LAPEER, HURON, TUSCOLA, & SANILAC

WIN Labor Market Report

Report Contents

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 Thumb region comprising Lapeer, Huron, Tuscola, and Sanilac 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 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 data from 2019 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).

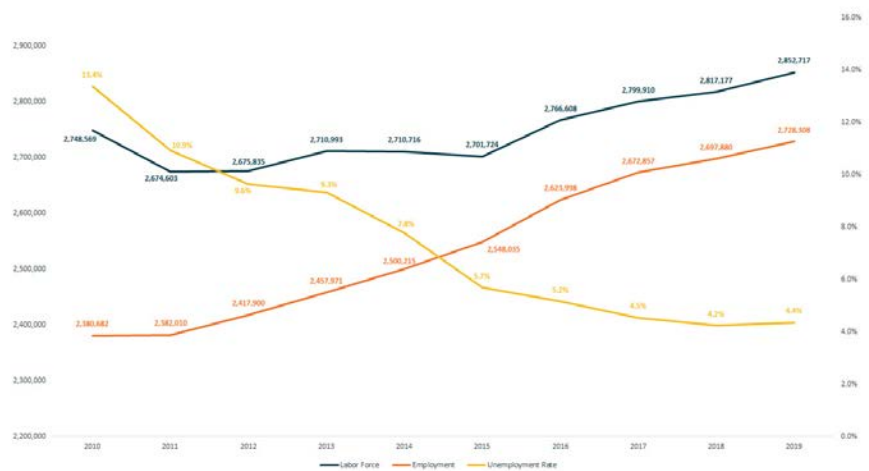For more information pertaining to the labor market in southeast Michigan, the custom occupation groups within this report, or any other workforce-related data projects, please visit www.WINintelligence.org or contact the data and research team directly at research@WINintelligence.org. For more information about jobseeker resources and our partners, please visit www.micareertraining.org.

WIN WORKFORCE INTELLIGENCE NETWORK

State of the Labor Market in the Thumb Region

In 2019, the labor force and employment figures increased in the Thumb region. A slightly greater change in employment than in the labor force caused the number of unemployed individuals to decrease in the region. The unemployment rate fell from the 5.1 percent annual rate in 2018 to the current rate of 4.8 percent in 2019. Employer demand for all five occupation groups analyzed by WIN grew during from 2018 to 2019. The health care occupation group experienced a 32 percent increase in postings and continued to report the highest demand, with nearly 4,000 job postings during the year.

Annual Labor Market Information

The labor force in the Thumb region continues to grow, increasing by 1,446 individuals between 2018 annual figures and 2019 annual figures. Employment increased by 1,664 workers between 2018 and 2019. From an annual unemployment rate of 5.1 percent in 2018, the annual rate has decreased by 0.3 percentage points to the current rate of 4.8 percent in 2019 for the Thumb region.

Annual Labor Force, Employment, Unemployment Rate
2010–2019

Data: BLS | Analysis: Workforce Intelligence Network

Annual Employer Demand Overview

Data from 2019 showed expansion in employer demand levels in the Thumb region for most of 2019. Postings increased by 5.3 percent from Q1 2019 to Q3 2019 but decreased in Q4 2019 by 21.6 percent.

Annual Posting Analysis, WIN Region
2019
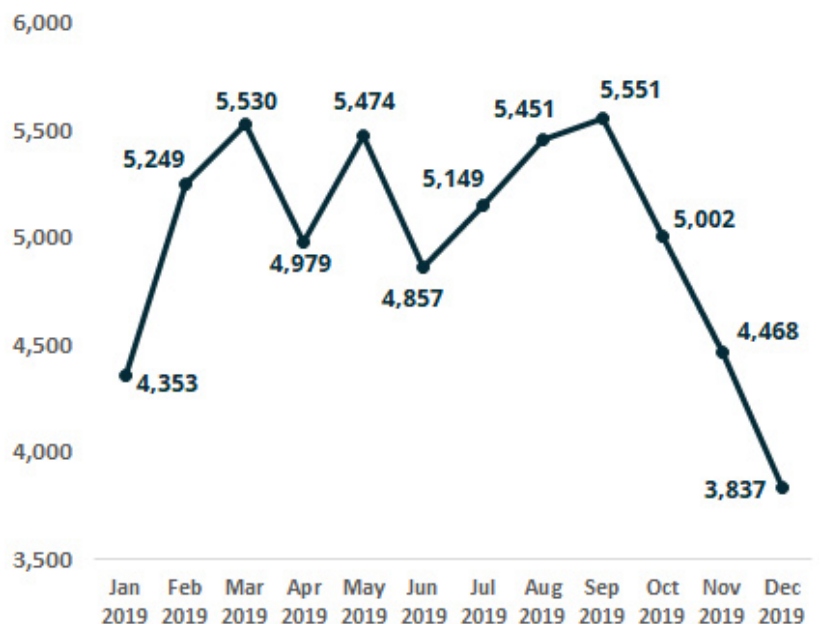
Data: Emsi | Analysis: Workforce Intelligence Network

Employer demand grows to 25,771 jobs posted during 2019, with one high-demand occupation accounting for just over one quarter of total postings.

During 2019, there were 55,341 job postings, 242 more than the 55,099 postings made during 2018 in the Thumb region. There were over 4,000 more postings in 2019 than in 2018. The number of postings increased through most of 2019, from 9,542 postings in Q1 to 10,044 postings in Q3, an increase of 5.0 percent, but did decrease 22 percent, or 2,167 postings, by Q4. Top job Heavy and Tractor-Trailer Truck Drivers for over 6,400 of the new postings, or 26.1 percent. For more information about quarterly job postings, see page 9.
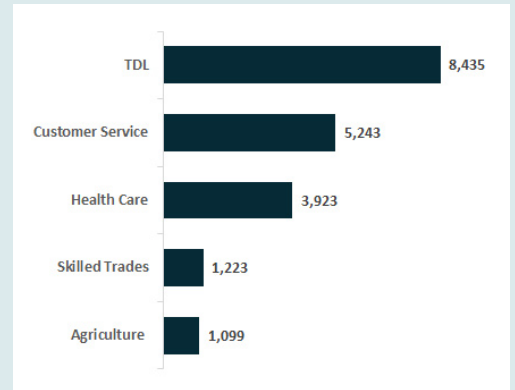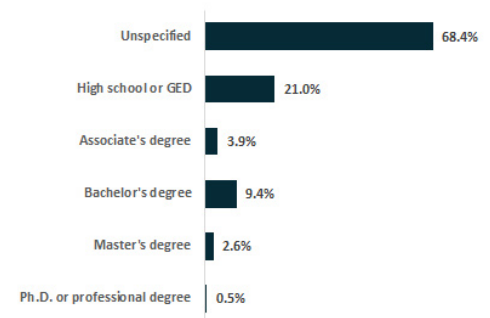
Top 5 Posting Occupation Groups
2019

Occupation	Postings
TDL	8,435
Customer Service	5,243
Health Care	3,923
Skilled Trades	1,223
Agriculture	1,099

Job postings made by employers in the Thumb region indicate a high school diploma or GED was the most in-demand minimum education level during 2019.

While only 37 percent of job postings identified a minimum education level, 21.0 percent of the 25,771 postings in the Thumb region requiring specific education indicated the need for candidates with a high school diploma or GED. Another 9.4 percent of these postings were seeking applicants with a bachelor's degree. The Skilled Trades, Customer Service, Agriculture, and Health Care occupation groups most often required a high school diploma or GED. For more information about in-demand minimum education levels, see each occupation group section.

Education Levels In-Demand
2019

Education Level	Percent
Unspecified	68.4%
High school or GED	21.0%
Associate's degree	3.9%
Bachelor's degree	9.4%
Master's degree	2.6%
Ph.D. or professional degree	0.5%

Annual Labor Market Data

Data: Bureau of Labor Statistics

	2010 Annual	2011 Annual	2012 Annual	2013 Annual	2014 Annual	2015 Annual	2016 Annual	2017 Annual	2018 Annual	2019 Annual	Change from 2018	Percent Change from 2018
Labor Force	103,270	100,835	100,288	101,091	100,908	99,860	100,488	100,334	100,073	101,519	1446	1.4%
Employment	88,346	88,937	89,612	90,663	92,574	93,430	94,242	94,652	95,012	96,676	1664	1.8%
Unemployment	14,924	11,898	10,676	10,428	8,335	6,430	6,246	5,682	5,061	4,843	-218	-4.3%
Unemployment Rate	14.5%	11.8%	10.6%	10.3%	8.3%	6.4%	6.2%	5.7%	5.1%	4.8%	-0.3%	na

During 2019, employment in the Thumb region grew by 1,664 workers.

The labor force has remained relatively steady since 2010, showing slight growth since 2018. During 2019, labor force figures were 1.4 percent greater (1,446 individuals) than in 2018. The growth in labor force participants was joined by a further 1,664-worker growth in employment compared to 2018. The faster growth in employment than the labor force caused the unemployment rate to decrease from 5.1 percent in 2018 to 4.8 percent in 2019. For more information about this year's unemployment rate and other labor market indicators, see page 4.

Data: Emsi | Analysis: Workforce Intelligence Network

Labor Force, Employment, and Unemployment

The labor market in the Thumb region has experienced relative stability since 2010. The labor force jumped by 1,446 workers (1.4 percent) between 2018 and 2019. Employment in the region also increased from 2018 to 2019, by 1,664 workers (1.8 percent). With employment increasing at a faster rate than the labor force, the unemployment rate decreased this quarter: the annual unemployment rate decreased by 0.3 percentage points between 2018 and 2019 to 4.8 percent.

Labor Force, Employment, Unemployment Rate
1990-2019
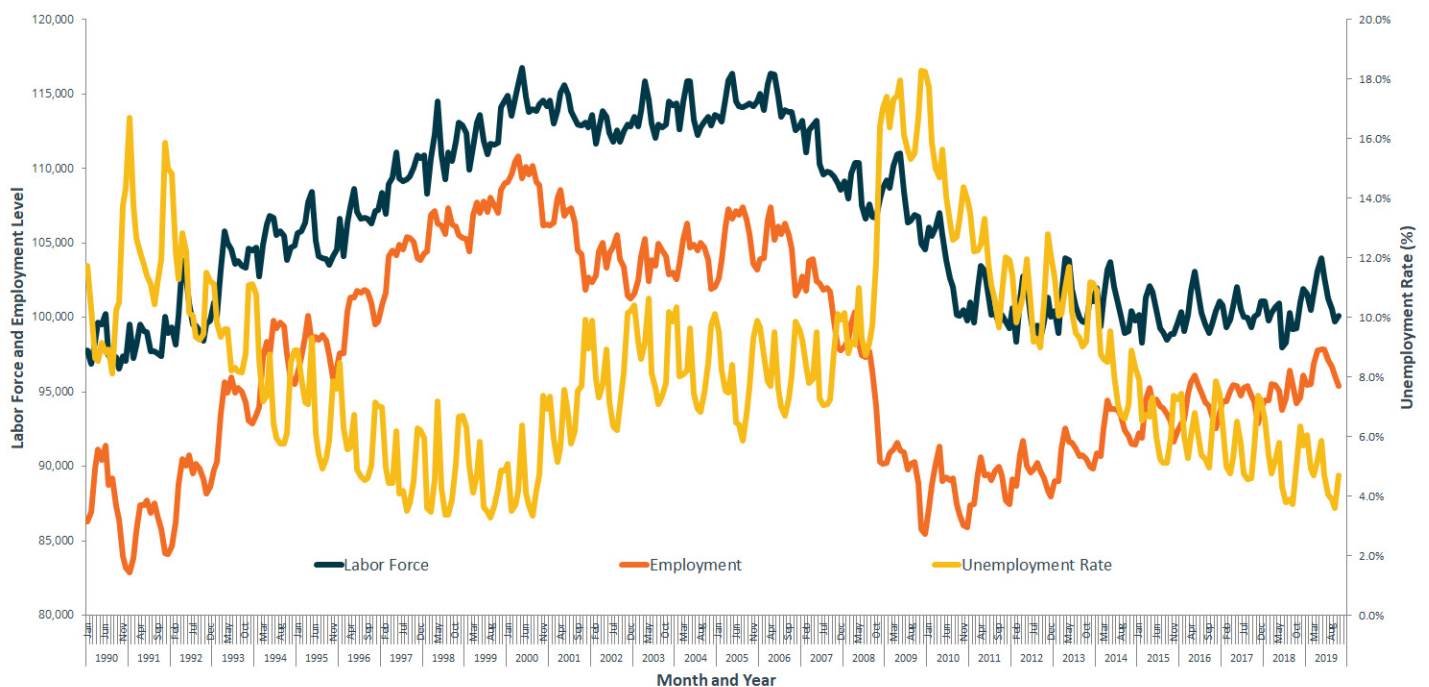
Data: BLS | Analysis: Workforce Intelligence Network

Quarterly Labor Market Data
Q4 2018 - Q4 2019

	4th Quarter 2018	1st Quarter 2019	2nd Quarter 2019	3rd Quarter 2019	4th Quarter 2019	Change from 3rd Quarter 2019	Percent Change from 3rd Quarter 2019	Change from 4th Quarter 2018	Percent Change from 4th Quarter 2018
Labor Force	100,729	101,255	103,270	100,510	100,085	-425	-0.4%	-644	-0.6%
Employment	94,994	95,961	97,842	96,653	95,388	-1,265	-1.3%	394	0.4%
Unemployment	5,736	5,294	5,428	3,857	4,697	840	21.8%	-1,039	-18.1%
Unemployment Rate	5.7%	5.2%	5.3%	3.8%	4.7%	0.9%	na	-1.0%	na

Note: Monthly data averaged by quarter | Data: BLS

Population Demographics

According to data from the most recent Census Bureau 2018 ACS Five Year estimates, the population in the Thumb region decreased by 0.3 percent between 2017 and 2018. During 2018, 214,371 people were living in the region. The sex of the populace was split evenly, with about 50 percent of the population identifying as female, and the other 50 percent identifying as male. The majority of the population identified as white (96 percent) with the second largest number of individuals identifying as black or African American (1 percent). The region as a whole is facing an aging population; 35.4 percent of population was over the age of 55, compared to 28.8 percent under the age of 24.

