WIN

**WORKFORCE
INTELLIGENCE
NETWORK**

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LABOR MARKET REPORT
LAPEER, HURON, TUSCOLA & SANILAC COUNTIES

January – December 2022

WIN WORKFORCE INTELLIGENCE NETWORK

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 2022 labor market information from the Thumb region for the Agriculture, Customer Service, Healthcare, 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.

REPORT CONTENTS

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ANNUAL STATE OF THE LABOR MARKET

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

The characteristic uncertainty that the COVID-19 crisis once brought to labor markets continued to settle this year. In 2022, the labor force gained 1,168 individuals (1.2 percent) while employment increased by 1,465 individuals (1.6 percent) from 2021. Unemployment decreased by 296 workers and the unemployment rate continued it's decline from 2021, decreasing a further 0.4 percentage points down to 4.8 percent in 2022. Quarterly 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 2022, accounting for 839 job postings followed closely by Retail Salesperson with 555 postings. The Healthcare 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 2022, increasing by 1,168 individuals (1.2 percent) from the prior year. Employment increased by 1,465 workers (1.6 percent) over the same period, while unemployment decreased by 296 workers (0.4 percent) for a total of 4,647 unemployed workers in 2022. The unemployment rate decreased in 2022 to 4.8 percent, a fall of 2.7 percentage points since the 7.5 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 2012–2022
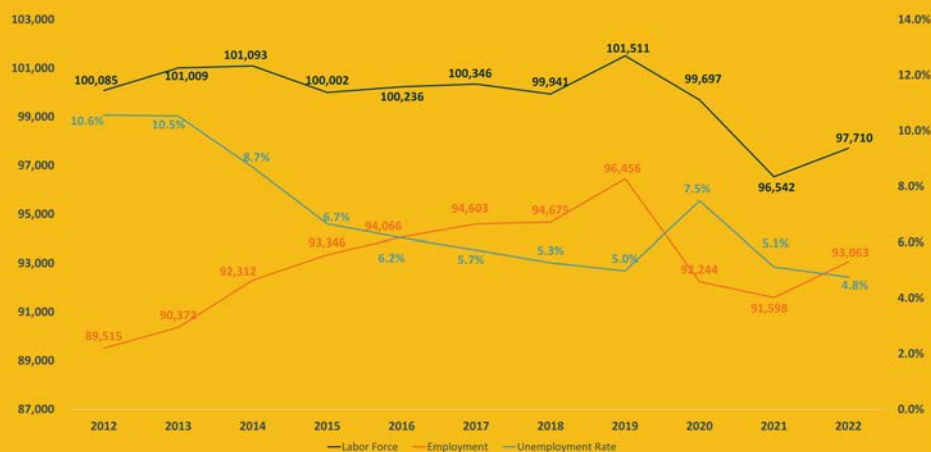
Data: BLS | Analysis: Workforce Intelligence Network

Quarterly Employer Demand Overview

The fourth quarter of 2022 shows that employer demand has increased since the end of Q3 2022. In Q4 2022, there were a monthly average of 2,053 unique postings in the Thumb region, an increase of 241 postings from the monthly average of 1,812 postings recorded in Q3. The fourth quarter had the highest recorded postings in 2022, with an increase of 141 postings (7.3 percent) over Q1 2022. The steady increase in the number of online ads is a good indication that employer demand continues to be strong throughout the year.

Quarterly Posting Analysis 2022

ANNUAL WORKFORCE INDICATORS

Key Findings

21%

Employer demand increased by 21.3 percent, a gain of 1,699 job postings since 2021

High School Diploma

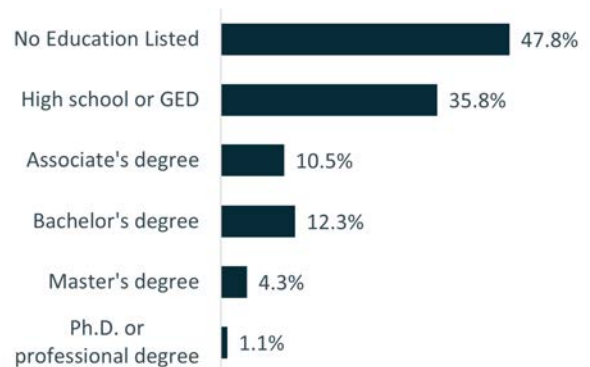Most in-demand minimum education level during 2022

In Q4 2022, employment totaled

93,388

an increase of 867 workers (0.9 percent) since Q4 2021

During 2022, there were 9,687 job postings, 1,699 more than the 7,988 postings made during 2021 in the Thumb region. The fourth quarter saw the highest demand for the year with 2,053 average monthly postings, a 7.3 percent increase since Q1 2022. The top posted job occupations in 2022 include Registered Nurses, Licensed Practical Nurses, Assistant Store Managers, Lead Sales Associates and Retail Merchandisers. For more information about in-demand job postings, see page 7.

Of the 9,687 unique postings in the Thumb region during 2022, 3,472 (35.8 percent) required a high school diploma or equivalent, while 2,208 postings (22.8 percent) required a college degree. An additional 526 postings (5.4 percent) required an advanced degree. The high demand for customer service and Healthcare jobs in the region drives this high demand for workers with various skill sets.

Top 5 Posting Occupation Groups
2022

Occupation Group	Postings
Agriculture	266
Customer Service	2,704
Health Care	2,856
Skilled Trades	638
Transportation, Distribution, and Logistics	1,202

Education Levels In-Demand
2022

Education Level	Percent
No Education Listed	47.8%
High school or GED	35.8%
Associate's degree	10.5%
Bachelor's degree	12.3%
Master's degree	4.3%
Ph.D. or professional degree	1.1%

Following the pandemic-driven labor market volatility that was observed throughout 2020 and parts of 2021, CY2022 was relatively stable across each quarter. Through the first three quarters of 2022, there were marginal improvements in labor force, employment, unemployment, and the unemployment rate. Unemployment was the lone metric to improve across all four quarters, falling 0.1 percentage points from Q3 to an annual low of 4.1 percent. The labor force and employment numbers peaked in Q3 with a high of 98,990 individuals and 94,813 workers respectively, while unemployment fell all the way to 3,970 workers in Q4. The market continued to realign toward pre-pandemic levels, showing a decrease in unemployment and the unemployment rate through Q4 2022. The unemployment rate at the end of 2022 was 4.1 percent. For more information about this year's unemployment rate and other labor market indicators, see page 4.

Quarterly Labor Market Data

	4th Quarter 2021	1st Quarter 2022	2nd Quarter 2022	3rd Quarter 2022	4th Quarter 2022	Change from 3rd Quarter 2022	Percent Change from 3rd Quarter 2022	Change from 4th Quarter 2021	Percent Change from 4th Quarter 2021
Labor Force	96,847	96,745	97,746	98,990	97,358	-1,632	-1.6%	511	0.5%
Employment	92,521	91,056	92,994	94,813	93,388	-1,425	-1.5%	867	0.9%
Unemployment	4,327	5,689	4,752	4,177	3,970	-207	-5.0%	-357	-8.2%
Unemployment Rate	4.5%	5.9%	4.9%	4.2%	4.1%	-0.1%	na	-0.4%	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 2022, labor force participation totaled 97,710 individuals, an increase of 1,168 individuals since 2021. Employment is up to 93,063 workers in 2022, an increase of 1,465 workers. Both unemployment and the unemployment rate decreased, corresponding with the economic recovery. Unemployment decreased to 4,647 workers, down by 3,563 workers since the high of 8,210 workers recorded in 2020. Similarly, the unemployment rate declined by 0.4 percentage points for a 2022 unemployment rate of 4.8 percent.

Annual Labor Market Data
2012-2022

	2012 Annual	2013 Annual	2014 Annual	2015 Annual	2016 Annual	2017 Annual	2018 Annual	2019 Annual	2020 Annual	2021 Annual	2022 Annual	Change from 2021 to 2022	Percent Change from 2021 to 2022
Labor Force	100,085	101,009	101,093	100,002	100,236	100,346	99,941	101,511	99,697	96,542	97,710	1,168	1.2%
Employment	89,515	90,372	92,312	93,346	94,066	94,603	94,675	96,456	92,244	91,598	93,063	1,465	1.6%
Unemployment	10,570	10,637	8,781	6,656	6,171	5,743	5,265	5,055	7,454	4,943	4,647	-296	-6.0%
Unemployment Rate	10.6%	10.5%	8.7%	6.7%	6.2%	5.7%	5.3%	5.0%	7.5%	5.1%	4.8%	-0.4%	na

Data: Bureau of Labor Statistics

CENSUS 2021 LABOR FORCE DEMOGRAPHICS

During 2021, the most recent census year, there were about 100,424 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, 94,401 individuals (44.1 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 30.5 percent, while females under the age of 25 report an unemployment rate of 27.3 percent. Black or African American job seekers also have a difficult time finding employment, facing an unemployment rate of 14.5 percent.

Civilian Labor Force by Demographic Group				
Demographic Group	Civilian Labor Force	Total Employment	Total Unemployment	Unemployment Rate
Total Population 16 +	100,424	94,401	6,023	6.0%
Sex				
Male 16+	55,293	51,868	3,425	6.2%
16-19	2,315	1,874	441	19.0%
20-24	4,994	4,421	573	11.5%
25-54	32,948	31,231	1,717	5.2%
55-64	11,361	10,771	590	5.2%
65 Plus	3,675	3,571	104	2.8%
Female 16+	45,131	42,533	2,598	5.8%
16-19	2,326	1,981	345	14.8%
20-24	4,116	3,600	516	12.5%
25-54	27,090	25,774	1,316	4.9%
55-64	9,325	8,999	326	3.5%
65 Plus	2,274	2,179	95	4.2%
Race				
White	17,968	16,800	1,168	6.5%
Black / African	69	59	10	14.5%
Native American	31	30	1	3.2%
Asian	54	54	0	0.0%
Native Hawaiian / Pacific Islander	3	3	0	0.0%
Some Other Race	224	194	30	13.4%
Two or More Races	418	365	53	12.7%
Ethnicity				
Hispanic	762	717	46	6.0%

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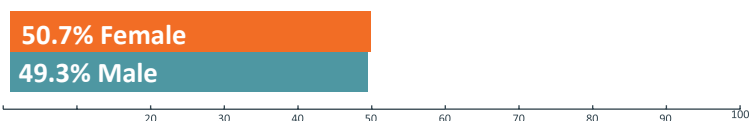
POPULATION DEMOGRAPHICS

2021 Census Population

According to data from the most recent Census Bureau 2021 ACS Five-Year estimates, the Thumb Region population increased by about 0.6 percent between 2020 and 2021. During 2021, there were 214,303 people were living in the region. The sex of the populace was split almost evenly, with about 50.7 percent of the population identifying as female and the other 49.3 percent identifying as male. A majority of the population identified as White (91.0 percent) with the second largest number of individuals identifying as Hispanic or Latino (3.9 percent). The region is facing an aging populace; with 37.0 percent of the population over the age of 54, compared to 28.0 percent under the age of 25.

