

WORKFORCE INTELLIGENCE NETWORK

QUARTERLY REPORT • **OAKLAND COUNTY** • Q2 2015



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Labor Market and Demand Summary

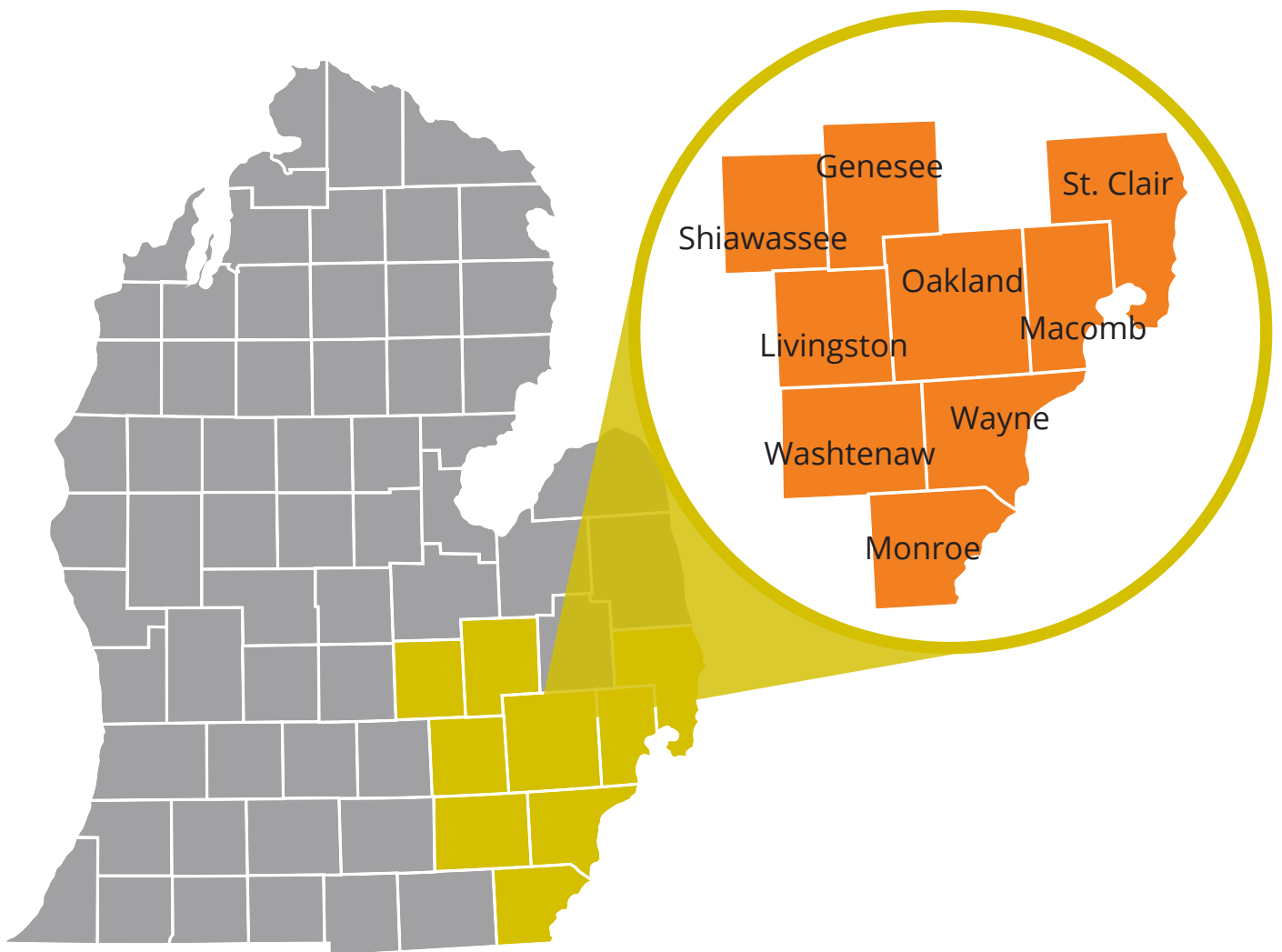
Data Notes and Sources



WIN region includes 9 counties:

**Genesee, Livingston, Monroe, Macomb, Oakland,
Shiawassee, St. Clair, Washtenaw, and Wayne.**

This report focuses on Oakland County





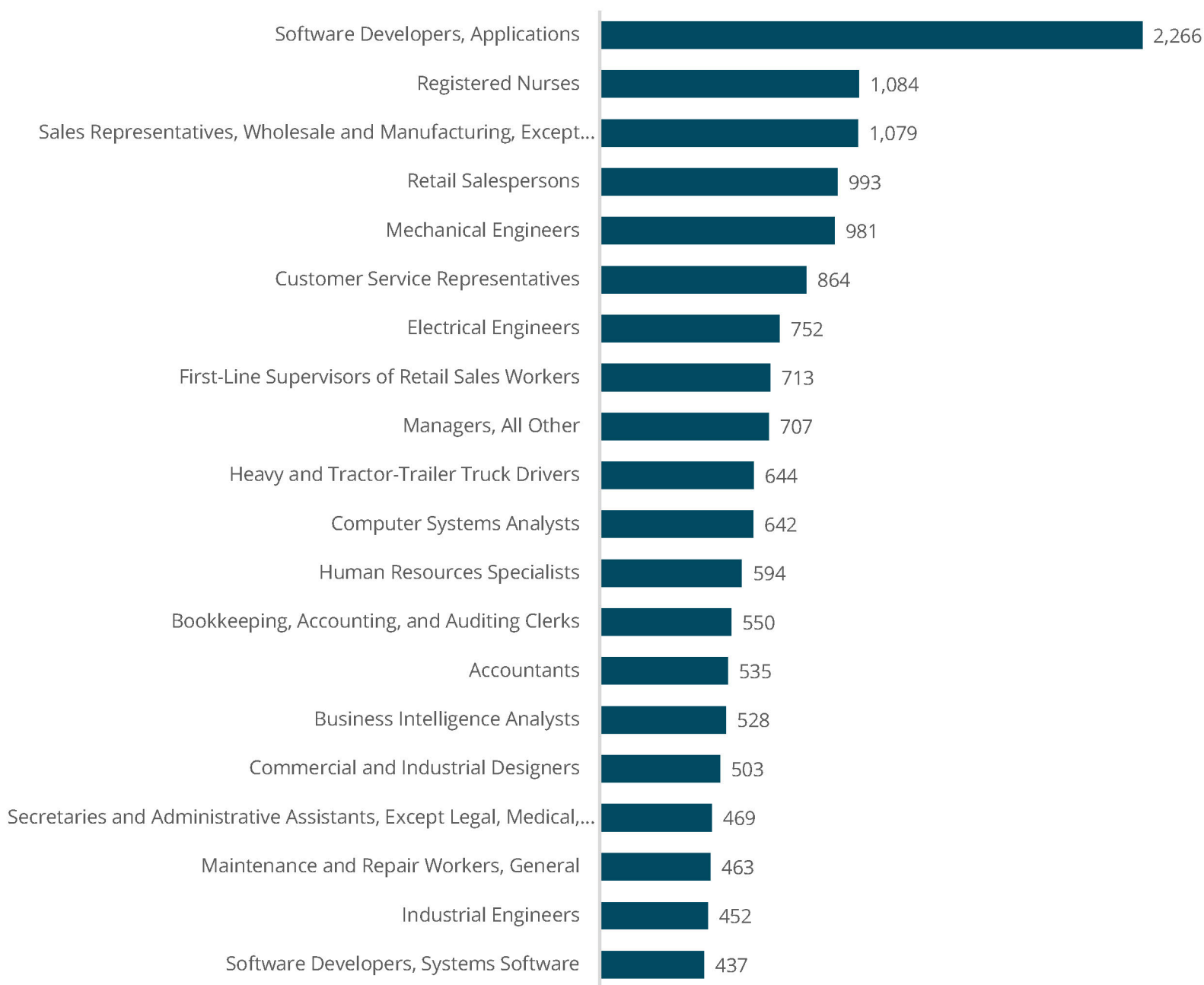
SECTION ONE

LABOR MARKET AND DEMAND OVERVIEW



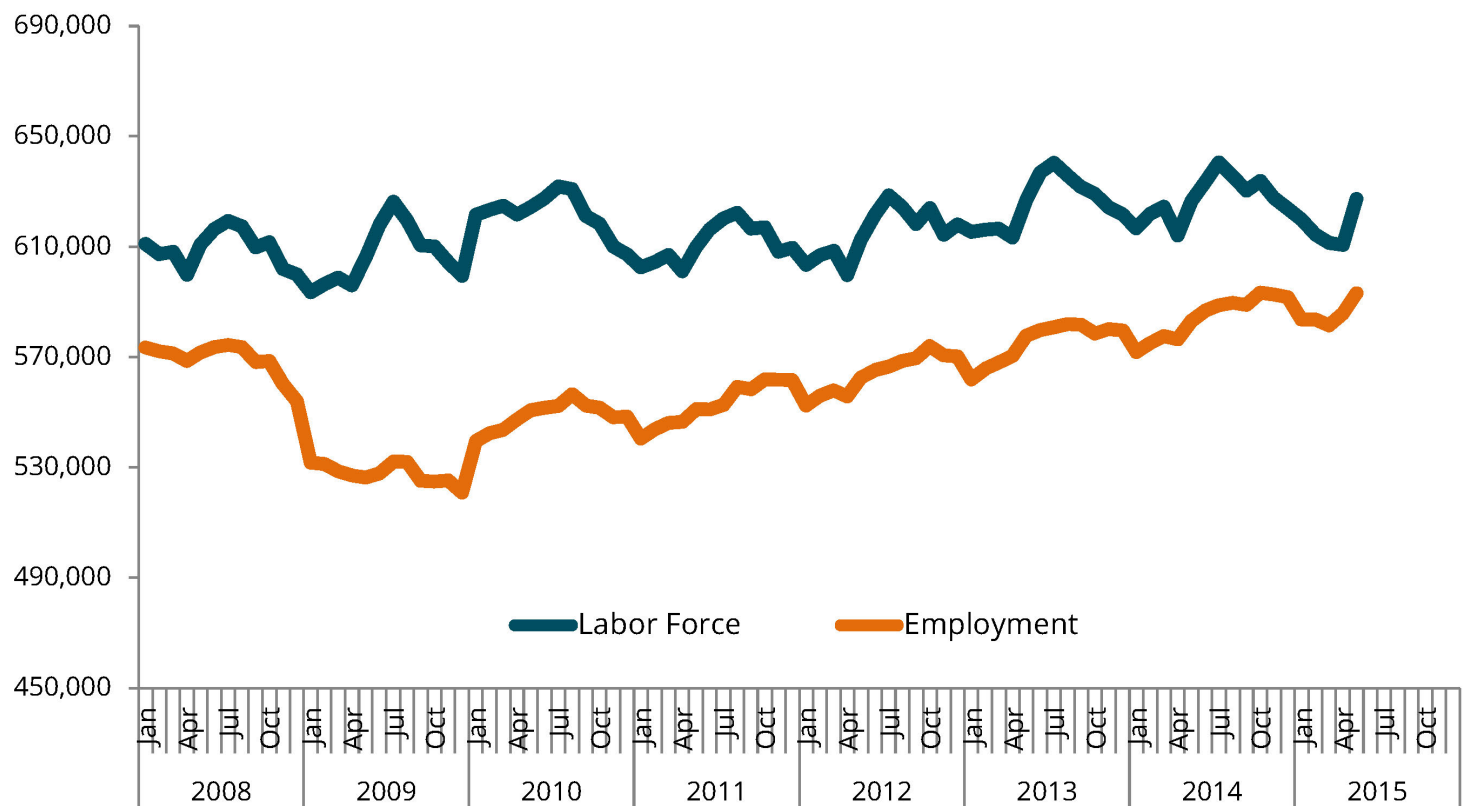
TOP 20 JOBS IN DEMAND

APRIL - JUNE 2015



The top posting jobs in Oakland County do not often shift from quarter to quarter but change in rank. During Q2 2015 software developers maintained its top posting position with 2,266 postings, a 15.2% increase from Q1's 1,967 postings. Registered Nurses moved up from fourth most in-demand to second growing 25.3% from 865 postings in Q1 to 1,084 in Q2. This follows much of the region where demand for nurses has increased rapidly. Demand also increased for sales representatives – wholesale and manufacturing. Despite this occupation moving from second to third in rank, employer demand for these skilled sales workers grew 17.4% from 919 postings in Q1 to 1,079 postings in Q2 this year.

EMPLOYMENT AND LABOR FORCE



Source: Bureau of Labor Statistics
Analysis: Workforce Intelligence Network

Compared to much of the region, Oakland County's labor force growth has been stronger than most other counties. Between Q1 and Q2 this year, the labor force grew by 3,732 individuals (0.6% growth). While this is not strong overall growth, the general annual trends in Oakland show much more of an upward pattern than other counties.

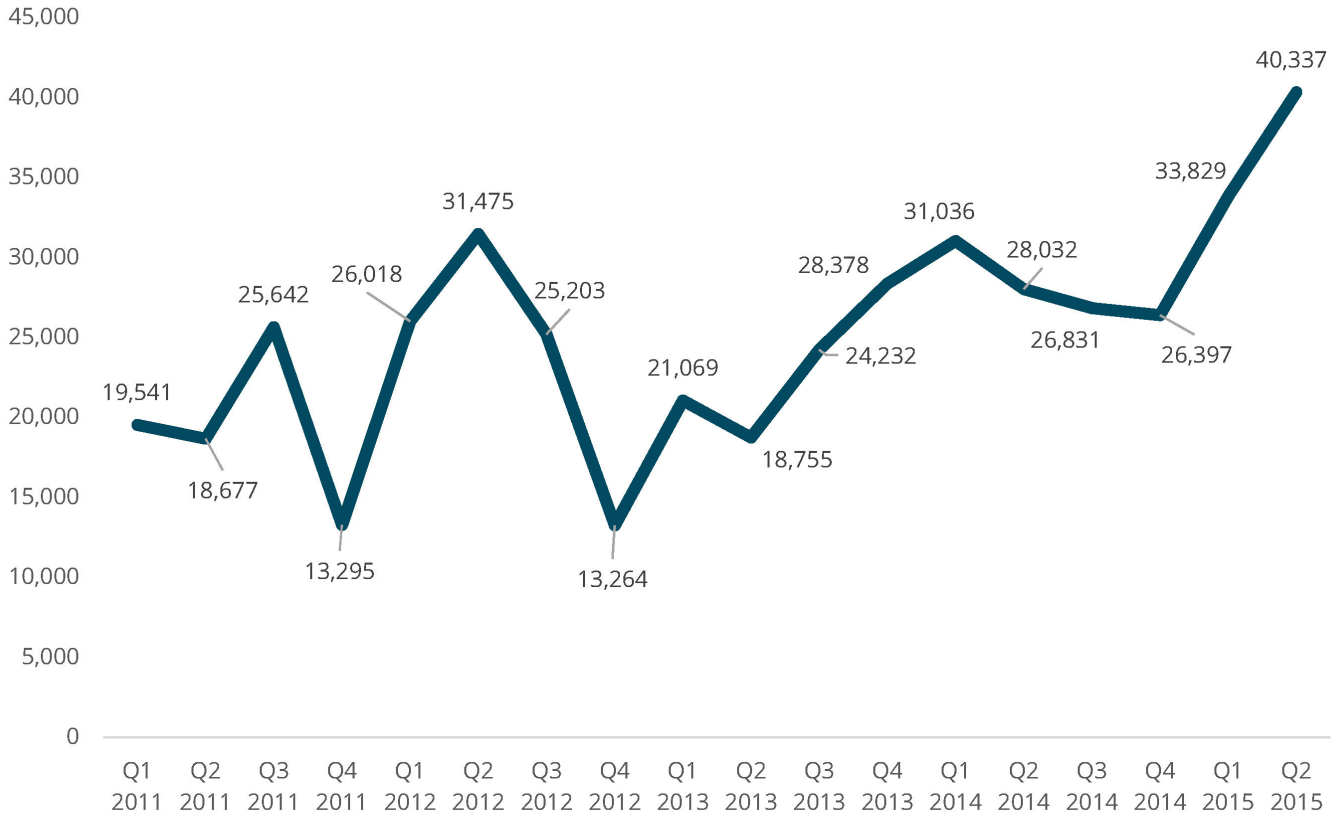
Employment has also grown in the county, at a higher rate than the labor force. Between Q1 and Q2, employment grew 1.1% adding 6,542 individuals to employer payrolls. This level of growth is similar to the regional average.