214,371
People in the Region

0.3% Increase
from 2017

Population Race Demographics

- White, 96.3%
- Black or African American, 1.0%
- American Indian or Alaska Native, 0.3%
- Asian, 0.5%
- Native Hawaiian or Other Pacific Islander, 0.0%
- Other Race, 0.4%
- Two or More Races, 1.5%
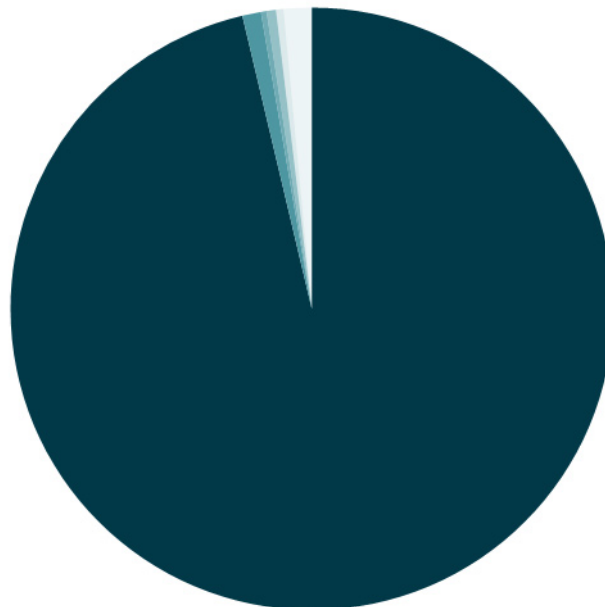
Population Gender Demographics

50% Males

50% Females

Population Age Demographics

| Age 14 and Under 16.9% | Age 15-24 11.9% | Age 25-54 35.8% | Age 55+ 35.4% |

Data: American Community Survey 5-Year Es mates | Analysis: Workforce Intelligence Network
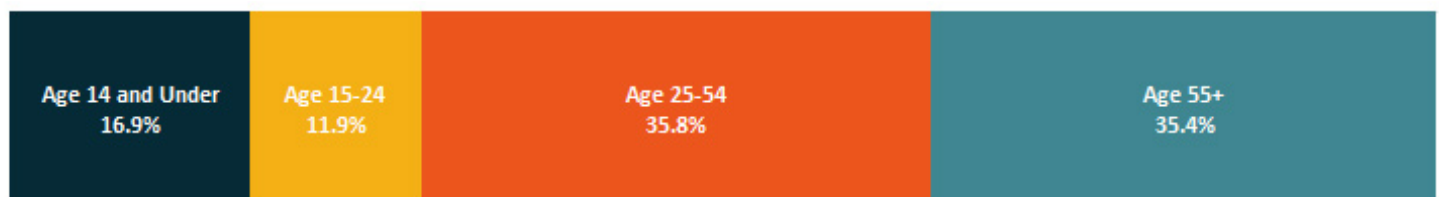
Labor Market Demographics

During 2018, the most recent census year, there were about 100,100 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 of 214,371 individuals (43.7 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 19 face an unemployment rate of 20.3 percent. Native American job seekers also have a difficult time finding employment, facing an unemployment rate of 18.5 percent.

Civilian Labor Force by Demographic Group			
Demographic Group	**Civilian Labor Force**	**Total Employment**	**Total Unemployment**	**Unemployment Rate**
Total Population 16 +	100,133	93,740	6,393	6.4%
Sex				
Male 16+	54,619	50,856	3,763	6.9%
16-19	2,367	1,886	481	20.3%
20-24	5,188	4,574	614	11.8%
25-54	33,722	31,673	2,049	6.1%
55-64	10,410	9,851	559	5.4%
65 Plus	2,932	2,872	60	2.0%
Female 16+	45,514	42,884	2,630	5.8%
16-19	2,333	1,944	389	16.7%
20-24	4,206	3,766	440	10.5%
25-54	27,908	26,401	1,507	5.4%
55-64	9,024	8,741	283	3.1%
65 Plus	2,043	2,032	11	0.5%
Race				
White	97,493	91,426	6,064	6.2%
Black / African	340	262	93	27.5%
Native American	302	293	10	3.4%
Asian	426	420	6	1.3%
Native Hawaiian / Pacific Islander	13	13	0	0.0%
Some Other Race	593	220	105	17.7%
Two or More Races	977	851	135	13.8%
Ethnicity				
Hispanic	3,694	3,375	316	8.6%

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

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. In 2019, there were a total of 55,341 individuals working in the Thumb region. A slight majority (51 percent or 28,114 workers) were male, while 49 percent (27,227 workers) of the workforce was female. Most of those working in the region were white, accounting for 88.6 percent of the workforce, while African American or black workers accounted for 5.3 percent of the workforce. Those identifying as having a Hispanic or Latino ethnicity accounted for 3.8 percent. Only 13.4 percent of workers were under the age of 25 compared to 23.5 percent over the age of 55, indicating an aging workforce in southeast Michigan.

Workforce Race and Ethnicity Demographics

- White, 88.6%
- Black or African American, 5.3%
- Hispanic or Latino, 3.8%
- Asian, 0.8%
- Two or More Races, 1.1%
- American Indian or Alaska Native, 0.3%
- Native Hawaiian or Other Pacific Islander, 0.0%
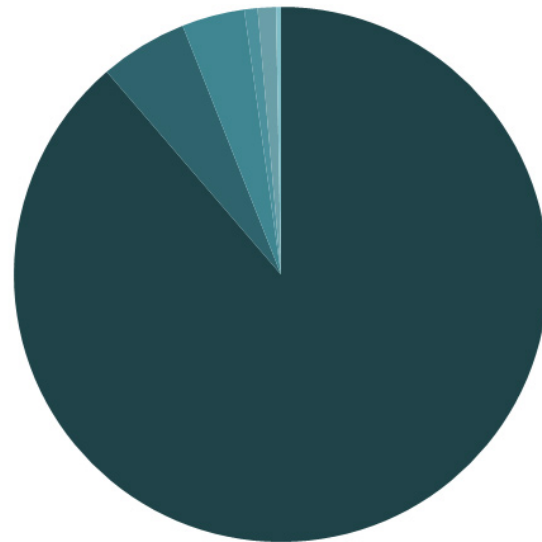
Workforce Gender Demographics

51% Males

49% Females

0 10 20 30 40 50 60 70 80 90 100

Workforce Age Demographics

Age 14-24
13.4%

Age 25-54
63.1%

Age 55+
23.5%

Data: Emsi | Analysis: Workforce Intelligence Network
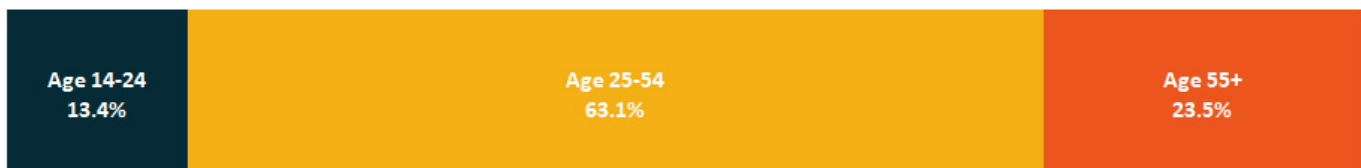
Regional Commuting Patterns

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

Where Thumb Region Workers Live

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

Top Posted Jobs
2019

Job Title	Postings
Heavy and Tractor-Trailer Truck Drivers	6,477
Registered Nurses	1,286
First-Line Supervisors of Retail Sales Workers	1,171
Retail Salespersons	734
Light Truck or Delivery Services Drivers	716
First-Line Supervisors of Non-Retail Sales Workers	331
Speech-Language Pathologists	327
Packaging and Filling Machine Operators and Tenders	302
Maintenance and Repair Workers, General	291
Customer Service Representatives	285
Driver/Sales Workers	279
Childcare Workers	273
Stock Clerks and Order Fillers	247
Postsecondary Teachers	240
Helpers--Production Workers	225
Personal Care Aides	223
Taxi Drivers and Chauffeurs	220
First-Line Supervisors of Production and Operating Workers	207
Teacher Assistants	207
Preschool Teachers, Except Special Education	205

Typical Entry Education

- No formal educational credential
- High school diploma or equivalent
- Some college, no degree
- Postsecondary nondegree award
- Associate's degree
- Bachelor's degree
- Master's or doctoral degree

Top Posted Jobs: 2019

Heavy and Tractor-Trailer Truck Drivers remained the highest in-demand occupation during 2019, with 6,477 online job postings. Of the top five overall in-demand occupations, one typically requires a bachelor's degree for entry. Registered Nurses (1,286 postings) also offer the highest wages of the top in-demand occupations. Postings for the most in-demand occupation, Heavy and Tractor-Trailer Truck Drivers (6,477 postings) often do not specify a minimum educational requirement but do offer some of the highest wages in the region. Rounding out the top five posted jobs in the Thumb region were First-Line Supervisors of Retail Sales Workers (1,171 postings), Retail Salespersons (734 persons), and Light Truck or Delivery Services Drivers (716 postings).

Data: Emsi | Analysis: Workforce Intelligence Network

Top Posted Entry-Level Jobs
2019

Job	Count
Heavy and Tractor-Trailer Truck Drivers	1,917
Registered Nurses	681
First-Line Supervisors of Retail Sales Workers	396
Taxi Drivers and Chauffeurs	179
Light Truck or Delivery Services Drivers	177
Social and Human Service Assistants	119
Preschool Teachers, Except Special Education	110
Postsecondary Teachers	109
Driver/Sales Workers	99
Licensed Practical and Licensed Vocational Nurses	77
Customer Service Representatives	74
Retail Salespersons	71
Teachers and Instructors, All Other	65
Occupational Therapists	60
First-Line Supervisors of Food Preparation and Serving Workers	57
Automotive Service Technicians and Mechanics	56
Teacher Assistants	54
Speech-Language Pathologists	52
Stock Clerks and Order Fillers	49
Personal Care Aides	47

Typical Entry Education
- No formal educational credential
- High school diploma or equivalent
- Some college, no degree
- Postsecondary nondegree award
- Associate's degree
- Bachelor's degree
- Master's or doctoral degree

Top Posted Entry-Level Jobs: 2019

Nearly twenty percent of overall postings in the region, or 25,771 online job ads, were open to individuals with zero to two years of previous work experience. These entry-level jobs represent the top posted occupations for this experience level, and many reflect the overall top jobs. Many applicants for these entry level occupations, regardless of education requirement, could benefit from taking some coursework to develop the skills requested in job postings.

