the region were actively working. The highest unemployment rates were seen in those aged 24 years old or younger. Males under the age of 25 face an unemployment rate of 33.0 percent, while females under the age of 25 report an unemployment rate of 30.6 percent. Some Other Race job seekers have a difficult time finding employment, facing an unemployment rate of 21.0 percent. Black or African job seekers also face difficulty, with an unemployment rate of 18.7 percent.

| Civilian Labor Force by Demographic Group | | | | |
|---|----------------------|------------------|--------------------|-------------------|
| Demographic Group | Civilian Labor Force | Total Employment | Total Unemployment | Unemployment Rate |
| Total Population 16 + | 100,280 | 94,280 | 6,000 | 6.0% |
| Sex | | | | |
| Male 16+ | 55,065 | 51,489 | 3,576 | 6.5% |
| 16-19 | 2,339 | 1,853 | 486 | 20.8% |
| 20-24 | 5,071 | 4,452 | 619 | 12.2% |
| 25-54 | 33,102 | 31,298 | 1,804 | 5.4% |
| 55-64 | 11,068 | 10,472 | 596 | 5.4% |
| 65 Plus | 3,485 | 3,414 | 71 | 2.0% |
| Female 16+ | 45,215 | 42,791 | 2,424 | 5.4% |
| 16-19 | 2,166 | 1,744 | 422 | 19.5% |
| 20-24 | 4,157 | 3,694 | 463 | 11.1% |
| 25-54 | 27,358 | 26,163 | 1,195 | 4.4% |
| 55-64 | 9,292 | 9,001 | 291 | 3.1% |
| 65 Plus | 2,242 | 2,189 | 53 | 2.4% |
| Race | | | | |
| White | 96,584 | 91,056 | 5,528 | 6.1% |
| Black / African | 335 | 282 | 53 | 18.7% |
| Native American | 172 | 172 | 0 | 0.0% |
| Asian | 436 | 431 | 5 | 1.2% |
| Native Hawaiian / Pacific Islander | 11 | 11 | 0 | 0.0% |
| Some Other Race | 801 | 662 | 139 | 21.0% |
| Two or More Races | 2,019 | 1,722 | 297 | 17.2% |
| Ethnicity | | | | |
| Hispanic | 3,826 | 3,456 | 370 | 10.7% |

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

POPULATION DEMOGRAPHICS

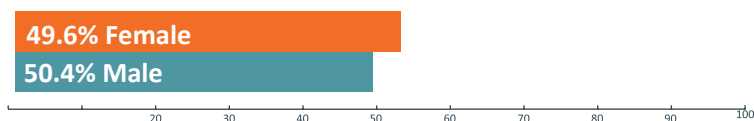
2020 Census Population

According to data from the most recent Census Bureau 2020 ACS Five Year estimates, the population in the Thumb region decreased by 0.3 percent between 2019 and 2020. During 2020, 212,942 people were living in the region. The sex of the populace was split evenly, with about 50.4 percent of the population identifying as male, and the other 49.6 percent identifying as female. Majority of the population identified as white (91.7 percent) with the second largest number of individuals identifying as Hispanic or Latino (3.8 percent). The region is facing an aging population; 36.7 percent of population was over the age of 54, compared to 28.1 percent under the age of 25.

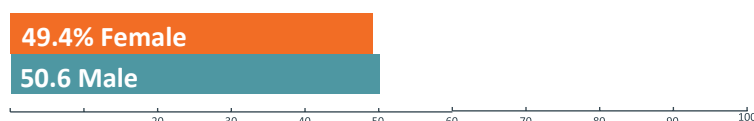
2021 Current Workforce

In 2021, the workforce had a total of 52,546 individuals working in the Thumb region. A slight majority, 50.6 percent (26,460 workers) were male, while 49.4 percent (25,851 workers) of the workforce was female. Most workers in the county identified as white, accounting for 87.6 percent of the workforce, while Black or African American workers totaled 5.5 percent of the workforce. Those identifying as having a Hispanic or Latino ethnicity accounted for 4.4 percent. Much of the workforce in the Thumb region are between the ages of 25 through 54 (61.9 percent), while 24.5 percent of workers are 55 and older.

Population Race Demographics

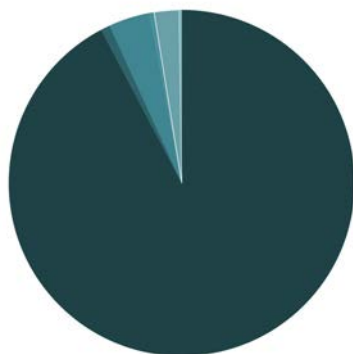


Workforce Gender Demographics



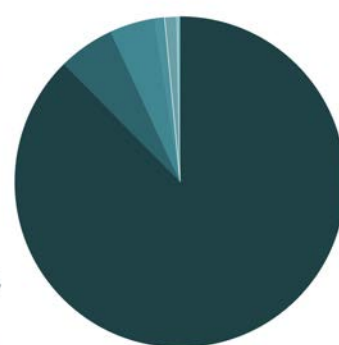
Population Race Demographics

- White, 91.7%
- Black or African American, 0.9%
- Hispanic or Latino, 3.8%
- Asian, 0.4%
- Two or More Races, 2.3%
- American Indian or Alaska Native, 0.2%
- Native Hawaiian or Other Pacific Islander, 0.01%



Workforce Race and Ethnicity Demographics

- White, 87.6%
- Black or African American, 5.5%
- Hispanic or Latino, 4.4%
- Asian, 1.0%
- Two or More Races, 1.2%
- American Indian or Alaska Native, 0.3%
- Native Hawaiian or Other Pacific Islander, 0.00%



Population Age Demographics



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

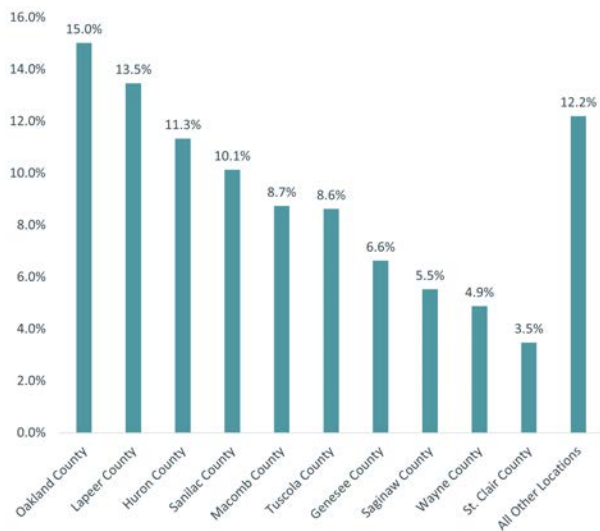
Workforce Age Demographics



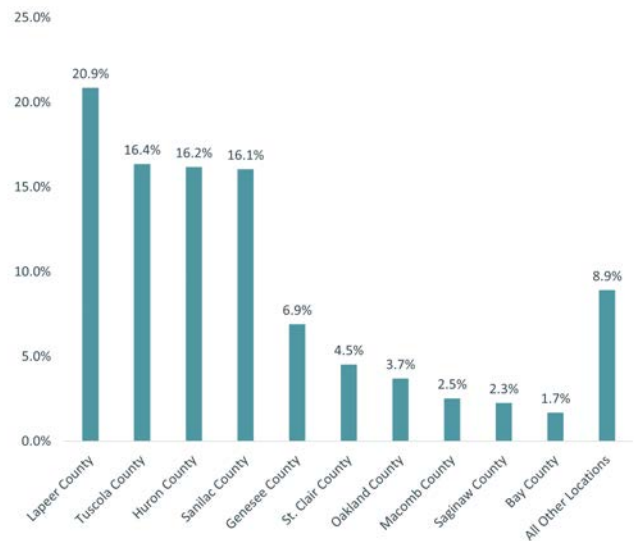
Data: Emsi | Analysis: Workforce Intelligence Network

According to the most recent OnTheMap data set available from the Census Bureau, during 2019, the region's workforce consisted of 84,307 residents. There were 36,715 (43.5 percent) residents living and working within the Thumb region, while the remaining 47,592 residents (56.5 percent) traveled outside of the region for work. There were 52,858 workers employed in the region during 2019. Of those, 16,143 workers (30.5 percent) lived outside of the region's borders and commuted in. From this information, we can see that the Thumb area is a net exporter of jobs, with more workers leaving the area for employment than inwardly commuting.