As employment grew at a faster rate than the labor force, the drop in the unemployment rate can be attributed to individuals gaining jobs. The unemployment rate in Oakland dropped to 4.8% from 5.3% in Q1. One of the lower rates in the region.

EMPLOYER DEMAND

5DF @- JUNE 201)

Oakland County Online Job Postings



Source: Burning Glass Technologies

Analysis: Workforce Intelligence Network

Online job ads increased in Q2 2015 by 19.2% over Q1 2015, growing from 33,829 postings to 40,337. Q2 2015 marks a new high in postings since analysis began in 2011. Postings have been increasing for the past two quarters after a lull in growth during much of 2014.

Postings grew in Q2 2015 for all but one of the commonly tracked occupation clusters. Demand for Skilled Trade & Technician workers declined a slight 0.4% while all other areas gained. The largest gains in demand were seen for Health Care jobs with 32.0% growth in postings. Demand growth for Engineers & Designers followed with 25.6% growth.

Of all online job ads in Oakland County during Q2 2015, 59.2% are in occupations tracked by WIN's occupation clusters.

Oakland County contributed 33.0% of the total posting gains in the region during Q2 2015.

EMPLOYMENT AND LABOR FORCE OVERVIEW

	2010 Annual	2011 Annual	2012 Annual	2013 Annual	2014 Annual	2015 To-Date
Labor Force	621,877	611,250	614,989	625,646	627,399	616,712
Employment	548,699	552,870	564,092	575,484	584,634	585,507
Unemployment	73,177	58,381	50,897	50,162	42,765	31,205
Unemployment Rate	11.8%	9.6%	8.3%	8.0%	6.8%	5.1%

EMPLOYMENT AND LABOR FORCE OVERVIEW

3rd Quarter 2014	4th Quarter 2014	1st Quarter 2015	2nd Quarter 2015	Change from 1st Quarter 2015	Percent Change from 1st Quarter 2015
635,467	628,420	615,219	618,951	3,732	0.6%
589,101	592,527	582,890	589,433	6,542	1.1%
46,366	35,893	32,329	29,519	-2,810	-8.7%
7.3%	5.7%	5.3%	4.8%	-0.5%	na












SECTION TWO

OCCUPATIONAL CLUSTERS

OAKLAND COUNTY DEMAND OVERVIEW

	Q2 2014	Q3 2014	Q4 2014	Q1 2015	Q2 2015	Change over time	Share of Total Postings Q2 2015
Total	28,032	26,831	26,397	33,829	40,337		
Skilled Trades & Technicians	838	859	761	1,096	1,092		2.7%
Engineers & Designers	2,430	2,401	2,177	3,364	4,226		10.5%
IT	4,035	3,830	3,505	6,012	6,741		16.7%
Health Care	2,043	2,090	2,112	3,067	4,047		10.0%
Retail & Hospitality	6,643	6,005	5,457	6,425	7,763		19.2%



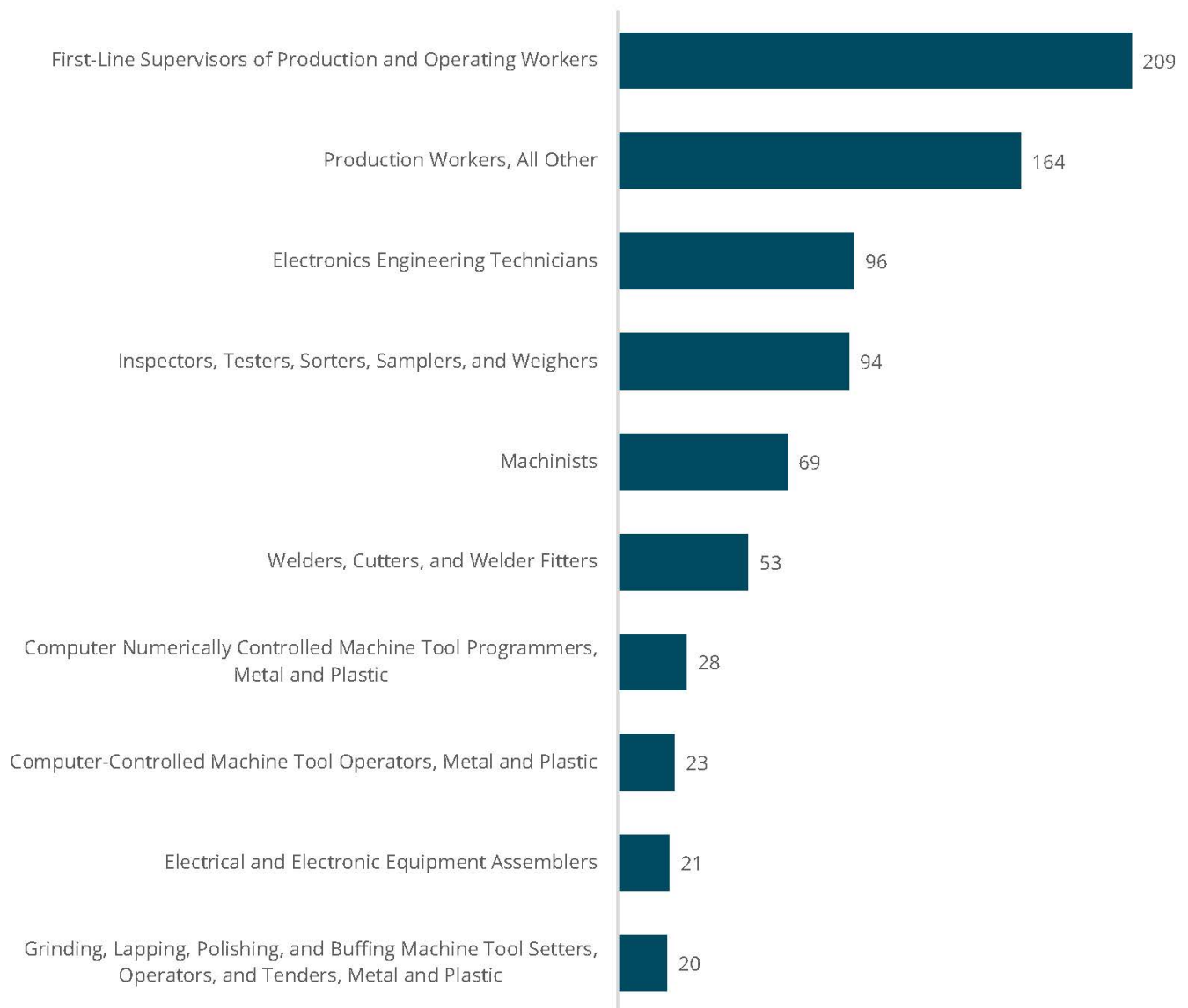
ADVANCED MANUFACTURING

SKILLED TRADES AND TECHNICIANS *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. In 2014, skilled trades employment reached 104,229 individuals in the WIN region. NOTE: Skilled trades related to construction and repair are not included in this cluster, as the focus is on advanced manufacturing.*

First-line supervisors of production and operating workers was once again the top job in the Skilled Trades with 209 postings, up 45.1% from 144 in Q1 2015. With demand growing so quickly for this occupation, employer needs are surely high. Demand for production workers increased this quarter with postings more than doubling from 79 in Q1 to 164 in Q2. Such an increase in postings signals that production workers are now another highly sought-after occupation. These workers include recycling and reclamation workers along with production workers necessary for manufacturing processes. Postings fell for CNC machinists from 131 in Q1 to 28 in Q2, an 80.6% drop. This indicates that employers may have filled the positions posted in Q1.

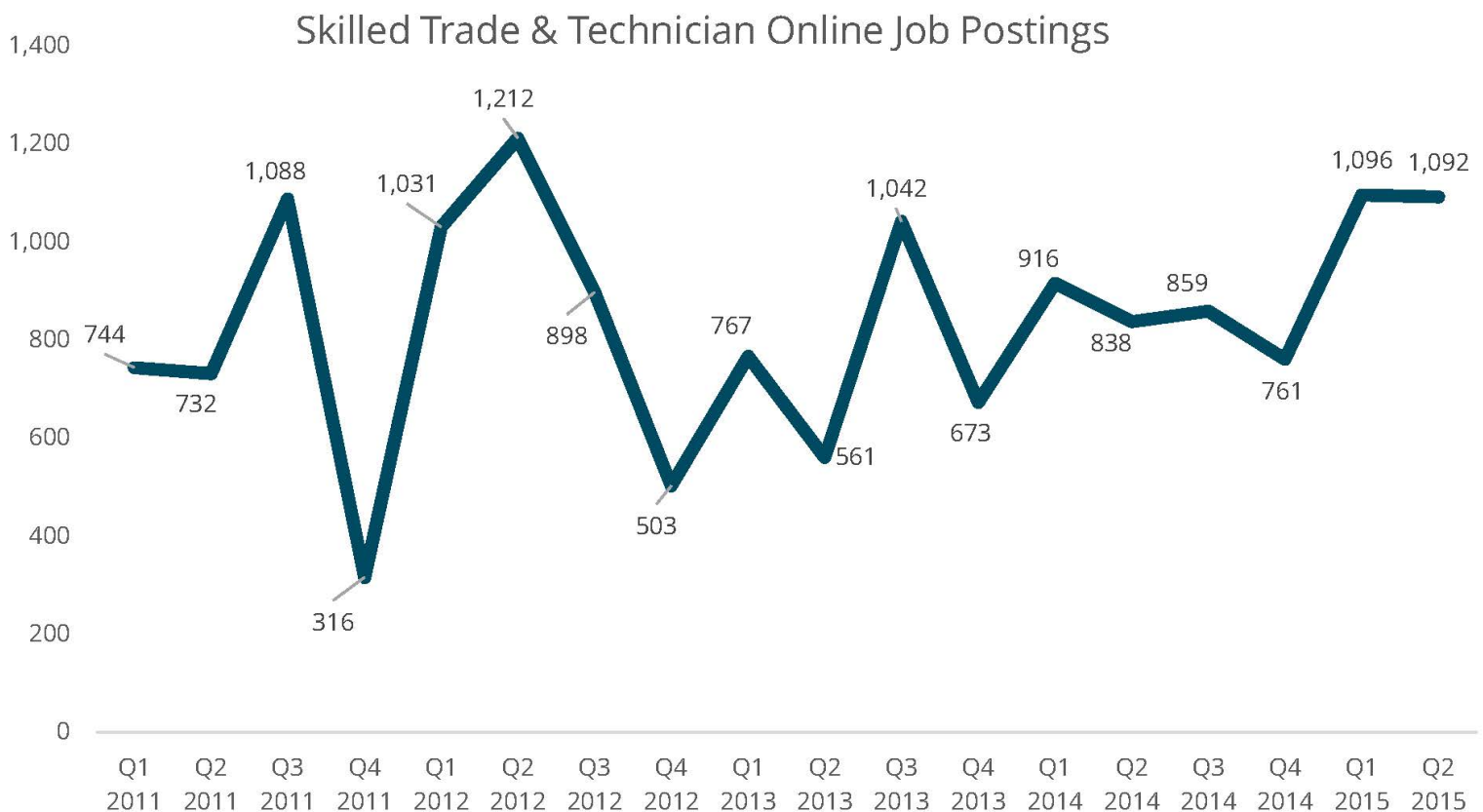
ADVANCED MANUFACTURING

SKILLED TRADES AND TECHNICIANS: TOP JOBS



ADVANCED MANUFACTURING

SKILLED TRADES AND TECHNICIANS: ONLINE JOB POSTINGS OVER TIME



Source: Burning Glass Technologies

Analysis: Workforce Intelligence Network

While demand for some occupation increased dramatically, postings for others declined contributing to an overall negligible shift in Skilled Trade postings from Q1 to Q2 this year. Online job postings in Oakland County for skilled trade and technician workers dropped a small 0.4% from 1,096 in Q1 to 1,092 in Q2. Postings for jobs in this cluster have fluctuated around a trend line close to 900 since late 2011 and for the first two quarters of 2015 have remained above that average. Historically, employers do not increase postings for skilled trade workers in Q2; the current level may be a signal of consistent need among the county's employers. Of total job postings in Oakland County, 2.7% were related to skilled trade occupations in manufacturing, down from 3.2% in Q1 2015.

Many Skilled Trade jobs are more prevalent in Oakland County than in the average U.S. community. For many, the location quotient is above “two”, meaning the concentration of workers is double in Oakland County compared to other communities, on average. These occupations include electronics engineering technicians, machinists, and inspectors, testers, sorters, samplers, and weighers. Much of the metro area’s manufacturing is located in Oakland County.

Skilled trade jobs also allow workers to earn a living wage, with the median hourly rate well above \$15 for nearly every in-demand job. Starting wages (10th percentile) do not always meet the living wage standard, but all positions offer upward wage growth. These jobs offer competitive starting rates and require skilled training.

Many skilled trade jobs do not require a degree but instead, a special certification and long term on-the-job training. Technician positions require an associate’s degree in engineering. While there are grads in the area with training related to the top Skilled Trade jobs, there are not enough to fill all open positions, as employer-demand for workers continues to increase, and the current workforce approaches retirement age. On-the-job training is important for workers in these positions.