Data: Emsi | Analysis: Workforce Intelligence Network
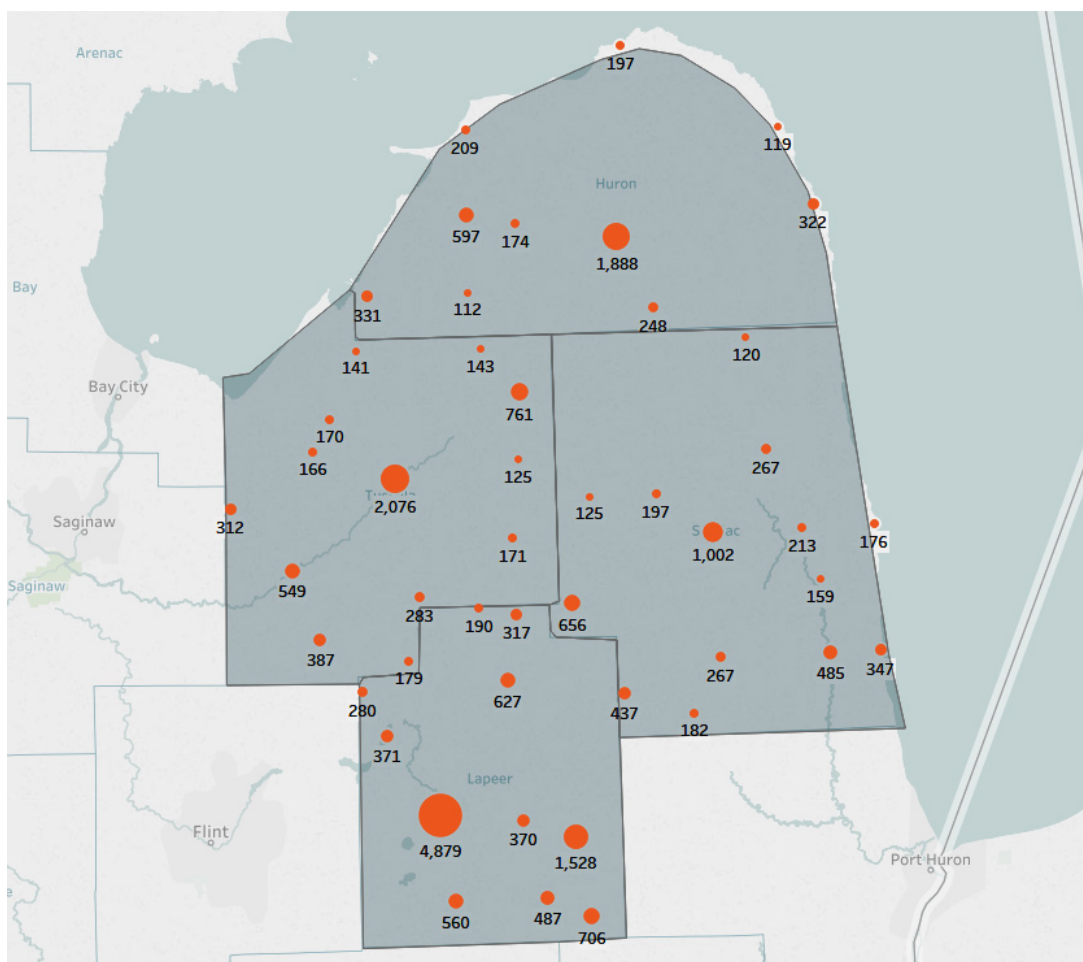
Employer Demand by City

Top In-Demand Qualifications

- Commercial Driver's License (CDL)
- Licensed Practical Nurse
- Certified Nursing Assistant
- Transportation Worker Identification Credential (TWIC) Card
- Critical Care Registered Nurse (CCRN)
- Automotive Service Excellence (ASE) Certification
- Nurse Practitioner
- Certificate Of Clinical Competence In Speech-Language Pathology (CCC-SLP)
- Product Certification
- Licensed Master Social Worker

Top In-Demand Skills

- Merchandising
- Cash Register
- Customer Satisfaction
- Nursing
- Basic Life Support
- Selling Techniques
- Deposit Accounts
- Planogram
- Purchasing
- Cardiopulmonary Resuscitation (CPR)

Top Posting Employers*

- Dollar General Corporation
- CRST International, Inc.
- C.R. England, Inc.
- Teach For America, Inc.
- Blair Logistics, Inc.
- State of Michigan
- HomeAdvisor, Inc.
- McLaren, Inc.
- HealthCare Employment Network
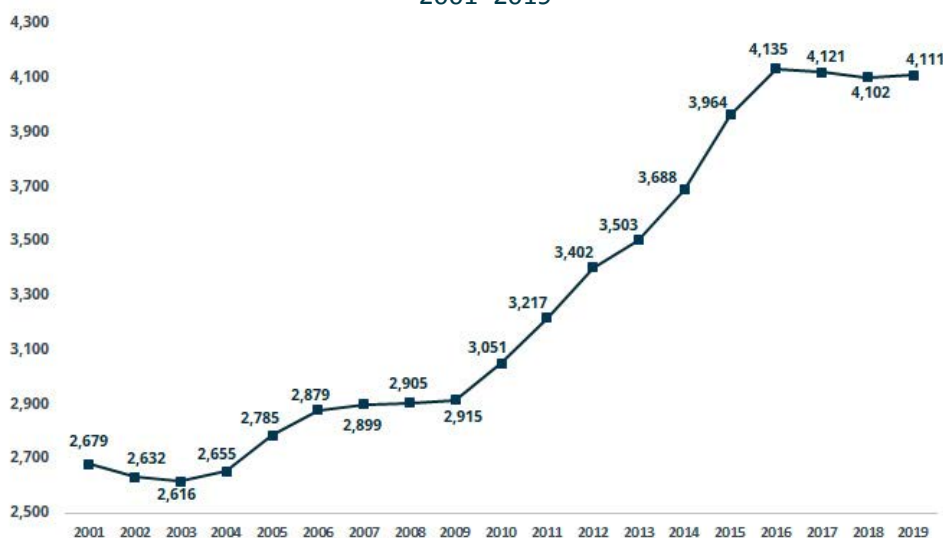- Kelly Services, Inc.

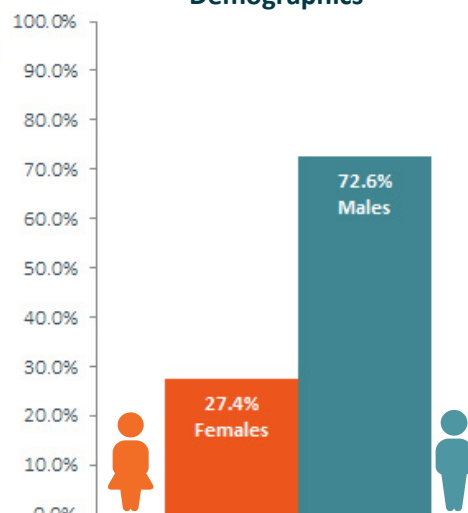*Employer names are listed as they appear in online job postings.

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, to Environmental Engineers, to Meat Butchers, to Recreation Workers. There are approximately 10,700 openings for these positions each year in Southeast Michigan.

4,111
Agriculture Workers
9-Worker Increase
from 2018

Employment Over Time
2001–2019

Year	Value
2001	2,679
2002	2,632
2003	2,616
2004	2,655
2005	2,785
2006	2,879
2007	2,899
2008	2,905
2009	2,915
2010	3,051
2011	3,217
2012	3,402
2013	3,503
2014	3,688
2015	3,964
2016	4,135
2017	4,121
2018	4,102
2019	4,111

Worker Gender Demographics

27.4% Females

72.6% Males

Agriculture Worker Demographics

According to the most recent Emsi data set available (2019), the 4,100 workers in agriculture occupations are not very diverse. A large majority of workers are white males between the ages of 25 and 54. Only 27 percent of agriculture workers identify as women. Just under 19 percent of workers were under the age of 25, compared to 21 percent of workers are age 55 or older.

Race and Ethnicity Demographics

85.4% White | 2.6% Black or African American | 10.1% Hispanic or Latino

Worker Age Demographics

Age 14-24	Age 25-54	Age 55+
7.2%	77.2%	15.6%

Data: Emsi | Analysis: Workforce Intelligence Network

Agriculture Top Posted Jobs 2019

Occupation	Postings
Buyers and Purchasing Agents	56
Landscaping and Groundskeeping Workers	51
Nonfarm Animal Caretakers	42
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	37
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	32
Agricultural Equipment Operators	25
Compliance Officers	17
Farmworkers, Farm, Ranch, and Aquacultural Animals	16
Water and Wastewater Treatment Plant and System Operators	12
Veterinarians	9
Occupational Health and Safety Specialists	8
Tree Trimmers and Pruners	8
Zoologists and Wildlife Biologists	7
Butchers and Meat Cutters	6
Meat, Poultry, and Fish Cutters and Trimmers	6
Veterinary Technologists and Technicians	6
Farm Equipment Mechanics and Service Technicians	5
Sawing Machine Setters, Operators, and Tenders, Wood	4
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	3
Conservation Scientists	2

Typical Entry Education
- No formal educational credential
- High school diploma or equivalent
- Associate's degree
- Bachelor's degree
- Master's or doctoral degree

Top Posted Jobs: 2019

Buyers and Purchasing Agents, which typically require a college degree, were the highest in-demand agriculture occupation during 2019 in the Thumb counties. There were 56 postings for this high-demand occupation in the region, and it was the top agriculture occupation across southeast Michigan as a whole. Other top posted occupations include Landscaping and Groundskeeping Workers (51 postings), Nonfarm Animal Caretakers (42 postings), Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (37 postings), and Farmworkers and Laborers, Crop, Nursery, and Greenhouse.

Data: Emsi | Analysis: Workforce Intelligence Network

Agriculture Wage Overview

Of the top ten posted agriculture-related jobs, half offer median wages of more than $25 per hour according to the Bureau of Labor Statistics (BLS). The top posted job, Buyers and Purchasing Agents, offers median hourly earnings of $27.47 which translates to annual earnings of approximately $57,100. With such a broad array of skillsets represented, agriculture wages tend to scale with education and experience needs.

Wage Overview for Top Posted Agriculture Jobs in 2019

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
13-1028	Buyers and Purchasing Agents	$17.05	$21.14	$27.47	$36.02	$46.31
37-3011	Landscaping and Groundskeeping Workers	$9.78	$11.10	$13.03	$15.73	$19.58
39-2021	Nonfarm Animal Caretakers	$9.25	$9.65	$10.52	$11.44	$12.85
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	$20.62	$26.95	$35.36	$49.53	$64.98
45-2092	Farmworkers and Laborers, Crop, Nursery, and Greenhouse	$9.51	$10.71	$12.47	$14.23	$15.80
45-2091	Agricultural Equipment Operators	$9.50	$14.17	$17.94	$21.34	$24.88
13-1041	Compliance Officers	$18.17	$23.78	$30.44	$37.71	$42.49
45-2093	Farmworkers, Farm, Ranch, and Aquacultural Animals	$9.28	$9.53	$10.53	$12.38	$15.82
51-8031	Water and Wastewater Treatment Plant and System Operators	$13.70	$17.45	$20.99	$25.21	$29.59
29-1131	Veterinarians	$27.07	$31.44	$38.76	$49.34	$57.22

Data: Emsi, BLS | Analysis: Workforce Intelligence Network

In-Demand Technical Skills

- Purchasing
- Landscaping
- Heavy Equipment
- Power Tool Operation
- Procurement

In-Demand Foundational Skills

- Valid Driver's License
- Operations
- Sales
- Management
- Detail Oriented

In-Demand Education Level*

- High School Diploma: 22.4%
- Associate Degree: 3.0%
- Bachelor's Degree: 15.0%
- Master's Degree: 0.3%

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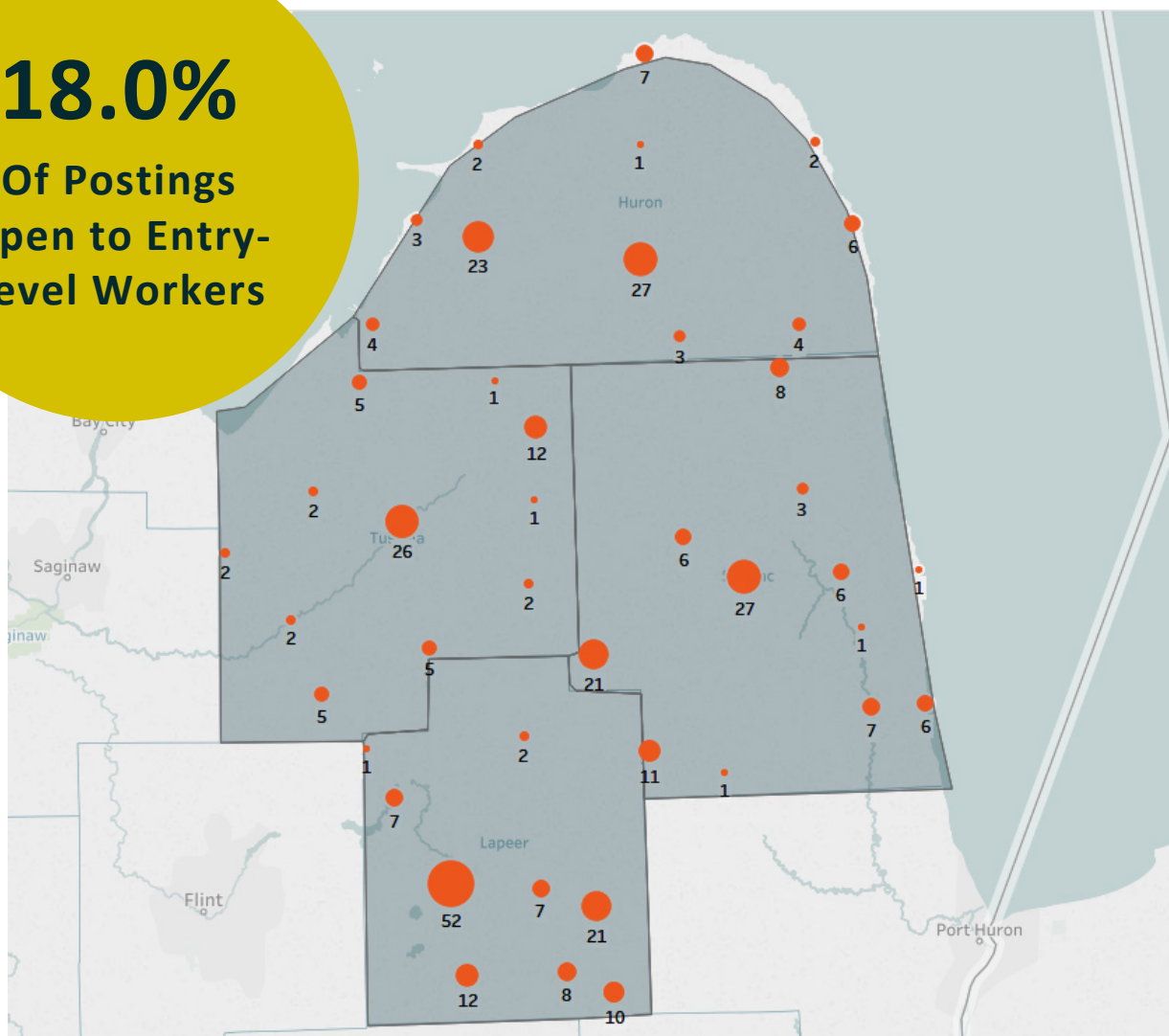
In-Demand Certifications