2022 Current Workforce

In 2022, the workforce had a total of 55,067 individuals working in Thumb Region. A slight majority, 51.0 percent (27,753 workers) were male, while 49.0 percent (26,646 workers) of the workforce was female. Most workers in the region identified as White, accounting for 87.7 percent of the workforce, while Black or African American workers totaled 5.2 percent of the workforce. Those identifying as Hispanic or Latino ethnicity accounted for 4.4 percent. Much of the workforce in Thumb Region are between the ages of 25 through 54 (60.7 percent), while 24.9 percent of workers are 55 and older.

Population Race Demographics

50.7% Female
49.3% Male

Workforce Gender Demographics

49.0% Female
51.0% Male
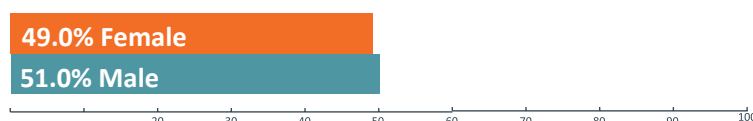
Population Race Demographics

- White, 91.0%
- Black or African American, 0.9%
- Hispanic or Latino, 3.9%
- Asian, 0.4%
- Two or More Races, 2.9%
- American Indian or Alaska Native, 0.3%
- Native Hawaiian or Other Pacific Islander, 0.01%
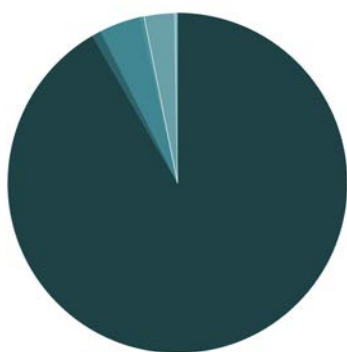
Workforce Race and Ethnicity Demographics

- White, 87.7%
- Black or African American, 5.2%
- Hispanic or Latino, 4.4%
- Asian, 0.9%
- Two or More Races, 1.5%
- American Indian or Alaska Native, 0.3%
- Native Hawaiian or Other Pacific Islander, 0.02%
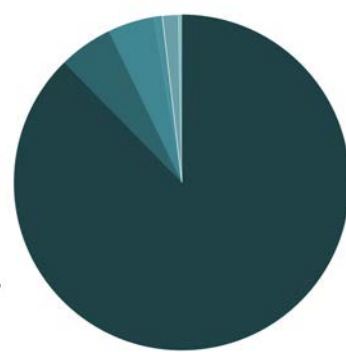
Population Age Demographics

| Age 14 and Under 16.6% | Age 15-24 11.4% | Age 25-54 35.0% | Age 55+ 37.0% |

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

Workforce Age Demographics

| Age 14-24 14.3% | Age 25-54 60.7% | Age 55+ 24.9% |

Data: Lightcast | Analysis: Workforce Intelligence Network

REGIONAL COMMUTING PATTERNS

According to the most recent OnTheMap data set available from the Census Bureau, during 2020, the region's workforce consisted of 76,914 residents. There were 32,298 (42.0 percent) residents living and working within the Thumb region, while the remaining 44,616 residents (58.0 percent) traveled outside of the region for work. There were 47,552 workers employed in the region during 2020. Of those, 15,254 workers (32.1 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
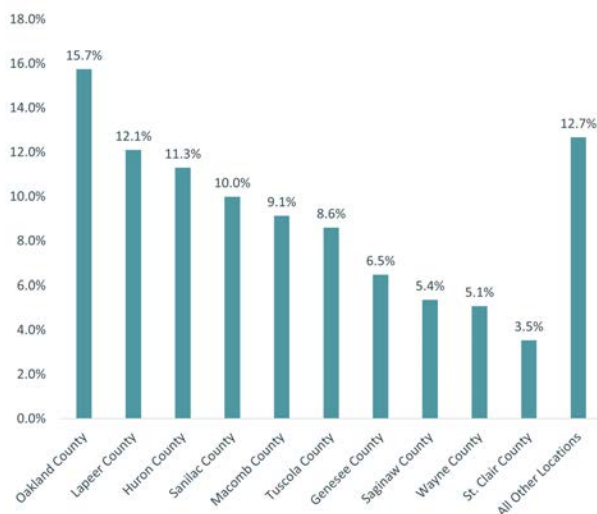
Where Thumb Region Workers Live
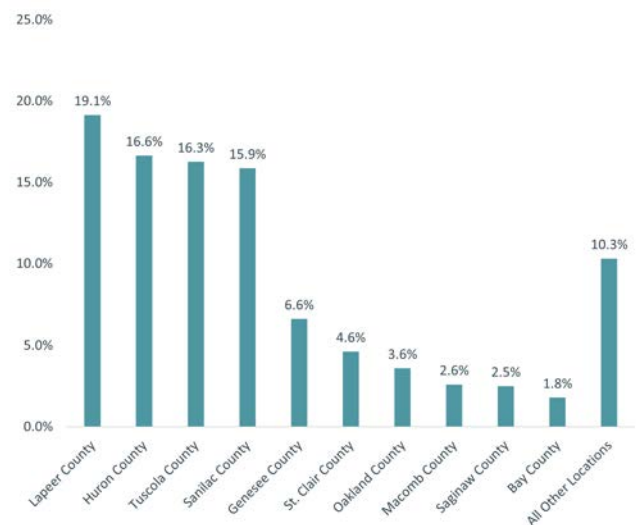
Source: U.S. Census OnTheMap, 2020
Analysis: Workforce Intelligence Network

Source: U.S. Census OnTheMap, 2020
Analysis: Workforce Intelligence Network

Job Postings by City

1. Lapeer: 3,040 Postings
2. Bad Axe: 1,232 Postings
3. Imlay City: 805 Postings
4. Caro: 798 Postings
5. Sandusky: 461 Postings
6. Almont: 322 Postings
7. Pigeon: 303 Postings
8. Cass City: 286 Postings
9. Marlette: 201 Postings
10. Metamora: 151 Postings

TOP POSTED JOBS

Top Posted Jobs: 2022

Registered Nurses is the top posted occupation for 2022 with 839 unique online job postings, and requires a Bachelor's degree for entry. Retail Salespersons (555 postings) and First-Line Supervisors of Retail Sales Workers (374 postings) round out the top three demanded occupations, requiring a no formal educational credential and high school diploma or equivalent, respectively. 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.