ADVANCED MANUFACTURING

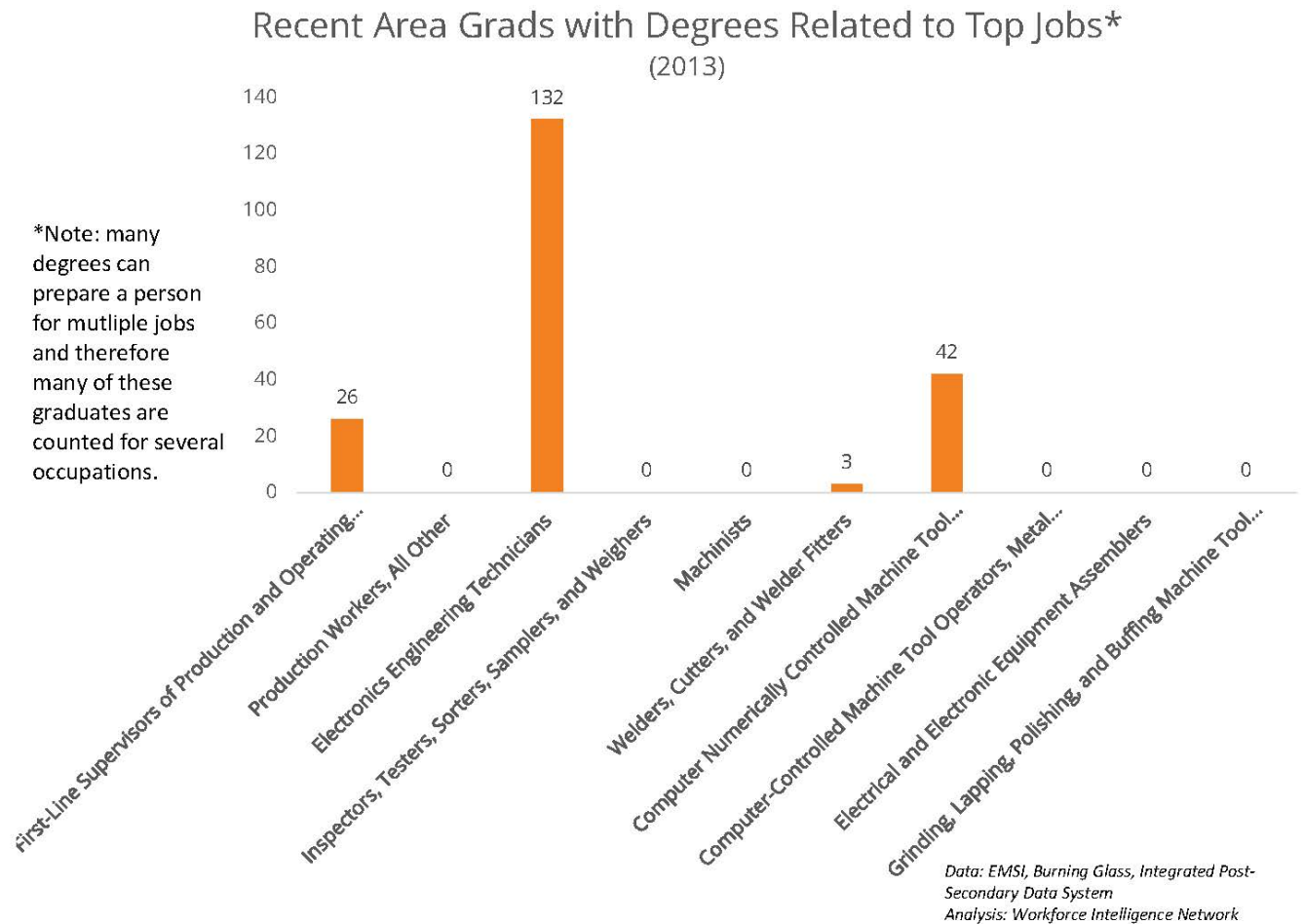
SKILLED TRADES AND TECHNICIANS: TOP 10 JOBS LOCATION QUOTIENT AND WAGES




*Note: the location quotient measures the relative concentration of workers in the analysis area compared to the nation as a whole.

ONET Code	Occupation	10th Percentile Hourly Earnings	25th Percentile Hourly Earnings	Median Hourly Earnings	75th Percentile Hourly Earnings	90th Percentile Hourly Earnings
51-1011	First-Line Supervisors of Production and Operating Workers	\$17.07	\$21.81	\$29.63	\$38.52	\$47.07
51-9199	Production Workers, All Other	\$9.66	\$12.88	\$15.10	\$16.78	\$19.73
17-3023	Electronics Engineering Technicians	\$14.32	\$17.21	\$21.95	\$29.69	\$35.63
51-9061	Inspectors, Testers, Sorters, Samplers, and Weighers	\$10.26	\$12.02	\$16.13	\$23.69	\$29.44
51-4041	Machinists	\$12.68	\$16.13	\$20.92	\$27.82	\$33.00
51-4121	Welders, Cutters, and Welder Fitters	\$12.67	\$15.37	\$18.15	\$22.26	\$28.30
51-4012	Computer Numerically Controlled Machine Tool Programmers, Metal and Plastic	\$16.95	\$19.82	\$25.18	\$30.79	\$36.52
51-4011	Computer-Controlled Machine Tool Operators, Metal and Plastic	\$12.30	\$15.23	\$22.34	\$25.52	\$30.50
51-2022	Electrical and Electronic Equipment Assemblers	\$8.36	\$9.48	\$11.88	\$17.49	\$22.97
51-4033	Grinding, Lapping, Polishing, and Buffing Machine Tool Setters, Operators, and Tenders, Metal and Plastic	\$11.05	\$13.75	\$17.57	\$21.64	\$24.88

SKILLED TRADES AND TECHNICIANS: TOP 10 JOBS RECENT GRADUATES AND EDUCATION AND TRAINING REQUIREMENTS



ONET Code	Occupation	Typical Entry Level Education	Work Experience Required	Typical On-The-Job Training
51-1011	First-Line Supervisors of Production and Operating Workers	Postsecondary non-degree award	Less than 5 years	None
51-9199	Production Workers, All Other	High school diploma or equivalent	None	Moderate-term on-the-job training
17-3023	Electronics Engineering Technicians	Associate's degree	None	None
51-9061	Inspectors, Testers, Sorters, Samplers, and Weighers	High school diploma or equivalent	None	Moderate-term on-the-job training
51-4041	Machinists	High school diploma or equivalent	None	Long-term on-the-job training
51-4121	Welders, Cutters, and Welder Fitters	High school diploma or equivalent	None	Moderate-term on-the-job training
51-4012	Computer Numerically Controlled Machine Tool Programmers, Metal and Plastic	High school diploma or equivalent	None	Long-term on-the-job training
51-4011	Computer-Controlled Machine Tool Operators, Metal and Plastic	High school diploma or equivalent	None	Moderate-term on-the-job training
51-2022	Electrical and Electronic Equipment Assemblers	High school diploma or equivalent	None	Short-term on-the-job training
51-4033	Grinding, Lapping, Polishing, and Buffing Machine Tool Setters, Operators, and Tenders, Metal and Plastic	High school diploma or equivalent	None	Moderate-term on-the-job training

A group of four professionals, three men and one woman, are wearing blue hard hats and business attire. They are looking at a document together, with one man pointing at it. The background is a bright, slightly blurred industrial setting.

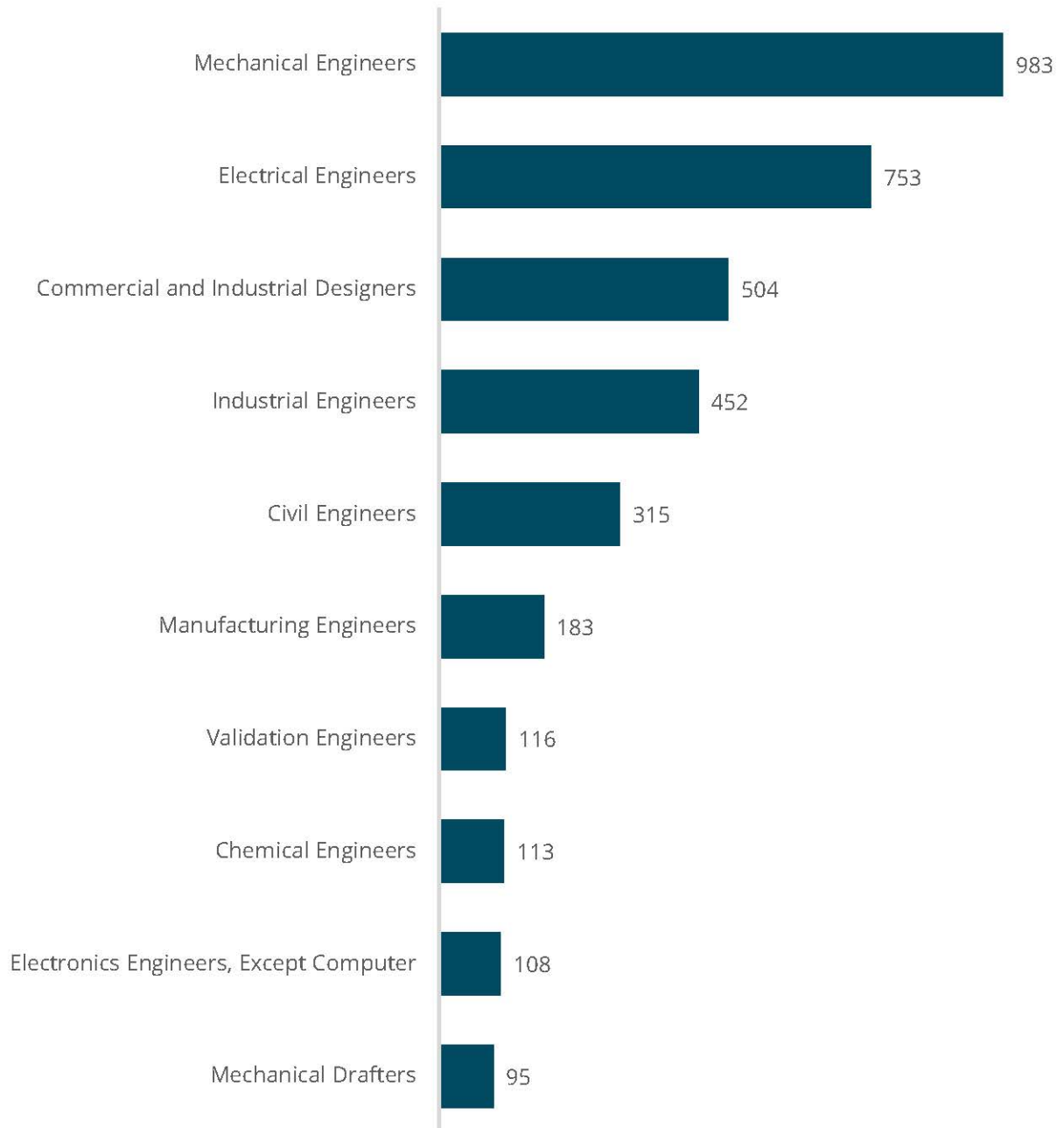
ADVANCED MANUFACTURING

ENGINEERS AND DESIGNERS *Jobs in the manufacturing industry can range from assembly and production, to skilled trades and technicians, designers and engineers, and even computer-related occupations such as software development. This section focuses on engineers & designers, which represent 74,198 employed individuals in Southeast Michigan. Demand for engineers in the region has been consistent, and employment has been growing quickly.*

Mechanical engineers remained the top in-demand job in Oakland County in Engineering & Design, with postings growing 28.5% from 765 in Q1 to 983 in Q2 2015. Demand is strongest for mechanical engineers. Electrical engineers remained 2nd in rank with 14.8% growth in postings from 656 in Q1 to 753 in Q2. Demand for commercial and industrial designers, the 3rd most in-demand job, also grew between Q1 and Q2. With 31.6% growth, 383 postings in Q1 to 504 in Q2, employer need for these highly skilled workers is rapidly increasing.

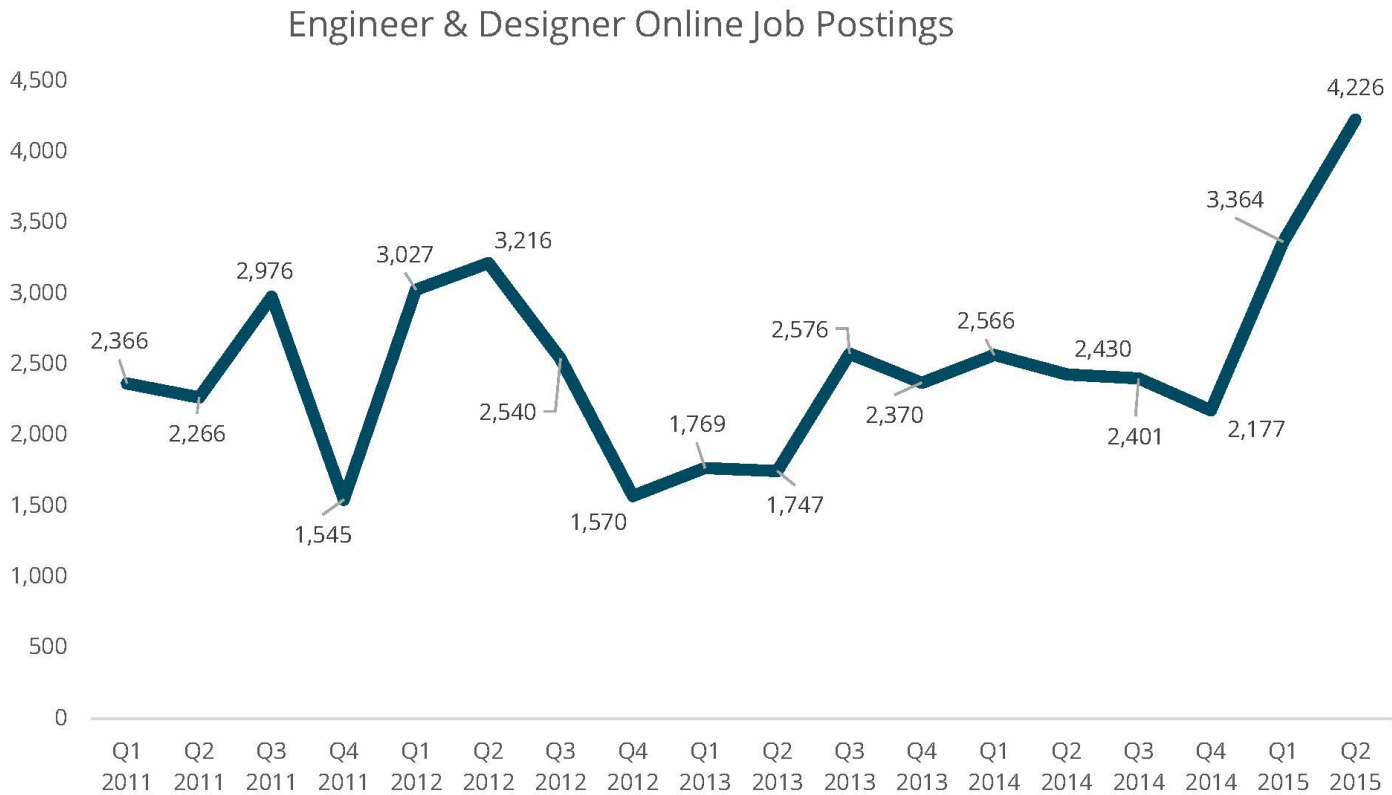
ADVANCED MANUFACTURING

ENGINEERS AND DESIGNERS: TOP JOBS



ADVANCED MANUFACTURING

ENGINEERS AND DESIGNERS: ONLINE JOB POSTINGS OVER TIME



Source: Burning Glass Technologies

Analysis: Workforce Intelligence Network

Engineering & Design worker demand increased for a second quarter running, growing 25.6% from 3,364 postings in Q1 to 4,226 in Q2 this year. Among all WIN partner counties, Oakland has the largest share of regional Engineering & Design postings – 41.3% of all regional postings in this cluster. Postings for these workers reached an all-time high during Q2 2015, employer needs are growing rapidly. Of total online job ads in the county, 10.5% were for Engineers and Designers, up from 9.9% in Q1 2015.