- Commercial Driver's License (CDL)
- Pesticide Applicator License
- Certified Veterinary Technician
- Wastewater Operator Certification
- Medical Technologist

Employer Demand by City

18.0%

Of Postings Open to Entry-Level Workers

Top Posting Employers*

- HomeAdvisor, Inc.
- House of Gifts
- State of Michigan
- Talent Associates Inc
- The Besl Transfer Co
- Nutrie LLC
- Esch Landscaping
- Care.com, Inc.
- Michigan Sugar Company
- Spartannash Company

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

Job Postings by City

1. Lapeer: 52 Postings
2. Bad Axe: 27 Postings
3. Sandusky: 27 Postings
4. Caro: 26 Postings
5. Pigeon: 23 Postings
6. Imlay City: 12 Postings
7. Marlette: 21 Postings
8. Cass City: 12 Postings
9. Metamora: 12 Postings
10. Brown City: 11 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.

14,242
Customer Service Workers

0.5% Increase from 2018

Employment Over Time
2001–2019
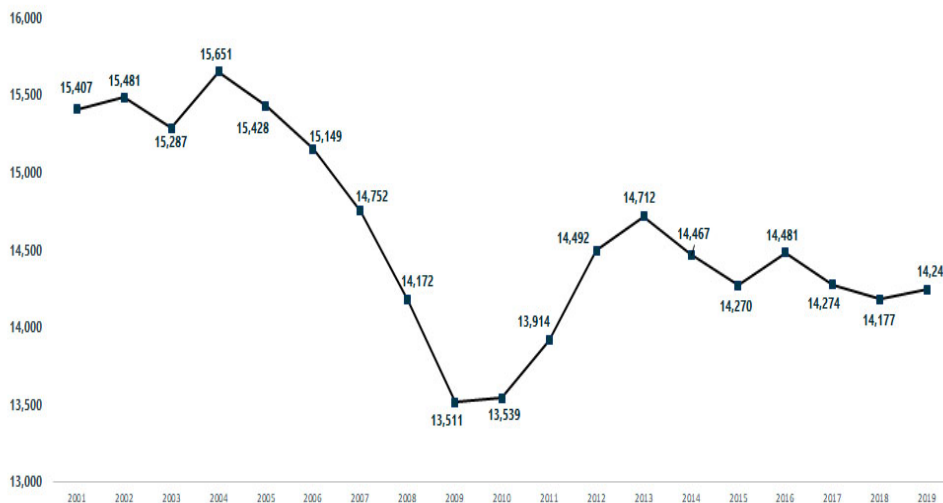
Worker Gender Demographics
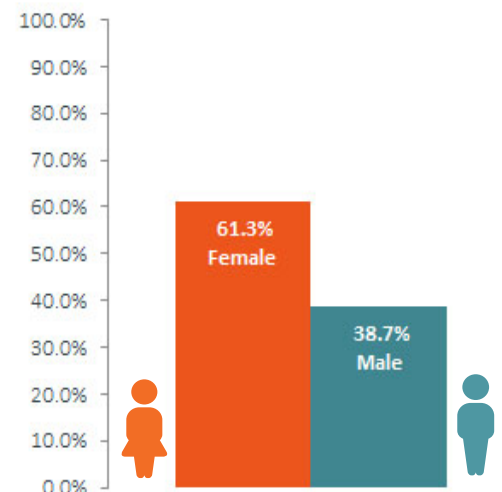
Customer Service Worker Demographics

According to the most recent Emsi data set available (2019), the customer service occupation group has increased since 2018 by 65 workers, for a total of 14,242 workers in 2019. During 2019, 61.3 percent of workers identified as female, while just under 40 percent identified as male. In the region, 88.6 percent of workers in the customer service occupation group identified as white, while 5.1 percent and 3.5 percent identified as black or African American and Hispanic or Latino respectively. The 25-54 age group has the most customer service workers, with 51.6 percent.

Race and Ethnicity Demographics

88.6% White | 5.1% Black or African American | 3.5% Hispanic or Latino

Worker Age Demographics

Age 14-24	Age 25-54	Age 55+
25.1%	51.6%	23.3%

Data: Emsi | Analysis: Workforce Intelligence Network
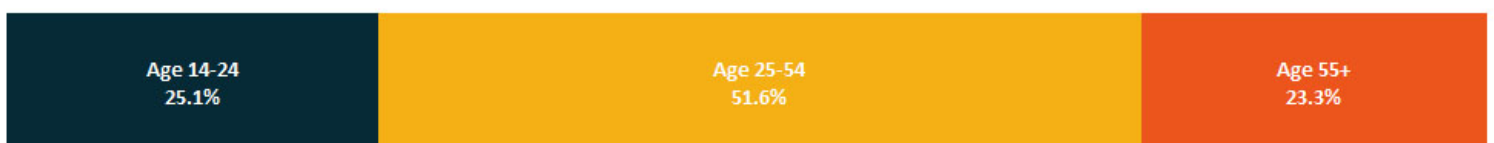
**Customer Service
Top Posted Jobs**
2019

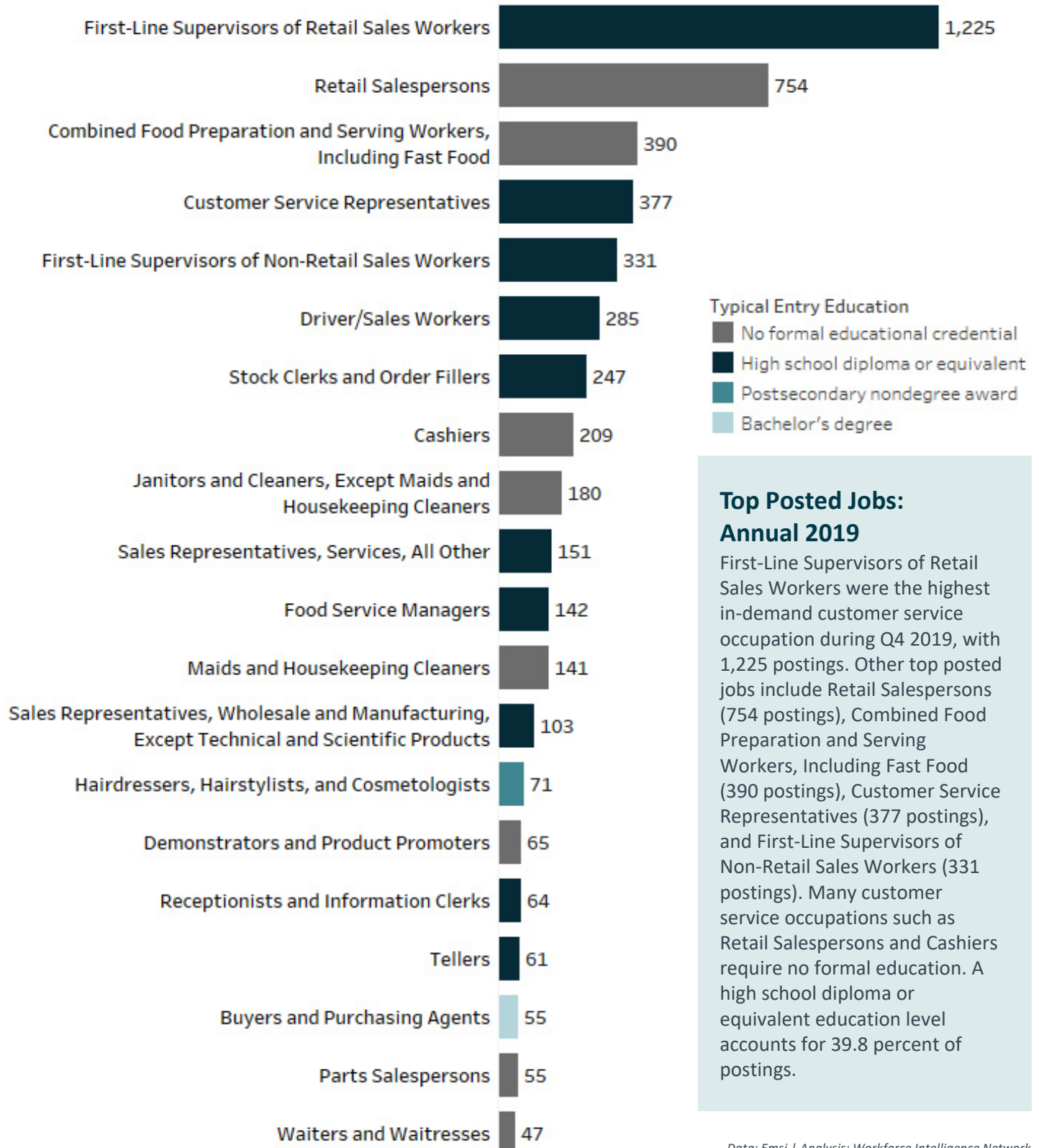| Occupation	Postings
First-Line Supervisors of Retail Sales Workers	1,225
Retail Salespersons	754
Combined Food Preparation and Serving Workers, Including Fast Food	390
Customer Service Representatives	377
First-Line Supervisors of Non-Retail Sales Workers	331
Driver/Sales Workers	285
Stock Clerks and Order Fillers	247
Cashiers	209
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	180
Sales Representatives, Services, All Other	151
Food Service Managers	142
Maids and Housekeeping Cleaners	141
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	103
Hairdressers, Hairstylists, and Cosmetologists	71
Demonstrators and Product Promoters	65
Receptionists and Information Clerks	64
Tellers	61
Buyers and Purchasing Agents	55
Parts Salespersons	55
Waiters and Waitresses	47

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

Top Posted Jobs: Annual 2019

First-Line Supervisors of Retail Sales Workers were the highest in-demand customer service occupation during Q4 2019, with 1,225 postings. Other top posted jobs include Retail Salespersons (754 postings), Combined Food Preparation and Serving Workers, Including Fast Food (390 postings), Customer Service Representatives (377 postings), and First-Line Supervisors of Non-Retail Sales Workers (331 postings). Many customer service occupations such as Retail Salespersons and Cashiers require no formal education. A high school diploma or equivalent education level accounts for 39.8 percent of postings.

Data: Emsi | Analysis: Workforce Intelligence Network

Customer Service Wage Overview

Despite being in high demand, most customer service-related occupations offer relatively low wages. However, three of the top ten posted occupations report median wages over $15.00 per hour, many of which are management roles requiring only a high school education or equivalent and less than five years of experience. Entry-level occupations such as Customer Service Representatives offer a median wage of $14.08, or a salary of $28,160, coupled with short-term on-the-job training.