Where Thumb Region Residents Work



Where Thumb Region Workers Live

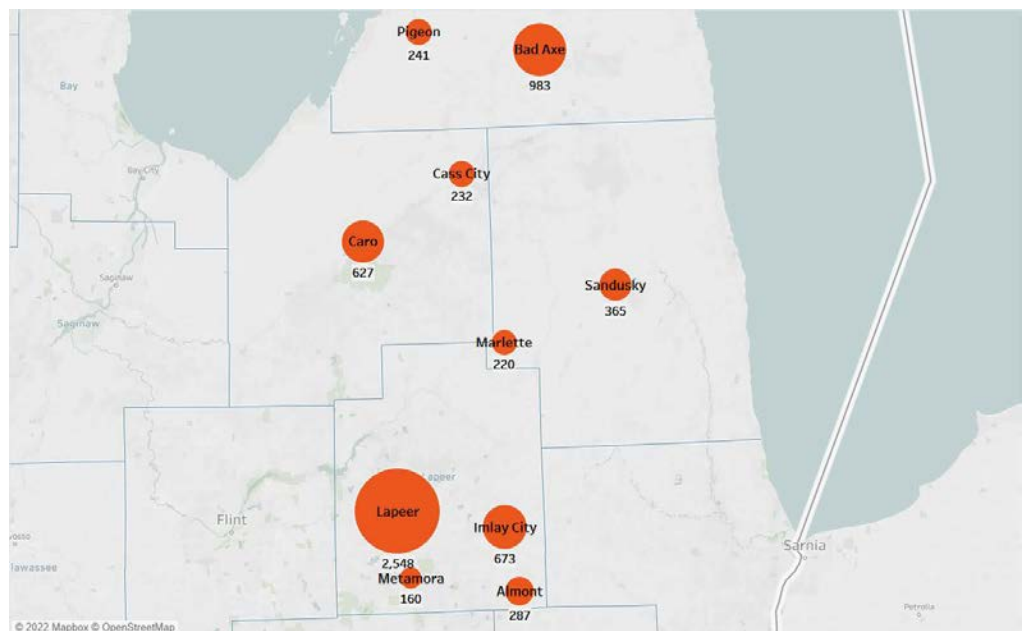


Source: U.S. Census OnTheMap, 2019
Analysis: Workforce Intelligence Network

Source: U.S. Census OnTheMap, 2019
Analysis: Workforce Intelligence Network

Job Postings by City

1. Lapeer: 2,548 Postings
2. Bad Axe: 983 Postings
3. Imlay City: 673 Postings
4. Caro: 627 Postings
5. Sandusky: 365 Postings
6. Almont: 287 Postings
7. Pigeon: 241 Postings
8. Cass City: 232 Postings
9. Marlette: 220 Postings
10. Metamora: 160 Postings

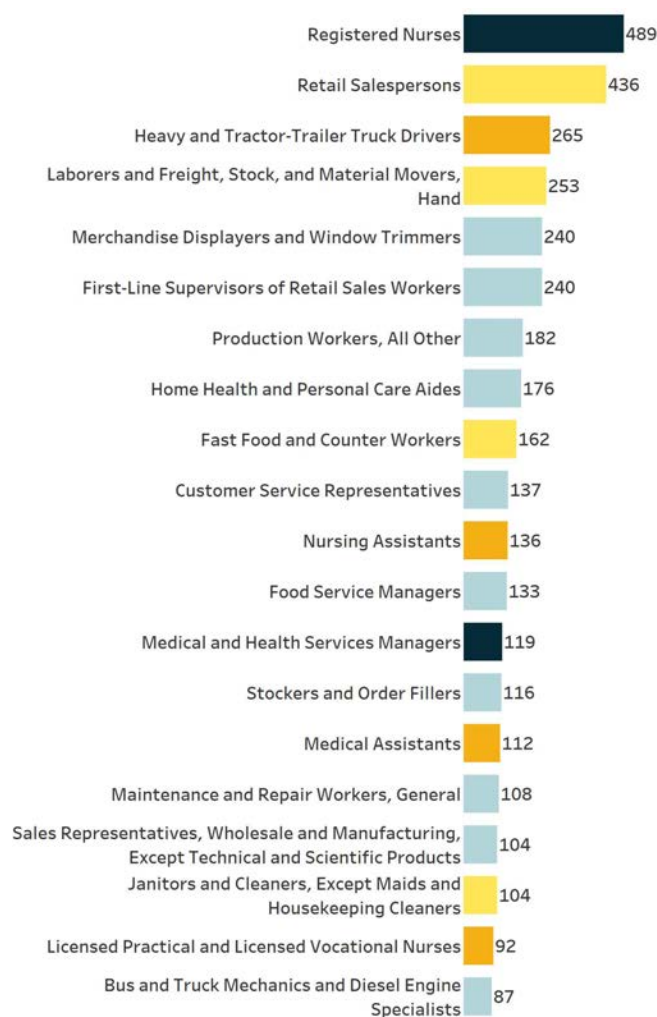


2021

TOP POSTED JOBS

Top Posted Jobs: 2021

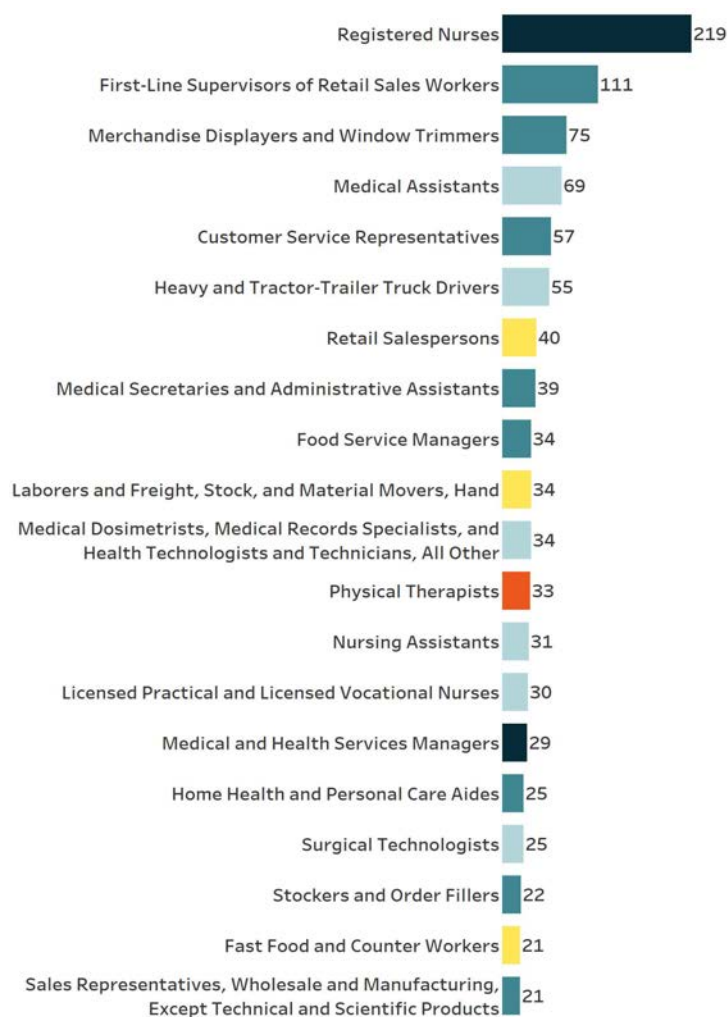
Registered Nurses is the top posted occupation for 2021, with 489 unique online job postings, and requires a bachelor's degree for entry. Retail Salespersons and Heavy and Tractor-Trailer Truck Drivers round out the top three demanded occupations, with 436 postings and 265 postings respectively, requiring no formal education, coupled with short-term on-the-job training and a postsecondary nondegree award respectively, for entry. Most of the remaining in-demand jobs require no formal education or a high school diploma or equivalent, coupled with short-term on-the-job training.



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

Top Posted Entry-Level Jobs: 2021

Entry-level jobs, which usually require zero to two years of previous experience, account for 21.8 percent of the 2021 postings in the Thumb region. Well 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 47.1 percent of entry-level postings. Registered Nurses was the top posted entry-level occupation with 219 postings and requires a bachelor's degree, followed by First-Line Supervisors of Retail Sales Workers, requiring a high school diploma or equivalent, with 111 postings.

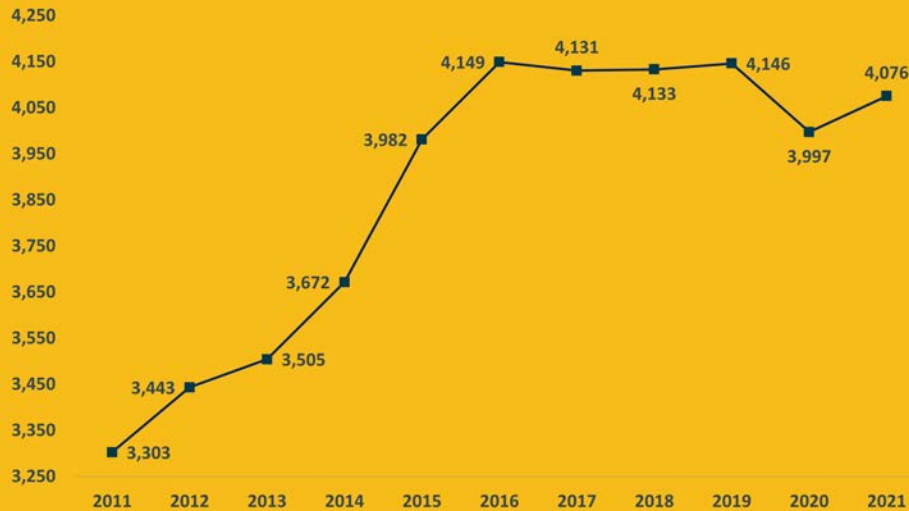


- Bachelor's degree
- Doctoral or professional degree
- High school diploma or equivalent
- No formal educational credential
- Postsecondary nondegree award

