

2020

January–December

LAPEER, HURON, TUSCOLA, & SANILAC COUNTIES

2020 Labor Market Report



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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 16-county region in Michigan. The counties in the WIN partnership include: Genesee, Hillsdale, Huron, Jackson, Lapeer, Lenawee, Livingston, Macomb, Monroe, Oakland, Saint Clair, Sanilac, Shiawassee, Tuscola, Washtenaw, and Wayne, along with the City of Detroit.

This report highlights labor market information and real-time job posting data for the entire 16-county region of southeast Michigan. A workforce overview is provided within identifying key components of the area's labor market including 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 health of the labor market. This data is used to provide a real-time demand overview, detailing posting related findings for both employers and job seekers. WIN's 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, their entry requirements, and their earning potential.

WIN produces a 16-county region report quarterly 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 Detroit's 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 analyzes 2020 data in the Thumb region: Lapeer, Huron, Tuscola, and Sanilac counties. Five occupation groups are analyzed for the Thumb region: Agriculture, Customer Service, Health Care, Skilled Trades, and Transportation, Distribution, and Logistics (TDL).

For more information pertaining to the labor market in southeast Michigan, the custom occupation groups within this report, or any other 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.



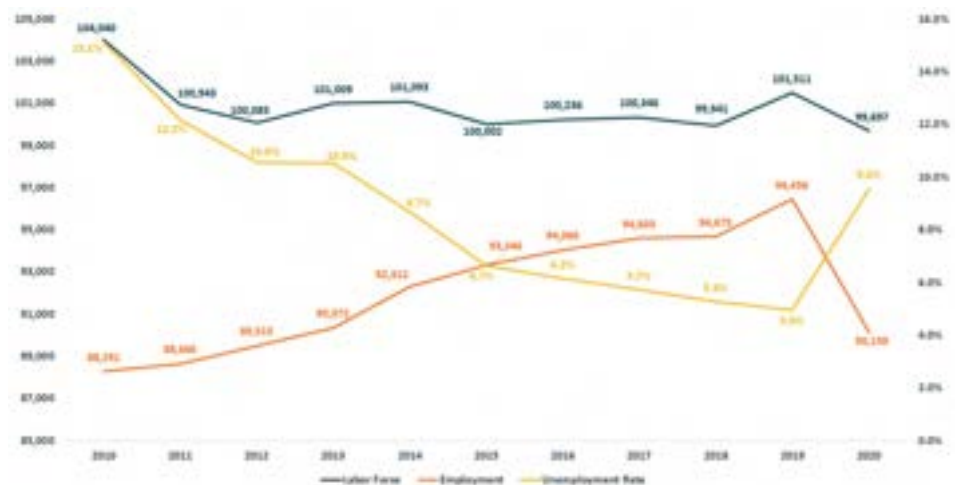
State of the Labor Market in the Thumb Region

The COVID-19 crisis has caused major shifts in the labor market this year. In 2020, the labor force fell by 1,814 individuals (1.8 percent) since 2019. Employment decreased by 6,297 workers (6.5 percent), while unemployment grew by almost double (4,484 workers) the 5,055 individuals recorded in 2019. The unemployment rate also rose in 2020, which trends with the shifts caused by the COVID-19. The unemployment rate rose 4.6 percentage points since 5.0 percent in 2019, for an annual unemployment rate of 9.6 percent. Monthly postings data has continued to show shifts in hiring and skills demanded, as the region continues recovery. The Transportation, Distribution, and Logistics occupation group was heavily demanded in Thumb region, while Heavy and Tractor-Trailer Truck Drivers is the top demanded occupation this year, accounting for 4,575 postings in 2020.

Annual Labor Market Information

The labor force in the Thumb region has decreased in 2020, falling by 1,814 individuals since 2019. Employment decreased by 6,297 workers (6.5 percent) since 2019, while unemployment increased by 4,484 workers for a total of 9,538 unemployed workers in 2020. The unemployment rate dramatically increased in 2020 to 9.6 percent, a rise of 4.6 percentage points since 2019, which had a rate of 5.0 percent. 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
2010–2020



Data: BLS | Analysis: Workforce Intelligence Network

Annual Employer Demand Overview

The fourth quarter of 2020 indicates that employer demand has increased since the end of Q3 2020. In Q4 2020, there were 8,477 unique postings in the Thumb region, an increase of 222 postings from the 8,255 postings recorded in Q3. June had the lowest recorded postings in 2020 with 4,222 postings, a decrease of 758 postings (15.2 percent) since June 2019. The increase in the number of monthly online ads indicate employer demand for jobs has slowly began to increase into Q4 2020.

Annual Posting Analysis
Thumb Region
2020



Data: Emsi | Analysis: Workforce Intelligence Network



Employer demand decreased by 14.5 percent, a loss of 3,747 job postings since 2019. Transportation, Distribution, and Logistics is the top posting occupation group through 2020 with 6,652 postings.

During 2020, there were 22,024 job postings, 3,747 less than the 25,771 postings made during 2019 in the Thumb region. December 2020 saw the highest demand with 5,138 postings since the shut down due to COVID-19, however, postings are up 28.3 percent since December 2019. The top posted job titles in 2020 include CDL-A Truck Drivers, Lead Sales Associates, OTR CDL-A Refrigerated Truck Drivers, CDL-A Flatbed Truck Drivers, and CDL Truck Drivers. For more information about in-demand job postings, see page 9.

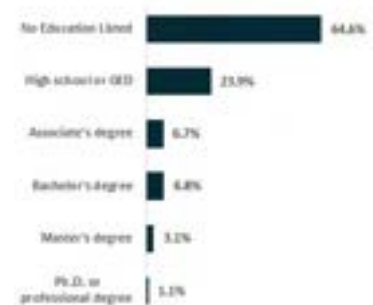
Top 5 Posting Occupation Groups 2020



Job postings made by employers in the Thumb region indicate a high school diploma or equivalent remains the most in-demand minimum education level during 2020.

Of the 22,024 unique postings in Thumb region during 2020, 5,269 (23.9 percent) required a high school diploma or equivalent, while 2,985 postings (13.6 percent) required a college degree. An additional 906 postings (4.1 percent) required an advanced degree. The high demand for transportation, distribution, and logistics roles within the county, drives this high demand for workers with various skillsets.

Education Levels In-Demand 2020



Employment in the Thumb region totaled 93,092 in Q4 2020, a decrease of 2,968 workers (3.1 percent) since Q4 2019.

The quarterly labor market has seen shifts following the outbreak of COVID-19. The first quarter of 2020 saw a slight decrease in the labor force and employment, while unemployment and the unemployment rate rose 1.6 percentage points. The COVID-19 shutdown, which started in Q2 2020, caused the employment in the Thumb region to drop from 94,343 workers in Q1 to 76,623 workers in Q2, a decrease of 17,720 workers or 18.8 percent. Unemployment rose by 17,111 workers, more than triple the 5,698 workers recorded in Q1. Similarly, the unemployment rate rose in Q2, up from 5.7 percent in Q1 to 22.9 percent in Q2 2020. Since Q3 2020, the market has slowly begun to realign toward pre-pandemic levels, showing a decrease in unemployment and the unemployment rate through Q4 2020. For more information about this year's unemployment rate and other labor market indicators, see page 4.

Quarterly Labor Market Data

	4th Quarter 2019	1st Quarter 2020	2nd Quarter 2020	3rd Quarter 2020	4th Quarter 2020	Change from 3rd Quarter 2020	Percent Change from 3rd Quarter 2020	Change from 4th Quarter 2019	Percent Change from 4th Quarter 2019
Labor Force	100,118	100,041	99,432	100,471	98,846	-1,625	-1.6%	-1,272	-1.3%
Employment	96,060	94,343	76,623	92,531	93,092	561	0.6%	-2,968	-3.1%
Unemployment	4,057	5,698	22,809	7,939	5,754	-2,186	-27.5%	1,696	41.8%
Unemployment Rate	4.1%	5.7%	22.9%	7.9%	5.8%	-2.1%	na	1.8%	na

Note: Monthly data averaged by quarter | Data: BLS

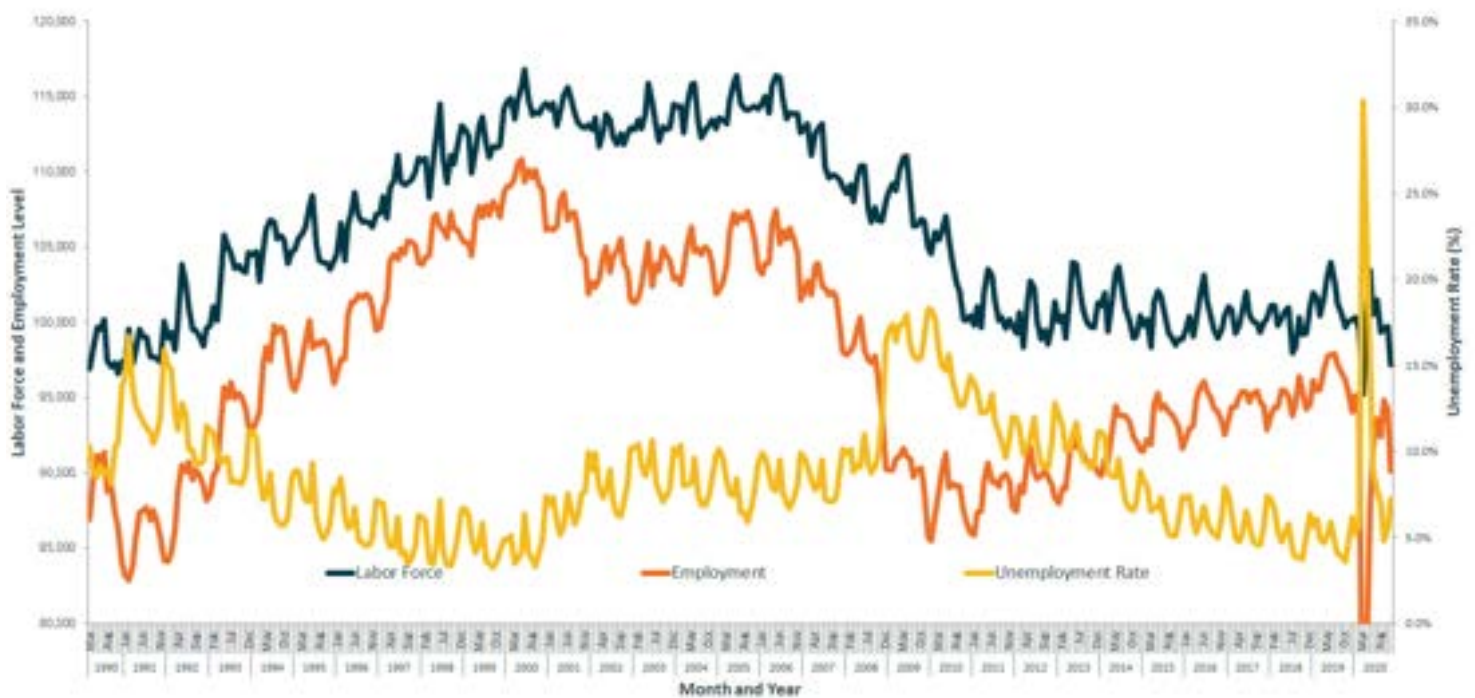
Data: Emsi | Analysis: Workforce Intelligence Network



Labor Force, Employment, and Unemployment

Following labor force fluctuations throughout 2020, labor force participation totaled 99,697 individuals, a decrease by 1,814 individuals since 2019. Employment is down to 90,159 workers in 2020, a decrease of 6,297 workers. Both unemployment and the unemployment rate increased, corresponding to measures taken to slow the spread of COVID-19. Unemployment dramatically rose this year, increasing to 9,538 workers, an increase of 4,484 workers since the 5,055 workers recorded in 2019. Similarly, the unemployment rate rose by 4.6 percentage points, increasing from 5.0 percent, for a 2020 unemployment rate of 9.6 percent.

