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## **About This Report**

The Workforce Intelligence Network for Southeast Michigan (WIN) partnership is a collaboration of six Michigan Works! Agencies (MWAs) and ten 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 thumb region, or Huron, Lapeer, Sanilac, and Tuscola counties. 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 16county 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 data from the fourth quarter of 2018 in Lapeer, Huron, Sanilac, and Tuscola counties and includes summative data for October, November, and December of 2018. For this region, the Agriculture, Customer Service, Health Care, Skilled Trades, and Transportation, Distribution, and Logistics occupation groups are analyzed.

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.

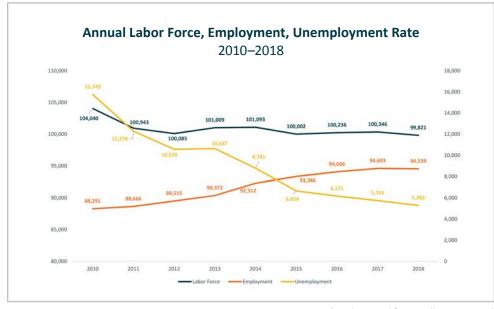


# State of the Labor Market in Huron, Lapeer, Sanilac, and Tuscola Counties

Over the course of 2018, the labor force and employment figures showed little change in the four-county region. On both an annual and quarterly basis, the number of unemployed individuals decreased in the region. The unemployment rate dropped from the 5.7 percent annual rate in 2017 to the annual rate of 5.3 percent in 2018. Employer demand for most occupation groups also increased during Q4 2018. The TDL service occupation group reported the highest demand with nearly 3,000 job postings during the quarter. Other occupation groups also offer great job opportunities for job seekers: health care postings grew by 18 percent from Q3 2018, and 31 percent of postings were open to applicants with less than a bachelor's degree.

# Annual Labor Market Information

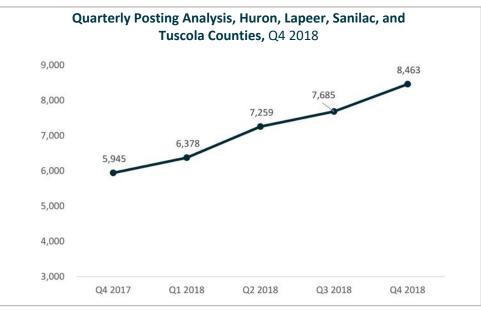
Data from the fourth quarter of 2018, including posting information from October, November, and December showed steady employer demand in the four-county thumb region. There were 8,463 postings during Q4 2018, 781 more than during Q3 2018. The growth is even more dramatic when compared to the 5,943 postings one year ago in Q4 2017.



Data: BLS | Analysis: Workforce Intelligence Network

# Quarterly Employer Demand Overview

The labor force in the thumb counties has shown slight yearly variation since 2010, and it decreased by 526 individuals between 2017 and 2018. Employment also decreased by 64 workers between recent years. With employment falling much more slowly force. than the labor the unemployment rate fell by 0.4 percentage points from the annual figures in 2017 to an annual rate of 5.3 percent in the county.



Data: Emsi | Analysis: Workforce Intelligence Network

# QUARTERLY WORKFORCE INDICATORS Huron, Lapeer, Sanilac, and Tuscola Counties | Q4 2018 | Key Findings for Q4 2018

# Employer demand grows to 8,463 postings during Q4 2018, with key occupation groups analyzed by WIN experiencing increases in online job postings between Q3 and Q4 2018.

During Q4 2018, there were 8,463 jobs posted, 781 more than the 7,682 jobs posted during Q3 2018 in Huron, Lapeer, Sanilac, and Tuscola Counties. Many of the occupation groups analyzed by WIN experienced an increase during the fourth quarter of 2018, including the overall highest posting groups. The customer service, health care, and TDL groups each increased by over 100 postings. Online job postings made by employers in the customer service occupation group were up by 20 percent from the previous quarter (Q3 2018). For more information about quarterly job postings, see page 2.

### Postings by Occupation Group Q4 2018



Data: Emsi | Analysis: Workforce Intelligence Network

# The four-county region's unemployment rate is currently at 4.3 percent, down 0.4 percentage points from Q3 2018.

As of Q4 2018, employment has risen compared to Q3 figures, while the labor force has shown little change. The growth in workers compared to a consistent number of individuals either working or looking for work caused the quarterly unemployment rate to fall from 4.7 percent in Q3 2018 to 4.3 percent in Q4 2018. Monthly unemployment rates in the county were volatile during 2018, but generally remained lower than during the same months of 2017. For more information about this quarter's unemployment rate and other labor market indicators, see page 4.

## **Quarterly Labor Market Data**

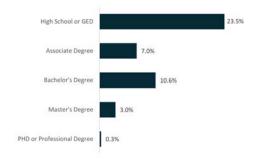
	3rd Quarter 2018	4th Quarter 2018	Change from 3rd Quarter 2018	Percent Change from 3rd Quarter 2018
Labor Force	99,098	99,112	15	0.0%
Employment	94,485	94,849	363	0.4%
Unemployment	4,612	4,264	-349	-7.6%
Unemployment Rate	4.7%	4.3%	-0.4%	na

Note: Monthly data average by quarter | Data: BLS

# Job postings made by employers in Huron, Lapeer, Sanilac, and Tuscola counties indicate a high school diploma as the most in-demand minimum education level during Q4 2018.

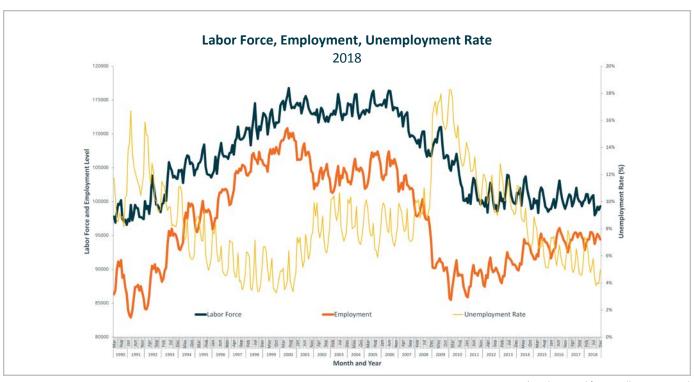
Nearly a quarter (23.5 percent) of the 8,463 jobs posted in the four-county region indicated the need for candidates with a high school diploma or equivalent. Another 10.6 percent of these postings sought applicants with a bachelor's degree. Higher education attainment tends to lead to more lucrative opportunities, but many entry level opportunities exist for each educational attainment level. As only 44.5 percent of job postings identified a minimum education level, educational requirements may vary somewhat across all open jobs in the region.