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
2011-2021



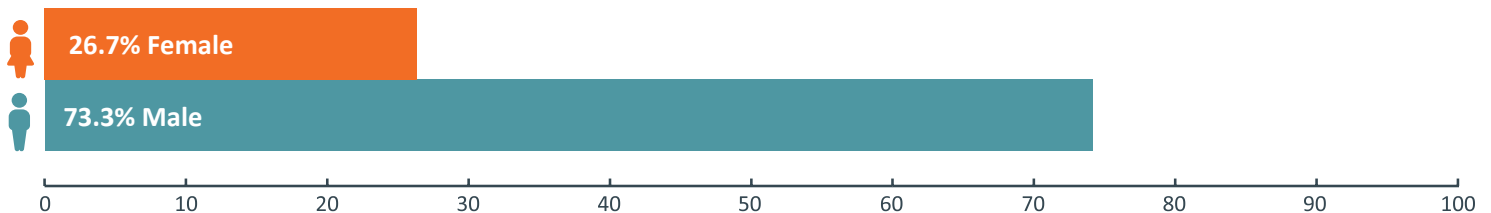
4,076 Agriculture Workers
2.0% Increase from 2020



Agriculture Worker Demographics

According to 2021 Emsi data, the 4,076 workers in agriculture occupations are not very diverse. A large majority of workers are male (73.3 percent) between the ages of 25 and 54 (60.5 percent). Only 26.7 percent of agriculture workers identify as women, while 17.0 percent of workers were under the age of 25, compared to 22.5 percent of workers who are age 55 or older.

Worker Gender Demographics



Race and Ethnicity Demographics

84.5% White | 11.2% Hispanic or Latino | 2.2% Black or African-American

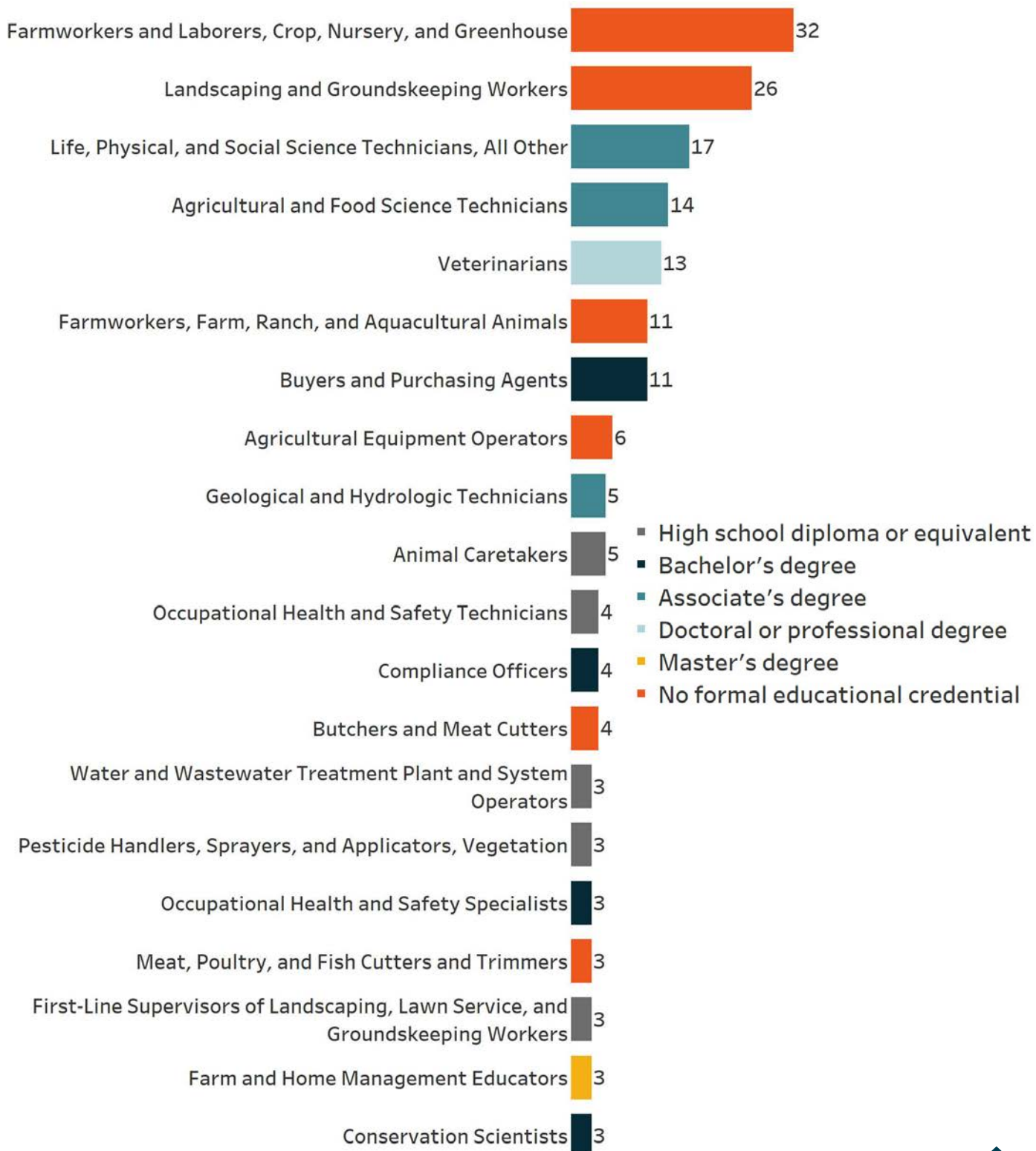
Worker Age Demographics



AGRICULTURE OCCUPATION GROUP

Top Posted Jobs

Agriculture postings totaled 196 ads during 2021. With 32 online job postings, Farmworkers and Laborers, Crop, Nursery, and Greenhouse is the top demanded occupation this year. Landscaping and Groundskeeping Workers (26 postings) and Life, Physical, and Social Science Technicians, All Other (17 postings) were also in high demand during 2021. Other top posted occupations include Agricultural and Food Science Technicians (14 postings) and Veterinarians (13 postings).



AGRICULTURE OCCUPATION GROUP

Wage Overview

Of the top posted agriculture-related jobs, over half of the top ten occupations in 2021 offer median wages of more than \$13.00 per hour. The top posted job, Farmworkers and Laborers, Crop, Nursery, and Greenhouse, offers median hourly earnings of \$10.84, which translates to annual earnings of approximately \$22,551. With such a broad array of skillsets represented, Agriculture wages tend to scale with education and experience.

Wage Overview for Top Posted Agriculture Jobs in 2021

| Occupation Code | Occupation Name | 10th Percentile Wages | 25th Percentile Wages | Median Wages | 75th Percentile Wages | 90th Percentile Wages |
|-----------------|---|-----------------------|-----------------------|--------------|-----------------------|-----------------------|
| 45-2092 | Farmworkers and Laborers, Crop, Nursery, and Greenhouse | \$9.65 | \$9.73 | \$10.84 | \$14.38 | \$18.78 |
| 37-3011 | Landscaping and Groundskeeping Workers | \$10.18 | \$11.53 | \$13.33 | \$16.54 | \$20.31 |
| 19-4099 | Life, Physical, and Social Science Technicians, All Other | Insf. Data | Insf. Data | Insf. Data | Insf. Data | Insf. Data |
| 19-4011 | Agricultural and Food Science Technicians | \$11.70 | \$13.28 | \$16.15 | \$22.30 | \$29.31 |
| 29-1131 | Veterinarians | \$28.56 | \$33.54 | \$41.86 | \$50.77 | \$59.79 |
| 13-1028 | Buyers and Purchasing Agents | \$17.48 | \$21.70 | \$27.93 | \$35.52 | \$43.51 |
| 45-2093 | Farmworkers, Farm, Ranch, and Aquacultural Animals | \$9.65 | \$9.81 | \$11.43 | \$15.39 | \$20.07 |
| 45-2091 | Agricultural Equipment Operators | \$9.65 | \$10.38 | \$15.04 | \$20.69 | \$24.11 |
| 39-2021 | Animal Caretakers | \$9.71 | \$10.23 | \$11.42 | \$13.47 | \$16.31 |
| 19-4045 | Geological and Hydrologic Technicians | Insf. Data | Insf. Data | Insf. Data | Insf. Data | Insf. Data |

In-Demand Technical Skills

- Irrigation (Landscaping and Agriculture)
- Agriculture
- Weed Control
- Good Manufacturing Practices
- Mowing

In-Demand Foundational Skills

- Communications
- Lifting Ability
- Operations
- Customer Service
- Sales

In-Demand Certifications

- Commercial Driver's License (CDL)
- Certified Arborist
- Certified Veterinary Technician
- Pesticide Applicator License