Labor Force, Employment, Unemployment Rate
1990-2020



Data: BLS | Analysis: Workforce Intelligence Network

Annual Labor Market Data

	2020 Annual	2011 Annual	2012 Annual	2013 Annual	2014 Annual	2015 Annual	2016 Annual	2017 Annual	2018 Annual	2019 Annual	2020 YTD	Change from 2019	Percent Change from 2019
Labor Force	104,040	100,943	100,085	101,009	101,093	100,002	100,236	100,346	99,941	101,511	99,697	-1,814	-1.8%
Employment	88,291	88,666	89,515	90,372	92,312	93,346	94,066	94,603	94,675	96,456	90,159	-6,297	-6.5%
Unemployment	15,749	12,278	10,570	10,637	8,781	6,656	6,171	5,743	5,265	5,055	9,538	4,484	88.7%
Unemployment Rate	15.1%	12.2%	10.6%	10.5%	8.7%	6.7%	6.2%	5.7%	5.3%	5.0%	9.6%	4.6%	na

Data: Bureau of Labor Statistics



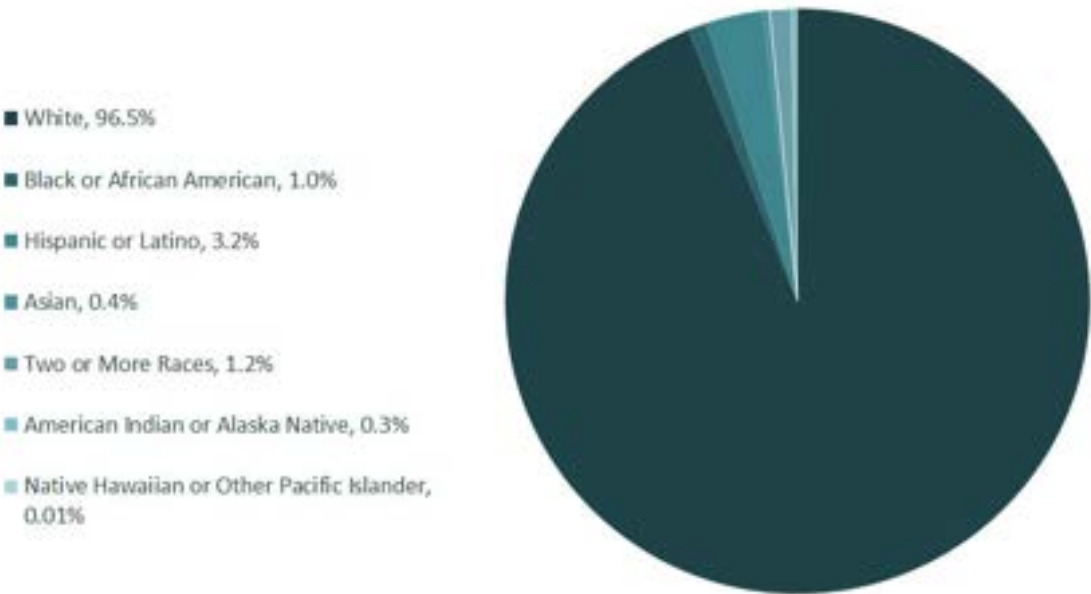
Population Demographics

According to data from the most recent Census Bureau 2019 ACS Five Year estimates, the population in the Thumb region decreased by 0.3 percent between 2018 and 2019. During 2019, 213,621 people were living in the region. The sex of the populace was split evenly, with about 50.3 percent of the population identifying as male, and the other 49.7 percent identifying as female. Majority of the population identified as white (96.5 percent) with the second largest number of individuals identifying as Black or African American (0.9 percent). The region is facing an aging population; 36.1 percent of population was over the age of 54, compared to 28.4 percent under the age of 25.

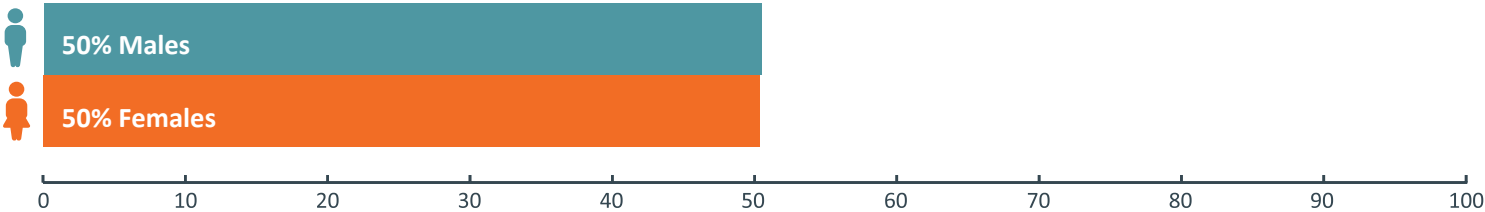


213,621
People in the Region
0.3% Decrease
from 2018

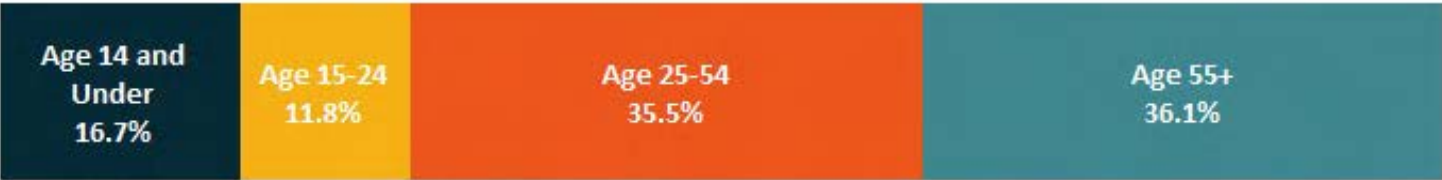
Population Race Demographics



Population Gender Demographics



Population Age Demographics





Labor Market Demographics

During 2019, the most recent census year, there were about 100,175 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, 94,680 individuals (44.3 percent) living in the region were actively working. The highest unemployment rates were seen in those aged 24 years old or younger. Males under the age of 25 face an unemployment rate of 27.9 percent, while females under the age of 25 report an unemployment rate of 23.2 percent. Black or African American job seekers also have a difficult time finding employment, facing an unemployment rate of 14.7 percent.

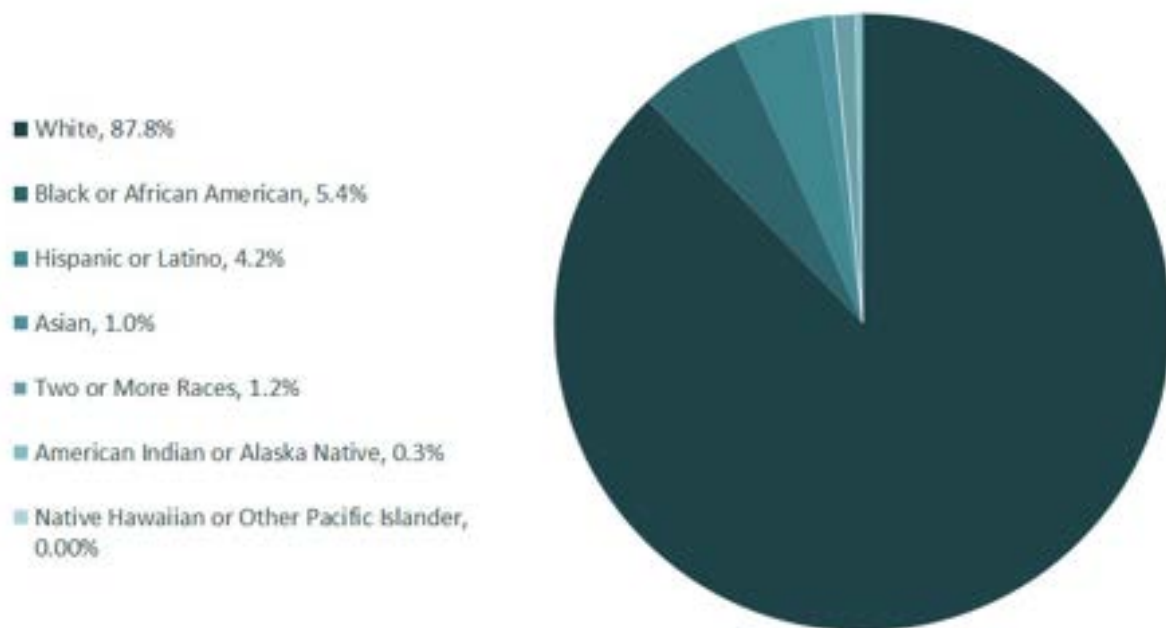
Civilian Labor Force by Demographic Group				
Demographic Group	Civilian Labor Force	Total Employment	Total Unemployment	Unemployment Rate
Total Population 16 +	100,175	94,680	5,495	5.5%
Sex				
Male 16+	54,689	51,335	3,354	6.1%
16-19	2,288	1,889	399	17.4%
20-24	5,121	4,586	535	10.4%
25-54	33,337	31,450	1,887	5.7%
55-64	10,614	10,154	460	4.3%
65 Plus	3,329	3,256	73	2.2%
Female 16+	45,486	43,345	2,141	4.7%
16-19	2,262	1,919	343	15.2%
20-24	4,185	3,848	337	8.1%
25-54	27,527	26,312	1,215	4.4%
55-64	9,411	9,186	225	2.4%
65 Plus	2,101	2,080	21	1.0%
Race				
White	97,397	92,116	5,282	5.3%
Black / African	387	317	71	14.7%
Native American	256	256	0	0.0%
Asian	435	429	6	1.9%
Native Hawaiian / Pacific Islander	0	0	0	0.0%
Some Other Race	602	499	103	9.7%
Two or More Races	1,153	1,033	119	12.0%
Ethnicity				
Hispanic	3,583	3,351	232	5.1%



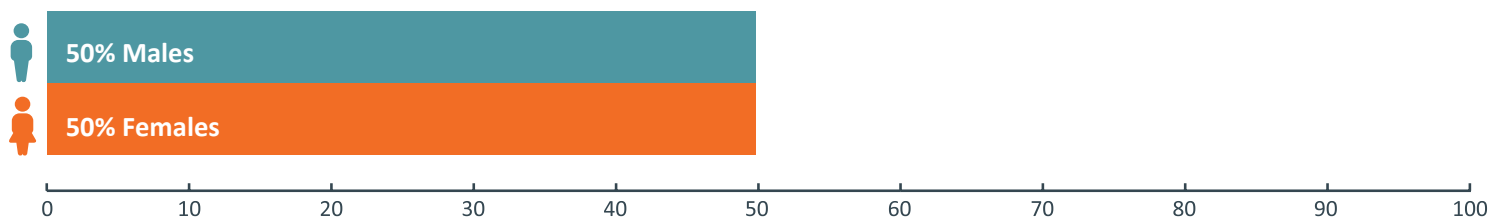
Current Workforce Demographics

In 2020, the workforce had a total of 53,961 individuals working in the Thumb region. A slight majority, 50.4 percent (27,186 workers) were male, while 49.6 percent (26,775 workers) of the workforce was female. Most workers in the county identified as white, accounting for 87.8 percent of the workforce, while Black or African American workers totaled 5.4 percent of the workforce. Those identifying as having a Hispanic or Latino ethnicity accounted for 4.2 percent. Much of the workforce in the Thumb region are between the ages of 25 through 54 (61.6 percent), while 24.4 percent of workers are 55 and older.

Workforce Race and Ethnicity Demographics



Workforce Gender Demographics



Workforce Age Demographics





WORKFORCE OVERVIEW

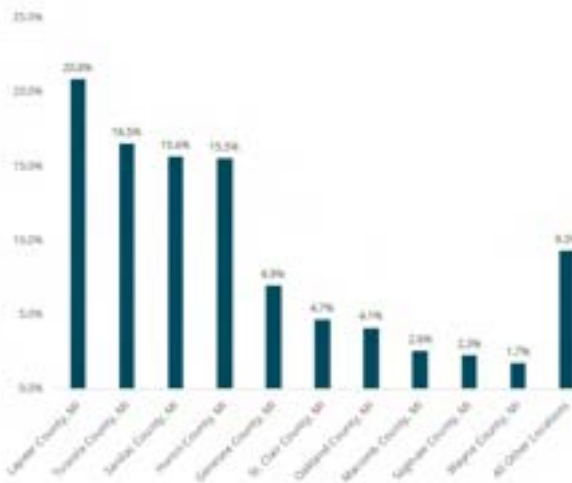
Thumb Region | 2018 Regional Commuting Patterns

8

Regional Commuting Patterns

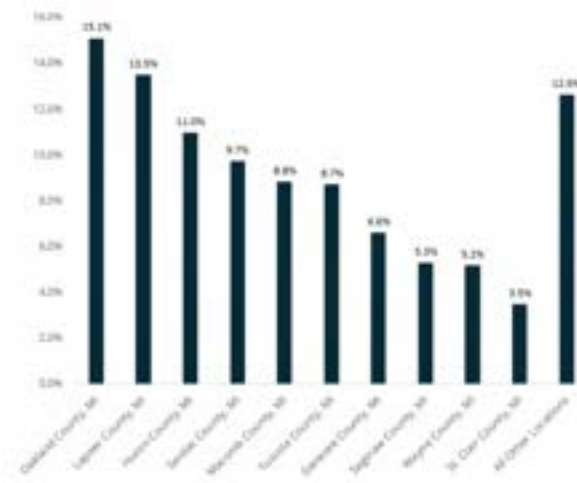
According to the most recent OnTheMap data set available from the Census Bureau, during 2018, the region's workforce consisted of 83,715 residents. There were 35,919 (42.9 percent) residents living and working within the Thumb region, while the remaining 47,796 (57.1 percent) traveled outside of the region for work. There were 52,471 workers employed in the region during 2018. Of those, 16,552 workers (31.5 percent) lived outside of the region's borders and commuted in. From this information, we can see that the Thumb area is a net exporter of jobs, with more workers leaving the area for employment than inwardly commuting.