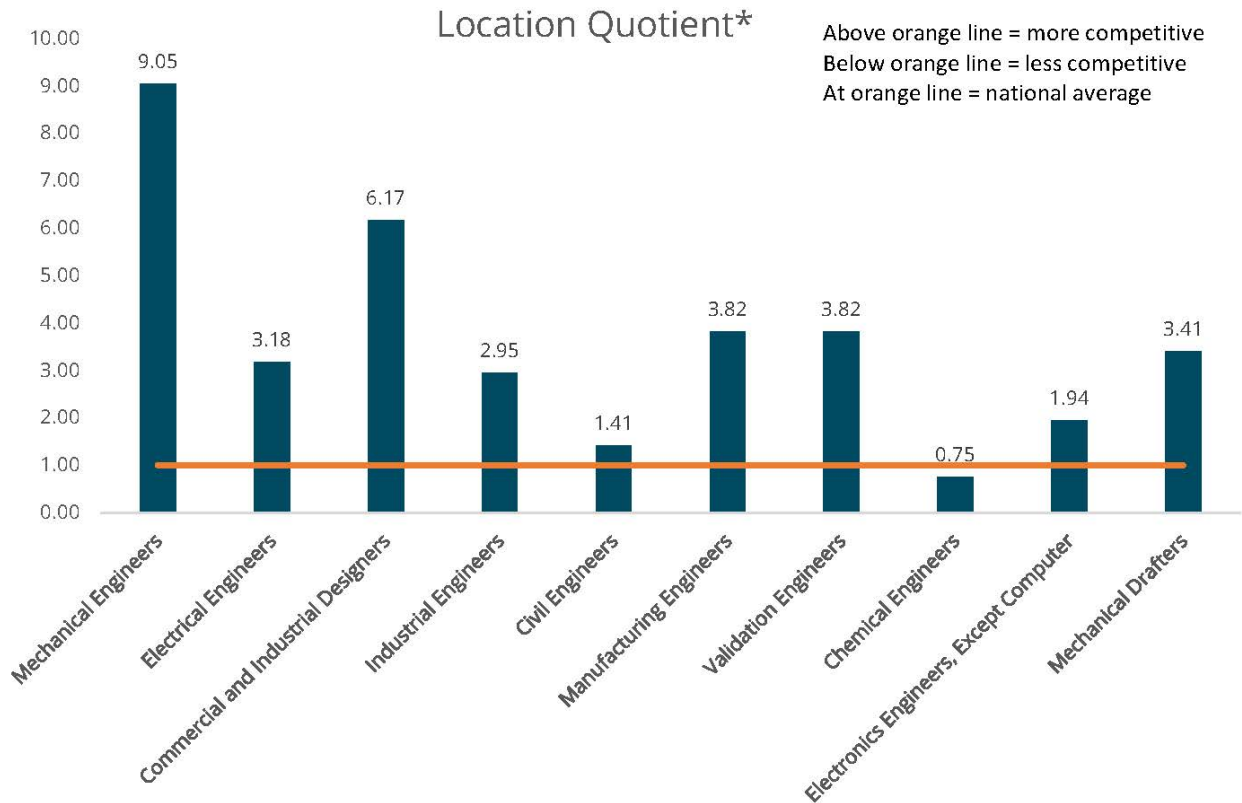
Oakland County has some of the highest concentrations of Engineering & Design workers in the nation. The top job in this category, mechanical engineers, with a location quotient of 9.05, has an 805% higher concentration in Oakland County than the average U.S. community. Another notable occupation in this cluster is commercial and industrial designers, with a location quotient of 6.17, a regional concentration of workers that is 517% higher than the average U.S. community.

Wages for engineers and designers are extremely competitive. Starting wages (10th percentile) are well above \$20 per hour for nearly every top job in the cluster. The high wages follow a need for higher education. For all but one of the top jobs, a bachelor's degree is required for entry into the field.

Higher education institutions in the city boast strong production of graduates in fields related to the top posting jobs. While the current graduates are not enough to fill employer needs, the strong academic programs in the city certainly contribute to the labor force.

ADVANCED MANUFACTURING

ENGINEERS AND DESIGNERS: TOP 10 JOBS LOCATION QUOTIENT AND WAGES

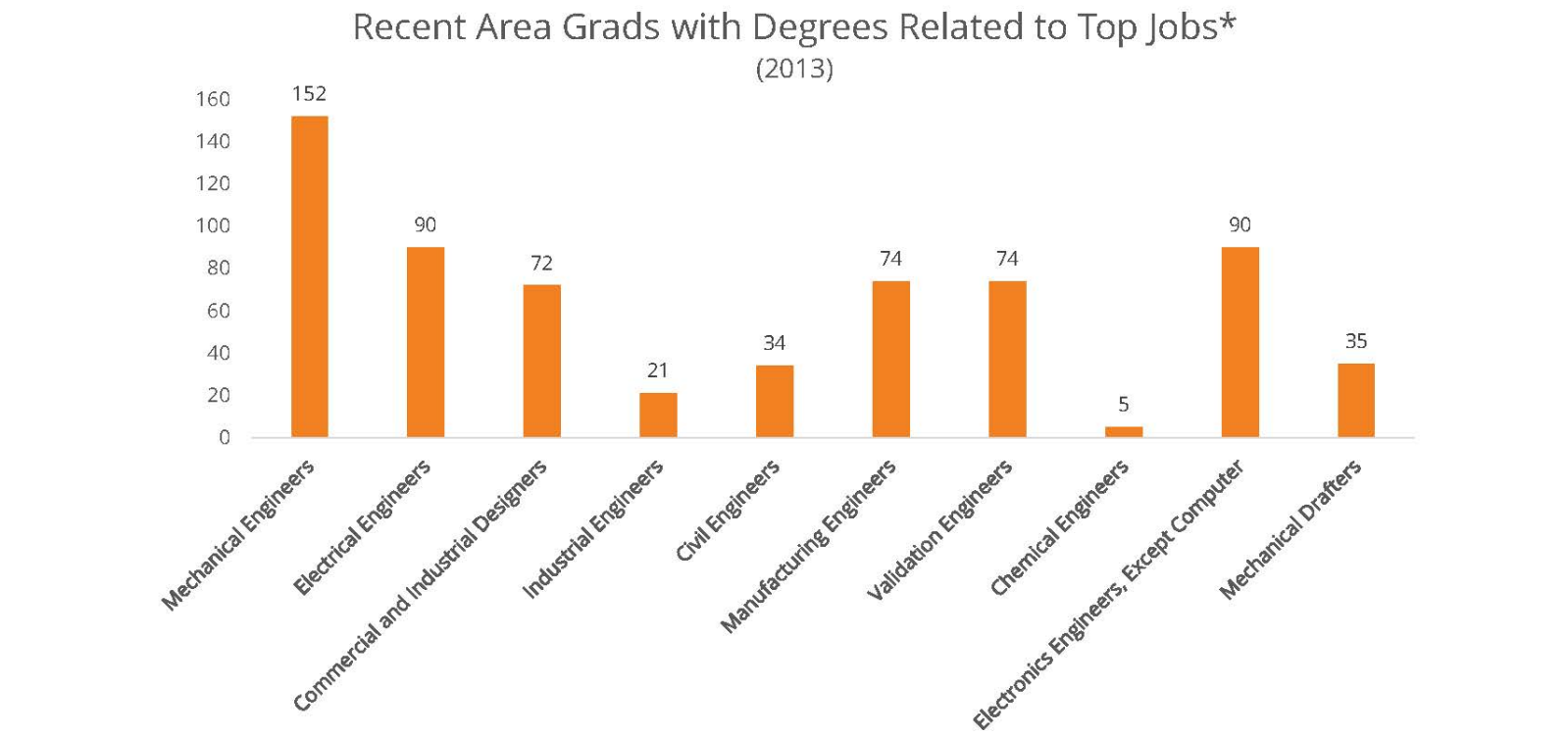


*Note: the location quotient measures the relative concentration of workers in the analysis area compared to the nation as a whole.

Data: EMSI, Burning Glass
Analysis: Workforce Intelligence
Network

ONET Code	Occupation	10th Percentile Hourly Earnings	25th Percentile Hourly Earnings	Median Hourly Earnings	75th Percentile Hourly Earnings	90th Percentile Hourly Earnings
17-2141	Mechanical Engineers	\$30.24	\$37.33	\$45.06	\$54.27	\$60.72
17-2071	Electrical Engineers	\$27.81	\$33.45	\$41.20	\$48.03	\$57.35
27-1021	Commercial and Industrial Designers	\$27.80	\$34.16	\$40.94	\$46.15	\$49.77
17-2112	Industrial Engineers	\$27.09	\$33.62	\$41.18	\$48.09	\$56.86
17-2051	Civil Engineers	\$22.97	\$28.15	\$33.79	\$38.31	\$45.61
17-2199	Manufacturing Engineers	\$20.59	\$35.78	\$45.88	\$56.68	\$69.44
17-2199	Validation Engineers	\$20.59	\$35.78	\$45.88	\$56.68	\$69.44
17-2041	Chemical Engineers	\$25.08	\$29.19	\$34.98	\$41.34	\$46.90
17-2072	Electronics Engineers, Except Computer	\$28.82	\$33.42	\$39.95	\$47.33	\$56.44
17-3013	Mechanical Drafters	\$16.97	\$21.70	\$27.51	\$34.00	\$39.71

ENGINEERS AND DESIGNERS: TOP 10 JOBS RECENT GRADUATES AND EDUCATION AND TRAINING REQUIREMENTS



*Note: many degrees can prepare a person for mutliple jobs and therefore many of these graduates are counted for several occupations.

Data: EMSI, Burning Glass, Integrated Post-Secondary Data System
Analysis: Workforce Intelligence Network

ONET Code	Occupation	Typical Entry Level Education	Work Experience Required	Typical On-The-Job Training
17-2141	Mechanical Engineers	Bachelor's degree	None	None
17-2071	Electrical Engineers	Bachelor's degree	None	None
27-1021	Commercial and Industrial Designers	Bachelor's degree	None	None
17-2112	Industrial Engineers	Bachelor's degree	None	None
17-2051	Civil Engineers	Bachelor's degree	None	None
17-2199	Manufacturing Engineers	Bachelor's degree	None	None
17-2199	Validation Engineers	Bachelor's degree	None	None
17-2041	Chemical Engineers	Bachelor's degree	None	None
17-2072	Electronics Engineers, Except Computer	Bachelor's degree	None	None
17-3013	Mechanical Drafters	Associate's degree	None	None



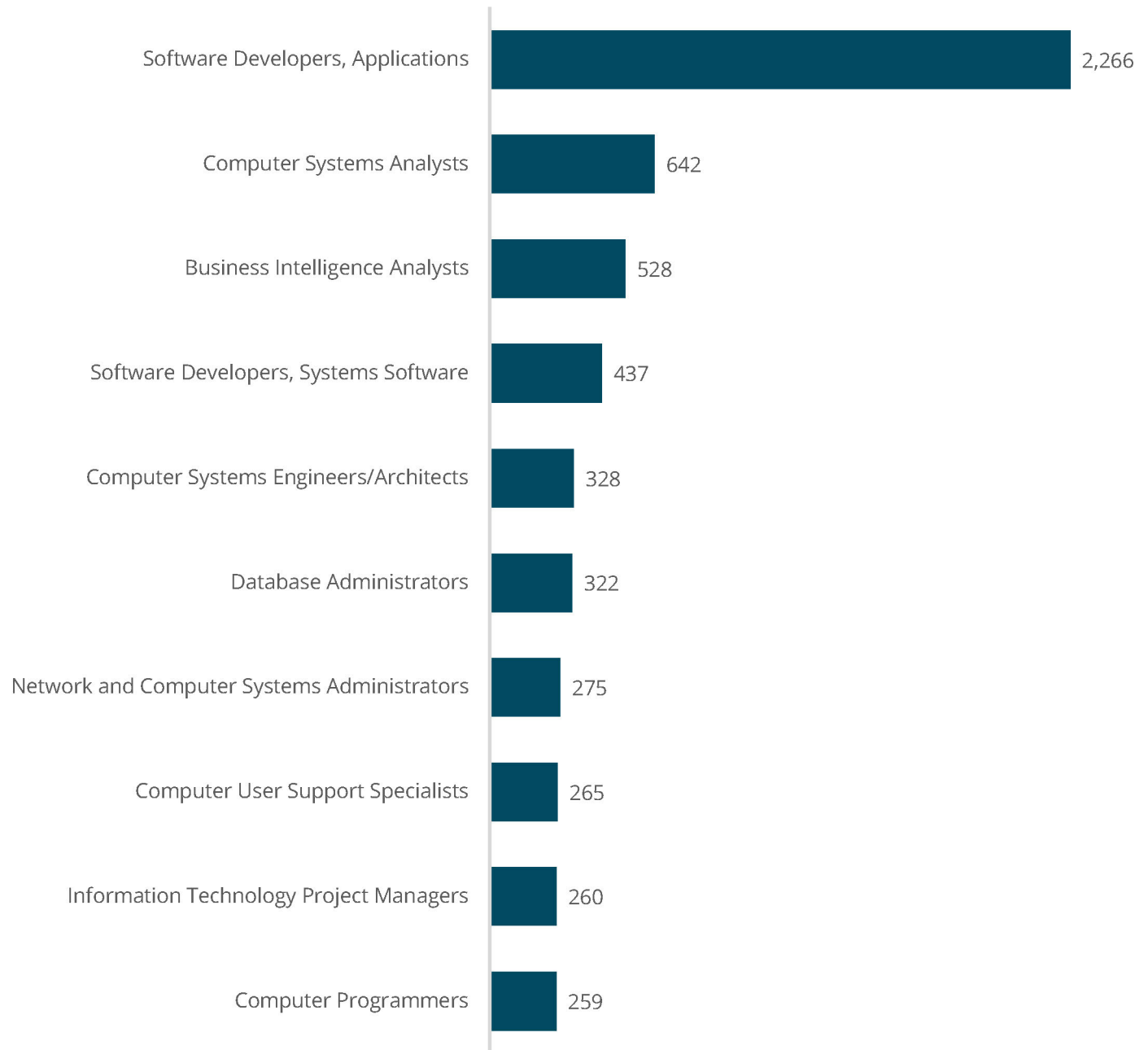
INFORMATION TECHNOLOGY

Information technology jobs include occupations that are associated with entry level, technical, and professional careers related to the design, development, support and management of hardware, software, multimedia, and systems integration services. While the information technology cluster does not currently meet the employment levels of the other clusters, it is quickly growing. In 2014, IT occupational employment was 74,309 in the WIN region. Top jobs in this cluster include computer support specialists, computer systems analysts, and software developers for applications.