In-Demand Education Level*

- High School Diploma: 26.0%
- Associate Degree: 1.0%
- Bachelor's Degree: 12.8%
- Master's Degree: 1.0%

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

Top Posting Employers

- Nutrien Ag Solutions
- Owen Tree Service
- Wilbur-Ellis Company
- Scotts Company
- ConAgra Foods
- ADM
- Lapeer Plating & Plastics
- Nutrien Ltd.
- Flying A Canine Ranch
- FineLine Landscape Construction and Maintenance

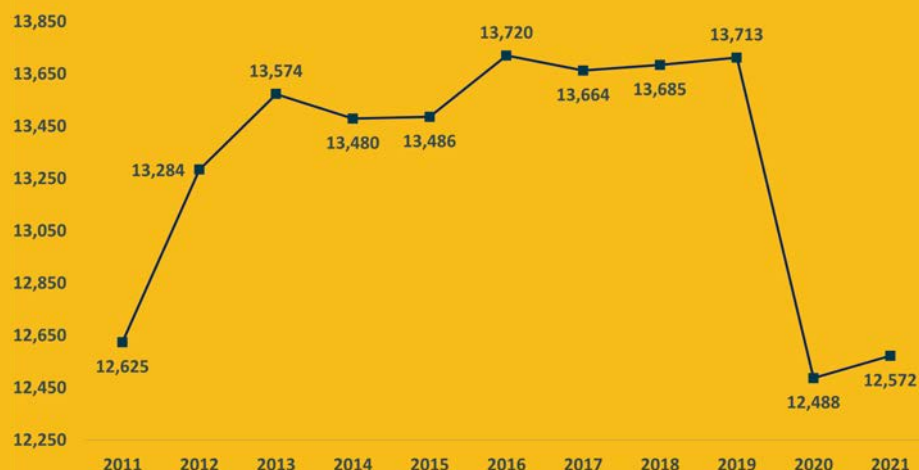
Job Postings by City

1. Imlay City: 33 Postings
2. Lapeer: 27 Postings
3. Metamora: 22 Postings
4. Attica: 14 Postings
5. Marlette: 13 Postings
6. Brown City: 12 Postings
7. Almont: 11 Postings
8. Bad Axe: 11 Postings
9. Cass City: 7 Postings
10. Millington: 4 Postings

CUSTOMER SERVICE OCCUPATION GROUP

The customer service group is the largest occupation group that WIN analyzes, both in terms of employment and online job postings. This group is very 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
2011-2021



**12,572 Customer
Service Workers**

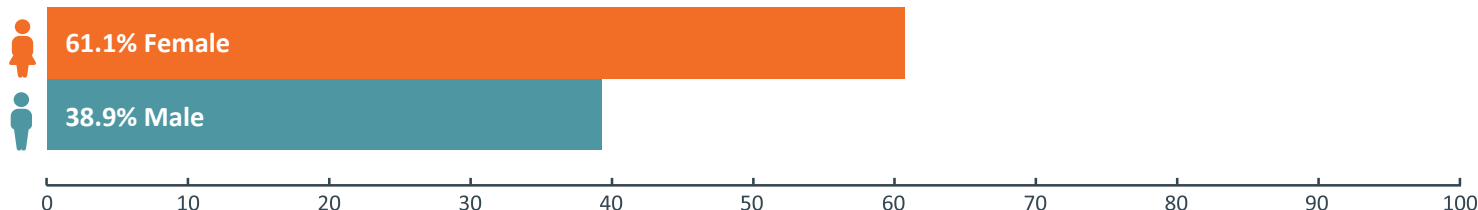
**0.7% Increase
from 2020**



Customer Service Worker Demographics

In 2021, there were 12,572 workers in the customer service occupation group, with a more diverse workforce than other groups analyzed. During the year, 61.1 percent of workers identified as female, while 12.0 percent of workers in customer service identified as a racial minority. About 25.6 percent of customer service workers were under the age of 24, as compared to the 55 and older age group which was 22.5 percent.

Worker Gender Demographics



Race and Ethnicity Demographics

88.0% White | 5.6% Black or African-American | 3.7% Hispanic or Latino

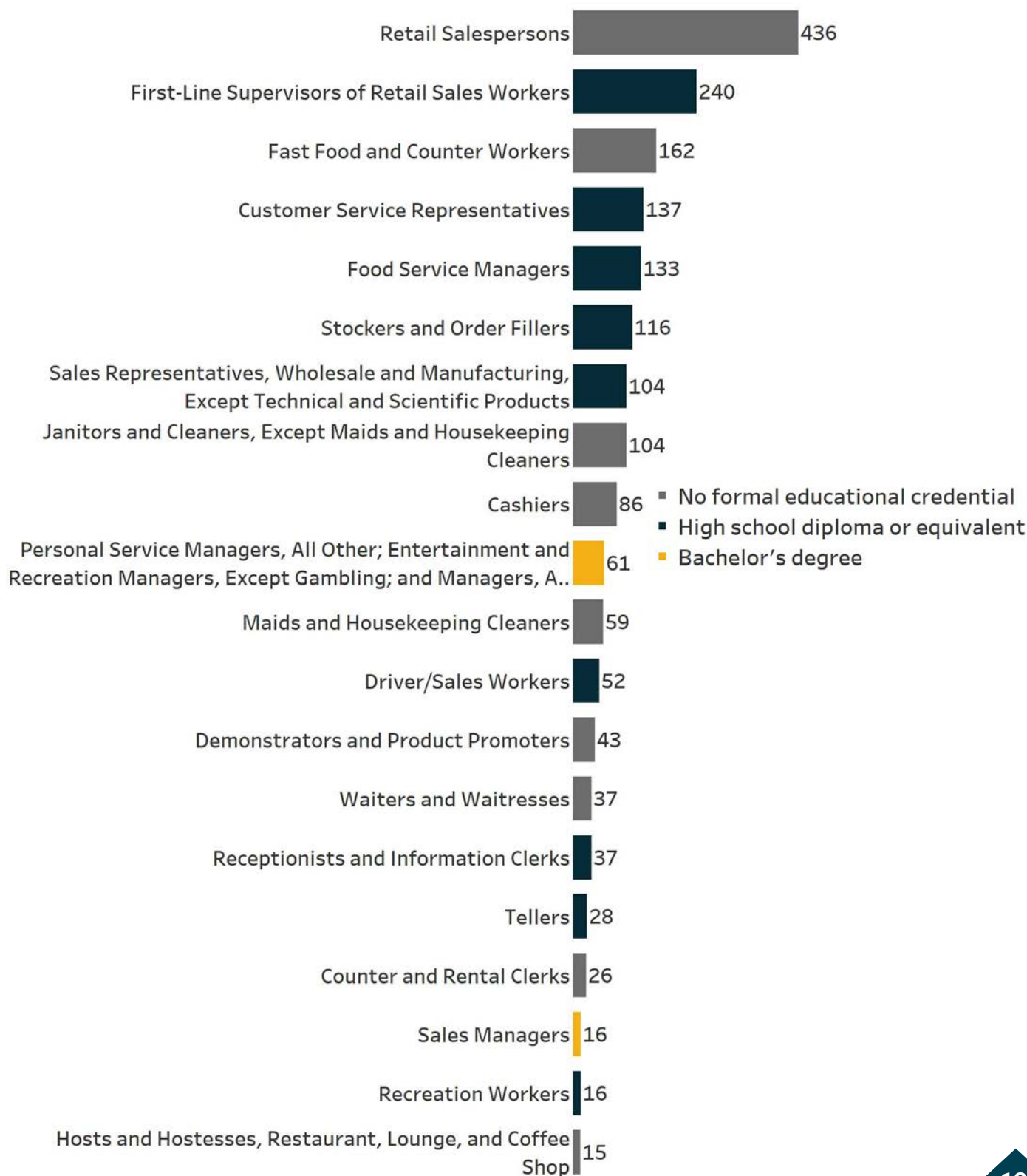
Worker Age Demographics



CUSTOMER SERVICE OCCUPATION GROUP

Top Posted Jobs

Demand for customer service occupations reached 2,108 postings in 2021, a decrease of 2,744 postings or 56.6 percent since 2020. Retail Salespersons is the highest in-demand customer service occupation during 2021, with 436 postings. Other top posted jobs include First-Line Supervisors of Retail Sales Workers (240 postings), Fast Food and Counter Workers (162 postings), Customer Service Representatives (137 postings), and Food Service Managers (133 postings).



CUSTOMER SERVICE OCCUPATION GROUP

Wage Overview

Despite being in high demand, most customer service-related occupations offer relatively low wages. However, four of the top ten posted occupations report median wages over \$16.00 per hour, many of which are management roles requiring both experience and training. The top posted occupation, Retail Salespersons, earns a median hourly wage of \$11.45. With interest in gaining additional experience and training, workers can transition to positions such as First-Line Supervisors of Retail Sales Workers, which has a median wage of \$17.42 per hour or \$36,236 annually.