Where Thumb Region Residents Work

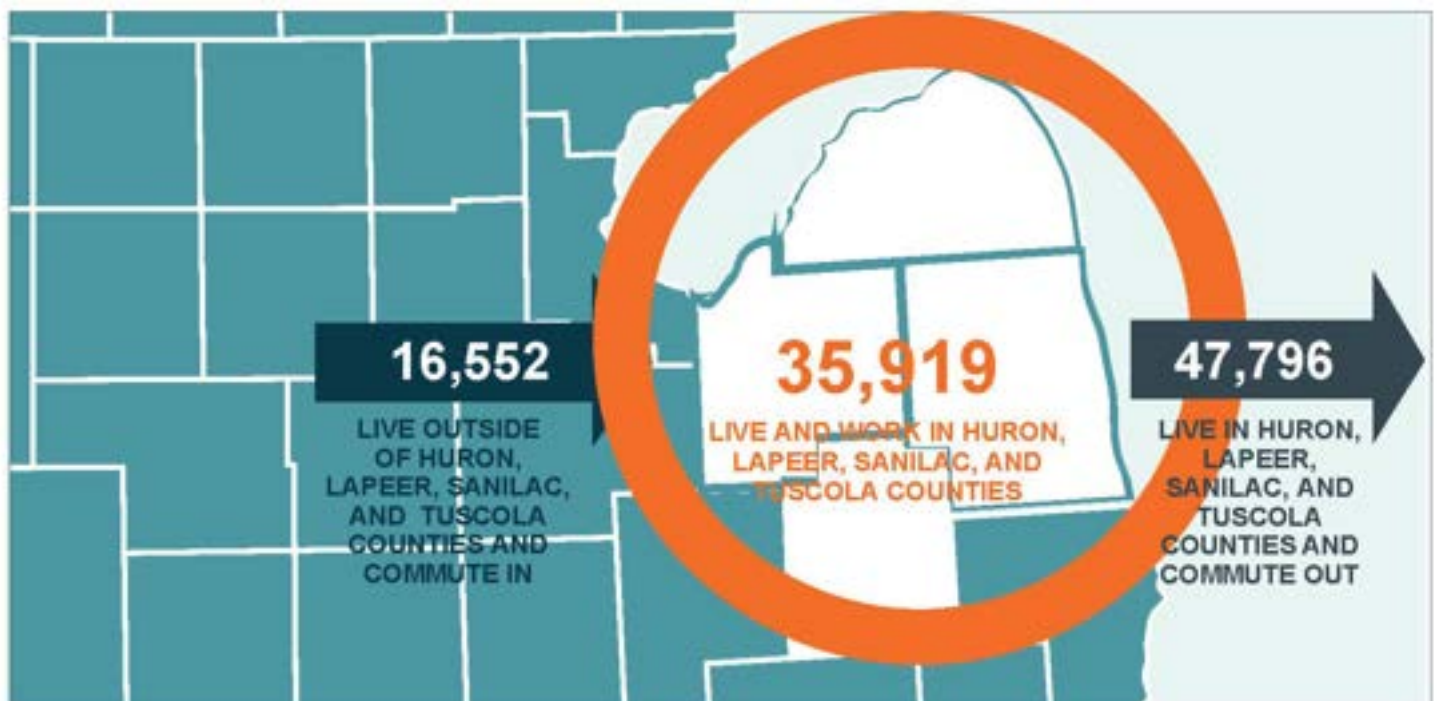


Source: U.S. Census OnTheMap, 2018
Analysis: Workforce Intelligence Network

Where Thumb Region Workers Live



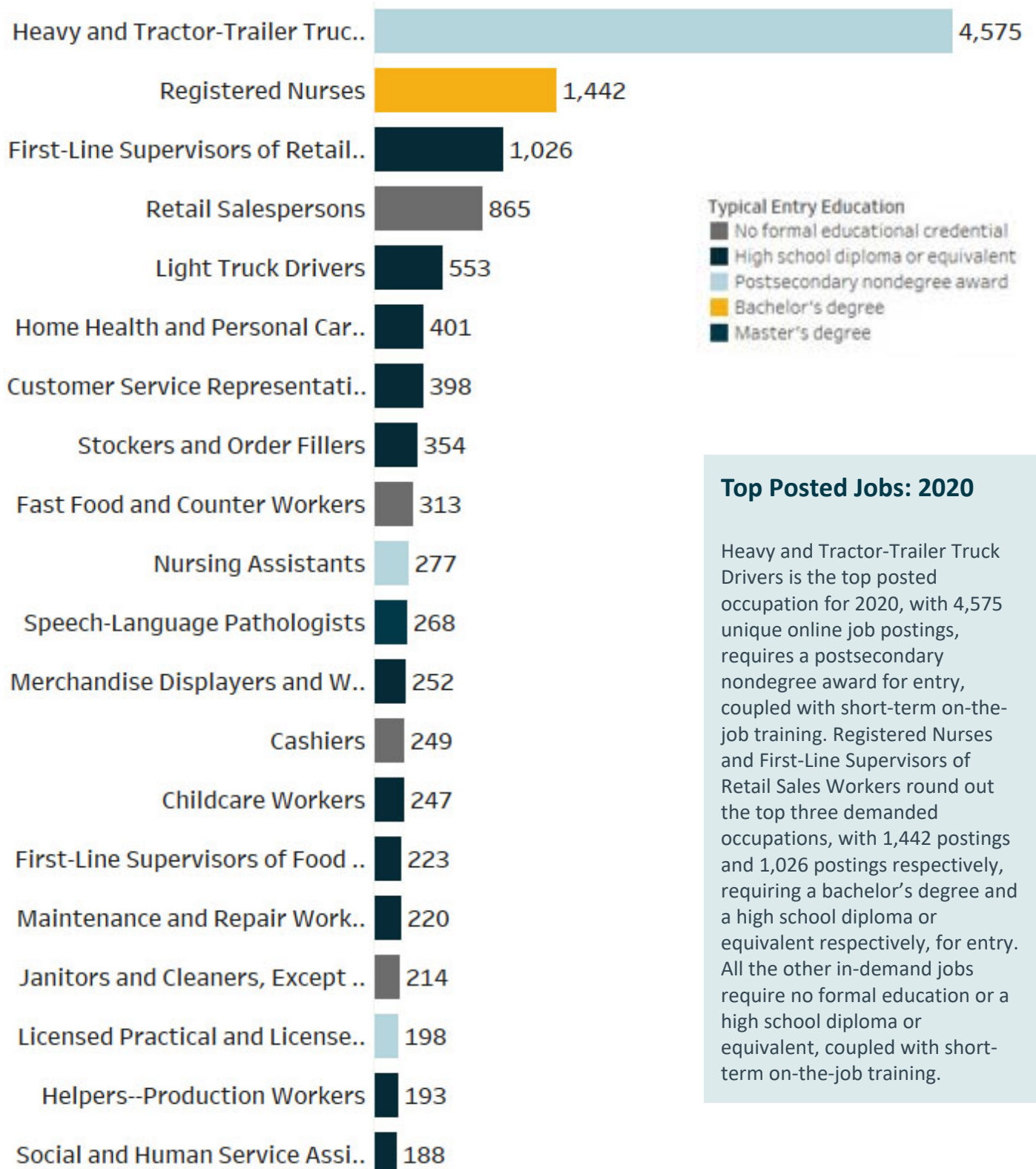
Source: U.S. Census OnTheMap, 2018
Analysis: Workforce Intelligence Network



Data: U.S. Census OnTheMap, 2018 | Analysis: Workforce Intelligence Network

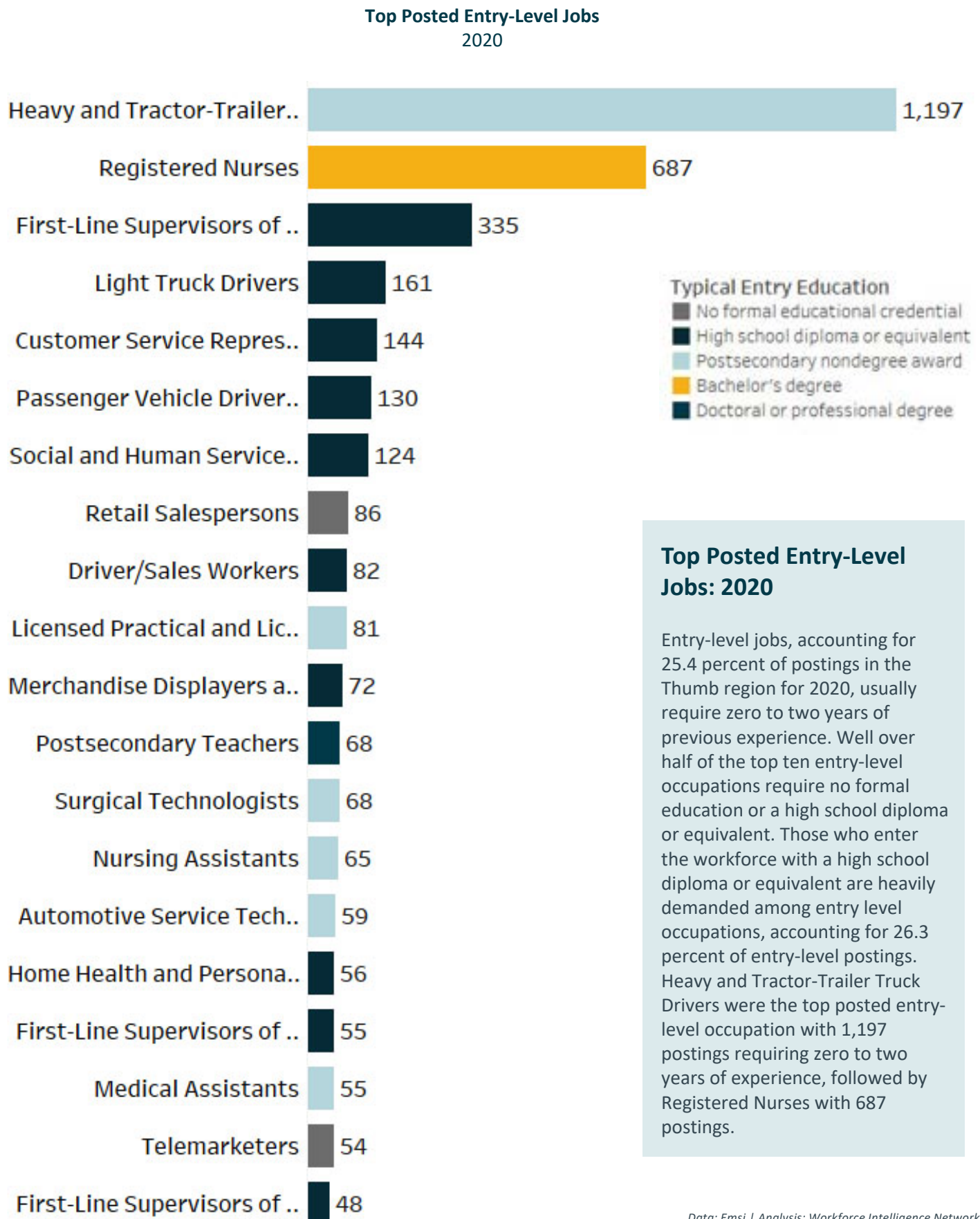


Top Posted Jobs 2020



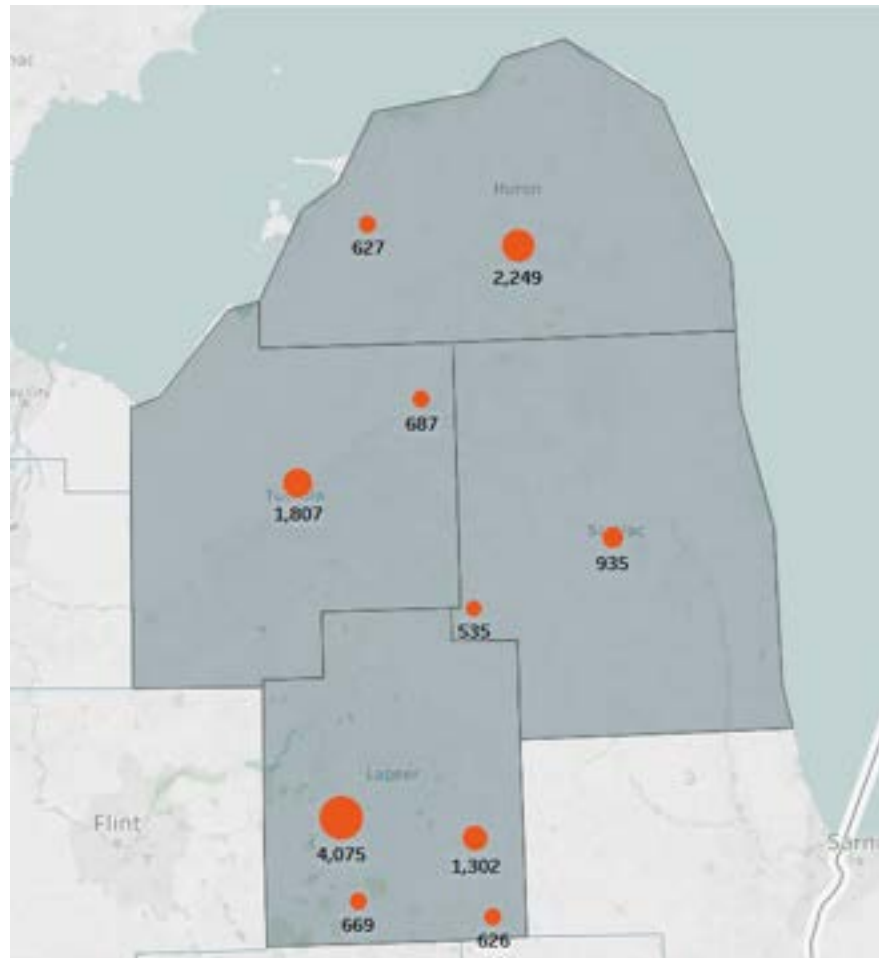
Top Posted Jobs: 2020

Heavy and Tractor-Trailer Truck Drivers is the top posted occupation for 2020, with 4,575 unique online job postings, requires a postsecondary nondegree award for entry, coupled with short-term on-the-job training. Registered Nurses and First-Line Supervisors of Retail Sales Workers round out the top three demanded occupations, with 1,442 postings and 1,026 postings respectively, requiring a bachelor's degree and a high school diploma or equivalent respectively, for entry. All the other in-demand jobs require no formal education or a high school diploma or equivalent, coupled with short-term on-the-job training.