### Education Levels In-Demand Q4 2018



Data: Emsi | Analysis: Workforce Intelligence Network

# WORKFORCE OVERVIEW Huron, Lapeer, Sanilac, and Tuscola Counties | Labor Market Information Q4 2018



Data: BLS | Analysis: Workforce Intelligence Network

### **Quarterly Labor Market Data**

	4th Quarter 2017	1st Quarter 2018	2nd Quarter 2018	3rd Quarter 2018	4th Quarter 2018	Change from 3rd Quarter 2018	Percent Change from 3rd Quarter 2018	Change from 4th Quarter 2017	Percent Change from 4th Quarter 2017
Labor Force	99,766	100,677	100,262	99,098	99,112	15	0.0%	-654	-0.7%
Employment	94,834	93,340	95,127	94,485	94,849	363	0.4%	14	0.0%
Unemployment	4,932	7,337	5,134	4,612	4,264	-349	-7.6%	-668	-13.5%
Unemployment Rate	4.9%	7.3%	5.1%	4.7%	4.3%	-0.4%	na	-0.6%	na

Note: Monthly data averaged by quarter | Data: BLS

# Labor Force, Employment, and Unemployment

The labor market in Huron, Lapeer, Sanilac, and Tuscola Counties has experienced relative stability since 2010, with very limited changes in the labor force and sustained growth in employment. The labor force remained nearly the same in the second half of 2018, increasing by just 15 workers (0.0 percent) between Q3 2018 and Q4 2018. Employment in the region has increased from Q3 2018, by 363 workers (+0.4 percent). With employment increasing while the labor force remained unchanged, the unemployment rate decreased this quarter: the quarterly unemployment rate fell by 0.4 percentage points between Q3 2018 and Q4 2018 to 4.3 percent.



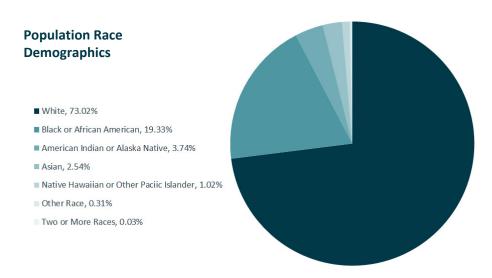
## **Population Demographics**

According to the data from the most recent Census Bureau 2017 ACS Five Year estimates, the population in the four-county region decreased by about half a percent between 2016 and 2017. During 2017, 215,059 people were living in the region. The sex of the populace was split almost evenly, with 50.2 percent of the population identifying as male, and the other 49.8 percent identifying as male. The overwhelming majority of the population identified as white (96 percent) with the second largest number of individuals identifying as Two or More Races (1.4 percent). The region as a whole is facing an aging population; 34.6 percent of population was over the age of 55, compared to 29.3 percent under the age of 25.

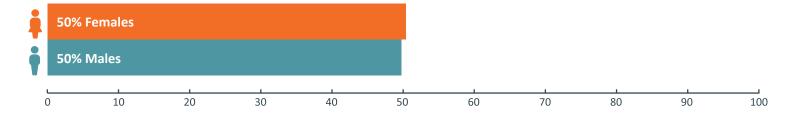


215,059
People in the Region

0.5% Decrease from 2016



#### **Population Gender Demographics**



#### **Population Age Demographics**

Age 14 and under 17.1% Age 15-25 Age 25-54 Age 55+ 36.1% 34.6%

#### 2017 Labor Force, Employment, and Unemployment Demographics

	Civilian Labor Fo	orce by Demogra	aphic Group	
	Civilian Labor	Total	Total	Unemployment
Demographic Group	Force	Employment	Unemployment	Rate
Total Population 16 +	100,560	93,267	7,259	7.2%
Sex				
Male 16+	54,724	50,485	4,239	7.7%
16-19	2,407	1,881	526	21.9%
20-24	5,392	4,708	684	12.7%
25-54	33,911	31,578	2,333	6.9%
55-64	10,230	9,637	593	5.8%
65 Plus	2,784	2,681	103	3.7%
Female 16+	45,828	42,800	3,028	6.6%
16-19	2,326	1,892	434	18.7%
20-24	4,417	3,876	541	12.2%
25-54	28,211	26,455	1,756	6.2%
55-64	8,832	8,551	281	3.2%
65 Plus	2,042	2,026	16	0.8%
Race				
White	97,820	90,861	6,878	7.0%
Black / African				
American	339	271	60	17.7%
Native American	326	299	27	8.3%
Asian	467	454	13	2.8%
Native Hawaiian /				
Pacific Islander	6	6	0	0.0%
Some Other Race	639	484	155	24.3%
Two or More Races	1,049	912	137	13.0%
Ethnicity				
Hispanic	3,625	3,190	434	12.0%

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

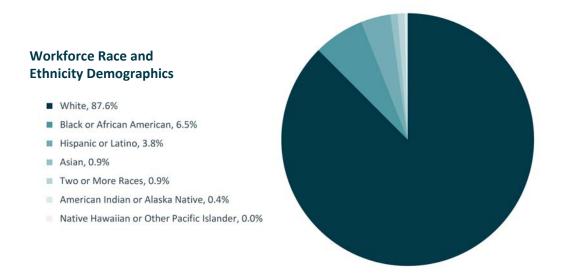
# **Labor Market Demographics**

During 2017, the most recent census year, there were about 100,600 people in the labor force, meaning they were either working or looking for work, in Huron, Lapeer, Sanilac, and Tuscola. At 100,560 individuals (46.8 percent) participating in the labor force, this portion includes just under half of those living in the region. The highest unemployment rates were seen in those aged 24 years old or younger. Males under the age of 19 face an unemployment rate of 21.9 percent. The job seekers identifying as "Some Other Race" also have a difficult time finding employment, facing an unemployment rate of 24.3 percent.

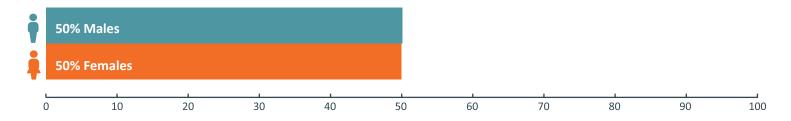


# **Current Workforce Demographics**

While the Census Bureau data is lagged by about two years, Emsi uses predictive modeling to estimate workforce information for the previous year, allowing for more current analysis. During 2018, there were a total of 56,403 individuals working in this four-county region. A slight majority (50.2 percent or 28,332 workers) were male, while 49.8 percent (28,071 workers) of the workforce was female. Most of those working in the region were white, accounting for 87.6 percent of the workforce, while African American or black workers accounted for 6.5 percent. Those identifying as having a Hispanic or Latino ethnicity accounted for 3.8 percent. The workforce was predominantly 25 years or older; only 8.3 percent of workers were under the age of 25, indicating an aging workforce in southeast Michigan.



### **Workforce Gender Demographics**



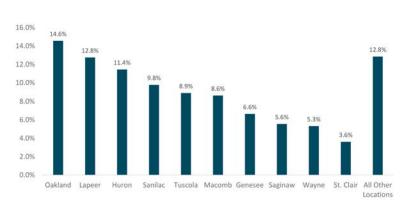
#### **Workforce Age Demographics**



## **Regional Commuting Patterns**

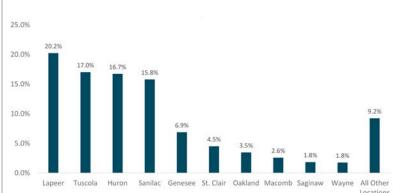
According to the most recent OnTheMap data set available from the Census Bureau, during 2015, the region's workforce consisted of 82,238 residents. 35,237 (42.8 percent) of the residents lived and worked within the 4-county region, while the remaining 47,001 residents (57.2 percent) traveled outside of the region for work. There were 50,507 workers employed in the region during 2015. Of those, 15,270 workers (30.2 percent) lived outside of the region's borders and commuted in. From this information, we can see that the thumb area of Michigan is a net exporter of jobs, with more workers leaving the area for employment than inwardly commuting.