Wage Overview for Top Posted Customer Service Jobs in 2021

| Occupation Code | Occupation Name | 10th Percentile Wages | 25th Percentile Wages | Median Wages | 75th Percentile Wages | 90th Percentile Wages |
|-----------------|---|-----------------------|-----------------------|--------------|-----------------------|-----------------------|
| 41-2031 | Retail Salespersons | \$9.68 | \$10.12 | \$11.45 | \$13.87 | \$18.83 |
| 41-1011 | First-Line Supervisors of Retail Sales Workers | \$11.67 | \$14.34 | \$17.42 | \$22.38 | \$29.48 |
| 35-3023 | Fast Food and Counter Workers | \$9.65 | \$9.73 | \$10.27 | \$11.23 | \$12.65 |
| 43-4051 | Customer Service Representatives | \$10.68 | \$12.49 | \$15.16 | \$19.59 | \$25.94 |
| 11-9051 | Food Service Managers | \$17.81 | \$23.15 | \$29.56 | \$36.23 | \$41.90 |
| 53-7065 | Stockers and Order Fillers | \$9.96 | \$11.01 | \$12.68 | \$15.84 | \$20.27 |
| 37-2011 | Janitors and Cleaners, Except Maids and Housekeeping Cleaners | \$9.74 | \$10.49 | \$12.53 | \$15.38 | \$18.34 |
| 41-4012 | Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products | \$13.93 | \$19.70 | \$29.68 | \$44.22 | \$60.72 |
| 41-2011 | Cashiers | \$9.65 | \$9.84 | \$10.69 | \$11.77 | \$13.71 |
| 11-9198 | Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other | \$21.26 | \$27.48 | \$38.44 | \$55.09 | \$71.91 |

In-Demand Technical Skills

- Merchandising
- Cash Register
- Cash Handling
- Restaurant Operation
- Customer Satisfaction

In-Demand Foundational Skills

- Customer Service
- Sales
- Communications
- Management
- Leadership

In-Demand Certifications

- Automotive Service Excellence (ASE) Certification
- ServSafe Certification
- Commercial Driver's License (CDL)
- ASE Parts Specialist
- American Medical Technologists

In-Demand Education Level*

- High School Diploma: 43.4%
- Associate Degree: 3.2%
- Bachelor's Degree: 5.0%
- Master's Degree: 0.1%

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

Top Posting Employers

- Dollar General
- McDonald's
- Walmart
- Pizza Hut
- McLaren Health Care
- Goodwill
- Meijer
- Advance Auto Parts
- The Home Depot
- Advantage Solutions

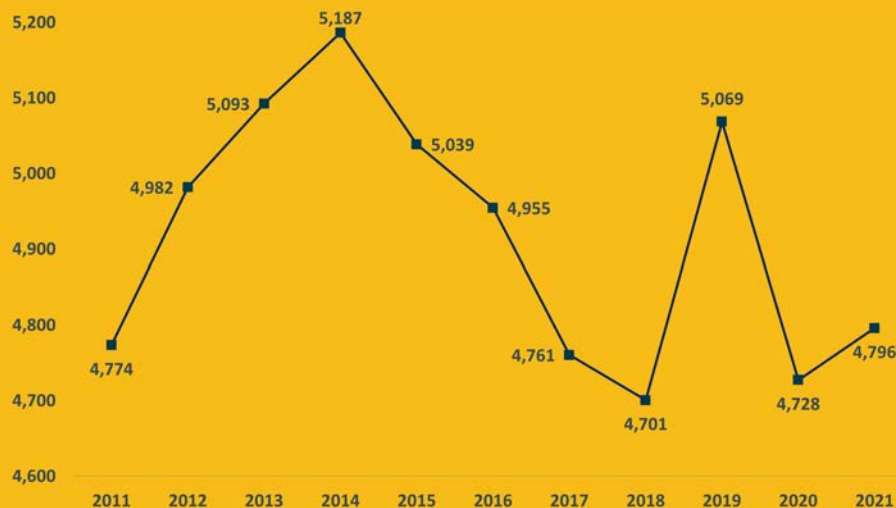
Job Postings by City

- Lapeer: 798 Postings
- Bad Axe: 196 Postings
- Imlay City: 184 Postings
- Caro: 166 Postings
- Sandusky: 102 Postings
- Almont: 75 Postings
- Marlette: 50 Postings
- Metamora: 48 Postings
- Vassar: 44 Postings
- Pigeon: 40 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
2011-2021



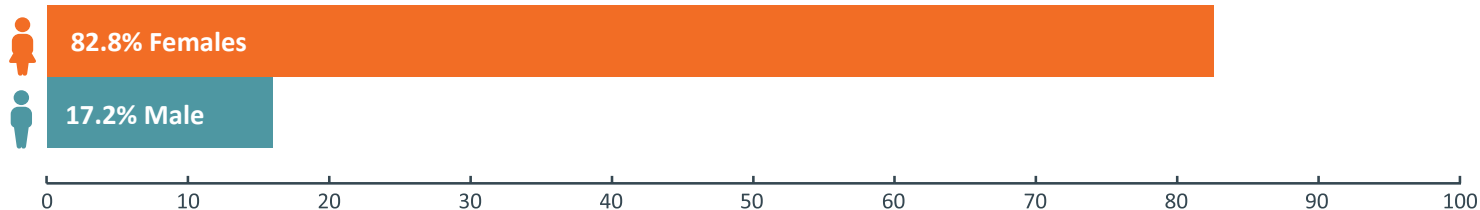
**4,796 Health
Care Workers**
**1.5% Increase
from 2020**



Health Care Worker Demographics

According to 2021 Emsi data, the health care occupation group employed 4,796 workers in the Thumb region, who are overwhelmingly female (82.8 percent) and between the ages of 25 and 54 (67.8 percent), although 22.8 percent of workers are over 54. The healthcare occupation group is primarily white in the Thumb region, with 88.8 percent of workers identifying as white, 5.8 percent identifying as Black or African American, and 2.6 percent identifying otherwise.