During Q2 2015 software developers maintained its top posting position with 2,266 postings, a 15.2% increase from Q1's 1,967 postings. This occupation has been at the top of IT postings for several years and outpaces demand for the next most in-demand IT job by more than 3:1. Strong posting behavior for this occupation and other top jobs, such as computer systems analysts (642 postings) and business intelligence analysts (528 postings), signal growing demand from employers. The region is truly on the verge of becoming a tech hub, if employers are able find talent.

INFORMATION TECHNOLOGY

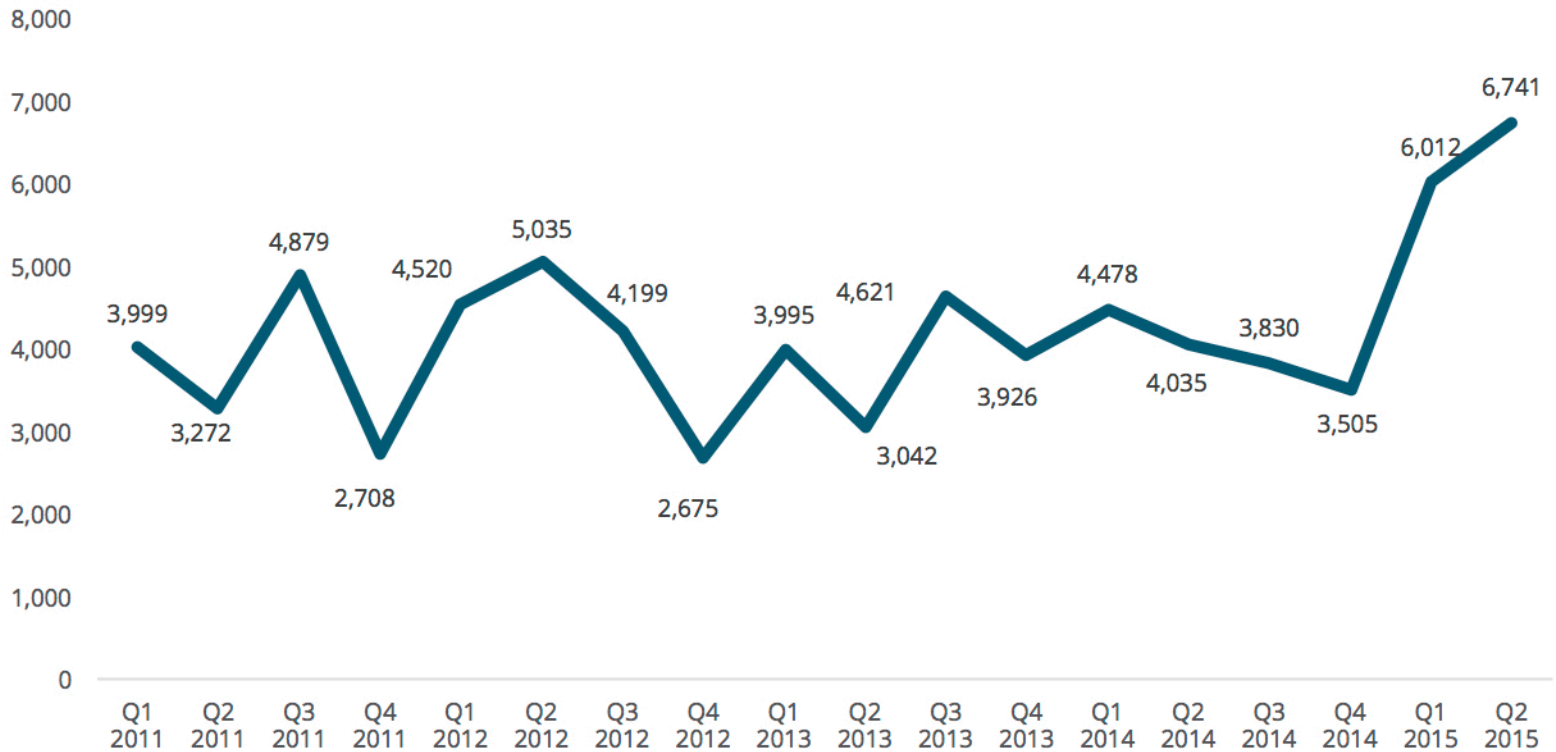
TOP JOBS



INFORMATION TECHNOLOGY

ONLINE JOB POSTINGS OVER TIME

Information Technology Online Job Postings



Source: Burning Glass Technologies
Analysis: Workforce Intelligence Network

Growth in IT postings has slowed this quarter with 12.1% from Q1 2015 levels – compared to a near doubling of postings between Q4 2014 and Q1 2015. Yet, while growth slowed, postings reached another new high. Postings for IT occupations remain strong and well above historical levels. IT remains important to the county's economy: 16.7% of total postings in the county are for IT occupations. Postings remain at record levels and are expected to continue until more IT talent is created or moves to the area.

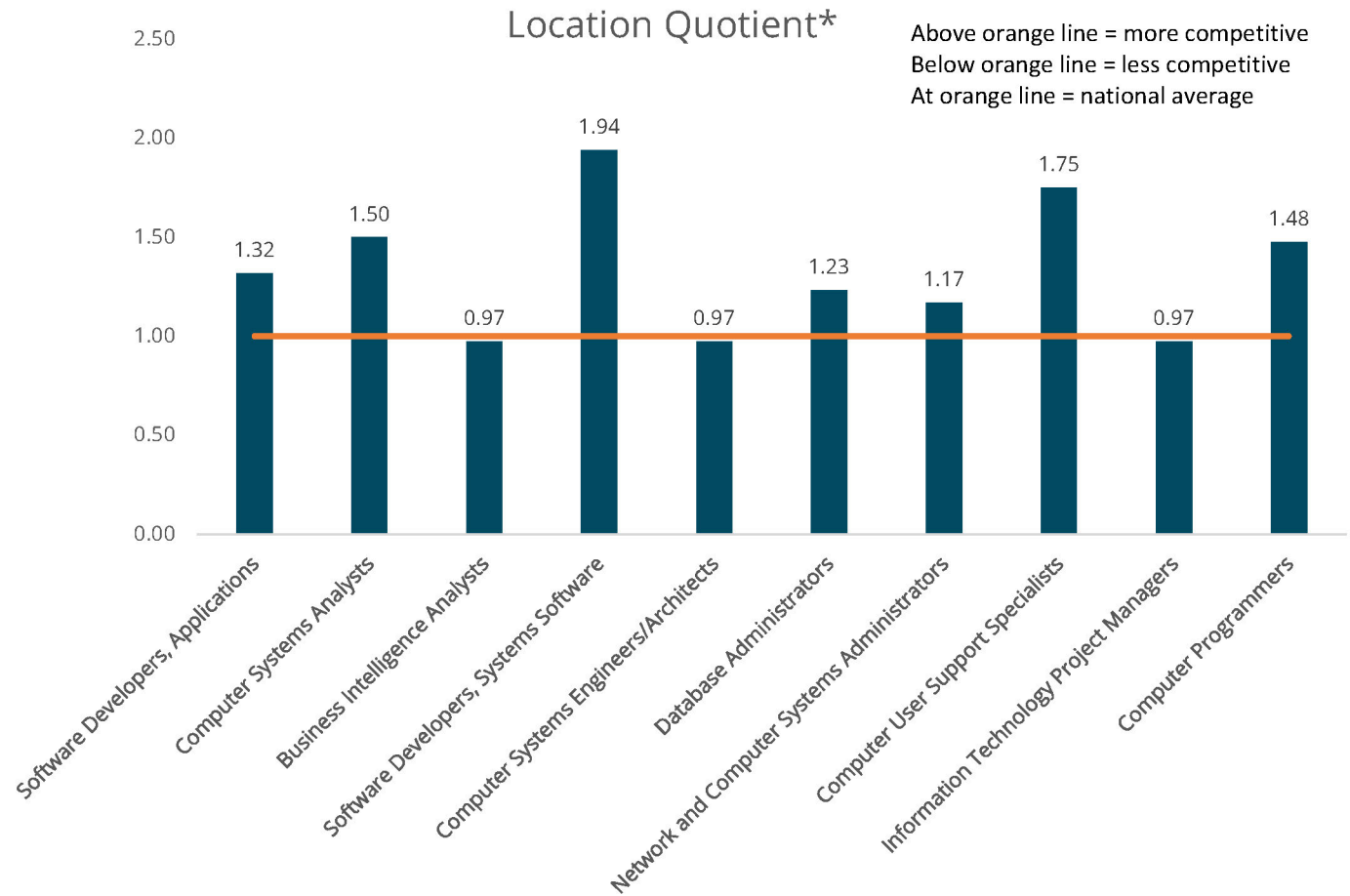
The concentration of IT workers in Oakland County is more competitive than other areas around Southeast Michigan. With an LQ over “1” for many occupations and close to “two” (or double the national average concentration) these workers are more prevalent and likely easier to hire for in Oakland County, compared to other WIN region counties. IT occupations are growing in economic importance as more workers are recruited into this new and growing field.

IT occupations offer extremely competitive wages. Starting rates for IT workers are close to \$25 per hour for many top occupations, with median rates over \$40 per hour. Wages have followed demand, and high pay will hopefully drive more workers into this field in coming years.

The number of individuals receiving degrees in IT-related fields is strong at educational institutions in Oakland County. While the supply of new talent is not enough to meet demand, current programs are producing graduates in many in-demand fields. Most occupations in IT require a bachelor’s degree. While traditionally these occupations were filled with workers from a traditional education background, more and more employers must hire workers and train them in-house in order to fill the many open positions. More pathways for workers into IT jobs must be created in order for employers to fill demand.

INFORMATION TECHNOLOGY

TOP 10 JOBS LOCATION QUOTIENT AND WAGES



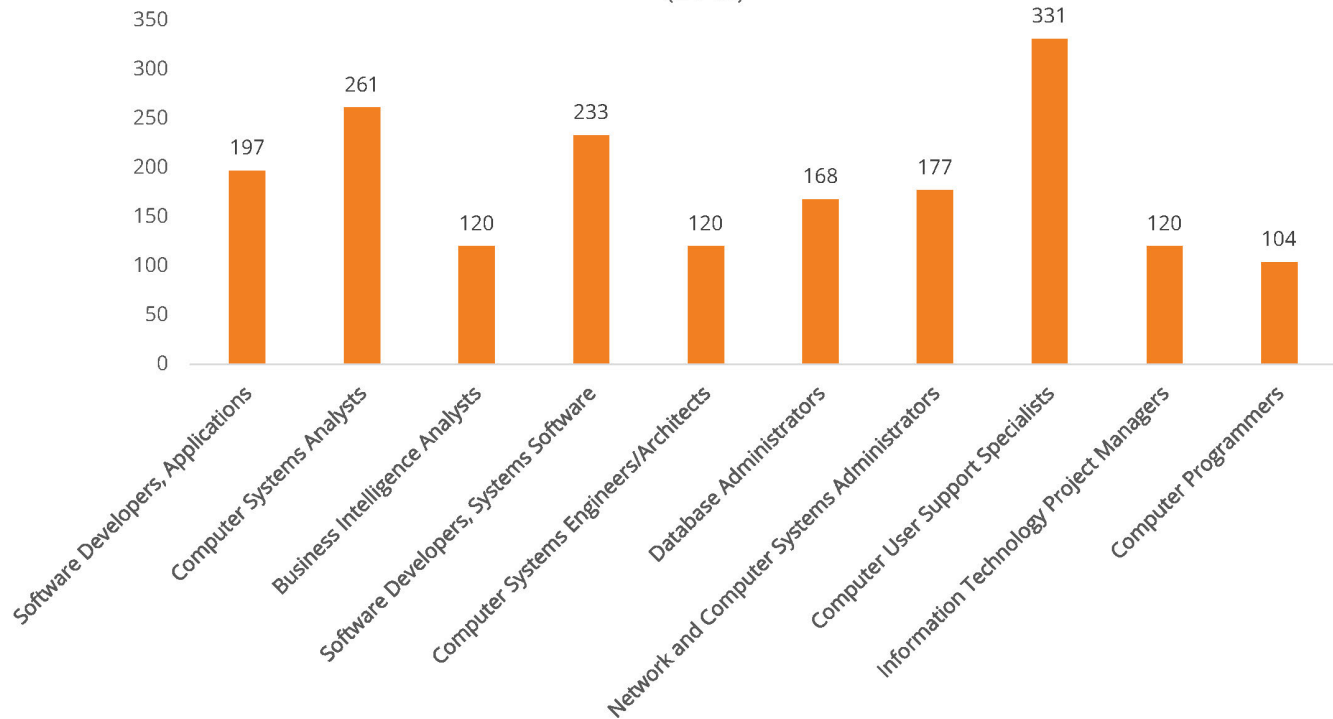
*Note: the location quotient measures the relative concentration of workers in the analysis area compared to the nation as a whole.

Data: EMSI, Burning Glass
Analysis: Workforce Intelligence Network

ONET Code	Occupation	10th Percentile Hourly Earnings	25th Percentile Hourly Earnings	Median Hourly Earnings	75th Percentile Hourly Earnings	90th Percentile Hourly Earnings
15-1132	Software Developers, Applications	\$23.70	\$28.77	\$37.40	\$48.43	\$58.16
15-1121	Computer Systems Analysts	\$22.23	\$30.27	\$38.80	\$48.88	\$58.75
15-1199	Business Intelligence Analysts	\$25.17	\$32.20	\$39.37	\$48.57	\$57.34
15-1133	Software Developers, Systems Software	\$28.75	\$35.43	\$43.76	\$53.36	\$61.46
15-1199	Computer Systems Engineers/Architects	\$25.17	\$32.20	\$39.37	\$48.57	\$57.34
15-1141	Database Administrators	\$23.07	\$30.31	\$41.15	\$51.89	\$62.28
15-1142	Network and Computer Systems Administrators	\$23.20	\$29.00	\$37.00	\$45.25	\$53.57
15-1151	Computer User Support Specialists	\$13.53	\$17.77	\$23.36	\$31.77	\$40.42
15-1199	Information Technology Project Managers	\$25.17	\$32.20	\$39.37	\$48.57	\$57.34
15-1131	Computer Programmers	\$26.45	\$31.88	\$36.62	\$45.28	\$53.90

TOP 10 JOBS RECENT GRADUATES AND EDUCATION AND TRAINING REQUIREMENTS

Recent Area Grads with Degrees Related to Top Jobs*
(2013)



*Note: many degrees can prepare a person for multiple jobs and therefore many of these graduates are counted for several occupations.

Data: EMSI, Burning Glass, Integrated Post-Secondary Data System
Analysis: Workforce Intelligence Network

ONET Code	Occupation	Typical Entry Level Education	Work Experience Required	Typical On-The-Job Training
15-1132	Software Developers, Applications	Bachelor's degree	None	None
15-1121	Computer Systems Analysts	Bachelor's degree	None	None
15-1199	Business Intelligence Analysts	Bachelor's degree	None	None
15-1133	Software Developers, Systems Software	Bachelor's degree	None	None
15-1199	Computer Systems Engineers/Architects	Bachelor's degree	None	None
15-1141	Database Administrators	Bachelor's degree	Less than 5 years	None
15-1142	Network and Computer Systems Administrators	Bachelor's degree	None	None
15-1151	Computer User Support Specialists	Some college, no degree	None	Moderate-term on-the-job training
15-1199	Information Technology Project Managers	Bachelor's degree	None	None
15-1131	Computer Programmers	Bachelor's degree	None	None

A photograph of two healthcare workers, a woman and a man, sitting at a desk in a clinical setting. They are both wearing scrubs and smiling at the camera. The woman is on the left, wearing a red scrub top, and the man is on the right, wearing a light blue scrub top. They are positioned in front of a computer monitor, which is partially visible on the left. The background is slightly blurred, showing a typical office or clinical environment with shelves and papers.