### **Where Thumb Region Residents Work**

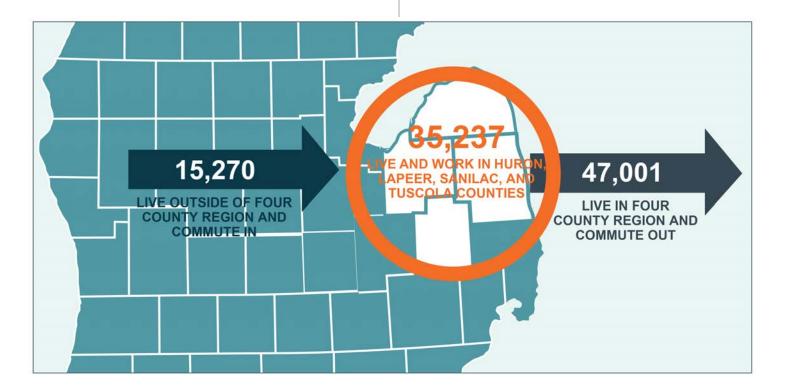


Data: U.S. Census OnTheMap, 2015 Analysis: Workforce Intelligence Network

### Where Thumb Region Workers Live

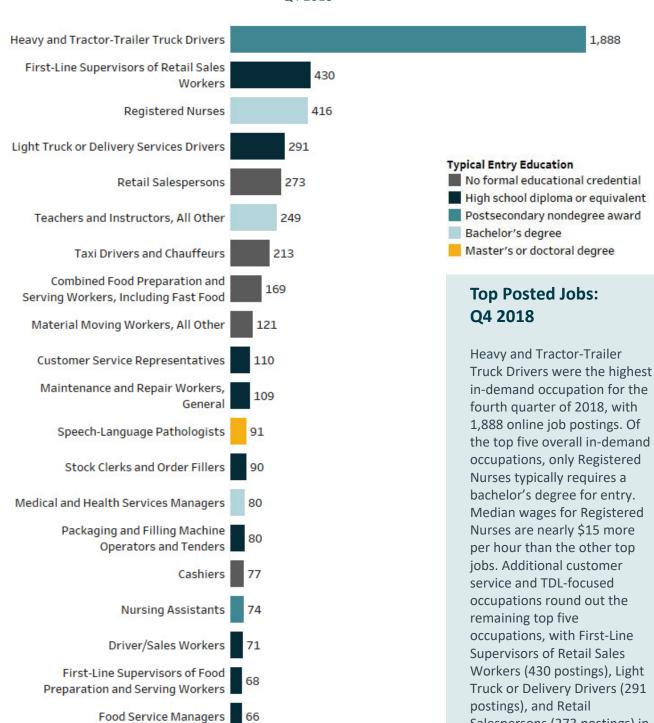


Data: U.S. Census OnTheMap, 2015 Analysis: Workforce Intelligence Network



# REAL-TIME DEMAND OVERVIEW Huron, Lapeer, Sanilac, and Tuscola Counties | Top Posted Jobs | Q4 2018

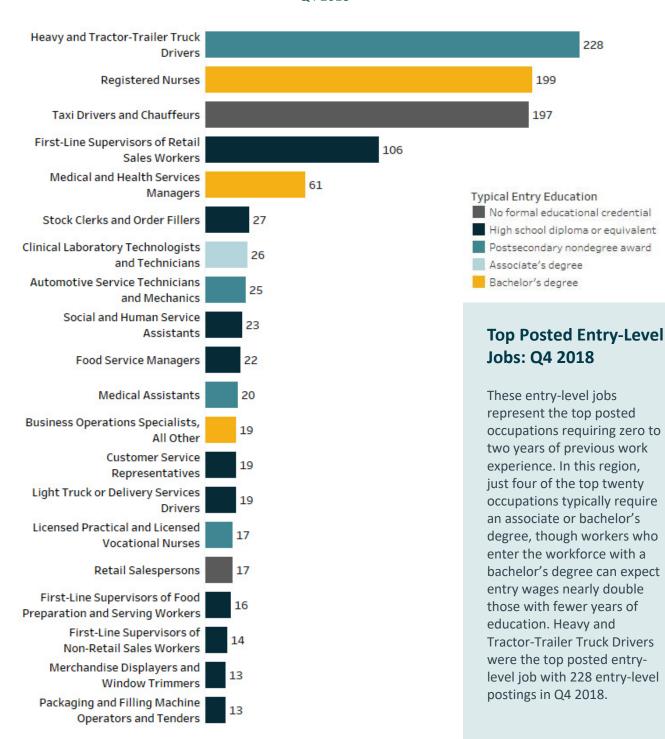
### **Top Posted Jobs** Q4 2018



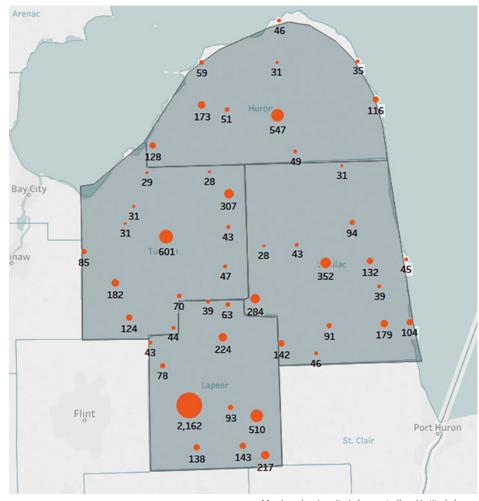
Salespersons (273 postings) in high demand during Q4 2018.

# REAL-TIME DEMAND OVERVIEW Huron, Lapeer, Sanilac, and Tuscola Counties | Top Posted Entry-Level Jobs | Q4 2018

### **Top Posted Entry-Level Jobs** Q4 2018



# REAL-TIME DEMAND OVERVIEW Huron, Lapeer, Sanilac, and Tuscola Counties | Job Postings by City | Q4 2018



Map based on Longitude (generated) and Latitude (generated). Size shows sum of Unique Postings. Details are shown for City.

## **Top In-Demand Qualifications**

- Commercial Driver's License (CDL)
- Licensed Practical Nurse
- Certified Nursing Assistant
- Medical Technologist
- Advanced Life Support
- Nurse Practitioner
- Certified Surgical Technologist
- Associate of Science in Nursing
- Licensed Vocational Nurses
- Product Certification

## **Top In-Demand Skills**

- Merchandising
- Nursing
- Cash Register
- Restaurant Operation
- Customer Satisfaction
- Truckload Shipping
- Basic Life Support
- Food Services
- Business Model
- Franchising

## **Top Posting Employers\***

- C.R. England, Inc.
- Dollar General Corporation
- CRST International, Inc.
- Tutree, Inc.
- Uber Technologies, Inc.
- McDonald's Corporation
- United Parcel Service, Inc.
- McLaren, Inc.
- Heartland Express, Inc.
- USA Truck, Inc.

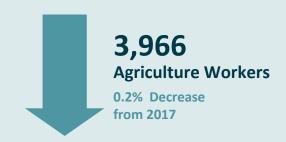
<sup>\*</sup>Employer names are listed as they appear in online job postings.