Employer Demand by City



Top In-Demand Qualifications

- Commercial Driver's License (CDL)
- Licensed Practical Nurse
- Certified Nursing Assistant
- Transportation Worker Identification Credential (TWIC) Card
- Doubles Endorsement
- Hazmat Endorsement
- Automotive Service Excellence (ASE) Certification
- CDL Class B License
- Nurse Practitioner
- Associates Degree In Nursing

Top In-Demand Skills

- Merchandising
- Cash Register
- Flatbed Truck Operation
- Nursing
- Cash Handling
- Customer Service
- Communications
- Sales
- Management
- Valid Driver's License

Top Posting Employers*

- Dollar General Corporation
- McLaren, Inc.
- CRST International, Inc.
- C.R. England, Inc.
- McDonald's Corporation
- State of Michigan
- Wal-Mart, Inc.
- Manor Care, Inc.
- U.S. Xpress, Inc.
- The Home Depot

*Employer names are listed as they appear in online job postings.

Introduction

WIN's agriculture occupation group brings together occupations that require knowledge of the 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.

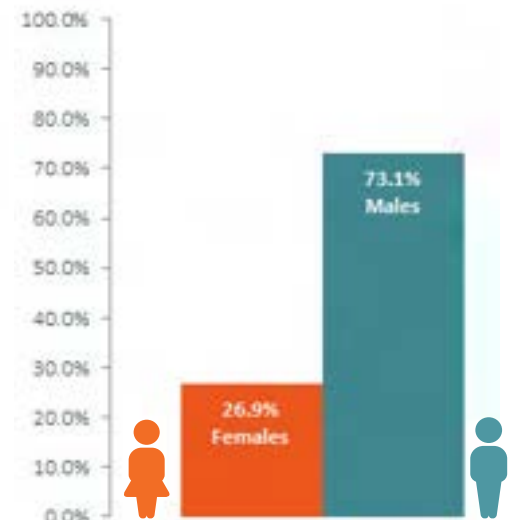


4,074
Agriculture Workers
 2.6% Decrease
 from 2019

Employment Over Time
2010-2020



Worker Gender Demographics



Agriculture Worker Demographics

According to 2020 Emsi data, the 4,074 workers in agriculture occupations are not very diverse. A large majority of workers are white males (73.1 percent) between the ages of 25 and 54 (59.7 percent). Only 26.9 percent of agriculture workers identify as women, while 17.9 percent of workers were under the age of 25, compared to 22.4 percent of workers are age 55 or older.

Race and Ethnicity Demographics

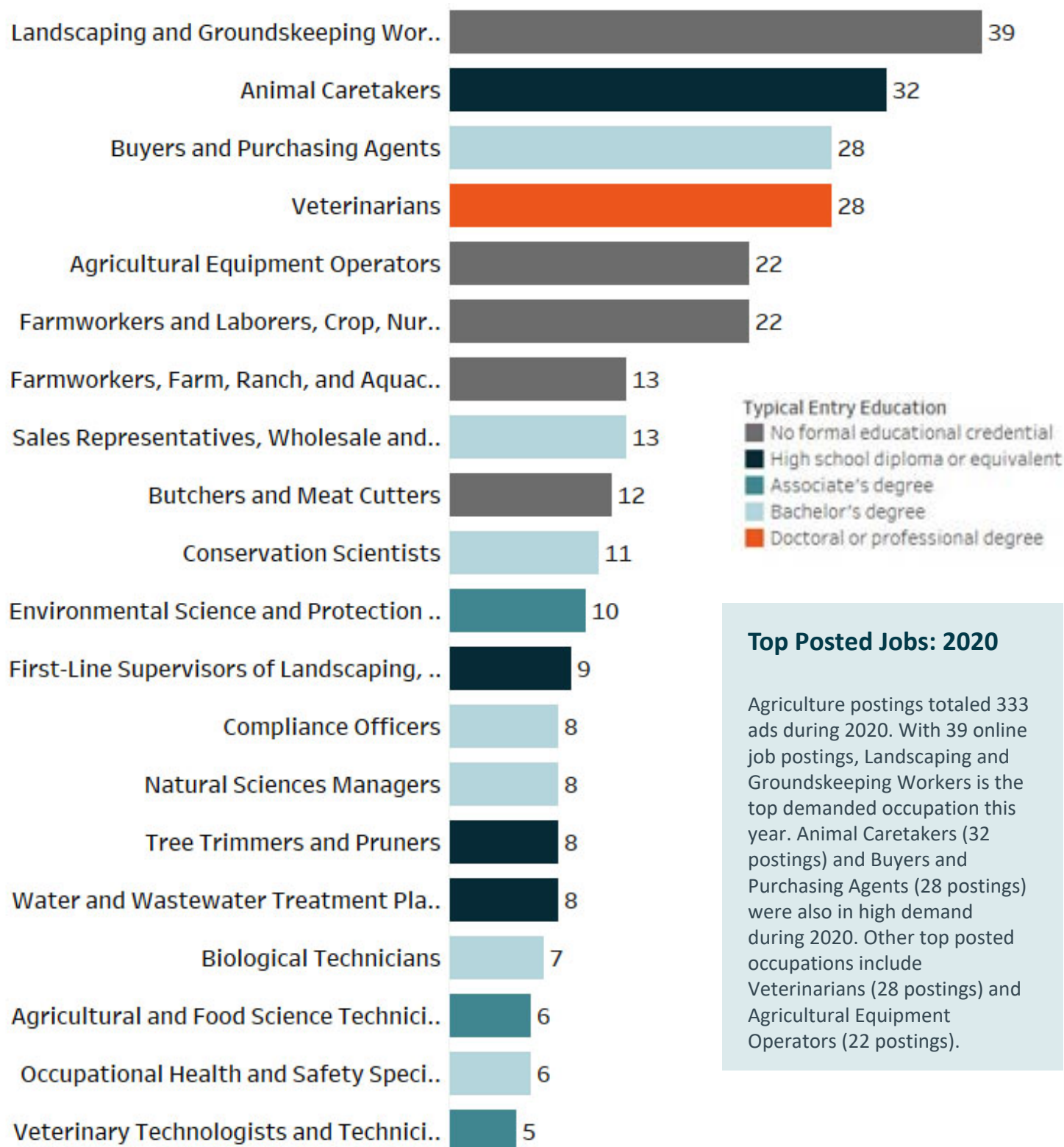
85.5% White | **2.2% Black or African American** | **10.2% Hispanic or Latino**

Worker Age Demographics





Agriculture Top Posted Jobs 2020



Top Posted Jobs: 2020

Agriculture postings totaled 333 ads during 2020. With 39 online job postings, Landscaping and Groundskeeping Workers is the top demanded occupation this year. Animal Caretakers (32 postings) and Buyers and Purchasing Agents (28 postings) were also in high demand during 2020. Other top posted occupations include Veterinarians (28 postings) and Agricultural Equipment Operators (22 postings).



Agriculture Wage Overview

Of the top posted agriculture-related jobs, over half of the top ten occupations in 2020 offer median wages of more than \$13.00 per hour. The top posted job, Landscaping and Groundskeeping Workers, offers median hourly earnings of \$13.10, which translates to annual earnings of approximately \$27,248. 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 2020

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
37-3011	Landscaping and Groundskeeping Workers	\$9.77	\$11.25	\$13.10	\$16.09	\$19.73
39-2021	Animal Caretakers	\$9.78	\$10.50	\$11.52	\$13.29	\$15.81
13-1028	Buyers and Purchasing Agents	\$17.12	\$21.66	\$28.08	\$36.13	\$44.92
29-1131	Veterinarians	\$31.11	\$34.85	\$41.60	\$50.39	\$56.33
45-2091	Agricultural Equipment Operators	\$17.61	\$19.62	\$21.60	\$23.45	\$25.13
45-2092	Farmworkers and Laborers, Crop, Nursery, and Greenhouse	\$9.72	\$10.74	\$12.29	\$16.55	\$24.81
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	\$25.34	\$30.76	\$42.95	\$63.36	\$79.61
45-2093	Farmworkers, Farm, Ranch, and Aquacultural Animals	\$9.51	\$10.31	\$11.15	\$12.79	\$17.21
51-3021	Butchers and Meat Cutters	\$9.50	\$10.57	\$13.49	\$16.84	\$19.36
19-1031	Conservation Scientists	Insf. Data	Insf. Data	Insf. Data	Insf. Data	Insf. Data

Data: Emsi, BLS | Analysis: Workforce Intelligence Network

In-Demand Technical Skills

- Irrigation (Landscaping And Agriculture)
- Agriculture
- Purchasing
- Landscaping
- Good Manufacturing Practices

In-Demand Foundational Skills

- Communications
- Valid Driver's License
- Management
- Operations
- Computer Literacy

In-Demand Education Level*

- High School Diploma: 25.2%
- Associate Degree: 4.8%
- Bachelor's Degree: 9.6%
- Master's Degree: 2.1%

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

In-Demand Certifications

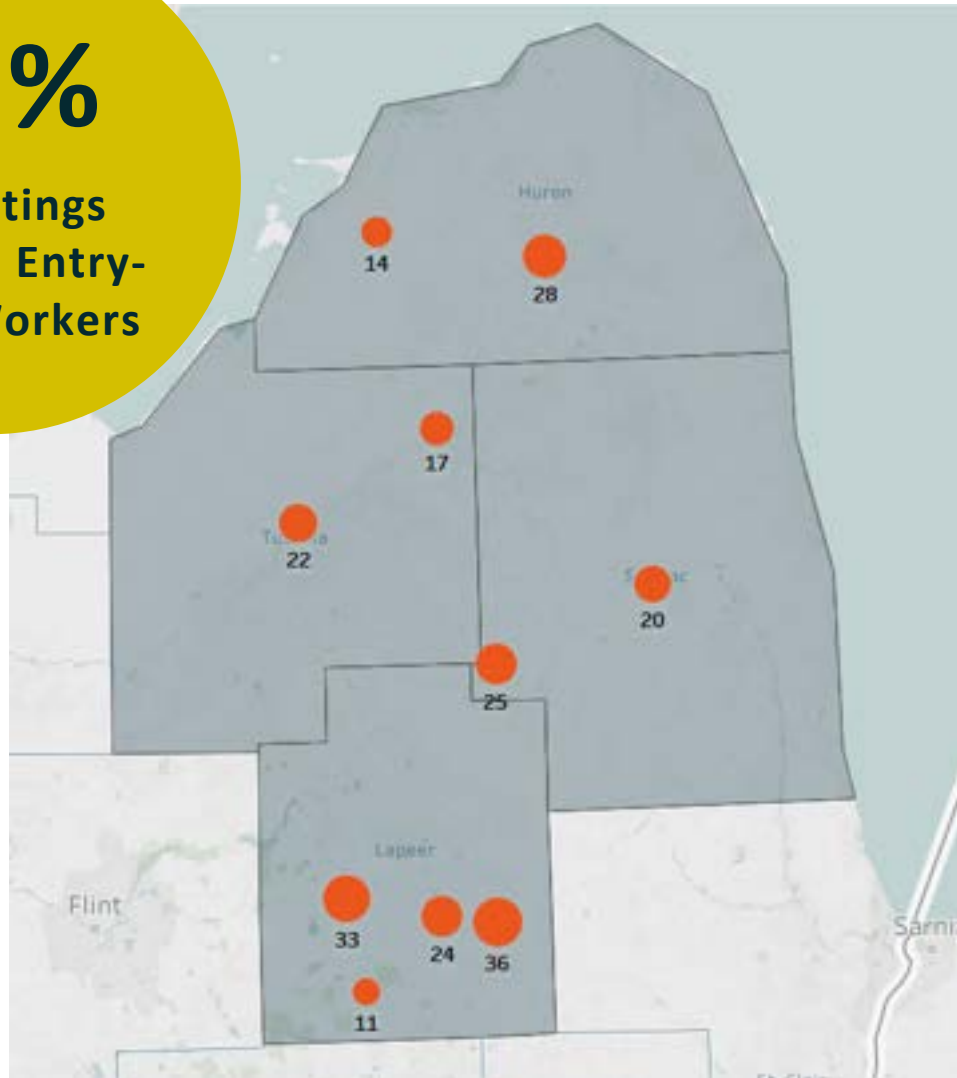
- Commercial Driver's License (CDL)
- Pesticide Applicator License
- Certified Veterinary Technician
- Certified Arborist
- CDL Class B License