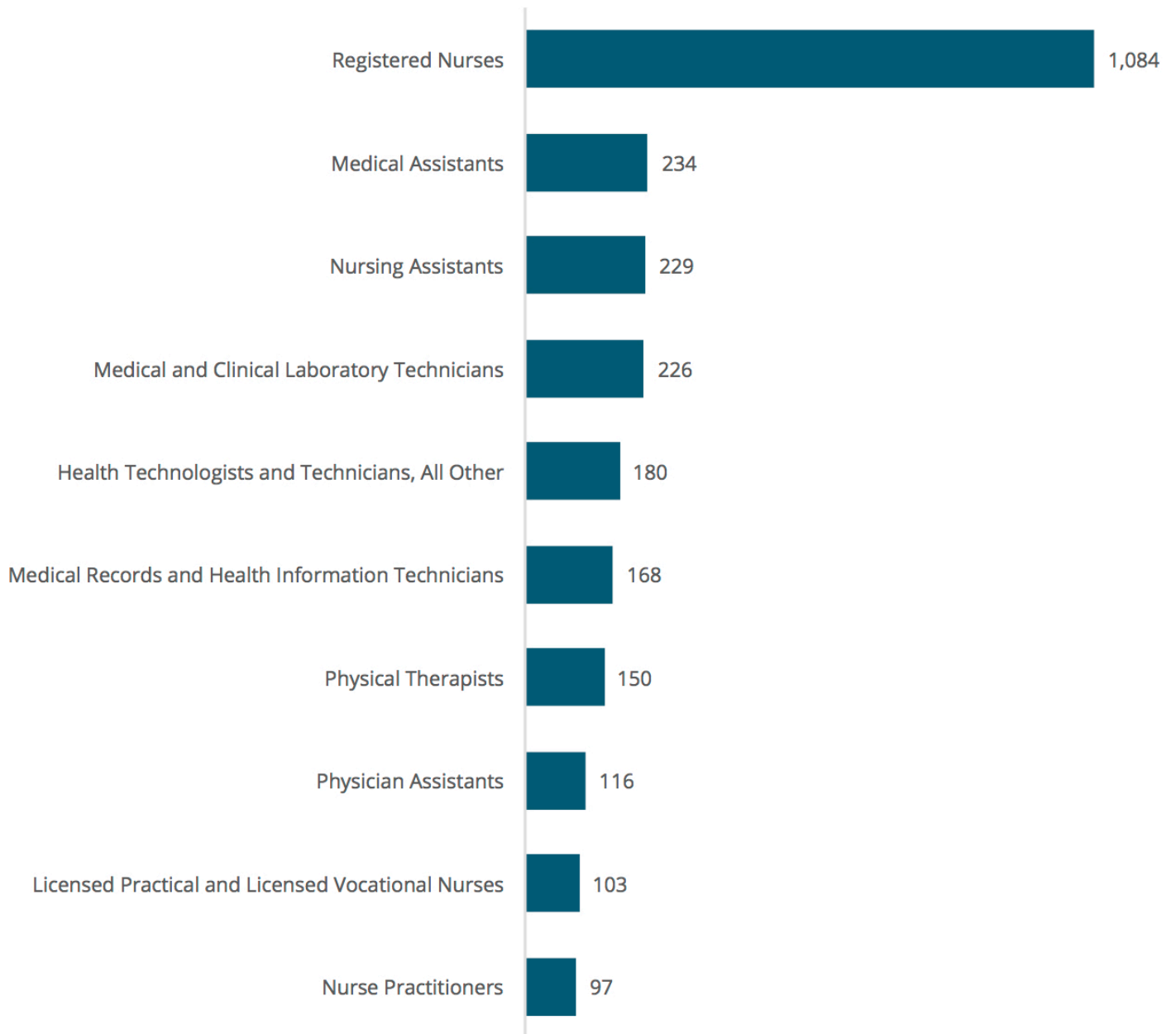
HEALTH CARE

WIN's health care occupation cluster includes jobs related to health care support and practitioners. This cluster is one of Southeast Michigan's largest with, 243,782 employees in 2014. Employment in this cluster has been consistently growing, more health care workers needed to care for Michigan's aging population and in response to regulatory and other changes. Registered nurses are routinely the most in-demand job in this cluster.

Demand for nurses has been increasing throughout the region. Like many other counties, the top Health Care job in Oakland County was registered nurses during Q2 2015. Online ads for nurses increased by 25.3% between Q1 and Q2 2015, from 856 in Q1 to 1,084 in Q2 this year. Postings for nurses outpace the next most in-demand occupation in-demand by about 5:1. The second most in-demand Health Care occupation was medical assistants, which moved from 3rd into 2nd place growing 34.5%, from 174 postings in Q1 to 234 in Q2 this tear.

HEALTH CARE

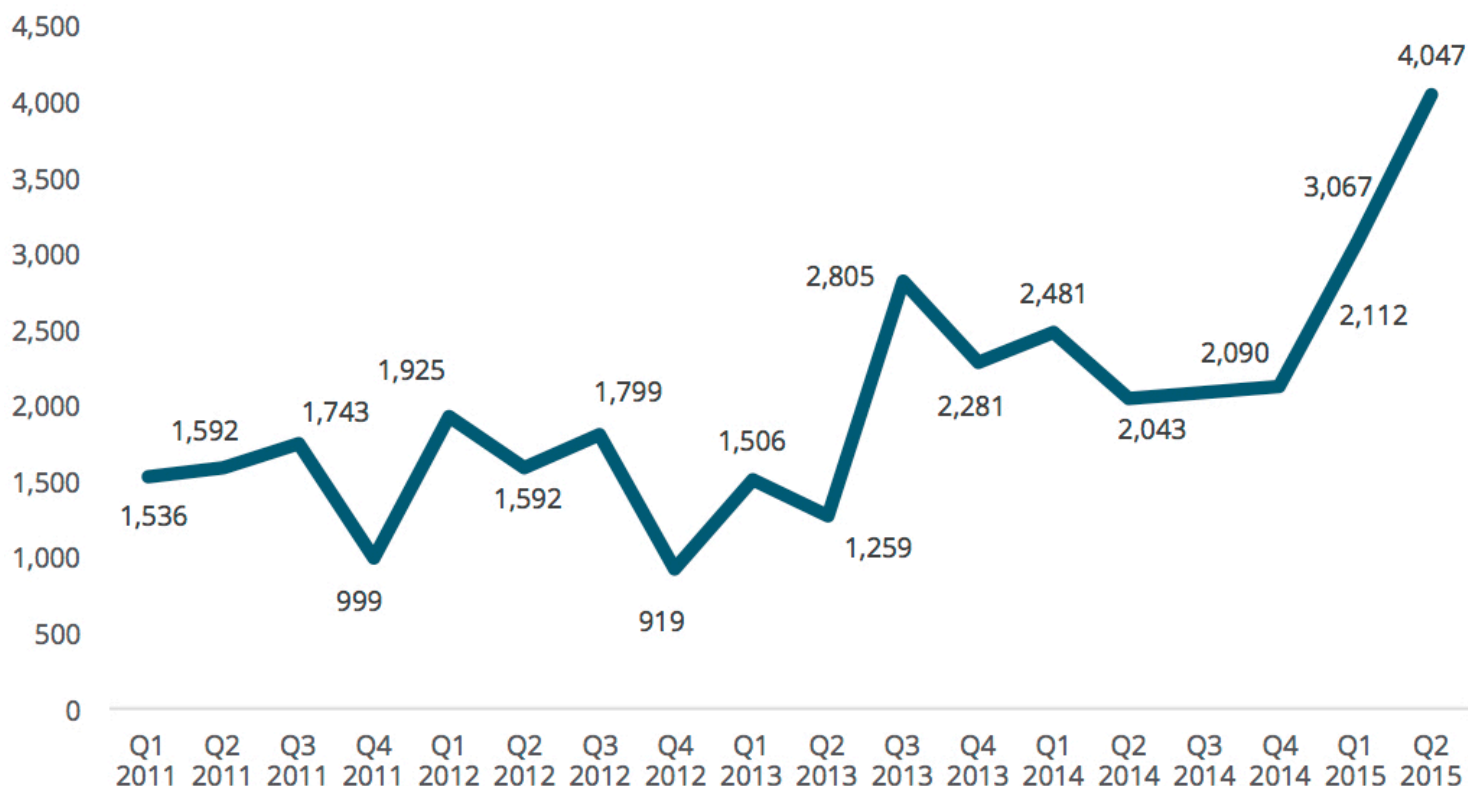
TOP JOBS



HEALTH CARE

ONLINE JOB POSTINGS OVER TIME

Health Care Online Job Postings



Source: Burning Glass Technologies

Analysis: Workforce Intelligence Network

Online job ads for Health Care workers, driven primarily by demand for nurses, increased yet again to new heights for a second quarter running. Postings have recently increased in a strong upward and linear trend for Health Care workers in Oakland County. The increase lags behind many other counties in the region that have experienced increases in Health Care demand for nearly a year. This likely means that Oakland County will continue to see strong posting levels for at least another quarter or two. Health Care postings represent 10.0% of total postings in the county, up from 9.1% in Q1.

Health Care is a sector that grows in concentration and demand as the local population increases and ages (demanding more services) and as universities and hospitals diversify and increase their reputation for destination care. Both of these are occurring in Michigan with demand for health services increase (as the population ages) and as universities and other hospitals become places of choice for others seeking care from outside the region.

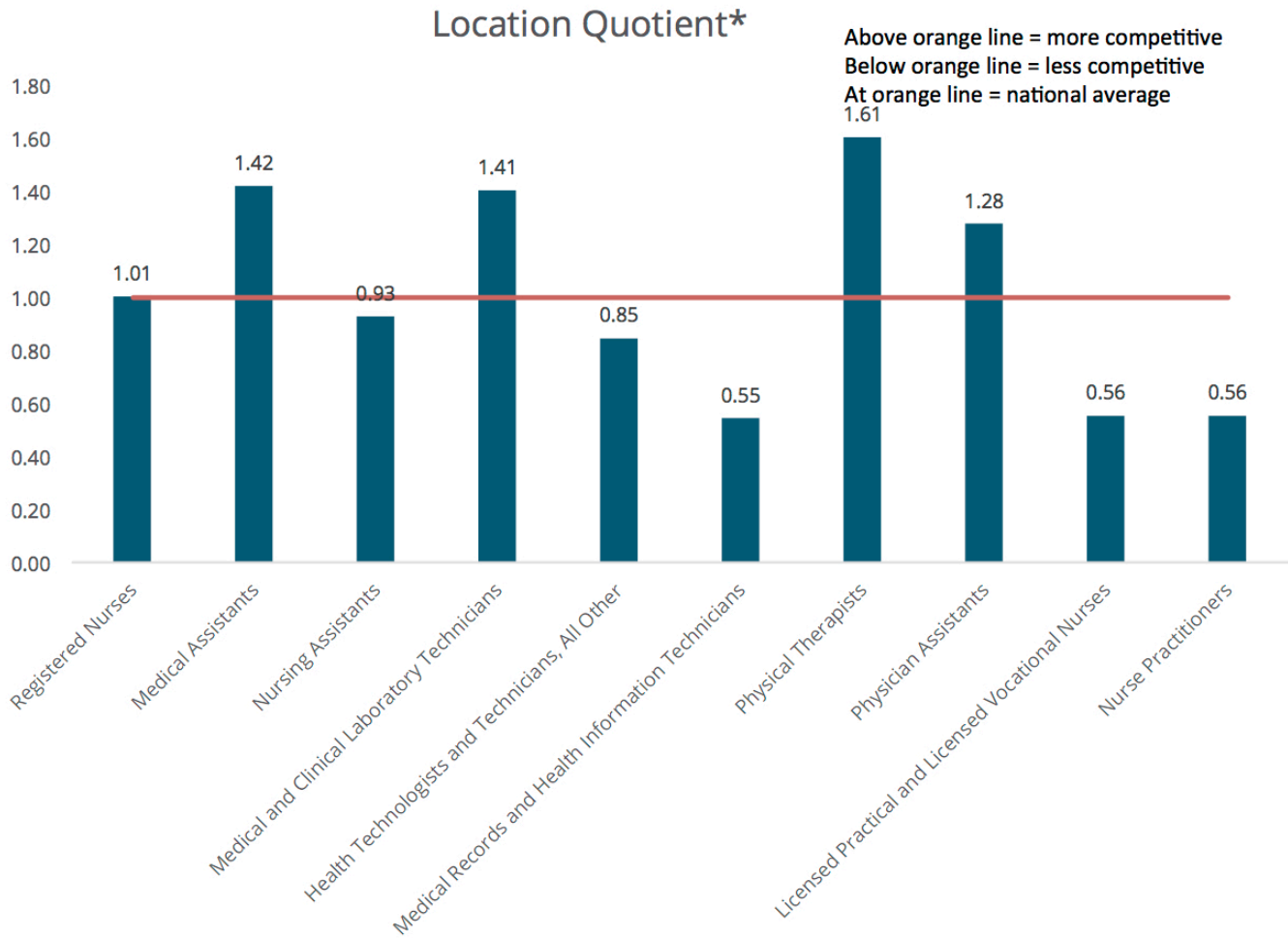
The recent increase in demand for Health Care occupations in Oakland County has not yet improved the supply of these workers. Only a handful of in-demand jobs in this cluster have concentrations of workers in the county above national averages. For example, physical therapists have a location quotient (LQ) of 1.61, meaning that the concentration of these workers in the county is 61% higher than the U.S. on average. Many other occupations have LQs just over “1” or under “1” indicating that hiring to fill all of the new postings is likely more difficult than other areas.

While graduate numbers are strong, postings remain high indicating that more and more jobs need to be filled and employers may experience high turn-over. The current supply of individuals receiving nursing degrees each year is close to the level of quarterly demand, however, not all nursing degrees prepare workers for in-demand jobs. Many hospitals want nurses with specialties and a four-year degree, making it more difficult to enter the field.

Many health care jobs are a pathway into the middle-class and others, those that require graduate-level training, boast very high salaries. Many workers see the high wage potential are enrolling in health programs, however, there is still a shortage of many health care workers as evidenced by high posting levels and employment growth. There is currently a bill on the state Senate floor that would allow nurses to complete a Bachelor’s degree at their local community college, alleviating the monetary and distance issues with attending a four-year university for many.