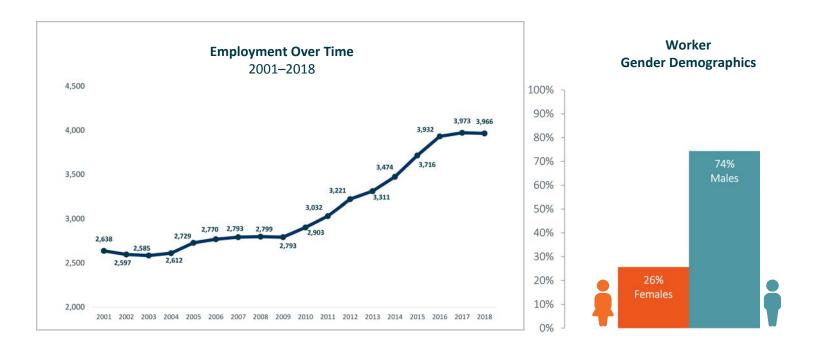


# AGRICULTURE OCCUPATION GROUP Huron, Lapeer, Sanilac, and Tuscola Counties | Q4 2018

### 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, to Environmental Engineers, to Meat Butchers, to Recreation Workers.





# **Agriculture Worker Demographics**

According to the most recent Emsi data set available (2018), the 3,966 workers in the agriculture occupation group are not very diverse and may face an aging workforce in the future. A large majority of workers are white males between the ages of 25 and 54; 26 percent of agriculture workers identify as women, and only 11 percent of workers were under the age of 25.

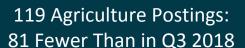
Race and Ethnicity Demographics

84.6% White | 2.9% Black or African American | 10.5% Hispanic or Latino

#### **Worker Age Demographic**



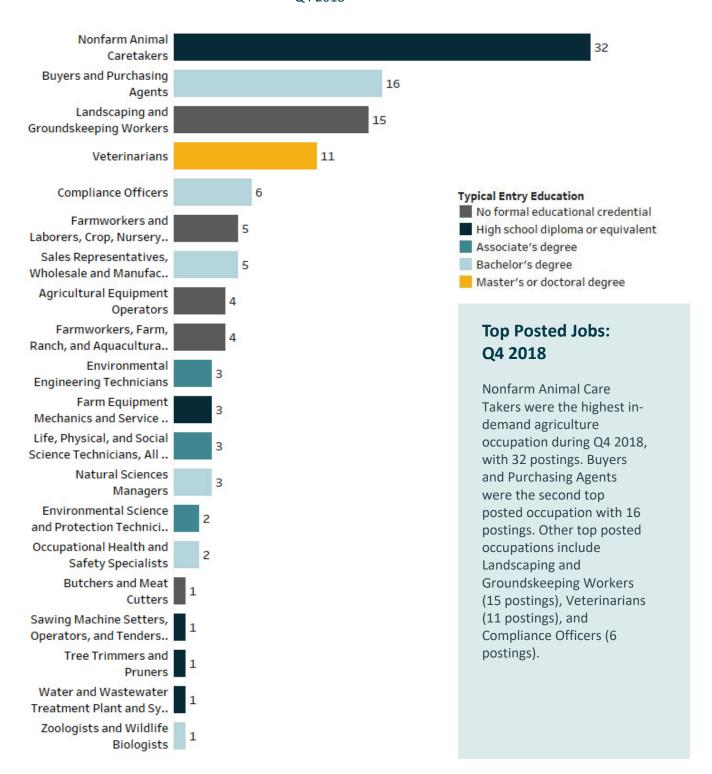






# High School Diploma Required for Most Agriculture Jobs

### Agriculture Top Posted Jobs Q4 2018





# High Earning Potential for Sales Representatives



# In-Demand Agriculture Certification: Advanced Life Support

# **Agriculture Wage Overview**

Of the top posted agriculture-related jobs, four of the ten offer median wages of over \$25 per hour according to the Bureau of Labor Statistics (BLS). The top posted job, Nonfarm Animal Caretakers, offers median hourly earnings of \$10.30, which translates to annual earnings of approximately \$21,500.

### Wage Overview for Top Posted Agriculture Jobs in Q4 2018

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
39-2021	Nonfarm Animal Caretakers	\$8.90	\$9.30	\$10.30	\$11.74	\$14.20
13-1028	Buyers and Purchasing Agents	\$14.34	\$19.00	\$25.90	\$35.53	\$46.26
37-3011	Landscaping and Groundskeeping Workers	\$8.99	\$10.20	\$11.85	\$14.24	\$17.54
29-1131	Veterinarians	\$25.42	\$30.73	\$37.03	\$47.24	\$54.61
13-1041	Compliance Officers	\$19.27	\$23.49	\$28.97	\$35.01	\$41.43
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	\$23.60	\$30.19	\$40.06	\$54.09	\$69.42
45-2092	Farmworkers and Laborers, Crop, Nursery, and Greenhouse	\$9.48	\$10.40	\$11.86	\$13.83	\$15.43
45-2091	Agricultural Equipment Operators	\$9.08	\$11.60	\$14.08	\$17.88	\$22.19
45-2093	Farmworkers, Farm, Ranch, and Aquacultural Animals	\$8.98	\$9.38	\$10.05	\$12.06	\$13.99
11-9121	Natural Sciences Managers	Data Not Available	Data Not Available	Data Not Available	Data Not Available	Data Not Available

Data: Emsi, BLS | Analysis: Workforce Intelligence Network

#### **In-Demand Technical Skills**

- Landscaping
- Purchasing
- Irrigation (Agriculture)
- Cost Reduction
- Procurement

#### **In-Demand Foundational Skills**

- Sales
- Customer Service
- Management
- Data Entry
- Android

### **In-Demand Education Level\***

High School Diploma: 19.3%
Associate Degree: 1.7%
Bachelor's Degree: 15.1%

• Master's Degree: 1.7%

\*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**

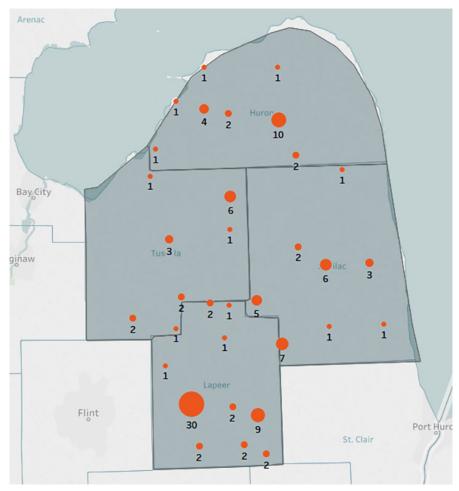
- Advanced Life Support
- Commercial Driver's License (CDL)
- Licensed Practical Nurse



# Pet Care Firms are Top Employers of Agriculture-related Workers



# Sales Skills are in High Demand



Map based on Longitude (generated) and Latitude (generated). Size shows sum of Unique Postings. Details are shown for City.