Employer Demand by City

25%

**of Postings
Open to Entry-
Level Workers**



Top Posting Employers*

- Owen Tree Service, Inc.
- Department of Labor
- Michigan Sugar Company
- Nutrien
- Farm Crest Foods Egg Plant
- Natural Resources Conservation Service
- Care.com, Inc.
- Imlay City Veterinary Clinic PC
- Kelly Services, Inc.
- Oetiker Limited

Job Postings by City

1. Imlay City: 36 Postings
2. Lapeer: 33 Postings
3. Bad Axe: 28 Postings
4. Marlette: 25 Postings
5. Attica: 24 Postings
6. Caro: 22 Postings
7. Sandusky: 20 Postings
8. Cass City: 17 Postings
9. Pigeon: 14 Postings
10. Metamora: 11 Postings

**Employer names are listed as they appear in online job postings.*



Introduction

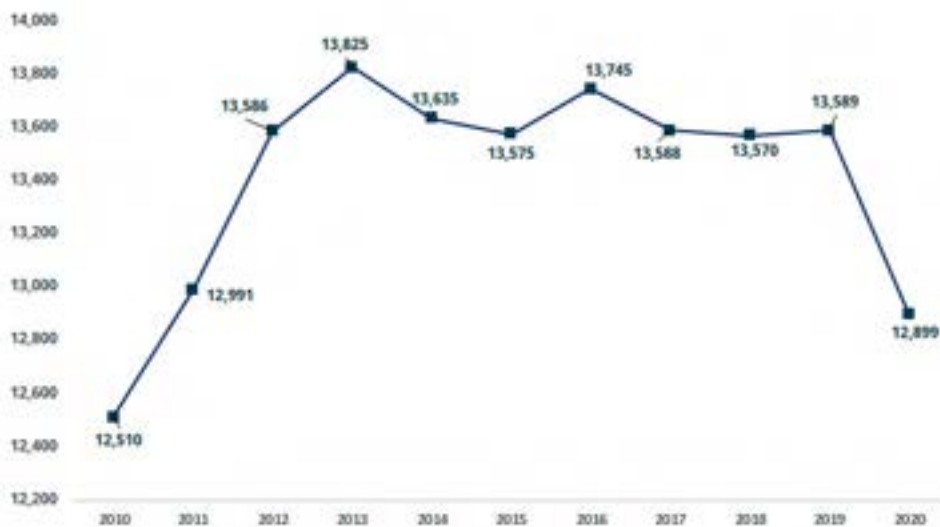
The customer service group is the largest occupation group that WIN analyzes, both in terms of employment and online job postings. This group is very important to the region because it is often a leading indicator, being the first to grow when the economy expands and the first to contract in a downturn. 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.



12,899
Customer Service Workers

5.1% Decrease from 2019

Employment Over Time
2010-2020



Worker Gender Demographics



Customer Service Worker Demographics

In 2020, there were 12,899 workers in the customer service occupation group, with a more diverse workforce than other groups analyzed. During 2020, 62.0 percent of workers identified as female, while 11.8 percent of workers in customer service identified as a racial minority. About 26.0 percent of customer service workers were under the age of 24, as compared to the 55 and older age group which was 22.6 percent.

Race and Ethnicity Demographics

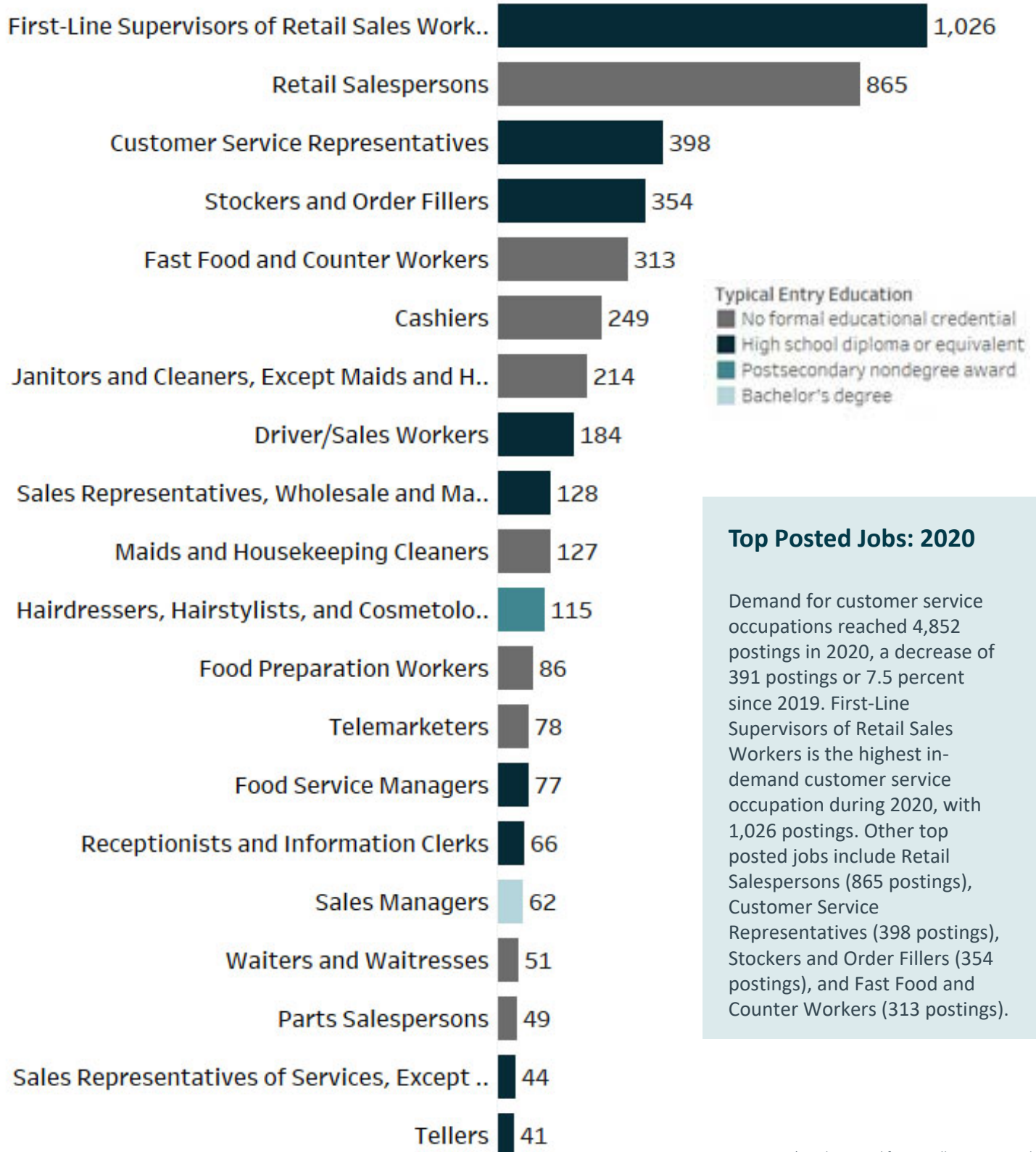
88.2% White | **5.3% Black or African American** | **3.7% Hispanic or Latino**

Worker Age Demographics





Customer Service Top Posted Jobs 2020



Top Posted Jobs: 2020

Demand for customer service occupations reached 4,852 postings in 2020, a decrease of 391 postings or 7.5 percent since 2019. First-Line Supervisors of Retail Sales Workers is the highest in-demand customer service occupation during 2020, with 1,026 postings. Other top posted jobs include Retail Salespersons (865 postings), Customer Service Representatives (398 postings), Stockers and Order Fillers (354 postings), and Fast Food and Counter Workers (313 postings).



Customer Service Wage Overview

Despite being in high demand, most customer service-related occupations offer relatively low wages. However, two of the top ten posted occupations report median wages over \$16.00 per hour, many of which are management roles requiring both experience and training. The top posted occupation First-Line Supervisors of Retail Sales Workers, earn a median hourly wage of \$17.00. With interest in gaining additional experience and training, workers can transition to positions such as Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products, which has a median wage of \$28.04 per hour or \$58,323 annually.

Wage Overview for Top Posted Customer Service Jobs in 2020

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
41-1011	First-Line Supervisors of Retail Sales Workers	\$11.20	\$13.88	\$17.00	\$22.51	\$29.11
41-2031	Retail Salespersons	\$9.46	\$10.02	\$11.31	\$13.86	\$18.98
43-4051	Customer Service Representatives	\$10.24	\$12.11	\$14.70	\$18.74	\$24.42
53-7065	Stockers and Order Fillers	\$9.51	\$10.44	\$11.78	\$14.64	\$19.01
35-3023	Fast Food and Counter Workers	\$9.46	\$9.64	\$10.24	\$11.22	\$12.08
41-2011	Cashiers	\$9.46	\$9.89	\$10.77	\$11.80	\$13.73
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$9.46	\$10.32	\$12.00	\$14.48	\$17.66
53-3031	Driver/Sales Workers	\$9.45	\$9.58	\$12.18	\$18.88	\$22.27
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$13.20	\$18.58	\$28.04	\$41.90	\$58.08
37-2012	Maids and Housekeeping Cleaners	\$9.84	\$10.59	\$11.72	\$13.37	\$15.13

Data: Emsi, BLS | Analysis: Workforce Intelligence Network

In-Demand Technical Skills

- Merchandising
- Cash Register
- Cash Handling
- Customer Satisfaction
- Visual Merchandising

In-Demand Foundational Skills

- Customer Service
- Sales
- Communications
- Basic Math
- Management

In-Demand Education Level*

- High School Diploma: 42.9%
- Associate Degree: 3.3%
- Bachelor's Degree: 4.1%
- Master's Degree: 0.5%

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

In-Demand Certifications

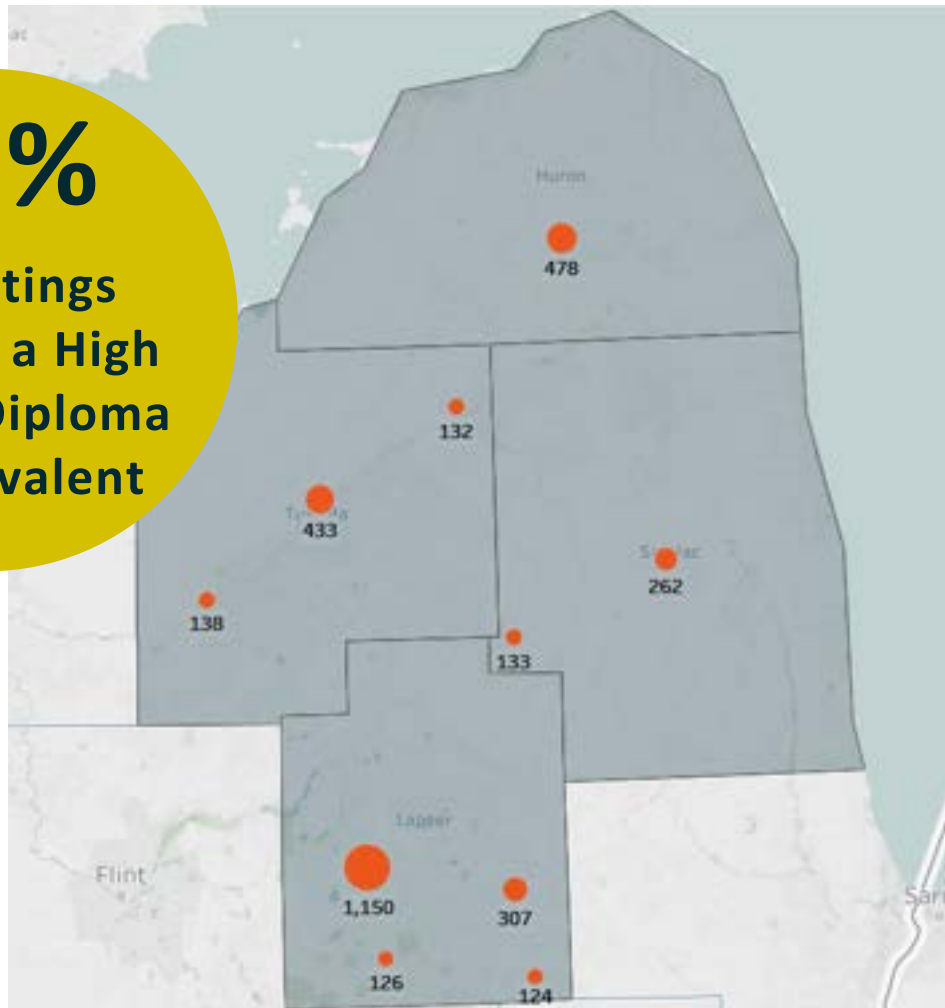
- Automotive Service Excellence (ASE) Certification
- Commercial Driver's License (CDL)
- CDL Class B License
- Barber License
- Cosmetology License