Top Posted Entry-Level Jobs: 2022

Entry-level jobs, which usually require zero to two years of previous experience, account for 27.1 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 38.6 percent of entry-level postings. Registered Nurses was the top posted entry-level occupation with 457 postings and requires a bachelor's degree,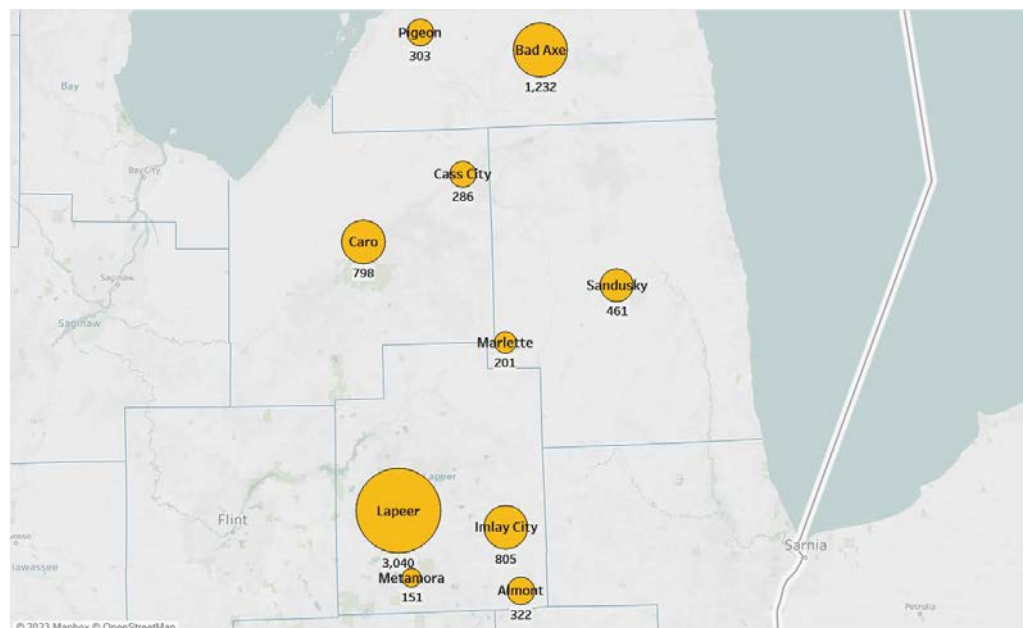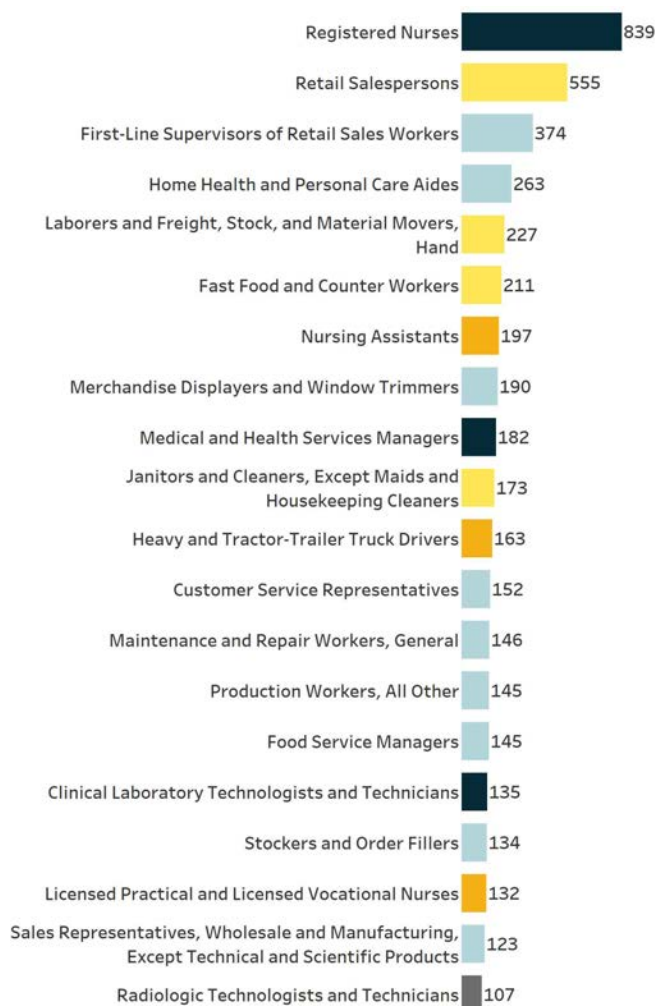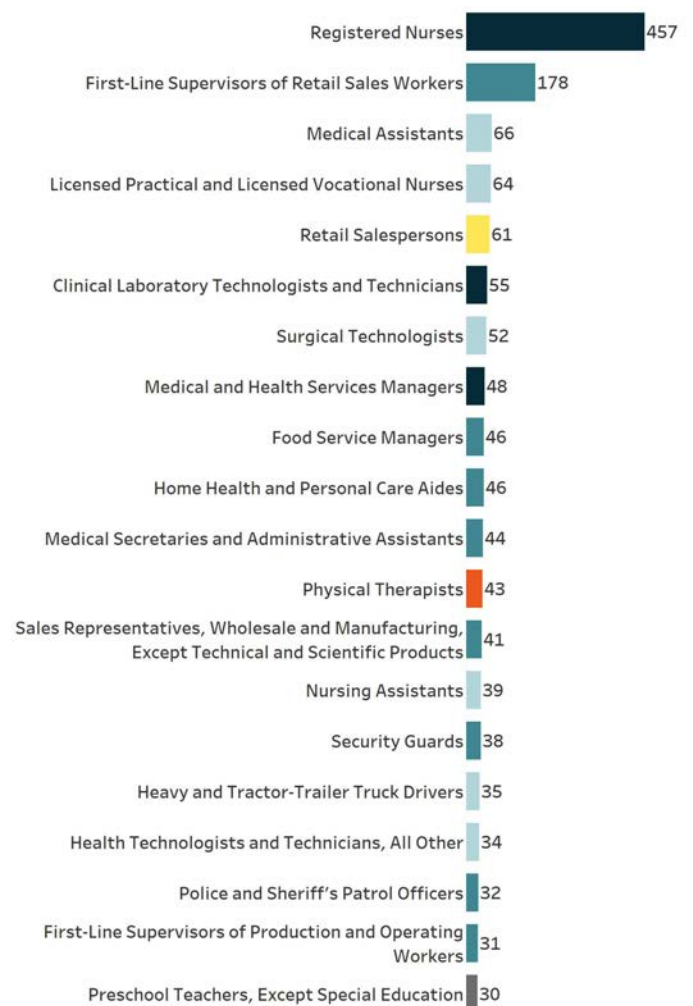 followed by First-Line Supervisors of Retail Sales Workers, requiring a high school diploma or equivalent, with 178 postings.

Top Posted Jobs: 2022	
Registered Nurses	839
Retail Salespersons	555
First-Line Supervisors of Retail Sales Workers	374
Home Health and Personal Care Aides	263
Laborers and Freight, Stock, and Material Movers, Hand	227
Fast Food and Counter Workers	211
Nursing Assistants	197
Merchandise Displayers and Window Trimmers	190
Medical and Health Services Managers	182
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	173
Heavy and Tractor-Trailer Truck Drivers	163
Customer Service Representatives	152
Maintenance and Repair Workers, General	146
Production Workers, All Other	145
Food Service Managers	145
Clinical Laboratory Technologists and Technicians	135
Stockers and Order Fillers	134
Licensed Practical and Licensed Vocational Nurses	132
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	123
Radiologic Technologists and Technicians	107

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

Top Posted Entry-Level Jobs: 2022	
Registered Nurses	457
First-Line Supervisors of Retail Sales Workers	178
Medical Assistants	66
Licensed Practical and Licensed Vocational Nurses	64
Retail Salespersons	61
Clinical Laboratory Technologists and Technicians	55
Surgical Technologists	52
Medical and Health Services Managers	48
Food Service Managers	46
Home Health and Personal Care Aides	46
Medical Secretaries and Administrative Assistants	44
Physical Therapists	43
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	41
Nursing Assistants	39
Security Guards	38
Heavy and Tractor-Trailer Truck Drivers	35
Health Technologists and Technicians, All Other	34
Police and Sheriff's Patrol Officers	32
First-Line Supervisors of Production and Operating Workers	31
Preschool Teachers, Except Special Education	30

- Associate's degree
- 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
2012-2022
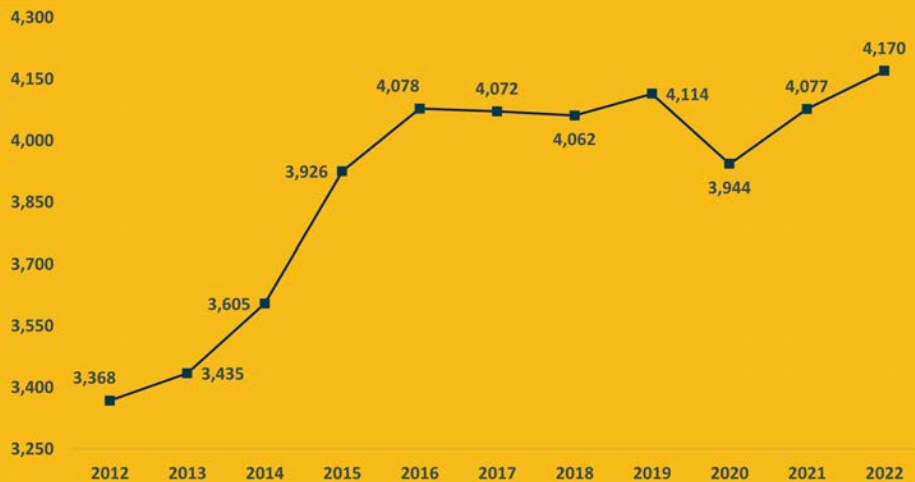
4,170 Agriculture Workers

2.3% Increase from 2021

Agriculture Worker Demographics

According to 2022 Lightcast data, the 4,170 workers in agriculture occupations are not very diverse. A large majority of workers are male (73.0 percent) between the ages of 25 and 54 (60.9 percent). Only 27.0 percent of agriculture workers identify as women, while 16.8 percent of workers were under the age of 25, compared to 22.3 percent of workers who are age 55 or older.

Worker Gender Demographics

27.0% Female

73.0% Male
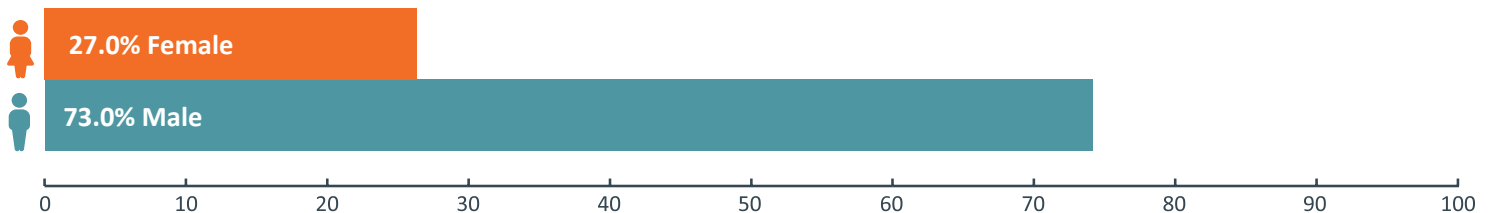
Race and Ethnicity Demographics

83.7% White | 12.0% Hispanic or Latino | 2.4% Black or African-American

Worker Age Demographics

| Age 14-24 16.8% | Age 25-54 60.9% | Age 55+ 22.3% |

Data: Lightcast | Analysis: Workforce Intelligence Network

AGRICULTURE OCCUPATION GROUP

Top Posted Jobs

Agriculture postings totaled 266 ads during 2022. With 62 online job postings, Landscaping and Groundskeeping Workers is the top demanded occupation this year. Food Science Technicians (36 postings) and Life, Physical, and Social Science Technicians, All Other (19 postings) were also in high demand during 2022. Other top posted occupations include Food Batchmakers (18 postings), and Buyers and Purchasing Agents (14 postings).