# **Top Posting Employers\***

- Xpat Inc
- Rover Inc
- Talent Associates Inc
- Army National Guard
- The Pet Sitter
- Nutrie LLC
- VIP Pet Care LLC
- Esch Landscaping & Lawn Mainte
- Cornerstone Staffing Solutions, Inc.
- Veterinary Services Inc

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

# **Job Postings by City**

1. Lapeer, MI: 30 Postings

2. Bad Axe, MI: 10 Postings

3. Imlay City, MI: 9 Postings

4. Brown City, MI: 7 Postings

5. Cass City, MI: 6 Postings

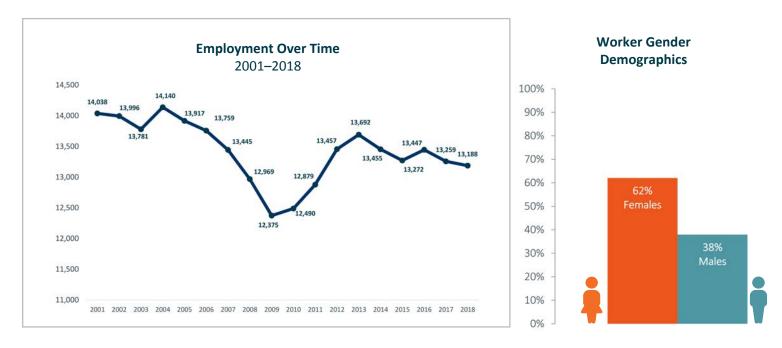


# CUSTOMER SERVICE OCCUPATION GROUP Huron, Lapeer, Sanilac, and Tuscola Counties | Q4 2018

### 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 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. The large number of postings for this occupation group are due in part to the relatively high worker turnover. 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. These skills are also transferrable to public-facing positions in many other occupation groups.





# **Customer Service Worker Demographics**

According to the most recent Emsi data set available (2018), the approximately 13,000 workers in the customer service occupation group are somewhat more diverse than other analyzed occupation groups. During 2018, 62 percent of workers identified as female. Eleven percent of workers in customer service were identified as a racial minority, comparable to the region's workforce overall. Over a quarter of the workforce (26 percent) was under the age of 25, a much higher percentage than in other occupation groups.

### **Race and Ethnicity Demographics**

88.9% White | 5.6% Black or African American | 0.8% Asian

#### **Worker Age Demographics**



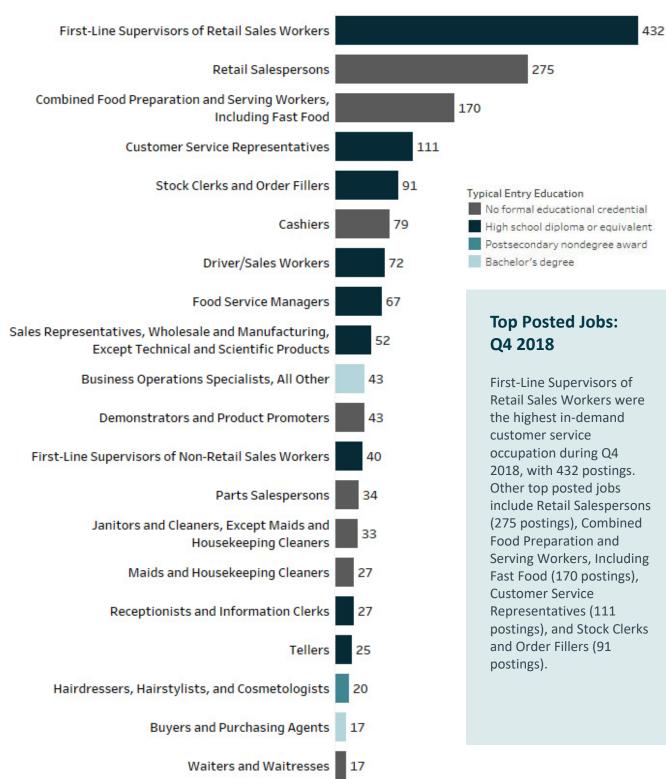




# 1,759 Customer Service Postings: 348 More than in Q3 2018

# High School Diploma Required for Most Customer Service Jobs

### Customer Service Top Posted Jobs Q4 2018





# High Earning Potential for Business Operations Specialists



### CDL:

# In-Demand Customer Service Certification

# **Customer Service Wage Overview**

Despite being in high demand, most customer service related occupations offer relatively low wages according to the Bureau of Labor Statistics (BLS). However, four of the top ten posted occupations report median wages over \$15 per hour, including the top posted job First-Line Supervisors of Retail Sales Workers. This occupation offers a median hourly wage of \$17.43, or an annual salary of about \$36,000.

Wage Overview for Top Posted Customer Service Jobs in Q4 2018

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	\$10.56	\$13.43	\$17.43	\$23.11	\$28.97
41-2031	Retail Salespersons	\$8.92	\$9.19	\$10.44	\$13.20	\$17.93
35-3021	Combined Food Preparation and Serving Workers, Including Fast Food	\$8.91	\$9.10	\$9.39	\$10.07	\$11.96
43-4051	Customer Service Representatives	\$9.51	\$11.29	\$13.98	\$18.20	\$23.51
43-5081	Stock Clerks and Order Fillers	\$8.90	\$9.23	\$10.43	\$13.41	\$17.53
41-2011	Cashiers	\$8.90	\$9.07	\$9.61	\$11.08	\$13.22
53-3031	Driver/Sales Workers	\$8.90	\$9.15	\$11.12	\$17.49	\$22.25
11-9051	Food Service Managers	\$12.52	\$16.03	\$22.28	\$30.41	\$39.28
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$10.35	\$15.79	\$24.37	\$35.71	\$48.93
13-1199	Business Operations Specialists, All Other	\$11.83	\$19.95	\$27.40	\$37.18	\$46.74

Data: Emsi, BLS | Analysis: Workforce Intelligence Network

**In-Demand Foundational Skills** 

Customer Service

Communications

Management

Hospitality

Sales

#### **In-Demand Technical Skills**

- Merchandising
- Cash Register
- Customer Satisfaction
- Restaurant Operation
- Selling Techniques

# In-Demand Certifications

- Commercial Driver's License (CDL)
- Advanced Life Support
- CompTIA Security+
- Licensed Practical Nurse
- Associate of Science in Nursing

### **In-Demand Education Level\***

High School Diploma: 42.2%Associate Degree: 1.5%Bachelor's Degree: 4.5%

• Master's Degree: 0.4%

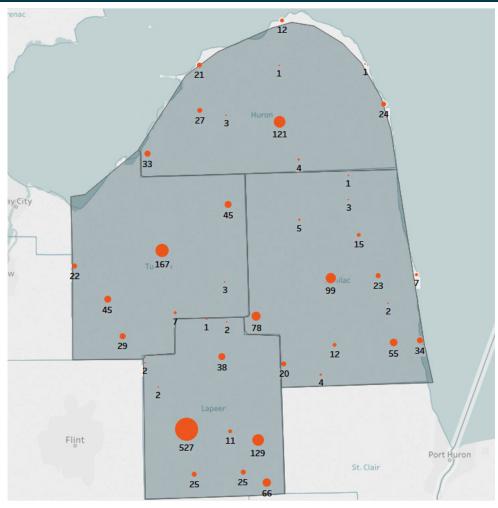
\*Not all job postings indicate the required educational attainment level, therefore the percentages found here may not add up to 100 percent



# Brick and Mortar Retail Stores and Restaurants in Need of Customer Service Workers



# Merchandising Skills are in High Demand



Map based on Longitude (generated) and Latitude (generated). Size shows sum of Unique Postings. Details are shown for City.