Employer Demand by City

43%

**of Postings
Require a High
School Diploma
or Equivalent**



Top Posting Employers*

- Dollar General Corporation
- Wal-Mart, Inc.
- The Home Depot
- McDonald's Corporation
- AutoZone, Inc.
- Great Clips, Inc.
- Liveops, Inc.
- Dollar Tree, Inc.
- Advance Auto Parts, Inc.
- Goodwill Industries

Job Postings by City

1. Lapeer: 1,150 Postings
2. Bad Axe: 478 Postings
3. Caro: 433 Postings
4. Imlay City: 307 Postings
5. Sandusky: 262 Postings
6. Vassar: 138 Postings
7. Marlette: 133 Postings
8. Cass City: 132 Postings
9. Metamora: 126 Postings
10. Almont: 124 Postings

**Employer names are listed as they appear in online job postings.*



Introduction

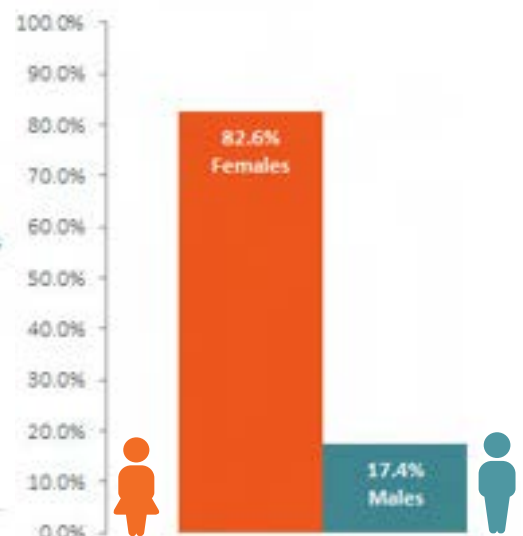
WIN's health care occupation group includes jobs related to health care support and practitioners. Employment in this group has been consistently growing, with more health care workers needed to care for Michigan's aging population. Registered nurses are routinely the most in-demand job in this group. Annually, there are about 23,600 job openings for these positions across southeast Michigan, and this is projected to continue increasing.

4,965
Health Care Workers
2.8% Decrease
from 2019

Employment Over Time
2010-2020



Worker Gender Demographics



Health Care Worker Demographics

According to 2020 Emsi data, the health care occupation group employed 4,965 workers in the Thumb region, who are overwhelmingly female (82.6 percent) and between the ages of 25 and 54 (67.6 percent), although 22.8 percent of workers are over 54. The healthcare occupation group is primarily white in the Thumb region, with 88.5 percent of workers identifying as white, 6.2 percent identifying as Black or African American, and 5.3 percent identifying otherwise.

Race and Ethnicity Demographics

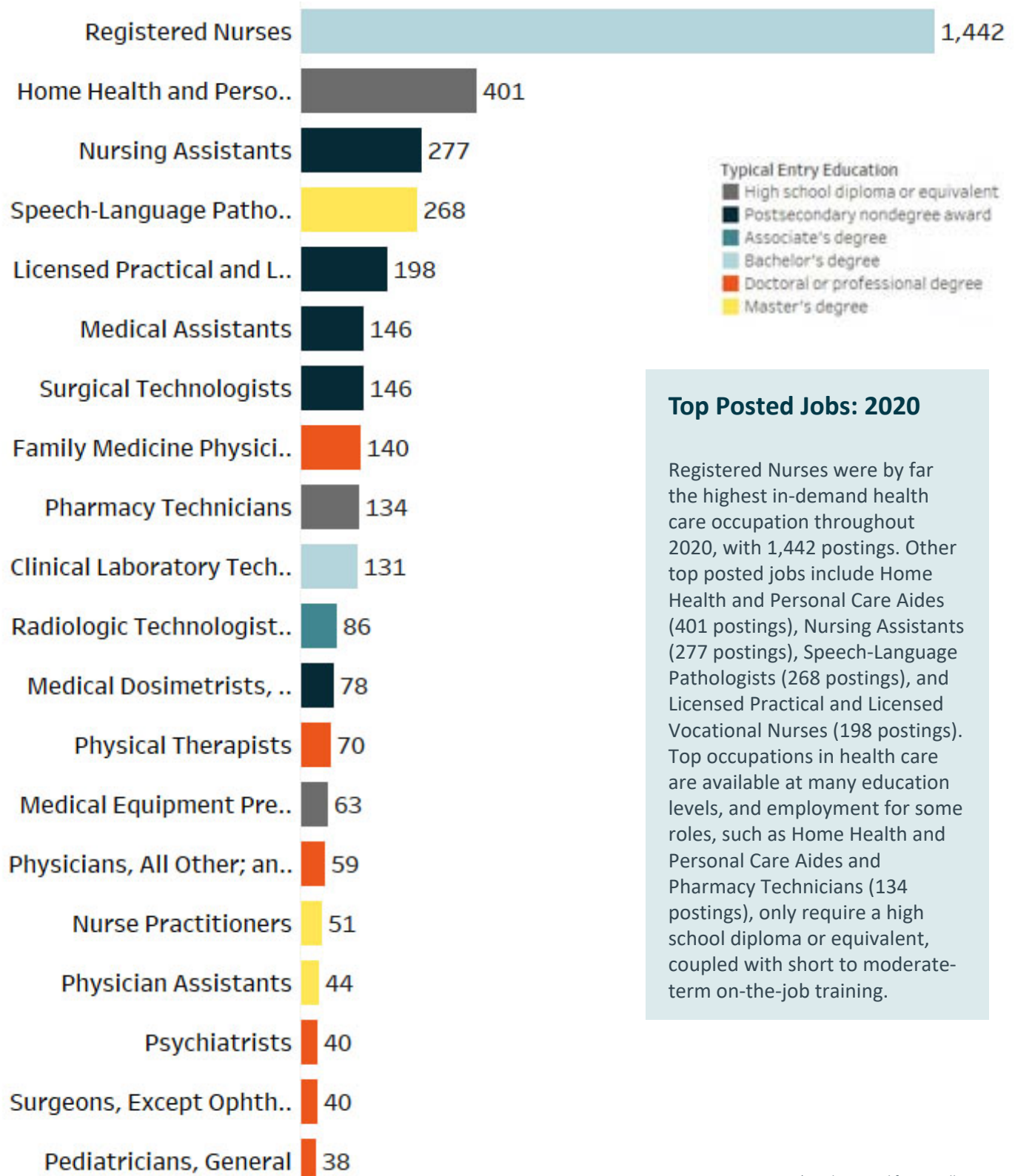
88.5% White | **6.2% Black or African American** | **2.5% Hispanic or Latino**

Worker Age Demographics





Health Care Top Posted Jobs 2020



Top Posted Jobs: 2020

Registered Nurses were by far the highest in-demand health care occupation throughout 2020, with 1,442 postings. Other top posted jobs include Home Health and Personal Care Aides (401 postings), Nursing Assistants (277 postings), Speech-Language Pathologists (268 postings), and Licensed Practical and Licensed Vocational Nurses (198 postings). Top occupations in health care are available at many education levels, and employment for some roles, such as Home Health and Personal Care Aides and Pharmacy Technicians (134 postings), only require a high school diploma or equivalent, coupled with short to moderate-term on-the-job training.



Health Care Wage Overview

Wages in the high-demand health care field tend to scale with both education and experience. The health care occupation group offers a relatively broad array of entry requirements, and a high volume of jobs are open to candidates with less than a bachelor's degree. Most of the top-posted jobs pay over \$15.00 per hour. Registered Nurses, the top posted health care job, offers a median hourly wage of \$33.27 per hour or annual salary of about \$69,202.

Wage Overview for Top Posted Health Care Jobs in 2020

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
29-1141	Registered Nurses	\$25.42	\$28.65	\$33.27	\$37.77	\$41.54
31-1128	Home Health and Personal Care Aides	\$10.48	\$11.31	\$12.65	\$14.62	\$16.84
31-1131	Nursing Assistants	\$12.21	\$13.42	\$15.22	\$17.49	\$19.55
29-1127	Speech-Language Pathologists	\$25.60	\$30.01	\$35.31	\$45.71	\$56.99
29-2061	Licensed Practical and Licensed Vocational Nurses	\$18.51	\$21.10	\$24.21	\$27.49	\$30.59
29-2055	Surgical Technologists	\$14.87	\$17.08	\$20.55	\$24.42	\$28.28
31-9092	Medical Assistants	\$11.51	\$12.72	\$14.50	\$16.47	\$18.15
29-1215	Family Medicine Physicians	\$47.20	\$70.34	\$85.71	\$110.22	\$150.69
29-2052	Pharmacy Technicians	\$10.09	\$11.58	\$13.86	\$16.59	\$19.03
29-2018	Clinical Laboratory Technologists and Technicians	\$13.76	\$17.78	\$24.94	\$31.06	\$35.56

Data: Emsi, BLS | Analysis: Workforce Intelligence Network

In-Demand Technical Skills

- Nursing
- Basic Life Support
- Nursing Care
- Cardiopulmonary Resuscitation (CPR)
- Advanced Cardiovascular Life Support (ACLS)

In-Demand Foundational Skills

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

In-Demand Education Level*

- High School Diploma: 18.7%
- Associate Degree: 21.2%
- Bachelor's Degree: 5.6%
- Master's Degree: 5.9%

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

In-Demand Certifications

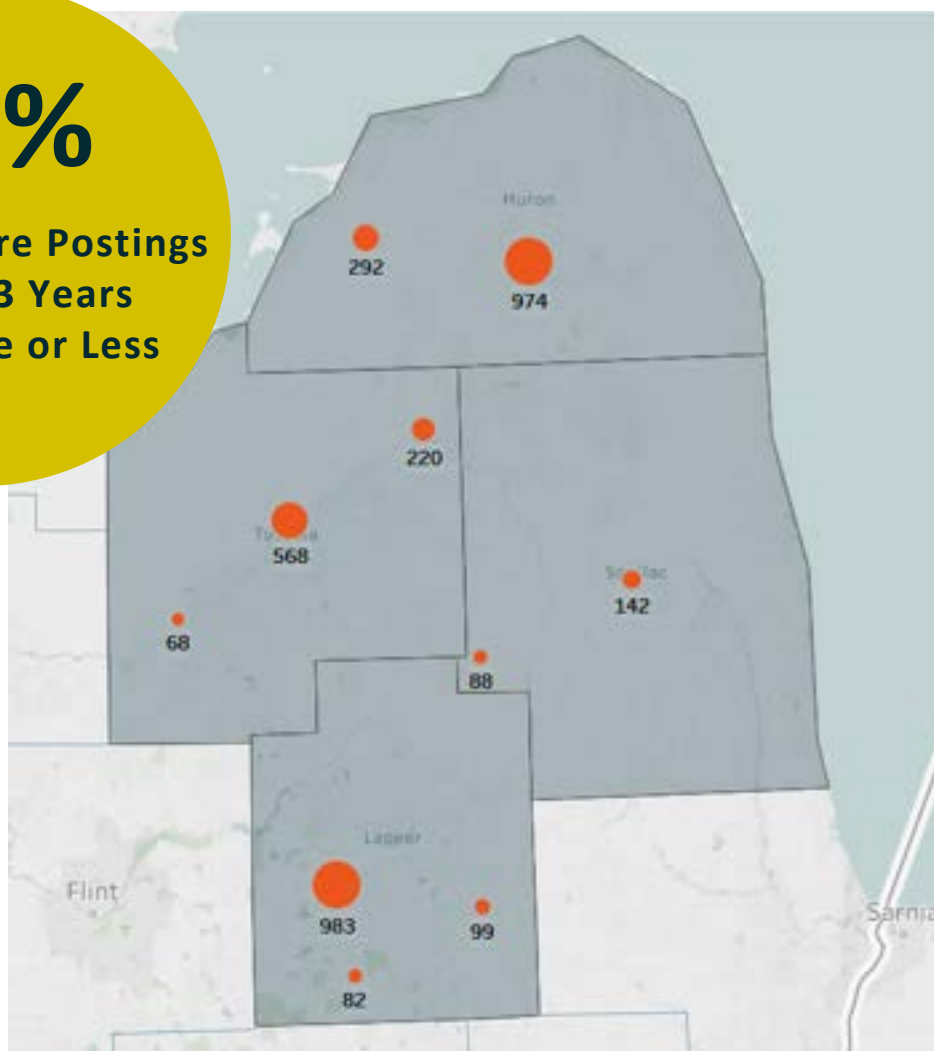
- Licensed Practical Nurse
- Certified Nursing Assistant
- Nurse Practitioner
- Associates Degree In Nursing
- Certificate Of Clinical Competence In Speech-Language Pathology (CCC-SLP)



Employer Demand by City

36%

**of Health Care Postings
Require 3 Years
Experience or Less**



Top Posting Employers*

- McLaren, Inc.
- Manor Care, Inc.
- Scheurer Hospital
- Soliant Health, Inc
- State of Michigan
- Sunbelt Staffing, LLC
- Nomad Health
- Trilogy Health Services, LLC
- CareInHomes.com
- McLaren Health Care Corporation

Job Postings by City

1. Lapeer: 983 Postings
2. Bad Axe: 974 Postings
3. Caro: 568 Postings
4. Pigeon: 292 Postings
5. Cass City: 220 Postings
6. Sandusky: 142 Postings
7. Imlay City: 99 Postings
8. Marlette: 88 Postings
9. Metamora: 82 Postings
10. Vassar: 68 Postings

**Employer names are listed as they appear in online job postings.*



Introduction

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.