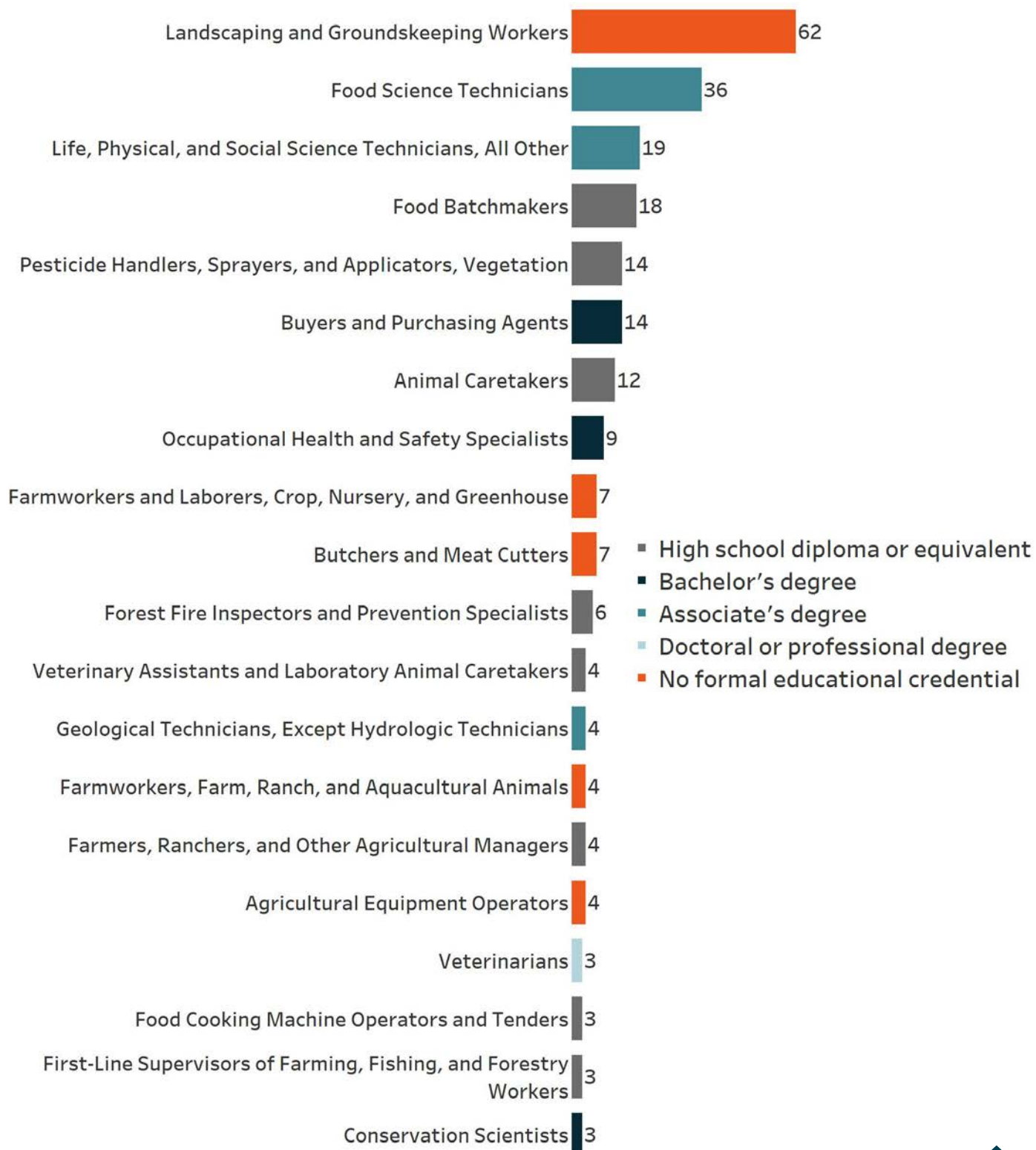| Occupation	Postings
Landscaping and Groundskeeping Workers	62
Food Science Technicians	36
Life, Physical, and Social Science Technicians, All Other	19
Food Batchmakers	18
Pesticide Handlers, Sprayers, and Applicators, Vegetation	14
Buyers and Purchasing Agents	14
Animal Caretakers	12
Occupational Health and Safety Specialists	9
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	7
Butchers and Meat Cutters	7
Forest Fire Inspectors and Prevention Specialists	6
Veterinary Assistants and Laboratory Animal Caretakers	4
Geological Technicians, Except Hydrologic Technicians	4
Farmworkers, Farm, Ranch, and Aquacultural Animals	4
Farmers, Ranchers, and Other Agricultural Managers	4
Agricultural Equipment Operators	4
Veterinarians	3
Food Cooking Machine Operators and Tenders	3
First-Line Supervisors of Farming, Fishing, and Forestry Workers	3
Conservation Scientists	3

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

AGRICULTURE OCCUPATION GROUP

Wage Overview

Of the top posted agriculture-related jobs, over half of the top ten occupations in 2022 offer median wages of more than $14.00 per hour. The top posted job, Landscaping and Groundskeeping Workers, offers median hourly earnings of $14.58, which translates to annual earnings of approximately $30,326. 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 2022

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
37-3011	Landscaping and Groundskeeping Workers	$11.15	$12.95	$14.58	$17.60	$21.66
19-4013	Food Science Technicians	Insf. Data	Insf. Data	Insf. Data	Insf. Data	Insf. Data
19-4099	Life, Physical, and Social Science Technicians, All Other	Insf. Data	Insf. Data	Insf. Data	Insf. Data	Insf. Data
51-3092	Food Batchmakers	$11.23	$13.79	$16.35	$18.64	$21.97
13-1028	Buyers and Purchasing Agents	$19.48	$21.81	$28.10	$37.96	$45.14
37-3012	Pesticide Handlers, Sprayers, and Applicators, Vegetation	$15.73	$16.63	$19.42	$20.57	$22.02
39-2021	Animal Caretakers	$9.71	$11.54	$12.34	$14.60	$16.84
19-5011	Occupational Health and Safety Specialists	$21.58	$27.59	$33.92	$39.76	$45.55
45-2092	Farmworkers and Laborers, Crop, Nursery, and Greenhouse	$9.65	$9.85	$11.59	$15.82	$19.28
51-3021	Butchers and Meat Cutters	$10.28	$12.58	$14.07	$16.91	$21.32

In-Demand Technical Skills

- Vehicle Inspection
- Irrigation (Landscaping And Agriculture)
- Agriculture
- Landscaping
- Selling Techniques

In-Demand Foundational Skills

- Communications
- Valid Driver's License
- Sales
- Customer Service
- Operations

In-Demand Certifications

- Commercial Driver's License (CDL)
- Certified Pharmacy Technician
- Security Clearance
- Air Brake Certification
- Food Handler's Card

In-Demand Education Level*

- High school or GED: 23.7%
- Associate degree: 7.5%
- Bachelor's degree: 15.4%
- Master's degree: 0.8%

*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

- TruGreen
- Nutrien
- Carrols Restaurant Group
- ConAgra Foods
- Asplundh Tree Experts
- Carrols Corporation
- Agrible
- Owen Tree Service
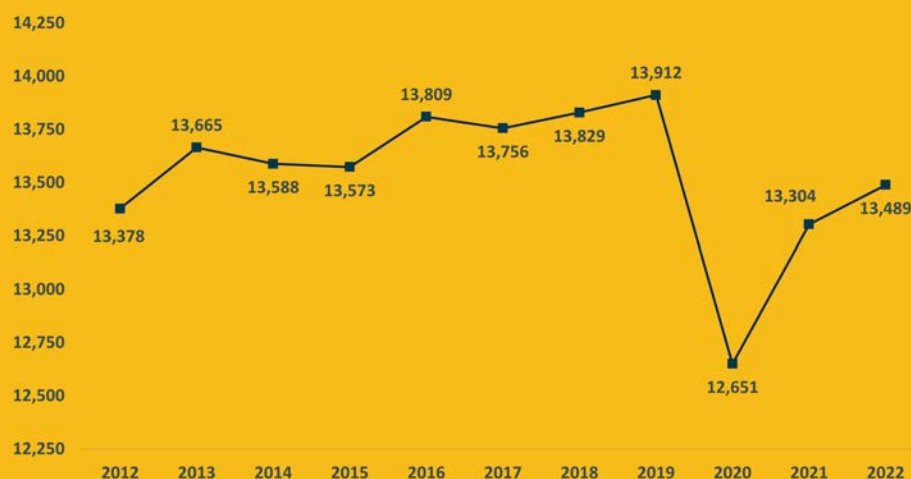- Flying A Canine Ranch
- State Of Michigan

Job Postings by City

1. Lapeer: 42 Postings
2. Imlay City: 31 Postings
3. Brown City: 24 Postings
4. Metamora: 20 Postings
5. Almont: 15 Postings
6. Otter Lake: 14 Postings
7. Reese: 13 Postings
8. Sandusky: 12 Postings
9. Caro: 9 Postings
10. Marlette: 9 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
2012-2022

Year	Value
2012	13,378
2013	13,665
2014	13,588
2015	13,573
2016	13,809
2017	13,756
2018	13,829
2019	13,912
2020	12,651
2021	13,304
2022	13,489

13,489 Customer Service Workers

1.4% Increase from 2021

Customer Service Worker Demographics

In 2022, there were 13,489 workers in the customer service occupation group, with a more diverse workforce than other groups analyzed. During the year, 59.9 percent of workers identified as female, while 12.4 percent of workers in customer service identified as a racial minority. About 28.0 percent of customer service workers were under the age of 24, as compared to the 55 and older age group which was 22.3 percent.

Worker Gender Demographics

59.9% Female

40.1% Male

| 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |
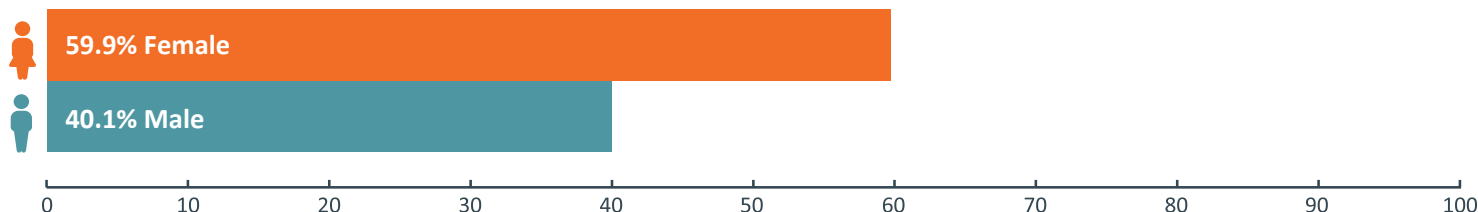
Race and Ethnicity Demographics