# **Top Posting Employers\***

- Dollar General Corporation
- McDonald's Corporation
- Family Dollar Stores, Inc.
- COMPASS GROUP PLC
- Shipt LLC
- Mac Tools
- Autozone, Inc.
- The Kroger Co
- Advantage Solutions, Inc.
- Speedway LLC

# **Job Postings by City**

1. Lapeer, MI: 527 Postings

2. Caro, MI: 167 Postings

3. Imlay City, MI: 129 Postings

4. Bad Axe, MI: 121 Postings

5. Sandusky, MI: 99 Postings

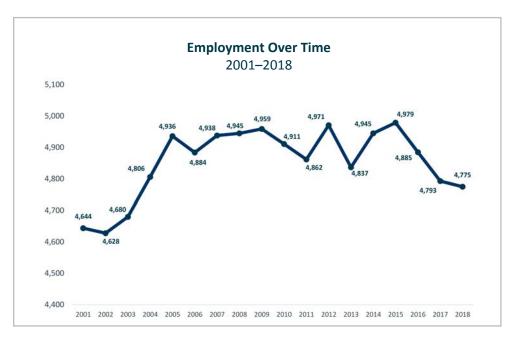
<sup>\*</sup>Employer names are listed as they appear in online job postings.

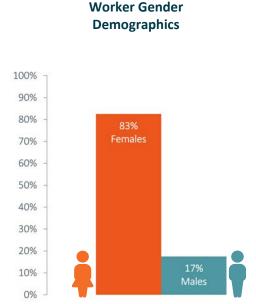
# HEALTH CARE OCCUPATION GROUP Huron, Lapeer, Sanilac, and Tuscola Counties | Q4 2018

### Introduction

WIN's health care occupation group includes jobs related to health care support and practitioners. Employment in this group 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 group.







# **Health Care Worker Demographics**

According to the most recent Emsi data set available (2018), the Health Care occupation group employs around 4,800 workers, who are overwhelmingly female (84 percent) and white (88 percent). However, 22 percent of workers are over 55, while only seven percent are under 25, indicating a need to attract young talent.

# **Race and Ethnicity Demographics**

87.8% White | 7.8% Black or African American | 1.7% Asian

### **Worker Age Demographics**



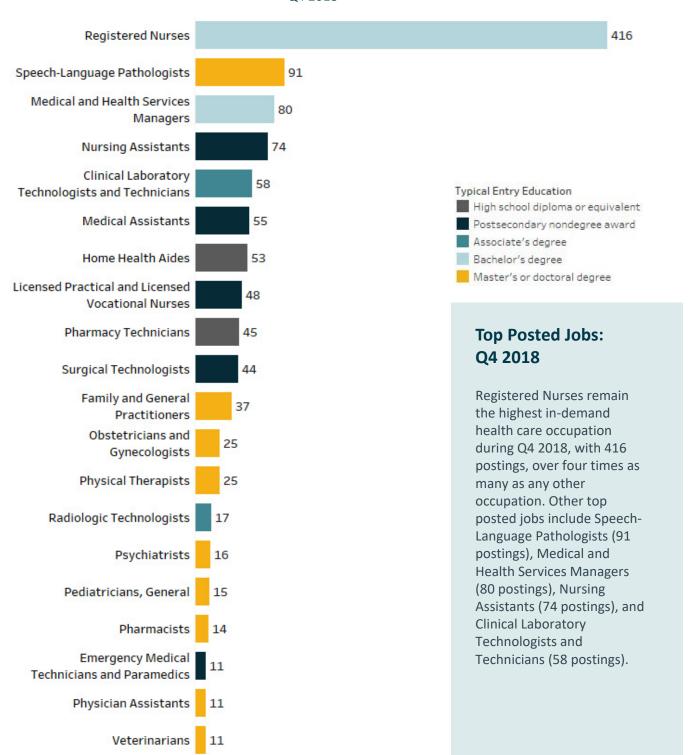


229 More than in Q3 2018



# Bachelor's Degree Required for High Paying Health Care Jobs

### **Health Care Top Posted Jobs** Q4 2018





# High Earning Potential for Medical and Health Services Managers



# Licensed Practical Nurse: Most In-Demand Health Care Certification

# **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. These jobs that require less than a bachelor's degree pay more than the region's median wage of \$17.81 per hour. Registered Nurses, the top posted health care job in Q4 2018, offers a median hourly wage of \$31.91 per hour or annual salary of over \$66,000, according to the Bureau of Labor Statistics (BLS).

### Wage Overview for Top Posted Health Care Jobs in Q4 2018

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
29-1141	Registered Nurses	\$25.01	\$27.79	\$31.91	\$36.38	\$40.57
29-1127	Speech-Language Pathologists	\$25.51	\$29.56	\$35.69	\$41.52	\$51.50
11-9111	Medical and Health Services Managers	\$26.66	\$33.67	\$42.65	\$52.60	\$71.59
31-1014	Nursing Assistants	\$11.29	\$12.73	\$14.52	\$16.79	\$18.95
29-2018	Clinical Laboratory Technologists and Technicians	\$13.44	\$19.54	\$27.76	\$37.43	\$58.16
31-9092	Medical Assistants	\$10.64	\$11.79	\$13.15	\$14.93	\$16.95
31-1011	Home Health Aides	\$9.92	\$10.44	\$11.78	\$13.39	\$15.31
29-2061	Licensed Practical and Licensed Vocational Nurses	\$18.30	\$20.59	\$23.05	\$25.54	\$27.81
29-2052	Pharmacy Technicians	\$9.87	\$11.46	\$13.81	\$16.64	\$19.12
29-2055	Surgical Technologists	\$14.46	\$16.63	\$19.84	\$23.25	\$26.66

Data: Emsi, BLS | Analysis: Workforce Intelligence Network

#### **In-Demand Technical Skills**

- Nursing
- Basic Life Support
- Advanced Cardiovascular Life Support (ACLS)
- Nursing Care
- Health Sciences

#### **In-Demand Foundational Skills**

- Management
- Cardiopulmonary Resuscitation
- Communications
- Leadership
- Customer Service

#### **In-Demand Education Level\***

High School Diploma: 16.5%
Associate Degree: 14.9%
Bachelor's Degree: 17.0%
Master's Degree: 11.4%

\*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**

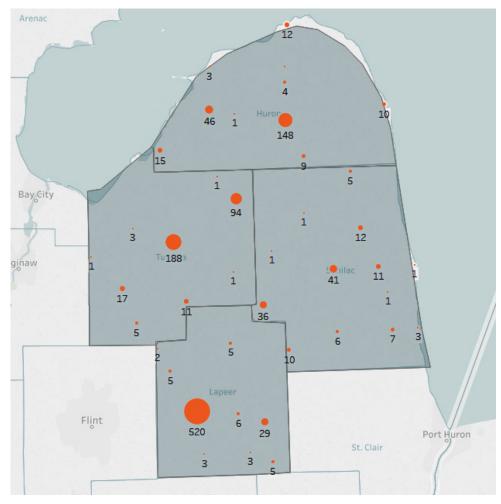
- Licensed Practical Nurse
- Certified Nursing Assistant
- Medical Technologist
- Certified Surgical Technologist
- Nurse Practitioner



# Hospitals and Pharmacies Top Employers of Health Care Workers During Q4 2018



# Nursing and Management Skills are in High Demand



Map based on Longitude (generated) and Latitude (generated). Size shows sum of Unique Postings. Details are shown for City.