HEALTH CARE

TOP 10 JOBS LOCATION QUOTIENT AND WAGES



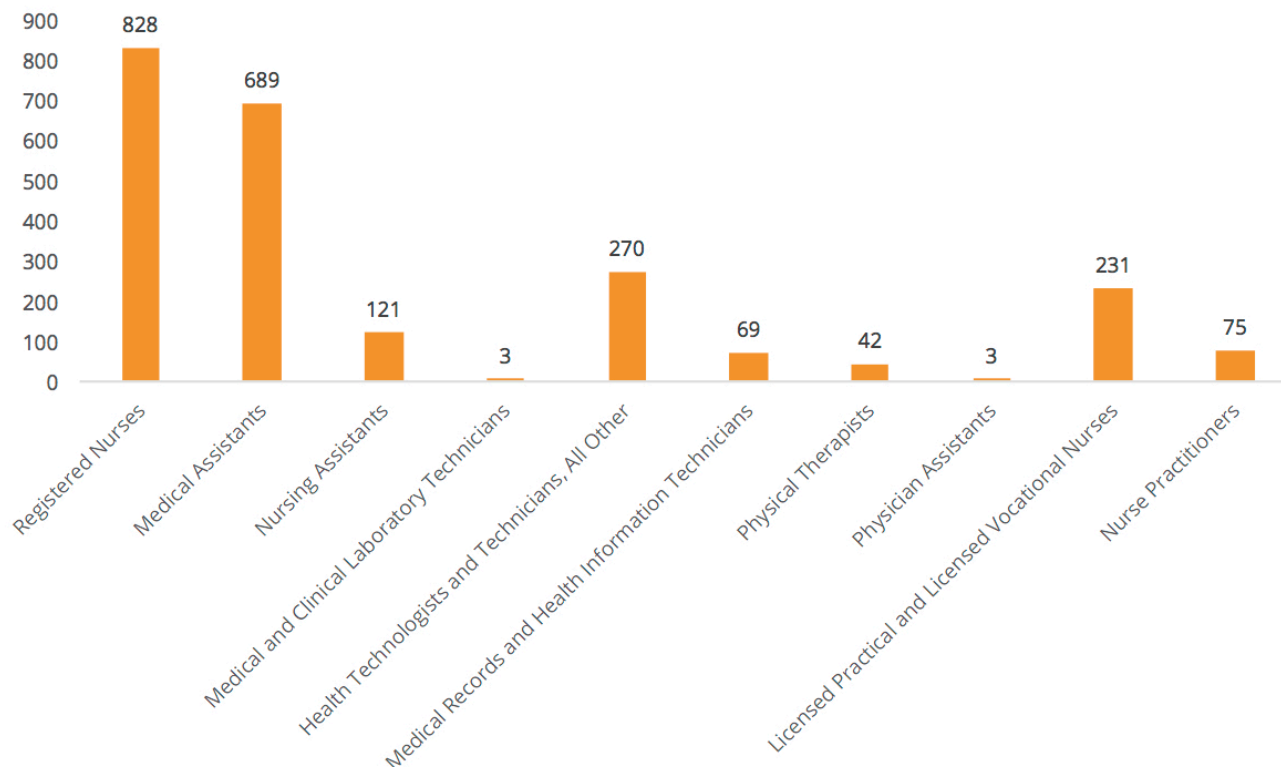
*Note: the location quotient measures the relative concentration of workers in the analysis area compared to the nation as a whole.

Data: EMSI, Burning Glass
Analysis: Workforce Intelligence Network

ONET Code	Occupation	10th Percentile Hourly Earnings	25th Percentile Hourly Earnings	Median Hourly Earnings	75th Percentile Hourly Earnings	90th Percentile Hourly Earnings
29-1141	Registered Nurses	\$25.92	\$30.36	\$34.63	\$39.62	\$56.56
31-9092	Medical Assistants	\$10.97	\$12.61	\$14.29	\$16.67	\$18.57
31-1014	Nursing Assistants	\$10.22	\$11.86	\$13.97	\$16.24	\$18.16
29-2012	Medical and Clinical Laboratory Technicians	\$11.81	\$13.51	\$16.30	\$21.00	\$27.39
29-2099	Health Technologists and Technicians, All Other	\$13.68	\$15.21	\$18.08	\$21.77	\$27.84
29-2071	Medical Records and Health Information Technicians	\$10.98	\$13.30	\$17.18	\$21.24	\$24.31
29-1123	Physical Therapists	\$27.50	\$33.73	\$40.79	\$51.50	\$73.22
29-1071	Physician Assistants	\$17.34	\$24.42	\$43.73	\$51.92	\$57.93
29-2061	Licensed Practical and Licensed Vocational Nurses	\$17.22	\$20.21	\$23.66	\$27.20	\$29.45
29-1171	Nurse Practitioners	\$37.21	\$41.01	\$45.74	\$52.61	\$58.44

TOP 10 JOBS RECENT GRADUATES AND EDUCATION AND TRAINING REQUIREMENTS

Recent Area Grads with Degrees Related to Top Jobs* (2013)



*Note: many degrees can prepare a person for multiple jobs and therefore many of these graduates are counted for several occupations.

Data: EMSI, Burning Glass, Integrated Post-Secondary Data System
Analysis: Workforce Intelligence Network

ONET Code	Occupation	Typical Entry Level Education	Work Experience Required	Typical On-The-Job Training
29-1141	Registered Nurses	Associate's degree	None	None
31-9092	Medical Assistants	Postsecondary non-degree award	None	None
31-1014	Nursing Assistants	Postsecondary non-degree award	None	None
29-2012	Medical and Clinical Laboratory Technicians	Associate's degree	None	None
29-2099	Health Technologists and Technicians, All Other	High school diploma or equivalent	None	None
29-2071	Medical Records and Health Information Technicians	Postsecondary non-degree award	None	None
29-1123	Physical Therapists	Doctoral or professional degree	None	None
29-1071	Physician Assistants	Master's degree	None	None
29-2061	Licensed Practical and Licensed Vocational Nurses	Postsecondary non-degree award	None	None
29-1171	Nurse Practitioners	Master's degree	None	None



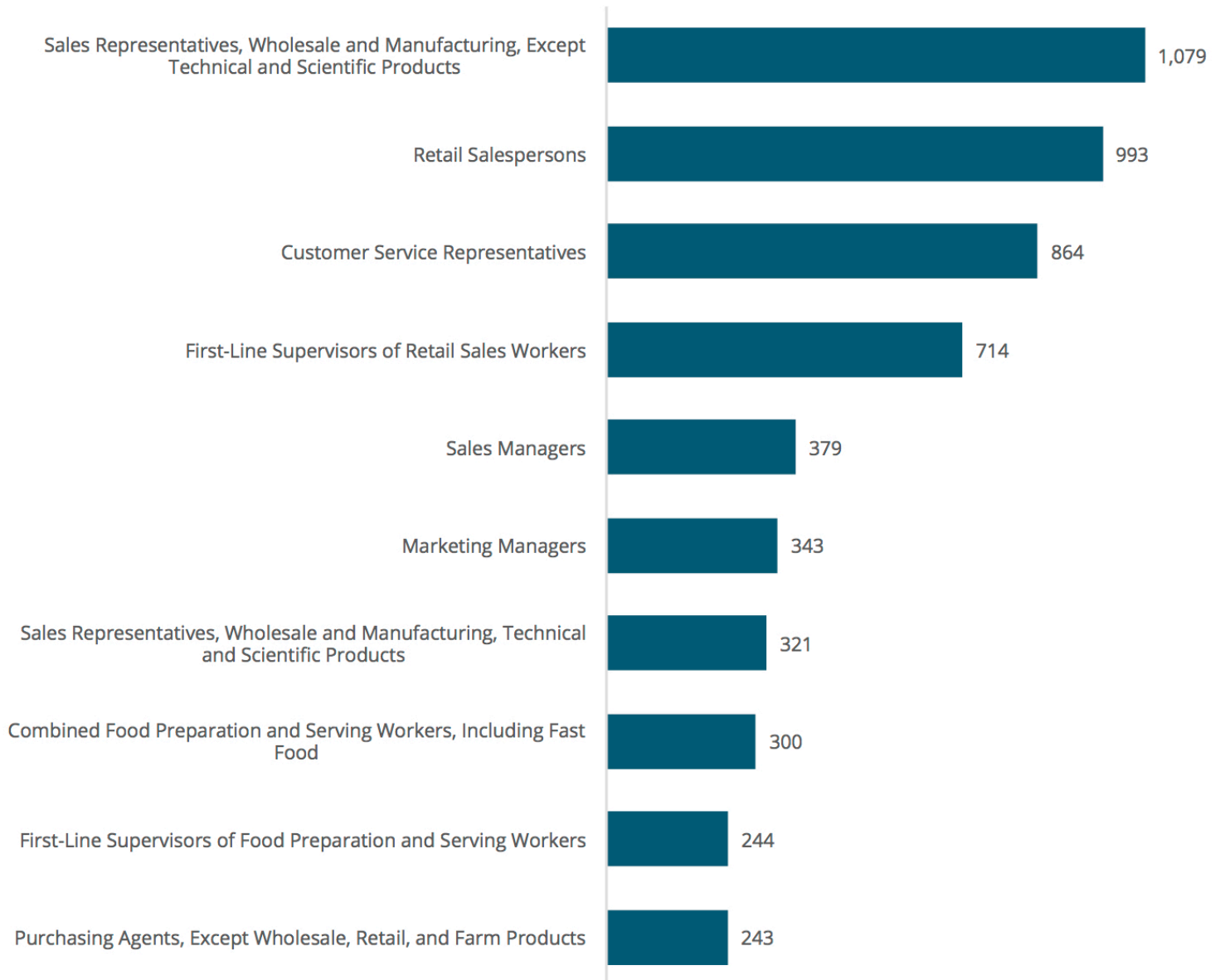
RETAIL AND HOSPITALITY

The retail and hospitality cluster is the largest occupational cluster that WIN analyzes, both in terms of employment and online job postings. This cluster is of very high importance to the region because it is the first to grow when the economy expands and the first to contract in a downturn: It is often a leading indicator. As defined by WIN, the retail and hospitality cluster 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. In 2014, 632,825 individuals were employment in retail and hospitality related occupations in the region.

The top posting Retail & Hospitality job in Oakland County was sales representatives – wholesale and manufacturing with 1,079 postings. Q2 marked an increase in demand for these workers growing 17.4% from 919 postings in Q1 to 1,079 postings in Q2. These workers surpassed retail sales as the top job in the cluster, indicating a growing need for the area's manufactures and wholesalers for skilled sales talent. Demand also increased for customer services representatives with a 29.5% gain in postings (667 to 884) between Q1 and Q2 2015. A significant gain in employer need.

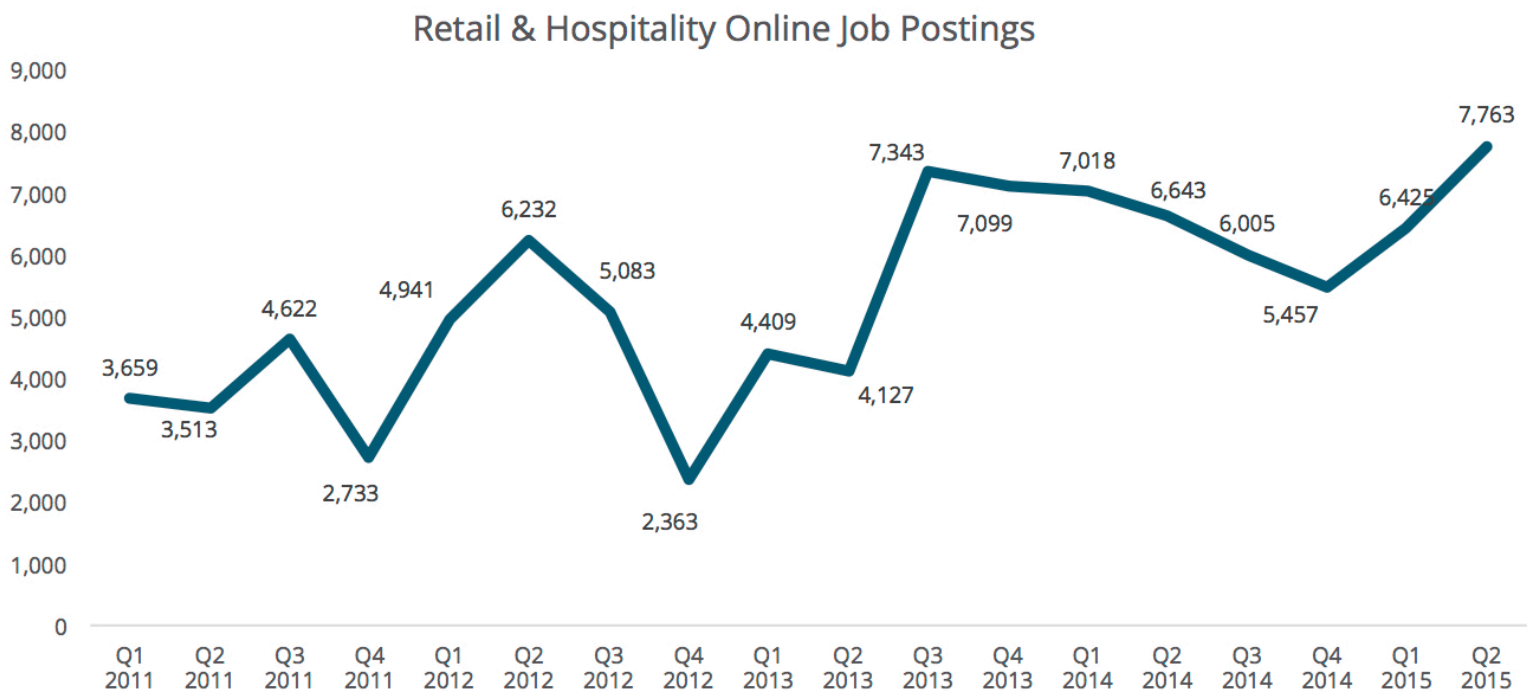
RETAIL AND HOSPITALITY

TOP JOBS



RETAIL AND HOSPITALITY

ONLINE JOB POSTINGS OVER TIME



Source: Burning Glass Technologies
Analysis: Workforce Intelligence Network

Retail postings in Oakland County are growing again after more than a full year of decline. In Q2 2015 postings increased by 9.6% growing from 6,724 to 7,367 online ads. Postings surpassed the Q3 2013 peak and reached a new high in Q2 2015. Retail & Hospitality postings represented 19.2% of totally online postings in Oakland County during Q2 2015.