87.6% White | 5.5% Black or African-American | 4.0% Hispanic or Latino

Worker Age Demographics

| Age 14-24 28.0% | Age 25-54 49.7% | Age 55+ 22.3% |

Data: Lightcast | Analysis: Workforce Intelligence Network

Lapeer, Huron, Tuscola, & Sanilac Counties

CUSTOMER SERVICE OCCUPATION GROUP

Top Posted Jobs

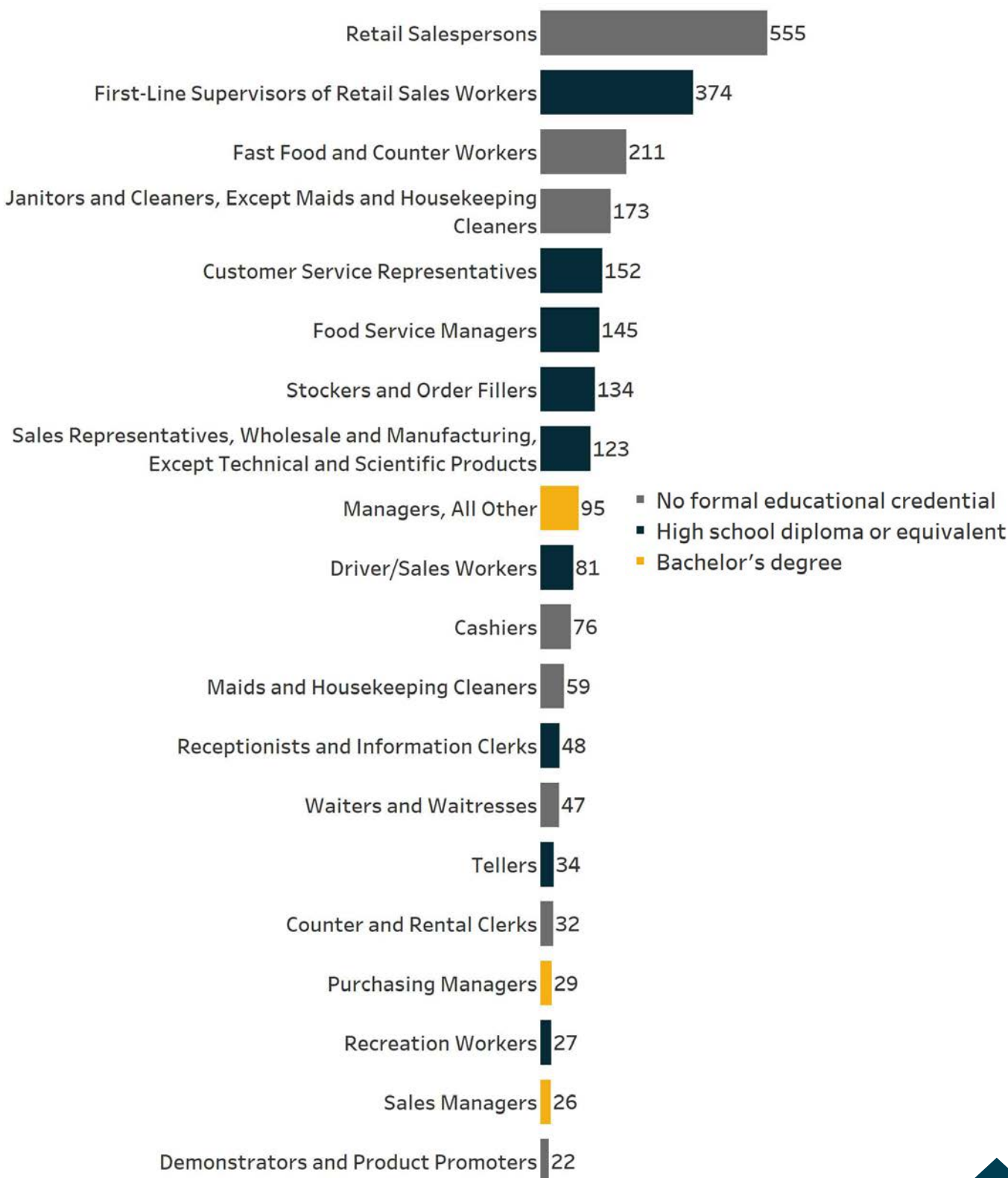Demand for customer service occupations reached 2,704 postings in 2022, an increase of 596 postings or 28.3 percent since 2021. Retail Salespersons is the highest in-demand customer service occupation during 2022, with 555 postings. Other top posted jobs include First-Line Supervisors of Retail Sales Workers (374 postings), Fast Food and Counter Workers (211 postings), Janitors and Cleaners, Except Maids and Housekeeping Cleaners (173 postings), and Customer Service Representatives (152 postings).

Occupation	Postings
Retail Salespersons	555
First-Line Supervisors of Retail Sales Workers	374
Fast Food and Counter Workers	211
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	173
Customer Service Representatives	152
Food Service Managers	145
Stockers and Order Fillers	134
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	123
Managers, All Other	95
Driver/Sales Workers	81
Cashiers	76
Maids and Housekeeping Cleaners	59
Receptionists and Information Clerks	48
Waiters and Waitresses	47
Tellers	34
Counter and Rental Clerks	32
Purchasing Managers	29
Recreation Workers	27
Sales Managers	26
Demonstrators and Product Promoters	22

Legend:
- No formal educational credential
- High school diploma or equivalent
- Bachelor's degree

CUSTOMER SERVICE OCCUPATION GROUP

Wage Overview

Despite being in high demand, most customer service-related occupations offer relatively low wages. However, five of the top ten posted occupations report median wages over $15.00 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 $12.92. 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 $17.28 per hour or $35,942 annually.

Wage Overview for Top Posted Customer Service Jobs in 2022

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
41-2031	Retail Salespersons	$10.25	$10.68	$12.92	$16.01	$20.92
41-1011	First-Line Supervisors of Retail Sales Workers	$12.23	$13.70	$17.28	$22.29	$29.27
35-3023	Fast Food and Counter Workers	$9.93	$10.13	$10.59	$11.41	$12.79
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	$10.34	$10.84	$13.04	$15.91	$17.09
43-4051	Customer Service Representatives	$10.60	$13.12	$15.85	$18.42	$23.29
11-9051	Food Service Managers	$18.97	$21.49	$25.60	$29.51	$36.60
53-7065	Stockers and Order Fillers	$10.97	$11.56	$13.34	$16.91	$18.76
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	$14.12	$19.27	$29.07	$39.99	$59.57
11-9199	Managers, All Other	$21.19	$28.64	$39.79	$52.81	$70.69
53-3031	Driver/Sales Workers	$10.07	$10.18	$10.45	$16.07	$20.63

In-Demand Technical Skills

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

In-Demand Foundational Skills

- Customer Service
- Sales
- Communications
- Management
- Leadership

In-Demand Certifications

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

In-Demand Education Level*

- High school or GED: 45.9%
- Associate degree: 2.9%
- Bachelor's degree: 8.4%
- Master's degree: 1.4%

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

Top Posting Employers

- Dollar General
- Walmart
- McDonald's
- Pizza Hut
- Meijer
- GPM Investments
- AutoZone
- Speedway
- McLaren Healthcare
- TJX

Job Postings by City

1. Lapeer: 855 Postings
2. Caro: 264 Postings
3. Bad Axe: 256 Postings
4. Imlay City: 255 Postings
5. Sandusky: 178 Postings
6. Almont: 89 Postings
7. Marlette: 60 Postings
8. North Branch: 53 Postings
9. Metamora: 51 Postings
10. Millington: 49 Postings

HEALTHCARE OCCUPATION GROUP

WIN's Healthcare occupation group includes jobs related to Healthcare support and practitioners. Employment in this group has been consistently growing, with more Healthcare 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
2012-2022
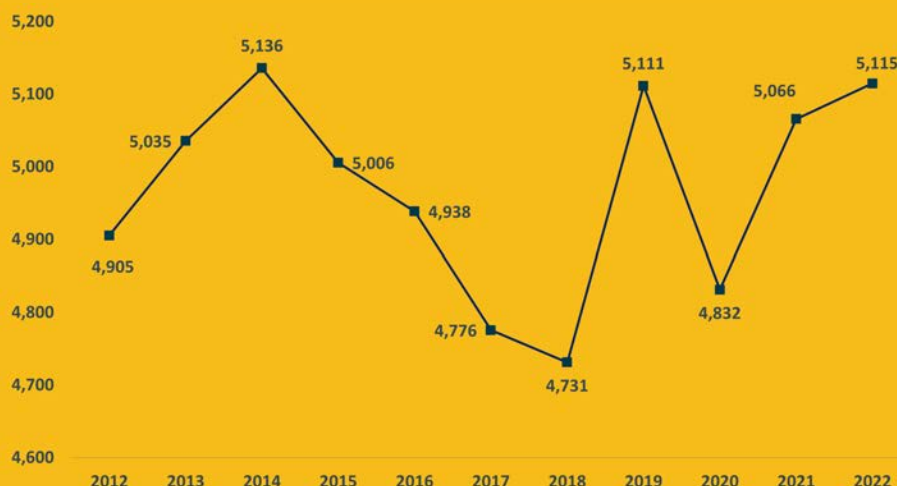
5,115 Healthcare Workers

1.0% Increase from 2021

Healthcare Worker Demographics

According to 2022 Lightcast data, the Healthcare occupation group employed 5,115 workers in the Thumb region, who are overwhelmingly female (82.2 percent) and between the ages of 25 and 54 (67.6 percent), although 22.5 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, 5.4 percent identifying as Black or African American, and 5.8 percent identifying otherwise.