# **Top Posting Employers\***

- McLaren, Inc.
- Aureus Medical Management Services L.L.C.
- Sunbelt Staffing, LLC
- Scheurer Hospital
- State of Michigan
- McLaren Health Care Corporation
- Fresenius Medical Care
- Trilogy Health Services, LLC
- Comphealth Associates, Inc
- Manor Care, Inc

# **Job Postings by City**

1. Lapeer, MI: 520 Postings

2. Caro, MI: 188 Postings

3. Bad Axe, MI: 148 Postings

4. Cass City, MI: 94 Postings

5. Pigeon, MI: 46 Postings

<sup>\*</sup>Employer names are listed as they appear in online job postings.



# SKILLED TRADES AND TECHNICIANS (MANUFACTURING) OCCUPATION GROUP

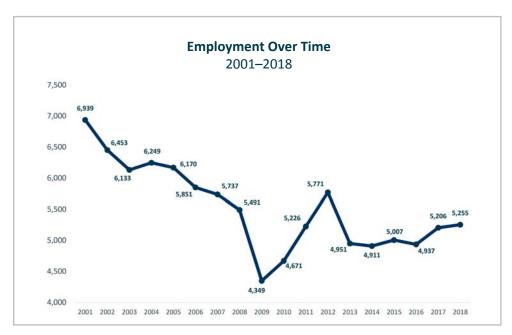
Huron, Lapeer, Sanilac, and Tuscola Counties | Q4 2018

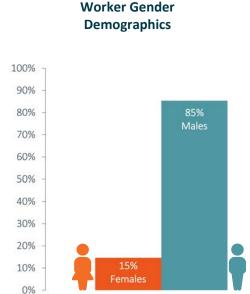
### Introduction

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.

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







# **Skilled Trades and Technicians Worker Demographics**

According to the most recent Emsi data set available (2018), the Skilled Trades occupation group employs about 5,300 workers in Huron, Lapeer, Sanilac, and Tuscola counties. A majority of workers are white males between the ages of twenty-five and fifty-four. Additional outreach may be necessary in the near future, as at 24.3 percent, the group has a somewhat higher proportion than average of workers over age 55.

#### **Race and Ethnicity Demographics**

90.2% White | 4.5% Black or African American | 0.7% Two or More Races

#### **Worker Age Demographics**

Age 14-24 7.6% Age 25-54 Age 55+ 24.3%

109

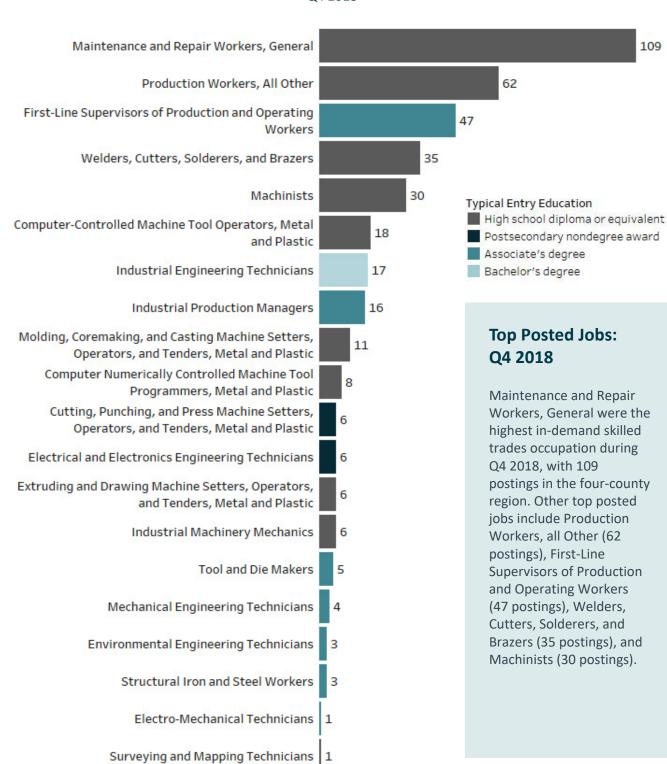


# 396 Skilled Trades Postings: 8 Fewer Than in Q3 2018



# **Vocational Training Required** for Most Skilled Trades Jobs

### **Skilled Trades and Technicians Top Posted Jobs** Q4 2018





# High Earning Potential for Industrial Production Managers



# In-Demand Skilled Trades Certification: American Society for Quality (ASQ) Certified

## **Skilled Trades and Technicians Wage Overview**

Nine of the top ten in-demand skilled trades occupations have median wages above \$15 per hour, according to the Bureau of Labor Statistics (BLS). Maintenance and Repair Workers, General, the top posted skilled trades job in Q4 2018, offers a median hourly wage of \$15.88, which translates to an annual salary of about \$33,000.

### Wage Overview for Top Posted Skilled Trades and Technicians Jobs in Q4 2018

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	\$10.10	\$12.43	\$15.88	\$21.14	\$26.88
51-9199	Production Workers, All Other	\$9.23	\$11.76	\$15.49	\$19.32	\$24.14
51-1011	First-Line Supervisors of Production and Operating Workers	\$16.04	\$19.96	\$25.63	\$32.63	\$40.25
51-4121	Welders, Cutters, Solderers, and Brazers	\$11.78	\$13.74	\$16.00	\$18.44	\$22.18
51-4041	Machinists	\$10.76	\$12.59	\$15.93	\$20.62	\$24.61
51-4011	Computer-Controlled Machine Tool Operators, Metal and Plastic	\$10.77	\$13.40	\$17.85	\$21.30	\$24.85
17-3026	Industrial Engineering Technicians	\$15.88	\$18.58	\$21.95	\$27.16	\$32.85
11-3051	Industrial Production Managers	\$29.78	\$37.00	\$47.59	\$60.51	\$73.64
51-4072	Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic	\$9.41	\$10.61	\$12.56	\$15.20	\$20.46
51-4012	Computer Numerically Controlled Machine Tool Programmers, Metal and Plastic	\$15.97	\$18.72	\$21.76	\$25.89	\$30.20

Data: Emsi, BLS | Analysis: Workforce Intelligence Network

#### **In-Demand Technical Skills**

- Blueprinting
- Machining
- Personal Protective Equipment
- Oil and Gas
- HVAC

#### **In-Demand Foundational Skills**

- Management
- Operations
- Communications
- Written Communication
- Problem Solving

#### **In-Demand Education Level\***

High School Diploma: 43.7%Associate Degree: 3.3%

• Bachelor's Degree: 7.6%

• Master's Degree: 2.0%

#### \*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**

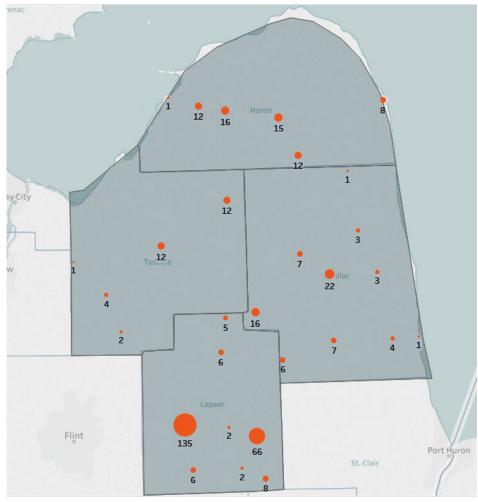
- American Society for Quality (ASQ) Certified
- Certified Quality Engineer
- Certified Survey Technician



# Staffing Agencies and Manufacturers: Top Employers of Skilled Trades Workers



# Blueprinting and Management Skills are in High Demand



Map based on Longitude (generated) and Latitude (generated). Size shows sum of Unique Postings. Details are shown for City.