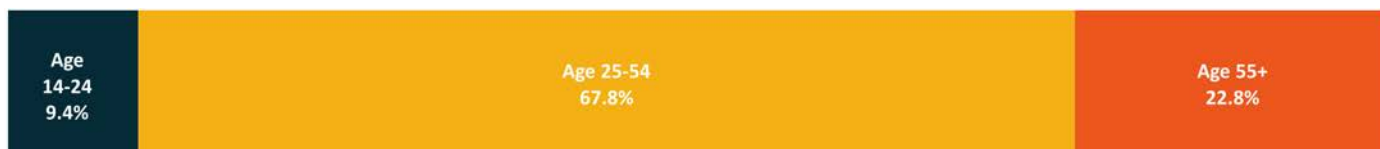
Worker Gender Demographics



Race and Ethnicity Demographics

88.8% White | **5.8% Black or African-American** | **2.6% Hispanic or Latino**

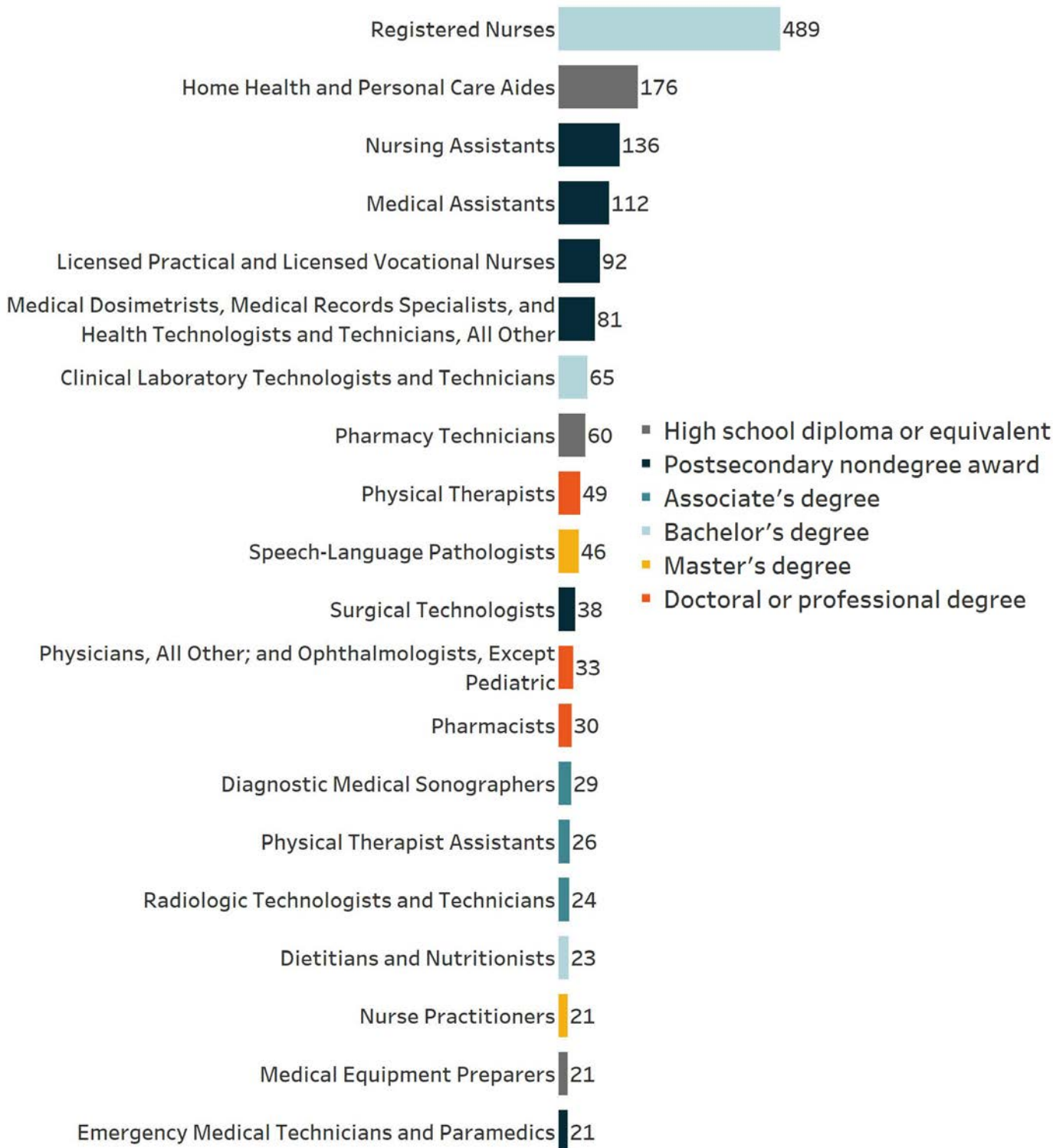
Worker Age Demographics



HEALTH CARE OCCUPATION GROUP

Top Posted Jobs

Registered Nurses were by far the highest in-demand health care occupation throughout 2021, with 489 postings. Other top posted jobs include Home Health and Personal Care Aides (176 postings), Nursing Assistants (136 postings), Medical Assistants (112 postings), and Licensed Practical and Licensed Vocational Nurses (92 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 (60 postings), only require a high school diploma or equivalent, coupled with short to moderate-term on-the-job training.



HEALTH CARE OCCUPATION GROUP

Wage Overview

Wages in the 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 \$15.00 per hour. Registered Nurses, the top posted health care job, offers a median hourly wage of \$33.64 per hour or an annual salary of about \$69,981.

Wage Overview for Top Posted Health Care Jobs in 2021

| Occupation Code | Occupation Name | 10th Percentile Wages | 25th Percentile Wages | Median Wages | 75th Percentile Wages | 90th Percentile Wages |
|-----------------|--|-----------------------|-----------------------|--------------|-----------------------|-----------------------|
| 29-1141 | Registered Nurses | \$26.11 | \$29.11 | \$33.64 | \$38.19 | \$42.07 |
| 31-1128 | Home Health and Personal Care Aides | \$10.74 | \$11.57 | \$12.87 | \$14.94 | \$17.29 |
| 31-1131 | Nursing Assistants | \$12.21 | \$13.47 | \$15.42 | \$17.82 | \$19.90 |
| 31-9092 | Medical Assistants | \$11.76 | \$13.16 | \$15.10 | \$16.82 | \$18.15 |
| 29-2061 | Licensed Practical and Licensed Vocational Nurses | \$19.28 | \$21.50 | \$24.74 | \$28.56 | \$31.81 |
| 29-2098 | Medical Dosimetrists, Medical Records Specialists, and Health Technologists and Technicians, All Other | \$13.04 | \$15.15 | \$18.61 | \$24.09 | \$29.37 |
| 29-2018 | Clinical Laboratory Technologists and Technicians | \$14.09 | \$18.54 | \$25.46 | \$31.07 | \$35.56 |
| 29-2052 | Pharmacy Technicians | \$10.52 | \$12.16 | \$14.23 | \$16.85 | \$19.16 |
| 29-1123 | Physical Therapists | \$31.77 | \$35.20 | \$40.91 | \$47.40 | \$52.97 |
| 29-1127 | Speech-Language Pathologists | \$24.89 | \$30.30 | \$35.82 | \$45.18 | \$54.55 |

In-Demand Technical Skills

- Nursing
- Basic Life Support
- Vital Signs
- Nursing Care
- Cardiopulmonary Resuscitation (CPR)

In-Demand Foundational Skills

- Communications
- Management
- Customer Service
- Valid Driver's License
- Leadership

In-Demand Certifications

- Licensed Practical Nurse
- Certified Nursing Assistant
- Trauma Nurse Core Course (TNCC)
- Emergency Nurse Pediatric Course (ENPC)
- Certified Medical Assistant

In-Demand Education Level*

- High School Diploma: 30.5%
- Associate Degree: 28.4%
- Bachelor's Degree: 9.7%
- Master's Degree: 5.6%

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

Top Posting Employers

- McLaren Health Care
- McLaren Thumb Region
- Trilogy Health Services
- McLaren Lapeer Region
- Prestige Healthcare
- Marlette Regional Hospital
- Accountable Healthcare Staffing
- Maxim Healthcare Services
- HCR ManorCare
- Fresenius Medical Care

Job Postings by City

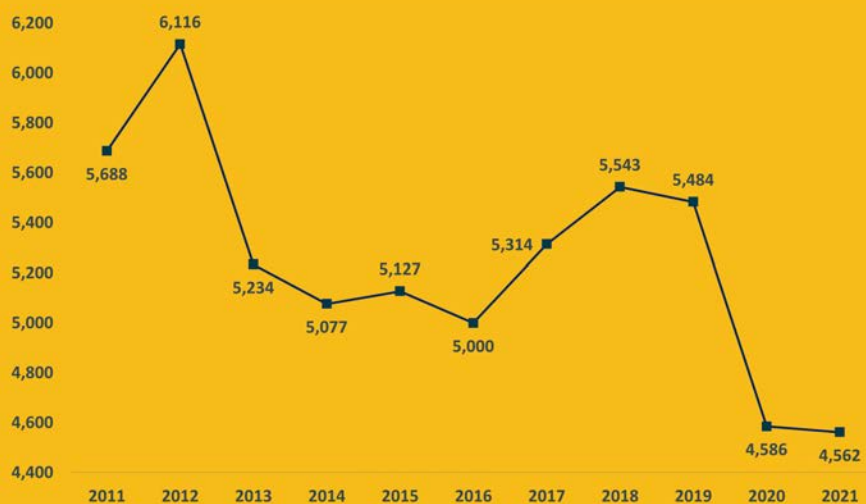
1. Lapeer: 637 Postings
2. Bad Axe: 391 Postings
3. Caro: 186 Postings
4. Pigeon: 107 Postings
5. Cass City: 292 Postings
6. Sandusky: 75 Postings
7. Marlette: 59 Postings
8. Imlay City: 58 Postings
9. Almont: 22 Postings
10. Metamora: 20 Postings

SKILLED TRADES AND TECHNICIANS OCCUPATION GROUP

WIN's technicians/skilled trades category 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 annually.

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
2011-2021

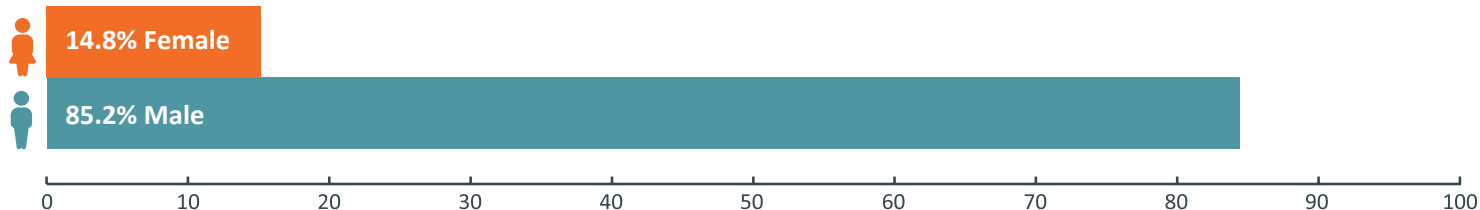


**4,562 Skilled
Trades Workers**
**0.5% Decrease
from 2020**

Skilled Trades Worker Demographics

According to 2021 Emsi data, the skilled trades occupation group employed about 4,562 workers in the Thumb region. The majority of skilled trades workers are male (85.2 percent) between the ages of 25 and 54 (65.5 percent). Due to the aging workforce, additional outreach will be necessary as 27.4 percent are 55 years of age or older.