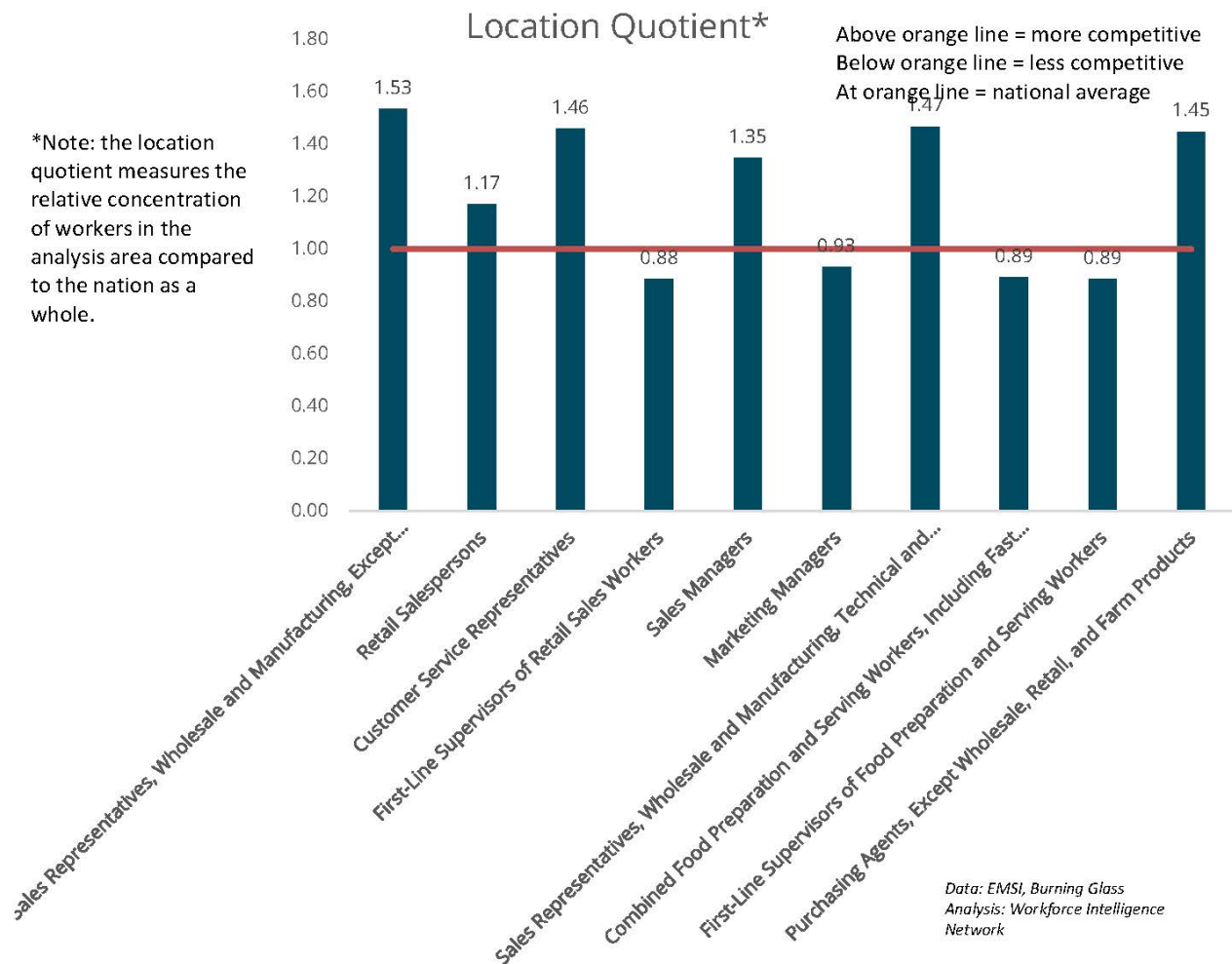
Like other services, Health Care being one, demand for Retail & Hospitality occupations increase as the population grows and has more money to spend in the economy. Demand for technical sales workers is high, and the concentration of workers is just above average (LQ of 1.53%). The economy is growing and employers are hiring but the concentration of workers in these fields is likely to grow more with such strong employer demand.

Retail & hospitality jobs are not often sought after due to wages. But these jobs are often the first step for workers into the labor force where they can learn valuable skills that translate to other occupations that earn a higher wage. Management and supervisory positions tend to have high wages but also require more education. For many of the in-demand sales jobs in Oakland County, starting wages are higher than other areas because the available jobs are more technical in nature and require more training.

Most retail & hospitality jobs do not require higher education but many require specialized on-the-job training.

RETAIL AND HOSPITALITY

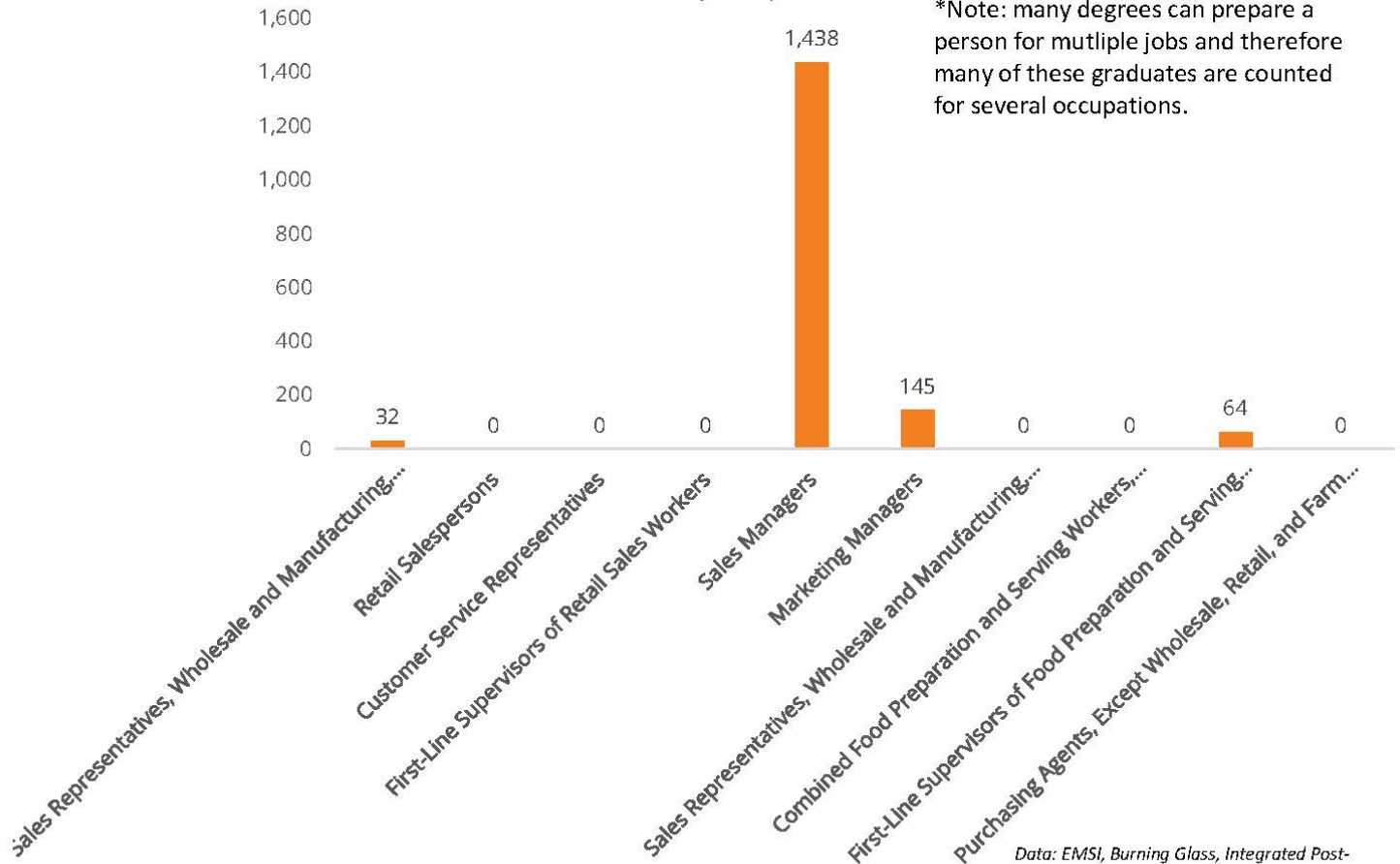
TOP 10 JOBS LOCATION QUOTIENT AND WAGES



ONET Code	Occupation	10th Percentile Hourly Earnings	25th Percentile Hourly Earnings	Median Hourly Earnings	75th Percentile Hourly Earnings	90th Percentile Hourly Earnings
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$13.24	\$19.43	\$28.69	\$43.06	\$60.77
41-2031	Retail Salespersons	\$8.62	\$9.28	\$10.60	\$14.01	\$20.79
43-4051	Customer Service Representatives	\$9.45	\$11.74	\$15.48	\$19.74	\$25.04
41-1011	First-Line Supervisors of Retail Sales Workers	\$12.67	\$15.48	\$19.53	\$24.96	\$30.94
11-2022	Sales Managers	\$31.61	\$42.24	\$57.79	\$77.66	\$119.86
11-2021	Marketing Managers	\$32.48	\$42.18	\$55.94	\$74.25	\$113.98
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	\$18.08	\$26.01	\$37.37	\$53.42	\$76.86
35-3021	Combined Food Preparation and Serving Workers, Including Fast Food	\$8.15	\$8.52	\$9.16	\$9.81	\$12.15
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	\$9.24	\$10.93	\$14.64	\$20.21	\$25.43
13-1023	Purchasing Agents, Except Wholesale, Retail, and Farm Products	\$20.30	\$26.27	\$33.81	\$41.71	\$51.15

TOP 10 JOBS RECENT GRADUATES AND EDUCATION AND TRAINING REQUIREMENTS

Recent Area Grads with Degrees Related to Top Jobs*
(2013)




*Note: many degrees can prepare a person for multiple jobs and therefore many of these graduates are counted for several occupations.

Data: EMSI, Burning Glass, Integrated Post-Secondary Data System
Analysis: Workforce Intelligence Network

ONET Code	Occupation	Typical Entry Level Education	Work Experience Required	Typical On-The-Job Training
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	High school diploma or equivalent	None	Moderate-term on-the-job training
41-2031	Retail Salespersons	Less than high school	None	Short-term on-the-job training
43-4051	Customer Service Representatives	High school diploma or equivalent	None	Short-term on-the-job training
41-1011	First-Line Supervisors of Retail Sales Workers	High school diploma or equivalent	Less than 5 years	None
11-2022	Sales Managers	Bachelor's degree	Less than 5 years	None
11-2021	Marketing Managers	Bachelor's degree	5 years or more	None
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	Bachelor's degree	None	Moderate-term on-the-job training
35-3021	Combined Food Preparation and Serving Workers, Including Fast Food	Less than high school	None	Short-term on-the-job training
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	High school diploma or equivalent	Less than 5 years	None
13-1023	Purchasing Agents, Except Wholesale, Retail, and Farm Products	High school diploma or equivalent	None	Long-term on-the-job training

SECTION THREE

LABOR MARKET AND DEMAND SUMMARY



During Q2 2015 software developers maintained its top posting position with 2,266 postings, a 15.2% increase from Q1's 1,967 postings. Registered Nurses moved up from fourth most in-demand to second growing 25.3% from 865 postings in Q1 to 1,084 in Q2. Demand in Oakland County follows much of the region where demand for nurses has increased rapidly. Demand also increased for sales representatives – wholesale and manufacturing. While the occupation moved from second to third in rank, employer demand for these skilled sales workers grew 17.4% from 919 postings in Q1 to 1,079 postings in Q2 this year.

Between Q1 and Q2 this year, the labor force grew by 3,732 individuals (0.6% growth). While this is not strong overall growth, the general annual trends in Oakland show much more of an upward pattern than other counties.

Employment has also grown in the county, at a higher rate than the labor force. Between Q1 and Q2, employment grew 1.1% adding 6,542 individuals to employer payrolls. This level of growth is similar to the regional average.

As employment grew at a faster rate than the labor force, the drop in the unemployment rate can be attributed to individuals gaining jobs. The unemployment rate in Oakland dropped to 4.8% from 5.3% in Q1. One of the lower rates in the region.

Online job ads increased in Q2 2015 by 19.2% over Q1 2015, growing from 33,829 postings to 40,337. Q2 2015 marks a new high in postings since analysis began in 2011. Postings have been increasing for the past two quarters after a lull in growth during much of 2014. Demand for Skilled Trade & Technician workers declined a slight 0.4% while all other areas gained. The largest gains in demand were seen for Health Care jobs with 32.0% growth in postings. Demand growth for Engineers & Designers followed with 25.6% growth.

Of all online job ads in Oakland County during Q2 2015, 59.2% are in occupations tracked by WIN's occupation clusters.

Oakland County contributed 33.0% of the total posting gains in the region during Q2 2015.



SECTION FOUR

DATA NOTES AND SOURCES

DATA NOTES AND SOURCES

SPECIAL DATA NOTE

- Due to changes in Burning Glass's aggregation, parsing, and deduplication methods implemented in December 2014, data from previously released reports should not be compared to data in reports starting in Q4 2014 and moving forward. For the Q4 2014 report, the WIN team re-gathered and analyzed all of the data (postings from 2011 through 2014) to ensure that all numbers are up-to-date. If you would like information on the differences between the updated data and data from previous reports, please contact WIN's Research Director Colby Spencer Cesaro at colby.cesaro@win-semich.org.
- Wage data that is not labeled as a national average is specific to each report's geography. For example, wage data reported in the WIN Region report is averaged across the 9-county WIN Region. Data in the Wayne County report is wage data solely for Wayne County.
- All numbers included in this report are the correct and updated data.
- Wage and educational attainment data available varies depending on the occupation. All wage and educational attainment data provided is for the 6-digit SOC code. Some 6-digit codes do not have education or wage data available, in this case we leave the information blank.
- Educational attainment data available refers to the share of the current workforce in each bracket, not what is shown in postings. Employers may require different educational attainment than what is in this report.
- Quarterly reports: Due to a data update in Burning Glass Technologies' Labor Insight tool, comparisons should not be made between data from each quarterly report and the annual review data should not be compared to data from previous quarterly reports.
- Adjustments to the labor force information were also made to reflect and incorporate updated inputs, re-estimation, and controlling to new statewide totals. Much of the information related to monthly and quarterly employment is updated several months after the initial release. More information can be found here: <http://www.bls.gov/lau/launews1.htm>

DATA NOTES AND SOURCES

UNDERSTANDING DEMAND VS EMPLOYMENT

- Employment refers to actual employment numbers—the number of people in jobs—in targeted industries or occupations.
- Demand refers to statistics derived from employer job postings, which indicate the potential for employment but may or may not materialize into actual jobs.
- Job posting-related demand, as presented in this report, is measured by online job postings. Employer demand may be larger than what is highlighted in this report if employers find talent by other means.

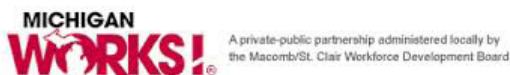
DATA SOURCES

- Labor market demand data for this report was compiled using Burning Glass Technologies' Labor Insight Tool, and analyzed by the Workforce Intelligence Network. Other data sources include, the Bureau of Labor Statistics, and Economic Modeling Specialists Inc. (EMSI). Check out our website <http://www.win-semich.org> for more data and detailed information about our sources.

UNDERSTANDING CLUSTERS

- Rather than focusing on talent demand within industries (types of firms), WIN generally emphasizes exploring talent demand based on occupations, including the skills, educational credentials, and experience needed to work in them.
- WIN research examines industry data, as the health of companies can be useful for economic development purposes. However, shifting focus from industry to occupation is important as different types of occupations with extremely different skillsets may work within and across industries. For example, accountants, computer specialists, and engineers all may work in the manufacturing industry.
- By clustering occupations, the talent system can identify employer demand for particular skillsets across multiple industry types and develop a response through training and pipeline development to meet that demand.

BOARD ORGANIZATIONS



FOR MORE INFORMATION ABOUT RESEARCH AND DATA,
VISIT OUR WEBSITE:
WWW.WIN-SEMICH.ORG/DATA-RESEARCH