Worker Gender Demographics

82.2% Females

17.8% Male
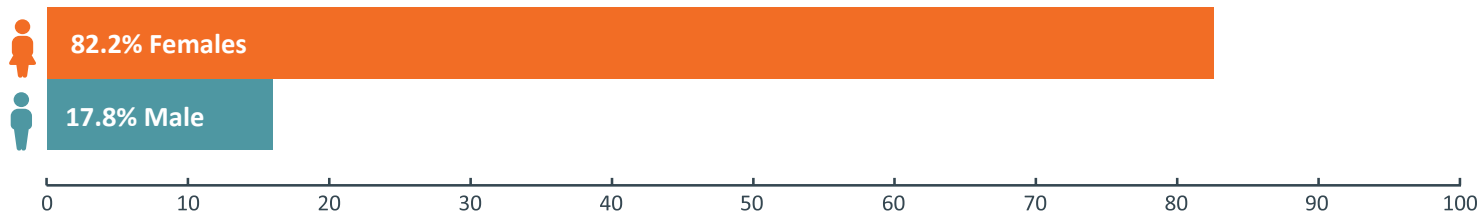
Race and Ethnicity Demographics

88.8% White | 5.4% Black or African-American | 2.8% Hispanic or Latino

Worker Age Demographics

Age 14-24 9.9%   Age 25-54 67.6%   Age 55+ 22.5%

Data: Lightcast | Analysis: Workforce Intelligence Network

HEALTHCARE OCCUPATION GROUP

Top Posted Jobs

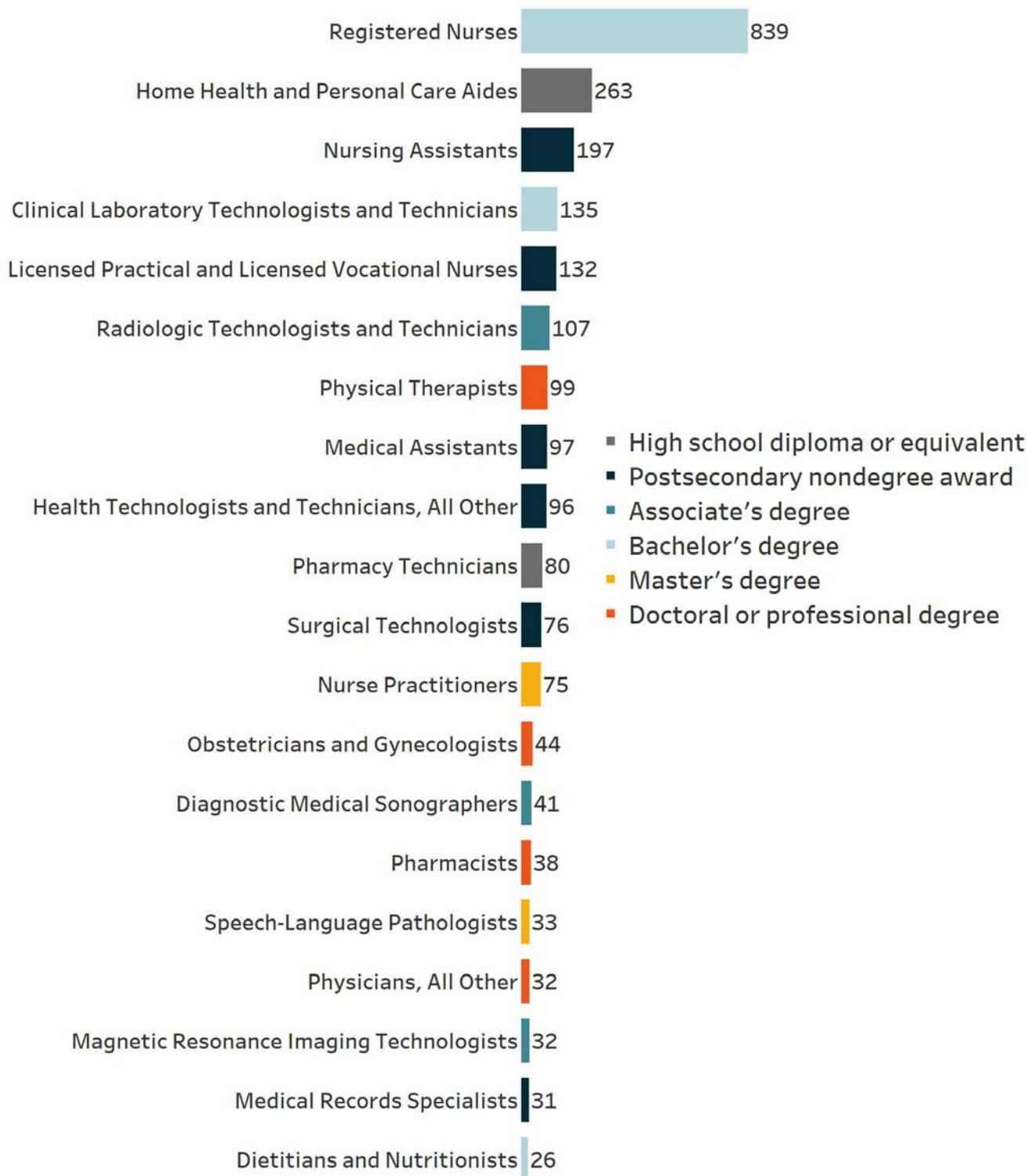Registered Nurses were by far the highest in-demand Healthcare occupation throughout 2022, with 839 postings. Other top posted jobs include Home Health and Personal Care Aides (263 postings), Nursing Assistants (197 postings), Clinical Laboratory Technologists and Technicians (135 postings), and Licensed Practical and Licensed Vocational Nurses (132 postings). Top occupations in Healthcare are available at many education levels, and employment for some roles, such as Home Health and Personal Care Aides and Pharmacy Technicians (80 postings), only require a high school diploma or equivalent, coupled with short to moderate-term on-the-job training.

Occupation	Postings
Registered Nurses	839
Home Health and Personal Care Aides	263
Nursing Assistants	197
Clinical Laboratory Technologists and Technicians	135
Licensed Practical and Licensed Vocational Nurses	132
Radiologic Technologists and Technicians	107
Physical Therapists	99
Medical Assistants	97
Health Technologists and Technicians, All Other	96
Pharmacy Technicians	80
Surgical Technologists	76
Nurse Practitioners	75
Obstetricians and Gynecologists	44
Diagnostic Medical Sonographers	41
Pharmacists	38
Speech-Language Pathologists	33
Physicians, All Other	32
Magnetic Resonance Imaging Technologists	32
Medical Records Specialists	31
Dietitians and Nutritionists	26

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

HEALTHCARE OCCUPATION GROUP

Wage Overview

Wages in the high-demand Healthcare field tend to scale with both education and experience. The Healthcare 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 Healthcare job, offers a median hourly wage of $34.16 per hour or an annual salary of about $71,052.

Wage Overview for Top Posted Healthcare Jobs in 2022

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
29-1141	Registered Nurses	$28.64	$29.68	$34.16	$37.66	$39.33
31-1128	Home Health and Personal Care Aides	$10.87	$11.93	$12.82	$15.58	$16.95
31-1131	Nursing Assistants	$12.96	$14.31	$15.49	$17.96	$19.22
29-2018	Clinical Laboratory Technologists and Technicians	$13.72	$17.33	$26.30	$30.38	$34.27
29-2061	Licensed Practical and Licensed Vocational Nurses	$21.15	$22.99	$24.23	$28.69	$30.06
29-2034	Radiologic Technologists and Technicians	$20.86	$23.02	$26.51	$29.63	$30.53
29-1123	Physical Therapists	$27.56	$34.04	$39.29	$44.98	$50.60
31-9092	Medical Assistants	$12.71	$12.99	$15.95	$16.42	$17.03
29-2099	Health Technologists and Technicians, All Other	$13.52	$16.48	$21.16	$26.91	$29.16
29-2052	Pharmacy Technicians	$12.78	$13.26	$15.62	$17.59	$20.73

In-Demand Technical Skills

- Nursing
- Nursing Care
- Vital Signs
- Cardiopulmonary Resuscitation (CPR)
- Medication Administration

In-Demand Foundational Skills

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

In-Demand Certifications

- Basic Life Support (BLS) Certification
- Advanced Cardiovascular Life Support (ACLS) Certification
- Licensed Practical Nurse (LPN)
- Certified Nursing Assistant
- Pediatric Advanced Life Support

In-Demand Education Level*

- High school or GED: 25.3%
- Associate degree: 21.7%
- Bachelor's degree: 8.2%
- Master's degree: 4.1%

*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

- McLaren Healthcare
- ProMedica
- Mclaren Thumb Region
- Meijer
- CareInHomes
- Trilogy Health Services
- Mclaren Lapeer Region
- Prestige Healthcare
- Elite Specialty Staffing
- Walmart
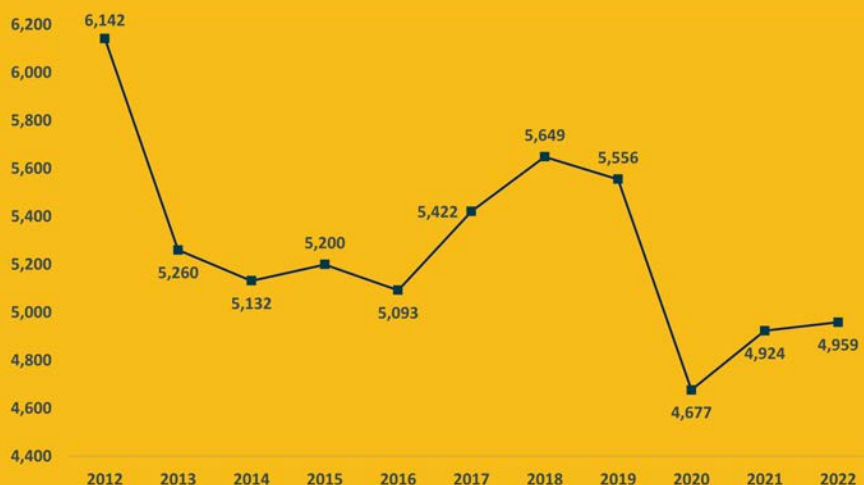
Job Postings by City

1. Lapeer: 1,063 Postings
2. Bad Axe: 630 Postings
3. Caro: 237 Postings
4. Pigeon: 159 Postings
5. Cass City: 115 Postings
6. Sandusky: 73 Postings
7. Marlette: 68 Postings
8. Imlay City: 60 Postings
9. Almont: 44 Postings
10. Vassar: 34 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
2012-2022

| Year	Employment
2012	6,142
2013	5,260
2014	5,132
2015	5,200
2016	5,093
2017	5,422
2018	5,649
2019	5,556
2020	4,677
2021	4,924
2022	4,959

4,959 Skilled Trades Workers

0.7% Decrease from 2021

Skilled Trades Worker Demographics

According to 2022 Lightcast data, the skilled trades occupation group employed about 4,959 workers in the Thumb region. The majority of skilled trades workers are male (85.5 percent) between the ages of 25 and 54 (63.6 percent). Due to the aging workforce, additional outreach will be necessary as 29.4 percent are 55 years of age or older.