Worker Gender Demographics



Race and Ethnicity Demographics

89.0% White | **4.9% Black or African-American** | **4.5% Hispanic or Latino**

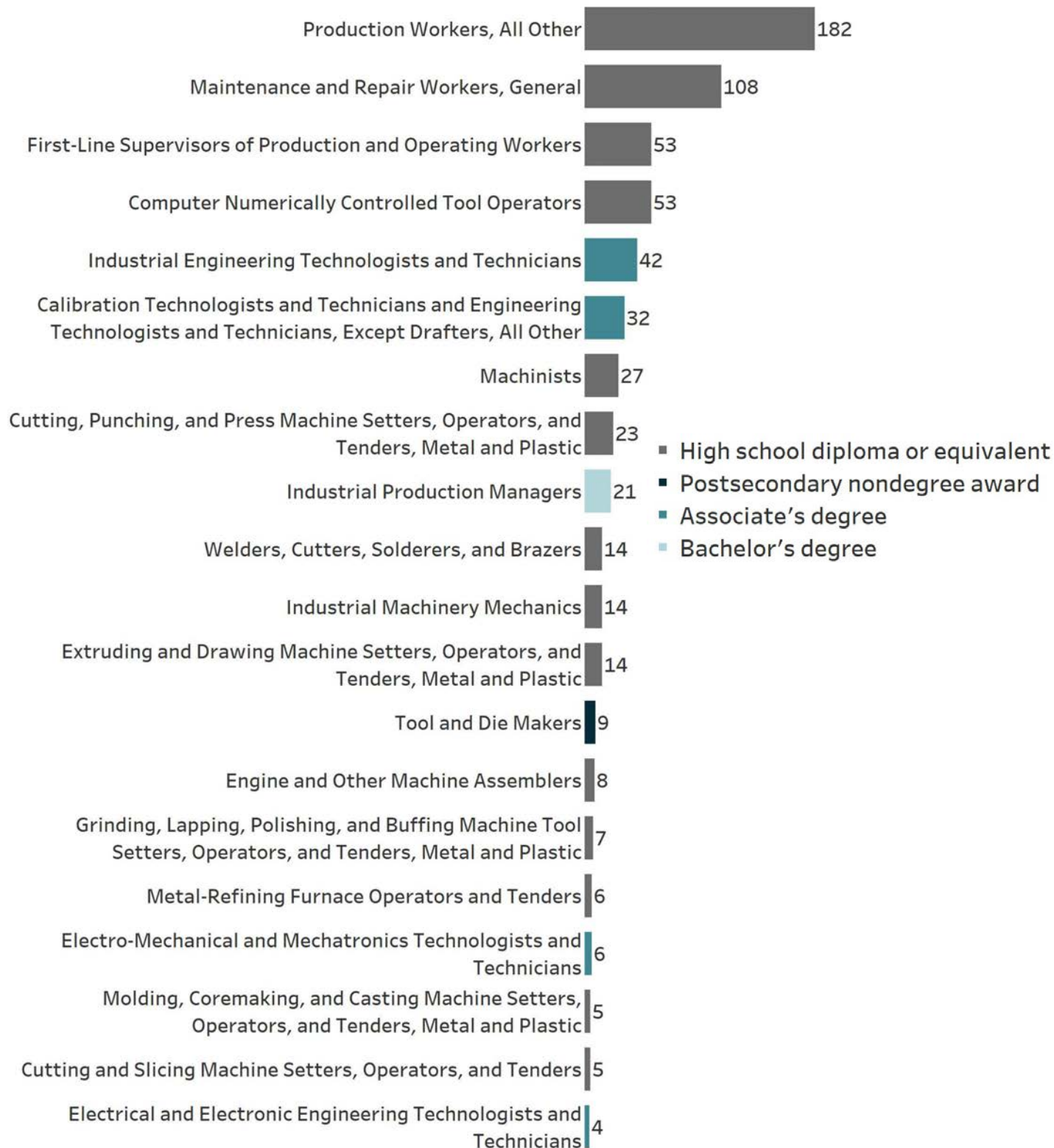
Worker Age Demographics



SKILLED TRADES AND TECHNICIANS OCCUPATION GROUP

Top Posted Jobs

Production Workers, All Other was the highest in-demand skilled trades occupation during 2021, with 182 postings. Other top posted jobs include Maintenance and Repair Workers, General (108 postings), First-Line Supervisors of Production and Operating Workers (53 postings), Computer Numerically Controlled Tool Operators (53 postings), and Industrial Engineering Technologists and Technicians (42 postings).



SKILLED TRADES AND TECHNICIANS OCCUPATION GROUP

Wage Overview

All of the top ten in-demand skilled trades occupations have median wages above \$16.00 per hour. Production Workers, All Other, the top posted skilled trades job in 2021, offers a median hourly wage of \$17.49, which translates to an annual salary of about \$36,379.

Wage Overview for Top Posted Skilled Trades Jobs in 2021

| Occupation Code | Occupation Name | 10th Percentile Wages | 25th Percentile Wages | Median Wages | 75th Percentile Wages | 90th Percentile Wages |
|-----------------|---|-----------------------|-----------------------|--------------|-----------------------|-----------------------|
| 51-9199 | Production Workers, All Other | \$10.56 | \$12.67 | \$17.49 | \$25.09 | \$30.75 |
| 49-9071 | Maintenance and Repair Workers, General | \$10.50 | \$13.08 | \$16.61 | \$21.32 | \$25.50 |
| 51-9161 | Computer Numerically Controlled Tool Operators | \$11.77 | \$13.41 | \$16.46 | \$20.93 | \$25.40 |
| 51-1011 | First-Line Supervisors of Production and Operating Workers | \$17.12 | \$21.46 | \$27.55 | \$34.54 | \$41.45 |
| 17-3026 | Industrial Engineering Technologists and Technicians | \$16.32 | \$19.67 | \$24.47 | \$30.72 | \$39.13 |
| 17-3098 | Calibration Technologists and Technicians and Engineering Technologists and Technicians, Except Drafters, All Other | \$14.64 | \$18.99 | \$26.30 | \$33.90 | \$40.78 |
| 51-4041 | Machinists | \$12.52 | \$15.31 | \$18.52 | \$23.10 | \$27.44 |
| 51-4031 | Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic | \$12.35 | \$13.79 | \$16.34 | \$20.64 | \$25.99 |
| 11-3051 | Industrial Production Managers | \$28.64 | \$36.90 | \$47.74 | \$61.03 | \$78.29 |
| 49-9041 | Industrial Machinery Mechanics | \$15.49 | \$18.68 | \$23.19 | \$28.11 | \$32.32 |

In-Demand Technical Skills

- Machine Operation
- Machining
- Machinery
- HVAC
- Tooling

In-Demand Foundational Skills

- Operations
- Communications
- Troubleshooting
- Management
- Detail Oriented

In-Demand Certifications

- Commercial Driver's License (CDL)
- Certified Forklift Operator
- American Society For Quality (ASQ) Certified
- Certified Quality Improvement Associate (CQIA)
- Food Handler's Card

In-Demand Education Level*

- High School Diploma: 44.0%
- Associate Degree: 10.5%
- Bachelor's Degree: 4.5%
- Master's Degree: 0.3%

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

Top Posting Employers

- ConAgra Foods
- Trillium Staffing
- Ametek
- Lapeer Plating & Plastics
- Masco
- McDonald's
- Qualified Staffing Services
- ResourceMFG
- Scotts Company
- Aerotek

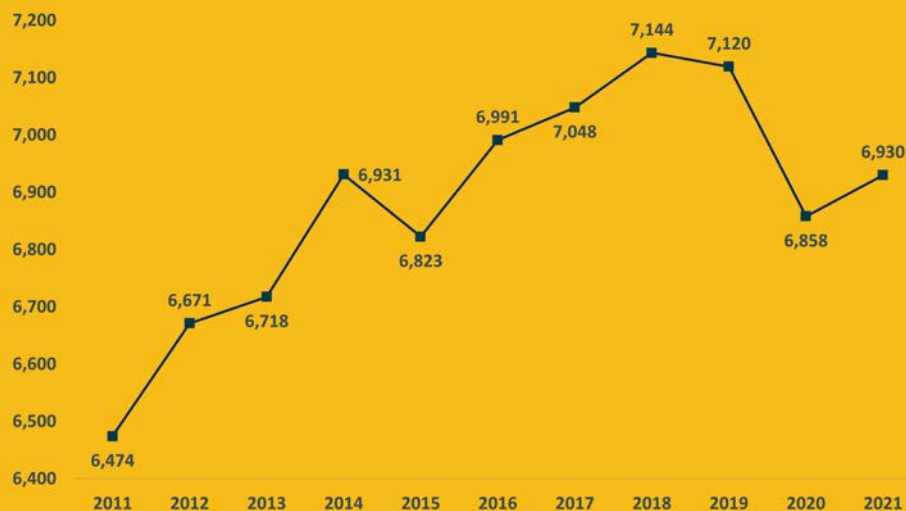
Job Postings by City

- Lapeer: 214 Postings
- Imlay City: 110 Postings
- Bad Axe: 48 Postings
- Peck: 31 Postings
- Cass City: 23 Postings
- Caro: 18 Postings
- Clifford: 17 Postings
- Brown City: 16 Postings
- Marlette: 16 Postings
- Sandusky: 16 Postings

TRANSPORTATION, DISTRIBUTION, AND LOGISTICS OCCUPATION GROUP

Transportation, distribution, and logistics (TDL) workers 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
2011-2021



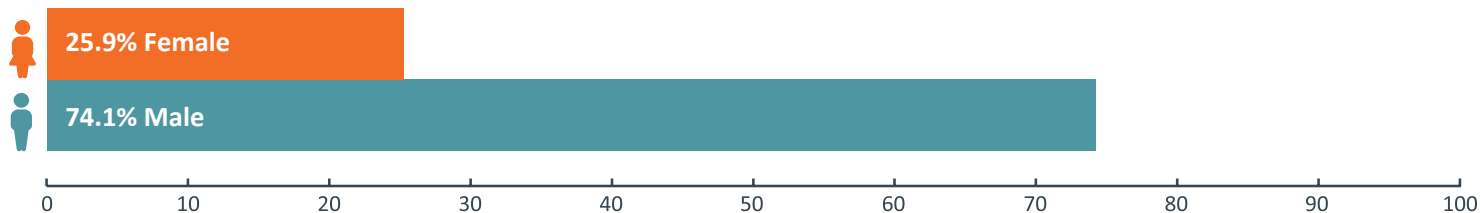
6,930 TDL Workers
1.1% Increase from 2020



TDL Worker Demographics

The TDL occupation group has a large workforce, employing 6,930 individuals in 2021. The workers in this occupation group are 74.1 percent male and 86.7 percent white. A majority, or 61.4 percent of the workforce, are between the ages of 25 through 54 years of age.