Wage Overview for Top Posted Customer Service Jobs in 2019

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	$8.97	$11.36	$16.41	$23.39	$32.69
41-2031	Retail Salespersons	$9.25	$9.51	$10.86	$13.32	$18.71
35-3021	Combined Food Preparation and Serving Workers, Including Fast Food	$9.25	$9.40	$9.84	$10.99	$12.14
43-4051	Customer Service Representatives	$9.44	$11.23	$14.08	$18.11	$23.50
41-1012	First-Line Supervisors of Non-Retail Sales Workers	$5.89	$14.03	$25.72	$38.04	$53.95
53-3031	Driver/Sales Workers	$9.25	$9.40	$10.94	$18.23	$23.15
43-5081	Stock Clerks and Order Fillers	$9.26	$9.90	$11.31	$14.34	$18.39
41-2011	Cashiers	$9.25	$9.51	$10.37	$11.63	$13.74
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	$9.25	$9.89	$11.74	$14.74	$18.71
41-3099	Sales Representatives, Services, All Other	$10.57	$15.29	$23.77	$34.69	$51.52

Data: Emsi, BLS | Analysis: Workforce Intelligence Network

In-Demand Technical Skills

- Merchandising
- Cash Register
- Customer Satisfaction
- Deposit Accounts
- Selling Techniques

In-Demand Foundational Skills

- Sales
- Customer Service
- Management
- Presentations
- Leadership

In-Demand Education Level*

- High School Diploma: 39.8%
- Associate Degree: 1.4%
- Bachelor's Degree: 4.2%
- 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

- Automotive Service Excellence (ASE) Certification
- Cosmetology License
- ServSafe Certification
- Certified Safety Auditor
- Certified Dietary Manager (CDM)

Employer Demand by City

40% of Postings Require a High School Diploma or Equivalent
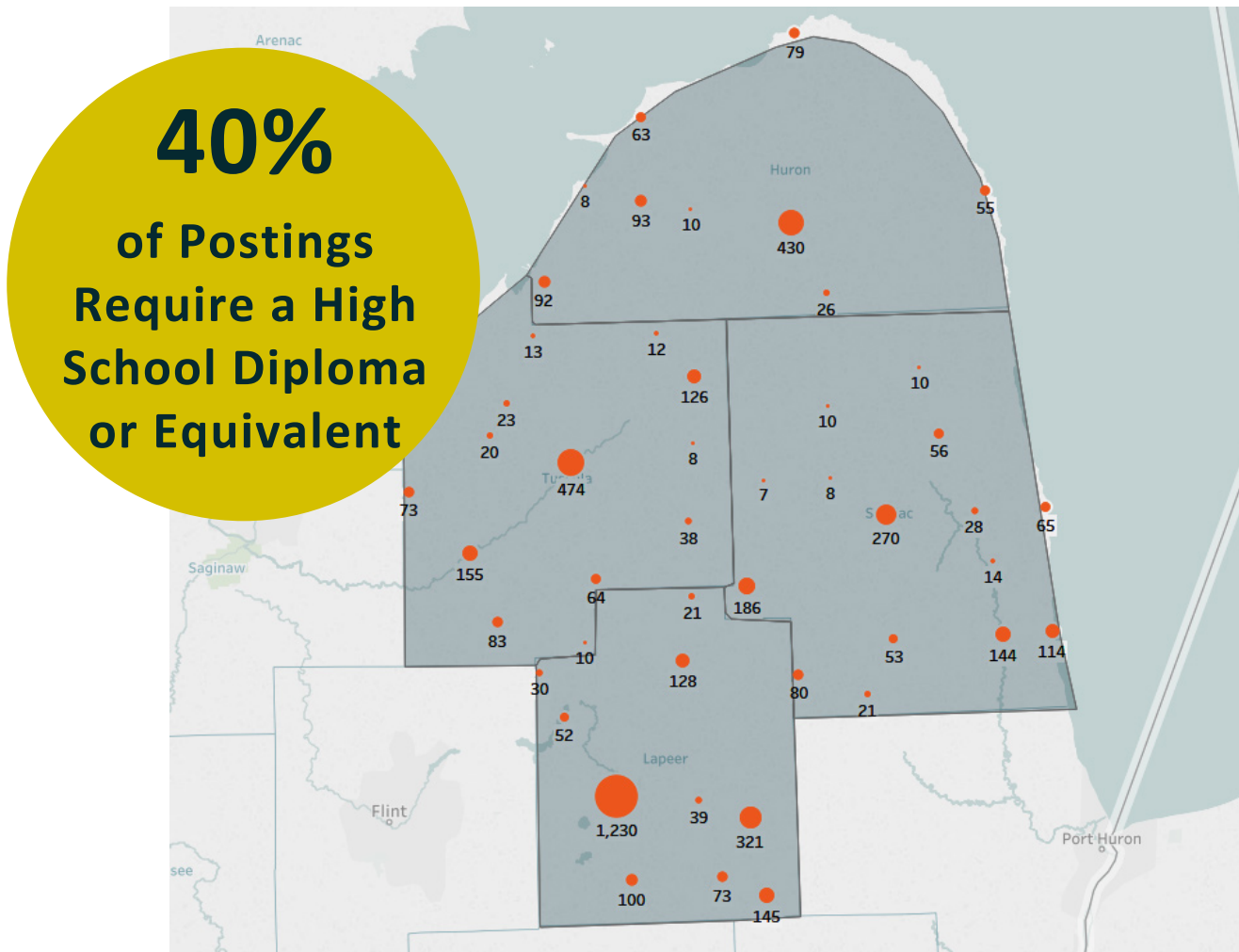
Top Posting Employers*

- Dollar General Corporation
- McDonald's Corporation
- Mac Tools
- Family Dollar Stores, Inc.
- Wal-Mart, Inc.
- Blair Logistics, Inc.
- Speedway LLC
- DEFENDERS, Inc.
- Pizza Hut, Inc.
- Advance Auto Parts, Inc.

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

Job Postings by City

1. Lapeer: 1,230 Postings
2. Caro: 474 Postings
3. Bad Axe: 430 Postings
4. Imlay City: 321 Postings
5. Sandusky: 270 Postings
6. Marlette: 186 Postings
7. Vassar: 155 Postings
8. Almont: 145 Postings
9. Croswell: 144 Postings
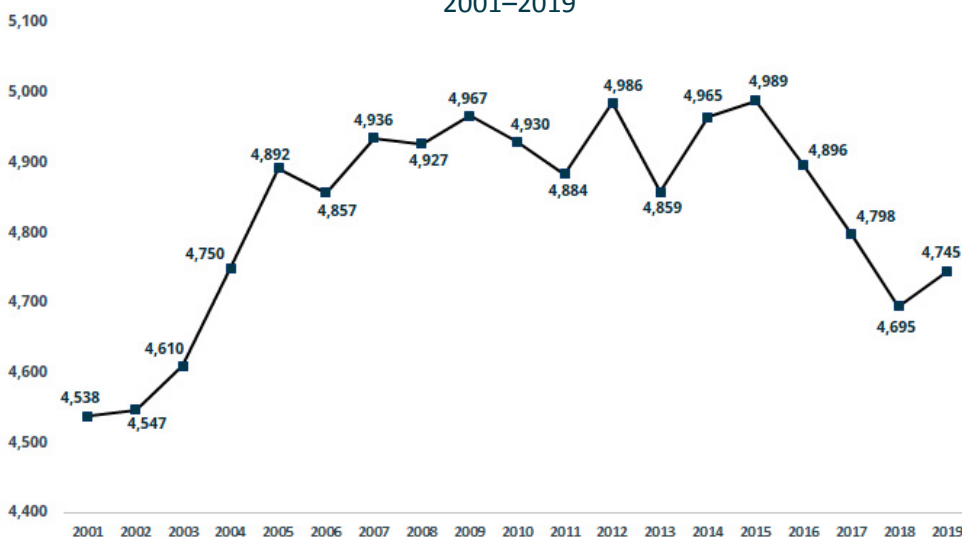10. North Branch: 128 Postings

Introduction

WIN's health care occupation group includes jobs related to health care support and practitioners. Employment in this group has been consistently growing, 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. Annually, there are about 23,600 job openings for these positions across southeast Michigan, and this is projected to continue increasing.
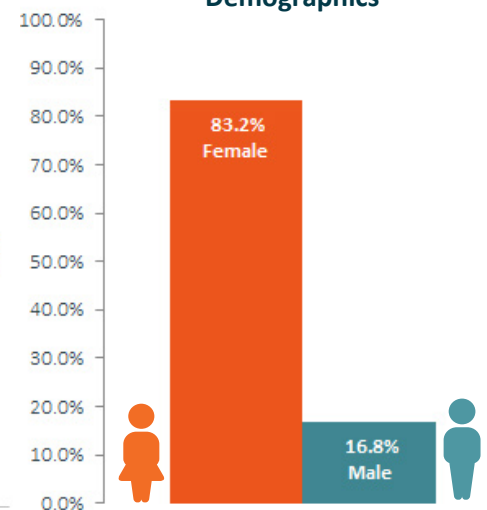
4,745
Health Care Workers
0.1% Increase from 2018

Employment Over Time 2001–2019

Year	Employment
2001	4,538
2002	4,547
2003	4,610
2004	4,750
2005	4,892
2006	4,857
2007	4,936
2008	4,927
2009	4,967
2010	4,930
2011	4,884
2012	4,986
2013	4,859
2014	4,965
2015	4,989
2016	4,896
2017	4,798
2018	4,695
2019	4,745

Worker Gender Demographics

83.2% Female

16.8% Male

Health Care Worker Demographics

According to the most recent Emsi data set available (2019), the health care occupation group employs around 4,700 workers in the Thumb counties, who are overwhelmingly female (83.2 percent) and between the ages of 25 and 54 (67.5 percent), although 24.5 percent of workers are over 55. For registered nurses in particular, 31.9 percent of workers are over 55, so recruiting young workers for this high demand occupation is even more important.

Race and Ethnicity Demographics
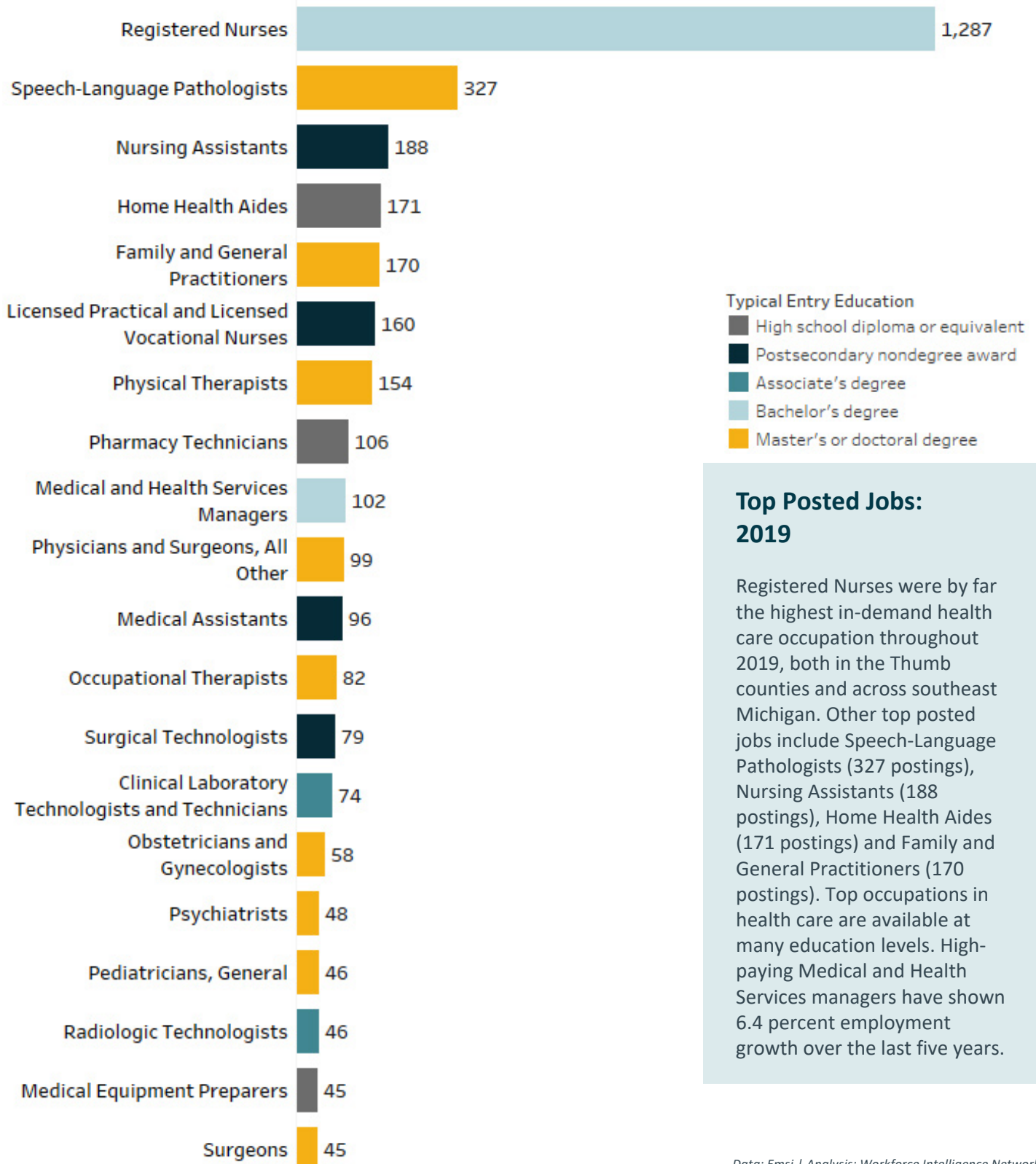
90.4% White | 5.1% Black or African American | 2.4% Hispanic or Latino

Worker Age Demographics

Age 14-24 8.1%	Age 25-54 67.5%	Age 55+ 24.5%

Data: Emsi | Analysis: Workforce Intelligence Network

Health Care Top Posted Jobs
2019

Occupation	Postings
Registered Nurses	1,287
Speech-Language Pathologists	327
Nursing Assistants	188
Home Health Aides	171
Family and General Practitioners	170
Licensed Practical and Licensed Vocational Nurses	160
Physical Therapists	154
Pharmacy Technicians	106
Medical and Health Services Managers	102
Physicians and Surgeons, All Other	99
Medical Assistants	96
Occupational Therapists	82
Surgical Technologists	79
Clinical Laboratory Technologists and Technicians	74
Obstetricians and Gynecologists	58
Psychiatrists	48
Pediatricians, General	46
Radiologic Technologists	46
Medical Equipment Preparers	45
Surgeons	45

Typical Entry Education
- High school diploma or equivalent
- Postsecondary nondegree award
- Associate's degree
- Bachelor's degree
- Master's or doctoral degree

Top Posted Jobs: 2019

Registered Nurses were by far the highest in-demand health care occupation throughout 2019, both in the Thumb counties and across southeast Michigan. Other top posted jobs include Speech-Language Pathologists (327 postings), Nursing Assistants (188 postings), Home Health Aides (171 postings) and Family and General Practitioners (170 postings). Top occupations in health care are available at many education levels. High-paying Medical and Health Services managers have shown 6.4 percent employment growth over the last five years.