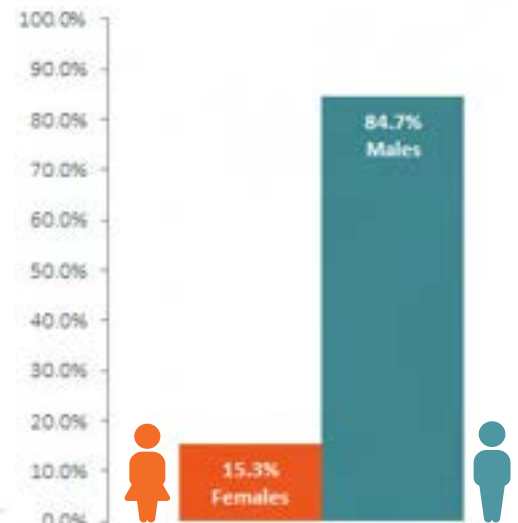
NOTE: Skilled trades related to construction and assembly are not included in this cluster, as the focus is on advanced manufacturing only.

4,999
Skilled Trades Workers
12.0% Decrease
from 2019

Employment Over Time
2010-2020



Worker Gender Demographics



Skilled Trades Worker Demographics

According to 2020 Emsi data, the skilled trades occupation group employed about 4,999 workers in the Thumb region. Majority of skilled trades workers are white males (84.7 percent) between the ages of 25 and 54 (65.6 percent). Additional outreach will be necessary soon, due to the aging workforce, as 26.6 percent are 55 years of age or older.

Race and Ethnicity Demographics

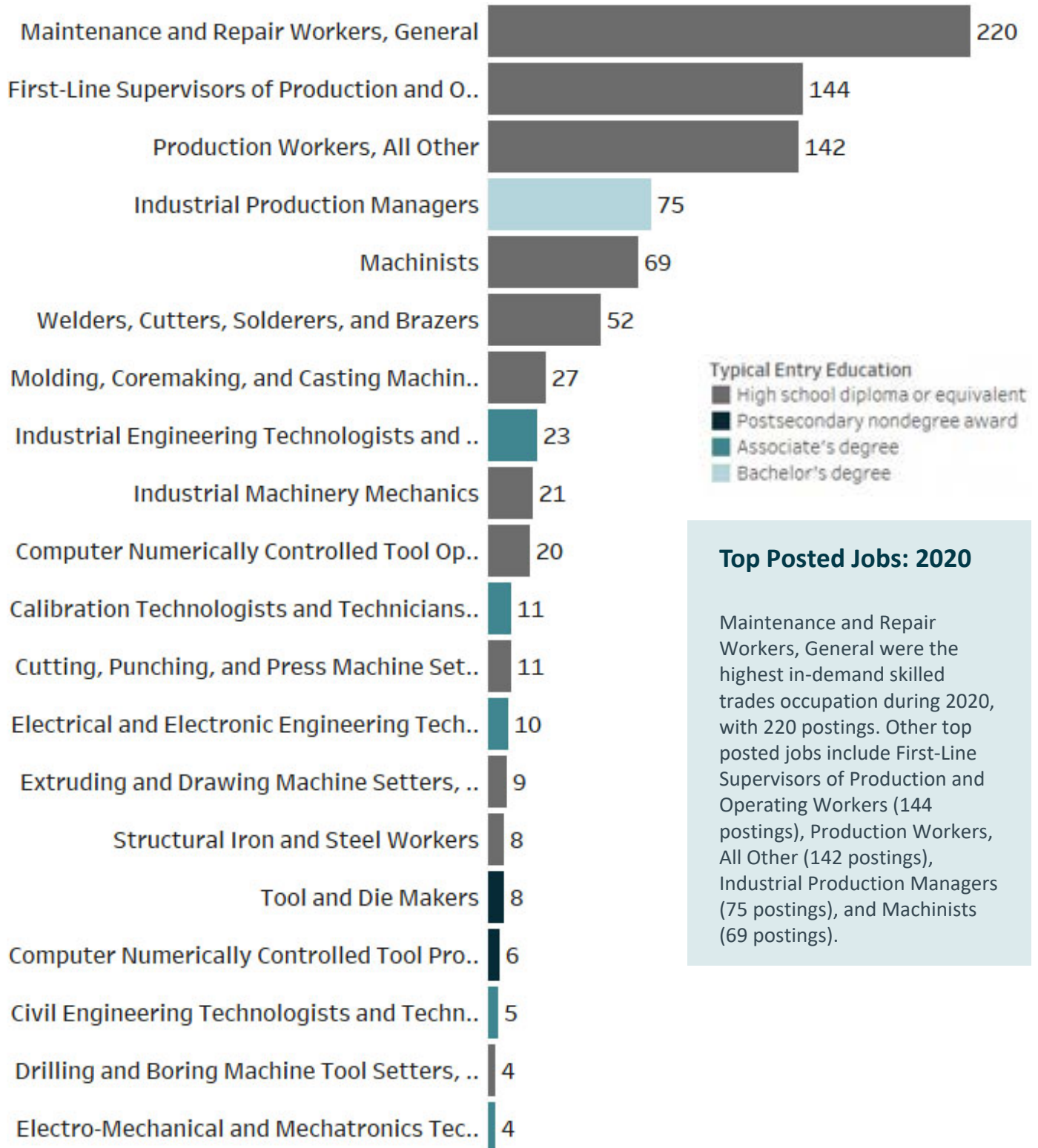
89.0% White | 4.9% Black or African American | 4.6% Hispanic or Latino

Worker Age Demographics





Skilled Trades
Top Posted Jobs
2020



Top Posted Jobs: 2020

Maintenance and Repair Workers, General were the highest in-demand skilled trades occupation during 2020, with 220 postings. Other top posted jobs include First-Line Supervisors of Production and Operating Workers (144 postings), Production Workers, All Other (142 postings), Industrial Production Managers (75 postings), and Machinists (69 postings).



Skilled Trades Wage Overview

Most of the top ten in-demand skilled trades occupations have median wages above \$15.00 per hour, while the remaining top occupations have wages above \$12.00 per hour. Maintenance and Repair Workers, General, the top posted skilled trades job in 2020, offers a median hourly wage of \$16.40, which translates to an annual salary of about \$34,112.

Wage Overview for Top Posted Skilled Trades Jobs in 2020

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	\$10.41	\$12.89	\$16.40	\$21.18	\$26.56
51-1011	First-Line Supervisors of Production and Operating Workers	\$16.58	\$20.87	\$27.32	\$34.48	\$41.26
51-9199	Production Workers, All Other	\$9.59	\$11.10	\$13.96	\$19.33	\$23.83
11-3051	Industrial Production Managers	\$29.26	\$37.12	\$47.93	\$61.49	\$76.48
51-4041	Machinists	\$11.34	\$14.11	\$17.81	\$22.16	\$26.11
51-4121	Welders, Cutters, Solderers, and Brazers	\$12.58	\$14.54	\$16.74	\$19.28	\$22.82
51-4072	Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic	\$9.73	\$11.08	\$12.99	\$15.44	\$18.01
17-3026	Industrial Engineering Technologists and Technicians	\$15.34	\$18.70	\$22.94	\$28.79	\$34.78
49-9041	Industrial Machinery Mechanics	\$15.22	\$18.27	\$22.27	\$26.96	\$31.57
51-9161	Computer Numerically Controlled Tool Operators	\$11.42	\$13.44	\$17.02	\$21.22	\$24.92

Data: Emsi, BLS | Analysis: Workforce Intelligence Network

In-Demand Technical Skills

- HVAC
- Machining
- Food Safety
- Oil And Gas
- Restaurant Operation

In-Demand Foundational Skills

- Basic Math
- Operations
- Management
- Communications
- Troubleshooting

In-Demand Education Level*

- High School Diploma: 39.8%
- Associate Degree: 4.7%
- Bachelor's Degree: 10.0%
- Master's Degree: 0.5%

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

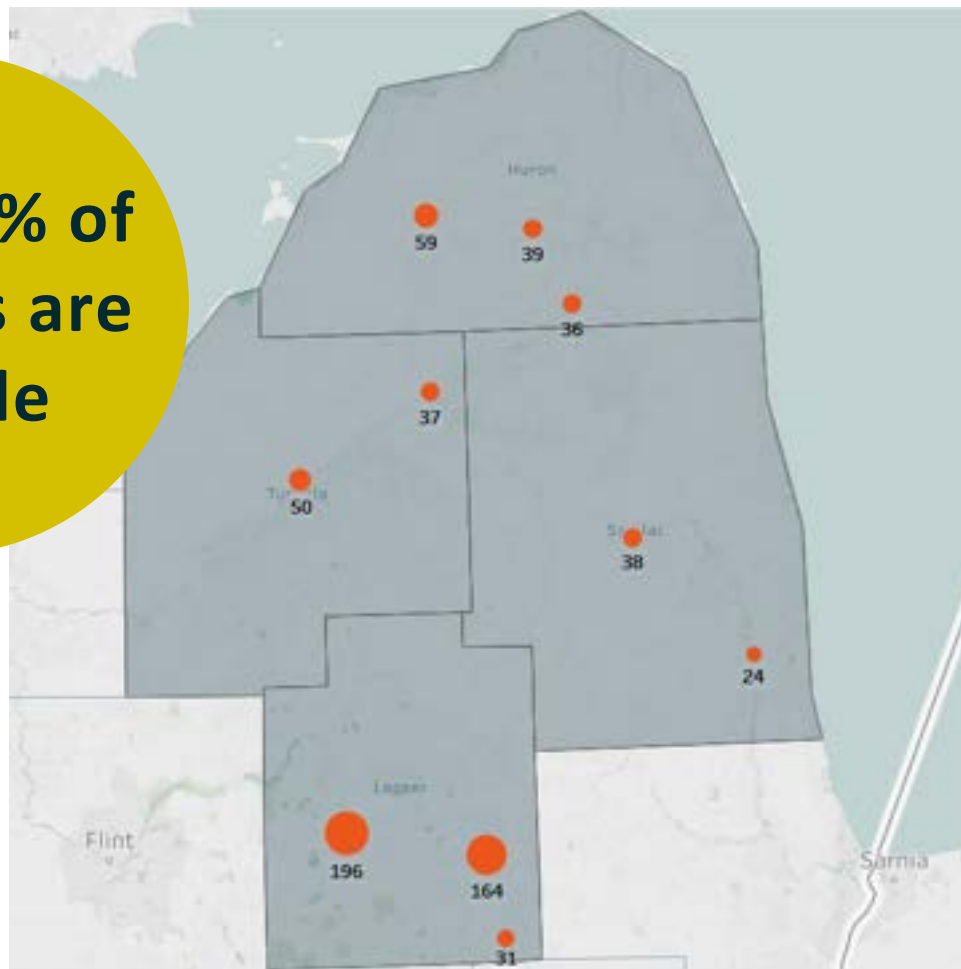
In-Demand Certifications

- Commercial Driver's License (CDL)
- SQF (Safe Quality Food) Practitioner
- EPA 608 Technician Certification
- Certified Forklift Operator
- Six Sigma Green Belt Certification



Employer Demand by City

**Only 15% of
workers are
female**



Top Posting Employers*

- McDonald's Corporation
- Tower International, Inc.
- Conagra Brands, Inc.
- Cornerstone Staffing Solutions, Inc.
- Crete Carrier Corporation
- Gemini Group, Inc.
- Kelly Services, Inc.
- Poet, LLC
- Michigan Sugar Company
- Michigan Works Service Center, Alpena C

Job Postings by City

1. Lapeer: 196 Postings
2. Imlay City: 164 Postings
3. Elkton: 59 Postings
4. Caro: 50 Postings
5. Bad Axe: 39 Postings
6. Sandusky: 38 Postings
7. Cass City: 37 Postings
8. Ubyly: 36 Postings
9. Almont: 31 Postings
10. Croswell: 24 Postings

**Employer names are listed as they appear in online job postings.*



TRANSPORTATION, DISTRIBUTION, AND LOGISTICS OCCUPATION GROUP Thumb Region | 2020

28

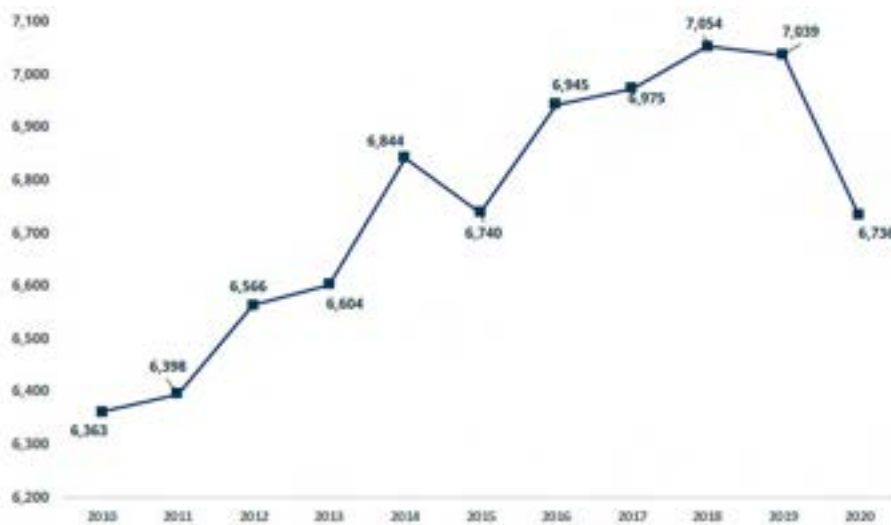
Introduction

Transportation, distribution, and logistics (TDL) workers help move materials in an efficient manner, 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.