Worker Gender Demographics



Race and Ethnicity Demographics

86.7% White | **7.1% Black or African-American** | **4.2% Hispanic or Latino**

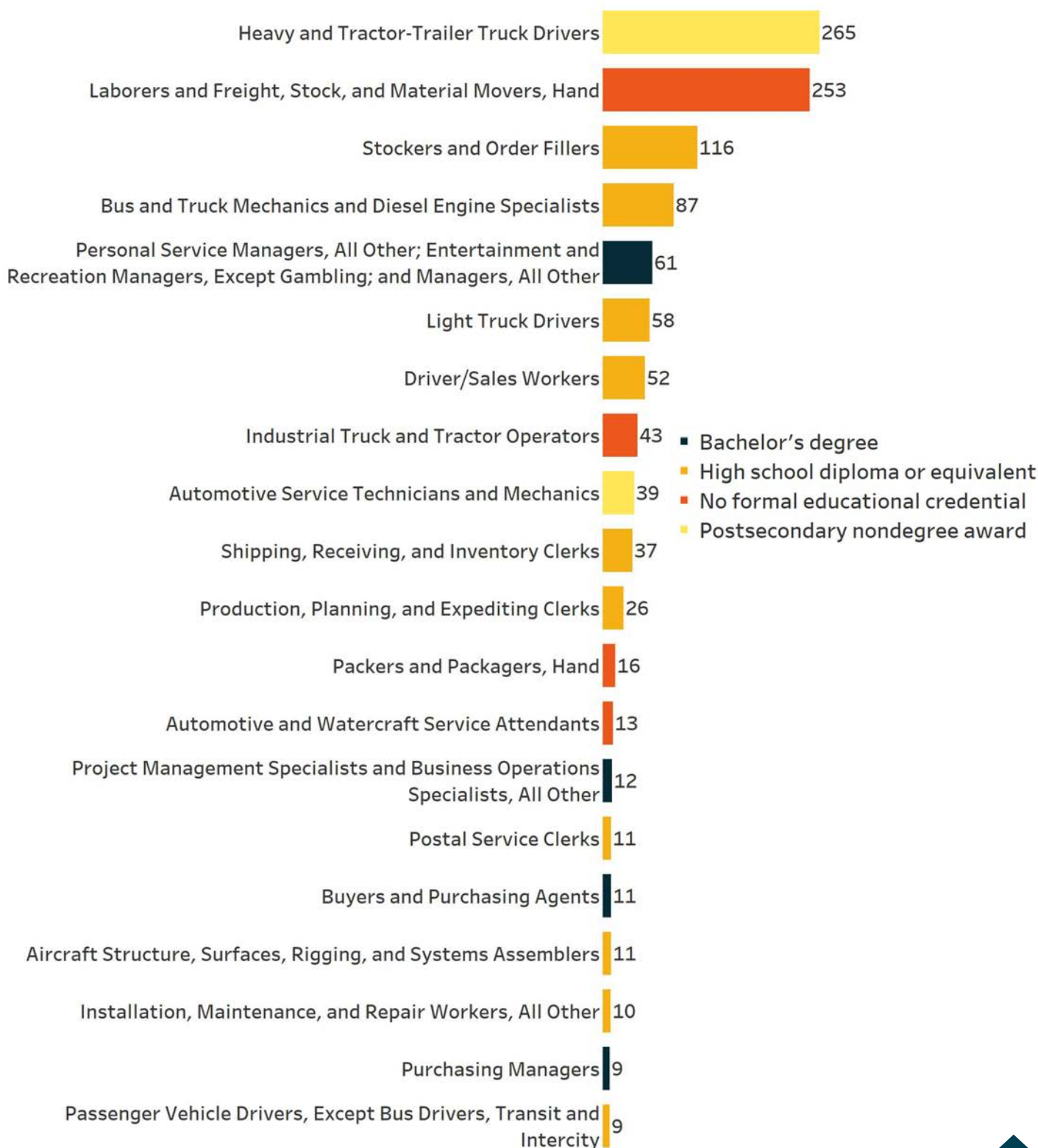
Worker Age Demographics



TRANSPORTATION, DISTRIBUTION, AND LOGISTICS OCCUPATION GROUP

Top Posted Jobs

Demand for TDL occupations totaled 1,219 postings in 2021. Heavy and Tractor-Trailer Truck Drivers retained its spot as the highest in-demand TDL occupation, with 265 postings. Other top posted jobs include Laborers and Freight, Stock, and Material Movers, Hand (253 postings), Stockers and Order Fillers (116 postings), Bus and Truck Mechanics and Diesel Engine Specialists (87 postings) and Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other (61 postings).



TRANSPORTATION, DISTRIBUTION, AND LOGISTICS OCCUPATION GROUP

Wage Overview

Over half of the top ten in-demand TDL occupations offer median wages above \$16.00 per hour. Heavy and Tractor-Trailer Truck Drivers, the top posted TDL job, earn a median hourly wage of \$20.67, or an annual salary of nearly \$42,996. Supervisory roles that require additional education, such as First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors, typically offer even higher wages.

Wage Overview for Top Posted TDL Jobs in 2021

| 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 | \$13.63 | \$16.79 | \$20.67 | \$24.61 | \$28.95 |
| 53-7062 | Laborers and Freight, Stock, and Material Movers, Hand | \$10.76 | \$12.59 | \$15.37 | \$19.47 | \$23.28 |
| 53-7065 | Stockers and Order Fillers | \$9.96 | \$11.01 | \$12.68 | \$15.84 | \$20.27 |
| 49-3031 | Bus and Truck Mechanics and Diesel Engine Specialists | \$15.98 | \$18.26 | \$21.62 | \$25.66 | \$30.79 |
| 11-9198 | Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other | \$21.26 | \$27.48 | \$38.44 | \$55.09 | \$71.91 |
| 53-3033 | Light Truck Drivers | \$9.88 | \$10.59 | \$13.09 | \$20.48 | \$29.35 |
| 53-3031 | Driver/Sales Workers | \$9.66 | \$10.30 | \$13.13 | \$19.62 | \$23.12 |
| 53-7051 | Industrial Truck and Tractor Operators | \$12.70 | \$14.93 | \$18.69 | \$22.79 | \$25.73 |
| 49-3023 | Automotive Service Technicians and Mechanics | \$11.23 | \$13.81 | \$18.15 | \$25.15 | \$30.81 |
| 43-5071 | Shipping, Receiving, and Inventory Clerks | \$11.70 | \$13.38 | \$16.12 | \$19.40 | \$23.22 |

In-Demand Technical Skills

- Warehousing
- Forklift Truck
- Palletizing
- Mechanics
- Merchandising

In-Demand Foundational Skills

- Communications
- Customer Service
- Operations
- Valid Driver's License
- Loading And Unloading

In-Demand Certifications

- Commercial Driver's License (CDL)
- Tanker Endorsement
- Doubles Endorsement
- Hazmat Endorsement
- Triples Endorsement

In-Demand Education Level*

- High School Diploma: 26.3%
- Associate Degree: 2.9%
- Bachelor's Degree: 3.7%
- Master's Degree: 0.3%

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

Top Posting Employers

- Transervice Logistics
- Walmart
- ConAgra Foods
- Amazon
- YRC Freight
- Trillium Staffing
- TransWay
- Ametek
- The Home Depot
- Kroger

Job Postings by City

1. Lapeer: 291 Postings
2. Imlay City: 145 Postings
3. Bad Axe: 93 Postings
4. Almont: 85 Postings
5. Sandusky: 52 Postings
6. Caro: 47 Postings
7. Marlette: 34 Postings
8. Cass City: 29 Postings
9. Metamora: 28 Postings
10. Peck: 26 Postings

Website

www.WINintelligence.org

Email

info@WINintelligence.org

Phone

313.744.2946

Address

25363 Eureka Rd.
Taylor, MI 48180

Facebook

[@workforceintelligencenetwork](https://www.facebook.com/workforceintelligencenetwork)

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