Data: Emsi | Analysis: Workforce Intelligence Network

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. However, most of the top-posted jobs that require less than a bachelor's degree pay under than the state's median wage of $18.08 per hour. Registered Nurses, the top posted health care job, offers a median hourly wage of $32.68 per hour or annual salary of about $68,000 according to the Bureau of Labor Statistics (BLS).

Wage Overview for Top Posted Health Care Jobs in 2019

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
29-1141	Registered Nurses	$25.31	$28.29	$32.68	$37.10	$40.98
29-1127	Speech-Language Pathologists	$26.05	$29.79	$34.91	$42.52	$53.96
31-1014	Nursing Assistants	$11.56	$13.11	$15.04	$17.22	$19.35
31-1011	Home Health Aides	$10.32	$10.94	$12.87	$15.25	$17.28
29-1062	Family and General Practitioners	$37.55	$54.27	$81.38	$95.44	$146.58
29-2061	Licensed Practical and Licensed Vocational Nurses	$18.30	$20.84	$23.43	$26.18	$28.84
29-1123	Physical Therapists	$31.79	$35.83	$42.36	$49.85	$59.07
29-2052	Pharmacy Technicians	$9.87	$11.31	$13.53	$16.34	$19.08
11-9111	Medical and Health Services Managers	$27.45	$34.34	$43.12	$53.33	$69.32
29-1069	Physicians and Surgeons, All Other	$21.68	$36.17	$82.67	$113.78	$135.18

Data: Emsi, BLS | Analysis: Workforce Intelligence Network

In-Demand Technical Skills

- Nursing
- Basic Life Support
- Advanced Cardiovascular Life Support (ACLS)
- Cardiopulmonary Resuscitation (CPR)
- Speech-Language Pathology

In-Demand Foundational Skills

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

In-Demand Education Level*

- High School Diploma: 14.8%
- Associate Degree: 12.1%
- Bachelor's Degree: 12.2%
- Master's Degree: 7.4%

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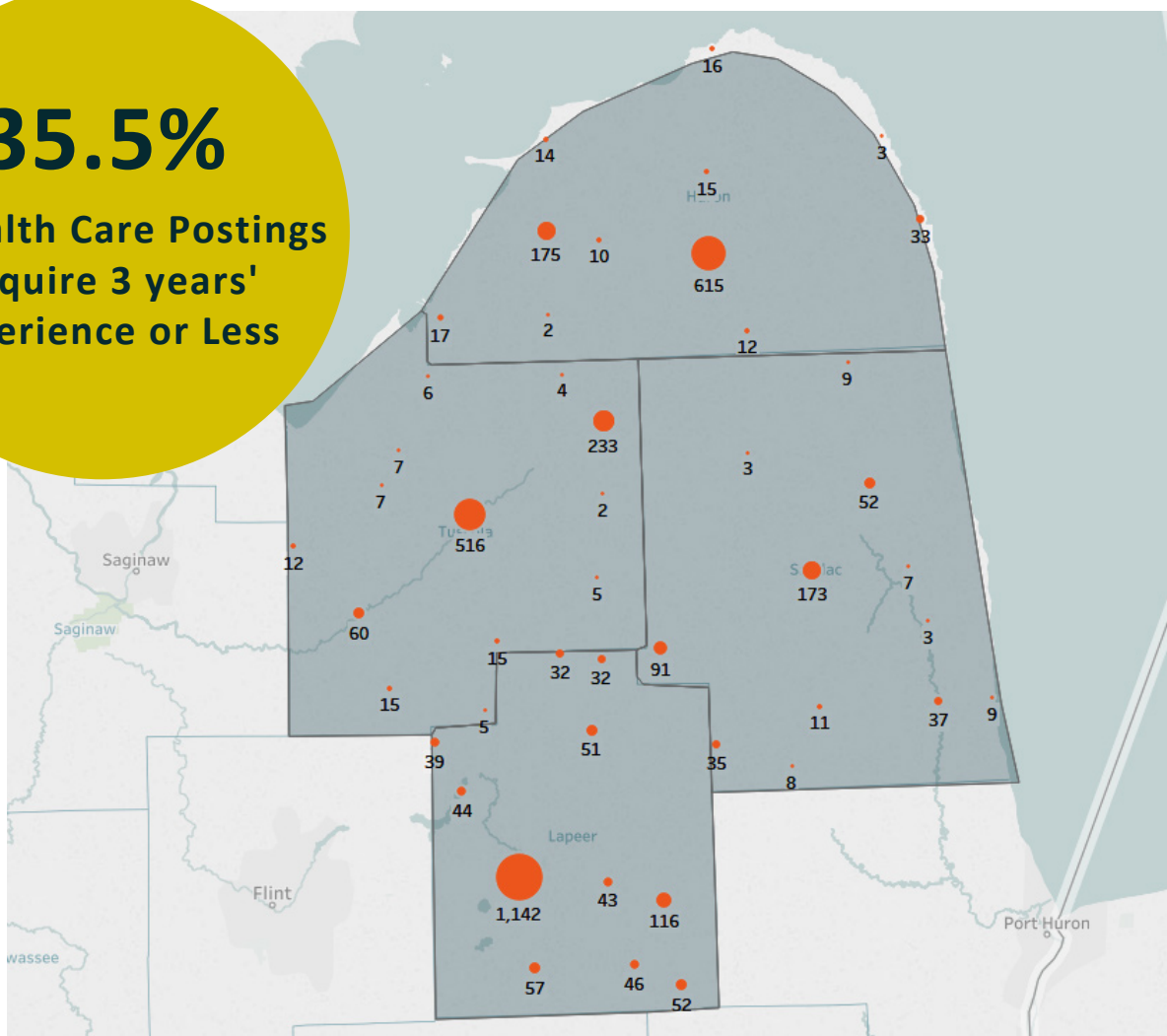
In-Demand Certifications

- Licensed Practical Nurse
- Certified Nursing Assistant
- Critical Care Registered Nurse (CCRN)
- Nurse Practitioner
- Certificate of Clinical Competence in Speech-Language Pathology (CCC-SLP)

Employer Demand by City

35.5%

of Health Care Postings Require 3 years' Experience or Less

Top Posting Employers*

- HealthCare Employment Network
- McLaren, Inc.
- Sunbelt Staffing, LLC
- State of Michigan
- Scheurer Hospital
- Barton & Associates, Inc.
- Trilogy Health Services, LLC
- CompHealth, Inc.
- N & A Inc
- Manor Care, Inc.

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

Job Postings by City

1. Lapeer: 1,142 Postings
2. Bad Axe: 615 Postings
3. Caro: 516 Postings
4. Cass City: 233 Postings
5. Pigeon: 175 Postings
6. Sandusky: 173 Postings
7. Imlay City: 116 Postings
8. Marlette: 91 Postings
9. Vassar: 60 Postings
10. Metamora: 57 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.
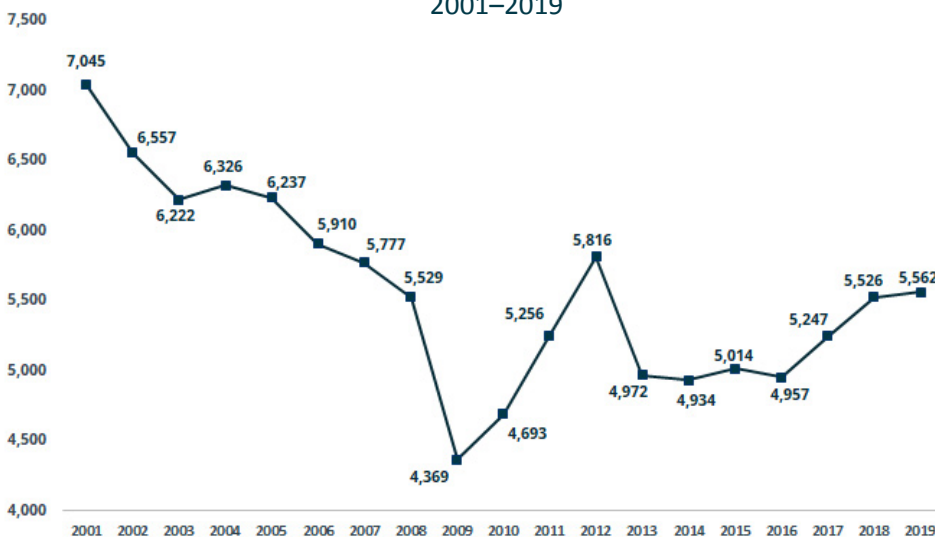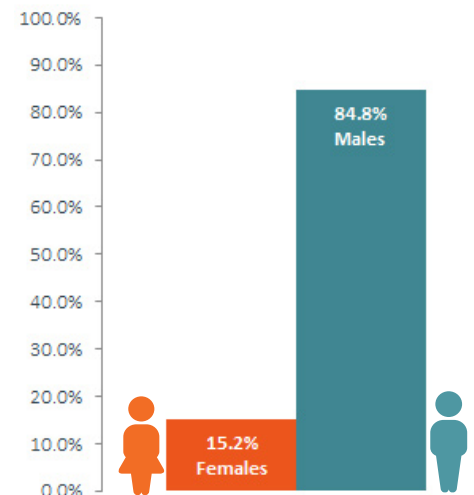
5,562
Skilled Trades Workers
0.7% Increase
from 2018

Employment Over Time
2001–2019

7,045
6,557
6,326
6,222
6,237
5,910
5,777
5,529
4,369
4,693
5,256
5,816
4,972
4,934
5,014
4,957
5,247
5,526
5,562