Worker Gender Demographics

14.5% Female
85.5% Male
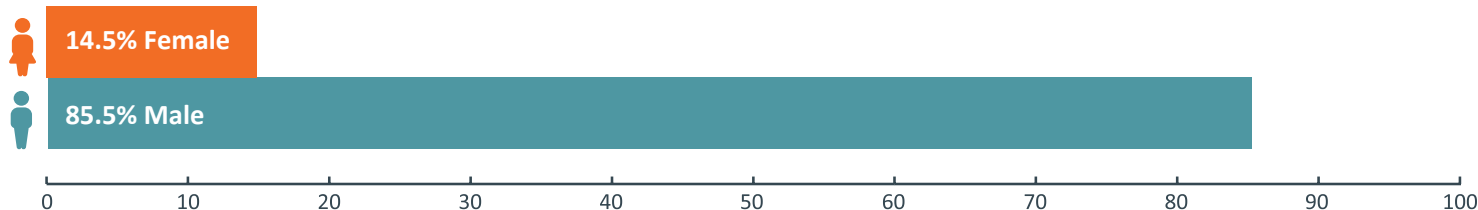
Race and Ethnicity Demographics

90.0% White | 4.4% Black or African-American | 4.0% Hispanic or Latino

Worker Age Demographics

Age 14-24	Age 25-54	Age 55+
6.9%	63.6%	29.4%

Data: Lightcast | Analysis: Workforce Intelligence Network
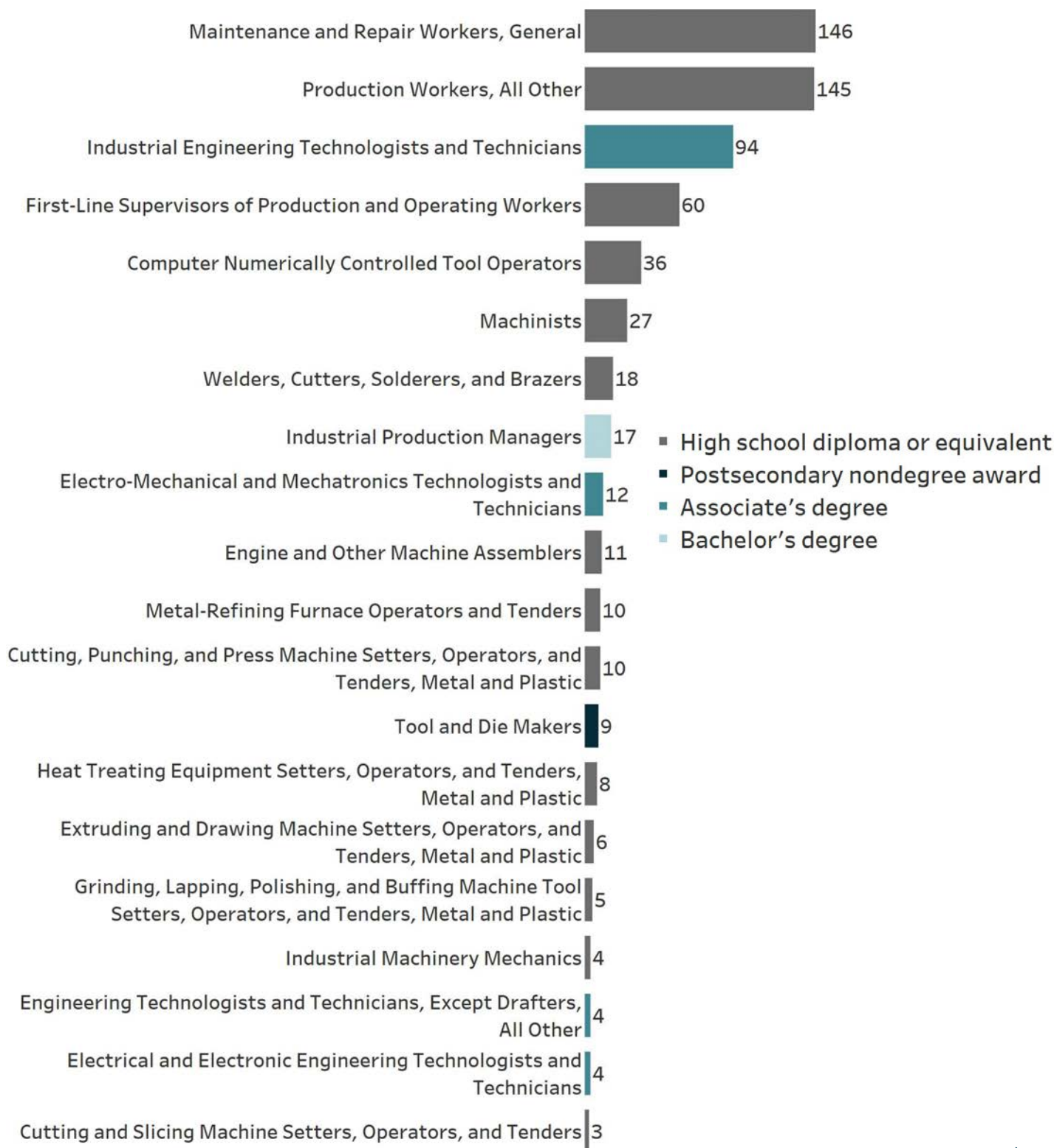
SKILLED TRADES AND TECHNICIANS OCCUPATION GROUP

Top Posted Jobs

In 2022, there were a total of 638 job postings for Skilled Trades workers, with Maintenance and Repair Workers, General as the most sought-after occupation by Skilled Trades industry employers with 146 postings. Production Workers, All Other was in the second position with 145 postings. Other top posted jobs include Industrial Engineering Technologists and Technicians (94 postings), First-Line Supervisors of Production and Operating Workers (60 postings), and Computer Numerically Controlled Tool Operators (36 postings).

Occupation	Postings
Maintenance and Repair Workers, General	146
Production Workers, All Other	145
Industrial Engineering Technologists and Technicians	94
First-Line Supervisors of Production and Operating Workers	60
Computer Numerically Controlled Tool Operators	36
Machinists	27
Welders, Cutters, Solderers, and Brazers	18
Industrial Production Managers	17
Electro-Mechanical and Mechatronics Technologists and Technicians	12
Engine and Other Machine Assemblers	11
Metal-Refining Furnace Operators and Tenders	10
Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic	10
Tool and Die Makers	9
Heat Treating Equipment Setters, Operators, and Tenders, Metal and Plastic	8
Extruding and Drawing Machine Setters, Operators, and Tenders, Metal and Plastic	6
Grinding, Lapping, Polishing, and Buffing Machine Tool Setters, Operators, and Tenders, Metal and Plastic	5
Industrial Machinery Mechanics	4
Engineering Technologists and Technicians, Except Drafters, All Other	4
Electrical and Electronic Engineering Technologists and Technicians	4
Cutting and Slicing Machine Setters, Operators, and Tenders	3

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

SKILLED TRADES AND TECHNICIANS OCCUPATION GROUP

Wage Overview

Most of the top ten in-demand skilled trades occupations have median wages above $17.00 per hour. Maintenance and Repair Workers, General, the top posted skilled trades job in 2022, offers a median hourly wage of $16.88, which translates to an annual salary of about $35,110.

Wage Overview for Top Posted Skilled Trades Jobs in 2022

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	$11.56	$13.45	$16.88	$21.31	$26.88
51-9199	Production Workers, All Other	$10.45	$12.87	$13.98	$16.99	$21.39
17-3026	Industrial Engineering Technologists and Technicians	$16.55	$21.26	$25.74	$27.97	$34.04
51-1011	First-Line Supervisors of Production and Operating Workers	$17.04	$21.55	$27.53	$34.46	$38.19
51-9161	Computer Numerically Controlled Tool Operators	$13.51	$16.16	$17.52	$21.45	$26.15
51-4041	Machinists	$13.46	$16.24	$17.87	$23.87	$27.50
51-4121	Welders, Cutters, Solderers, and Brazers	$14.05	$16.45	$18.33	$22.29	$24.29
11-3051	Industrial Production Managers	$27.61	$36.78	$45.97	$56.85	$71.75
17-3024	Electro-Mechanical and Mechatronics Technologists and Technicians	Insf. Data	Insf. Data	Insf. Data	Insf. Data	Insf. Data
51-2031	Engine and Other Machine Assemblers	$16.16	$16.30	$19.16	$26.16	$27.12

In-Demand Technical Skills

- Hand Tools
- Machine Operation
- Machinery
- Machining
- Plumbing

In-Demand Foundational Skills

- Communications
- Troubleshooting (Problem Solving)
- Operations
- Customer Service
- Self-Motivation

In-Demand Certifications

- HVAC Certification
- Commercial Driver's License (CDL)
- American Society For Quality (ASQ) Certified
- CDL Class A License
- Pesticide Applicator License

In-Demand Education Level*

- High school or GED: 49.1%
- Associate degree: 4.2%
- Bachelor's degree: 10.3%
- Master's degree: 2.5%

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

Top Posting Employers

- ConAgra Foods
- CornerStone Staffing
- Trillium
- Lapeer Plating And Plastics
- The Scotts Company
- Aerotek
- Ametek
- McDonald's
- Gale Building Products
- Michigan Sugar Company

Job Postings by City

1. Lapeer: 207 Postings
2. Imlay City: 135 Postings
3. Almont: 39 Postings
4. Bad Axe: 26 Postings
5. Millington: 21 Postings
6. Sandusky: 20 Postings
7. Peck: 18 Postings
8. Elkton: 17 Postings
9. Cass City: 16 Postings
10. Caro: 15 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
2012-2022
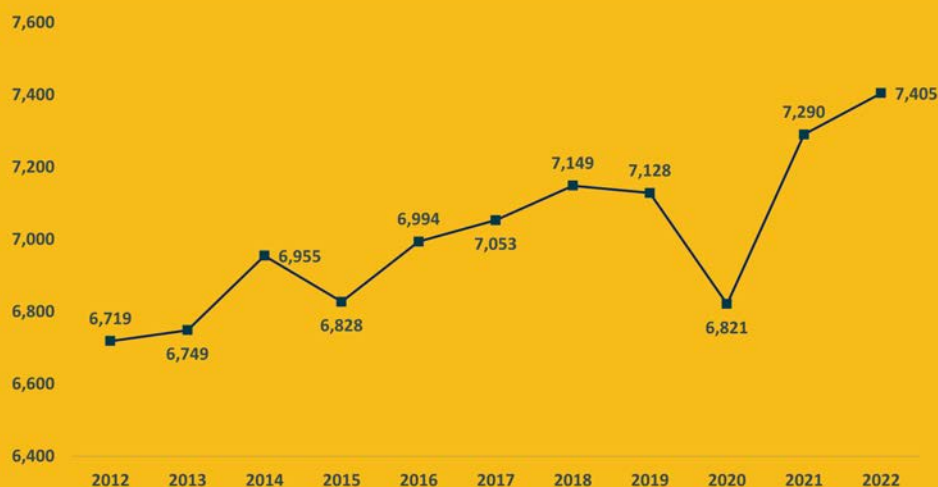
7,405 TDL Workers

1.6% Increase from 2020

TDL Worker Demographics

The TDL occupation group has a large workforce, employing 7,405 individuals in 2022. The workers in this occupation group are 73.5 percent male and 87.2 percent white. A majority, or 60.8 percent of the workforce, are between the ages of 25 through 54 years of age.