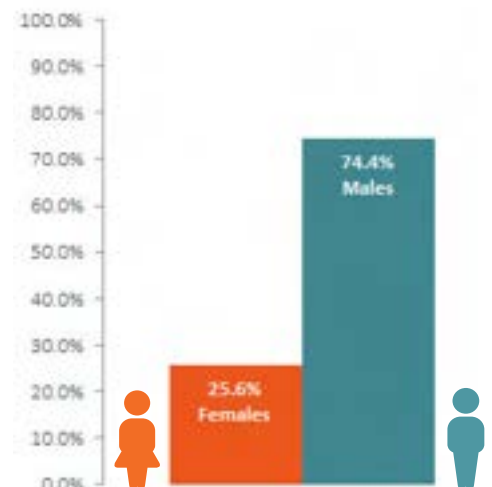


6,736
TDL Workers
4.3% Decrease
from 2019

Employment Over Time
2010-2020



Worker Gender
Demographics



Transportation, Distribution, and Logistics Worker Demographics

The TDL occupation group has a large workforce, employing 6,736 individuals in 2020. The workers in this occupation group are 74.4 percent male and 86.7 percent white. Majority, or 61.5 percent of the workforce are between the ages of 25 through 54 years of age.

Race and Ethnicity Demographics

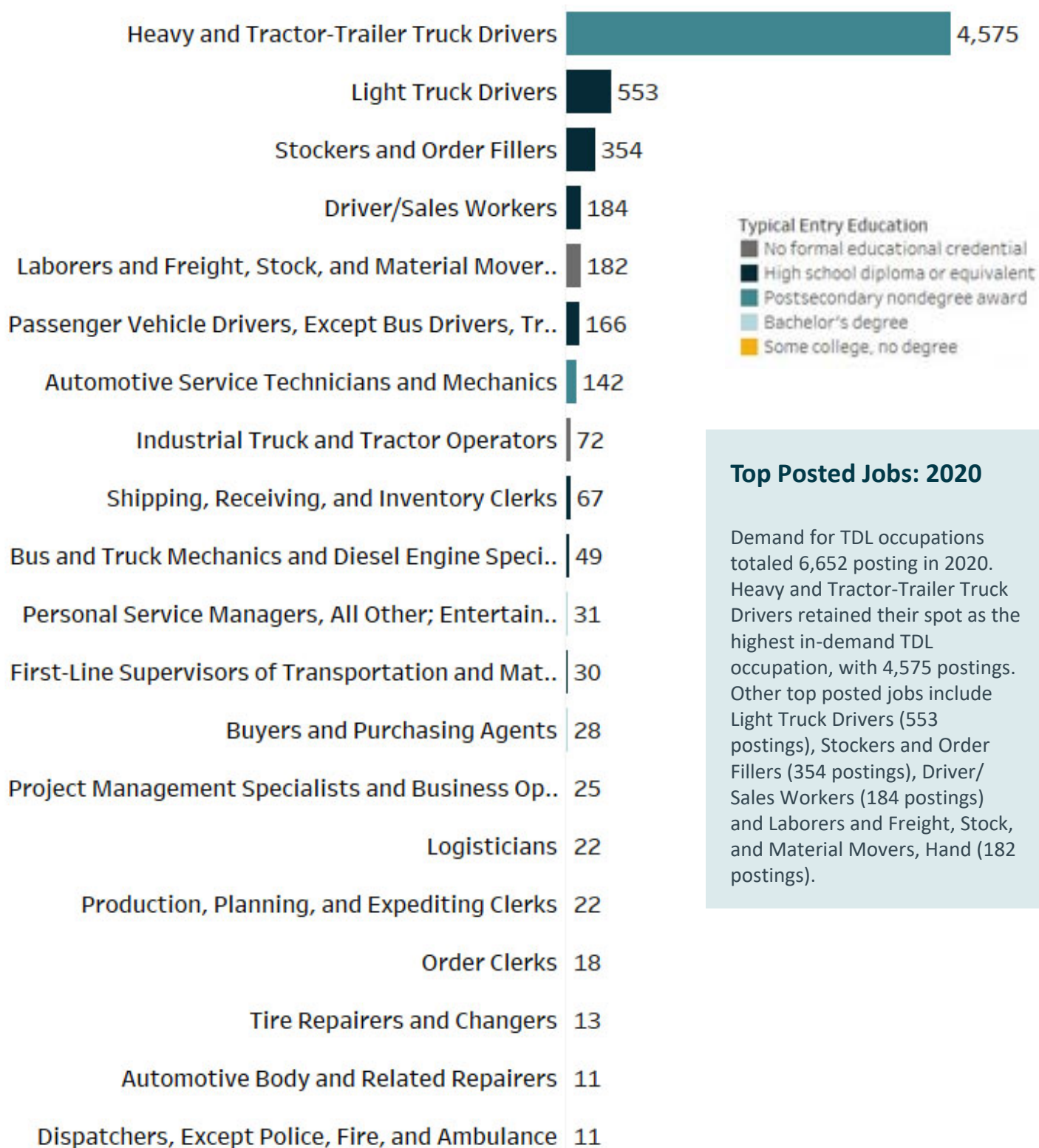
86.7% White | **7.0% Black or African American** | **4.3% Hispanic or Latino**

Worker Age Demographics





Transportation, Distribution, and Logistics Top Posted Jobs 2020



Top Posted Jobs: 2020

Demand for TDL occupations totaled 6,652 postings in 2020. Heavy and Tractor-Trailer Truck Drivers retained their spot as the highest in-demand TDL occupation, with 4,575 postings. Other top posted jobs include Light Truck Drivers (553 postings), Stockers and Order Fillers (354 postings), Driver/Sales Workers (184 postings) and Laborers and Freight, Stock, and Material Movers, Hand (182 postings).



Transportation, Distribution, and Logistics Wage Overview

Over half of the top ten in-demand TDL occupations offer median wages above \$15.00 per hour. Heavy and Tractor-Trailer Truck Drivers, the top posted TDL job, earn a median hourly wage of \$18.51, or an annual salary of nearly \$38,501. 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 2020

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
53-3032	Heavy and Tractor-Trailer Truck Drivers	\$11.65	\$14.31	\$18.51	\$23.05	\$28.18
53-3033	Light Truck Drivers	\$9.48	\$10.07	\$12.36	\$17.91	\$23.28
53-7065	Stockers and Order Fillers	\$9.51	\$10.44	\$11.78	\$14.64	\$19.01
53-3031	Driver/Sales Workers	\$9.45	\$9.58	\$12.18	\$18.88	\$22.27
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	\$9.94	\$11.86	\$14.53	\$17.63	\$20.36
53-3058	Passenger Vehicle Drivers, Except Bus Drivers, Transit and Intercity	\$10.15	\$12.48	\$15.19	\$17.21	\$18.93
49-3023	Automotive Service Technicians and Mechanics	\$10.53	\$12.90	\$17.24	\$24.09	\$29.01
53-7051	Industrial Truck and Tractor Operators	\$12.24	\$14.64	\$18.76	\$22.91	\$25.82
43-5071	Shipping, Receiving, and Inventory Clerks	\$11.26	\$13.06	\$15.82	\$19.38	\$24.07
49-3031	Bus and Truck Mechanics and Diesel Engine Specialists	\$15.17	\$17.51	\$20.96	\$24.92	\$31.19

Data: Emsi, BLS | Analysis: Workforce Intelligence Network

In-Demand Technical Skills

- Flatbed Truck Operation
- Over-the-Road Driving
- Reefer Truck Operation
- Dry Van Truck Operation
- Warehousing

In-Demand Foundational Skills

- Good Driving Record
- Valid Driver's License
- Customer Service
- Loading And Unloading
- Communications

In-Demand Education Level*

- High School Diploma: 10.1%
- Associate Degree: 0.7%
- Bachelor's Degree: 1.2%
- Master's Degree: 0.1%

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

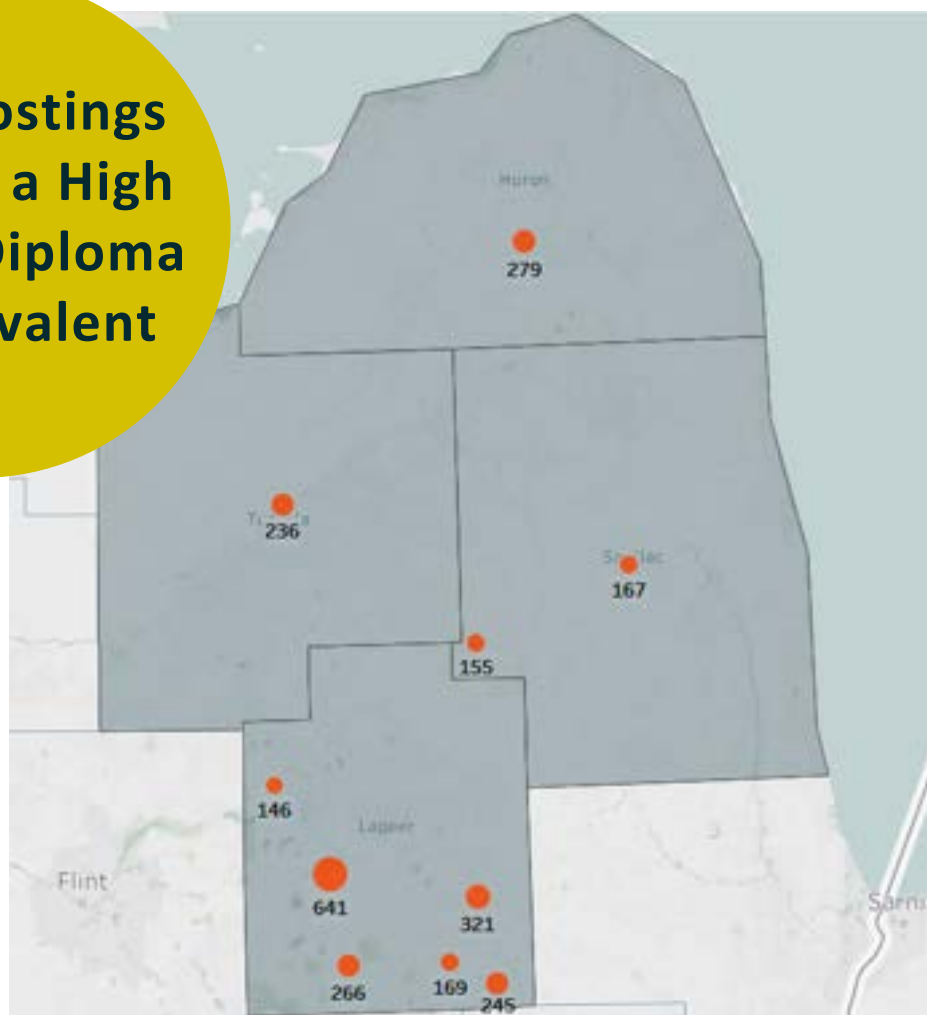
In-Demand Certifications

- Commercial Driver's License (CDL)
- Transportation Worker Identification Credential (TWIC) Card
- Doubles Endorsement
- Hazmat Endorsement
- CDL Class B License



Employer Demand by City

**Most Postings
Require a High
School Diploma
or Equivalent**



Top Posting Employers*

- CRST International, Inc.
- C.R. England, Inc.
- Pegasus Transportation, Inc.
- U.S. Xpress, Inc.
- Marten Transport, Ltd.
- USA Truck, Inc.
- MONTGOMERY TRANSPORT LIMITED
- Shaffer Trucking
- Uber Technologies, Inc.
- Doordash

Job Postings by City

1. Lapeer: 641 Postings
2. Imlay City: 321 Postings
3. Bad Axe: 279 Postings
4. Metamora: 266 Postings
5. Almont: 245 Postings
6. Caro: 236 Postings
7. Dryden: 169 Postings
8. Sandusky: 167 Postings
9. Marlette: 155 Postings
10. Columbiaville: 146 Postings

**Employer names are listed as they appear in online job postings.*

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