Worker Gender Demographics

84.8% Males

15.2% Females

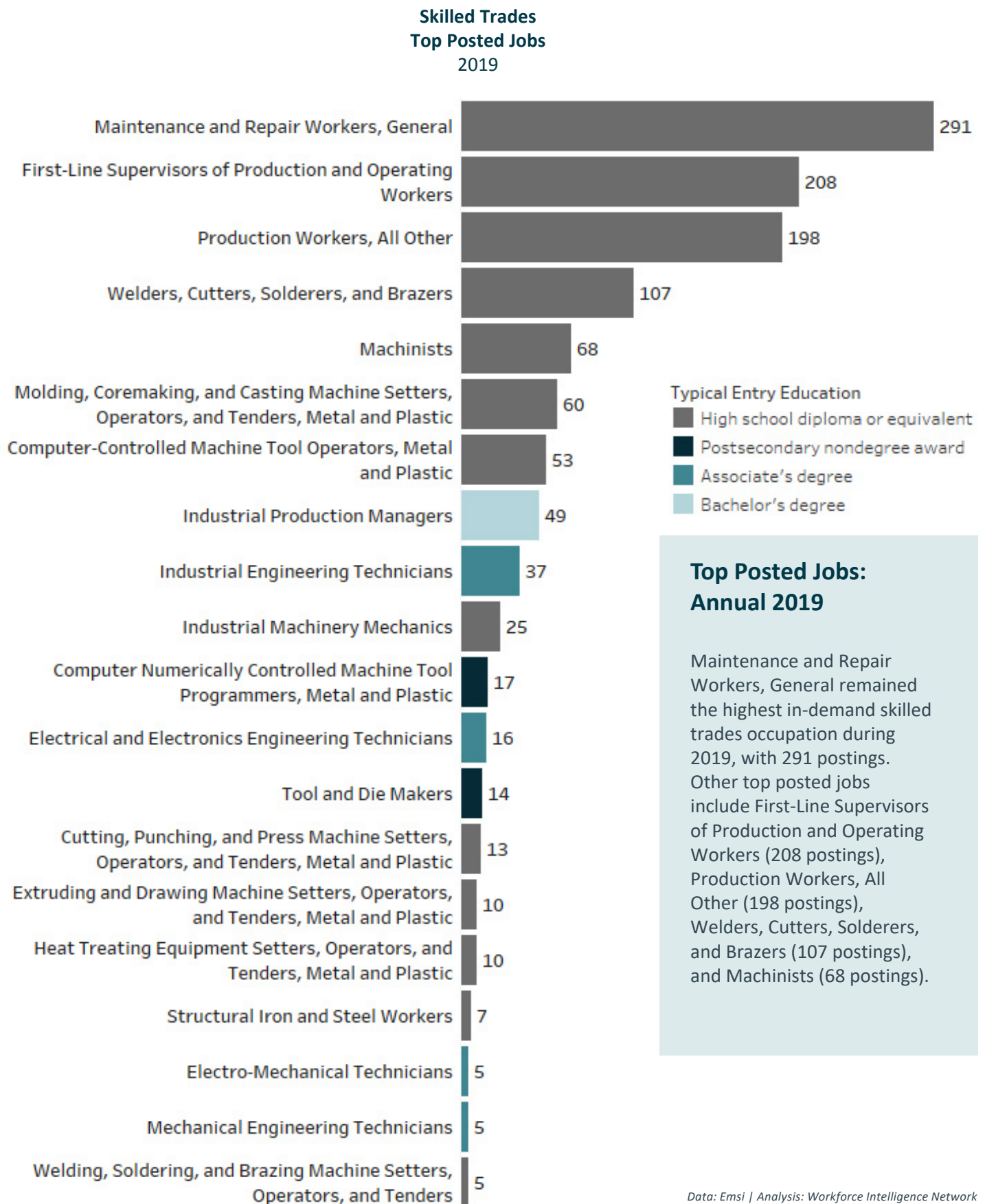## Skilled Trades Worker Demographics

According to the most recent Emsi data set available (2019), the skilled trades occupation group employs about 5,600 workers in the Thumb region. A majority of skilled trades workers are white males between the ages of 25 and 54. Additional outreach may be necessary in the near future, as at 25.5 percent, the group has a somewhat higher proportion than average of workers over age 55.

Race and Ethnicity Demographics

90.0% White | 4.7% Black or African American | 3.8% Hispanic or Latino

Worker Age Demographics

| Age 14-24 8.0% | Age 25-54 66.5% | Age 55+ 25.5% |

Data: Emsi | Analysis: Workforce Intelligence Network

**Skilled Trades
Top Posted Jobs**
2019

Maintenance and Repair Workers, General — 291
First-Line Supervisors of Production and Operating Workers — 208
Production Workers, All Other — 198
Welders, Cutters, Solderers, and Brazers — 107
Machinists — 68
Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic — 60
Computer-Controlled Machine Tool Operators, Metal and Plastic — 53
Industrial Production Managers — 49
Industrial Engineering Technicians — 37
Industrial Machinery Mechanics — 25
Computer Numerically Controlled Machine Tool Programmers, Metal and Plastic — 17
Electrical and Electronics Engineering Technicians — 16
Tool and Die Makers — 14
Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic — 13
Extruding and Drawing Machine Setters, Operators, and Tenders, Metal and Plastic — 10
Heat Treating Equipment Setters, Operators, and Tenders, Metal and Plastic — 10
Structural Iron and Steel Workers — 7
Electro-Mechanical Technicians — 5
Mechanical Engineering Technicians — 5
Welding, Soldering, and Brazing Machine Setters, Operators, and Tenders — 5

Typical Entry Education
- High school diploma or equivalent
- Postsecondary nondegree award
- Associate's degree
- Bachelor's degree

Top Posted Jobs: Annual 2019

Maintenance and Repair Workers, General remained the highest in-demand skilled trades occupation during 2019, with 291 postings. Other top posted jobs include First-Line Supervisors of Production and Operating Workers (208 postings), Production Workers, All Other (198 postings), Welders, Cutters, Solderers, and Brazers (107 postings), and Machinists (68 postings).

Data: Emsi | Analysis: Workforce Intelligence Network

Skilled Trades Wage Overview

Four of the top ten in-demand skilled trades occupations have median wages above $20 per hour according to the Bureau of Labor Statistics (BLS). Maintenance and Repair Workers, General, the top posted skilled trades job in 2019, offers a median hourly wage of $16.40. This translates to an annual salary of about $34,100.

Wage Overview for Top Posted Skilled Trades Jobs in 2019

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	$10.36	$12.85	$16.40	$21.42	$27.09
51-1011	First-Line Supervisors of Production and Operating Workers	$16.55	$20.69	$26.67	$34.01	$40.96
51-9199	Production Workers, All Other	$9.52	$11.16	$15.32	$20.22	$25.57
51-4121	Welders, Cutters, Solderers, and Brazers	$12.33	$14.11	$16.34	$18.97	$22.78
51-4041	Machinists	$10.45	$12.44	$15.93	$20.76	$25.14
51-4072	Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic	$9.40	$10.86	$12.98	$15.75	$21.19
51-4011	Computer-Controlled Machine Tool Operators, Metal and Plastic	$10.76	$12.59	$15.91	$20.04	$24.37
11-3051	Industrial Production Managers	$29.75	$37.01	$47.63	$60.45	$74.18
17-3026	Industrial Engineering Technicians	$16.32	$19.23	$22.95	$29.01	$34.66
49-9041	Industrial Machinery Mechanics	$14.55	$17.38	$21.66	$26.58	$30.90

Data: Emsi, BLS | Analysis: Workforce Intelligence Network

In-Demand Technical Skills
- Booking (Sales)
- Machining
- Blueprinting
- Tooling
- Welding

In-Demand Foundational Skills
- Management
- Troubleshooting (Problem Solving)
- Leadership
- Problem Solving

In-Demand Education Level*
- High School Diploma: 37.4%
- Associate Degree: 3.0%
- Bachelor's Degree: 8.9%
- Master's Degree: 1.1%

Not all job postings indicate the required educational attainment level, therefore the percentages found here may not add up to 100 percent
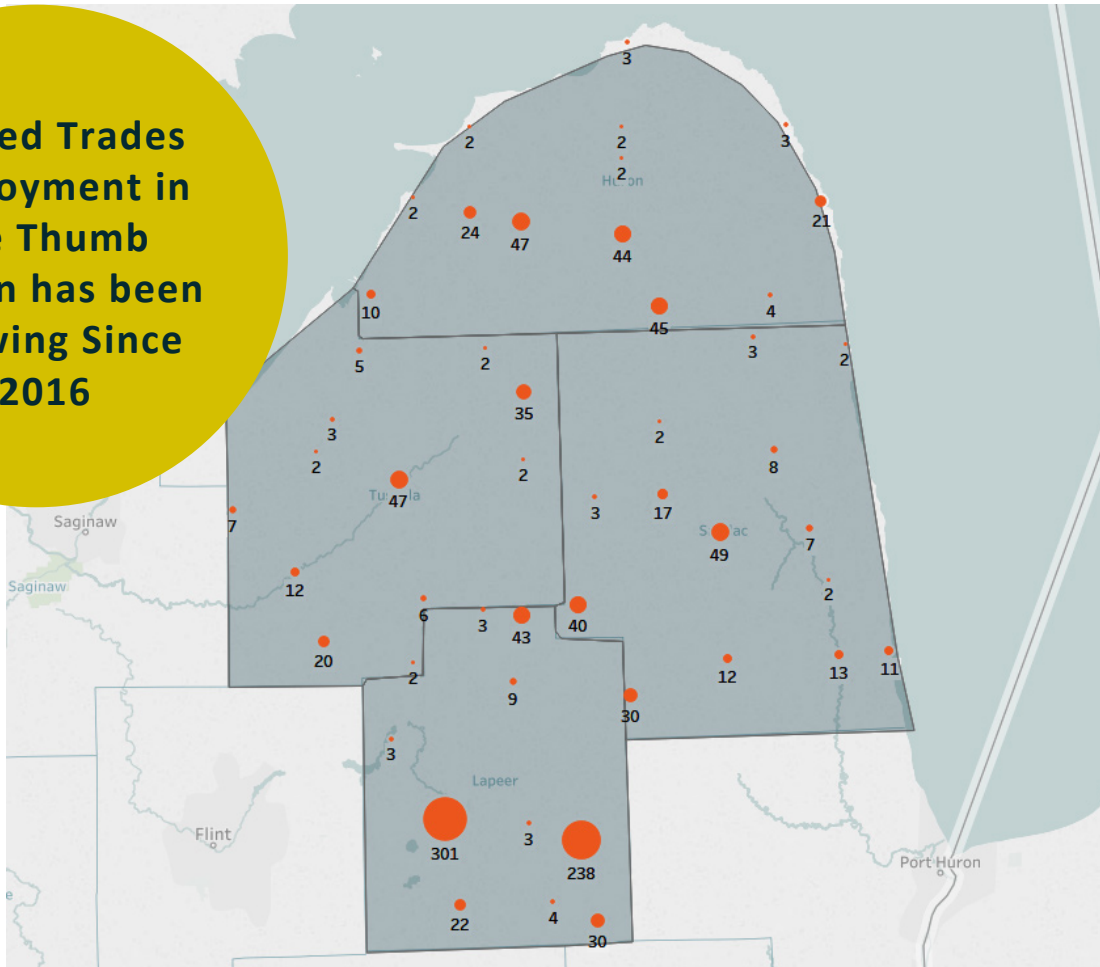
In-Demand Certifications
- Commercial Driver's License (CDL)
- Pesticide Applicator License
- SQF (Safe Quality Food) Practitioner
- Certified Forklift Operator
- (American Society For Quality) ASQ Certified

Employer Demand by City

Skilled Trades Employment in the Thumb Region has been Growing Since 2016

Top Posting Employers*

- HomeAdvisor, Inc.
- Cornerstone Staffing Solutions, Inc.
- Kelly Services, Inc.
- Qualified Staffing Inc
- Gemini Group, Inc.
- Tower International, Inc.
- Trillium Staffing
- Spark Inc
- Conagra Brands, Inc.
- Advanced Drainage Systems, Inc.

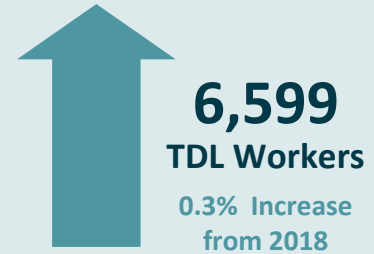*Employer names are listed as they appear in online job postings.*

Job Postings by City

1. Lapeer: 301 Postings
2. Imlay City: 238 Postings
3. Sandusky: 49 Postings
4. Caro: 47 Postings
5. Elkton: 47 Postings
6. Ubly: 45 Postings
7. Bad Axe: 44 Postings
8. Clifford: 43 Postings
9. Marlette: 40 Postings
10. Cass City: 35 Postings

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.

6,599
TDL Workers
0.3% Increase from 2018

Employment Over Time
2001–2019

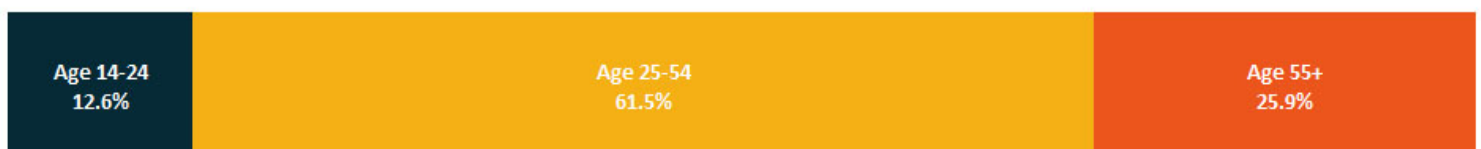### Worker Gender Demographics

73.5% Males

26.5% Females
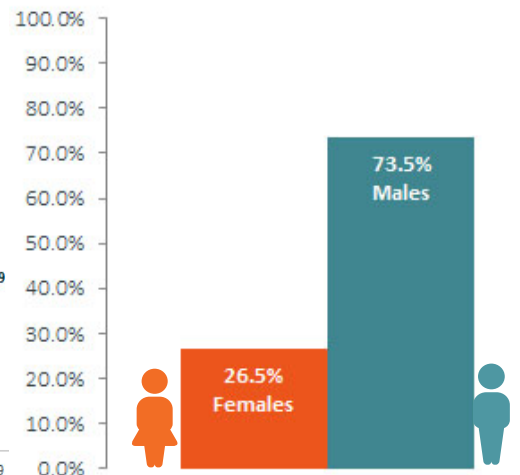
TDL Worker Demographics

According to the most recent Emsi data set available (2019), the TDL occupation group employs over 6,000 individuals in the Thumb region. These workers are 73.5 percent male and 86.9 percent white. Only 12.6 percent of the workers in this occupation group are under the age of 25, indicating an aging TDL workforce in the four-county region.