Worker Gender Demographics

26.5% Female

73.5% Male
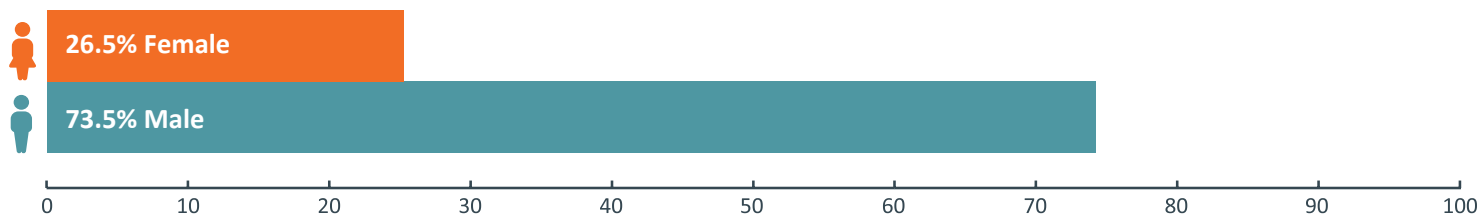
Race and Ethnicity Demographics

87.2% White | 6.5% Black or African-American | 4.1% Hispanic or Latino

Worker Age Demographics

Age 14-24 11.8%

Age 25-54 60.8%

Age 55+ 27.4%

Data: Lightcast | Analysis: Workforce Intelligence Network
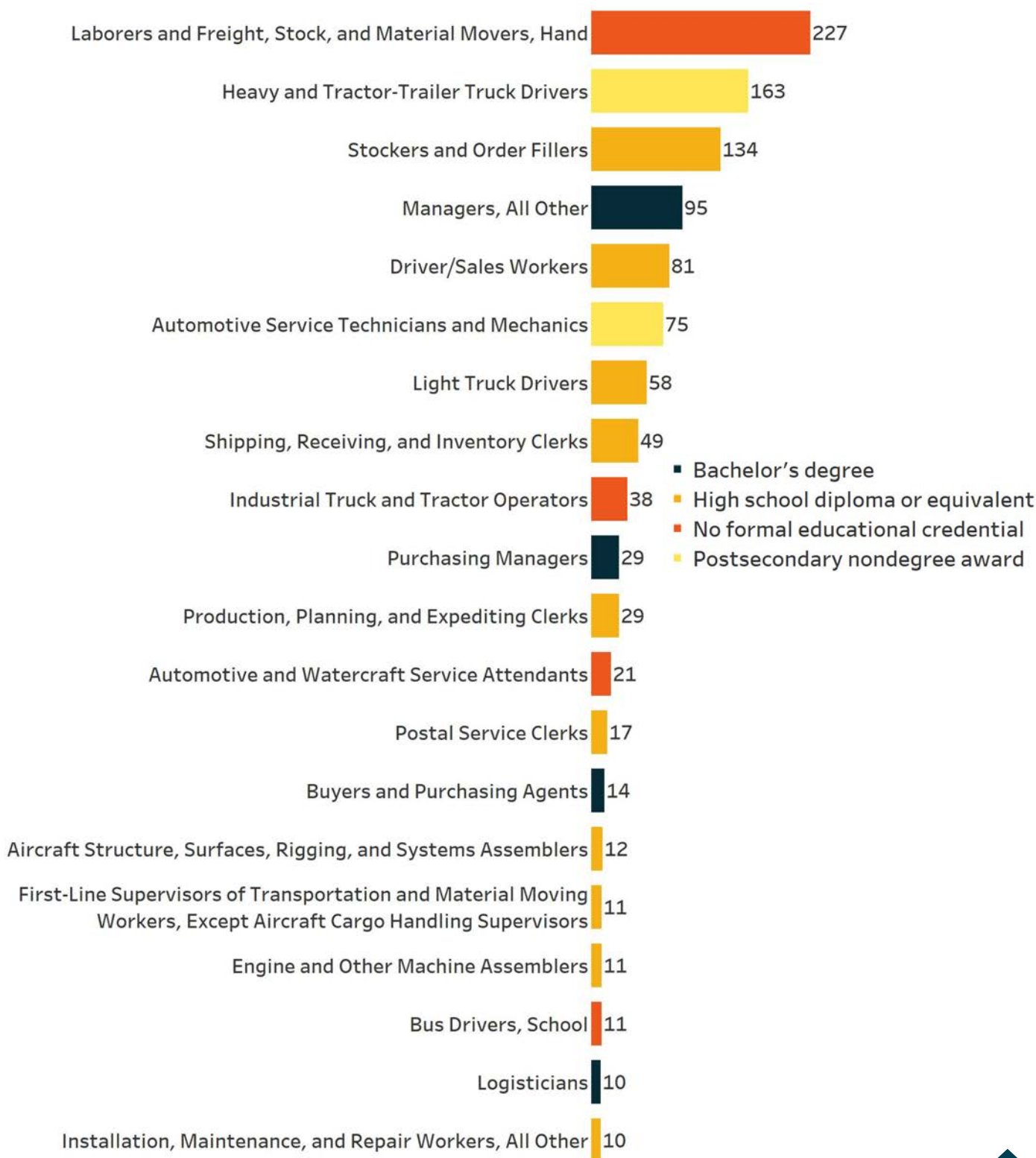
TRANSPORTATION, DISTRIBUTION, AND LOGISTICS OCCUPATION GROUP

Top Posted Jobs

Demand for TDL occupations totaled 1,202 posting in 2022. Laborers and Freight, Stock, and Material Movers, Hand retained its spot as the highest in-demand TDL occupation, with 227 postings. Other top posted jobs include Heavy and Tractor-Trailer Truck Drivers (163 postings), Stockers and Order Fillers (134 postings), Managers, All Other (95 postings), and Driver/Sales Workers (81 postings).

Occupation	Postings
Laborers and Freight, Stock, and Material Movers, Hand	227
Heavy and Tractor-Trailer Truck Drivers	163
Stockers and Order Fillers	134
Managers, All Other	95
Driver/Sales Workers	81
Automotive Service Technicians and Mechanics	75
Light Truck Drivers	58
Shipping, Receiving, and Inventory Clerks	49
Industrial Truck and Tractor Operators	38
Purchasing Managers	29
Production, Planning, and Expediting Clerks	29
Automotive and Watercraft Service Attendants	21
Postal Service Clerks	17
Buyers and Purchasing Agents	14
Aircraft Structure, Surfaces, Rigging, and Systems Assemblers	12
First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	11
Engine and Other Machine Assemblers	11
Bus Drivers, School	11
Logisticians	10
Installation, Maintenance, and Repair Workers, All Other	10

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

TRANSPORTATION, DISTRIBUTION, AND LOGISTICS OCCUPATION GROUP

Wage Overview

Over half of the top ten in-demand TDL occupations offer median wages above $17.00 per hour. Laborers and Freight, Stock, and Material Movers, Hand, the top posted TDL job, earn a median hourly wage of $14.32, or an annual salary of nearly $29,785. 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 2022

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	$11.04	$13.07	$14.32	$17.49	$21.99
53-3032	Heavy and Tractor-Trailer Truck Drivers	$14.19	$17.45	$21.64	$26.35	$28.28
53-7065	Stockers and Order Fillers	$10.97	$11.56	$13.34	$16.91	$18.76
11-9199	Managers, All Other	$21.19	$28.64	$39.79	$52.81	$70.69
53-3031	Driver/Sales Workers	$10.07	$10.18	$10.45	$16.07	$20.63
49-3023	Automotive Service Technicians and Mechanics	$12.72	$14.34	$20.43	$23.56	$29.78
53-3033	Light Truck Drivers	$10.96	$12.43	$16.87	$21.63	$28.45
43-5071	Shipping, Receiving, and Inventory Clerks	$13.11	$13.82	$16.79	$20.42	$22.91
53-7051	Industrial Truck and Tractor Operators	$13.92	$16.65	$18.29	$23.06	$25.40
11-3061	Purchasing Managers	$33.22	$39.69	$51.22	$65.37	$79.20

In-Demand Technical Skills

- Warehousing
- Forklift Truck
- Merchandising
- Palletizing
- Truck Driving

In-Demand Foundational Skills

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

In-Demand Certifications

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

In-Demand Education Level*

- High school or GED: 29.1%
- Associate degree: 4.7%
- Bachelor's degree: 8.7%
- Master's degree: 2.2%

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

Top Posting Employers

- Walmart
- ConAgra Foods
- Meijer
- Gulfside Supply
- CornerStone Staffing
- Aerotek
- Michigan Sugar Company
- Trillium
- Gale Building Products
- UPS

Job Postings by City

1. Lapeer: 322 Postings
2. Imlay City: 142 Postings
3. Bad Axe: 101 Postings
4. Sandusky: 96 Postings
5. Caro: 93 Postings
6. Almont: 71 Postings
7. Cass City: 39 Postings
8. North Branch: 23 Postings
9. Reese: 21 Postings
10. Sebewaing: 21 Postings

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