# **Top Posting Employers\***

- Kelly Services, Inc.
- McDonald's Corporation
- Trillium Staffing
- Cornerstone Staffing Solutions, Inc.
- Tower International, Inc.
- Job Juncture, Inc
- Gemini Group, Inc.
- Qualified Staffing Inc
- The Pinnacle Corporation
- Evolution Tool

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

## **Job Postings by City**

1. Lapeer, MI: 135 Postings

2. Imlay City, MI: 66 Postings

3. Sandusky, MI: 22 Postings

4. Elkton, MI: 16 Postings

5. Marlette, MI: 16 Postings



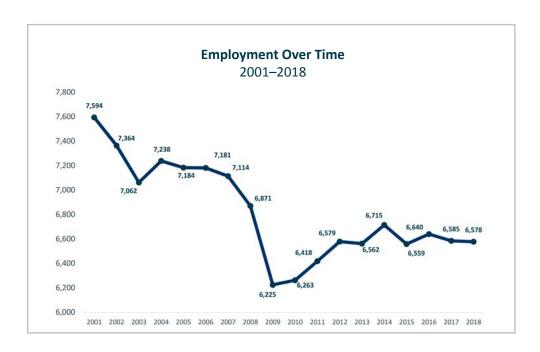
# TRANSPORTATION, DISTRIBUTION, AND LOGISTICS (TDL) OCCUPATION GROUP

Huron, Lapeer, Sanilac, and Tuscola Counties | Q4 2018

### 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.







# **TDL Worker Demographics**

According to the most recent Emsi data set available (2018), the TDL occupation group has a large workforce, employing 6,578 individuals. These workers are 73 percent male and 86 percent white. Only thirteen percent of the workers in this occupation group are under the age of 25, indicating an aging TDL workforce.

### **Race and Ethnicity Demographics**

86.0% White | 8.5% Black or African American | 0.8% Two or More Races

#### **Worker Age Demographics**



1,888



# 2,819 TDL Postings: 114 More Than in Q3 2018



# High School Diploma Required for Most TDL Jobs

# **TDL Top Posted Jobs**Q4 2018



Transportation, Storage, and Distribution Managers 4

# Typical Entry Education

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

# Top Posted Jobs: Q4 2018

Heavy and Tractor-Trailer Truck Drivers were the highest in-demand TDL occupation during Q4 2018, with 1,888 postings. Other top posted jobs include Light Truck or Delivery Services Drivers (291 postings), Taxi Drivers and Chauffeurs (213 postings), Stock Clerks and Order Fillers (90 postings), and Automotive Service Technicians and Mechanics (49 postings).



# High Earning Potential for Business Operations Specialists, All Other



# CDL: Most In-Demand TDL Certification

# **TDL Wage Overview**

According to the Bureau of Labor Statistics (BLS), half of the top ten in-demand TDL occupations offer median wages of more than \$15 per hour. Heavy and Tractor-Trailer Truck Drivers, the top posted TDL job in Q4 2018, offers a median hourly wage of \$15.73, or an annual salary of nearly \$33,000. Roles requiring more training, such as Bus and Truck Mechanics, or logistics roles that require additional education, such as Business Operations Specialists, typically offer even higher wages.

### Wage Overview for Top Posted TDL Jobs in Q4 2018

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	\$10.50	\$12.76	\$15.73	\$21.20	\$26.32
53-3033	Light Truck or Delivery Services Drivers	\$9.00	\$10.00	\$14.16	\$19.27	\$23.68
53-3041	Taxi Drivers and Chauffeurs	\$8.95	\$9.44	\$10.76	\$13.25	\$16.93
43-5081	Stock Clerks and Order Fillers	\$8.90	\$9.23	\$10.43	\$13.41	\$17.53
49-3023	Automotive Service Technicians and Mechanics	\$9.11	\$11.66	\$16.28	\$23.44	\$29.00
49-3031	Bus and Truck Mechanics and Diesel Engine Specialists	\$11.07	\$14.23	\$18.79	\$22.89	\$26.45
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	\$9.42	\$11.01	\$13.61	\$16.87	\$19.50
13-1199	Business Operations Specialists, All Other	\$11.83	\$19.95	\$27.40	\$37.18	\$46.74
43-5071	Shipping, Receiving, and Traffic Clerks	\$10.28	\$12.16	\$14.67	\$17.74	\$21.61
53-7051	Industrial Truck and Tractor Operators	\$11.79	\$14.11	\$18.04	\$21.32	\$23.72

Data: Emsi, BLS | Analysis: Workforce Intelligence Network

#### **In-Demand Technical Skills**

- Truckload Shipping
- Warehousing
- Disability Insurance
- Merchandising
- Profit Sharing

#### **In-Demand Foundational Skills**

- Driving
- Customer Service
- Management
- Sales
- Communications

#### **In-Demand Education Level\***

• High School Diploma: 6.8%

Associate Degree: 0.6%Bachelor's Degree: 1.0%

• Master's Degree: 0.4%

#### \*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**

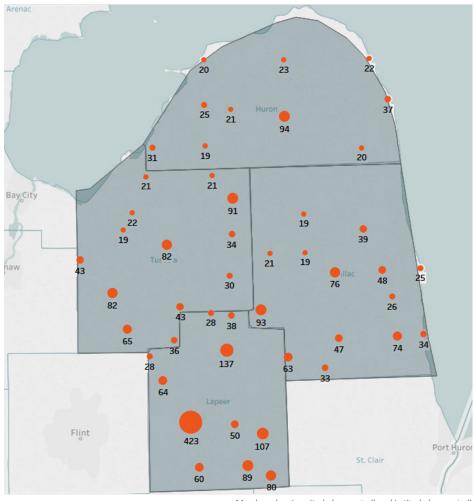
- Commercial Driver's License (CDL)
- Transportation Worker Identification Credential (TWIC) Card
- CompTIA Security+



# Trucking Fleets are the Top Employers of TDL Workers



# Truckload Shipping Skills are in High Demand



Map based on Longitude (generated) and Latitude (generated). Size shows sum of Unique Postings. Details are shown for City.

# **Top Posting Employers\***

- C.R. England, Inc.
- CRST International, Inc.
- Uber Technologies, Inc.
- Heartland Express, Inc.
- USA Truck, Inc.
- Hogan Transports Inc
- J.B. Hunt Transport Services, Inc.
- PGT Trucking, Inc.
- Bennett Truck Transport, LLC
- A.D. Transport Express, Inc.

# **Job Postings by City**

1. Lapeer, MI: 423 Postings

2. North Branch, MI: 137 Postings

3. Imlay City, MI: 107 Postings

4. Bad Axe, MI: 94 Postings

5. Marlette, MI: 93 Postings

<sup>\*</sup>Employer names are listed as they appear in online job postings.

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