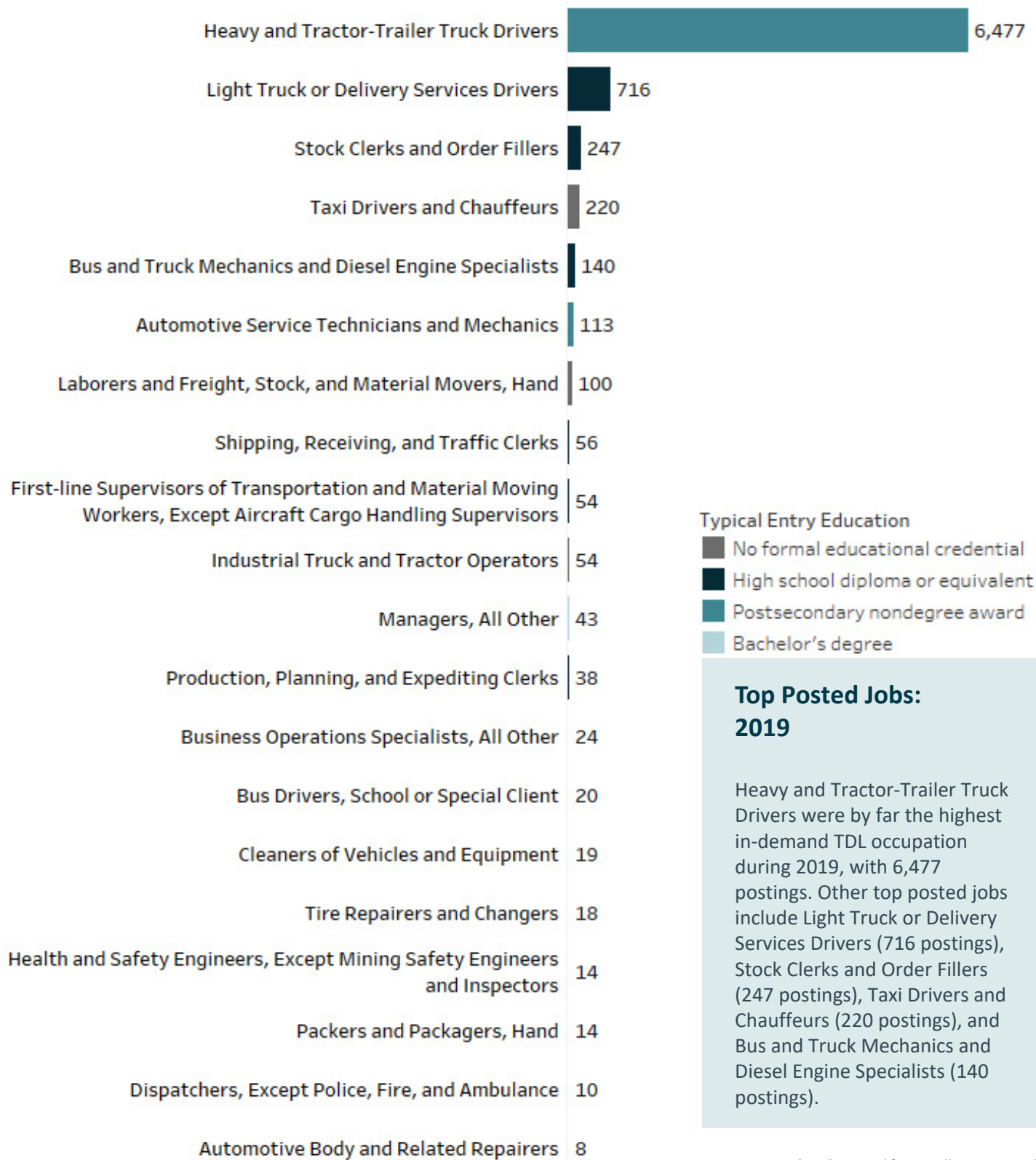### Race and Ethnicity Demographics

86.9% White | 7.3% Black or African American | 3.9% Hispanic or Latino

Worker Age Demographics

| Age 14-24 12.6% | Age 25-54 61.5% | Age 55+ 25.9% |

Data: Emsi | Analysis: Workforce Intelligence Network

TDL Top Posted Jobs
2019

Occupation	Postings
Heavy and Tractor-Trailer Truck Drivers	6,477
Light Truck or Delivery Services Drivers	716
Stock Clerks and Order Fillers	247
Taxi Drivers and Chauffeurs	220
Bus and Truck Mechanics and Diesel Engine Specialists	140
Automotive Service Technicians and Mechanics	113
Laborers and Freight, Stock, and Material Movers, Hand	100
Shipping, Receiving, and Traffic Clerks	56
First-line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	54
Industrial Truck and Tractor Operators	54
Managers, All Other	43
Production, Planning, and Expediting Clerks	38
Business Operations Specialists, All Other	24
Bus Drivers, School or Special Client	20
Cleaners of Vehicles and Equipment	19
Tire Repairers and Changers	18
Health and Safety Engineers, Except Mining Safety Engineers and Inspectors	14
Packers and Packagers, Hand	14
Dispatchers, Except Police, Fire, and Ambulance	10
Automotive Body and Related Repairers	8

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

Top Posted Jobs: 2019

Heavy and Tractor-Trailer Truck Drivers were by far the highest in-demand TDL occupation during 2019, with 6,477 postings. Other top posted jobs include Light Truck or Delivery Services Drivers (716 postings), Stock Clerks and Order Fillers (247 postings), Taxi Drivers and Chauffeurs (220 postings), and Bus and Truck Mechanics and Diesel Engine Specialists (140 postings).

Data: Emsi | Analysis: Workforce Intelligence Network

TDL Wage Overview

According to the Bureau of Labor Statistics (BLS), only one of the top ten in-demand TDL occupations (First-line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors) offers median wages of more than $20 per hour. Heavy and Tractor-Trailer Truck Drivers, the top posted TDL job in 2019, offers a median hourly wage of $18.10, or an annual salary of nearly $38,000.

Wage Overview for Top Posted TDL Jobs in 2019

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	$11.34	$14.29	$18.10	$23.12	$28.19
53-3033	Light Truck or Delivery Services Drivers	$9.28	$9.88	$13.50	$19.47	$24.69
43-5081	Stock Clerks and Order Fillers	$9.26	$9.90	$11.31	$14.33	$18.35
53-3041	Taxi Drivers and Chauffeurs	$9.41	$10.25	$11.88	$14.52	$17.61
49-3031	Bus and Truck Mechanics and Diesel Engine Specialists	$11.57	$15.08	$19.16	$23.28	$28.58
49-3023	Automotive Service Technicians and Mechanics	$9.48	$12.04	$16.54	$23.21	$28.38
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	$10.00	$11.73	$14.57	$17.94	$20.39
43-5071	Shipping, Receiving, and Traffic Clerks	$10.61	$12.48	$15.14	$18.58	$23.00
53-1048	First-line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	$13.72	$18.44	$24.34	$30.92	$39.59
53-7051	Industrial Truck and Tractor Operators	$12.40	$15.08	$19.97	$23.58	$25.69

Data: Emsi, BLS | Analysis: Workforce Intelligence Network

In-Demand Technical Skills
- Flatbed Truck
- Merchandising
- Warehousing
- Mechanics
- Truckload Shipping

In-Demand Foundational Skills
- Valid Driver's License
- Customer Service
- Good Driving Record
- Sales
- Management

In-Demand Education Level*
- High School Diploma: 6.2%
- Associate Degree: 1.5%
- Bachelor's Degree: 1.3%
- 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
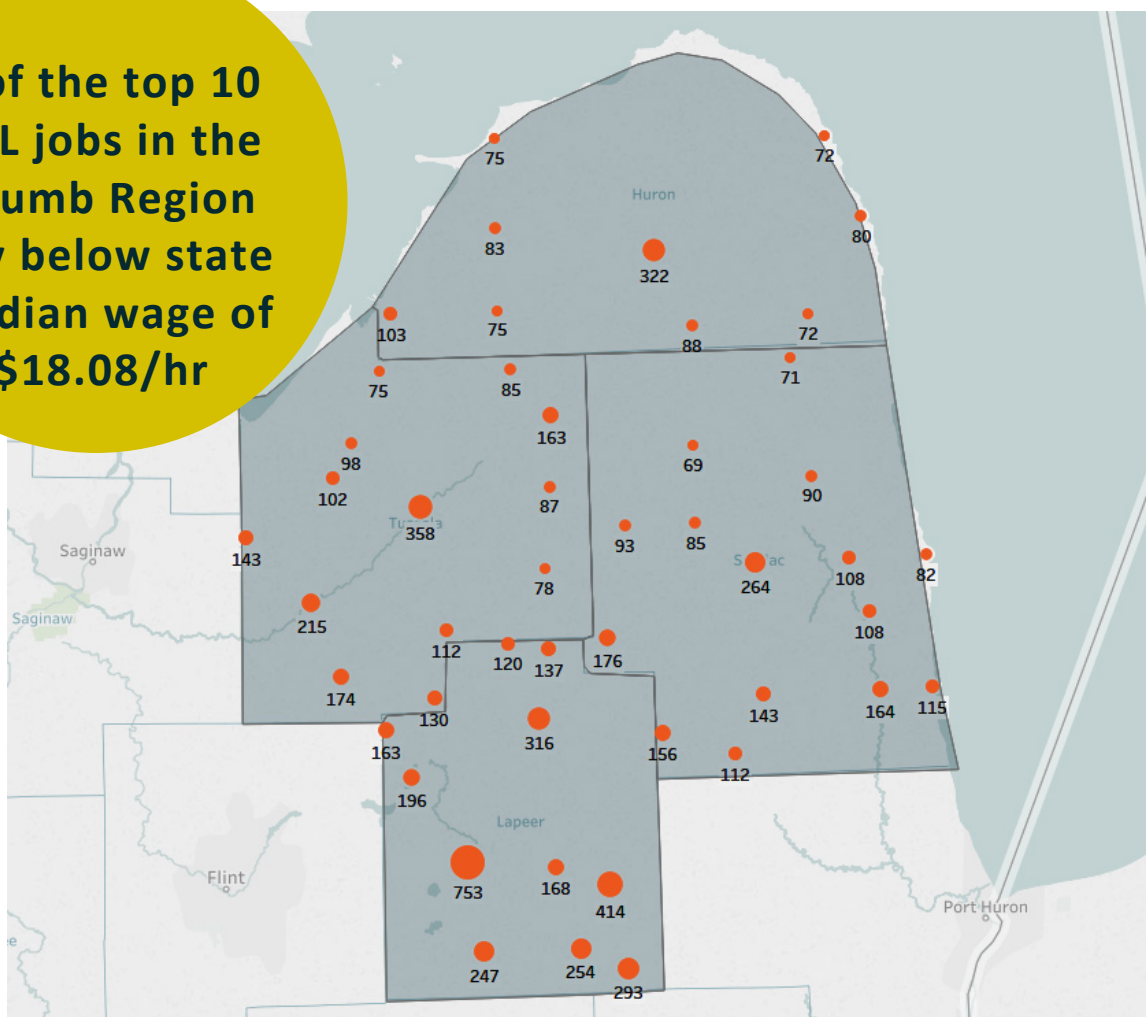
In-Demand Certifications
- Commercial Driver's License (CDL)
- Transportation Worker Identification Credential (TWIC) Card
- Automotive Service Excellence (ASE) Certification
- Certified Forklift Operator
- Certified Healthcare Emergency Professional

Employer Demand by City

6 of the top 10 TDL jobs in the Thumb Region pay below state median wage of $18.08/hr

Top Posting Employers*

- CRST International, Inc.
- C.R. England, Inc.
- Blair Logistics, LLC
- Hogan Transports Inc
- E. W. Wylie Corporation
- Pegasus Transportation, Inc.
- Roadrunner Transportation Systems, Inc.
- Celadon Group, Inc.
- Uber Technologies, Inc.
- Mtb Transport, LLC

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

Job Postings by City

1. Lapeer: 753 Postings
2. Imlay City: 414 Postings
3. Caro: 358 Postings
4. Bad Axe: 322 Postings
5. North Branch: 316 Postings
6. Almont: 239 Postings
7. Sandusky: 264 Postings
8. Dryden: 254 Postings
9. Metamora: 247 Postings
10. Vassar: 215 Postings

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